

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 15, 1948



That colorful string-band craze! Here's the Ferko String Band swinging around Philadelphia's City Hall resplendent in the New Year's Day costumes worn for the famous annual Mummers Parade. The Ferko band has sold over 323,000 disks (verified) for the Palda Record Company (including "Heartbreaker"), and is blushing for joy now that its theme song, "Hello," has been chosen as the official greeting song of the Republican National Convention. Their latest Palda platter is "Alibi Baby," penned by the same trio that wrote "Heartbreaker." Inset photo shows Dave Miller, Palda's prexy, presenting Joe Ferko, captain of the band, with initial pressing of the newest release.

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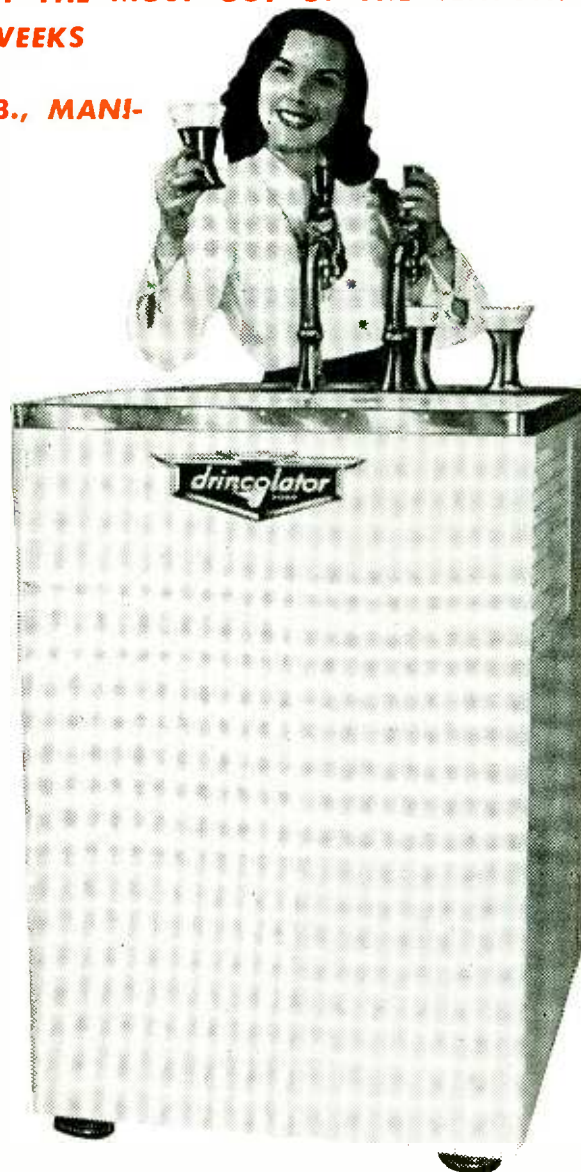
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***11% HAVE ALREADY BOUGHT THE DRINCOLATOR!**

RADIO'S KHAKI HEADACHE

Copyrighting Fees Hit Sky (Under Cover)

Congress Pitches Fast One

NEW YORK, May 8.—Congress has slipped one over on the Authors' League (AL). Despite the writers' hastily organized opposition, it has increased the copyright fees from \$1 for renewals, to \$4 for all written matter (published or unpublished) and \$2 for renewals. The hike goes into effect May 27.

Altho the Authors' League did not get any help from publishers or other biz interests involved in benefiting from copyrighted matter, it had, at the worst, expected only a jump to \$3.

The registrar of copyrights asked for the increase because, he claimed, his expenses for the service increased 200G in 1946. The AL, on the other hand, states that most of the material copyrighted does not pay off; for example, poems—the general price for which is \$5. The poor versifiers will now get only one buck profit for all that mental torture.

Many of the articles, too, bring back only about \$25 to their writers. And among plays, more than 5,000 scripts are registered every year. Only about 80 ever see the inside of Broadway theaters. However, even with the picture this black for the literati, indications are that the AL will take steps at the next session of Congress to revise the rates downward.

When Ya Cain't Be Gvner, There's Always Yer Git-Tar

HOLLYWOOD, May 8.—Immediately following termination of office as chief executive of Louisiana Tuesday (11), Gov. Jimmy Davis will go on a one-nighter four-week tour covering eight States in the Southern half of the U. S. This will be Davis' first p.a. tour since taking over Louisiana's gubernatorial duties four years ago. Davis will now return to show-

biz, since under provisions of the Louisiana State constitution, a governor cannot succeed himself in office.

Package headlined by Davis will feature the Sunshine Serenaders, Shelton Brothers and thrush Arabella, plus other acts. Aggregation is being handled by Davis's Hollywood manager, Mitchell J. Hamilberg, and tour (See *Cain't Be Gvner* on page 16)

Morehouse Is Stem Crix Top Picker; Coleman, '47 Champ, Winds Up No. 4

Sun's Aisle-Sitter Edges PM's Kronenberger

By Bob Francis

NEW YORK, May 8.—Final tape breaking in the New York drama critics' race for annual accuracy honors (*The Billboard* tabs the Broadway legit season as ending April 30) puts the Sun's aisle expert, Ward Morehouse, in top slot for accurate play judging of 1947-1948 productions. Tabbed on the basis of seven wrong guesses out of 47 tries, Morehouse's leading average is 85.1 per cent. Louis Kronenberger, PM's expert, winds up with the same number of shows reviewed and an additional wrong guess, to take second

place with a percentage average of 83.

Plenty of major slip-ups in the running order have occurred since a tabulation was taken February 7. At that time Morehouse was setting a fast pace with a fat average of 90.3. Richard Watts Jr. (*Post*) was crowding the Sun's drama pooh-bah with 87.5. However, Watts has faltered in the home stretch and dropped back to finish fifth (average 79.2), while Kronenberger has spurted from the same slot to take second honors. Watts winds up with 10 errors (See *'48 STEM CRUX* on page 42)

Big Army May Cut Supply of Advertisables

There's Bright Side, Too

NEW YORK, May 8.—Broadcasters, both local and network, this week were seriously assessing the possible effect on radio of the passage of Selective Service and Universal Military Training (UMT) legislation, currently pending in Washington. Consensus was that a major economic problem would arise should these bills become law, but that certain compensating factors of a lesser nature would develop concurrently. Perhaps the biggest blow would be the sharp curtailment of the current buyers' market in several industries dependent upon steel and fabrics, with the consequent tailing off of ad- (See *UMT AND DRAFT* on page 6)

Tele in Rooms Of D. C. Hotels

WASHINGTON, May 8. — Four hotels here are renting television sets to room occupants and a fifth is completing engineering tests for installation of rental sets, it was announced today by Alex Korn, director of Television Research. Korn's firm is supplying the sets to the hotels and servicing the equipment.

Korn said his company had already made 22 portable sets available to the hotels and others were forthcoming. Renting the sets from Television Research at a flat fee, according to Korn, are the Shoreham, Broadmoor, Raleigh and Twenty Four Hundred hotels, with the Statler now testing preparatory to installation. The Shoreham is the pioneer in the video rental field, having been performing the service thru Television Research since March 15. Rental fee for sets to room occupants is \$2 daily.

Korn said the hotel users have reported the sets almost 90 per cent in constant use by room occupants. The sets are Motorola BT-71's and Philco-700's, with standard small screens.

NAB Code Emasculated, Safe

Moral Eunuch Top Issue on Meet Agenda

Miller Excises 'Obey' Pledge

WASHINGTON, May 8.—On the eve of the National Association of Broadcasters' (NAB) 26th annual convention in Los Angeles, starting next Sunday (16) the trade association's projected new standards and practices loomed as the convention's biggest issue. Despite persistent opposition to the code, strong opinion prevailed in NAB circles here that the new standards have been made more palatable for adoption by the board because NAB Prexy Justin Miller, in the latest streamlining of the code this week, significantly struck out the document's key paragraph that had pledged broadcasters to moral conformity.

Deletion of the pledge has left the code little more than a theory of good

Jock Gimmick To Plug Strand

NEW YORK, May 8.—The new disk jock show which started yesterday (7) at the Strand Theater will provide 10½ hours of plugs for the house. Since the platter spinners, Jack Eigen, Paul Brenner and Bea Wain and Andre Baruch, will broadcast either from the lounge of the house or backstage, they can't help but tell the point of origination.

While the jocks work onstage, it is planned to have other acts who happen to be working near by take over the platter-spinning chores. The idea will call for any record name to do a couple of minutes in exchange for getting his platter plugged.

Whether band leader Cugat and Ellington (who has his own disk show) playing opposition houses will make an appearance is open to question.

standards, to which broadcasters might aspire but to which they need not consider themselves bound, more (See *NAB CODE* on page 5)

Sheratons Shifting to Name Policy

Combos, Male Singles Wanted

NEW YORK, May 8.—The Sheraton Hotel chain's new show policy, to go into effect next October, will call for name performers as a regular practice instead of using them on spot bookings as heretofore.

The idea was decided upon after Hildegard's grosses in Baltimore (Sheraton's Belvedere) last month and the current job she's doing in Boston for the chain. The chantoosey took in about \$18,000 in Baltimore. The room's biggest take, up to then, was slightly more than \$10,000 with an ice show.

The plan will be to buy for a 30-week season, to be broken up into five (See *Sheraton Chain* on page 37)

Every Inning

CHICAGO, May 8.—In line with a policy switch by major league ball clubs, the nation's stations will now be able to broadcast scores of out-of-town games every inning. In the past, stations could give the scores only every three innings. Only exception to this rule was in the event a game was being broadcast directly from a ball park. The policy switch was facilitated by amendment of major league contracts with Western Union, which handles news transmitted from the parks.

TV Nudges Vaude's Corpse Again

'Tex. Theater' On NBC's Web Offers Chance

Just Like the Old Palace?

NEW YORK, May 8.—One more indication that television may revive vaudeville came late this week when the Texas Company, the National Broadcasting Company (NBC) and the William Morris Agency tried to iron out details for the debut of the *Texaco Star Theater* over NBC's video web. A spokesman at William Morris stated the contract had not yet been signed, but indications were that Milton Berle would kick off the first show, slated for June 8. Arthur Kuder is the agency.

The one-hour show would be in the nature of a revival of old Palace Theater days, with a name emcee taking over the lead spot every four weeks. The package would cost \$10,000 and would include six or eight acts, including not only name comics, singers and dancers, but also top dumb turns such as jugglers, magicians and acrobats.

It was originally intended to originate the show from the stage of the Palace, but union difficulties have eliminated this possibility. Instead, the show probably will be telecast from studio 6A or 6B. It will be the first show on NBC tele with a studio audience. Other reported plans call for a simulated pit with 16 musicians. Names mentioned as possibilities to take over the four-week spot which Berle is likely to initiate are Ed Wynn and Al Jolson.

Director for NBC probably will be Ed Sobol, who has had long experience in vaudeville. Preliminary talk is that the commercials will be gagged up, the sponsor using old street drops for this purpose.

From a production standpoint, the show is understood to be a tough one for the engineers, owing to the many vaudeville gimmicks involved, such as trailers, street drops and full curtains.

"Cover Clown" Paul Jung Sets Us Straight: Ain't Willie Conrad

NEW YORK, May 8.—Ringling Bros. and Barnum & Bailey clown Paul Jung is being called Willie Conrad these days, because of an error in the caption on the front cover of the May 8 *Billboard*. Our apologies, of course, to funmaker Jung, and our thanks for this nice, gentle plaint from Paul:

"On your cover of the May 8 issue is a picture of Mr. Palumbo, children, and a clown. The clown's name is listed as Willie Conrad but it is a

picture of me. Many of my friends have recognized me and asked if someone else was using my make-up and the boys in the dressing room now call me 'Willie Conrad.'

"We have a good laugh over it but I would appreciate a correction in a following edition. Hoping we play Cincinnati this season and have the pleasure of seeing *The Billboard* employees again.

"Sincerely,
Paul Jung."

Ambrose Says British Union Won't Back U. S. Disk Ban

NEW YORK, May 8.—If the American Federation of Musicians (AFM) has been nursing any last lingering hopes that the British Musicians' Union (BMU) would co-operate in the record ban, they probably can forget about them—that is according to Bert Ambrose, veteran British orkster here to assay current American music trends. "While we'd much rather get our recordings into the American market under fair competition, we see no reason to quit exporting them to the United States now," Ambrose told *The Billboard*. "It will give the American music public a chance to become acquainted with some of our British artists. Then when your recording situation returns to normal, some of our performers will have had the opportunity to establish themselves as regular favorites here."

Altho far from expressing an official union standpoint, Ambrose indicated that his sentiments were shared by many other English orksters. Asked about the record situation in England, Ambrose said that musicians there are conscious of the "dangers of canned music," but he pointed out that the BMU and the British Broadcasting Company have an agreement limiting the number of record shows on the air, and that nothing comparable to the American disk jockey craze exists there.

Ambrose, whose records are released in this country on the London label, aims to sample musical tastes in this country in order to peg more of his music with the American market in mind.

He returns to England May 14.

Two Rangers Clash Over 'Hi Yo, Silver'

SCRANTON, Pa., May 8.—Counsel for the Lone Ranger, Inc., of Detroit, asked U. S. District Court Judge John W. Murphy here this week to forbid Earl W. Curry, of Fort Worth, to use the name "Lone Ranger" and the words "Hi Yo Silver" in rodeo performances.

Attorney Raymond J. Meurer told Judge Murphy that Curry is "an imposter and a fraud," adding that the Lone Ranger has influenced "progress of law, order and justice" in the minds of millions of children. "We are proud of that, and we don't want it destroyed," Meurer said.

He asked that the injunction also be issued against Jack Smith, whom he identified as Curry's manager. Meurer told the court that Smith "indulged in fraud" and used the mails to "sell" appearances by Curry in Southern territory covered by the radio sponsor of the Lone Ranger, Inc.

Attorney Paul McGlone, representing Curry, argued that no infringement of copyrights held by the Lone Ranger, Inc., had been proved, and asked the court to dismiss the complaint. Judge Murphy reserved decision after instructing counsel for both sides to submit briefs.

BG's Carnegie Date Canceled

NEW YORK, May 8.—Benny Goodman's Carnegie Hall pops concert, skedded for Monday (10) has been canceled and will be staged at Carnegie at some later date. The reasons for the cancellation, just four days prior to the concert, are Benny's inability to assemble a satisfactory sextet for the session plus poor advance ticket sales.

The Carnegie date was to have been Benny's first Eastern appearance since the announcement of his plans to actively return to the band biz. The clarinet tootler's next skedded date is a two-week run at the Click in Philly, prior to launching week-end dance dates at the White Plains County Center (which the orkster has leased for the summer) with a full crew.

In This Issue

Broadway Showlog	42
Burlesque	44
Carnival	68-83
Circus	60-63
Classified Ads	86-91
Coin Machines	90-140
Fairs and Expositions	66-67
Final Curtain, Births, Marriages	46
General Outdoor	47-59
Honor Roll of Hits	20
Legitimate	42-43
Letter List	92
Magie	44
Merchandise	86-96
Music	17-36
Music as Written	36
Music Machines	108-112
Music Popularity Charts	20-31
Night Clubs	37-41
Parks and Pools	64-65
Pipes for Pitchmen	94
Radio	5-16
Repertoire	45
Reviews: Legit	43
Night Club	38
Radio	13
Television	13
Vaudeville	40
Rinks and Skaters	84-85
Roadshow Films	45
Routes: Carnival	59
Circus	59
Legitimate	43
Miscellaneous	59
Salesboards	96-97
Television	13-15
Vaudeville	37-44
Vaudeville	37-41
Vox Jox	19

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UNESCO Quiz Sheet Will Aid Showbiz

NEW YORK, May 8.—The American group working on copyrights for the United Nations Educational Scientific and Cultural Organization (UNESCO) met in Washington Wednesday and Thursday (5-6) to work out a questionnaire which will then be sent to every country within the United Nations.

The questionnaire will serve as a means of compiling material on publishing, plays, music, contracts, etc., so that some means of standardizing copyrights and fees can be devised.

1st CBS Dual-Airer Set: "We, the People"

NEW YORK, May 8.—We, the People will be the first regularly scheduled major program to be done simultaneously over AM and TV on the Columbia Broadcasting System. The dual schedule on the show, sponsored by Gulf Oil, will start June 1. The TV presentation, of course, will include music, as in the AM show.

Young & Rubicam is the agency.

NAB CODE EMASCULATED

House Un-Amer. Group Begins Probe of FCC

WASHINGTON, May 8.—The Federal Communications Commission is being quietly explored by the House Un-American Activities Committee which, however, has not yet committed itself to a full-scale investigation of the commission. The House committee's study of the FCC has been under way several days, it was reported. The committee is "interested in determining whether any broadcast grants have been made to Un-American people," a committee source said.

The FCC took a rapping on the House floor this week from Rep. Edward Hebert (D., La.), a member of the House Un-American Activities Committee. Hebert denounced the commission for issuing "five radio permits in two weeks" to Edward Lamb, of Ohio, and to Unity Corporation "controlled by him (Lamb). In a 15-minute speech Hebert said he looked into the files of the House Un-American Activities Committee and found that Lamb had "expansive records of association with the Communist party in America, front organizations and fellow travelers."

FCC Chairman Wayne Coy said, however, that the commission's study of Lamb's record shows nothing to support a charge of Communism, and Lamb himself has denied the charge, denouncing Hebert's speech as "a vulgar smear attack"

Jessel Still Eyes Those Youngsters

HOLLYWOOD, May 8.—Audition platter for a new talent show, featuring kids under 18, with George Jessel as emcee, was cut here this week by Don and George Daviss, packagers of Mutual's *Keep Up With the Kids* airer. Show, tagged *That's My Kid*, will feature Irving Miller's ork, with moppet stars putting in bids for professional dates via the talent hunt format.

Mutual Broadcasting System took a 45-day option on the show, which will be in the medium-priced bracket.

"Winters" for "My Dreams"

NEW YORK, May 8.—Manhattan soap this week canceled its *Rose of My Dreams* serial over Columbia Broadcasting System. Into the 2:45 p.m. slot across the board, the sponsor will put *Evelyn Winters*, its other soaper, which has been running across the board at 10:30 a.m.

NAB Issues

WASHINGTON, May 8.—Here in a nutshell are the major issues slated for the National Association of Broadcasters (NAB) 26th annual convention in Los Angeles May 17-21.

Proposed new standards and practices.

Development of television as a big-time art and industry.

Increased representation for independents in NAB's management.

Station operating costs and revenue problems.

NAB Convention Agenda

WASHINGTON, May 8.—The agenda of the management phases of the National Association of Broadcasters (NAB) annual convention which opens in Los Angeles May 16 is as follows:

SUNDAY, MAY 16

9:00 A.M.-5:00 P.M.—Registration—Galleria, Biltmore Hotel.

MONDAY, MAY 17

Morning Session

10:00 A.M.—*Call to Order*—Howard Lane, Chairman, Convention Committee, NAB Board of Directors.

Radio Broadcasting—A Profession—Justin Miller, NAB president.

NAB—Your Association—A. D. Willard Jr., NAB executive vice-president.

Unscrambling the Labor Jigsaw Puzzle—A Panel.

Controlling Labor Costs—A talk by Richard P. Doherty.

12:30 P.M.—Luncheon. Principal speaker, Charles G. Mortimer, vice-president of General Foods.

Afternoon Session

2:00 P.M.—*NAB's All-Radio Presentation*—Eugene Thomas, chairman, NAB Sales Managers' Executive Committee; Gordon Gray, general manager, WIP; Victor Ratner, vice-president, CBS.

The Standards of Practice—Justin Miller, presiding.

General Discussion.

5:00 P.M.—Recess.

TUESDAY, MAY 18

Morning Session

10:00 A.M.—*Call to Order*—Justin Miller, Carl Burkland, CBS, chairman, NAB Research Committee, presiding.

Facts for the Future—The Broadcaster's Stake—Dr. Kenneth Baker, NAB director of research.

BMB's 1948 Study—Hugh Feltis, president, BMB.

Your Stake in BMB's Future—Carl Haverlin, president, BMB.

The Status of Music Performance Licensing—Theodore Streibert, WOR, chairman, NAB Music Advisory Committee.

12:30 P.M.—Luncheon—Wayne Coy, Chairman, FCC, principal speaker.

Afternoon Session

2:00 P.M.—*Broadcasting—Horizons Unlimited*—A panel discussion of the outlook in all types of broadcasting. Participants: Edward Noble, chairman of the board, American Broadcasting Company; Everett Dillard, president of Continental Network, WASH-FM and FM Association; Roger W. Clipp, general manager of WFIL, Philadelphia.

General Discussion—NAB Business Session—Report of Resolutions Committee—Other Business—Adjournment.

7:30 P.M.—Annual Banquet—Biltmore Bowl.

District 2 Members Beef On NAB's Mayflower Stand

NEW YORK, May 8.—New York and New Jersey broadcasters, meeting here this week as District 2 of the National Association of Broadcasters (NAB), sounded off about NAB's opposition to the Mayflower doctrine, recommended several minor changes in the proposed NAB code and moved to have expenses of such meetings defrayed by NAB rather than by the district directors themselves. Mike Hanna, of WHCU, is director of the district. The hottest item at the meeting concerned the Federal Communications Commission's (FCC) Mayflower doctrine, to which Judge Justin Miller, NAB president, objected strenuously at recent FCC hearings. It was disclosed that Hanna, as an NAB director, had not been advised of the NAB's stand, with the question being raised as to how the NAB could undertake to speak for the industry without polling its directors first.

L. A. NAB Confab

Many District 2 members declared they did not agree with Miller's stand, with the situation made worse by the fact that Hanna himself had testified at the same hearings in favor of the doctrine. Altho no formal resolution was passed, Hanna was instructed to raise the question at the May 15 board meeting preceding the forthcoming NAB convention in Los Angeles.

Code changes recommended seek extension of service spots to 15 seconds instead of 10 and to permit double spotting between sustaining programs.

The meeting also urged NAB, via a resolution, to set aside funds to defray directors' expenses, this applying to all districts. It was felt that the individual directors are being imposed upon when asked to spend their own, or company funds, in behalf of NAB activities.

'Vox Pop' Aired Popped Again

NEW YORK, May 8.—The veteran *Vox Pop*, revived this season, hit the skids again this week when American Express, thru the J. M. Mathes Agency, decided to cancel, effective May 26. The 8:30 p.m. Wednesday time over the American Broadcasting Company will be taken over by Paul Whiteman's *On Stage America* talent showcase.

The latter's time, Mondays at 9 p.m., will be filled by Whiteman's young daughter Margo, as emcee of a teen-age talent show, *Tomorrow's Tops*, beginning May 24.

Smart Soapies

NEW YORK, May 8.—The *New Yorker* mag's long awaited series of radio soap operas is slated to be published Thursday (13). Series was written by James Thurber, who researched it for a year. It's expected to run five installments.

Moral Eunuch Top Issue on Meet Agenda

Miller Excises 'Obey' Pledge

(Continued from page 3)

ally or otherwise. Altho the projected code had never contained enforcement teeth, removal of the pledge has wiped out the last trace of moral obligation for broadcasters to conform. The withdrawn pledge had read:

"We pledge ourselves faithfully to observe these standards and thus to bring to our audiences programs which will perpetuate America's traditional leadership in the broadcasting art."

Miller's withdrawal of the code's pledge is regarded as the most important step yet taken in the long process of revision of the document. With cutthroat competition for advertising spreading in the broadcast field, particularly among small stations, NAB bigwigs have long recognized the danger of trying to impose standards binding broadcasters to conformity in a period of economic stress or, for that matter, in a period of economic normalcy.

To ease the way still further for possible adoption by the NAB board at the wind-up of next week's convention, NAB officials are considering a suggestion that, even if the code is adopted, the date on which it would become effective would be deferred until early next year. Such a deferment date, however, is now considered relatively unimportant since the proposed standards represent nothing more than a "theory" which presumably the NAB leadership hopes might at some distant day become an actual practice.

Early Discussion

The code will come up for general discussion at the outset of the convention, when copies of the latest version will be distributed. Miller, chairman of the code restyling committee, besides chopping out the pledge, made a number of lesser changes this week. He added a paragraph to the "public affairs and issues" section on allotment of time for controversial issues. The new paragraph reads:

"If a person has suffered an unfair attack by a commentator, analyst or other speaker, a reasonable time for reply should be made available to him." This is considered to be a step toward making air editorializing a possibility. This new paragraph is being read with high interest at the Federal Communications Commission (FCC), where a new statement is being prepared to clarify the Mayflower ruling which was the subject of lengthy hearings.

Another modification in the code this week was the striking out of two paragraphs of the "children's programs" section which had called upon broadcasters to avoid horror programs and references to "kidnaping or threats of kidnaping."

Besides the code issue, the convention will consider expanding television activities of NAB; changing the by-laws so as to include permanently two reps of independent non-network affiliate members on the board and finding ways to cut station operation costs and attract more revenue.

Need for Better Programs Acknowledged as FM Rues Failure To Cop One Award

Region 4 Confab Analyzes The Billboard Contest

WASHINGTON, May 8.—Outspokenly disappointed by the failure of a single FM station to win an award in *The Billboard's* Local Program Competition public service and music categories, FM-ers who convened here this week at the FM Association's (FMA) Region 4 confab are resolved to give major attention to development of independent and original programming. The resolve was expressed in the course of a lively discussion of *The Billboard's* awards at a panel meeting Thursday (6). The issue was raised when the panel meeting took up a discussion of awards in general and an FMA member cited this paper's decision (*The Billboard*, May 8) to make no award to any FM station this year because of the dearth of competition in the field. Several FM-ers, including Ben Strouse, general manager of WWDC-FM in Washington and a key leader of FMA, voiced disappointment over the decision and came to the defense of FM programming.

Millard Faught Speaks

That FM programming is in need of improvement was acknowledged by a number of spokesmen during several of the FMA panels at the two-day (4, 6) meeting at the Statler Hotel. The group listened for nearly an hour Thursday while Dr. Millard C. Faught, executive vice-president of Young & Faught, Inc., of New York, told of some of the shortcomings in programming and outlined some suggestions to revitalize it. "We've had the technical FM revolution," said Faught. "Now what we need is a revolution—or at least a sizable insurrection—in the application of the new and better and more abundant facilities offered by FM broadcasting. . . ."

"There is still an awful lot of poverty in radio when one comes to evaluate programs and the thinking that is behind them," he said. "An onion by any other name still smells, and the greater fidelity of FM merely makes a stinker of a radio broadcast smell the worse." He suggested that improvement could be brought about by increased attention to community needs.

Split on Duplication

A sharp division of opinion within FMA on duplication of AM-FM programming came to the surface in panel discussions. Harold Essex, of WSJS-FM, Winston-Salem, N. C., favored duplication at this time. James M. Moore, WSLF-FM, Roanoke, Va., thought FM should be regarded not as a new program service but as a new broadcast service. George Sutherland, WAMS-FM, Wilmington, Del., thought there should be new programming, and he deplored the tendency to dump all civic requests for free time on FM. E. J. Hodel, WCFC, Beckley, W. Va., declared, "the networks have to the very best of their abilities used AM-FM duplication to hinder the progress of FM and to devalue its services. They have refused to charge any additional price or part of their present price for FM coverage, even tho they admit that the listeners they are getting on FM are being taken away from AM. They still say they are giving away FM and are forcing their affiliates to do so by an 'all-or-nothing' policy."

"In this way," continued Hodel, "they (the networks) make FM look valueless to a sponsor. They make it harder for an independent FM station to sell time and they still refuse to take an independent FM affiliate where they know perfectly well that they have no coverage of any sort. They also make it impossible for 75 per cent of the FM stations—that 75 per cent which are owned by AM's—to do any local and public service programming. In this way they deny freedom of speech and opportunity for FM broadcasters."

WFIL Strike Cancels Morgan Video Show

PHILADELPHIA, May 8. — The strike of engineers at WFIL, WFIL-FM, WFIL-TV and WFIL-FAX, operation of *The Philadelphia Inquirer*, has caused cancellation of Henry Morgan's commercial video show sponsored by Admiral radios and appliances. Save for buried yarns in Sunday papers, news of the strike has been kept out of newsprint. *The Bulletin*, an AM and TV owner, is keeping mum, as is *The Daily News*.

Jurisdictional fracas has both the American Communications Association (CIO) and the television broadcasting employees' Local No. 804, of the International Alliance of Theatrical Stage Employees (AFL), claiming control room jurisdiction. All engineers walked out last Saturday (1). Operations are almost normal, as supervisory employees are handling control room work.

More Consumer Competition Hypos Programing Interest

NEW YORK, May 8.—Growing competition in consumer markets has resulted in a sharp upsurge of advertisers' interest in new programming, Edgar Kobak, president of Mutual Broadcasting System (MBS), stated here yesterday. There have been more inquiries about time and program availabilities in the past four weeks, the web head said, than at any like time he can remember. Equally significant, Kobak declared, was the fact that the interest is being shown at a time when radio usually slacks off—before the summer. Kobak's declaration came during his annual trade paper luncheon, at which he reports on the state of radio, with special reference to MBS. He also stated that Mutual now has 502 signed affiliates, with 289 on the air, some 20 of them daylight-only operations, and that Mutual is about to sign with Horace Schwerin for his program research and evaluation service.

Mutual TV Stations

He also said that Mutual is moving fast in television, with two stations (WGN-TV, Chicago, and KTSL, Hollywood) now on the air; three more due by fall and a total of 37 applications in the works. Of these, 11 involve Mutual station stockholders.

Mutual is embarking on a large-scale drive, he said, to get new advertisers into radio—accounts which heretofore have used other media. Salesmen are being added to cover the Southwest and Southeast, and a deal is pending for a new half-hour weekly show with a new non-radio account.

Mutual's nighttime listenability figures, which show potential audiences for all networks, are ready: "Mutual looks pretty good in 'em and they'll be published shortly," he continued.

The web's co-op programs are now billing \$33,000 weekly, meaning estimated annual time sales for stations of around \$5,000,000.



Delivers KLZ News

BOB PETRE

KLZ has always done a standout job of gathering and editing the news for Rocky Mountain listeners. Veteran announcers like Bob Petre deliver it crisply, concisely and authoritatively.

KLZ, DENVER

Johns-Manville Shifts to MBS

NEW YORK, May 8. — Mutual Broadcasting System (MBS) picked up another estimated \$750,000 in billings this week when it signed the Johns-Manville five-minute across-the-board evening news series. It will start in October on some 200 stations.

The program is now on Columbia Broadcasting System but is going off shortly, in line with that web's policy of reverting to full half-hour shows. Mutual is spotting the show at 9:55, with the program starting at 9:30 being cut to 25 minutes to compensate.

Aces Backed Up

NEW YORK, May 8.—Goodman Ace recently was on the receiving end of the greatest compliment of his 20 years in radio. James Thurber, noted wit, cartoonist and litterateur, told Goodie his two favorite programs were *Mr. Ace and Jane* and *You Are There*. Ace not only originated the first-mentioned, but he's also responsible for conceiving the idea of *You Are There*.

Webs Make Further Cuts in Co-Op Shows

NEW YORK, May 8.—A third network felt the current squeeze on co-op shows as the American Broadcasting Company this week decided to drop two. They are *Dick Tracy* and the Boston Symphony. The former exits July 31, but no date is set yet on the symph, which is expected to

UMT and Draft Pose Problem For Industry

(Continued from page 3)

vertising expenditures by firms in these fields.

Induction of a large number of men into the armed forces and the simultaneous building up of aircraft and other heavy industries would necessitate the channeling of fabrics to clothe the men and of metals for armaments. The civilian clothing industry, responsible for big radio time purchases on a local level, would likely be hit sharply, as in the war years, possibly resulting in wholesale retrenchment in advertising budgets. Detroit agencies already are feeling the jitters in the automobile and allied fields resulting from fear of cut-backs in civilian machine production and re-conversion to a military basis. The other side of this coin is the prospect of a scarcity of manpower for civilian industry, with a large segment of youth impressed back into the service and an even larger proportion manning the machines to supply them.

Teen-Age Market To Fade

Even industries not directly affected by such moves are doing some heavy soul-searching. More attention has been devoted to the purchasing power of the youth and teen-age markets in recent months than ever before. An extensive survey of the purchasing power and desires of this group recently was made by National Broadcasting Company (NBC) in a bid for more sponsored shows keyed in that direction. But with an important segment of this population group handed "greetings," all industries manufacturing goods for young men will have to expend ad money warily.

Likely to feel the effects of such laws immediately are hundreds of radio actors and a goodly number of network shows, costs for which are borne by branches of the armed forces now seeking recruits, and by government or private agencies boosting their drives. Literally thousands of local programs, transcribed shows and spots, and web airers are having the talent tabs picked up in this manner. With recruiting drives rendered unnecessary after more direct measures are adopted, millions of talent dollars will cease to flow.

Some of this slack may be picked up, however, should the armed forces decide, as it did during the last war, that it must sell the merits of its army to civilians. Such airers as Ed Byron's wartime *Army Hour* were elaborate and costly, and may again be rejuvenated. Other governmental agencies, such as the State Department, may also feel the urge to take to the microphones to indoctrinate the listeners with the latest turns in American policy.

From the sponsors' point of view, two possibilities may open up a brighter vista if UMT and the draft go into effect. With other bank-rollers dropping out of the picture and with recruiting shows going into the discard, more and better time spots will be opening up on the major networks, as well as on the local stations. Further, a good many products noted a sharp upturn on the sales charts during the war, as the result of pitching direct at servicemen. Bob Hope, for one, did wonders for Pepsi-Cola by his frequent camp appearances.

continue as a sustainer.

The Mutual Broadcasting System recently moved to drop *Park's Place* and *Information Please*, while the Columbia Broadcasting System has swung the ax on Joan Davis.

OVERHAUL FOR OHIO STATE?

Coy May Quit If GOP Wins; Sees Truman on Durr Post

WASHINGTON, May 8.—Possibility that Wayne Coy will resign as Federal Communications Commission (FCC) chairman if a Republican is elected president in November developed here this week after Coy conferred with President Truman at the White House. Altho the purpose of the conference was largely to discuss a successor to FCC Commissioner Clifford J. Durr, whose term expires June 30, Coy reportedly found the post-election subject unavoidable. While neither the White House nor Coy made anything public about their conversation, insiders hinted strongly that Truman and Coy favor the choice of Telford J. Taylor for Durr's post if Taylor will accept the appointment. Truman is expected to announce a nomination shortly. The president has been making efforts to find a choice of a conservative Democrat suitable to Republican leaders. Several possibilities are being considered.

Coy, who was in the original crew of the Roosevelt new dealers, is reported to have indicated his wish to serve out his six-year term on the commission unless the Republicans win White House control this fall. If Coy stepped out of the chairmanship in the event of a GOP victory, likeliest choice to succeed him would be Commissioner Robert F. Jones, former Ohio congressman. Jones, a Republican, is popular in conservative GOP circles on the hill. He is cool to the FCC's Blue Book policy and has been a strong dissenter from Coy's views on a number of major commission issues.

It is also possible that a GOP president might go outside the FCC fold to get a new chairman. In any event, a GOP-selected FCC chairman would be a certainty, since the present commission is made up completely of persons nominated by Democratic presidents.

Ford Dealers B. R. Brown's Grid Casts

CLEVELAND, May 8.—Grid games of the Cleveland Browns, champions of the All-America Football Conference, are skedded to be aired next fall over WGAR, Cleveland, and WBNS, Columbus, O., under sponsorship of Cleveland District Ford dealers. The contract includes the full schedule of 14 league games and two exhibitions. The deal was set thru J. Walter Thompson's Detroit office. Sportscaster Bob Neal will continue calling the contests.

WGAR this week also signed the Clark restaurant chain of Cleveland to its first radio sponsorship contract. The firm will bankroll the station's *Fairytale Theater*, Sunday afternoon moppet show. The deal was set direct.

Sorry, Jack

NEW YORK, May 8.—In announcing WSA M, Saginaw, Mich., as a winner in *The Billboard's* Local Program Competition last week, William Lofback was erroneously listed as program director. Actually, Jack Parker holds that position and originated the winning program, *Grandpappy and His Grammy-phone*.

Gag on Prices To Be Fought By Canadians

MONTREAL, May 8.—The matter of taking the mention of product prices off the verboten list will come up before the board of governors meeting of the government-owned Canadian Broadcasting Corporation (CBC) here May 18-19.

It's likely that the meeting, which will be public, will be the scene of lively debate, since private broadcasters have tried to get that rule lifted for a long time.

The Canadian Association of Broadcasters (CAB), which in the last few years has become more and more the speaking voice of Canadian indies, has taken official action in the matter and will fight the indies' prices cause at the CBC meeting.

The price regulation has been on the CBC books for years, and it's difficult to ascertain the real reason for it. CBC has always tried to maintain as non-commercial an approach as possible to Canadian broadcasting. (See *Gag on Prices* on page 16)

Pubserv Groups Set Plans To Co-Ordinate Air Plugs

CHICAGO, May 8.—National public service organizations such as the Red Cross, YMCA, YWCA, Boy Scouts, etc., plan a series of moves which would make the handling of their campaigns by radio and tele better organized and more effective, it became known during final days of the Ohio State Institute for Education by Radio in Columbus, April 30-May 3.

Radio plans concern an attempt to remove some of the confusion orgs have encountered in getting their messages to the public via the medium. In the past this confusion has resulted from requests not being handled properly on the local level. National org reps were more or less in agreement, too, that their work with the nets was not being handled in the best way possible thru the Advertising Council.

Radio plans, according to Lucile Clarke, radio chief, North Atlantic area, American Red Cross, who chaired the national org sessions at the Institute, are threefold. They call for (1) a radio council to be set up to assist all orgs in program plan-

Durr Honored

CHICAGO, May 8.—A lifetime membership in the Ohio State Institute for Education by Radio was awarded Clifford Durr, FCC commissioner, at the Institute's annual dinner Sunday night (2) in a gesture which found those in attendance rising to their feet to applaud him.

In making the award because of Durr's announced intention of resigning from the FCC, Dr. I. Keith Tyler, Institute head, said, "It seems to me highly appropriate to express at this time the sentiment which I believe is shared by all who have known Clifford Durr and observed him in action here at these annual meetings. His courage and integrity, his willingness to 'stick out his neck' on matters of belief and conviction have won the respect and admiration of all, whether or not they share his views."

Lever Eying 'Big Town' Anew

CAMBRIDGE, Mass., May 8.—Lever Bros., which owns the rights to *Big Town*, this week is considering a move to recapture the package from Sterling Drug, Inc., to which the show has been leased and under whose sponsorship it now is running over the Columbia Broadcasting System.

The contract with Sterling, however, runs until the fall of next year, and Lever Bros.' officials said no active move to take back the show would be made for some time yet.

Broadcasters Put the Chill On Institute

See New Approach Needed

NEW YORK, May 8.—A movement is under way here to propose drastic revision in procedure and scope for Ohio State University's Institute for Education by Radio, which concluded its 18th annual session in Columbus last week and which was given the coldest reception in its history by commercial broadcasters. The movement is still highly nebulous, but its proponents propose to explore the problem thoroughly among local broadcasters; suggest revisions to Keith Tyler, Institute director, and urge formation of a broadly representative industry committee to prevent recurrence of this year's educator-commercial operator antagonism.

One suggestion already being discussed is to propose to Tyler that the Institute change its preoccupation with solely educational aspects and become a general industry-wide program conference for AM, FM and tele. Despite the numerous college radio meetings, there is no such conference.

It is pointed out that the Columbus Institute was originally organized to resolve differences between educators and commercial operators. This has been a basic approach ever since, even tho the situation, in considered trade opinion, no longer warrants it. One advocate of a change in the Institute declared this week that "we're still fighting the Civil War."

It is also declared that unless the Institute reforms, it will lose whatever standing it retains. Commercial broadcasters have been threatening to disregard it for years, with fewer attending this year than ever before. Those who did go took the offensive in voicing criticism. They say now that unless the 1949 Institute agenda is completely revised, they won't even be on hand next year to sound off.

Lombardo and Decca May Purchase WLIB

NEW YORK, May 8.—Bandleader Guy Lombardo and officials of the Decca Record Company have been visiting the Thackrey-owned indie, WLIB, in recent weeks in inspection tours leading to negotiations for purchase of the outlet. The deal, which has blown hot and cold in the past month, has been carried on simultaneously with the one in which Warner Bros. recently bought Mrs. Dorothy Thackrey's two California AM stations, and tele construction permit. (Mrs. Thackrey is the owner of *The New York Post*.) WLIB has long been rumored on the block.

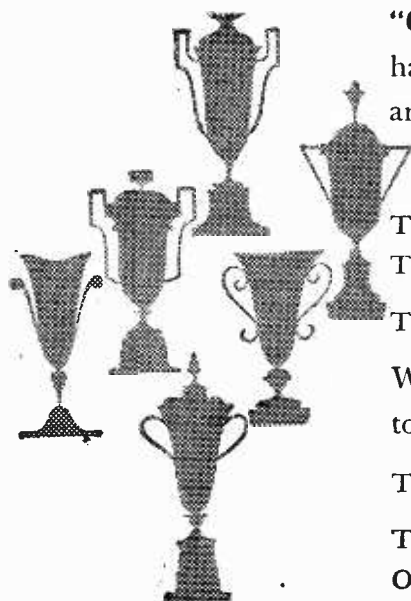
The Lombardo-Decca deal, currently understood to be in a moot period, is only one of several which Mrs. Thackrey has been cooking up recently.

Hear the Winning Transcriptions

SUITE 2338-2339, BILTMORE HOTEL, HOLLYWOOD,

IN THE MUSIC AND PUBLIC SERVICE CATEGORIES OF THE BILLBOARD'S FIRST ANNUAL LOCAL PROGRAM COMPETITION AT THE BILLBOARD DISPLAY, DURING THE NAB CONVENTION.

The nation's most honored station



"Chicago's Showmanship Station"—50,000-watt WBBM—has won more of this year's most coveted Radio Awards than any other station in America:

THE ALFRED I. DU PONT STATION AWARD

THE VARIETY PLAQUE AWARD FOR "RESPONSIBILITY TO THE COMMUNITY"

THE GEORGE FOSTER PEABODY AWARD

WBBM was honored six more times for humanitarian service to the community during 1947, including citations by...

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOURNALISM AWARD

And WBBM-produced "Melody Lane" was selected as the best commercial program in America for "large store advertisers" by the National Retail Dry Goods Association.

Chicago's most sponsored station



WBBM—the nation's most honored station—carries *more* advertising than any other radio station in Chicago.

...And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers—like major radio award committees—have found WBBM has a flair for creating programs that command attention. Get big audiences. *And results.*

Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender...whether it's designed to move people to act on a social problem or to move people to *buy* and *buy* and *buy*.

The conclusion is obvious: To get many more Midwesterners to buy much more of *your* merchandise, use WBBM—"Chicago's Showmanship Station."

"Chicago's Showmanship Station" **WBBM**

Tobey-Jolliffe Bout on Tap

WASHINGTON, May 8. — Fireworks are expected to break Wednesday (12) when Sen. Charles Tobey (R., N. H.) tangles with Charles B. Jolliffe, of Radio Corporation of America (RCA), at a hearing of the Senate Interstate Commerce Committee.

Tobey is ready to fire scores of questions at Jolliffe regarding RCA patents and cross-licensing policy plus queries on RCA's role in the Federal Communications Commission's (FCC) rulings moving FM to an upper band and mixing color television in favor of black-white.

The hearing is scheduled as a one-day session concerning RCA, but Tobey has indicated he will resume with a radio industry-wide inquiry by the committee after the presidential elections.

General Mills Mulls Hornet, Famous Jury; ABC Time Changes

NEW YORK, May 8.—General Mills (GM) this week was prepping moves for two of its American Broadcasting Company (ABC) programs, *Green Hornet* and *Famous Jury Trials*. *Trials* is moving up to 7:30 p.m. Saturdays from 8:30, fitting it into the same time period used by other GM shows on the web. Meanwhile *Hornet* was bumped off the 7:30 Tuesday spot by the Jello division of General Foods, which takes over the period for Meredith Willson, starting October 5. To maintain its consistency, GM now is attempting to oust Henry Morgan (Rayve Shampoo) from the 7:30 Thursday slot for *Hornet*, with Morgan moving down to 8 p.m. next fall if he is renewed. The Monday, Wednesday and Friday 7:30 periods are occupied by General Mills' *Lone Ranger*.

Two ABC sustainers bit the dust this week as the web decided to drop *The Clock and Treasury Agent*. The former, which recently hired Bill Spier as director, will be replaced Sundays at 7:30 p.m. by *Johnny Fletcher*, a comedy mystery using characters from the Frank Gruber novels and featuring Bill Goodwin in the title role, with support from Sheldon Leonard. This switch takes place May 30. *Treasury Agent*, heard Sundays at 5 p.m., will be replaced by *Superstition*, dramatic opus, effective June 6. The new program, an Anne Marlowe package, uses various superstitions as a springboard for tales of love, adventure or intrigue.

NBC's SPAC Meet Plans Tele Confab

HOLLYWOOD, May 8.—Television programming and network video affiliation is expected to be the major issue at the forthcoming meeting of the National Broadcasting Company's (NBC) Stations' Planning Advisory Council (SPAC), to be held here May 14 and 15. Station execs will meet prior to the National Association of Broadcasters convention to hash out mutual problems, which will include discussion of the proposed NBC code, effect of Daylight Saving Time on station operations and other matters.

Following members of the SPAC will attend the confab: Paul Morency, WTIC, Hartford, Conn.; Richard Mason, WPTF, Raleigh, N. C.; Milton Greenebaum, WSAM, Saginaw, Mich.; Wiley P. Harris, WJDX, Jackson, Miss.; John Gillan Jr., WOW, Omaha; S. S. Fox, KDYL, Salt Lake City; H. Quentin Cox, KGW, Portland, Ore., and Martin B. Campbell, WFAA, Dallas.

Just Like U. S.

CARACAS, Venezuela, May 8. —After a long and bitter debate that lasted several weeks, the Venezuelan Congress has voted not to broadcast its sessions to the people. The opposition was led by the government party, which claimed that broadcasting the sessions would "give an opportunity to demagoguery." Communists charged that the government party wanted to prevent opposition views from being expressed.

Auditions Prepped By Frank Cooper

NEW YORK, May 8.—The Frank Cooper office has two new auditions in the works. *Hold Your Own*, a 30-minute audience participation show, created by Peter Arnell and directed by Walter Framer, will be auditioned at the American Broadcasting Company. On the Coast, Cooper and Si Fischer are auditioning a 30-minute situation comedy show built around Arlene Harris.

Cooper, incidentally, is looking for writers to work on the contemplated series to be built around the works of Somerset Maugham.

Wrigley Mein Host To NAB Meet Fems

HOLLYWOOD, May 8.—P. K. Wrigley, millionaire owner of Santa Catalina Island, will host a special outing May 19 for women delegates and wives of delegates to the National Association of Broadcasters (NAB) convention in Los Angeles, it was announced this week. Event, arranged thru women's activities committee of the Southern California Broadcasters' Association (SCBA), will feature a tour of the island and a special buffet luncheon for radio visitors.

Entertainment committee in charge of NAB event announced line-up of radio stars who will entertain at the banquet to be held May 18. Talent so far set includes Jack Carson, emcee; Eddie Cantor, Peggy Lee, Dinah Shore, Harry James, Johnny Mercer, Dennis Day, Pied Pipers, and Victor Young's ork. Other air toppers will be announced later.

NBC School Series May Offer Audience "Cum Louder" Degrees

CHICAGO, May 8.—Possibility that the National Broadcasting Company might air a series which would be comparable to a correspondence school of the air has come to light here. Although plan is tentative, the network, thru its educational director, Sterling Fisher, has already contacted the University of Chicago and, according to reports, the university is interested in the idea.

First reports about the plan became known at the Ohio State Institute for Education by Radio in Columbus, O., last week when Fisher told an NBC affiliates meeting about his discussion with U. of C. execs.

Last week, before going to Columbus, Fisher met with E. C. Colwell, president of the U. of C. and George Probst, head of the university's radio department, to discuss the operation. These plans, if they materialize, would have NBC airing programs with the co-operation of the U. of C. and other well-known recognized schools. By listening to these programs and doing the necessary

Industry Lobbies at Capitol On Gain; 9 Now Registered

WASHINGTON, May 8.—The radio industry's array of registered lobbyists on Capitol Hill is fast growing, with nine of them recorded in the last quarterly list published by Congress this week. Under the Federal Lobby Registration Act, which became operative for the first time last year, any person contacting congressmen about legislation is required to register his identity and lobbying income in signed statements filed with the clerk of the House and secretary of the Senate.

Enrolled in the latest quarterly list of lobbyists in behalf of radio broadcast interests are: Louis G. Caldwell, general counsel for Clear Channel Broadcasting Service (CCBS); Earl G. Gammons, vice-president of Columbia Broadcasting System (CBS) in charge of Washington operations; Francis M. Russell, vice-president of National Broadcasting Company (NBC) in charge of Washington operations; A. D. (Jess) Willard Jr., executive vice-president of National Association of Broadcasting (NAB); Don Petty, general counsel of NAB; Harold Hough, treasurer of CCBS; Harry J. Daly, representing a group of radio stations in Illinois, Michigan and Nebraska; Stephen Tuhy Jr., representing radio stations in Pennsylvania, New York State, North Carolina, Kansas and Texas. Marcus Cohn, former Federal Communications Commission legalist and now a practicing radio lawyer, is listed as lobbyist for the American Jewish Congress.

Caldwell listed the heaviest fees and expenses, altho some of the registrants were less specific in their statements than he was. Caldwell specified a quarterly fund of \$15,000 for the first three months of the year, including a retainer of \$1,200 a month, \$8,476 in legal fees in excess of the retainer, and \$3,408.38 in "disbursements on behalf of the client."

Gammons explained his activities as contact work with federal agencies and "occasional discussions with members of Congress in connection with legislative matters which might affect the operations of Columbia." He pointed out, however, that no part of his salary has been allocated to this latter activity. Willard, whose salary is \$25,000 yearly, also indicated that no allocation had been made for lobbying activities. Petty at \$16,000

yearly also specified no allocation. Russell reported an outlay of \$462.25 "for matters referring to legislation" in the quarterly period.

CommunityNewsOrg To Service Chi Radio

CHICAGO, May 8.—Community News Service, Chi news gathering org, which for the past three years has been supplying local news to about 80 community newspapers, will begin servicing Chicago stations with a special local radio news service by May 15, Earl Bush, owner and general manager of the service, said this week. Bush said that he had two major stations just about inked on the dotted line and that he expects to have five by the end of next week and all except those with newspaper connections or foreign language programs by the end of the month. The Community News Service is being tried on an experimental basis for a month by the first two stations, Bush said, and is expected to cost each about \$150 a week.

Behind Bush's statements lies a race to sell local radio news between his outfit and the City News Bureau, newspaper-owned local news gathering org.

Promotional Splash Set for KMGM Bow

HOLLYWOOD, May 8. — Metro-Goldwyn-Mayer (MGM) will kick off its Hollywood FM station KMGM May 27 with the biggest promotional splurge yet given to a local FM operation. Pic firm will devote a full day of FM broadcasting to a dedication program which will include air appearances of top MGM flicker stars, salute from the music industry and a piped-in remote from MGM's New York sister station WMGM.

New outlet will be managed by William F. MacCrystall, with Dick Cutting as program director and Noel Keefer chief engineer. Local operation is under supervision of Herbert L. Pettet, director of radio for Loew's, Inc. Station will operate with a 10-kw. transmitter, with radiated power of 50,000 watts. Broadcasting hours will be from 3 to 10 p.m.

Morey's New Show To Get Joan's Spot

NEW YORK, May 8.—The new Morey Amsterdam show, Columbia Broadcasting System package, will be moved into the Joan Davis spot as a co-op for 13 weeks, starting early in July. This will carry the show into the fall season, when it will be offered for sponsorship by a national advertiser.

Irving Mansfield is producing.

Use Low Cost PERSONALIZED POSTAL CARDS

Keep your fans happy!

Your photo gets superb reproduction in our black and white "Gloss-Tone" Postal Cards. All we need is your photo. Delivery in 3 to 4 weeks. Look at these low prices, at right.

4-COLOR POST CARDS—Top quality. Your cost only \$8.50 per 1,000 (Min. quantity 12,000). Any good photo, accompanied by complete color description, will do. Delivery, 8 to 12 weeks.

Prices quoted are FOB Fort Wayne, Ind.

Write for free samples—no obligation.

YOUR COST PER 1,000			
In stated quantities			
	Per subject	New	Reprint
1,000		\$10.50	\$7.50
2,000		8.25	6.25
3,000		7.50	5.85
4,000		7.15	5.65
5,000		6.90	5.50
10,000		6.45	5.25

If copy is desired for address side of card, not to exceed 50 words, add \$2.50 to cost of your order.

FORT WAYNE PRINTING CO. FORT WAYNE, IND.

Bureau of Standards Fight Delays "Voice" \$, Net Pacts

WASHINGTON, May 8.—The signing of network contracts by the State Department for Voice of America broadcasts is being held up as a result of the House fight with the administration over Dr. Edward Condon, head of the Bureau of Standards. Both Voice and Standards' funds are contained in one appropriation bill, which House leaders say they will hold up until the administration grants permission for an examination of Condon's loyalty file.

Members of the House Appropriations Committee say there is no quarrel with the State Department, which is an innocent victim of the Condon squabble. Until the dispute is settled and the bill passed, the State can make no move to negotiate new contracts with the networks. Current contracts expire at the end of the current fiscal year, June 30.

Compromises Needed

Both houses have actually approved the appropriation measure, but differences in the two versions make it necessary to hold a conference to effect compromises. The House bill allots \$28,000,000 for State's information service, while the Senate version earmarks \$27,000,000 for this purpose.

In a separate measure—unimpeded by the Condon controversy—the State

Department is given \$3,000,000 extra for the current year to permit building of new relay stations in Europe and to increase the amount of books and magazines shipped abroad under the information set-up. This measure is assured of passage within the next week.

Contracts for the new relay stations will be in charge of the army engineers rather than the State Department under the bill. "State has no personnel competent to supervise the letting of contracts for such a project," the Senate Appropriations Committee writes in adding the restriction.

"Sins" Soaper Sold For Canadian Pic

MONTREAL, May 8.—Canada's longest running soaper, *A Man and His Sins*, has been purchased for film adaptation by the Quebec Productions Corporation. The soaper, which has been running in serialized form over the Canadian Broadcasting Corporation's French web, is the air version of the French book, *Un Homme et Son Peche*, written by Claude Henri Grignon, mayor of St. Adele in the Laurentians.

Grignon, who won the Quebec Literary Prize for his book, has been scripting it for radio ever since. The air serial runs five nights weekly and apparently the listeners (mostly feds) take the trials and tribulations seriously, with hundreds sending in gifts and good wishes for the suffering mother and children when the old man goes out on a tear.

The selling price was not revealed.

Fight Competish

PHILADELPHIA, May 8.—The Republican National Committee will go right ahead with the task of nominating a president here despite the Louis-Walcott heavyweight championship fight in New York June 23. Walter S. Hallanan, chairman of the convention's arrangements committee, said last week that there is no intention to cancel events because of conflicting broadcasts and television that night. He said it would be impossible to rearrange the convention program and added: "We consider the selection of the next president and vice-president of the United States and the writing of the platform to be the most important matter before the people this year." He said he could not guarantee that "nothing of importance will take place" while the fight is on the air.

Radio Coverage Set By Chi News Bureau

CHICAGO, May 8.—Directors of the City News Bureau, newspaper-owned org collecting and disseminating local news on a basis similar to AP's service, this week decided to go ahead with a plan to service local radio stations. This move has been pending for months since WBKB, local video station, petitioned City News for service.

Decision of City News to get into the radio news field follows by a week the announcement by Earle Bush's Community News Service that it would begin servicing WIND and WBBM with local news this month.

Bush's outfit is charging about \$150 per week, and altho City News has not yet set a cost figure, it is planned to have stations pay on the basis of how much news they use.

WXYZ, AFRA Set Final Pact; Increases OK'd

DETROIT, May 8.—A final agreement has been reached between WXYZ, the American Broadcasting-owned local outlet, and the American Federation of Radio Artists (AFRA), providing for a two-year contract with increases practically all the way down the line. The final papers are now being formally ratified.

Basic increase of minimum for staff announcers from \$63.25 to \$70 was secondary in interest to a general increase of about 20 per cent for announcers.

Several special problems were smoothed out, typically an agreement to pay a talent fee to the staff announcer on the *Lady of Charm* program, based on AFRA's contention that the announcer served as a part of the entertainment talent on the show and was entitled to the added fee.

Increases from 10 to 35 per cent were secured for the sound men, with the junior (not apprentice) sound men getting an increase from \$46.20 to \$61.20. On the network shows produced by the company, *The Lone Ranger*, *Green Hornet* and *Challenge of the Yukon*, actors, who are working on a free-lance basis, get a 10 per cent raise in both fees and rehearsal time.

The union negotiation situation for AFRA is lively right at the moment, with several general clauses left over from the WXYZ deal, such as the provisions covering Taft-Hartley Act matters, which will be negotiated jointly with WWJ, the only other 5,000-watter that AFRA has a contract with. WWJ's pact expired April 15 and is still being negotiated. The resumption of negotiations at WJLB is slated for next week, with a National Labor Relations board election due at the same time at WEXL.

A quiet organization campaign is under way meanwhile at WJR, G. A. Richards's 50,000-watter, which has never been organized, altho the matter has been a union goal for some years.

Bence Takes Over On MBS 'Song' Seg

HOLLYWOOD, May 8.—Don Lee-Mutual Broadcasting System (MBS) will continue airing of *What's the Name of That Song*, audience show emceed by the late Dud Williamson, who died this week. Top slot will be taken over by Bob Bence, announcer on the show for the past several years.

Show was created by Williamson and package ownership will be controlled by his widow. Stanza is bankrolled by Wildroot Hair Tonic.

Radio Help Wooed To Amplify 'Voice'

WASHINGTON, May 8.—The State Department is wooing radio writers and newscasters to help in the expected expansion of the Voice of America program. Those with responsible experience in their line and a knowledge of international affairs are being offered jobs paying from \$7,102 to \$9,975.

The Civil Service Commission is setting up a separate register for State eligibles under its administrative officer announcement. The jobs do not require a written examination, but three years of extensive and responsible experience are necessary. Writers must have been doing heavy work in the production of scripts on international affairs, while newscasters must have been doing authoritative commentaries in the field.

Klondike Kate 50G Action Vs. "McGee"

HOLLYWOOD, May 8.—A flippant reference to "Klondike Kate, the gambler's daughter," aired on the *Fibber McGee and Molly* show, touched off a \$50,000 lawsuit last week when a damage claim was filed by Mrs. Kate Rockwell Van Duren, the original Klondike Kate. Named co-defendants in the legal action were the National Broadcasting Company (NBC); KFI, local NBC outlet; Johnson Wax Company, sponsors; Nedham, Louis & Brorby, ad agency, and announcer Harlow Wilcox.

The action, filed April 30 in Los Angeles Superior Court, charged that script mention of Kate as a gambler's daughter in the McGee show of February 17 caused Mrs. Van Duren considerable grief and embarrassment, and invaded her right of privacy. What's more, Mrs. Van Duren said, she is the daughter of a telegrapher and stepdaughter of a circuit court judge, and not the offspring of a gambler. Since she is the original Klondike Kate, reference to the famed Yukon glamor girl of the Gay '90s reflects unfavorably upon her, she charged.

In filing the action, attorneys for Mrs. Van Duren are following precedent recently set when a court ruling upheld Mack Sennett's right to file damage claims against producers of the New York stage hit, *High Button Shoes*, for unauthorized use of his name in a skit.

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CBS' Dave Taylor Is Home With Italy-Palestine Report

NEW YORK, May 8.—Dave Taylor, vice-president in charge of public affairs for the Columbia Broadcasting System (CBS), returned to New York Wednesday (5) after a five-week trip overseas where he supervised coverage of the Italian elections and surveyed operations of the CBS overseas news staff in various key cities, including London, Berlin, Paris, Zurich, Frankfurt, Geneva, Palestine, Rome and other areas. The CBS exec, who plans no changes in the web's overseas set-up other than a few shifts in assignments, reports that the Italian populace depends more on newspapers than on radio; that British Broadcasting Corporation (BBC) execs do not expect television to kill sound broadcasting, and that the fate of Palestine Broadcasting Service is in doubt, with May 15 as the crucial day because of the intention of the British to dispense with their mandate over the Holy Land that day.

With regard to Palestine, the transmitter of the Palestine Broadcasting Service, which has been broadcasting in Arabic, Hebrew and English, is now in territory held by Arabs. Broadcasting facilities in Palestine were canceled on the last day of Taylor's visit there, and currently cable and wireless services are pulling out. Columbia's Farnsworth Fowle and the National Broadcasting System's John Donovan, according to the CBS exec, intend to stick it out as long as they can. Columbia

is still getting cables from Fowle, but no voice transmission has come thru for two weeks. Haganah, Hebrew military organization, operates some stations.

Italian elections, according to Taylor, were conducted in an extremely orderly fashion, with everybody turning out to vote. He personally covered 12 polling places with a jeep. The Italian radio, incidentally, did not schedule much pre-election material, and only allowed the politicians five minutes of time each. Italian engineers, headed by Ugo Orsini of the Rome studios, did a tremendous job in co-operation with CBS on the election coverage. Unfamiliar with the American technique of multiple pick-ups, they nevertheless stayed up night after night to see that CBS got on the air with its broadcasts—which from the technical point of view were complicated, even by American standards.

British Video

BBC execs, according to Taylor, do not expect video to kill sound broadcasting. Current figures relating to video there are interesting. Imlay Watts, BBC video exec, stated the government is now getting 43,000 pounds revenue from television receiver licenses. This means there are 43,000 receivers, licensed at one pound each. Government's television operating costs currently total 1,000,000 pounds annually—far outweighing video income.

MYSTERIES Are Top BUYS

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Why are there twice as many sponsored mystery programs in 1948 as there were in 1941? Why are they so popular with sponsors—manufacturers of such varied products as food and refrigerators...drugs and cigarettes...soap and clothing...motor cars and fountain pens?

The answer is simple: look at them anyway you will (ratings...costs...selling efficiency) and mysteries are better buys than all other types of programs. *And on Mutual, mysteries cost less per rating point than the average for all networks.*

Mutual mysteries are doing a terrific job for their sponsors (who include some of the nation's top advertisers). Mutual mysteries can do a job for you too. Here are four of them available—two with great selling records—and two which are building into top-rank vehicles. Read the highlights...listen to them...you will want to put them to work for you.



ADVENTURES OF

The Falcon

From July 1945 to the Summer of 1947, The Falcon was sponsored by the American Safety Razor Company—and did a terrific selling job. The average rating for 1945 was 5.0; for 1946 (including the summer) it was 7.0; and for the first half of 1947 it was also 7.0. *Nine times during those two years the rating went above 10!*

In January 1948, The Falcon returned to Mutual—as a sustainer. *And the first sustaining rating was 7.4. The latest rating is 6.4.*

What The Falcon did for its former sponsor—it can do for its next one. It can get ratings. It is an eminently merchandisable show, with unusual tie-in opportunities afforded by (a) 3 Falcon motion pictures a year; and (b) successful book series.

The combination of rating ability and merchandisability means just one thing to the sponsor—more audience for less money per rating point...and more sales more profitably. *Listen to The Falcon, let your own ears convince you of its power to hold and sell an audience.*

For the complete story on these four programs, write, wire or phone Program Department, Mutual Broadcasting System. New York: PE 6-9600; Chicago: Whitehall 5060.

THE CASEBOOK OF

Gregory Hood

Bought by Petri Wine in 1946 (as summer replacement for "Sherlock Holmes") Gregory Hood did so well it was kept through the winter and into 1947. *The average Hooper for 1946 was 5.5 and for 1947 it was 7.1; it hit a high of 9.2 in April 1947.* Back on Mutual Tuesdays at 9:30 (following Heatter and "Mutual News-reel"), Gregory Hood is once again ready for sponsorship—ready once more to deliver ratings and sales.

Gregory Hood has an unusual twist: each week a different radio or screen personality is written into the script and is played by the celebrity himself. Ray Noble, Sam Spade and Jack Bailey of Mutual's famous "Queen" are examples. Top writing, and direction, great plots combine to make Hood a powerful sales vehicle.

Mysterious Traveller

Here's a show that's been *building*. Average Hooper, Summer 1946, was 4.2; average January-July 1947, was 4.9. Last September "Traveller" was moved to Tuesdays, 8:00 p.m. (its present spot) and the 1948 average went to 6.3. *Its second March rating climbed to 8.2, against such shows as "Big Town" and Milton Berle.*

Written by David Kogan and Bob Arthur, who have such other hits to their credit as "Thin Man," "The Shadow" and "Nick Carter" and starring Maurice Tarplin, "Mysterious Traveller" roams the whole chilling field of mystery, crime and supernatural. Ripe for sponsorship, "Traveller" should pay out handsomely. *Listen to it and judge for yourself.*

Quiet Please

"Remarkable...in a class apart...consistently quivers with suspense." That's a quote from John Crosby, New York Herald-Tribune, who devoted two whole columns to "Quiet Please" (August 22, 1947 and March 12, 1948). Ben Gross, Daily News, said "holds listener's attention from beginning to end." Variety raved and so did Billboard.

Not a "whodunit" in the usual sense, "Quiet Please" is a new, thrilling approach to the mysterious, eerie and macabre. Written by Wyllis Cooper, narrated by Ernest Chappel and played by polished actors under expert direction, "Quiet Please" is a new experience in radio listening. And listeners prove it, through ratings which are building. Be sure to listen.



MUTUAL BROADCASTING SYSTEM

"UPSTAIRS" HEARING SEPT. 20

Band Nearing Saturation, So FCC Must Act

Stiff Controversy Certain

WASHINGTON, May 8.—The explosive question of whether television should be moved to the upstairs band is now in the open as the result of a hearing announced Thursday (6) by the Federal Communications Commission (FCC) for September 20. As exclusively foretold by *The Billboard* (May 8), the FCC has called the hearing to determine whether the 475-890 mc. band should be allocated at once for color and black-white television in order to make room for vastly increased numbers of video stations, since broadcasters have been zooming into operation at so fast a rate that saturation of frequencies is anticipated in metropolitan areas by the year's end.

The new hearing is expected to be even more controversial than the historic proceedings here last year which resulted in FCC's rejecting a bid by the Columbia Broadcasting System (CBS) for ultra-high-frequency (u-h-f) commercial color video. The FCC is inviting the industry to submit any new evidence on upper-band broadcast operations and on the development of sending and receiving equipment in the band. The hearing is likely to receive the first findings of a special committee now being set up by the Radio Manufacturers' Association (RMA) exploring possibilities for manufacturing equipment to accommodate the u-h-f band.

RCA, NBC, DuMont

Witnesses at the coming hearing will include reps of the Radio Corporation of America (RCA), the National Broadcasting Company (NBC) and Allen B. DuMont Laboratories, which were chief antagonists at the last color-vs.-black-white hearings. Significantly, however, these three radio titans are known to have been exploring upstairs electronic color video and RCA had told the commission that the latter system could be perfected for mass use by 1952. The Columbia Broadcasting System (CBS) is also sure to make an appearance at the new hearing, altho CBS's position is not certain inasmuch as Columbia has already shifted to downstairs video after having lost its bid for ultra high color on sequential system.

Dr. Edwin F. Armstrong, inventor of FM and now ready to experiment with upstairs video on a newly authorized station in Alpine, N. J., is also expected to testify. The Television Broadcasters' Association (TBA) will be on hand too.

Dual TV Studied

It is known that FCC members now contemplate the possibility of simultaneous use of color and monochrome in the upper band. Possi-

Revised Actor TV Demands

NEW YORK, May 8.—Representatives of New York telecasters and the Television Committee (TC), the labor group representing all theatrical actor unions, concluded the first of their negotiation sessions this week. The next meeting is to be held June 1, at which time the telecasters will offer their counter proposals to the union demands.

A brief summary of the revised demands presented by the TC is as follows:

Any film reused more than once in an area shall require additional fees to the performers involved.

Fees for Live Telecasts:

1½ Hour Telecast: Minimum fee, \$75, plus any rehearsal fees. (2½ hours dress rehearsal included in minimum fee.)

1 Hour Telecast: Minimum fee, \$60, plus any rehearsal fees. (1¾ hours dress rehearsal included in minimum fee.)

¾ Hour Telecast: Minimum fee, \$55, plus any rehearsal fees. (1¼ hours dress rehearsal included in minimum fee.)

½ Hour Telecast: Minimum fee, \$50, plus any rehearsal fees. (¾ hour dress rehearsal included in minimum fee.)

¼ Hour Telecast: Minimum fee, \$40, plus any rehearsal fees. (½ hour dress rehearsal included in minimum fee.)

Any Telecast Less Than 15 Minutes: Minimum fee, \$35, plus any rehearsal fees. (½ hour dress rehearsal included in minimum fee.)

Fees for commercial inserts shall be:

(A) In telecasts of 45 minutes or over: Minimum fee, \$35. (2½ hours dress rehearsal and 2 hours pre-camera rehearsal included in minimum fee.)

(B) In telecasts of ½ hour or less: Minimum fee, \$35. (1 hour dress rehearsal and 1 hour pre-camera rehearsal included in minimum fee.)

(C) When commercial inserts are obviously and demonstrably used as complete units, and have no relation to the preceding or succeeding portions of the program in which they appear, then said commercial inserts shall be considered as telecasts and shall be paid for at the applicable minimum fee.

(D) Any performer participating in a telecast who is also employed in the commercial insert shall receive the commercial insert fee in addition to all fees applicable to the telecast.

Filmed Telecasts: Defined as those telecasts which are filmed prior to and exclusively for transmission by or from a television transmitter. Minimum fees for such filmed telecasts shall require payment according to the rates established in the existing Screen Actors' Guild basic minimum agreement and shall be in addition subject to further payments in accordance with the repeat payment formula established in this collective bargaining agreement.

Staff Announcers—\$125 weekly, 40-hour five-day week, plus extra fees for commercials.

Sports Announcers—\$200 per event for play by play; \$85 for "color" men, preceding rates applying to baseball, football, other events (hockey, swimming, field events, wrestling); \$150 for play-by-play announcers; \$85 for "color" men.

Rehearsals:

Pre-Camera Rehearsal: \$4 per hour; under camera and/or lights rehearsal, \$6 per hour.

Any time under camera and/or lights in excess of the included dress rehearsal shall be paid at the rate prescribed.

Over-Time Rehearsal: (1) Rehearsal fees on days in excess of those stipulated, up to and including the termination-day, shall be paid at 1½ times the hourly rates prescribed in Paragraph (A) and (B) above.

(2) Rehearsal fees on days in excess of the termination-day shall be paid at 2 times the hourly rates as prescribed.

Rest Periods: All rest periods shall be cumulative, except those under camera and/or lights, which must be provided for as stipulated below, with the exception of dress rehearsal.

Pre-Camera Rehearsal: 5-minute rest period for every hour or rehearsal.

Under Camera and/or Lights: 10-minute rest period for every half hour.

Dress Rehearsal: The producer, at his discretion, may conduct the included dress rehearsal as a whole for the complete period of time.

No fees required for talent-auditions, video screen tests, voice tests.

"Live" Repeat: Minimum fee, the applicable minimum fee as prescribed.

One repeat performance of a filmed live telecast from the original transmission point, or from within the city limits thereof, shall require payment of the total original fee, minimum plus rehearsal, to each performer participating in the telecast. Each repeat performance of said filmed live repeat within the city limits of the original transmission thereafter, shall require payment of the original program minimum fee only to each performer participating in the telecast.

One performance of a filmed live telecast from a transmission point outside the city limits of the original transmission point shall require payment of the total original fee, minimum plus rehearsal, to each performer participating in the telecast. The same stipulation for each repeat thereafter shall apply.

Walk On: Defined as a special atmosphere extra who shall not speak any lines whatsoever, either as an individual or as part of a group, and who shall appear individually in only two (2) close-ups in any one telecast. Where a producer/employer shall engage four (4) or more walk-on performers, they may be required to speak general group ad libs, but not as individuals. Special fee: \$15 (dress rehearsal included), plus all full rehearsal fees as prescribed.

Package Acts or Units: Defined as completely self-contained units comprised of performers previously rehearsed to the point of giving a finished performance prior to engagement by a producer/employer. Minimum fee: One and one (1½) times the applicable minimum fee for each performer employed in the package act or unit, plus all prescribed rehearsal fees at regular rate.

Stand-ins shall not be required to memorize any material or supply any specific wardrobe. Fee: Applicable rehearsal rate as prescribed.

bility of dual TV was first advanced by former Commissioner Ewell K. Jett more than a year ago. The possibility was more recently indicated at the Johnson bill hearings by Raymond Guy, engineer for NBC, who claimed it is possible to build attachments for present black-white sets that would convert them to receive color.

Necessity for opening more video frequencies was made more acute this week when FCC adopted its long-established proposal to delete Channel 1 and give it to the fixed and mobile services. The verdict leaves only 12 present channels, with video bids on hand already exceeding available channels in numerous areas. To alleviate this situation at once, FCC also announced that it will accept bids from stations desiring to share present channels with other stations on a voluntary basis.

Goggin ABC Coast Tele Program Head

HOLLYWOOD, May 8.—Dick Goggin, American Broadcasting Company (ABC) New York producer, was last week named head of the net's Western division tele programing. Goggin, who took part in ABC's early tele activities and was formerly associated with WFIL-TV (Philadelphia ABC affiliate), will supervise programming chores at KECA-TV (Hollywood) and KGO-TV (San Francisco). He is skedded to take over his Coast chores immediately following his handling of the tele pick-ups of the Democratic and Republican national conventions in Philly for WFIL-TV. Don Searle, ABC Coast veepee, told *The Billboard* that special events di-

Six Big Cities May Lose One Channel Each

9 Would Gain in FCC Plan

WASHINGTON, May 8.—Six of the larger cities will lose one TV channel each, while nine others will gain a channel, under a sweeping television reallocation plan proposed by the Federal Communications Commission (FCC) this week. The new scheme would also provide from one to five available frequencies for smaller towns now left without an allotted channel. A hearing on the proposal is set for June 14.

Cities losing one channel under the proposal are Boston, Cleveland; Columbus, O.; Buffalo-Niagara, Indianapolis and Portland, Ore. Applicants in all but Portland and Columbus, where sufficient channels still exist, will be hard hit if the rule is adopted. Boston would drop from five to four frequencies. Two of these are already assigned, and nine bidders are after the remainder.

One Channel, Four Bidders

Deletion of one channel in Buffalo-Niagara would leave the four applicants vying for one instead of the present two available frequencies. Cleveland would drop from five to four channels. Three of these are assigned, and five bids are in for the two channels now open. Indianapolis, which now has two open channels, would have only one left for the three pending bidders. Two grants have already been made.

Counterbalancing these losses, the proposal would add a new channel to Miami; Kansas City, Mo.; Louisville, Minneapolis-St. Paul, Birmingham; Phoenix, Ariz.; Shreveport, La.; Charlotte, N. C., and Knoxville.

More than 200 small communities, which now have no channels, would be allotted as many as five. However, FCC pointed out that the various allocations to these towns "are not to be construed as a determination by the commission that they will or will not have that number of stations." It is merely a determination that such allocation is engineeringly possible, FCC said.

rectors will soon be named for both the Hollywood and San Francisco tele outlets to join the net effective July 1. ABC is shooting for a December 1 kick-off date for both its Coast tele outlets.

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QUANTITIES

Baseball Game

White Sox vs. Detroit Tigers, first four and a half innings, reviewed Tuesday afternoon (20). Sponsored by Old Golds on WGN-TV, Chicago. Announcer, Jack Brickhouse; director, Don Cook; cameramen, Jack Meyers, Bud White and Jack Jacobson.

The video baseball battle between WGN-TV and WBKB is being won by WGN-TV. Crux of the battle is insistence of the Chicago Cubs management that WBKB and WGN-TV, which telecast the games, use the system developed by the team's front office and the fact that WGN-TV may use the system it wants to at Comiskey Park, from which it telecasts White Sox games on an exclusive basis. Comparison of last week's coverage of the game by WBKB, using the system okayed by Phillip Wrigley, Cubs owner, with the system used by WGN-TV when the station's staff had freedom to use its own methods, proved that the Wrigley system is not as good.

Whereas at Wrigley Field three cameras are placed down the left field line, at Comiskey Park, WGN-TV uses three cameras down the right field line. Another difference is that the Wrigley system has the ball coming toward the cameras most of the time after being hit, while the WGN-TV system, which has never been used here before, has the ball going away from the cameras after being hit.

Two WGN-TV cameras are placed near home plate, in the first row of the upper stands slightly down the first base line. These are the Zoomar and a camera using a 17-inch, a 135mm. and a 90mm. lens. The third camera is placed in the first row boxes next to the first base line dug-out.

A turret lens camera next to home plate is able to get the pitcher, batter and catcher in its angle, giving good coverage of pitching and batting. After the ball is hit, Zoomar is put into use for close-ups of the ball as it is being played in either the infield or outfield.

The dugout camera is used for close plays at first base and at other times is focused on the batter and catcher, often giving good close-ups of the batter hitting the ball. WBKB at Wrigley Field used a camera far down the third base line to get both pitcher and batter in one frame, and figures often were too small.

Don Cook, who directs WGN-TV games, and did the same for WBKB last year, claims the WGN-TV arrangement gives flexibility which enables him to follow just about any play with one camera while others are focused elsewhere in readiness should the play get out of range of the first camera. *Cy Wagner.*

Shoppers' Special

Reviewed April 11
Sustaining Via ABC
Originated in Chi and heard there on
WCFL

Saturday, 8 to 9 a.m. (CST)

Estimated Talent Cost: \$1,100. Emsee, Eddie Hubbard; producer, Ed Skotch; writers, Hubbard and Skotch; vocalists, Ellen White, Don Moreland and the Honey Dreamers; shopping tips by Buelah Karney; orchestra directed by Rex Mauphin. **Current Hooperating of the program (Sustaining)**None
Current Hooperating of show preceding ("Music by Mauphin")2.1
Current Hooperating of show following ("Piano Playhouse")2.5
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: News and "Listen to Cliff"3.7
MBS: Robert Hurligh3.1
NBC: "Story Shop" and "Coffee in Congress"3.7

For the housewife who wants household tips, quiz type programming or good musical listening, this show has everything. Many different elements of radio programming are woven into this show with such smooth handling that there is no conflict and no effect of hodgepodge (See *Shoppers' Special* on page 16)



Radio and Television Program Reviews

Circles in Clay

Reviewed Tuesday (27) 7:30-7:45 p.m. Sustaining over WWJ-TV, Detroit. Style, talk with visual demonstration. Cast, Kay Harrison; producer-director, Robert Ritter; cameramen, Webb Brookner and Arthur Iverson; video control engineers, Anthony Kubala and Walter Runkel; sound engineer, Vincent Bartell; stage manager, Jack Flexig.

This show is a weekly series of lessons in clay modeling—an unusual application of education in a manual hobby and skill brought into the home directly by video. Kay Harrison works at a table, spread out with the simple tools of the craft—raw clay and a modeling tool, constructing an actual clay model while she talks over the technique. The audience can learn readily by watching and listening.

The show is beamed for adults with a special aside for the youngsters who watch a how-to-do-it show such as this, but the kids are treated on an adult plane, not played down to. A finished model—in this case it was an Aunt Jemima—is shown first as the final objective, and each step along the way is carefully explained. There is just about the right amount of reference back to earlier steps taught in previous weeks, but the audience can pick up at any point and carry on. In this case the model was about half finished, the completing touches were left over for next week's show, and listeners were carefully shown how to preserve the model moist until then. The show ran several minutes overtime and was interest-packed thruout.

Miss Harrison's dark brunet appearance is effective on the screen, with a style that gets right into the home as she brings up home-made witticisms not aimed to achieve brilliance. Camera work, concentrating mostly close-ups of the hands working on the clay, with the face off-focus in background, is excellent. Lighting problems of modeling are especially well handled. Introductory still life of pottery products, before the announcement placard, is a good attention-getter.

The show's possibilities are indicated by Miss Harrison's current plugging for formation of a local potters' guild—for amateurs—on the order of a similar hobby group in Chicago. The program, as a whole, is a model of how video can find a special field of audience interest and widen that interest at the same time. *Haviland F. Reeves.*

Police Call

Reviewed Thursday (28), 6:55-7. Style—Public Service. Sustaining over KTLA (Paramount), Hollywood.

That tele can prove itself a powerful instrument in aiding the police is fully evidenced in this seg. Briefly, seg consists of missing persons' pix flashed on the screen with Police Sergeant Rosenquist voicing description. Viewers having any info on the whereabouts of these individuals are asked to call the missing persons bureau. Phone number is flashed on screen while it is given between each case treated.

KTLA cleverly uses *I'll See You Again* as theme music. Viewers can look forward to more pubserv material of this sort, while law enforcement agencies may well expect a potent aid in tracking down criminals via the airpix medium. *Lee Zhito.*

Let's Have a Swell Time

Reviewed April 17
SWELL TIME ICE CREAM CO.
Jack Middlewood, Sales-Advg. Mgr.
Lockwood-Shackleford Advg. Agency
Lou Holzer, Account Executive
Via KMPC, Hollywood
50,000-Watt Indie
Saturdays, 12:30-1 p.m.

Estimated Talent Cost: \$400. Lou Holzer, producer; Bob Shannon, emcee; Ed Chandler, announcer; Ray LaPere, organist.

ABOUT THE ADVERTISER

Swell Time Ice Cream Company is a newcomer to radio, this seg marking its first airt. Since product is distributed via company-owned ice cream trucks and merchandised directly to the kids, ad pitch is designed to attract the youngsters. "Let's Have a Swell Time" dovetails with firm's merchandising policy, since it is especially fashioned to draw kid ears, while still pleasing the parents.

Aimed at the kid audience, this fast-moving seg hits with a resounding smack. At a time when parents and teachers are becoming concerned about the shows intended for children's ears, this audience participation kid program is just what the doctor ordered. Actually, *Let's Have a Swell Time* is a talent contest for the youngsters. First prize is a part in a Monogram pic and a \$100 War Bond. Kid studio audience picks its favorite via the applause meter. Each week's winner competes against the top choice of the former week, until thru the process of elimination the grand prize winner is selected.

During today's broadcast an impersonator competed against a boogie pianist and a toe tap dancer. Emcee Bob Shannon handles the contesting kids in an admirable manner, keeping the youngsters at ease thruout, while describing their talents to moppet listeners in such a way as to keep home audience interest high. Announcer Ed Chandler peddles the ice cream bars with an appealing gesture toward the kids.

Since the seg spotlights moppet talent, it packs a good will wallop for the parents, and getting parents' good will means a lot to the sponsor in selling its product. All in all, for a low budget kid show, *Let's Have a Swell Time* is hard to top for the money. *Lee Zhito.*

V. D.

Reviewed April 29
Sustaining Via ABC

One performance only, April 29, 9:30-10:30 p.m.

Producer, Robert Saudek; director, Martin Andrews; writer, Eric Barnouw; narrator-interviewer, George Hicks; music composer, Len Adomian; music conductor, Josef Stopak, with ABC Orchestra; cast: Linda Carlton Reid (nurse), Leila Ernst (Kitty), Frank Behrens, Byron McGrath, Bob Dryden, Somer Alberg, Grace Keddy, Marie Kenny, Jimmy Deason, Jimmy Lipton.

Current Hooperating of the program (one performance only)None
Current Hooperating of show preceding ("Tales of Willie Piper")4.5
Current Hooperating of show following (Sustaining)None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "Crime Photographer"10.0
MBS: SustainingNone
NBC: "Jack Carson With Eve Arden"13.2

In presenting its hour-long documentary on venereal disease, the American Broadcasting Company (ABC) was blessed with an under- (See *V. D.* on page 16)

Gene Rayburn Show

Reviewed April 15
Sustaining Via WNEW, New York
Mondays thru Fridays, 12-12:30 p.m.
Director, Jeff Selden; writer, Bob Stewart; music, Roy Ross and WNEW ork; cast, Gene Rayburn, Peggy Anne Ellis.

This is supposed to be a midday show replete with extravagant nonsense humor, sandwiched in between some musical numbers. It is that, but its nonsense seemed to go too far overboard on the show caught. Gene Rayburn skipped thru a slew of mildly amusing stuff which he played far beyond the hilt, but mostly it seemed to miss fire. In one of those slender sketches he donned a Russo-Teutonic accent in "lecturing" about ornithology. In another he gave advice to the lovelorn (to the girl whose lipstick made her boy friend sneeze, he urged practice in saying "gezundheit!"). And the chestnut about the stockbroker with 102 fever, telling his medic that when it reached 104 to sell.

Musically, the program is right in there. Peggy Anne Ellis has one of the better voices of the season and knows how to style a song. And the house band under Roy Ross showed versatility in rendering several types of pop tunes, all nicely. Give Rayburn material of higher caliber and this could be a tidy little package. *Sam Chase.*

Front Page

Reviewed May 6
Sustaining Via ABC

Thursdays, 8-8:30 p.m.

Estimated Talent Cost: \$5,000 as commercial; producer, Dick Woolen; director, Bill Rousseau; writers, Morton Fine, David Freidkin; announcer, Owen James; music, Buzz Adlam's Orchestra; cast: Dick Powell (Hildy Johnson), Bill Conrad (Walter Burns), others.

Current Hooperating of the program (Sustaining)None
Average Hooperating for shows of this type (Mystery)10.1
Current Hooperating of show preceding (Henry Morgan)6.7
Current Hooperating of show following (Sustaining)None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "FBI in Peace and War"9.4
MBS: "Revere All-Star Revue"2.4
NBC: "Aldrich Family"13.5

Well, they haven't broken that phony newspaper man mold yet—the same old bunk, same old hooey, same old reporter—Robin Hood-daredevil-private eye sort of character, same old guff about reporters talking to their editors as tho the latter were straight men and the same old prop dialog in which our hero's every alternate line is a funny or a would-be funny, and in which he closes every scene with a real fastie. Ben Hecht and Charles MacArthur once wrote an exciting play about two newspaper notables, but the radio series based on those two characters and using the names has as much similarity to the model as to a British Broadcasting Company (BBC) lecture on herpetology. The latter, it's worth adding, would undoubtedly prove vastly more interesting.

This great, notable, outstanding contribution to radio's cultural assist to the masses was a slightly warmed-over hash made up of just (See *Front Page* on page 16)

GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA.

Made from your negative or photo
Unsurpassed in quality at any price

NO NEGATIVE CHARGE—NO EXTRAS
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8x10's: \$7.49 per 100; \$55 per 1000
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WE DELIVER WHAT WE ADVERTISE

TV's 150G Party Convensh Tab

Philly To Cost 17 Outlets in East \$100,000

Newsreels for Westerners

PHILADELPHIA, May 8. — The pooled pick-up of the Republican and Democratic conventions here this summer will put the bite on some 17 co-operating stations in the East for better than \$100,000, with the Midwest and Western video stations that buy newsreel coverage kicking in with another \$50,000. The heavy nut that tele will take for its first mob-sized job was figured up by Will Baltin, secretary of the Television Broadcasters' Association (TBA). Joining in a symposium with publicity and arrangements chairmen for both political parties, Baltin elaborated on the convention coverage by video at the meeting of the 50 Club, made up of flack and promotion execs here. The figures do not include losses caused by canceled commercials or AM coverage costs.

In addition to the set owners in homes and public places, Baltin disclosed that plans are in the works to bring the convention proceedings to movie audiences via large-screen television. Success of the large tele screen tests at the Paramount Theater, New York, Baltin said, has resulted in Warner Bros. and 20th Century-Fox entering negotiations to carry the video convention pick-ups into their flicker houses in Philadelphia, using Radio Corporation of America (RCA) large-screen equipment.

NBC's Newsreel Service

Baltin also disclosed that in addition to the newsreel coverage for the tele stations not linked with the Eastern coaxial cable, who will shell out some \$50,000 for daily 20-minute newsreels in addition to air delivery express charges, the National Broadcasting Company (NBC) was planning a newsreel servicing of its own for its member stations. NBC will shoot the film right off the cathode tubes in New York and air-express them to its member stations. Although attempts to get commercial sponsorship for the pooled newsreels fell thru, Baltin declared that the individual stations were free to take local sponsorship for the convention newsreels in order to help meet the bills.

Of the convention nut for the instantaneous pick-ups, the American Telephone & Telegraph Company (AT&T) figures on getting better than \$25,000 for use of its coaxial cable lines. For the pooled pick-ups, coaxial charges between New York and Washington will be \$12,000, with another \$25,000 for the coaxial extensions to service the stations as far north as Boston and as far south as Norfolk. Individual pick-ups by member stations will up the coaxial line charges.

In addition to the AT&T lines, stations will be able to pick up individual shots via Western Union lines between Philadelphia and New York and going into New York State by using Philco's micro-wave relays.

Lane Heads WWJ-TV Pix

DETROIT, May 8.—William Lane, formerly assistant, has been upped to film director at WWJ-TV here. He replaces Elaine Phillips, who left to go with Fort Industry's projected station WSPD in Toledo.

WWJ-TV Warns Against Receiver Exploiting of Sets

DETROIT, May 8. — WWJ-TV management took steps this week to protect its shows against commercial exploitation at the receiver end by airing a warning announcement against such use. The problem is admittedly nearly academic here at present, with no night stops yet willing to drop their regular entertainment while a video show is on, and with a check up this week reporting only three coin-operated television receivers in operation. However, the coming political conventions and approach of network television may make the matter of immediate interest.

Meanwhile, at least one firm here has been experimenting with an adaptation of large screen for television use in bars, along the line of the specially constructed large screens installed in connection with Panoram (soundies) machines a few years back.

The wording of WWJ-TV's new warning, aired at the start and conclusion of the day's broadcasting, is "programs broadcast by this station may not be used for any purpose except exhibition at the time of their broadcast on receivers of the type ordinarily used for home reception in places where no admission, cover or any mechanical operating charges are made."

The phrasing, incidentally, protects against the technical development recently hinted at, of picking up the television show on film off a receiving set for later use.

146 Bids Wait FCC Hearings

WASHINGTON, May 8.—The number of TV bids in hearing status soared to an all-time high of 146 last week as the Federal Communications Commission (FCC) designated 27 more applications for hearing.

Grants for three new video stations brought the number of authorized stations up to 96, of which 23 are on the air.

The number of unprocessed bids topped to 78 as construction permits were granted to Video Broadcasting Company, Portland, Ore., (Channel 3); the Sunshine Television Corporation, St. Petersburg, Fla., (Channel 7), and the Voice of Alabama, Birmingham, (Channel 13).

Texaco Weighs Star for Show

NEW YORK, May 8.—With Milton Berle and Ed Wynn prominently mentioned as contenders for the star's berth, Texaco this week was attempting to settle the talent problem for its forthcoming hour-long video series. Kudner Agency was reported leaning strongly toward a comedy-variety format, but at the week's end was not yet at the talent inking stage, altho the show is slated to debut June 8. Berle has submitted a package, and Wynn auditioned recently.

The program will broadcast over the National Broadcasting Company (NBC) Tuesdays from 8 to 9 p.m.

Casters' Rate-Cut Chances Hang on FCC June Hearing

WASHINGTON, May 8.—With posted inter-city video rates going into effect today (1), the sole chance of telecasters to get price reductions lies in the rate hearing scheduled for June 15 by the Federal Communications Commission (FCC) last week. Should the FCC decide rates set up by Western Union (WU) and American Telephone & Telegraph Company (AT&T) are too high, telecasters will be able to file for a rebate for the interim period, the FCC said.

In announcing the hearing, the FCC put the burden of proof for justifying

the rates on WU and AT&T and, in addition, left it up to the carriers to establish the "reasonableness" of restrictions contained in their respective rate schedules.

WU's restriction, referred to by FCC, concerns its policy of leasing its microwave relay system for a minimum contract period of one year, while that of AT&T has to do with a ban on inter-connection of its video carrier facilities with other carriers.

The FCC said further that the hearing will go into the need and demand for networking facilities and that the commission will investigate the relationship between station requirements and the charges posted by the two carriers.

Under inter-city rates now in effect, the use of AT&T facilities will cost telecasters \$35 a month per airline mile, plus a fee of \$500 for each station connection. Sound transmission is extra. The approximate monthly charge for a Philadelphia-New York hook-up is \$3,900. WU's rate between the two cities is a flat \$4,700 monthly. Actually, WU's charge has been approved by the FCC in advance of operation, since the carrier does not expect its microwave system between New York and Philadelphia to be completed for at least another month.

Mills Plans Splash In Video With Pix

HOLLYWOOD, May 8.—Irving Mills, head of Mills Music, disclosed plans to enter the video field with production of a series of musical film shorts for general tele sale. Song publisher said he was currently working out details prior to setting up a staff for the tele firm, tentatively called Royal Television Company.

Plans call for one series of 52 eight-minute featurettes, with open ends for bankrolling, and a second group of 20-minute shorts. Both animated characters and live action will be used, with production skedded for New York and Hollywood. More complete plans will be announced within a few weeks, Mills added.

Para, DuMont Bids Await FCC Ownership Rule

WASHINGTON, May 10.—An attempt by Paramount Pictures to reverse the belief of the Federal Communications Commission (FCC) that the flicker company controls DuMont Laboratories highlighted a hearing here today at which two DuMont and two Paramount subsidiary bids were at stake.

The chief question at issue was whether Paramount's ownership of all of DuMont's Class B stock and a portion of Class A stock constitutes control under FCC's multiple-ownership rule. The FCC ruled December 20, 1946, that Paramount does control DuMont. The film firm, on the other hand, claims that since Class B stock is non-voting stock, it has no more control over DuMont than any minority stockholder.

Paramount now holds two video stations thru Balaban & Katz, Chicago, and Television Productions, Los Angeles. DuMont holds permits for Washington, New York and Pittsburgh. Since five TV stations is the limit under Commission rules, pending bids by DuMont and Paramount subsidiaries will be dismissed by the FCC if it reaffirms its ruling of Paramount control of DuMont.

Bids, which would be dropped in that event, are DuMont's applications for stations in Cleveland and Cincinnati, the Boston bid of New England Theaters and the Detroit bid of United Detroit Theaters. A third Paramount subsidiary, Interstate Circuit, recently dropped a bid for an outlet in Dallas.

Stevens Puppets In WLWT Telepix

CINCINNATI, May 8.—Martin and Olga Stevens, internationally known puppeteers who recently joined the staff of WLWT here, are putting the finishing touches to 13 complete tele shows especially designed for kiddie consumption. Filming of the puppet segs, the first of a series of such programs ever to be made by a television operator exclusively for video use, is slated to begin in a few weeks.

R. E. Dunville, vice-president and general manager of WLWT, who recently signed the Stevenses after catching a performance of their *Passion Play* in Chicago, says that the filmed puppet programs, which will run from 10 to 30 minutes, will be offered to television stations thruout the country at reasonable cost. The service, he said, will include specially tailored commercials, live or on film, to meet local needs.

WATV To Bow With TV "Disk Jockey"

NEWARK, N. J., May 8.—The Bremer Broadcasting Corporation's video outlet, WATV, skedded to debut next Saturday (15) on an all-film programming basis, will introduce a video equivalent for the disk jockey. The station has contracted for 1,200 soundies and film shorts during the next year, and will run them off in a 60-minute stretch each afternoon.

WATV will commence studio operations about September 1. Until then, it will carry some live shows via its deal with American Broadcasting Company (ABC), by which it will serve as New York outlet for the web until the ABC station begins airing in August.

DL Commercial Okay Sets Stage For Video Hypo

HOLLYWOOD, May 8.—The long-awaited Coast television hypo is expected to blossom within two weeks, following notification that Don Lee Broadcasting System had been granted a 90-day commercial okay for its video outlet, KTSN (now airing as W6XAO). Federal Communications Commission (FCC) okayed the Don Lee license Thursday (6), nearly two years from date of the FCC hearing on an application for one of seven local video channels. Don Lee execs promised swift action to convert from experimental to full-scale commercial programming, giving the area its second commercial outlet.

Tele toppers said the changeover would require several weeks, during which rates would be set and additional programming added. Staff increases are also expected to be made quickly, with Carlton Winckler getting the top programming berth under station director Harry Lubcke.

First commercial sale will in all probability be made to Philip Morris Cigarettes, whose *Queen for a Day* and *Heart's Desire* AM airers are currently being televised over Don Lee on a free basis. It's understood the bankroller has promised to foot the tele bill once the Don Lee license was granted. Local boxing and wrestling events, also carried on a regular basis, are in line for immediate sponsorship, it was stated.

Station has \$250,000 worth of new equipment on order from General Electric and RCA, with first studio components and film cameras skedded for installation by May 25. Station will begin work on the Mount Wilson transmitter site shortly, eventually abandoning the Mount Lee location in favor of Mount Wilson's 5,800-foot elevation.

With entry into commercial operations, after 16 years as an experimental station, it was also learned that the web hopes to build a Coast regional network to be an integral part of the Mutual tele web. Video applications are currently pending for KGB, San Diego, and WFRG, San Francisco, both Don Lee-owned stations. San Diego will figure closely in Hollywood operations, inasmuch as topography of the area lends itself to tele transmissions from Hollywood without use of booster stations or coaxial cables. Test transmissions have shown the proposed KGB transmitter site atop Mount Soledad to be line-of-sight with either Mount Lee or Mount Wilson (approximately 100 air miles). San Francisco's proposed Don Lee outlet will be linked to Hollywood by coaxial cable or possibly by microwave relay stations.

WCAU-TV Preems Officially May 23

PHILADELPHIA, May 8.—WCAU-TV, *Evening Bulletin's* video outlet, late in getting its studios in shape, will mark its official opening May 23. The station is on the video lanes already, with scattered local film pickups and depending almost entirely on the Columbia Broadcasting System tele feeds. To mark the official opening, *The Bulletin* will publish a special edition that day.

While there are reports that the special edition will give space to the other two tele stations in town, *The Philadelphia Inquirer*, which operates WFIL-TV, is taking no chances. *The Inquirer* is putting out its own special television edition May 16.

Para TV Plans

NEW YORK, May 8.—Paramount is building a television production studio in the Paramount Building here to be used in connection with theater television on the Para's screen. The construction is expected to be completed within 60 to 90 days.

TV Sales Hype Seen in Upping Of CBS Heads

NEW YORK, May 8.—Promotions in the personnel line-up of the Columbia Broadcasting System (CBS) have cleared the way for a sharper push in the web's television sales and operations department. Lawrence W. Lowman, vice-president in charge of television, has been upped to vice-president and general executive, and Jack Van Volkenburg, director of station administration, has become vice-president and director of television operations.

Significant angles to these changes are as follows: Adrian Murphy, vice-president and general executive, is now no longer directly associated with the web's television picture except insofar as construction—the physical aspect of tele—is concerned. Secondly, Van Volkenburg will bring to CBS tele a varied experience in operations and sales. He had been head of the web's radio sales division in New York for over three years prior to his appointment as director of station administration in January of this year. In his new video post, Van Volkenburg will coordinate all video operations, programming and sales. Thirdly, the shift raises Lowman to the upstairs brain trust, which in the past year has

NBC TV Affiliation Contract Gives Stations 30% of Card Rate; Ends Free Sustainers

NEW YORK, May 8.—The National Broadcasting Company's affiliation contract for video differs radically in one major respect from the affiliation contracts which were originally used in radio, it was learned this week. The difference is in connection with sustaining programs, which, in the early days of radio, were given free to affiliates in exchange for free network commercial time. In television, the stations are paying, not only part of the line charges, but for all sustaining features supplied them by the web. First show involved is *Howdy Doody*. The

Yeager Named 1st TV Grip Rep

NEW YORK, May 8.—Louis Yeager, biz agent of the Theatrical Protective Union, Local 1 (stagehands), has been appointed the union's first organizer in video.

Yeager is already discussing a contract with WPIX-TV for deckhands. The grips are not asking any radical change in wages and working conditions in this pact from their present agreements with the other tele stations, but are holding their fire, it's thought, in anticipation of a big increase when the medium is in better shape. Accordingly it is thought that whenever the agreement is negotiated it will be for a year at the most.

had a number of additions and changes.

Other changes include the promotion of J. Kelly Smith, director of station relations, to vice-president in charge of station administration. Succeeding Smith is William A. Schudt Jr., heretofore Eastern division manager of the station relations department. Edward E. Hall has succeeded Schudt.

SHORT SCANNINGS

LEE COOLEY, video chief at McCann-Erickson agency, heading for the Coast about May 26 to spend a couple of weeks telling the television story to the agency's San Francisco account men and clients. . . . Herb Swope Jr., sports head of Columbia Broadcasting System video department, out of the hospital after a severe siege of pleurisy and heading southward for two weeks of relaxation.

WATV, Newark, N. J., which premieres May 15, will transmit from 4 to 9 p.m. for the first few weeks, later expanding to a 3 to 11 p.m. sked. Mobile unit is now going thru its paces and will begin some outings after the station has begun to feel its wattage. American Shops, of Newark, have bought sponsorship of the station's feature film showings Sunday nights. . . . Albert W. Protzman has been named technical production director at National Broadcasting Company. . . . DuMont has signed spot contracts with Philip Morris and with Robinson-Lloyds, manufacturer of Dry Imperator champagne. Cigarette firm will air five spots weekly over WABD and three a week over WTTG, Washington.

WPIX, New York Daily News outlet, now has a full complement of announcers with the addition of Jack McCarthy, John Tillman, Rex Marshall and Joe Bolton besides Guy LeBow, who was signed several weeks ago. Station also added Jack Balch and Austin O. Huhn as writer-directors and, in the film department, signed Joseph A. Johnston as director of the newsreel editing section. Theodore H. Markovic was named assistant manager of the WPIX film department, and Robert B. Noack was set as film service supervisor. . . . May meeting of the American Television Society Wednesday (12) will feature a discussion on "The Independent Producer and Director in Television," with participation by Tom Hutchinson, Irvin Paul Sulds and Martin Gosch.

New sports resume show starring Paul Williams, sportscaster, was signed by Cunningham drug chain, of Detroit, as a 10-minute warm-up to showing of baseball games over WWJ-TV, Detroit. . . . Mrs. Hazel Markel will be featured in a new stanza, *Meet Mrs. Markel*, over WTTG, Washington. Show will concentrate on fashions and celebrity interviews, but will try to interest male viewers as well. . . . The Washington Television Circulation Committee set the Washington receiver total at 10,800 as of May 1, with some 2,200 sets installed in April, almost twice March's installations.

RICHARD HODGSON has been named director of technical operations for the television division of Paramount Pictures, Inc. . . . Jack Bertell, formerly with Music Corporation of America and Columbia Artists Bureau, has formed Television Artists' Corporation, new video package outfit. . . . Clayton Williams is prepping a part-film part-live tele series titled *Keep Up With the Joneses*.

reported, calls for affiliates to pay half the line costs to their particular city, to receive 30 per cent of their card rate on commercials and to pay a pro-rated share of the production costs on NBC features, which is what the web is calling its tele sustainers. The web has calculated the cost of the features on a full-network basis, and until the web reaches that actual size, it is absorbing the costs of the affiliates not yet signed or not yet on the air. This means that the stations which have signed and are operating are paying their normal sustaining share. Until networking facilities are available, stations will be getting their features via film.

It is understood also that in some cases NBC is agreeing to increase the affiliate's card rate percentage as tele circulation increases. This is a parallel to AM network developments.

AM Net Deals

When AM networking started, it was a standard procedure for affiliates to give the network around 16 hours of time, which the web could fill with commercials, but for which the affiliate was not reimbursed. Instead, the affiliate got a constant supply of sustaining shows.

This is not being done in tele for several reasons. One is the terrific cost of sustainers; another is that while AM stations had trouble getting good quality sustainers, that problem is by no means as pressing in tele, since remotes, sports features and film can be used instead. NBC this week signed deals with KSD-TV, St. Louis; WWJ-TV, Detroit, and WTMJ-TV, Milwaukee.

KFI-TV Snares Ram Grid Games

HOLLYWOOD, May 8.—Altho its video outlet is not skedded for full-scale commercial operation before early fall, KFI-TV last week closed its first sports deal by snagging rights to all Los Angeles Rams pro football tussles this fall. Tele station bought airer from Music Corporation of America (MCA) and resold package to Union Oil Company for full sponsorship for reported price of \$35,000.

Station will beam eight home games live, and film seven out-of-town frays for rebroadcast, after editing to one hour's running time. Sponsor will use film commercial inserts.

Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8x10's for \$ 6.50

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Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

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NBC Buys Pic Series of Paris Fashion Designs

NEW YORK, May 8.—The National Broadcasting Company (NBC) this week bought the *Paris Cavalcade of Fashion* video film series from World Video, Inc., the John Steinbeck-Robert Capa package outfit. The series has been filmed in Paris and features latest fashion creations of the top French designers, with photography and special effects supervised by Capa. NBC plans to issue a separate print to each affiliate for local sponsorship and showing at the most convenient time. The New York starting date and schedule has not been set, and airtel will preem as a sustainer.

The contract calls for World Video to supply NBC with 15 prints per show every week for 52 weeks, with each show running 15 minutes. The commentary was dubbed in by Eloise MacElhone from a script by Frances Healy, former fashion co-ordinator with Franklin Simon. World Video this week signed Irving Jacoby and Willard Van Dyke, both formerly with Affiliated Films, to supervise future film productions. Jacoby has left for Paris, where he will produce the second 13-week fashion series with a French technical and camera crew. Shooting is from a rough script penned by Jane Sprague, an ex-WAC, now the Baroness De Mareuille.

V. D.

(Continued from page 13)

standing and technically hep script, penned by Erik Barnouw, a capable mounting, produced by Bob Saudek and directed by Martin Andrews, and, most important, the guts to bring the problem to the nation. Altho venereal diseases have been the topic of documentaries on a local or regional basis, no other national airtel hitherto has treated the topic so openly and informatively, with care to stress the seriousness of the topic without becoming sinister or frightening. The result, despite minor shortcomings, was a show that must have carried considerable weight.

Perhaps the major contribution of the program was to zing home the symptoms of the major diseases, and the fact that millions who believe themselves perfectly healthy actually are infected. Underlining the fact that 10 States and the District of Columbia do not yet enforce pre-marital tests also was pertinent. The story line also touched on quack remedies, carriers, contact tracing, and infection of the unborn. Wire-recorded interviews with hospital patients and transcribed comments by leading medical specialists lent an added air of authenticity to the program without overloading it.

Occasional defects included some fumbling in reading lines, and several transgressions on the part of the sound men, in integrating the recorded sequence smoothly into the show. But, on the whole, they were not too flagrant. The important thing is that ABC has crashed thru the "conspiracy of silence" which it castigated so well on the program, and in so doing marked a milestone of constructive, adult public service programming by a national network. Special kudos are in order for Len Adomian for original musical bridges and effects, which fitted in neatly with the moods being conveyed.

Sam Chase.

Talk of the Trade

Network Operation

LYMAN BRYSON, CBS counselor on public affairs, will conduct a series of five programs tabbed *You and Propaganda*, "designed to help listeners dissect the double-talk of propagandists," May 17-21 at 6:15-6:30 p.m. . . . Johnny Olsen this week was reported to have the inside track for the emcee's job on *Get Rich Quick*, audience participation show being readied by the American Broadcasting Company (ABC) to replace the Paul Whiteman disk jockey show when the latter winds up its run June 30.

Jim Gaines, NBC's triple-threat man, and Tom Knode, manager of the NBC press department, left New York for the Coast Friday (7) to attend the convention of the National Association of Broadcasters. . . . Jo Dine, NBC trade press editor who handled publicity this season for the Radio Executives' Club, was given a top send-off by William S. Hedges, NBC vice-president and retiring president of the REC, at the club's last meeting of the season in New York Thursday (6). . . . Saul Carson, former trade press man, free-lancing a little more than one year, now has a personal circulation of 1,500,000 via *New Republic*, *Radio Best* and *Holiday*.

ROBERT J. LANDRY, secretary of the CBS program board, was married Saturday (1) in Baltimore to Annette MacQuarrie, actress, of Berkeley, Calif. . . . Harry Ackerman, CBS vice-president, and his wife, actress Mary Shipp, have taken a Green Farms, Westport, Conn., house. CBS is mulling an *Of Men and Books* program on the Kinsey report.

General Mills last week renewed *Lone Ranger*, *Famous Jury Trials*, *Betty Crocker Magazine of the Air* and *Green Hornet* shows on ABC.

Station Relations

BOB DONOVAN, assistant sales manager of WLS, Chicago, will become promotion manager for WNAX, Yankton, S. D., May 17. . . . Miss Jimmie Spanos, formerly head of publicity and promotion at WWSW, Pittsburgh, has become publicity director of WIND, Chicago.

The *Northerners*, oldest continuously sponsored program in Chicago, now being aired on WGNB, FM affiliate of WGN, which airs AM version. . . . Frank Doyle, formerly with KMOX, St. Louis, has joined production staff of WBBM, CBS Chi outlet. . . . Ruth Croan, formerly with WNAC, Boston, now writing continuity for WHBF, Rock Island, Ill.

HAROLD L. NEAL JR. and William E. Morgan, Detroit radio men who organized Basic Broadcasters Service a year ago, opened new studios Friday in the Michigan Theater Building, specializing in recording and transcription work. . . . Arthur E. Sutton recently resigned as special events director of WJBK, Detroit, to go back into free-lancing, is recovering from a serious ankle fracture.

Bob Edgren has joined WTAG, Worcester, as an announcer. . . . Robert S. Keller, Inc., appointed to handle national sales promotion for WCOG, Greensboro, N. C., which is scheduled to debut May 22. . . . Caroline Atkinson, traffic manager of WHBC, Canton, O., recuperating from a tonsillectomy. Al A. Frances, WHBC news editor, signed for a nightly quarter-hour newscast by the Pure Oil Company.

CORRECTION: The last issue of *The Billboard*, in the awards section of the Columbus Institute data, listed WPEN as in New York. Outlet is and always has been in Philly. . . . Helen Carringer, secretary to Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., has been named editor of that org's house organ, *The Reporter*.

Mary Margaret McBride, woman's commentator on WNBC, New York, due to fly to Norway in a few days. Invited by the Norwegian government, Miss McBride will shortwave a smorgasbord series to the U. S. . . . Alan H. Newcomb, author of *Vacation With Pay* and morning man at WNCA, Asheville, N. C., is now program director for the station. . . . Nancy Osgood, women's director for WRC, Washington, has been elected vice-president of the local Women's Advertising Club. Edgar R. LaBarbera, former commercial manager of WRHP, Tallahassee, Fla., has joined sales staff of WABB and WABB-FM, Mobile, Ala.

SHOPPERS' SPECIAL

(Continued from page 13)

throwing in of material in a wild attempt to please all.

A new Chicago-originated production this show features Eddie Hubbard as emcee and conductor of various types of quizzes for which gals in studio audience get prizes for answering questions usually posed by musical tips.

In addition, there is some sound household advice by Buelah Karney, women's editor of *Liberty* magazine and ABC home economist. Most of Miss Karney's stuff was useful, we imagine. For a change of pace, she presented stories about happenings in lives of famous chefs or food personalities.

Orchestra, under direction of Rex Mauphin, plus singing of Don More-

GAG ON PRICES

(Continued from page 7)

and since it is czar of all Canadian radio, it is possible that early Canadian radio regulators on CBC felt that price mention would be going a bit too far in commercializing radio.

Some indies claim that the real reason is that CBC is a competitor besides being the policeman of Canadian radio. It's felt by the indies that CBC is afraid that permission to mention product prices on air shows should serve to lure sponsors away from CBC.

land, Ellen White and the Honey Dreamers, made the show worth while listening even for those who didn't give a care about current price of onions or tomatoes. Cy Wagner.

WBEN-TV, Buffalo's Only Outlet, Takes To the Air Friday

BUFFALO, May 8.—Buffalo's only television station, WBEN-TV (Channel 4), will debut officially Friday (14) with a 7:30-to-11 p.m. dedication ceremony from Memorial Auditorium, presenting city, state and federal officials and WBEN executives; interviews; Philco film from the studio; a live variety show with nitery talent from the Town Casino night club, possibly starring singer Frankie Laine; a newsreel featurette; wrestling from the auditorium, and weather forecast cartoons. On Saturday, WBEN-TV will have a one-hour children's show in the afternoon and, in the evening, the University of Buffalo round-table program on TV, AM and FM simultaneously. On Sunday it will have midget auto races from the Civic Stadium.

Regular programming will include wrestling, boxing, midget auto races and harness racing, with rights for baseball telecasts still pending. Sponsors number six now, including Bu-ova watch, Philco radio and local department stores. Several others are still on the fence.

Personnel of WBEN-TV includes Edward H. Butler, president, WBEN, Inc.; Alfred H. Kirchhofer, vice-president in charge; C. Robert Thompson, station manager; Frank W. Kelly, assistant manager in charge of sales; J. Woodrow Magnuson, TV director; Joseph A. Jenkins, executive producer; Ralph J. Kingsley, technical director; Joe Haefner, publicity. E. Reimers, TV director who did most of the experimental programming, leaves May 24 to join the American network.

CAIN'T BE GUVNER

(Continued from page 3)

managed by James McKechnie, with Milt Rosner handling publicity and promotion.

Trek kicks off Saturday (15) at Anniston, Ala., with present dates including Birmingham, May 16; Montgomery, Ala., 17; Atlanta area, 18-19; La Grange, Ga., 20; Columbia, S. C., 21; Augusta, Ga., 22; Greenville, S. C., 24; Raleigh, N. C., 25; Asheville, N. C., 26; Charlotte, N. C., 27; Knoxville, 29; Chattanooga, 31; Nashville, June 1; Little Rock, 3; Tulsa, Okla., 4; Oklahoma City, 5, followed by a week in Texas with dates at present not definitely confirmed.

FRONT PAGE

(Continued from page 13)

about every hunk of banality the scripters could rewrite. The thing wasn't 10 minutes old before Hildy Johnson was telling his editor, Walter Burns, that the story he was working on "would break this town wide open."

To which, at this juncture, or shortly thereafter, Editor Burns replied, natch, by calling down to his composing room, "Tell 'em to hold everything for an extra." Now, how about that? They don't even try to get away with that stuff any more in Class C pictures.

Otherwise, this first installment had a crooked mayor; his mentor, a mobster; a framed hoodlum and, to furnish a real big fat old surprise, the mobster's moll. Also a crone-type flower peddler who serves as a transmission belt for stoolies and mobsters.

Had enough? Jerry Franken.

Hear the Winning Transcriptions

SUITE 2338-2339, BILTMORE HOTEL, DURING THE NAB CONVENTION.

IN THE MUSIC AND PUBLIC SERVICE CATEGORIES OF THE BILLBOARD'S FIRST ANNUAL LOCAL PROGRAM COMPETITION AT THE BILLBOARD DISPLAY,

SPARRING ON A CAPPELLA BAN

802 Says It Will Back Up Petrillo Edict

But Will It Pull Cards?

NEW YORK, May 8.—Local enforcement of a new American Federation of Musicians (AFM) edict to ban a cappella waxing by anyone holding a union card showed this week when Local 802 here served notice that it would rigorously press the national no-vocal wax decree. This, it was pointed out, will apply to vocalists who are AFM members as well as to vocal arrangers and conductors and further extends the union stiffening developed last week on the Coast. This holds significance, since a good many top-flight vocalists hold AFM cards either because of previous tootler experience or thru honorary presentation with membership in the union.

Officials of 802 are uncertain as to what measures will be taken against ban violators; they assert that "that bridge will have to be crossed when it is met." To date the local hasn't found any of its members violating the ban.

The move by the local to reiterate the Federation's decree this week gave further indication that the tootler org is beginning to show signs of a toughening policy in applying the terms of the ban to its membership.

But tradesters wonder how the union would handle any violations if they were spotted. It is pointed out that any severe punishment of offenders might be construed by anti-Petrillo circles as an admission that the ban is de facto a strike and the offender a scab. Also, taking a card away from a member may be interpreted as depriving a union member of his livelihood. Both of these facets would put the union face to face with terms of the Taft-Hartley Act—which the AFM to date has assiduously endeavored to avoid.

On the other hand, to permit an offender to go unpunished would result in loss of face for the Federation at both the national and local levels and possibly open wide the recording gates for union musicians despite the ban.

Prez to Prez

WASHINGTON, May 8.—James C. Petrillo, trumpet-playing head of the American Federation of Musicians (AFM), called last week on Harry Truman, piano-playing head of the United States of America, to invite the chief executive, Mrs. Truman and daughter Margaret to an AFM-sponsored concert at Constitution Hall May 25.

Petrillo said he told the other president that "sometime when I'm not busy, I'll play the trumpet and you can play the piano." Mr. Truman accepted—the concert invitation for himself and family.

The Constitution Hall concert is the first in the nationwide free series to be paid for out of the union's recording and transcription fund.

Still a Cappella!

HOLLYWOOD, May 8.—Despite James C. Petrillo's efforts to plug a cappella leaks in his recording ban, RCA Victor this week cut Dennis Day in vocally accompanied sides, *Sleep My Child* and *Daddy*. Tune is subtitled *Lullaby for a Displaced Child* and another waxing of it is being contemplated by Capitol with Peggy Lee figured to do the chores sans hubby Dave Barbours' guitar.

Columbia Records is toying with the idea of cutting *When the Apple Blossoms Fall* vocally with Buddy Clark doing the starring honors.

Apollo Records this week conducted its first a cappella waxing date with local fem disk jockey Bea Kalmus cutting a couple of standard tunes, including a Jewish song tabbed *Shein vie de Levuna*.

MPPA Group Huddles Over Pact With SPA

NEW YORK, May 8.—The negotiating committee of the Music Publishers' Protective Association (MPPA) met yesterday (7) to mull over the Songwriters' Protective Association (SPA) pact as it stands now. Reportedly, they found it almost satisfactory with the exception of a single point. This appears to be a solid resistance to SPA demands that a percentage of agent Harry Fox's collections from mechanical companies be turned over to the tunesmith org for operational overhead expenses.

MPPA-ers, however, seemed to be ready to forego their 50-year term of control over foreign rights to American copyrights. In this country song copyrights must be renewed after normal 28-year copyright longevity, but to date pubs have maintained foreign rights for as long as 50 years from the date of copyrights. With SPA writers in a position to get their copyrights back after 28 years in all parts of the world, the pubs would yield a bargaining position some have frequently used to keep an inside grip on renewal rights.

Pub Committee

A special pubber committee composed of Louis Bernstein, Abe Olman and Walter Douglas was appointed to meet with an SPA group headed by writer Stanley Adams some time next week to further discuss the still unsettled terms. It is expected that the associations will come to terms inside of a couple or three weeks.

Meanwhile the MPPA group passed lightly over the Herman Starr pact signature with SPA earlier this week. MPPA-ites professed that the Starr agreement, repeating his action of a decade ago, in no way hurried pubber action in the matter. It was pointed out that the group was virtually on the brim of reaching an agreement whether Starr, not a member of MPPA, went along or not.

Some pubbers also contended that the current stalemate could be continued if necessary, pointing out that of the current top 20 best seller tunes, only three were penned by SPA card holders.

Waxers Not So Perturbed, See 3 Reasons Why Ban Need Not Mean "Murder"

Think There Are Ways To Skirt It

NEW YORK, May 8.—Leading record company spokesmen here this week viewed the new Petrillo nix on a cappella recording by union cardholders as no unexpected or foolproof maneuver. Diskery execs pointed up individual recording activities reported week by week in *The Billboard* as evidence that the latest Petrillo stringency could easily be skirted.

Point 1, say the waxers: AFM has slapped down on vocal arrangers who are members of the union. But there are alleged "hundreds, even thousands" of vocal arrangers (from voice studios, etc.) who are competent, yet not affiliated with AFM.

Point 2: Altho many of the "star" soloist-vocalists are either honorary AFM members (or regular cardholders as the result of instrumental skills in the past) a good many are not and there is some question remaining as to whether AFM-affiliated crooners will co-operate as crooners.

Point 3, and the one the diskeries claim is least-vulnerable to counter strategy: Even if the supply of vocal arrangers should be choked off and "star" singers convinced by the union to refrain from a cappella recording, two resources are still open: (A) The purchase of pre-ban masters from other companies or private individuals (see other story this issue) and (B) the ever-spreading deals for foreign masters, particularly in England. The last, say the waxers, definitely will become a regular, well-expedited process at the current rate of "usage."

Indicative of the spread of Ameri-

can firms into the foreign masters supply route (previous *Billboard* stories have amplified much of this exchange) are the newest import deals reported by the diskeries.

At Victor, arrangements were completed this week to release an English master of *Nature Boy*, backed with *You Can't Be True, Dear*. This, by singer Dick James, with a British studio orchestra. In addition the company has a recording of *My Happiness* all set to make the overseas trip.

Meanwhile at Columbia, Musicraft, Signature, and a few other firms, earlier-reported transactions with overseas "recording studios and talent" were being completed this week.

And Vox Records, thru its Prexy George Mendelsohn, pointed out this week that it, too, among many other record firms, has access to a strong-box of foreign wax. Vox holds exclusive rights to German and French Polydor and Italian Celson labels and has imported in the neighborhood of 220 masters in the last few months.

Diskers Utilize Master Buying To Duck Ban

NEW YORK, May 8.—Diskers continue to utilize master-buying techniques to cover key tunes and duck the Petrillo ban. This week the newest of the sleeper flock, *When the Apple Blossoms Fall*, seemed to rate the greatest activity. Decca has optioned the original Tempo diskery master cut by organist Herb Kern and novachord specialist Lloyd Sloop. Platters were air expressed from Hollywood for approval by Jack Kapp, Decca prexy, in New York. The Decca firm also picked up eight sides from Artistic Records made by pianist Geri Galian and a four-man combo. Masters are en route to New York also for approval. Decca cut some wax with Galian before the ban set in.

Signature acquired eight sides from Master Records cut by the Al George ork, a Milwaukee unit. Among them is a master of *Just Because*. The same diskery acquired a string-band pairing from Sidney Pastner's Allied Record Company, of Philadelphia, cut by the Aqua string band. The titles are *Someday* and *Yes, We Have No Bananas*.

Capitol Records picked up some 20 masters cut by the Roy Hogsed Trio, an instrumental and singing group which has been working on the Coast.

Some of the now virtually defunct Tune-Disk masters exchanged hands this week, with Rainbow and Embassy diskeries picking up the waxings. Rainbow picked up six masters by Irving Zath-Mary from the maestro. These are polkas cut pre-ban by Tune-Disk and titles include *Upstate Polka* and *Bell Polka*. Embassy acquired four sides by the Al Donahue org under a similar deal made with Sunny Dunham last week (50-50 split of profits on disk sales).

Lack of Court Okay Spikes Rumors of Majestic Deals

CHICAGO, May 8.—Altho a rash of new rumors have pervaded the music trade in re a Majestic deal with Decca or the possibility that Majestic was selling its equipment or inventory elsewhere, absolutely reliable informants here point out that no specific proceedings by Majestic could have taken place since they have not been entered for necessary court or pre-court approval.

All Majestic proceedings, it is indicated, have been stymied by the Federal Court hearings due here May 13 at which a group of three Majestic creditors will attempt to switch the company into Chapter 10, from its present Chapter 11 Chandler Act classification. The outcome of these hearings necessarily will reflect in the future disposition of Majestic.

NEW YORK, May 8.—Persistent rumors here that Eli Oberstein, RCA Victor artists and repertoire chief, was involved in negotiations to buy Majestic plant property, equipment or artist contracts were spiked here when Oberstein stated that he was not engaged in any business dealing or offer to Majestic, either personally or for the Victor company.

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CHICAGO 39

Standard Seeks AFM Strike Declaration by Protest of Unemployment Gravy Claim

Squawk Ties In With Pending Action Vs. Waxing Ban

HOLLYWOOD, May 8.—Standard Transcriptions launched another legal missile in its fight against the American Federation of Musicians (AFM) recording ban by protesting a claim for unemployment insurance made by a Local 47 orkster before the California State Employment Service. In a hearing held Wednesday (5) before Employment Referee Blanche Spelts, Standard objected to the claim of Amerigo A. Marino, ex-Jack Fina ork violinist contending that Marino had been offered suitable employment by Standard and therefore is ineligible for unemployment relief. Behind the

Standard action is an effort to force Petrillo to declare the recording ban a strike. Under State Employment Service laws, persons who turn down bona fide offers of suitable employment are ruled ineligible for funds. In case of declared strikes, however, employees may receive unemployment checks for duration of the strike.

Hearing brought out that Marino (considered an ex-Standard employee by virtue of transcription dates when a member of the Fina ork) was offered recording work by Standard after he originally applied for unemployment compensation. He refused employment, Standard contends, for fear of jeopardizing his union status, thereby turning down a bona fide offer of suitable employment. Altho the referee's decision is not binding on similar cases (now pending at Standard's protest), it was believed that a ruling in favor of the transcription firm would force orksters to either accept work offered by Standard or forfeit unemployment checks.

A spokesman for Standard said the firm had notified Employment Ser-

Creditors Okay Signature Plea

NEW YORK, May 8.—It was learned this week that an official creditors' committee (appointed to survey the newest Signature Records plan for arrangement with creditors under terms of Chapter XI of the Chandler Act) has approved the diskery's petition outlined in *The Billboard* in previous issues. Basically, the plan calls for a 25 cents on the dollar payoff to general creditors, with 5 per cent in cash and the remainder spread out in payments over an 18-month period.

The creditors' committee has recommended that the court accept the plan and the court referee reportedly has agreed to go along with the creditors' approval. The court will send out notices of the acceptance to be followed by expected official legal approval within 30 days.

Comeback of Jazz On 52d St. Greets Spring's Arrival

NEW YORK, May 8.—Jazz appears to be finding its way back to 52d Street in driblets and drabs as the warm-weather season approaches.

The Onyx and Famous Door niteries, both of which had followed a recent street trend to take in girlie shows, blossomed out with jazz talent to join the Three Deuces and Jimmy Ryan's in re-establishing a foothold for hipsters on the street. The Famous Door opened last night with pianist Art Tatum and the Lou Mel Morgan Trio sharing the billing while the Onyx brought in Harry (The Hipster) Gibson last week.

SPA Adds 15 New Members

NEW YORK, May 8.—The Songwriters' Protective Association was augmented by 15 new members this week.

New enrollees are Dave Barbour and Peggy Lee, Georgie Jessel, Irving Fields, E. Ray Goetz, Al Goodman, Felipe Casanova, Jack Dolph, Mary Eager, John Finke Jr., Joseph W. Grey, Bill Krenz, Duke Melody, Roswell Metzger and William Stein. All but Miss Eager and Duke Melody are members of the American Society of Composers, Authors and Publishers (ASCAP).

Standard's local gesture was considered mere window dressing to more important legal steps which are expected to break nationally next week. Standard has been spearheading the drive to force a court ruling on legality of the record ban since early this year, and it was learned that the first move has been taken in Washington. Plattery was keeping details under wraps pending arrival of Sidney Kaye, counsel for the Industry Music Committee, who will attend National Association of Broadcasters confab in Los Angeles May 17. Action, which is believed to involve a test hearing before the National Labor Relations Board as a starter, will be taken jointly by the Lang-Worth, Associated and Standard platteries.

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St. Louis AFM Nixes Guesters

CHICAGO, May 8. — Local 2, American Federation of Musicians (AFM), St. Louis, this week clamped down on guest appearances within jurisdiction of that local by traveling leaders' and sidemen thru an order issued by Samuel P. Meyers, union prexy. Ultimatum came last week when Alvino Rey, Nick Stuart and Liberace informed Rush Hughes that they could not appear on his video show. A check with Meyers revealed that such appearances have been tolerated up to now, but that lately musicians and disk jockeys "have been going wild."

Meyers said that under the ruling, touring musickers may appear only at places where they are under contract. "If disk jockeys get a musician," Meyers added, "other feels they can have them also." The St. Louis ban now places that city in the same category with Chicago and Philadelphia.

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IT'S SWEEPING THE COUNTRY TODAY

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WORDS AND MUSIC BY MARILOU DAWN-CARRIE HOFFMAN

MADE POPULAR BY

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SANTA ANA, CALIFORNIA

VOX JOX

A National Accounting of Disk Jockey Activities

CONTEST CORNER . . . KWEM (Memphis) running an amicable battle between hillbilly and pop music. Dick Covington spins the rural stuff on *Western Trails*, Sam Babcock plays the pops on *Yours for the Asking*. Fan mail, which provides humor and color for both programs, will determine the winner. . . . Alan Bergmann, of WNDR, Syracuse, is running the contest to end all contests: Listeners write in, "I think _____ should sponsor *Midnight in Syracuse* (Bergman's show) because _____" for 24 hours. . . . Wally Nehring, WIRE (Indianapolis) platter pilot, auditions teen-age disk jockey aspirants, the winners rewarded the turntable chores on his *Platter Chatter* show.

GRIPES AND SWIPES . . . Bill Rohdes, of Anaconda's (Mont.) KANA, lets one fly at the waxeries: "I would like to know why the record companies give the larger stations good service and overlook us smaller ones. Only one gives us good service, and that is Capitol. We are unable to give our listeners half of the nation's 10 tops." . . . From Palatka, Fla., Wally Luce moans: "How in the world is the slushy mess of an attempt on a weak war theme holding up so long? Of course I'm referring to *Now Is the Hour*, by anyone who's fool enough to make a record of the same. Such a tuneless, expressionless mess should be banned, for no other reason than my irritation at hearing it." . . . Stan Wood, WSUA, Bloomington, Ind., complains: "A few weeks ago a couple of name bands hit this town (home of Indiana U.) to play the junior prom. I tried frantically to latch onto at least one of these lads for a short gab session on my afternoon show, *Campus Capers*. But no! They wouldn't crawl out of their snug little cocoons. How about some first aid from other jox on this matter?"

STRICTLY FROM DIXIE . . . Sixteen-year-old Robert Smith pilots platters for Fort Worth's KCNC *Blues at Sundown*, an afternoon show sponsored by the Rainbow Record Shop. Robert, who for some unexplained reason operates under the name of Richard, also does a Saturday stint giving the latest news of recording artists. . . . Jim Hardie now whirling 'em for WXGI, Richmond, Va. Jim, who was stricken with infantile paralysis at two and a half years and has been on crutches ever since, does two shows: *Dawn in Dixie*, from 6:45 to 9, and a split bill with sportscaster Frank Soden, *WXGI Musical Sports Page*. . . . Dick Bruce has taken over the all-night disk show over WDSU, New Orleans. . . . Harry Luke, of WNVA, Norton, Va., has revamped his *1450 Club* show. New monicker is *The 1450 Merry Platter-Go-Round*, spotlighting requests, news, sport shorts and humorous anecdotes. . . . Newell (Pop) Warner, a.m. jock for WCBM-Mutual, Baltimore, spins pop, semi-, and classical, four shows per diem. He features latest ditties on Saturday a.m. kid show. . . . Stan (Stan the Recordman) Waranch now spinning the platters on the *Morning Mail Bag* show for

WSAP, Portsmouth, Va. Dave Nelson runs the *Afternoon Mail Bag*, and Rick Nelson the *Midnight Mail Bag*.

TALENT CORNER . . . Hal Moore, WCAU (Philly) wax whirler, has penned *String Band Polka* with pianist Dave Stephens. Robbins Music is publishing the tune, and records by several Philly string bands are in the works. . . . Altho jocks thruout the country have been singing along with records for years, Bill Wilson, of Chattanooga's WDOD, is actually building an across-the-border 15-minute show around his own vocals. . . . Batoneer Elliot Lawrence and his father-manager, Stan Lee Broza, will blossom out as the first father-and-son jock team. They'll air transcribed over WCAU, Philadelphia.

GIMMICKS . . . Bob Meskill, matrix mahout of WBBQ's (Atlanta) *After Hours* show, pulled a promotion gag the other night that paid off. While spinning the Reina ork's waxing of *Sicilian Tarantella*, he stopped the record after a minute and berated it no end. However, Bob announced that if he had five phone calls in the next five minutes requesting the ditty, he'd play it thru. The phone rang almost constantly for the next 20 minutes, and he had to finish the disk. . . . John Magnus, of WKNB, New Britain, Conn., does a *Morning Timetable* show Monday thru Saturday, using the old Glenn Miller success formula, "Something old, something new, something borrowed, something blue," in a 15-minute segment. John builds a little anecdote around each tune. . . . WKAX, of Birmingham, uses a novel promotional design on its envelopes. The design is a map segment of counties surrounding Birmingham, with concentric circles showing the station's primary and secondary coverage.

NEW WATTWORKS . . . WRFC, Athens, Ga., went on the air May 1. Johnny Murray, whose slot Dick Bruce filled at WDSU (see "Strictly From Dixie" paragraph, this page), is chief announcer, and will handle several hours of record shows daily, plus sportscasting. . . . WNDB-FM premiered April 15 carrying identical record and live shows.

RESURRECTION NOTE . . . Larry Lawrence, who does the *Night Watchman* show at WNEB, Worcester, Mass., plays, in response to the *Four Leaf Clover* mania, all available waxings, including the Jean Goldkette of the '20's featuring Bix. He interpolates studio "instrumental" obligatos on mouth harps and combs. But one of his fans capped him by bringing in an old Madison record of Harry Carpenter warbling *Clover* with a nickel-odeon piano and a falsetto scat chorus in the background. "Put an egg in your shoe and beat it!" Larry said. "That disk was really in great shape, and (See VOX JOX on page 35)

AMERICA'S GOING WILD

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"WHERE THE APPLE BLOSSOMS FALL"

by MARILOU DAWN

ONLY TEMPO BRINGS YOU TWO VERSIONS

OF THIS OVERNIGHT *Smash!*

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with the Song Pedlars and rhythm accomp.

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The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending
May 7

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

1. NOW IS THE HOUR

By Maewa Kaihau, Clement Scott and Dorothy Stewart
Published by Leeds (ASCAP)

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Muscraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heldt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charlotteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.

Electrical transcription libraries: Nat Brandwynne, World; Horace Heldt, Standard; Shep Fields, Lang-Worth.

2. NATURE BOY

By Eden Ahbez
Published by Burke-Van Heusen (ASCAP)

Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Muscraft 567; J. Laurenz, Mercury 5134.

(No information on electrical transcription libraries available as The Billboard goes to press.)

3. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten
and Gerhard Ebeler

Published by Biltmore (ASCAP)

Records Available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Muscraft 568.

(No information on electrical transcription libraries available as The Billboard goes to press.)

4. MANANA

By Dave Barbour and Peggy Lee
Published by Barbour-Lee (ASCAP)

Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Loss Ork, Victor 20-2819; The Woodland Serenaders, Bandwagon 401; Chapuseaux-Damlron, Seeco 657.

(No information on electrical transcription libraries available as The Billboard goes to press.)

5. BABY FACE

By Benny Davis and Harry Akst
Published by Remick (ASCAP)

Records Available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15078; The Woodland Serenaders, Bandwagon 402; Buddy Harris-Lone Star Playboys, Blue Bonnet 136; South Philadelphia String Band, Tempo TR 660.

Electrical transcription libraries: D'Artega, Lang-Worth; Lenny Herman Ork, World; Sammy Kaye, NBC Thesaurus.

6. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

By Vaughn Horton and...

Arthur Beul

Published by

Chas. K. Harris (ASCAP)

Records Available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211.

(No information on electrical transcription libraries available as The Billboard goes to press.)

7. THE DICKEY-BIRD SONG

By Howard Dietz and Sammy Fain
Published by Robbins (ASCAP)

From the MGM film, "Three Daring Daughters."

Records Available: Blue Barron, MGM 10138; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.

Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard.

8. LITTLE WHITE LIES

By Walter Donaldson
Published by Bregman-Vocco-Conn (ASCAP)

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Muscraft 558; M. Davis, Jewel ON-2002; S. Gibson, Mercury 8085.

Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus.

9. SABRE DANCE

By Khachaturian
Published by Leeds (ASCAP)

Records Available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurts-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427; N. S. Golovanov, Mercury 24000.

Electrical transcription libraries: Freddy Martin, Standard; Rene Savard, Standard; Music of Manhattan Ork, NBC Thesaurus.

10. I'M LOOKING OVER A FOUR LEAF CLOVER

By Mort Dixon and Harry Wood
Published by Remick (ASCAP)

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot, Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Muscraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.

Electrical transcription libraries: Russ Morgan, World; Lawrence Welk, Standard.

THIS WEEK'S RCA VICTOR RELEASE

TONY MARTIN

with Earle Hagen and his Orch.

It's You or No One

With his new pic "Casbah" going great guns, Tony's appeal is soaring!

It's Magic

Gay lilt in slight beguine tempo.

RCA Victor 20-2862



SPIKE JONES

and his City Slickers

William Tell Overture

Spike's famous radio Beetlebaum gag rips this standard classic to shreds.

The Man on the Flying Trapeze

Vocal by Doodles Weaver

RCA Victor 20-2861



HENRI RENÉ

and his Orchestra play—

"WONDER WALTZES BY WALDTEUFEL"

Album S-54

Violets and The Sirens

RCA Victor 25-0107

Espana and Charming

RCA Victor 25-0108

Dolores and Estudiantina

RCA Victor 25-0109

The Skaters and Golden Rain

RCA Victor 25-0110

WATCH THESE "CLIMBERS"!

VAUGHN MONROE

Blue Shadows on the Trail

RCA Victor 20-2785

LOUIS PRIMA

Betty Blue

RCA Victor 20-2763

ROY ROGERS and SONS OF THE PIONEERS

Blue Shadows on the Trail

RCA Victor 20-2780

PEE WEE KING

Oh! Mo'nah

RCA Victor 20-2841

REINA'S ORCHESTRA

Sicilian Tartantella

RCA Victor 25-0043

ALL-TIME HITS RE-ISSUED!

GLENN MILLER

Serenade in Blue

RCA Victor 20-2889

RAY NOBLE

Turkish Delight

RCA Victor 20-2880

A SURE HIT! VAUGHN MONROE

It's the Sentimental Thing To Do

RCA Victor 20-2748

ROSALIE ALLEN AND BILLY WILLIAMS

with The Black River Riders

He Lived in Texas

(And She Lived in Arkansas)

Whoa Sailor

RCA Victor 20-2853



DELTA RHYTHM BOYS

Never Underestimate the Power of A Woman and You're Mine, You!

RCA Victor 20-2855



WASHBOARD SAM

and his Washboard Band

She's Just My Size and Fool About That Woman

RCA Victor 20-2856



THE GEORGIA CRACKERS

Rats In My Closet

and

A Dollar Down

(And A Dime A Day)

RCA Victor 20-2854



LATEST INTERNATIONAL HITS! SIX FAT DUTCHMEN

Tuba Polka and Kristiana Waltz
RCA Victor 25-1118

JOHNNY VADNAL and his Orch.

Juke Box Polka and Carousel Waltz
RCA Victor 25-1115

ALBERTO SOCARRAS

his Magic Flute and his Orch.
Harlem Rumba and Maria Elena

RCA Victor 26-9033

CZECHOSLOVAKIAN

JERRY POBUDA and his Orch.

Request Polka (Až Si Dam Solo Hráť—Polka)
Vocals by Jerry and Laddie Pobuda

Fortune in Song (Šťesti V Písni—Valčík)

Vocals by Ann Hridel and J. Pobuda
RCA Victor 25-2057

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

exclusively yours

A new Release!

'Estrellita' (Vocal with BUDDY BAKER and his orchestra)

'I Found A Million Dollar Baby'
(In A Five and Ten Cent Store)

(Vocal with trombone choir)

HERB JEFFRIES

POPULAR SERIES NO. 31-X

75c Plus Tax

'It Might As Well Rain'

'You Don't Know What Love Is'

FRANCES WAYNE

with NEAL HEFTI and his orchestra

POPULAR SERIES NO. 32-X

75c Plus Tax

'Don't Get Salty Sugar'

'I'm So Happy I Could Cry'

JOHNNY MOORE'S 3 BLAZERS

featuring CHARLES BROWN and OSCAR MOORE

MASTER SERIES NO. 268

\$1.00 Plus Tax

'Mumblin' Blues'

'Tatoe Pie'

JACK McVEA and his orchestra

MASTER SERIES NO. 270

\$1.00 Plus Tax



The Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Week Ending
May 7

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION			Publisher
Weeks to date	Last Week	This Week	
17	1	1	NOW IS THE HOUR (R) Leeds
8	2	2	THE DICKEY-BIRD SONG (F) (R) Robbins
3	3	3	NATURE BOY (R) Burke-Van Heusen
5	4	4	YOU CAN'T BE TRUE, DEAR (R) Biltmore
17	6	5	I'M LOOKING OVER A FOUR LEAF CLOVER (R) Remick
5	5	5	TOOLIE OOLIE DOOLIE (R) Chas. K. Harris
6	7	6	BABY FACE (R) Remick
15	4	7	MANANA (R) Barbour-Lee
3	10	8	LITTLE WHITE LIES (R) Bregman-Vocco-Conn
3	14	9	LAROO, LAROO, LILLI BOLERO (R) Shapiro-Bernstein
6	12	10	TELL ME A STORY (R) Laurel
17	9	11	BEG YOUR PARDON (R) Robbins
2	13	12	MY HAPPINESS (R) Blasco
4	11	13	HAUNTED HEART (M) (R) Williamson
13	12	14	BUT BEAUTIFUL (F) (R) Burke-Van Heusen
2	—	15	SABRE DANCE (R) Leeds

Note: "Tell Me a Story" was inadvertently omitted in last week's sheet music chart. It should have been in 12th position.

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
2	1	1	GALWAY BAY Box and Cox Leeds	
9	5	2	GOLDEN EARRINGS Victoria Paramount	
19	2	3	A TREE IN THE MEADOW Campbell-Connelly Shapiro-Bernstein	
5	3	4	SILVER WEDDING WALTZ Unit Pub. Co. *	
17	4	5	NEAR YOU Bradbury Wood Supreme	
11	8	6	CIVILIZATION Edwin Morris E. H. Morris	
4	9	7	TERESA Leeds Duchess	
19	10	8	I WONDER WHO'S KISSING HER NOW Feldman E. B. Marks	
2	13	9	WISHING WALTZ Noel Gay *	
11	11	10	WHEN YOU WERE SWEET SIXTEEN Darewski Shapiro-Bernstein	
12	6	11	ONCE UPON A WINTER-TIME Cinephonic *	
13	7	12	SERENADE OF THE BELLS Edwin Morris Melrose	
7	12	13	TELL ME A STORY Irwin Dash Laurel	
4	14	14	REFLECTIONS ON THE WATER Peter Maurice Feist	
5	16	15	MY COUSIN LOUELLA Francis Day Shapiro-Bernstein	
3	18	16	OH! MY ACHIN' HEART Campbell-Connelly Mood	
2	20	17	HOW SOON? Bradbury Wood Supreme	
1	—	18	YOU DO Chappell Bregman-Vocco-Conn	
5	15	19	I'M MY OWN GRANDPA Leeds General	
1	—	20	I'M A-COMIN' A-COURTIN', CORABELLE Yale Dreyer	

*Publisher not available as The Billboard goes to press.

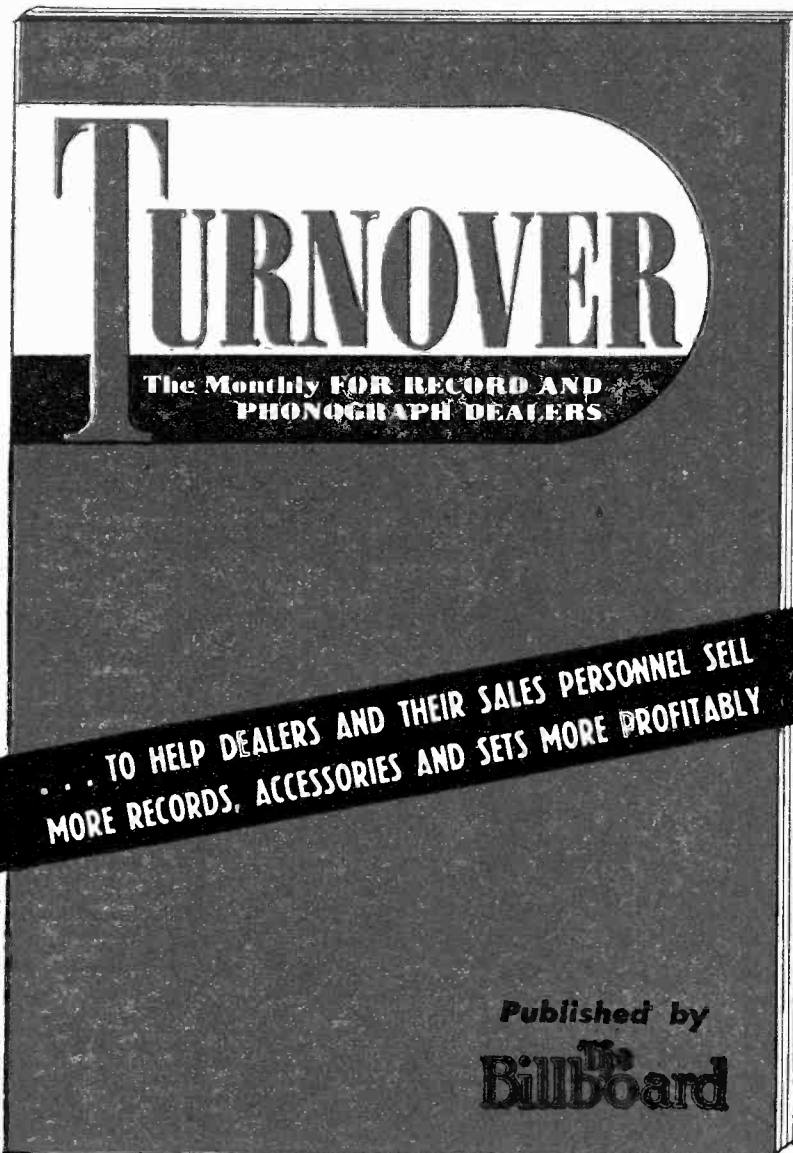
CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION			Songs
Weeks to date	Last Week	This Week	
6	1	1	NOW IS THE HOUR
6	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER
3	4	3	BABY FACE
6	3	4	THE DICKEY-BIRD SONG
6	2	5	BEG YOUR PARDON
6	5	6	SERENADE OF THE BELLS
4	7	7	TOOLIE OOLIE DOOLIE (the Yodel Polka)
6	8	8	MANANA
4	6	9	YOU WERE MEANT FOR ME
1	—	9	NATURE BOY
4	13	10	SABRE DANCE
5	—	10	THE STARS WILL REMEMBER
2	17	11	HAUNTED HEART
1	—	12	OK'L BABY DOK'L
1	—	13	THE FEATHERY FEELIN'
4	17	14	THE BEST THINGS IN LIFE ARE FREE
1	—	15	I WISH I KNEW THE NAME

"Try Turnover"

AT SPECIAL \$1 PRE-PUBLICATION CHARTER HALF-PRICE RATES



First Issue Features

SPECIAL ARTICLES

How To Get That Extra Sale on Classical Records
 Making Set Sales to Record Customers
 Showmanship Sells Children's Albums
 Modernization Can Be Inexpensive—Yet Increase Sales
 An Analysis of Sales Promotion Tie-Ups—No. 1 Films
 Extra Profits in Religious Records
 Are Record Store Sales People Making That "Easy" Extra Sale?
 If the Sales Clerk Were the Boss

REGULAR MONTHLY DEPARTMENTS

NEWS ROUND-UP—from the manufacturer, distributors and dealers
 LOOKING AHEAD—Trends to help plan future business moves with greater certainty and success
 SELLING POINTERS ON CURRENT RECORD ALBUMS
 BEST SELLERS OF THE MONTH
 HEADED FOR HITDOM
 PERSONAL APPEARANCE CALENDAR
 ADVERTISING AND PROMOTION REVIEW
 SALES TIPS IN BRIEF
 DISTRIBUTOR DOINGS
 MERCHANDISING AIDS
 THE DEALER FORUM
 STUFF ABOUT SALESPeOPLE

TWO SUBSCRIPTIONS FOR THE PRICE OF ONE

Try Turnover

a copy for the manager
 —a copy for the clerk

Try Turnover

a copy for home—
 a copy for the office

Try Turnover

a copy to clip—a
 copy to file

PLUS Free Booklet
"TESTED SELLING"
 if you send cash with
 order **NOW.**

TESTED SELLING

BY
 ELMER WHEELER

**SAVE 50%
 NOT ONE—
 BUT TWO
 SUBS**

(one for you and one
 for your sales clerk)

**FOR THE
 PRICE OF ONE**

SAVE 50%

MAIL \$1 ONLY

Regular Pre-Publication
 Rates: One Year, \$2

OKAY, count me in with the FIRST issue

TURNOVER
 2160 Patterson Street
 Cincinnati 22, Ohio

515

TURNOVER sounds good to me. Here is my ONE DOLLAR for:

- ☐ TWO SUBS (one for my sales clerks and one for me) for the next six months PLUS FREE BOOK.
- ☐ Only one sub for one year. I do the selling as well as the managing. Free book offer applies ONLY to two-sub order.

Name _____

Name of Store _____

Address _____

City _____ Zone _____ State _____

SAVE 50%

**MAIL
 THIS
 COUPON**

\$1

with

TODAY

SAVE 50%

You Remember these great coin
catchers...

↓
"I NEVER KNEW"

•
"RED WING"

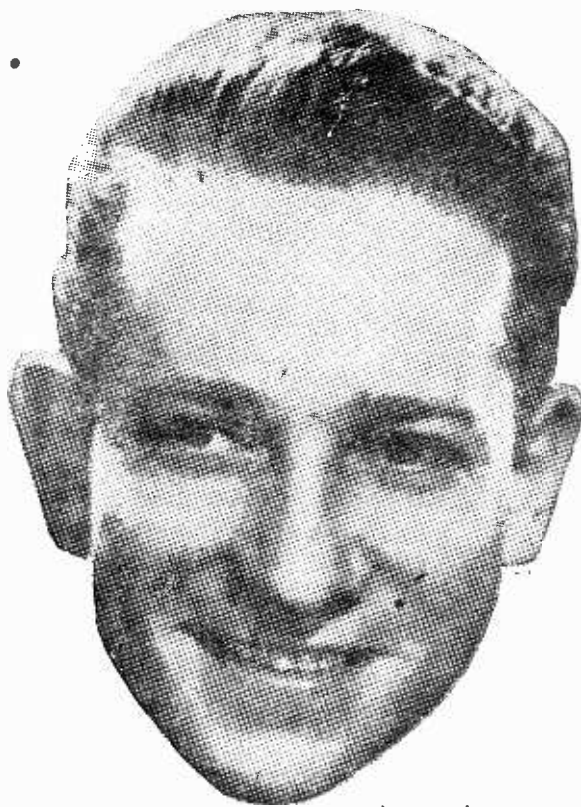
•
"THE WHISTLER"

•
"ROBBINS NEST"

and NOW...

Capitol

Records presents



THE
ALL-AMERICAN
SAXOPHONE
STAR

Sam
Donahue
and his Orchestra
his latest and greatest

"SAXO- BOOGIE"

Vocal by BILL LOCKWOOD, SHIRLEY LLOYD and the Ensemble

BACKED BY

"I'LL GET ALONG SOMEHOW"

CAPITOL 15081

PRESS RELATIONS: JIM MCCARTHY, 1619 BROADWAY, NEW YORK CITY



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Week Ending May 7

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 30, 8 a.m., and ending Friday, May 7, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Featman's Audience Coverage Index. The index is projected upon radio logs made available to Featman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publisher	Inc. By
Baby Face (R)	Remick	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Encore, Cherie (R)	Miller	ASCAP
For Every Man There's a Woman (F) (R)	Melrose	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I Went Down to Virginia (R)	Jefferson	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love Is Fun (R)	Encore	ASCAP
Manana (R)	Barbour-Lee	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Oooh! Look-a There, Ain't She Pretty? (R)	Leeds	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
Teresa (R)	Duchess	BMI
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The New Look (R)	Martin	ASCAP
Thoughtless (R)	Feist	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
Worry, Worry, Worry (R)	Robert	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Turned the Tables on Me (R)	Sam Fox	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 21 Songs of the Week

All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
Bye, Bye, Blackbird (R)	Remick	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Heartbreaker (R)	Leeds	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I'd Give a Million Tommorrow (R)	Oxford	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Just Because (R)	Leeds	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Matinee (R)	E. H. Morris	ASCAP
My Gal Is Mine Once More (M) (R)	Crawford	ASCAP
My Sin (R)	Chappell	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Somebody Cares (R)	Campbell-Porgie	BMI
The Feathery Feelin' (R)	Paramount	ASCAP
The Man on the Carousel (R)	Bob Miller	ASCAP
The Old Ferris Wheel (R)	Goldmine	ASCAP
Trouble Is a Man (R)	Regent	BMI
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What Do I Have To Do? (R)	Bregman-Vocco-Conn	ASCAP

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label	Inc. By
5	1	1	1	NATURE BOY	King Cole	Capitol 15054	ASCAP
17	2	2	2	MANANA	Peggy Lee	Capitol 15022	ASCAP
7	4	3	3	BABY FACE	Art Mooney	MGM 10156	ASCAP
12	5	4	4	NOW IS THE HOUR	Bing Crosby	Decca 24279	ASCAP
9	3	5	5	SABRE DANCE	Woody Herman	Columbia 38102	ASCAP
14	6	6	6	NOW IS THE HOUR	Margaret Whiting	Capitol 15024	ASCAP
3	10	7	7	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228	ASCAP
4	13	8	8	ST. LOUIS BLUES MARCH	Tex Beneke	Victor 20-2722	ASCAP
16	9	9	9	NOW IS THE HOUR	Gracie Fields	London 110	ASCAP
2	14	10	10	LITTLE WHITE LIES	Dick Haymes	Decca 24280	ASCAP
3	11	11	11	THE DICKEY-BIRD SONG (F)	Freddy Martin	Victor 20-2617	ASCAP
1	—	12	12	MY HAPPINESS	J. & S. Steele	Damon D-11133	
4	7	13	13	SABRE DANCE BOOGIE	Freddy Martin	Victor 20-2721	ASCAP
2	—	13	13	TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca 24380	ASCAP
4	12	15	15	BECAUSE	Perry Como	Victor 20-2653	ASCAP

(D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068)

The
Billboard

MUSIC POPULARITY CHARTS

PART
IVBillboard
TRADE
SERVICE
NATURE

Retail Record Sales

Week Ending
May 7

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

POSITION					
Weeks to date	Last Week	This Week			
4	2	1	NATURE BOY	King Cole.....	Capitol 15054
6	4	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin.....	Ronda R-228
18	1	3	MANANA	Peggy Lee.....	Capitol 15022
6	6	4	LITTLE WHITE LIES	Dick Haymes.....	Decca 24280
18	3	5	NOW IS THE HOUR	Bing Crosby.....	Decca 24279
4	5	6	TOOLIE OOLIE DOOLIE	Andrews Sisters.....	Decca 24380
7	7	7	BABY FACE	Art Mooney.....	MGM 10156
2	12	8	THE DICKEY-BIRD SONG	Freddy Martin.....	Victor 20-2617
3	9	9	ST. LOUIS BLUES MARCH	Tex Beneke.....	Victor 20-2722
10	11	10	BECAUSE	Perry Como.....	Victor 20-2653
1	—	11	TELL ME A STORY	Sammy Kaye.....	Victor 20-2761
1	—	12	TOOLIE OOLIE DOOLIE	V. Horton and His Polka Debs.....	Continental C-1223
1	—	13	MY HAPPINESS	J. & S. Steele.....	Damon D-11133

(Continued on page 26)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION					
Weeks to date	Last Week	This Week			
5	2	1	Busy Fingers	Victor P-206	
4	3	2	Rendezvous With Peggy Lee	Capitol CC-72	
7	1	3	Down Memory Lane	Victor P-202	
1	—	4	Songs of Our Times (1932) Album	Decca A-1932	
6	3	5	Nellie Lutchter Album	Capitol CC-70	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION					
Weeks to date	Last Week	This Week			
9	1	1	Khachaturian: Gayne Ballet Suite—Sabre Dance	Columbia 17521-D	
11	2	2	Khachaturian: Gayne Ballet Suite—Sabre Dance	Victor 20-0209	
135	3	3	Clair de Lune	Victor 11-8851	
104	5	3	Jalousie	Victor 12160	
13	4	3	Khachaturian: Gayne Ballet Suite—Sabre Dance	Columbia 12498	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION					
Weeks to date	Last Week	This Week			
25	1	1	Khachaturian: Gayne—Ballet Suite	Columbia MM-664	
65	4	2	Tchaikovsky Nutcracker Suite	Victor 1020	
7	2	3	Music of Ernest Lecuona	Victor CO-41	
4	—	4	Beethoven: Symphony No. 9 in D Minor, Op. 125	Victor DM 1190—V/DV-12	
1	—	4	Tchaikovsky: The Sleeping Beauty	Victor DM-1205	

WEEK ENDING
MAY 12

A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

SPECIAL RELEASE

MY HAPPINESS • TEA LEAVES
ELLA FITZGERALD Decca 24446

BEST SELLERS

- 1 LITTLE WHITE LIES DICK HAYMES
The Treasure Of Sierra Madre Decca 24280
- 2 TOOLIE OOLIE DOOLIE (The Yodel Polka) ANDREW'S SISTERS
I Hate To Lose You Decca 24380
- 3 YOU CAN'T BE TRUE, DEAR DICK HAYMES with THE SONG SPINNERS
NATURE BOY Decca 24439
- 4 HAUNTED HEART BING CROSBY
Moonlight On a White Picket Fence Decca 24379
- 5 LAROO, LAROO LILLI BOLERO BING CROSBY
The Story Of Sorrento Decca 24404
- 6 THE DICKEY-BIRD SONG LARRY CLINTON
Ooh! Look-a There, Ain't She Pretty? Decca 24301
- 7 NOW IS THE HOUR BING CROSBY
Silver Threads Among The Gold Decca 24279
- 8 SOMEONE CARES MILLS BROTHERS
Confess Decca 24409
- 9 WE JUST COULDN'T SAY GOODBYE ANDREW'S SISTERS
The Bride And Groom Polka Decca 24406
- 10 HEARTBREAKER ANDREW'S SISTERS
SABRE DANCE Decca 24427

POLKAS

- THE WOLF POLKA
PLAYTIME WALTZ
"WHOOPEE" JOHN WILFAHRT
Decca 45007
- HELENA POLKA
HOLZAUCTION SCHOTTISCHE
"WHOOPEE" JOHN WILFAHRT
Decca 45021
- SEV POLKA
HILLTOP WALTZ
"WHOOPEE" JOHN WILFAHRT
Decca 45056
- THE BLOND SAILOR
YODEL FOX
FRANZ and FRITZ
Decca 45061

STANDARDS

- STAR DUST
DEEP PURPLE
BING CROSBY
Decca 25285
- TICO-TICO
LERO LERO—BEM TE VI ATREVIDO
ETHEL SMITH
Decca 23353
- BIG ROCK CANDY MOUNTAIN
BLUE TAIL FLY—I'M GOIN' DOWN
THE ROAD (With JACK McCAULEY
and Male Chorus)
BURL IVES Decca 23439
- HORA STACCATO (Dinicu-Heifetz)
MEADOWLAND
FRED WARING Decca 23461
- THE DONKEY SERENADE
BECAUSE
FELIX KNIGHT and RUSS
MORGAN Decca 23476

All Records Listed \$.75 Each, Exclusive of Taxes



Rolling in the Dough!

FRANKIE CARLIE

and his orchestra playing

"SUNRISE BOOGIE"

"MOONDUST RHAPSODY"

Columbia 38175

COLUMBIA'S TUNE TIPSTER

BEST BETS

FRANK SINATRA

SURE FIRE
"Nature Boy"
with the Jeff Alexander Choir
"S'Posin"
with Trio
Columbia 38210

DORIS DAY

COMING UP FAST
"It's Magic"
"Put 'Em In A Box,
Tie 'Em With A Ribbon"
(And Throw 'Em in the Deep Blue Sea)
(both from "Romance on The High Seas")
With orchestra under the direction of
George Siravo
Columbia 38188

DINAH SHORE

WATCH THIS ONE
"My Guitar"
With The Brazilians
"It Was Written In The Stars"
(From Casbah)
With Orchestra under the direction of
Sonny Burke
Columbia 38162

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

Trade-marks "Columbia" and Reg. U. S. Pat. Off.

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending May 7

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	Position	Record	Label
13	1	NOW IS THE HOUR.....Bing Crosby.....	Decca 24279
5	3	YOU CAN'T BE TRUE, DEAR.....Ken Griffin-Jerry Wayne.....	Rondo R-228
7	3	BABY FACE.....Art Mooney.....	MGM 10156
15	2	MANANA.....Peggy Lee.....	Capitol 15022
5	5	TOOLIE OOLIE DOOLIE.....Andrews Sisters.....	Decca 24380
5	15	ST. LOUIS BLUES MARCH.....Tex Beneke.....	Victor 20-2722
16	6	I'M LOOKING OVER A FOUR LEAF CLOVER.....Art Mooney.....	MGM 10119
14	9	NOW IS THE HOUR.....Gracie Fields.....	London 110
4	7	SABRE DANCE BOOGIE.....Freddie Martin.....	Victor 20-2721
18	8	BEG YOUR PARDON.....Francis Craig.....	Bullet 1012
		(Frankie Carlie, Columbia 38036; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339)	
1	—	NATURE BOY.....King Cole.....	Capitol 15054
12	11	NOW IS THE HOUR.....Eddy Howard.....	Majestic 1191
14	—	BEG YOUR PARDON.....Frankie Carlie.....	Columbia 38036
		(See No. 10)	
12	—	I'M LOOKING OVER A FOUR LEAF CLOVER.....Russ Morgan-Milt Herth.....	Decca 24319
3	10	SABRE DANCE.....Woody Herman.....	Columbia 38102
1	—	MY HAPPINESS.....J. & S. Steele.....	Damon D-11133
		(R. Deauville-Novelle Harmonica Trio, Bullet 1032)	
1	—	ANYTIME.....Eddy Arnold and His Tennessee	Victor 20-2700
		Plowboys.....	(F. Willing and His Riders of the Purple Sage, Capitol Americana 40108)
2	—	NOW IS THE HOUR.....Charlie Spivak.....	Victor 20-2704
7	—	BEG YOUR PARDON.....Larry Green.....	Victor 20-2647
		(See No. 10)	
1	—	TELL ME A STORY.....Sammy Kaye.....	Victor 20-2761
		(Ames Brothers, Decca 24329; V. Damone, Mercury 5120; King Gulon Ork, Majestic 1238; B. Houston, MGM 10144)	
7	14	BECAUSE.....Perry Como.....	Victor 20-2853
		(D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068)	
1	—	THE DICKY-BIRD SONG.....Freddie Martin.....	Victor 20-2617
2	12	JUST BECAUSE.....Frank Yankovic and His Yanks.....	Columbia 38072
		(J. Gumin, Chord 664; Eddy Howard, Majestic 1231; Sheriff T. Owens and His Cowboys, Mercury 6086; F. Zajc Polkaters, Continental C-1228)	
1	—	I LOVE YOU, YES I DO.....Bull Moose Jackson.....	King 4181
		(B. Cameron, King 4203; P. Gayten Trio, De Luxe 1138; Annie Laurie-Paul Gayten, De Luxe 1131; S. Kaye, Victor 20-2674; R. Scott Ork, MGM 10132; Three Bees and a Honey, DC 8044; D. Washington, Mercury 8065; C. Williams, Mercury 8073)	
1	—	TOOLIE OOLIE DOOLIE.....V. Horton and His Polka Debs.....	Continental C-1223
1	—	NOW IS THE HOUR.....Buddy Clark-The Charioteers.....	Columbia 38115
1	—	HEARTBREAKER.....Andrew Sisters.....	Decca 24427
		(Aqua String Band, Victor 20-2759; S. Browne, London 200; Ferko String Band, Palda 109; Phillie All-Star String Band, Apollo 1111; The Philadelphia 50-Piece String Band, B. Wood, Dir., Tempo TR-656; J. Saunders, Rainbow 10043; M. Scott Ork and Chorus, Universal U-101; J. Smith-The Clark Sisters, Capitol 15078; R. Temple, De Luxe 1145; J. Wayne-The Dell Trio, Columbia 38150)	
1	—	LITTLE WHITE LIES.....Dick Haymes.....	Decca 24280
1	—	BABY FACE.....H. King Ork.....	Decca 25356
1	—	WHAT A FOOL I WAS.....Eddy Arnold and His Tennessee	Victor 20-2700
		Plowboys.....	

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	Position	Record	Label
14	1	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....	Capitol Americana 40082
11	2	TOMORROW NIGHT.....Lonnie Johnson.....	King 4201
9	3	FINE BROWN FRAME.....Nellie Lutcher.....	Capitol 15032
9	4	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....	King 4189
22	7	I LOVE YOU, YES I DO.....Bull Moose Jackson.....	King 4181
6	6	I WANT A BOWLEGGED WOMAN.....Bull Moose Jackson.....	King 4189
1	—	NATURE BOY.....King Cole.....	Capitol 15054
3	9	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....	King 4210
1	—	COME AND GET IT, HONEY.....Nellie Lutcher.....	Capitol 15064
1	—	TEMPTATION.....Earl Bostic Ork.....	Gotham G-160

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 25)

7	8	14. SABRE DANCE.....Woody Herman.....	Columbia 38102
		Swing Low, Sweet Chariot.....	
7	15	15. SHINE.....Frankie Laine.....	Mercury 5091
		We'll Be Together Again.....	
		(Ella Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)	

The Billboard
MUSIC POPULARITY CHARTS
PART VI
Record Possibilities
 Week Ending May 7

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart:

- PUT 'EM IN A BOX**Ray McKinley Ork.....Victor 20-2873
 Here's the disk that may well send the McKinley stock soaring. Infectious novelty rhythm ditty from the "Romance on the High Seas," flick score is handily lyricized by the maestro, while the band offers a solid driving background assist.
- MELODY TIME**Vaughn Monroe Ork.....Victor 20-2785
 Best record heard on the title tune of the forthcoming Disney film, Vaughn's platter should climb once the pic hits. The song's melodic, the lyric's unobtrusive and the maestro works both over capably.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. LOVE SOMEBODYDoris Day-Buddy Clark, Columbia 38174
2. I'VE GOT A CRUSH ON YOUFrank Sinatra.....Columbia 38151
3. IT'S MAGICDoris Day.....Columbia 38188
4. WHAT DO I HAVE TO DO TO MAKE YOU LOVE ME?Vaughn Monroe.....Victor 20-2811
5. WHAT IS THIS THING CALLED LOVE?Les Paul.....Capitol 15070
6. A MAN COULD BE A WONDERFUL THINGRay McKinley.....Victor 20-2768
7. CONFESSThe Lyttle Sisters.....Victor 20-2812
8. DON'T SMOKE IN BEDPeggy Lee.....Capitol 10120
9. RHUMBA BOOGIEChuy Reyes Ork.....Capitol 15067
10. THE NEW LOOKFreddy Martin.....Victor 20-2769
10. GABRIEL'S HEATERErskine Hawkins.....Victor 20-2836

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. DECK OF CARDSPhil Harris.....Victor 20-2821
2. I'VE GOT A CRUSH ON YOU.....Frank Sinatra.....Columbia 38151
3. YOU WERE MEANT FOR ME.....Gordon MacRae.....Capitol 15027
4. LOVE SOMEBODYDoris Day-Buddy Clark, Columbia 38174
5. ALL OF MEFrank Sinatra.....Columbia 38163
6. PUT 'EM IN A BOXEddy Howard.....Majestic 1252
7. CONFESSBuddy Clark-Doris Day, Columbia 38174
8. BEDELIAJan Garber.....Columbia 38205
9. BLUE SHADOWS ON THE TRAIL.....Vaughn Monroe.....Victor 20-2785
10. PUT 'EM IN A BOXKing Cole Trio.....Capitol 15080

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. ALL OF MEFrank Sinatra.....Columbia 38163
2. COME AND GET IT, HONEY.....Nellie Lutcher.....Capitol 15064
3. IT'S THE SENTIMENTAL THING TO DOVaughn Monroe.....Victor 20-2748
4. LOVE SOMEBODYDoris Day-Buddy Clark, Columbia 38174

THE NEW VOICE

JOHN LAURENZ
Sings

'NATURE BOY'

WITH A MAGNIFICENT ORCHESTRAL BACKGROUND IN SYMPHONIC STYLE
 backed by
"THESE FOOLISH THINGS"
 5134

Listen TO MY BOY JOHN, HE'S TERRIFIC

MERCURY RECORDS



**"UNCLE" TOM OF
WNOX Knoxville, Tenn.**

Says

CLYDE GRUBB
hit the Jackpot

in

BLUE MEM'RIES

backed by

**THERE'S NOTHING
I CAN DO**

on

VICTOR RECORD

No. 20-2781

GET THESE

3 Quality Features

IN YOUR RECORDS

- ★ Long Wear
- ★ Minimum Surface Noise
- ★ High Resistance to Breakage

Have your records made from



Now available

The New, Improved "Standard" NEF-O-LAC Compound. This superior compound produces records that play longer and with a minimum of surface noise. It is easy flowing, free from grit and uniform in weight.

★ ★ ★ ★ ★

The New, "Break-Resistant" NEF-O-LAC Compound. Gives you all the quality features of the "Standard" compound plus a high resistance to breakage at only a moderate increase in cost.

Make these tests yourself!

Write us on your business letterhead for free sample biscuits.

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EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL AND SOUTH AMERICA

The Billboard MUSIC POPULARITY CHARTS

Folk Record Section

Week Ending May 7

PART VII

TRADE SERVICE FEATURE

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

Weeks to date	Last Week	This Week	POSITION
9	1	1.	ANYTIME Eddy Arnold and His Tennessee Playboys Victor 20-2700
8	2	2.	WHAT A FOOL I WAS .. Eddy Arnold and His Tennessee Playboys Victor 20-2700
6	6	3.	DECK OF CARDS..... T. Tex Tyler..... 4 Star 1228
4	9	4.	TENNESSEE WALTZ Pee Wee King and His Golden West Cowboys.... Victor 20-2680
16	3	5.	HUMPTY DUMPTY Hank Thompson and His Brazos Valley Boys..... Capitol Americana 40065
16	—	6.	SIGNED, SEALED AND DELIVERED Cowboy Copas..... King 658
2	—	6.	TENNESSEE WALTZ Cowboy Copas..... King 696
1	—	8.	TEXARKANA BABY Eddy Arnold and His Tennessee Playboys Victor 20-2806
2	—	9.	PAN AMERICAN Hawkshaw Hawkins..... King 689
11	10	10.	SIGNED, SEALED AND DELIVERED Bob Atcher..... Columbia 37991
1	—	10.	SEAMAN BLUES Ernest Tubbs..... Decca 46119

ADVANCE FOLK RECORD RELEASES

A Dollar Down A. Parker-The Plainsmen (Ridin' Down) Capitol Americana 40117	It's Funny Now R. Johnson and His Saddle Pals (No One) MGM 10181
Angel Mother The Blue Sky Boys (Romans 6:23) Victor 20-2900	Jimmie's Jump J. Widener (She's Done) King 707
Baby Face Buddy Harris-Lone Star Playboys (Little Liza) Blue Bonnet 136	Jole Blon's Ghost W. Raney (Lost John) King 719
Bow Down, Brother J. Guthrie and His Oklahomans (You're Gonna) Capitol Americana 40118	*Just Because Lone Star Cowboys (Crawdad Song) Victor 20-2941
Brown's Ferry Boogie Z. Clements (In the) Bullet 653	Left My Heart in Texas Moon Mullican (Sweeter Than) King 673
Carolina Waltz C. Moody (Red Roses) King 706	Little Old Rag Doll Patsy Montana and Her Buckaroos (Mama Never) Victor 20-2899
Conversation With a Mule The Roaming Philosophers (Deck of) Musicraft 566	Little Strands of Silver Denver Darling and His Ozark Playboys (If That's) MGM 10182
Cotton Pickers' Special P. Howard and His Cotton Pickers (Drinking All) Columbia 20428	Five Foot Two, Eyes of Blue Buddy Harris-Lone Star Playboys (Lone Star) Blue Bonnet 140
*Crawdad Special Lone Star Cowboys (Just Because) Victor 20-2941	Little Liza Jane Buddy Harris-Lone Star Playboys (Baby Face) Blue Bonnet 136
Deck of Cards The Roaming Philosopher (Conversation With) Musicraft 566	Lone Star Waltz Buddy Harris-Lone Star Playboys (Five Foot) Blue Bonnet 140
Deep Down Inside T. Daffan's Texans (Too Far) Columbia 20427	Lost John Boogie W. Raney (Jole Blon's) King 719
Don't Make Me Go To Bed, and I'll Be Good J. Dale-Prides of the Prairies (When the) Continental C-8036	Lulu From Honolulu C. Linville (Pineapple Polka) King 677
Drinking All My Troubles Away P. Howard and His Cotton Pickers (Cotton Pickers') Columbia 20428	Mama Never Said a Word About Love Patsy Montana and Her Buckaroos (Little Old) Victor 20-2899
49 Women J. Irby and His Texas Ranchers (Great Long) MGM 10188	My Heart Echoes J. Osborne (Your Lies) King 715
Frail Quail Milo Twins (She's a) Capitol Americana 40119	No One Will Ever Know R. Johnson and His Saddle Pals (It's Funny) MGM 10181
Gambling Blues A. Gibson (I Don't) Mercury 6103	Oklahoma Blues D. Reinhart (Until We) Columbia 20433
Great Long Pistol J. Irby and His Texas Ranchers (49 Women) MGM 10188	Oklahoma Waltz Spade Cooley Band (That's the) Victor 20-2866
Hide Your Face Spade Cooley Ork (Yodeling Polka) Columbia 20431	Peach Tree Street Boogie Delmore Bros. (Take It) King 718
I Don't Want You Now A. Gibson (Gambling Blues) Mercury 6103	Pineapple Polka C. Linville (Lulu From) King 677
I Love You So Much, It Hurts F. Tillman (I'll Take) Columbia 20430	Red Roses Tied in Blue C. Moody (Carolina Waltz) King 706
I Want Some Candy R. Lunn and His Talking Blues Boys (Yodeling Blues) Mercury 6104	Ridin' Down the Canyon A. Parker-The Plainsmen (A Dollar) Capitol Americana 40117
If That's the Way You Want It (That's the Way It's Gonna Be) Denver Darling and His Ozark Playboys (Little Strands) MGM 10182	Romans 6:23 The Blue Sky Boys (Angel Mother) Victor 20-2900
If That's the Way You Want It (That's the Way It's Gonna Be) D. Denney (Who Cares) Victor 20-2890	She's a Shady Lady Milo Twins (Frail Quail) Capitol Americana 40119
I'll Take What I Can Get F. Tillman (I Love) Columbia 20430	She's Done Gone and Left Me J. Widener (Jimmie's Jump) King 707
I'm a Married Man Luke Willis' Rhythm Busters (Is It) Victor 20-2901	Sweeter Than the Flowers Moon Mullican (Left My) King 673
I'm Free as a Breeze S. Nichols (Two Weeks) MGM 10189	Take It To the Captain Delmore Bros. (Peach Tree) King 718
I'm On My Way Somewhere Grandpa Jones (The Baldheaded) King 717	Tennessee Moon Cowboy Copas (The Hope) King 714
In the Valley of My Dreams Z. Clements (Brown's Ferry) Bullet 653	That's the Last Straw Spade Cooley Band (Oklahoma Waltz) Victor 20-2866
Is It True What They Say? Luke Willis' Rhythm Busters (I'm a) Victor 20-2901	The Baldheaded End of the Broom Grandpa Jones (I'm On) King 717
It's Over Forever Curly Fox-Texas Ruby (The Wreck) King 716	The Hope of a Broken Heart Cowboy Copas (Tennessee Moon) King 714
	The Steam That Blows the Whistle (Never Turns the Wheel) Buchanan Brothers-The Georgia Cata-mounts (Would You) Victor 20-2891
	The Wreck of the 1256 Curly Fox-Texas Ruby (It's Over) King 716
	Too Far Gone T. Daffan's Texans (Deep Down) Columbia 20427

The Billboard

MUSIC POPULARITY CHARTS

Folk Record Section

Week Ending May 7

PART VII

TRADE SERVICE FEATURE

BEST SELLING FOLK RETAIL RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase folk records.

Weeks to date	POSITION	Last Week	This Week	
1	1	—	1	ANYTIME Eddy Arnold and His Tennessee Plowboys Victor 20-2700
1	2	—	2	DECK OF CARDS T. Tex Tyler 4 Star 1228
1	3	—	3	HUMPTY DUMPTY Hank Thompson and His Brazos Heart Valley Boys Capitol Americana 40065
1	4	—	4	TEXARKANA BABY Eddy Arnold and His Tennessee Plowboys Victor 20-2806
1	5	—	5	TENNESSEE WALTZ Pee Wee King and His Golden West Cowboys Victor 20-2680
1	6	—	6	BOUQUET OF ROSES Eddy Arnold and His Tennessee Plowboys Victor 20-2806
1	7	—	7	SWEETER THAN THE FLOWERS Moon Mullican King 673
1	8	—	8	TENNESSEE WALTZ Cowboy Copas King 696
1	9	—	9	SUSPICION Tex Williams Western Caravan Capitol Americana 40108
1	10	—	10	WHAT A FOOL I WAS... Eddy Arnold and His Tennessee Plowboys Victor 20-2700

FOLK TALENT AND TUNES

Roy Acuff, the Columbia platter star, has bought Dunbar Cave, outside Clarksville, Tenn., about 50 miles from Nashville, and will convert the tourist center into a folk music ranch. Acuff, who shelled out \$150,000 for the park set-up, intends to run a folk music jamboree every Friday night from the site and plans are being made to have the outdoor events aired weekly over WSM, Nashville. Acuff, who has been bothered by a bad leg of late, will also operate a hotel, the scenic cave, park and swimming facilities. He also intends to work concert and name-band attractions at the resort. The Acuff musickers, all of whom double as comedians, include Tommy Magnus, fiddle; Joe Scudder, bass; Oswald Kirby, jug; Sonny Day, accordion; Pap, guitar; Jess Easterday, mandolin; Jimmy Riddle, harmonica, and Velma, guitar.

Pee Wee King, Victor disk artist, whose Tennessee Waltz is a top-rider in Southern jukes, has taken over as house band leader and director at the Sunday jamborees at Bean Blossom, Ind. Pee Wee reports that the Brown County Jamborees will utilize the King group as well as an outstanding array of gueststars. . . . Other big numbers in the folk music record field are Moon Mullican's King cutting of Sweeter Than the Flowers, Blue Memories, by Clyde Grubb on Victor, and Texarkana Baby, etched by Eddy Arnold on Victor, Eddie Hazelwood on Decca and Roy Acuff on Columbia.

Eddy Arnold, the personable Tennessee Plowboy, has opened a record shop in Murfreesboro, Tenn. He reports a big mail-order business from his 15-minute seg on the Grand Ole Opry. Ernest Tubb is also doing well with his platter shop in Nashville, from which he does a half-hour live show with his Texas Troubadors, immediately following the Grand Ole Opry at midnight Saturday. Roy Wiggins, steel guitar man, joined Eddy Arnold five years ago at the age of 17. Roy has a special secret method of tuning his box and will not allow anyone to approach or meddle with his set-up.

Uncle Tom More, 38-year-old barrister who switched to folk music jockeying several years ago, has become the highest-Hooperated d.j. in the Knoxville area with his daily airers from WNOX. Tom is doing considerable personal appearance work with folk artists in the area in addition to his heavy mike schedule. . . . Tom Brooks, WHAS, Louisville, d.j. blankets his area with three hours of folk music each morning plus a CBS Southern network seg each Saturday.

Stoney Cooper and Wilma Lee, of WWVA, Wheeling, W. Va., have inked a Columbia recording pact. . . . Murray Nash, new Mercury platters' folk music chief, has signed Bonnie Lou and Buster, of WNOX, Knoxville, to a pact. Nash is also doing a lot of work with the Willis Brothers, a unit including Skeeter, fiddle; Guy, guitar; Vic, accordion; Chuck Wright, bass, and Carl Story and Ambrose Haley, other Mercury artists.

Bob Wills moves to the Tulsa Rodeo May 18 for a week, where he will work with his brother, Johnny Lee. Bob will be the first string band to work the Tulsa Round-Up. . . . Fred Rose, Nashville publisher, reports that he is working out further deals with BMI for his Acuff-Rose Publishing firm.

The big folk music show, starring Roy Acuff and His Smoky Mountain Boys and Pee Wee King and His Golden West Cowboys, pulled 18,663 customers into the Louisville National Theater two weeks ago. The show was booked by J. L. Frank, of Nashville, thru the William Morris Agency. . . . Cowboy Copas guests on the network seg of the Grand Ole Opry May 22.

Al Cody writes that Mount Gretna Park, near Lancaster, Pa., opened May 2, with operation in the hands of Arthur Woods, who leads the (See FOLK TALENT on page 126)

National Sets the Pace with

THE RAVENS

- 9039 "SEARCHING FOR LOVE"—"FOR YOU"
 9042 "TOGETHER"—"THERE'S NO YOU"
 9040 "FOOL THAT I AM"—"BE I BUMBLEBEE OR NOT?"
 9038 "WRITE ME A LETTER"—"SUMMERTIME"
 9035 "OL' MAN RIVER"—"WOULD YOU BELIEVE ME?"

UNA MAE CARLISLE

- 9044 "WHERE THE RIVER MEETS THE SEA"—"STOP GOIN' THROUGH THE MOTIONS"

BILLY ECKSTINE

- 9041 "ALL OF ME"—"SHE'S GOT BLUES FOR SALES"
 9037 "GLOOMY SUNDAY"—"IN THE STILL OF THE NIGHT"
 9017 "PRISONER OF LOVE"—"ALL I SING IS BLUES"
 9014 "A COTTAGE FOR SALE"—"I LOVE THE RHYTHM IN A RIFF"

JOE TURNER

- 4017 "THAT'S WHAT REALLY HURTS"—"WHISTLE STOP BLUES"
 4016 "ROCK O' GIBRALTAR"—"SALLY ZU-ZAZ"

DICK THOMAS

- 5017 "WHO PUT THE LAW IN MOTHER-IN-LAW?"—"NATIONAL POLKA"

TEDDY PHILLIPS

- 7020 "YES SIR, THAT'S MY BABY"—"BLOOMING APPLE TREE"

CHARLIE VENTURA

- 9043 "SOOTHE ME"—"ELEVEN SIXTY"
 9036 "BLUE CHAMPAGNE"—"SYNTHESIS"

- Charlie Ventura and Lilyann Carol
 7015 "HOW HIGH THE MOON"—"PLEASE BE KIND"



NATIONAL Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
 or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

★ HELLO! ★ HELLO! ★ HELLO! ★ HELLO! ★ HELLO! ★

The GREAT SONG that has already sold over
 50,000 records, and in only 3 States

(PALDA RECORD #102 by the FERKO STRING BAND)

HELLO!

... IS NOW THE OFFICIAL GREETING SONG
 for the
 REPUBLICAN NATIONAL CONVENTION
 in Philadelphia

ALL MATERIAL AVAILABLE

- Vocal Sheet—Pop. Song Edition
- Dance Orch.—Arr. by Johnny Warrington
- Band—Arr. by Paul Yoder

MUSIC STORES—Order Now From Your Jobber

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Music Publishers—Since 1876

1423 Vine Street

Philadelphia 2, Pa.

★ HELLO! ★ HELLO! ★ HELLO! ★ HELLO! ★ HELLO! ★

Sensations of '48 by

ART MOONEY

and his Orchestra

First there was his SMASH
"FOUR LEAF CLOVER"

... then a terrific follow up with
"BABY FACE"

(both riding high in all best-seller lists)

AND NOW... a double winner on

MGM 10183

AT A SIDEWALK PENNY ARCADE

featuring Bud Brees and Dolly Galli
and

BRIDE AND GROOM POLKA

featuring The Galli Sisters

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART
VIII

Record Reviews

Week Ending
May 7



RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings
Are
Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disc jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The
Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air play performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

ETHEL SMITH-THE
BANDO CARIOCA
(Decca 23828)

The Green Cockatoo
Miss Smith's flashy organ work goes South American on catchy up-tempo rumba.

Blame It on the Samba
Another from "Melody Time" score, this is average samba with exciting beat supplied by the talented Smith gal.

GUY LOMBARDO
(Don Rodney)
(Decca 24434)

It Only Happens When I Dance With You
One of many diskings on new Irving Berlin score from flick. Dressed in usual soft bouncy Lombardo style.

A Fella With an Umbrella
(Kenny Gardner)
Rhythm ballad also from "Easter Parade." Lombardo orking similar to flip, tho material and piping stronger.

ANDREWS SISTERS
(Vic Schoen Ork)
(Decca 23827)

Run, Run, Run
Novelty calypso-type vocal by gals, done like thees. Capably done but lyrics miss fire.

Don't Blame Me
Re-issue of newly revived oldie set for big plug shows off gals deft harmony over full Schoen backing.

THE KING'S MEN
(MGM 10178)

Pecos Bill
With tongue in cheek, group ambles thru Western ditty from new Disney flick.

Little Toot
Tune here also from "Melody Time." Disking bright but at times too dramatic in telling simple train story.

LEW MARCUS
(Jewel R-5006)

That's a Plenty
This ragtime pianola-style 88 solo has fine drive. Marcus really uses both hands. A natural for ginmill jukes.

Caravan
A spirited raggy interpretation of the Ellington classic. Lew's piano work has that nostalgic silent-movie quality, but this doesn't have the sustained drive of the flip.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

PHIL BRITO
(Richard Maltby Ork)
(Musicaft 560)

Rambling Rose
Phil and the small rhythm group backing him give this mediocre tune all the lilt they can, but it's a losing fight.

A Boy From Texas—A Girl From Tennessee
Not much character or style to Brito's job on this one.

SARAH VAUGHAN
(Musicaft 567)

I'm Glad There Is You
A typical Vaughan note-bending treatment of this pleasant pop. The a cappella backing misses fire, however.

Nature Boy
Sarah a little too tense and formal as she and the choir give this one the hushed, reverent treatment.

TEX BENEKE
(Victor 20-2837)

Ramblin' Around
(Tex Beneke)
Beneke fans should go for this. Tex whistles and sings in his easy-going style.

A Lovely Rainy Afternoon
(Garry Stevens)
Pleasant vocal by Garry and a nice tenor interlude by Tex on a so-so ballad.

TOMMY DORSEY
(Victor 20-2852)

On the Painted Desert
(Audrey Young)
A poor job for Tommy. Audrey's vocal is listless. Part of the blame is the ballad's—a dull, lifeless clefting.

Mississippi Mud
(Gordon Polk)
Polk sings it well, but TD's arrangement is too stiff and pretentious. Disk doesn't compare with the great PW job with Bing and Bix.

BOB STEWART-
THE VICTORIANS
(Metro M-7465)

Dreaming of You
Vocal group, barber-shop style, back of Bob's pleasing tenor. Halfway through the boys "double it" in Mills Bros. fashion. Possibility for back-room jukes.

You'll Always Be My Sweetheart
As above.

(Continued on page 120)

The
Billboard

MUSIC POPULARITY CHARTS

PART
IX

Advance Information

Week Ending
May 7

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Boy From Texas, a Girl From Tennessee**
P. Brito (Rambling Rose) Musicraft 560
- A Boy From Texas, a Girl From Tennessee**
T. Pastor (Rambling Rose) Columbia 38207
- A Boy From Texas-A Girl From Tennessee**
The King Cole Trio (My Fair) Capitol 15085
- A Fella With an Umbrella**
F. Sinatra (It Only) Columbia 38192
- A Fella With an Umbrella**
The Three Suns (Steppin' Out) Victor 20-2863
- A Fella With an Umbrella**
Sketch Henderson (Beyond the) Capitol 15092
- A Tree in the Meadow**
J. Loss Ork (Heartbreaker) Victor 20-2864
- *Adios**
G. Miller (Delliah) Victor 20-2942
- Alibi Baby**
Ferro String Band (Roll 'Em) Palda P-114
- At a Sidewalk Penny Arcade**
A. Mooney Ork (Bride and) MGM 10183
- Andalucia**
G. Carter (España Cani) Black & White 3014
- Baby, Don't Be Mad at Me**
Shep Fields (I Went) Musicraft 559
- Baby, Don't Be Mad at Me**
P. Lee (Caramba! It's) Capitol 15090
- Baby Face**
South Philadelphia String Band (Beg Your) Tempo TR-660
- Beer Barrel**
R. Henry Ork (The Man) Dana 2019
- Beg Your Pardon**
South Philadelphia String Band (Baby Face) Tempo TR-660
- Better Luck Next Time**
G. Paxton Ork (Rambling Rose) MGM 10192
- Better Luck Next Time**
P. Como (It Only) Victor 20-2888
- Better Luck Next Time**
D. Shore (Steppin' Out) Columbia 38191
- Better Luck Next Time**
J. Stafford (Roses of) Capitol 15084
- Betty Blue**
J. Wayne-The Dell Trio (Sunday Picnic) Columbia 38193
- Beyond the Blue Horizon**
Sketch Henderson (A Fella) Capitol 15092
- Big City Album (3-10")** . . . MGM 23
- Don't Blame Me** . . . B. Garrett . . . MGM 30100
- Don't Blame Me** . . . H. McIntyre . . . MGM 30102
- God Bless America** . . . K. Smith . . . MGM 30101
- I'm Gonna See a Lot of You** . . . B. Garrett . . . MGM 30102
- Ok! Baby Dok! . . . B. Garrett . . . MGM 30100**
- What'll I Do** . . . A. Lund . . . MGM 30101
- Blue Bahamas**
J. Garber Ork (Nobody But) Capitol 15088
- Brahms Waltz Album (4-10")**
W. King . . . Victor B-208
- Anna Rosa** . . . Victor 20-2857
- Cling To Me** . . . Victor 20-2859
- Do We Have To Say Goodnight?** . . . Victor 20-2858
- Far Into the Night** . . . Victor 20-2859
- Let Your Heart Lead the Way** . . . Victor 20-2857
- No More, No Less** . . . Victor 20-2860
- There Was Moonlight in Her Hair** . . . Victor 20-2858
- When the Nightingale Sings** . . . Victor 20-2860
- Bride and Groom Polka**
A. Mooney (At a) MGM 10183
- Can't Believe It**
T. Denny (The Juke) Musicraft 565
- Caramba! It's the Samba**
P. Lee (Baby, Don't) Capitol 15090
- Caramba! It's the Samba**
F. Martin (If I) Victor 20-2867
- Caravan**
L. Marcus (That's a) Jewel R-5006
- Charisse**
K. Cugat (On an) Columbia 38194
- Clancy Lowered the Boom**
D. Day-Quartet (The Romance) Victor 20-2810
- Confess**
J. Dorsey (If I) MGM 10194
- *Day in-Day Out**
T. Martin (I Don't) Decca 25379
- *Delliah**
G. Miller (Adios) Victor 20-2942
- Dominican Joe**
E. Manson (Nature Boy) Rainbow 10070
- Donna Bella**
Buddy Kaye Quintet (It's Magic) MGM 10187
- *Don't Leave Now**
Ink Spots (Ring, Telephone) Decca 25378
- Don't Let Me Stop You**
W. Scheff (You'll Always) Universal U-116
- Don't Let Your Love Go Wrong**
K. Starr (Snuggled on) Capitol 15087
- Don't Blame Me**
N. Delano (Until the) Black & White 862
- Don't Blame Me**
B. Garrett (I'm Gonna) MGM 10180
- *Don't Take Your Love From Me**
A. Shaw-L. Horne (Shadows) Victor 20-2865
- Dunce Dance**
G. Carter (Jeannie With) Black & White 3013
- España Cani**
G. Carter (Andalucia) Black & White 3014
- Estrellita**
H. Jeffries (I Found) Exclusive 31-X
- Et-Ta**
G. Wilson Ork (Pensive Melody) Black & White 814
- Evelyn**
G. MacRae (Steppin' Out) Capitol 15091
- Fiddle Faddle**
F. Manson (The Shoemaker) Rainbow 10080
- For Heaven's Sake**
A. Clark (Someone Said) Decca 24444
- Gone With the Wind**
M. Torme (Little White) Musicraft 558
- Green Eyes**
G. Krupa (Lover) Columbia 38212
- Hawaiian Song Album (3-10")**
G. Lombardo . . . Decca A-650
- Aloha Nua Oa** . . . Decca 44396
- Hawaiian Paradise** . . . Decca 25189
- Hawaiian War Chant (Ta-Hu-Wa-Hu-Wai)** . . . Decca 44395
- My Little Grass Shack in Kealakekua Hawaii** . . . Decca 44396
- Oahu** . . . Decca 44395
- The Moon of Manakooru** . . . Decca 25189
- Heartbreaker**
The Merry Melody Makers (A Tree) Victor 20-2864
- Highway To Love**
The Pied Pipers (My Happiness) Capitol 15094
- Highways Are Happy Ways**
J. Smith-The Clark Sisters (Tea Leaves) Capitol 15102
- Hold Me**
B. Chester Ork (I Didn't) Bullet 1034
- Honeysuckle Rose**
T. Parker's 4 Jacks (Just Because) Palda 1002
- Hymn to Music (12")**
F. Waring (Trees) Decca 29252
- I Bring You Spring**
J. Johnston (Steppin' Out) MGM 10191
- *I Don't Stand a Ghost of a Chance With You**
T. Martin (Day in) Decca 25379
- I Don't Want To Meet Any More People**
B. Chester Ork (Hold Me) Bullet 1034
- I Found a Million Dollar Baby (In a Five and Ten Cent Store)**
H. Jeffries (Estrellita) Exclusive 31-X
- I Get Along Without You Very Well**
D. Shore (I'll Be) Columbia 38201
- I Had To Give You Up**
B. Pittman (If I) Supreme 102
- I Know a Lot of Things**
T. Anthony (What Might) Clover CL704
- I Love You (Je T'Aime)**
The Sunset Trio (That Five) Capitol 15093
- I Understand**
D. Topaz (Ya Ti) Coast 8043
- I Went Down To Virginia**
Shep Fields (Baby Don't) Musicraft 559
- I Went Down To Virginia**
L. Elgart Ork (Why Do) Bullet 1028
- If I Can't Have the One I Love**
J. Long (Just Like) Signature 15205
- If I Forget You**
G. Lombardo (You're Gonna) Decca 24443
- If I Had You**
B. Pittman (I Had) Supreme 102
- If I Were You**
J. Dorsey (Confess) MGM 10194
- If I Were You**
F. Martin (Caramba! It's) Victor 20-2867
- If I Were You**
A. Russell (It Only) Capitol 15086
- I'll Be Seeing You**
D. Shore (I Get) Columbia 38201
- I'm Gonna See a Lot of You**
B. Garrett (Don't Blame) MGM 10180
- It Began in Havana**
F. Martin (The Girl) Victor 20-3027
- It Might as Well Rain**
F. Wayne (You Don't) Exclusive 32-X

(Continued on page 119)

THE DREAM PEDDLER

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Rah-Rahs in Raucous Boo At Orks' Prom Tabs; Call For Routes; To Slash Fares

Dixie Colleges Unite in Growing Revolt

By Hal Webman

NEW YORK, May 8.—A concerted college move to battle high ork prices and alleged unfair band agency tactics was reported launched this week at an intra-fraternity group meeting of reps from several Southern colleges.

Frat men, who dominate the pop ork buying among collegians, are understood to be aiming at the creation of a Southern campus route among various colleges. The purpose is to minimize agency protests that students pay higher music tabs because of transportation costs incurred when bands are forced to cut away from conveniently skedded itineraries.

Along with the Southern college group meeting, an informal investigation of band-selling methods is now being carried out by a New York firm which represents some 233 col-

leges and universities across the country. This outfit is reported readying a plan for the approval of the colleges it represents.

Seven Colleges Repped

Represented at the fraternity meet were campusites from the University of Florida, University of Georgia, Georgia Tech, Mississippi State, University of Mississippi, University of Alabama and Alabama Tech. These include most of the colleges in the Southeast which have been hit with a "high price because of high cost of transportation, etc." pitch from the agents.

The plan, reported discussed at the conclave, centered around territorial co-ordination of collegiate proms, parties and dances. Under such plans, the collegians theoretically would get together and set up a full week tour for a band to play all college affairs so that the music price would fall far below what each campus would pay if each bought the band individually.

Odds Against

Local agents believed that odds were strongly against the creation of campus band routes, mainly because of varying individual ork tastes. They also pointed out that the differences in timing of collegiate syllabuses would make it difficult to co-ordinate school dances into any given group of single weeks, tho the agents feel that it would be equally as beneficial to bookers for the collegians to buy full-week skeds of a single ork.

Mills Gets 100 Arcadia Tunes

NEW YORK, May 8.—Mills Music, which last week acquired the American rights to R. A. Dvorsky's Czechoslovakian catalog, announced today that it had completed similar negotiations with Arcadia Music Publishing Company, Ltd., of London.

The deal, a long-term agreement, makes nearly 100 compositions immediately available for Mills. The Arcadia catalog consists largely of light concert and instrumental music, including British film and show scores. Highlights of the book are the publications of George Melachrino, featured artist on the British H.M.V. label. Some of Melachrino's records may be released here soon on Victor. Among his better known recordings are such originals as *First Rhapsody* (his theme); *Song of the Orchid* and *Danse D'Ecstasy*, from the film *Orchids for Miss Blandish*; *Winter Sunshine*, currently his best selling platter in England, and *Vision D'Amour*, from the film *Woman to Woman*.

Other notable items in the transaction are compositions by Cecile Chaminade, considered one of France's leading woman composers; Richard Tauber, A. E. MacDowell, Harry Ralton, Maryan Rawicz and others. Miss Chaminade's *Zingara*, already widely recorded abroad, is skedded for immediate Mills promotion.

Altho Arcadia's big pitch is serious music, it currently has one of the pop novelty tunes in England, *Where Is My Sunday Potato?*

Vita Amended Plan Goes to 70 Creditors

CHICAGO, May 8. — Vitacoustic platters, which entered Chandler Act proceedings here several months ago, being placed in A, Section 11, classification, this week served its approximately 70 creditors with its amended plan for payment of debts. Thru attorney Albert Langeluttig, it proposes to pay all debts which have priority under bankruptcy law, i. e., amounts due the U. S. in taxes, \$17,763.12, and wages due employees, \$633.95, by November 1.

All other debts will be settled thru a series of partial payments, starting with 10 per cent payments February 1, May 1, August 1 and November 1, 1949, and 15 per cent payments February 1, May 1, August 1 and November 1, 1950. These debts will be evidenced by notes bearing 3 per cent interest on balances unpaid from February 20, 1948, to date of payments, with notes payable at a Chicago bank. Each note shall state that it is one of a series of eight and that upon default in payment of any one of the notes and continuation of such default for 30 days, remaining notes shall immediately become due and payable without notice. All debts which are incurred after filing of the petition and prior to confirmation of the plan shall be paid in cash in full upon confirmation except that the time of payment of any and all such debts may be extended if the debtor agrees to extension. Under the new plan the Federal Court should retain its jurisdiction until November 1, 1948, and until priority debts are paid.

If Vita's referee, Nathan W. MacChesney, receives a majority consent to the plan from creditors, both numerically and financially, MacChesney will call a meeting of creditors some time within the next five weeks, it was reported.

Lloyd Garrett, Vita exec, this week said the diskery would resume its regular series of releases, beginning May 1, when five disks per month, including pop, race and folk, will be released, one per week. Garrett leaves next week for a nationwide tour to enlist additional distributors to supplement the 35 now in the Vita fold.

Miracle Seeks Federal Aid In Sharing Bogus Platters

CHICAGO, May 8.—Miracle Record Company, local diskery, this week enlisted the aid of the FBI, investigators of the Internal Revenue Department and the U. S. district attorney for the St. Louis area in its efforts to weed out counterfeit platters, which it alleges were produced and sold by Millner Record Sales, St. Louis (*The Billboard*, May 1). Lee Egalnick, Miracle prexy, thru his attorneys, Robert L. Brown, Richard M. Stout and Robert Terry, all of St. Louis, received temporary injunction against Millner two weeks ago in a St. Louis court on the charge that Millner was distributing bootleg copies of the Miracle hit, *Long Gone*, with the action naming Milton Saul and Edward Ockel as agents of the Millner firm.

FBI has entered the case thru an inter-State commerce implication, in that the counterfeit biscuits, it's contended, were manufactured outside Missouri and shipped in. The Internal Revenue Department has entered because of the excise situation, which must be clarified because there is now more than one manufacturer, while the U. S. district attorney is watching the copyright angle, in that Miracle holds a copyright to its label and also the song copyright on *Long Gone*, which belongs to Sonny Thompson, a. and r. chief for the Chi label. Government reps are starting to investigate presseries, label makers, processing plants and other record sources to find out other firms involved in the bogus copies.

Harry Ojile, of Commercial Music Sales, St. Louis distributor for Miracle, pointed out that the bogus copies of *Long Gone* carry an orange-red background with smeary printing, while the legal copies carry clear printing in a deep maroon background.

NEW YORK, May 8.—Local developments in the counterfeit wax situation centered around opening of an investigation into the matter by a special agent of the Treasury Depart-

Injunction Granted MGM Nixes Wax Sale Under Metro Label

HOLLYWOOD, May 8.—MGM Records this week won a permanent injunction restraining Maurice Rapaport, local music dealer and record producer, from distributing records under the Metro label. Court action, before U. S. District Court Judge Peirson Hall, ended with Rapaport receiving a 30-day jail sentence for contempt of court and a fine of \$1,480 for violation of MGM's original injunction filed February 9.

MGM diskery, thru attorneys Loeb & Loeb, charged that Rapaport continued to produce Metro records after

ment to supplement local Federal Bureau of Investigation (FBI) snoopers in pursuit of evidence and parties involved in the bogus platter biz. Treasury agents are building up disk biz background before tackling the actual job of tracking down the counterfeit waxers. T-men can make arrests only in the event it is proved that "counterfeiters" failed to pay federal excise taxes on records.

February 19, date set by which Rapaport was to have destroyed or disposed of all Metro records. On this charge Rapaport was found guilty of civil contempt. Jail sentence was handed down as the result of an affidavit filed by Rapaport charging a member of the Loeb & Loeb firm, Milton Rudin, with collusion, and

accusing the lawyer of threatening his life. Judge Hall ruled that the affidavit was false and slanderous and handed own the jail sentence. Records which Rapaport pressed under the Metro label included a considerable number of masters purchased from the bankrupt ARA plattery last year.

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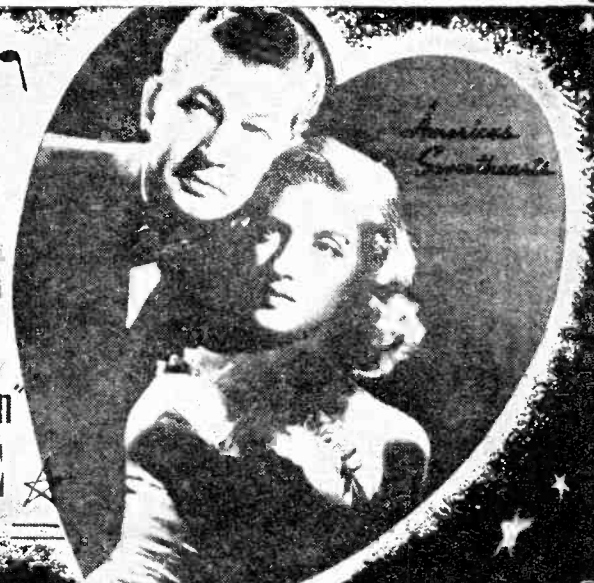
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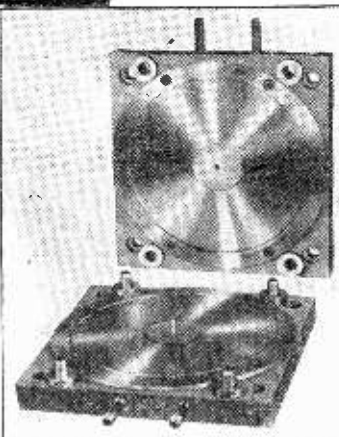
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Selvin Happy But No Richer; "Blossoms" Bud; Dreyer on "Hearts"

NEW YORK, May 8.—Stimulated by regional acclaim and nursed by the ministrations of their publisher promoters, the three budding sleeper tunes reported in last week's *Billboard*, *You Darlin'*, *When the Apple Blossoms Fall* and *Hearts Win, You Lose*, are bursting into full flower.

Here's the box score:

"Darling" Pressings

You Darlin', the two-decade old Ben Selvin Columbia disk exhumed by disk jock Marvin Ellin, of WCAO, Baltimore, has become an obsession in Maryland and the surrounding States and will be pressed in quantity from the original Selvin master. Selvin, who now heads the Columbia popular artists bureau, has gone to the diskery's Bridgeport plant to select a side to back *Darlin'*. Funny switch is that Selvin, with hundred of old Columbia masters to his credit, stands to collect no royalties on *You Darlin'* since it was among those cut on an old flat-fee basis. Lee Savin, of Bourne Music, publishers of the tune, met with Ellin in New York Saturday (8) to co-ordinate an all-out exploitation drive. Baltimore's Hippodrome Theater, which had a jockey show all set for May 20, has rearranged its vaude donnybrook (in view of the tremendous popularity of *Darlin'*) to spotlight Ellin, the man who started the ball rolling. Tho the record is virtually non-existent in Balto, jocks, juke operators and dealers are putting in calls. Four other records of *Darlin'* are in the works—the Uptown string band on the Kranz label, Ferko string band on Palda, Alan Dale on Signature—and Capitol is mulling it over. These will utilize vocals or non-union string musicians.

"Blossoms" Furor

Blossoms: Highlighting the excitement on this one was a frantic publisher's scramble to acquire rights, with Edwin H. Morris nosing out

Famous-Paramount in a photo last Thursday (6). The *Blossoms* furor, initiated by the Tempo and Skating Rhythms platters of the tune, at first had an element of mystery, cleared up last week. In the original report it was related that the tune was owned by "two women from Toledo." They are now identified as Carrie Hoffman, of Detroit, composer of the ditty, herself an indie publisher and owner of the new Your Record label, and Mary Lou Dawn, wife of a millionaire industrialist of Toledo. Miss Hoffman, owner of the unpublished copyright to *Blossoms*, and Miss Dawn formed the Unique Music Publishers two and a half years ago, and *Blossoms* went into the Unique catalog. When the partnership was dissolved some months back, the number remained in Unique's list, which was taken over by Miss Dawn, but Miss Hoffman retained writer share in the tune.

"Hearts Win" Breeze

Hearts Win, You Lose: Dave Dreyer this week copped the publishing rights to this oldie thru an agreement with Jack Clifford, WHOP, who penned the new lyrics. The breeze on *Hearts* had zithered out of Boston with a trio waxing on the small Back Bay label. The original song, penned by Andrew Sterling and copyrighted by Leo Feist in 1903 (but not renewed) is unencumbered by the liability of mechanical royalties. Clifford was able to take out a 1948 copy-

Song Pluggers' Exits Indicate New Curtailing

NEW YORK, May 8.—A flock of song plugger exits in the past two weeks further points up continued music pub retrenchments here, altho several of the contact lads already have drifted into new trade jobs.

Mutual Music, co-owned by Max Dreyfus, dean of the Chappell empire, and Leo Talent let out its three professional staffers this week—Wally Schuster, here; Joey Lehr, in Chicago, and Pete Cameron, on the Coast. Broadcast Music, Inc. (BMI), matched the ASCAP firm by letting out Walter Fleischer and Jerry Lewin.

Last week the Buddy Morris firm dropped George Furness and Eddie Shaw, here, as well as Chick Kardale in Chicago. All three were former Burke-Van Heusen staffers.

To prove all plugger news isn't on the dismal side, Bud Gately, formerly with Mickey Goldsen's Capitol pubbery, was due east to join the Bourne firm. Mack Martin in turn headed for the West Coast as professional manager of Harms, Inc., replacing Ralph Harris. Ivan Mogull, until recently with Bregman, Vocco & Conn, moved onto the staff of the Bobby Worth Music pub.

Abe Glaser forsook the contact field completely, going to California to head a new branch of the Music Mart retail firm.

right on his new lyrics by virtue of Feist's failure to secure renewal rights to *Hearts*. However, Abe Olman, of the Loews-Robbins satrapy, of which Feist is an affiliate, has informed the mechanical companies that L.-R. still has foreign rights to *Hearts*, and Feist is releasing sheet music copies of its own arrangement to dealers.

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VOX JOX

A National Accounting of Disk Jockey Activities

(Continued from page 19)

if Carpenter had recorded it a week earlier it would have been on a cylinder."

TUNE TOUTING . . . Disk spinner Robin, of KAFY, Bakersfield, Calif., writes: "Makes me kinda puffed up to see the Count's Robbin's Nest on top. It's my theme on my Saturday night *Gems in Jazz* show. Also O'Day's *Boot Whip*, as she has been guesting on the show." . . . Don Anderson, WLCX, La Crosse, Wis., communicates: "Going over big here—*You Were Meant for Me*, by Spivak or Harry Babbitt—also *Shine* by Frankie Laine, and Freddy Martin's *Dickey Bird Song*." . . . From WIRA, Fort Pierce, Fla., Dale Van Hart says: "My requests center around 'the good old tunes,' Miller's *In the Mood*, Shaw's *Frenesi*, and of course *Stardust* and many others."

HIGHER EDUCATION . . . Tom Jacobson, program manager at KWYO, weighs in with a plea for "some sort of be-bop education for the general public." Tom says: "I know it's still in embryo (the public or the be-bop, old man?), but in keeping with a complete education for ye olde listeners, I think that some sort of program should be put forth for the stations that do use plenty of music."

• • • • • **NADJ DOINGS** • • • • •
A special feature arranged in conjunction with the National Association of Disk Jockeys. None of the comments below necessarily reflect the opinion or editorial policy of The Billboard.

NEW YORK CHAPTER . . . of NADJ met May 5 and selected a slate for the first official chapter elections. Paul Brenner and Red Benson were nominated for chairman, with current Chairman Fred Robbins declining to run. It was decided that the incumbent chairman, Robbins, would automatically become vice-chairman of the chapter. Bill Taylor and Jack Lazar were nominated for the post of treasurer and Eileen O'Connell was unanimously nominated to retain her post as secretary. It was decided that the four officers plus three additional members would serve as the board of directors for the chapter. Among those disk jockeys nominated for the remaining posts on the board were Andre Baruch, Bea Kalmus, Lou Steele and Bill Gordon.

Discussion was held at the meeting in re the possibility of inviting key jockeys from other chapters to meet in New York to study ways of strengthening other local groups.

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MUSIC—AS WRITTEN

New York:

George Maron, who has been working in the Willard Alexander Agency set-up, will join Boyd Raeburn's ork as vocalist for the band's Hotel Commodore engagement. Raeburn is handled by Alexander. . . . Gale Agency Veepee Billy Shaw flew to Paris Saturday (8) to supervise the jazzmen package which he booked to play the Marigny Theater in Paris next week. . . . Charlie Barnet, with a full-sized ork, will follow Jimmy Dorsey into the Casino Gardens on the Coast.

Lucy Ann Polk rejoined the Tommy Dorsey ork in the fem vocal spot. . . . Frankie Laine and Connie Haines will be the featured pop artists for the "I Am an American" day affair which will be sponsored by The Pittsburgh-Sun Telegram May 16. . . . Cleveland juke box ops' association threw a party for singer Alan Dale Friday (7). . . . Jones Beach here will resume using name orks for the summer after a lapse since pre-war; spot is being serviced by Don Seat, of General Artists Corporation, with Larry Clinton and Victor Lombardo almost set for three-week stints each.

Northern Music's action on *I Love You, Yes I Do* against the RCA Victor Distributing Corporation was dropped because of lack of cause in the action; other defendants (RCA Victor Records, Mercury Records, Lois, Sally Nix and MGM Records) filed answers to the infringement charges of Northern, which made a general denial of all charges and which claimed that most of the music of the song is in the public domain. . . . Columbia Records, Inc., signed a one-year agreement with its office and professional employees here following negotiations between the diskery and the CIO's Radio Guild, United Office and Professional Workers of America, which represents the office. Agreement called for a \$6.50 across-the-board raise and included a union security formula.

Raymond Scott's Quintet will follow Alvy West into the Green Room of the Hotel Edison around June 24 for a six-weeks-with-options engagement. Scott will play several shows per night in addition to cutting some dance music. . . . Lombardo Music, Bregman, Vocco & Conn pubbery affiliate, bought a tune tabbed Amazon, co-penned by Xavier Cugat and Ted Meyn, Capitol Theater organist. . . . Former *Billboard* ad solicitor Bob Hirschberg now working in the Music Corporation of America band department here.

Irving Caesar, whose 15-year-old ballad, *If I Forget You*, gets Frank Sinatra and Guy Lombardo re-issues on wax this month, presented his *Songs of Friendship* at a meeting of the American Association for the United Nations in Baltimore Thursday (6). Guests of honor were Sumner Welles and UN Assistant Secretary, General Ben Cohen. . . . Kay (*Serenade of the Bells*) Twomey's new ballad, *Completely Yours*, on Vaughn Monroe disk out soon. . . . Charlie Ventura opened at the Bengazi in D. C. . . . Lynn Warren, former chirper with Ray McKinley, Art Mooney and Buddy Rich orks, was married to composer Larry Coleman last week.

J. J. Robbins out with a folio of old-time tunes titled *Metropole Gay Nineties*. . . . Al Gamse and Walt Dana have cleffed a polka-style ballad to catch the video crest. Tune is called *Sweetheart of Television*. . . . Benny Goodman to receive a fellowship award in Philly May 24 for his contributions in leveling racial discriminatory barriers. . . . De Marco Sisters play the United Steelworkers' shindig in Boston Thursday (13).

Donald Kahn, son of the late great Gus, has cleffed a ballad, *Spring Came*, currently Republic Music's No. 1 plug. . . . Allan Logan, Godfrey talent show winner, has a brace of National piano solo rumba sides out soon. . . . The Ravens Quartet is really breaking it up on its theater tour of the South and Midwest, cracking percentage at stop after stop. . . . Dinah (Evil Gal) Washington broke down a long-standing Dixie social taboo as a result of her sock Atlanta appearance. Dinah's been invited to return next September to play an engagement for the Magnolia Club, white society group.

The Republican National Convention has selected its official greeting song—the appropriately titled *Hello*, cleffed by Harry Leary and Robert Traub, of Philly's Ferko String Band.

The Sacasas rumba ork moves into China Doll on the same show with current Noro Morales crew. The pair will hold forth at the spot until it closes for the summer June 16, and both will move back in when the Doll reopens September 23. . . . Al Trace ork opens nine-day stand Friday (14) at the Blue Moon, Wichita, Kan. . . . Buddy Greco and the Sharps go into the Dome, Minneapolis, June 16 for seven weeks after their present stand at the Edison Hotel here. . . . Winner of the first Rachmaninoff Fund pianist competition is Detroit Seymour Lipkin. Lipkin has been pacted to wax for Victor's red seal label and was given a \$1,000 advance royalty check by the diskery.

Presentation of De Luxe diskery's reorganization plan has been put off to June 17. Company was to have put its plan before the court May 10 but was granted additional time.

Irving Berlin back from Hollywood Monday (10). . . . Lenny Herman's ork moves atop the Astor Roof May 17. . . . Chirp Helen Humes opens a two-week run at the Lenox Lounge Tuesday (11). . . . Sid Pastner, former sales manager of David Rosen, Inc., Philly disk distributing firm, has organized his own biz in that city, Pasco Distributors. . . . Tunesmiths Roy Webb and Waldo Scott have cleffed six tunes for the RKO pic, *Rachel and the Stranger*.

General Artists Howard Sinnott starts a two-week vacation today (8), his first in five years. . . . Paul Brown, former Charlie Spivak advance man, now off the road and into the disk jockey promotion biz. . . . Sun Valley Ballroom, Shrewsbury, Mass., on the Worcester-Boston Turnpike, will reopen for the summer with new ownership (formerly operated by Charlie Shribman) and one-nighter band policy. . . . Dick Linke, local Capitol Records flank, became the father of a son, Paul Alfred 3d, Thursday (6).

Sammy Kaye plays at the Surf Club, Virginia Beach, from August 27 thru Labor Day; he will do his final week of Chesterfield airers from the spot and the date will probably be the orkster's only summer-spot full-

week booking, since his air show emanates from New York. . . . The Dick Jurgens and Count Basie orks will share the bandstand at the Delta Phi Fraternity dance at Cornell University May 21. . . . General Artists Corporation is booking some dates for Mercer Ellington's ork in the South and Midwest.

Chicago:

Billy Bishop has received his release from his Frederick Bros. pact and has joined General Artists' Corporation, which set him for the Bismarck Hotel, opening May 18. . . . Frederick Bros. added two old-time bands, Ray Stolzenberg and Elmer Larsen, both Minneapolis crews. . . . Phil Levant has left Mus-Art's club date department, with Jimmy Loss, ex-MCA-ite, replacing.

George Moffett, p.m. for Hal McIntyre, has inked the all-star jazz combo, including Chubby Jackson, Red Rodney, Bill Harris, Shelley Manne, Lou Levy and Georgie Auld, and is trying to secure a release for the group from the Gale agency. . . . Jon and Sandra Steele, who made the *My Happiness* hit on the Damon label, are being booked by Mus-Art. . . . Herbie Fields closes at the Sherman Hotel May 20, with a Norman Granz Jazz at the Philharmonic unit following him at the hostelry.

Hollywood:

Tri-Color Records last week became another Hollywood label to record Latin-American instrumentalists in this country despite the platter ban. Alvarado Lopez, a citizen of Mexico, was brought to this country to wax sides for Tri-Color. Indie's product is distributed on both sides of the border. . . . Bill Bullock returned to his RCA Victor desk here after recuperating from heart ailment. . . . Paramount inked Franz Waxman to compose and direct score for pic, *Sorry, Wrong Number*. Music department, headed by Louis Lipstone, will have its busiest summer in years with cleffers working on eight films simultaneously.

George Pale, Hollywood Star Records prexy, en route to Chicago and New York to set up distribution deals. . . . Bing Crosby is reported set to do a post-ban waxing session for Decca. Der Bingle has so far refused to defy Petrillo but is said to be wavering because competing artists have latched on to hit tunes via the a cappella route. . . . Buddy Clark now calls California his home, having purchased a large Encino ranch house last week. . . . Dick Stabile, Slapsy Maxie's musical director, pacted to do arranging for score of Universal-International's *Saxon Charm* flicker.

The old Abbott and Costello dinking of *Who's on First*, released last year by now defunct Enterprise Records, taken over this week by Castle Records, with Harry Leader Distribution Company set to handle sales. . . . AFM Local 47's Music for the Wounded benefit will take place this year at Jimmy Dorsey's Casino Gardens. Proceeds for week ending May 16 will be donated to orkster's fund. Union has invited top musicians in film and stage industry to make appearances May 14, billed as Band To Top All Bands.

Philadelphia:

Cab Calloway ushers in a new name-band policy at Ciro's, a Frank Palumbo nitery. . . . Melvin Gill at the Tropic Cafe, with Ray Lee taking over the Lambert stand and Jimmy Preston at Mack Scott's 1601 Club. . . . Jimmy Adams, who lost two fingers in an industrial accident, back playing sax with Dick White's band which he formerly headed.

Louis Jordan ushers in the summer prom season at Elate Ballroom May 21. . . . Julia Lee set to follow Cootie Williams into the Powelton Cafe. . . . Billy Eckstine and Joe Morris's Hampton All-Stars follow Lucky Millinder into the Tropical Gardens.

Petrillo to the contrary, another record manufacturer and another distributor are setting up shop in town. New distrib, Pasco Distributors, will handle independent record lines and represents partnership of Lou Colantuono, who puts the independent Click record labels here, and Sid Pastner, who gave up the post as sales manager for David Rosen, Inc., one of the largest independent distributing firms in this territory. New indie record label is Flora Records, waxerie being set up by Charles S. Peterson and Sigmund Schotz, newcomers to the fold.

Cincinnati:

Pianist Corkie Robbins, formerly for two years with Wally Johnson's ork at Glenn Rendezvous, Newport, Ky., and now doing a single, set by Sammy Leeds, of the Barney Rapp Agency, for two weeks with options at the Glass Hat, Shreveport, La., opening Monday 10). She has just concluded a month's stand at the Lookout House, Covington, Ky. . . . Ray McKinley takes his crew into Centennial Terrace, Toledo, week of August 13, set by Frank Hanshaw, local GAC nabob. . . . Step Weigand Trio in its 11th week of intermission and late-session duties at Glenn Rendezvous, Newport, Ky.

Stan Kenton ork played to 4,384 in two performances at the 2,500-seat Taft Theater last Wednesday night (5), the maestro walking off with \$2,631.22 for his end. Milt Magel, Castle Farm boss, who promoted the date, came away about \$550 winner. He took it on the chin, however, on Horace Heidt's one-nighter at Springfield, O., on the same night. . . . Tex Beneke plays the Police Ball at Huntington, W. Va., May 26, and follows the next night with the Capitol Theater, Wheeling, W. Va., where on his previous visit he busted the box-office record established by Vaughn Monroe.

San Francisco:

Horace Cherrington, newly elected mayor of Walnut Creek, Calif., formerly played sax with Red Nichols's Five Pennies. . . . Norman Davis, whose ork played at the Palace Hotel and Sweet's Ballroom before he became ill about a year ago, has sold three songs to Southern Music Corporation: *Let's Dance Tonight*, *Tell It to the Old Folks* and *Merry Christmas, I Love You*. Davis is fully recovered and busy reorganizing an 18-piece band. . . . Art Wiedner's ork is in its third season at Seals Stadium and its fifth at Bay Meadows.

Michigan Bars Bookers From Out of State

DETROIT, May 8. — A warning that out-of-State bookers cannot operate in Michigan under existing laws was issued here by Patrick Byrne, State superintendent of private employment agencies. Complimenting active bookers here on doing their own policing in booking operations, Byrne indicated that little trouble has been experienced recently.

Two out-of-State agencies, the Music Corporation of America and the Barnes-Carruthers Fair Booking Association, have full Michigan licenses, while some other national offices operate thru an occasional or permanent affiliation with one or another office. Twenty-five agents have been licensed in Michigan this year, including 20 in Detroit, and Byrne warned that all bookings must be made thru them.

While the ruling does not apply to a club or other location owner booking direct, this practice is outlawed in effect, thru regulations by the police department. The latter's position is that the State-licensed bookers are subject to legal control and are necessarily concerned with show standards from censorship and morals angles. This regulation has been so strongly enforced that at least one night club owner, Sol Boeksy, of Sid's, who wanted to book his own shows, primarily amateur talent not handled by a regular booking agency, took out a special booking license at a cost of \$200.

According to Byrne, the law as it stands probably does not prevent an out-of-State producer from coming in and producing a show direct without an agent, but he suggested the law might be amended in this regard.

Policy Shift At Martinique

NEW YORK, May 8.—The new name of LaMartinique will be Le Chanson, if present plans materialize. Policy will be on a modified Blue Angel pattern calling for dancing plus four or five acts.

The idea is to install an electric stage on which acts will work. The stage would disappear for the dance sessions. The room would be operated on a \$2.50-\$3 minimum, with acts in the low and medium-priced fields. Policy would not take effect until fall.

In the meantime, however, the spot is negotiating with prospective buyers. If it doesn't make a sale the Le Chanson idea will be put into practice.

"Naughty But Ice" Set for Paris

NEW YORK, May 8.—One of the first troupes to go overseas under recent financial arrangements made between the French government and the American Guild of Variety Artists (AGVA) is *Naughty But Ice*. The 12-performer black and white ice show, produced by John Britt, goes into the Les Ambassadeurs, Paris May 20. The deal calls for \$3,000 each week for the troupe, with transportation being furnished both ways. Britt is dickering for Belita to head the company.

The agreement between the French government and AGVA, will allow the American entertainers to take 50 per cent of their dough back to the States. The deal was set by Billy Shaw, of the Moe Gale office.

Chance To Do a Good Thing

NEW YORK, May 8.—The local newspaper stories of George Oberland's financial troubles started showbiz reps rallying around to give him and his family a hand this week.

Oberland used to be an RKO booker, tho there aren't many guys left around who remember him. Later he went with Fanchon & Marco. From there he joined the overseas division of the United Service Organization (USO). When the war ended and USO started cutting, Oberland was let out. He was around town trying to hook up with an office, but nothing happened. Finally, in desperation—he's got a wife and three kids—he took a job out of the business for \$30.

Thursday (6) the story of George Oberland's plight hit the papers. His family, consisting of Linda, 6; Daryle, 3; Robert, 2, and his wife, Janet, were dispossessed when their rented home was sold. George Oberland couldn't get time off to help, so the family rushed around to get at least a temporary home.

"My neighbors have been wonderful," PM quoted Mrs. Oberland as saying. "But what have we to look forward to? What . . ."

A committee of showbiz folk was hastily formed. On it are Al Rickard, Charlie Yates and Dave Jonas. Up to this writing Rickard collected \$125 in small amounts. All money collected will be turned over to Mrs. Oberland and deposited in her name in a local savings bank.

The boys are asking the trade to come thru. Checks should be made out to Mrs. Janet Oberland and sent to Al Rickard, Paramount Building, New York. He'll see that the Oberland family gets it.

Sheraton Chain Switches To Names; To Give Combos, Male Singles 3-Years' Work

Hildegard's Grosses in Baltimore Cause of Change

(Continued from page 3)
 six-week periods. During that period the chain will play attractions for two weeks at a time. With this new plan the chain has developed its promotion system on an 'over-all' basis rather than leave promotion to individual hotel managers. Various ads, gimmicks and stunts will be timed for various hotels in the chain to appear at specific periods gradually building up to the time of the appearance of the particular attraction.

Three Years' Work

While its use of names as a regular policy is new, however, the Sheraton is one of the few chains in a position to give cocktail units and male singles almost three years of solid work.

Stanley Melba, chain booker, buys all talent for the chain which has about 25 hotels. These are in Boston, Pittsfield, Worcester and Springfield, Mass.; New Britain, Conn.; Providence, Newark, N. J.; New York, Philadelphia; Annapolis, Md.; Baltimore, Washington, Pittsburgh; Rochester, N. Y.; Buffalo, Detroit, Chicago, St. Louis; Augusta, Me., and Daytona Beach, Fla. Not all of these will use the big names, but all use some sort of entertainment.

Melba buys on an eight-week basis, with options which cover the entire chain. It is figured that if a combo, or single, plays all the spots operated by Sheraton, it couldn't make the complete rounds under three years.

Price Ranges

Because Melba can offer so much time he can usually make a buy. Prices run about as follows: Organists get from \$175 to \$250; piano singles, between \$125 and \$150, and trios, about \$350. In practically all cases trios are chosen for listening rather than entertainment appeal. All the lounges are run on a tax-free basis; so voices are out.

Where singles are used Melba prefers male to female performers. The reason is that the chain uses pretty girl waitresses who wear transparent dresses in all its cocktail lounges; so management figures that with all the feminine appeal dealing them off the arm, it can do without gal entertainers.

The hotel chooses its waitresses in

an unorthodox fashion. It breaks in a hostess in New York, then sends her out to a hotel, in another town. The chain advertises for models (not waitresses), and a hostess trains them. It is claimed that the gals hired make between \$125 and \$175 weekly in tips.

Shelvey, AGVA Legal Battle Starts May 10

NEW YORK, May 8.—The first round in the legal battle for control of the American Guild of Variety Artists (AGVA) is skedded to start Monday (10) a.m. in New York Supreme Court.

The trial is a result of the decision made recently by Justice Samuel Null, who denied both factions their requests for injunctions after a hearing held last February.

Matt Shelvey, former AGVA top-per, alleges that his dismissal by the Associated Actors and Artistes of America (Four A's) was illegal and in violation of AGVA's autonomy which he claims the union had.

The Four A's claim that Shelvey and AGVA didn't have autonomy, and that it was within its rights to discharge him. It takes the position that Shelvey was an employee and as such had the right to discharge him.

Buffalo Glen Barn Nitery Preem May 8

BUFFALO, May 8. — Altman's Glen Barn nitery in suburban Williamsburgh will open tonight, redecorated, rebuilt and with a new policy. The spot has a new bar seating 120 persons, with an elevated stage in the center running 10 by 90 feet on which continuous entertainment will be featured. No names will be used, but a good variety of white and colored acts. About 850 persons can be seated at tables, making for around 1,000 capacity. A three-piece colored

ARA Sets Up Grievance and Claims Units

Departure in Procedure

NEW YORK, May 8. — A departure in procedure was decided upon by the governors of the Artists' Representatives Association (ARA) when it appointed a grievance committee and a claims committee at its meeting last week. The grievance committee will be headed by Jerry Rosen, the claims committee by Herman Fialkoff. Sol Tepper was also elected to serve as a governor on the board.

Purpose of the grievance committee will be to put teeth into the existing code of ethics and listen to all complaints between ARA members and rule on them.

The application of the code of ethics probably will be the bone of contention. In applying it and listening to grievances, Rosen will have the help of Senya Gansa and George Werfel. It is hoped this will cut down the "illegal" booking of acts by agents while acts are under contract to other agents. The question of lists will also be taken up. At present there are a number of instances where more than one agent has acts on his available list, even tho the act is under exclusive management to another agent.

Every grievance between ARA members will be taken up by Rosen and his committee. If a decision acceptable to both sides is not reached, the matter will go to the governors. If the loser refuses to abide by the subsequent decision, ARA may take action leading to his expulsion from the org. This would carry with it possible loss of an American Guild of Variety Artists (AGVA) franchise.

AGVA, which franchised ARA as a whole, and permits it full disciplinary powers over its members, has agreed to sustain any findings of ARA and decisions it makes against its members.

Where a disagreement depends on an interpretation of the org's rules or by-laws, ARA's new attorney, Jack Katz, will give a legal opinion.

The code of ethics when finished will be brought to the governors for approval or amendment. It will later be submitted to the full ARA membership for its okay.

Fialkoff's claims committee will deal with commissions due agents from AGVA members.

Smart New Nitery For Bismarck, Chi

CHICAGO, May 8.—The Bismarck, one of Chicago's better known hotels, will open up a new, smart nitery room early in September, executives announced last week. Room, as yet unnamed, will be situated on the site of the hotel's former Tavern Room, which had dance bands and acts, but which has been closed for several weeks. When the room is opened, the hotel will change the policy of its Walnut Room, which up to now has been its principal nitery. The Tavern Room had only a semi-name policy.

The Walnut Room, which seats 350, will be used for private meetings and banquets. In the past it has had a name act and dance band policy, which is expected to prevail now in the new room.

ork and a seven-piece white band will alternate, and a separate dance floor is provided in one corner of the spot. The downtown Town Casino will run thru into June.

NIGHT CLUB REVIEWS

Terrace Room, Hotel New Yorker (Wednesday, May 5)

Capacity, 450. Price policy, \$1 cover. Shows at 9 and 12. Publicity, Kurt Unkelbach. Operator, Frank L. Andrews. Estimated budget, \$3,000.

Crowd and critic weld on this one: "Best New Yorker ice show in years!" Up to now, Terrace Room skate scenes were pat routines. Over-graceful youths and stilted gals vied in solo turns with too little production and too much hambo. They won mits but more out of sufferance than amusement.

Currently, the "swishful thinking" has been abandoned and comes on now a troupe of hustling, no-name kids with plenty of verve and show-binding idea behind them. Result: A sock musical comedy on ice.

The show theme's not uncommon, but producer Don Arden must have lamped the 20th Century-Fox treatment of *Margie*. He does a flashback series on different decades of American tempos and tastes and keeps each scene vitality-loaded yet reminiscent and unpretentious. Nostalgia goes to the nostrils when improperly handled, but Arden keeps it tasty, humorous and smart. Opener, by the way of sample, features a *Stanley Steamer* troupe number, with duster and parasol costuming swiftly segueing into an old *Bathing Beauties* panoramic dance. The changes therefrom flow swift and smooth.

Plenty Verve

Customers can enjoy a dance duo doing a simple straw-hat-and-cane hoof act or a solo spin by Margie Lee or Nona MacDonald—each with no spectacular skate sock but with molte verve and unposed poise. Brunet looker outdid any previous ice show "stars" recalled here.

Other tidbits included a comedy tango team on a Rudolph Valentino-Theda Bara mock kick and a sock troupe number devoted to the flapper era. The last was elegantly decored and brightly gestured; an easy crowd winner.

A praiseworthy emcee job was put forth by Arthur Johnson. The boy sings a good song (he sang a lot of them) with thoro ease and relaxed charm. Went all the way to abet the freeze kids' performance and preserve continuity.

Nosegays also go to arrangers Elliot Eberhard, Ivan Lane and Ken Burgess for fine musical pace and selection of material. Ray Eberle's band does an excellent backing job despite the brassy limitations of a full dance ork.

Costuming by Bob Mackintosh was tres chic and colorific, the perfect answer to a chiaroscurist.

Joe Carlton.

Cotillion Room, Hotel Pierre, New York (Tuesday, May 4)

Capacity, 365. Price policy \$3-\$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive, Charles Reader buying; publicity, Madeleine Riordan. Budget this show about \$1,100.

New show is pleasant, tho its effect is dissipated by unnecessary interference by Charles Reader's emseing. One of the cardinal principles of showbiz is to give the floor, or the stage, to the performer. If the act does well, or milks a hand, it does it by itself. Reader's persistent charging in with cheerleader antics detracts from the spot which belongs entirely to the act. Bringing on an act, or getting it off, is part of an emsee's job. Taking the spot away is permissible when the act isn't doing well, needs some help, or does too much time. None of these were discernible in the show caught.

The Five Colleens, a Ben Yost group, show the effects of a Kay Thompson influence. Their bows and bits of business show an attempt at precision tho their voices and choice of numbers were n.s.g. The production, incidentally, needs hypoing. A flame light behind them was lost. Putting it on from the front might help. The kids also need two mikes. The single mike doesn't project their voices properly. The five canaries should go places. At least they showed something different, something with an idea, which, if it jells, could make them a sock act. Their ork backing here was too fragile to be of any help. They need solid brass and definite rhythm behind them. The band here had too much string to give its work any body.

Maurice and Maryea, back here for the third time, did as well as ever. Their graceful lifts and flash spins, plus a smart appearance, earned them well deserved mits.

Two bands, Charles Reader's and Van Smith's, continue. *Bill Smith.*

Follow-Up Review

CAFE SOCIETY, NEW YORK: According to reports reaching this desk, Kay Starr was a smash on the Coast. She may have been everything advance reports claimed for her, but little of it was in evidence here Wednesday (5). When caught, the girl wasn't strong enough to close, or to follow either Timmie Rogers or pianist Gene Rodgers. But she didn't show enough in her own right to live up to the hoopla that preceded her.

Miss Starr, a pretty brunette (now recording for Capitol), has a voice that seems to be all head and nose. It is effective, but the absence of deeper tones limits her shading to a point of near-monotony. Oddly enough, this lack might be an asset on the air and probably doesn't hurt her on records. Her gowns show poor choice. They exaggerate a figure which needs toning down for personal appearances. The songs done are either standards, such as *Best Things in Life*, or novelties like that Sophie Tucker oldie, *Mama Goes Where Papa Goes*. If she wants to work cafes or theaters she'll need better songs.

Gene Rodgers, a big hulk of a man, plays a lot of piano. His best was a *Bumble Bee Boogie* in which he bees a beautiful left hand. Effect of bees' buzzing was quite realistic. His arrangement on *Tea for Two* didn't come off, the main reason being that the simple melody was hidden in complicated trills and runs. It showed good artistry but poor showmanship.

Timmie Rogers, a holdover, tu-

Bill Miller's Riviera, Fort Lee, N. J. (Tuesday, May 4)

Capacity, 1,025. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$9,000.

Clear skies and pleasant weather filled the over-the-river spot to the turnaway point. If preem night biz is approximated in subsequent weeks, Miller will be off to a good start.

The show is good. It has a fast pace, a gorgeous line of gals, picked by Wally Wanger, routined by Donn Arden and costumed with splendid outfits bought by Miller from the Miami Colonial Inn.

The star of the show is Harry Richman. In the many times this reviewer has caught him, he has never been better. Instead of straight chanting, Richman came in with a slick act that sold like Cadillacs at ceiling prices. That awkward stage wait which accompanied his piano playing has been eliminated. Instead, he has a toy piano flanked by two showgirls as a gimmick, which was as cute as it was effective. His material was excellent, and coupled with his stage savvy, he did an outstanding job.

Jan Murray's audience was strictly a jury with delayed laughs. With a commercial crowd out front, the comic should fracture them. For in addition to his gruff-voiced personality, he has new material, loaded with potential yocks, that is tailored for a Riviera clientele. Where Murray made his mistake was in opening with his fresh material. Not being completely familiar or at ease with it, it sounded like a throwaway.

In an afterpiece with Richman, Murray rocked them. He preceded this with his doll bit, with Toni Kelly straightening for him. Murray's comments on Miss Kelly's line-reading hit the laughmeter bell.

Carol King, back into the biz after a three-year layoff, is still one of the most attractive ballerinas around. Her music was delightful and her pirouettes were eye-catching. The layoff, however, hasn't helped. For while she looked good, her dancing wasn't sharp. Pruning her time might hide the flaws.

The Acromaniacs is as fast an act here as in theaters. The kids had the same old bounce, getting into position without a lull and moving like the wind. In fact, speed was the essence of the entire show, wrapped up into an hour package that has plenty of commercial appeal.

Tony Bavar, boy singer, here last season, did well in the production slots. Joey Gilbert, boy dancer, was equally effective. The productions (3) were beautifully handled. The girls really danced and the showgirls looked properly decorative.

Richard Nye's ork backed the show like a big league outfit. Catalina's Rhumbas did the Latin sessions.

Bill Smith.

multed his way into big hands with his shout-singing of published and special tunes.

Ed Hall's ork did its usual fine job. Jimmy Crawford's drum solo was a terrific piece of work. His toying with sticks and other gingerbread trimmings while giving out with complicated beats pulled sock hands.—*Bill Smith.*

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Harem Does Boff Preem Biz on Ritz Bros.' Smash N. Y. Return

NEW YORK, May 8.—If an opening night is any indication of future business, the Ritz Brothers, who preemed at Nat Harris' Harem Thursday (6), should do okay. First nights aren't new in Stem cafes. They all do big. But for the Ritz Brothers, guys showed up who haven't been seen around in years.

Checks averaged around \$12, with every chair occupied. Parties of 10 and 20 were commonplace with even competing cafe ops present. Julie Podell, of the Copa, was there with a party of 20. And so it went.

The Ritz's pulled the bottle and steak buyers, and with the room's capacity, 675, and both shows jammed, it is estimated that Harris took in about \$16,000 which is close to what the show cost him. That means he just about got off the nut on one night's business, which is a record in itself.

The Ritz Brothers' act is too familiar to need detailed description. Their tumult tactics, Al and Jimmy's great straightening for Harry's mugging and knockabout comedy were all of a piece. They used all of their old pieces, the pie bit, the French singers, the guy in the middle and plenty more. The audience yelled and howled like it was in for free. Everything the brothers did got yocks. It was a comic's paradise. Yocks, yocks and then more yocks.

The showbiz mob went for the boys' exits. Their perfect timing on walk-offs was class right off the top shelf. Each exit was a piece in itself and great applause getters.

One basic fault the boys showed may have to be changed. Starting a piece of business and getting the laughs because of Yiddish lines can be very funny—but only to those who understand the language. On the night caught the great majority understood, and howled. But what about other nights?

The Maxellos (4) did their usual exciting Risley to good hands. They worked fast, looked good, and the girls (2) were pretty.

Betty Reilly did very well in her own spot, tho some of her luster is diminished by a bill headed by the Ritzes. Her opener, a fast Latin shouter, gave her a good start and her subsequent numbers, a bounce version of *Irish Eyes* and a special *Manana* were equally good. Her

Yiddish-English *Greenhorn Cousin* was a cute novelty. But there again the pushing of Yiddish (even tho done by a gal named Reilly) has questionable value.

Jeff Clay

Jeff Clay, who worked in the productions, showed a fine voice. Based on looks and pipes, the tall, good looking lad can hold a spot. The rest of the show remained basically the same. Laurette and Clymas, held-over, were well received, as were the other acts and the line. The only basic changes in the show were the Ritz Brothers, Betty Reilly, the Maxellos and Jeffery Clay. Charles Blackman cut a show full of complicated cues with ease, tho at times the band sounded too loud for comfort.

If there was any doubt that the Ritzes did business, then the jammed tables at Lindy's at 4 a.m., when the restaurant starts dousing its lights, removed the doubts. In fact, the way the three Ritz lads were bouncing around in Leo Lindy's herring emporium, they looked like they were doubling.

It was a Miami Beach opening all over again. Big spenders, fancy furs and plenty of tumult. Ricci and the other boys on the door at the Harem probably did okay, too.

Bill Smith.

AGVA To Move Vs. Trend for Amateur Shows

NEW YORK, May 8.—A recent trend toward amateur shows in theaters has put the American Guild of Variety Artists (AGVA) in a position where it is planning to issue directives which, it is hoped, may handicap or eliminate these shows entirely.

The movement is largely based on the union's belief that the use of amateurs takes work away from actors who are AGVA members and in that way interferes with their livelihood.

The latest theater chain to install the simon-pures over the professional performer was Loews in its tie-up with WHN. The radio station has appointed a supervisor of auditions who has sent all agents a form letter asking them to submit "... young people who possess talent but are not quite ready for professional exploitation." The idea is to put the kids in local houses, some of which now play one-nighters. The winners of these local affairs will get air time on the station on a program sponsored by Michael Bros.

No Pro Talent

The Loews office has already notified its one-nighter bookers to buy no more acts for its houses until further notice; the pro talent previously used will be replaced by the amateurs arranged for by WHN.

Houses affected are the Triboro, Queens, and the Hillside, Jamaica. Other Loew houses to play the amateurs will be the Gates, Loew's 175th Street, Valencia, Paradise and others.

Some of the smaller chains and some indies use amateurs on special occasions. Where these houses don't play or haven't played pro acts in recent years, the union has no complaint. But where AGVA members are hurt, the union feels it has a legitimate beef.

In at least one case (Brandt houses), amateurs are used on a regular basis. But the chain also uses regular pro talent on other nights, so there is no conflict of interests.

Le Directoire Plans Hiatus.

NEW YORK, May 8.—Le Directoire, Herbert Jacoby and Max Gordon's new East Side room, plans to shutter for the summer on or about June 20. Ever since the room opened with Kay Thompson and the Williams Brothers it has been doing business which ranged from turnaway to capacity.

The spot plans to reopen September 10 or 15, tho its original plans to relight with the Thompson troupe have been changed. The group will come in later, but the preem attraction is still on the fire.

2G Fire in Worcester

WORCESTER, Mass., May 8.—Fire caused \$2,000 damage to Reynolds Red Roof nitery here Wednesday night (5). The blaze was confined to an attic office and storeroom. A quantity of liquor stored in the attic was lost when heat exploded the bottles. The fire is believed to have started from a cigarette. The club is owned by James J. Dunn.

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VAUDEVILLE REVIEWS**Oriental, Chicago**

(Thursday, May 6)

Capacity, 3,200. Price, 95 cents straight.
Five shows weekdays; six on week-ends.
Exclusive booker, Charley Hogan. Shows
played by Carl Sand's house band.

The local vaude and nitery patrons haven't seen Milton Berle since a short run of the ill-fated legiter, *Spring in Brazil* three years ago, they are getting 75 minutes of his citation comedy at this date and loving every minute of it. Following a smart series of standard newsreel trailers with hokey voices worked in the background to build up for Berle's reception, the glib-tongued guy comes on at a frantic pace that relaxed only once during the show, when he did some zany impresoes to no response. If anything, Berle must acclimate himself to this Midwest vaude audience's taste, as some of his stuff is too smart and delivered too fast. However, his standard stuff is so fast that even when he gets off a strictly show business story, the laughs from his other stuff covers any short lull.

In addition to his panicking solo stunts, Berle knocked himself out putting over every other act, yet didn't try to steal a spotlight at any time. Except for his goosing bit, which he overplayed for a vaude audience, his working into every act got sock response all the way. Supporting cast at times fell below Berle's par, tho the funster did his best to keep the pace up. The Four Moroccans, tops in tumbling when it comes to original tricks done with amazing speed and agility, got mitt after mitt for their work. Stan Fisher's harmonica stint was a good try, but the curly-headed personable blower lost something when he did the rarely-heard and difficult *Roumanian Rhapsody*. A better known *Sabre Dance* could have secured better notice. The Vikings, male harmony quintet in Old Heidelberg military garb, sold their lusty throating, but they should get together on their make-up. They now look like a museum display on the various blood strains of the Caucasian race. Joan Blondell, tho hampered by failure of her trunk containing her wardrobe for her feature comedy strip to arrive at showtime, did well as foil for Berle's clowning. Her opening line, "you're damned right," is too crude for vaude-goers. The Lindy Hoppers, Negro mixed dance foursome, were a smart booking because the dancers have received considerable local publicity over the years, but an act of this type has never played Chicago, and the j-bug closer, with Berle stepping in to throw his partner around, sewed up a top caliber show. *Johnny Sippel*.

RKO Albee, Cincinnati

(Friday Afternoon, May 7)

Capacity, 3,200 seats. Price policy, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Show played by Horace Heidt Ork.

The Horace Heidt brigade, some 30 strong, packs gobs of talent and registers sock approval all the way.

Patterned closely after its air show, menu gets an added assist in its visual appeal. Briskly tempoed, the pattern veers sharply to the late Major Bowes's format at times but pew-sitters keep palms busy at the intro of each new turn. Beginning with a zany *Trees* presentation, the ork makes with corn liberally thruout, but the audience loved it.

In addition to its high-class backing job, ork packs potent appeal with its treatment of the *Bells of St. Mary's*, pleasantly dished up by its triple-tonguing trumpeters. Spelling their more illustrious cohorts in the band for most of the show are about 10 youths recruited from the Heidt radio seg, all of whom possess enough

Capitol, Washington

(Thursday, May 6)

Capacity, 3,400. Price policy, 44 cents-80 cents. Number of shows, four daily, five week-ends. Booker, Sidney Piermont. Show played by Jack Kaufman and the house band (19).

An excellent stage presentation is kicked off with Jack Kaufman and the house band in a medley of several numbers which set the band off as one of near-name caliber. A clever switch on *Manana*, with the ork in sombreros, and a knocked out *Four Leaf Clover* emphasized an unusual versatility for a house ork. Kay De Witt added much vocally and did a standout arrangement on *Now Is the Hour*.

The colorful terping of Toy and Wing got the show proper going. The waltz routines were a bit slow and not too new but a jitterbug bit got the audience with them. The team works beautifully together and the stunning wardrobe doesn't hurt, either. On the return, the pair offer a number appropriately tagged *Kicking the Gong Around*, with some novel footwork, which sent them off big.

The No.2 spot is held down by a high class cocktail combo, the Tunesmen (drums, piano and clarinet). The lads show several special arrangements, and with the bits of business thrown in, proved a real hit. Using a college intro, they swing into a high powered *Sabre Dance*, to feature Herbie Zampini on the clary, and change pace with a couple of nifty novelties, *Casey Jones* and *The New Look*, and wind up with a sizzling *Golden Wedding*, spotting Danny Bridges on drums and the piano of Herman Miller. Good musical sense and smart appearance garnered solid applause on all efforts. To their credit was the overcoming of bad presentation. Tho cramped on a small stand and hampered by an antiquated piano, the boys bowed off to a nice hand.

Sybil Bowan also came in for some solid palm whacking. With Miss Bowan's wardrobe changes onstage, the interest rose steadily. Her easy, carefree delivery of top impersonations rang the laugh meter again and again. Her standard take-offs scored, but her best was the nurse's aid skit and a Miss Smorgasbord bit.

The Sensationalists (two men and a girl) closed with a pleasing skating act. Flashy wardrobe, good music and some new tricks put the act in a class bracket. Human top spins by one of the men drew big mitts and a swivel finish wound up a nice show.

Pic: B. F.'s Daughter.

James A. Carter.

savvy to put over their efforts.

First on is Harold Peck, whose fancy tapparey turns win all-out approval. Tiny Hutton, 365-pounder, grabs strong mitts with his barying of *Too Fat Polka*, a laugh provoker, and *Now Is the Hour*. Patty O'Hara gets in her best vocal licks with *Papa, Won't You Dance With Me?*, wherein ork members join in the funmaking with a *Waltz Me Around Again Willie* turn. Jerry Rothus clicked with good xylophone and skin-beating a la Jack Powell on *Dark Eyes*. A stand-out is Dick Contino, top-flight air competitor, giving out accordionistics that are as saleable as a hot dog at a ball game.

Adding a cute twist is the three-year old Ernie Camerota, whose childish tonsiling of an Italian folk song and a pop tune fractured 'em. Another standout is blind Harold Parr, who had the audience all ears with his ace barying of *Red River Valley*. Also won thunderous applause for his *Ave Maria*.

Pic, *Lost Honeymoon*.

Bob Doecker.

Strand, New York

(Friday, May 7)

Capacity, 2,700 seats; price range, 75 cents-\$1.50. Number of shows, five daily. House booker, Harry Mayer. Show played by band on bill.

What started off as a big day, with long lines out front, petered out when a heavy rain chased potential customers away. The lure wasn't the flicker, *Woman in White*, it was the disk jockey show with its strictly local appeal.

At times it seemed that the in-person stuff was overloaded with singers, yet the over-all effect was pleasant, even if the conventional formula wasn't followed. The first platter spinner to open was Paul Brenner. He and Jack Eigen, both working in different spots, were presented with dramatic skill. The house was blacked out until an off-stage voice announced the jockey, then a pin spot picked him up seated high upstage at a turntable.

Brenner's speaking voice was pleasant, and he did well as long as he was at the table. He didn't do so well when he came downstage to intro the Ames Brothers. His gags with the quartet were out of the who's-on-first book and didn't even draw titters.

Eigen gave the Copa some heavy plugs and got laughs with his hoked up air gossip stuff. His best, however, was a phone conversation. First he did it with only his voice heard and then with the phone caller's insults heard. It was a funny bit and got top results.

Of the three disk acts, the nod for showmanship went to Andre Baruch and his wife, Bea Wain. The couple came in with an act that they sold with skill. Their *Mr. and Mrs. Music* routine, interspersed with satirical ribs at their own commercials, plus a couple of digs at quiz shows, pulled yocks. That Bea Wain can still sing a song, her famous *Deep Purple*, and Baruch's stage presence were evident all the time they were on. But if their wind-up was strong, Baruch's opening was bad. Coming on with a crack, "There must be people out front. I can hear them breathing," is one way of getting behind the eight-ball.

The Ames Brothers (four) ex-Amory did a nice job with their close-harmony vocals. Their medley of oldies delivered in barber-shop-quartet style was corn, but pleasant and listenable corn. Their *Sabre Dance* vocal opening was novel and got them off to a good start.

Sarah Vaughan has acquired a stage presence since she worked in Cafe Society and with it sold a couple of well chosen numbers to enthusiastic hands. Her *Nature Boy* was probably the best received of her four tunes, tho she registered with all of them.

The Page Cavanaugh Trio, did a pleasant chore on its soft interpretations of *Walking My Baby Back Home* and two other numbers. Musically, the kids were adept; as personalities, they didn't register too well.

The Larry Green band (14), a smooth listenable outfit, not only did a fine job of backing the show, but was excellent in its own right. Green is nice looking lad, with an inoffensive manner which makes him likable right from start. His music consisted of current pops and standards, each familiar and each without over-arrangements so melodies were recognizable. Green's biggest was the *Concerto to the Moon*, which the audience was apparently familiar with, despite its recent release by Victor.

The outfit has some interesting vocal stuff that the band trio does in various spots. On the *Whiffenpoof Song*, Gil Phelan (who doubles on instruments) showed a clear bary.

All in all, the Strand has a good show and, given any break in the weather, should do business.

Bill Smith.

Montreal AGVA Petitions Gov't For Tax Change

MONTREAL, May 8.—The Montreal local of the American Guild of Variety Artists (AGVA) took official action last week to alleviate what it considered a deteriorating nitery employment condition as far as regular employees, performers and musicians are concerned.

In a petition signed by Armand Marion, head of the AGVA local here, to the Hon. D. C. Abbott, federal minister of finance, a plea was made for the lifting or reduction of the 25 per cent amusement tax, which the petition said is responsible for the great amount of unemployment in the ranks of professional entertainers.

The petition was sent to Ottawa with the full approval of AGVA headquarters in New York, which was unusual, inasmuch as AGVA activities are usually restricted to regular union work. It is believed that this type of petition sets a precedent.

The tax reduction petition follows closely on a report that federal investigators are probing some of the smaller bistros using "guest stars" and entertainment without actually sponsoring a floor show. This has led to complaints on the part of the larger clubs who have to shell out the tax, and it is also the belief that these complaints may have prompted the petition, which naturally has the support of the American Federation of Musicians (AFM) and niteries.

"Guest Stars"

Thus far, AGVA has done nothing about the "guest stars," since it is felt that interference with the spots involved would cut down entertainment and the use of bands completely, deteriorating the situation still further.

Thus far, places like El Morocco, Normandie Roof, Samovar, Esquire, Latin Quarter and a host of smaller clubs have not changed their talent policy appreciably in the last few years. What is happening is this: The above places use U. S. talent almost exclusively, and since U. S. talent is now obtainable at cheaper prices than two years ago, it is the local performers that suffer. In other words, less local performers are being used, but not on account of the tax, say local cafe men, but rather because U. S. talent comes cheaper today.

Tax Cuts Biz

Ops admit that business has fallen off, as the petition says and attribute it to the tax. They interpret AGVA's unemployment claim to local practice. For example, some spots, which previously had no live talent and which considered having floor shows, have canceled their plans on account of the tax. Places, like the Tic Toc and Maroon Club have cocktail entertainment and a small combo, all tax free, and the regular nitery trade is drawn to the cocktaileries since payees don't have to face the 25 per cent bite on the tab.

Club dating at affairs having dancing and floor shows has also toughened, since these affairs are subject to the tax if they are not annual events.

Sunday Liquor Ban Weighed in Hartford

HARTFORD, Conn., May 8.—Hartford's city council was deliberating this week on a proposal to repeal the local Sunday sale of liquor. The question is whether to vote on the topic May 24 or to submit it to the voters

IN SHORT

New York:

Henny Youngman, who will head the next show at the Paramount, sent packages last week from Miami marked "Do not open until Christmas." Inside were a washrag and a piece of soap labeled Peter Miller Hotel, Miami Beach. Enclosed was a note reading, "In the attached envelope you will find a sample of a pastel bathing suit created by Henny Youngman. This outfit is backed by a washable, fast color guarantee. Hope you enjoy its use!"

In the recent special edition of *The Billboard's* new supplement, which gave a list of booking offices, a few names were inadvertently omitted. May Johnson recently opened a New York office at the Martinique Hotel. Associated with her is Al Herman. Ray S. Kneeland, Buffalo, who handles all sorts of acts, is another name to be added to the list.

Jane Froman will get \$6,000 when she opens at Bill Miller's Riviera, August 10, on a two-week deal. The second week figure will be \$5,500. Miss Froman has just discarded her braces and is now using a cane.

Jean Carroll and Jack Davies aren't doing business any longer. She's now with General Artists Corporation. . . . Jane Russell will be in the Ed (Duffy's Tavern) Gardner show when it opens at the Strand June 11. It will be Gardner's package with him paying Miss Russell. . . . Dick Haymes goes back into the Roxy end of July. . . . Marilyn Maxwell will join the Jack Benny show for personals.

Jesse Kaye, ex-Loew booker and now with MGM Records on the Coast, in town for a visit. . . . Danny Friendly off to North Carolina for vacation.

Wally Wanger will have a line opening at the Lookout House, Cincy. June 21 and another one at the Cliquot Club, Atlantic City, preeming May 29.

New York:

Cap's 134G Lifts Stem To 449G; Roxy 72, MH 126

NEW YORK, May 8.—A juicy take at the Capitol and a fairish first week's gross at the Roxy helped lift the over-all figures for the five presentation Stem houses last week. The total for all houses was \$449,000 against last week's \$383,000.

Capitol (4,627 seats; average \$66,000) wound up its first week with a handsome \$134,000 for the Xavier Cugat band, Harvey Stone, Rose Murphy and Home-Coming.

Roxy (6,000 seats, average \$89,000) collected \$72,000 for its preem with Larry Adler, Paul Draper and Anna Karenina.

Radio City Music Hall (6,200 seats; average \$115,000) slipped to \$126,000 for its second week from an opening

gross of \$137,000. The show is *State of the Union*, with Bob Williams on stage.

Paramount (3,654 seats; average \$76,000) fell off to \$81,000 for its second week with Duke Ellington's band, Ella Fitzgerald and *The Big Clock*, after an initial frame of \$100,000.

Strand (2,700 seats; average \$40,000) in its third and last week with Cab Calloway's ork, Pearl Bailey and *To the Victor*, pulled \$36,000 against the previous week's \$42,000 and an opener of \$58,000. The new bill (reviewed this issue) has four disk jocks, Sarah Vaughan, the Page Cavanaugh Trio, Larry Green's band and *Woman in White*.

El Morocco Case To Test Montreal Lord's Day Act

MONTREAL, May 8.—After many years of easing and tightening of the vise, the old Montreal nitery headache on whether they are allowed to stay open and have dancing and shows on Sunday appeared heading for a showdown. The El Morocco, one of the top bistros here, Tuesday (4) pleaded not guilty in court of violating the Lord's Day Act and permitting dancing on Sundays.

The "not guilty" plea is a complete switch of previous guilty pleas, where the clubs were hauled into court weekly and paid the usual \$10 or \$15 fine. It is apparent that the El is going to fight the charges, and the final litigation will prove a test case.

for a referendum. Mrs. Norma C. B. Moore, Connecticut president of the Women's Christian Temperance Union, is heading the support of repeal. She told a council meeting Monday (3) night that Sunday sales of liquor never should have been allowed. She said it contributed to delinquency, drunkenness and crime.

Most of the city's grill and hotel owners were on hand at the council meeting.

Tho the actual charge is permitting dancing on Sunday, this is only a technicality since both shows and dancing are covered by the same law.

Crown Prosecutor H. S. M. Caron, who pressed five charges against the nitery, told the court that more severe penalties were required to stop violation of the Lord's Day Act. It was learned that the El decided to switch from a guilty to not guilty plea because the court which first heard the case last week had intended to impose the maximum fine of \$40 on each charge instead of the usual \$10 or \$15.

Sentence Postponed

Recorder E. J. McManamy, who heard the second chapter of the case Tuesday, stated that these cases were no different than those which merited the smaller fines for years, and if stiffer levies were demanded by the prosecution, he would have to get together with other judges to decide exactly what violations merited what fines. Meanwhile, he postponed sentence.

Whichever way the matter turns out, the nitery operators are scared that new pressure on Sunday and daily closing hours would kill any

benefits they could derive from the tourist season.

The suspension of Assistant Police Director Pacifique Plante has caused new efforts on the parts of bluenosers to make it tough for the cafes. Previously the cafes paid, but this time apparently, they're prepared to fight, with the El Morocco leading the way.



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Rash of One-Acters on Stem Late-Season Boon to Thesps

NEW YORK, May 8.—The fact that the wind-up of the 1947-'48 season is seeing more one-act scripts presented on Broadway than in many years is proving a stroke of luck for actors. Unemployment among thespians this season has been fairly high, an unofficial tab putting it at over 90 per cent, and the spurred production of short plays is giving them a chance to be seen and to get attention, because more characters usually are used in the shorties.

So far the City Center Company has presented a series of Chekhov one-actors and Onstage *The Respectful Prostitute* and *The Happy Journey From Trenton to Camden*. Next week Eddie Dowling rings up the curtain on a one-act bill containing three by Richard Harriety called *Hope Is the Thing*. The last presentation this spring will be four one-act plays by Eugene O'Neill, called the *S. S. Glencairn*, at the City Center.

Out of the Chekhov bill Will Kuluva received exceptional notices and, no doubt, will be type-cast for a Greek, his role in the Chekhov playlet, or Italian character next season. In *Prostitute*, Meg Mundy, Karl Weber and Wendell Holmes received the accolades. Miss Mundy, especially, was deluged by praise. It is certain that the flicker moguls will be sending flattering offers in her direction soon, if they haven't already.

The first Harriety play, *Hope Is a Thing With Feathers*, was already

presented by the Experimental Theater and out of that production Dan Reed and Lou Gilbert got the critical huzzahs. Reed already has been offered two fat parts in scripts slated to hit the boards next season. Lou Gilbert, an old buddy of ace director Elia Kazan, now comes into his own, with the lean days probably over for him. Thus it proceeds on the Stem; yesterday you're a chump, today you're a champ.

Singer-Dowling Suit Comes Up

NEW YORK, May 8.—On Monday (10), lawyers for Louis J. Singer will examine Eddie Dowling in New York Supreme Court prior to the suit for \$6,028.66 which Singer has filed against Dowling. (Dowling has filed a countersuit against Singer for \$928.87 he claims is due him.)

The litigation stems from an agreement the two had in 1947 to co-produce two shows, *Our Lan'* and *Under the Counter*, both of which failed. Dowling, however, was never involved in *Counter*. Singer states that he lent Dowling money which was never repaid. The director-producer alleges that he returned some of the money and lent his piloting services to *Our Lan'*, a service for which he was never adequately recompensed. It is for the balance of the alleged directing fee that Dowling has instituted proceedings.

Dowling also wants an accounting of the money derived from the producers' rights to *Glass Menagerie*, another show which Singer and he co-produced. Singer, in answer, says he has a written agreement which he received April 25, 1947, in which Dowling settled all claims to the script. He states that any dispute over *Menagerie* must be arbitrated and that Dowling can't go into court over the matter.

"Stubs" 7th Issue Out

NEW YORK, May 8. — Lenore Tobin, who heads the Theater Party Bureau, has just published a seventh edition of *Stubs*, the booklet which contains a mine of useful information on Broadway theaters.

The new edition includes up-to-date seating plans of all Stem legit show houses as well as those for the Met, Town Hall, Carnegie Hall, Madison Square Garden and the ball parks. *Stubs* is a useful reference guide for both public and trade, containing as it does house capacities, complete stage dimensions, etc. *Stubs* goes on sale this week in all the larger book stores.

Fridolin To Produce Own Play in Canada

MONTREAL, May 8. — Fridolin (Gratien Gelinas), perhaps Canada's top name on the legit stage, whose nearest bid for Broadway has been several offers from Eddie Dowling to appear in New York and his road stint in the ill-fated *St. Lazare's Pharmacy*, which never got there, has announced plans for the presentation of his own play, *Tit-Coq* (Little Rooster).

The legit, which Fridolin wrote and directed, will feature the French-Canadian star and will be his first venture into the field of legit play writing, acting and producing. The production will open a one-week run at the Monument National Theater May 23.

Also set is a one-week stand in Quebec after the Montreal engagement, with a tour of Quebec provinces planned but not set until all kinks are ironed out.

Supreme Court OK's Award to M. Hunter

NEW YORK, May 8.—Rejecting an appeal by producers Monte Proser and Joseph Kipness of *High Button Shoes*, Justice Edward Koch Tuesday (4) in the New York Supreme Court confirmed an arbitrators' award to Mary Hunter for her direction services on the musical. She is to get the balance of her fee for the show—\$1,500, plus ¾ of 1 per cent of the gross receipts on each and every company. Miss Hunter will now probably net about 35G from her share of *Shoes*.

The appeal was based on the producers' claim that the arbitrators award lacked finality and that one of the arbitrators showed partiality. Judge Koch denied both grounds. Miss Hunter was dismissed from her piloting post on the musical just as it was about to go into rehearsal, and George Abbott handled the directing chores.



BROADWAY SHOWLOG

Performances Thru May 8, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore).....	12- 3, '47	181
Born Yesterday (Lyceum).....	2- 4, '46	952
Command Decision (Fulton).....	10- 1, '47	253
Cup of Trembling, The (Music Box).....	4-20, '48	23
For Love or Money (Henry Miller).....	11- 4, '47	215
Habimah Players (Broadway).....	5- 1, '48	9
Harvey (48th Street).....	11- 1, '44	1,486
Heiress, The (Biltmore).....	9-29, '47	257
Joy to the World (Music Box).....	3-18, '48	60
Man and Superman (Hudson).....	10- 8, '47	245
Me and Molly (Belasco).....	2-26, '48	84
Medea (Royale).....	10-10, '47	211
Mister Roberts (Alvin).....	2-18, '48	93
Play's the Thing, The (Booth).....	4-28, '48	13
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort).....	3-16, '48	63
Strange Bedfellows (Morosco).....	1-14, '48	133

Musicals

Allegro (Majestic).....	10-10, '47	243
Angel in the Wings (Coronet).....	12-11, '47	171
Annie, Get Your Gun (Imperial).....	5-16, '46	828
Brigadoon (Ziegfeld).....	3-13, '47	484
Finian's Rainbow (46th Street Theater).....	1-10, '47	573
High Button Shoes (Century).....	10- 9, '47	244
Inside U.S.A. (Century).....	4-30, '48	11
Look, Ma, I'm Dancing (Broadhurst).....	1-29, '48	116
Make Mine Manhattan (Broadhurst).....	1-15, '48	134
Oklahoma (St. James).....	3-13, '43	2,300

OPENED

Hold It (National).....	5- 5, '48	5
Sally (Martin Beck).....	5- 6, '48	4
Alchemist, The (City Center).....	5- 6, '48	4

CLOSED

Macbeth (National).....	3-31, '48	29
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COMING UP

(Week of May 11, 1948)	
Hope Is the Thing (Playhouse).....	5-11, '48

Mike Todd Back in Biz

NEW YORK, May 8. — Mike Todd will be back on Broadway next season with a production of a musical starring Milton Berle. The music and book for the show haven't been written, but the material is being set. There is a possibility that the musical may be done first at the State Fair of Texas and then brought on to the Stem.

New York Drama Critics' Accuracy Averages

Complete Season to April 30, 1948

	Shows Caught	Right	Wrong or No Opinion	Accuracy Percentage
Ward Morehouse (Sun).....	47	40	7	85.1
Louis Kronenberger (PM).....	47	39	8	83
Robert Coleman (Mirror).....	49	40	9	81.6
Robert Garland (Journal-American).....	49	39	10	79.6
Richard Watts Jr. (Post).....	48	38	10	79.2
Howard Barnes (Herald Tribune).....	47	37	10	78.7
Brooks Atkinson (Times).....	49	38	11	77.6
William Hawkins (World-Telegram).....	49	38	11	77.6
John Chapman (News).....	47	35	12	74.5

(Note: Not included in this tabulation are productions with fixed or limited runs of fewer than 100 performances. Also not included are six productions which have premeered too recently to be included in either success or failure category.)

'48 Stem Crix Honor Copped By Morehouse

Coleman, '47 Champ, Fourth

(Continued from page 3)

chalked against him out of a possible 38. Another upset is the final spring of Robert Coleman (*Mirror*) to break thru from a February sixth position to cross the line third with an average of 81.6. Coleman, who was tops last year, caught 49 of the 50 shows tabbed this year and was wrong nine times.

Garland No. 4

The *Mirror* expert's whirlwind finish pushes back the *Journal-American's* Robert Garland to a fourth-place finale. Garland stumbled badly in the final stretch, adding enough errors to tally an average of 79.6 via 10 wrong guesses out of a possible 49. Howard Barnes (*Herald Tribune*) slipped likewise, dropping from fourth in the running to a sixth spot finish with a final percentage of 78.7. Barnes sat in on 48 productions and tagged 10 of them wrong. In fact, with the exception of Morehouse, who took and held the lead thruout, only three of the nine entrants wind up in the slots they held last February. Brooks Atkinson (*Times*) and William Hawkins (*World-Telegram*) crossed the finish line in a neck-and-neck tie for seventh place with averages of 77.6 per cent. Both viewed 49 shows and both were off the commercial beam 11 times. The *News's* John Chapman brings up the field with an average of 74.5 based on 12 wrong judgements out of 47.

The critics' accuracy percentages are based, of course, on the success-failure results of the productions on which they pass judgement. If an expert thumbs down a play which subsequently carries thru to the success bracket (*The Billboard's* yardstick for measuring Stem success is 100 performances), he is charged with an error. If he hat-tosses for a flop, the same holds true. Likewise for a "no opinion review, another error is chalked against him, since it is *The Billboard's* contention that it is a critic's job to have an opinion one way or the other.

50 Productions Tallied

While 75 productions bowed in on the Stem during the season, only 50 can be included in the final tally. Seventeen entrants arrived for fixed or limited runs of fewer than 100, plus two others which were previously reviewed in off-Broadway experimental stages. Obviously these have no bearing on the tabulation. Six plays, however, have premeered too recently to be tabbed for success or failure. But a current estimate of their Stem futures on the basis of individual experts' opinions indicates no possibility of any post-race disqualification.

Amsterdam, Robey Revue, 'Hilarities,' for Stem in Fall

NEW YORK, May 8.—Around September 30, *Hilarities* of 1948, a revue in the style of Ken Murray's *Blackouts*, starring Morey Amsterdam will come to the Stem. The show is being produced by Amsterdam and Ken Robey.

The format for the revue is being kept very loose, and it is planned to replace acts every month or so once *Hilarities* gets rolling. No top names will be in the cast, the accent being on good standard acts. The show will be under the jurisdiction of the American Guild of Variety Artists not Actors' Equity.

BROADWAY OPENINGS

SALLY

(Opened Thursday, May 6)

MARTIN BECK THEATER

Musical comedy. Book by Guy Bolton. Score by Jerome Kern. Lyrics by P. G. Wodehouse and Clifford Grey. Staged by Billy Gilbert. Dances by Richard Barstow. Sets by Stewart Chaney. Costumes by Henry Mulle. Orchestrations, Robert Russell Bennett. Conductor, David Mordica. General manager, Irving Cooper. Stage manager, Milton Stern. Press representative, Dick Weaver. Presented by Hunt Stromberg Jr. and William Berney.

Nadina..... Gloria Sullivan
The Young Walter..... Charles Wood
The Old Walter..... Holger Sorenson
Otis Hooper..... Jack Goode
Rose..... Kay Buckley
Lily Bedlington..... Bibi Osterwald
Shendoff..... Henry Calvin
McKey Sinclair..... Robert Shackleton
Sally..... Bambi Linn
The Grand Duke Constantine..... Willie Howard
Mrs. Vischer Van Alstyne..... Kathryn Cameron
Toto..... Lucy Hillary
Olga..... Andrea Mann
SINGERS: Lucy Hillary, Ruth Johnston, Andrea Mann, Audrey Guard, Jean Olds, Ella Brynn, John Haydn, Gloria Sullivan, Charles Wood, John George, Lynn Alder, Richard Oneto, Holger Sorenson, Steve Coleman, Hank Roberts, Brian Otis.

DANCERS: Aura Vainio, Marcella Dodge, Mary Alice Bingham, Carmina Cansino, Gretchen Houser, Karlén DeBoer, Carol Lee, Marcia Maier, Dolores Nevins, Jo McCann, Tommy Randall, Lee Lindsey, Dusty McCaffrey, Joe Vilane, Frank Reynolds, Garry Fleming, Jack Miller, Jimmy Russell.

SONGS: "Down Here in Greenwich Village"; "Bungalow in Quogue"; "Look for the Silver Lining"; "Tulip Time in Sing Sing"; "The Whippoorwill Waltz"; "Siren Song"; "Cleopatra"; "Wild Rose"; "The Church Around the Corner"; "Dear Little Girl"; "Reaching for the Stars."

Despite the usual superlative clowning of Willie Howard and an ingratiating performance of the title role by young Bambi Linn, this revival of *Sally* sums up to an excursion into nostalgia which doesn't quite come off. The lovely old tunes are there and Messrs. Stromberg and Berney have backed it with a good production, but after 28 years the Cinderella tale about the little dishwasher, who pretends to be a visiting celebrity in order to get a chance to show her terping wares, is sadly dated. It should draw customers whose memories linger fondly on the lush days when the New Amsterdam was the town's musical comedy mecca, but a new generation will likely cold-shoulder this latest *Sally* at the Martin Beck.

Guy Bolton and P. G. Wodehouse are supposed to have face-lifted their original book and lyrics. There are some evidences of modernization, but substantially the old tried-and-true formula of poor girl meets rich boy, poor girl loses rich boy, poor girl gets rich boy, remains intact. If this is the best refurbishing the old plot can get, *Sally* should be relegated to the moth balls.

It Has Its Moments

However, *Sally* still has its moments—when Willie Howard is managing to make out-dated comedy sequences seem fresh and new, when Bambi Linn is dancing and when such tunes as *Look for the Silver Lining* and *Wild Rose* come across. Howard, of course, is immense as the waiter who granddukes it on his Thursdays off. He is at his best with some interpolated vaude imitations of Chevalier, Jolson, Jessel and Cantor. If management would only let him include his French lesson it would give the proceedings an additional juicing. Young Miss Linn cannot sing, but her dancing is, as usual, a delight and her acting has come a long way since her ballet days. She makes a competent, ingenuous Sally.

Robert Shackleton as the rich boy gets most of the singing assignment. He has a good voice and does well by the Kern melodies. Jack Goode as the brash agent who gives Sally's career a lift gets the most out of his ancient material and there is also good support from Kay Buckley, Bibi Osterwald and Henry Calvin. Billy Gilbert's staging is clever enough to hide a lot of the script's deficiencies (See *SALLY* on page 44)

HOLD IT

(Opened Wednesday, May 5)

NATIONAL THEATER

Musical comedy by Matt Brooks and Art Arthur. Music by Gerald Marks. Lyrics by Sam Lerner. Staged by Robert E. Perry. Dances by Michael Kidd. Settings by Edward Gilbert. Costumes by Julia Sze. Orchestrations by Hans Spialek, Tec Royal. Conductor, Clay Warnick. General manager, William Norton. Stage manager, David Jones. Press representatives, Bill Doll, Dick Williams, Michael O'Shea. Presented by Sammy Lambert.

Usherettes—Wana Allison, Gloria Benson, Janet Bethel, Penny Carroll, Kathryn Myrolo, Helena Schurgot.

Rodney Trent..... Bob Shawley
Mrs. Simpkins..... Ruth Saville
Mr. Simpkins..... Douglas Rutherford
Mrs. Blandish..... Helen Wenzel
Mr. Blandish..... Budd Rogers
Sarge Denton..... Larry Douglas
Bobby Danville..... Johnny Downs
Helen (Stage Manager)..... Helen Wenzel
Jack..... Jack Warner
Chuck..... Bob Evans
Judge Rogers..... Kenny Buffett
Sid..... Sid Lawson
Jessica Dale..... Jet McDonald
Pamela Scott..... Patricia Wymore
Millie Henderson..... Ada Lynne
Budd..... Budd Rogers
Bernie..... Bob Bernard
Dinky Bennett..... Red Buttons
Paul..... Paul Lyday
George Monopolis..... Douglas Chandler
Penny..... Penny Carroll
Mr. Jenkins..... Paul Reed
Joe..... Tom Bowman
Charlie Blake..... Pat McVey
Headwaiter..... Douglas Rutherford
Mrs. Jollop (House Mother)..... Ruth Saville
O'Brien..... Scott Lewis
Martin..... Martin Kraft
Reporters:
Budd Rogers, Sid Lawson, Helena Schurgot, Felix Dexter..... John Kane
Anne Green..... Ruth Saville

SINGING ENSEMBLE: Gloria Benson, Penny Carroll, Kathryn Myrolo, Helena Schurgot, Tom Bowman, Sid Lawson, Budd Rogers, Frank Stevens.

DANCING ENSEMBLE: Onna White (Cap-tain), Wana Allison, Janet Bethel, Margit De Kova, Helen Kramer, Barbara McCutcheon, Elena Salamatoya, Yvonne Tibor, Helen Wenzel, John Begg, Bob Bernard, Jack Claus, Robert Cadwallader, Robert Evans, Martha Kraft, Vernon Lusby, Paul Lyday.

SONGS: "Heaven Sent," "Buck in the Bank," "Always You," "About Face," "Fundamental Character," "Hold It," "Nevermore," "Roll 'Em," "Nice Having You," "Down the Well," "You Took Possession of Me," "Friendly Enemy."

That canny specialist in youthful stage exuberance, George Abbott, has repeatedly demonstrated that y. s. e. can cover a multitude of sins when applied to a musical. However, it is a receipt which can evidently backfire when pressure-cooked by somebody else. The youngsters in *Hold It* set a frantic pace and act up like crazy around Edward Gilbert's handsome campus sets of Lincoln University, but no amount of eager didoes can cover the tedious deficiencies of a Matt Brooks-Art Arthur top-heavy book, which becomes so involved that it completely drains any fun out of the proceedings. It would seem that even the canny Mr. Abbott would have been stymied by these matters. Certainly, they prove too much of a hurdle for Robert Perry's direction: Over-all, *Hold It* is a feeble business and anyone professionally concerned with it must have indulged in some exceedingly wishful thinking.

Basically, *Hold It* has a cute idea—the pal of a male fem lead in a college show enters the lad's be-wigged pic in a movie talent contest. He wins a fem screen test with obvious complications. However, the authors have poured on a great deal more—a campus housing project for veterans, a lost \$3,000 and a frantic effort to replace it—all of which is tied together by sundry unfunny dialog, stock situations (even the boys in the gal's dormitory routine), frenzied rug-cutting by the co-eds and songs which occur at the drop of a hat.

Gerald Mark's score is none too distinguished, altho ballads *Always You* and *Down the Well* come across tune-fully and such items as *Hold It* and *Buck in the Bank* provide excellent stepping rhythms. Sam Lerner's lyrics are spotty, ranging from good to effortful reaching.

Since *Hold It* relies so much on the stepping department, it would be (See *HOLD IT* on page 44)

THE ALCHEMIST

(Opened Thursday, May 6)

CITY CENTER THEATER

A comedy by Ben Jonson, staged by Morton Da Costa. Sets and lighting by Herbert Brodtkin. Costumes by Emeline Roche. Original music by Deems Taylor. Company manager, Ben Ketchum. Stage manager, Phil Stein. Press representatives, Jean Dalrymple and Marian Graham. Presented by the New York City Theater Company.

PROLOGUE

Lovewit (Master of the House)..... Bert Thorn
Jeremy..... Jose Ferrer
Cook..... Stanley Carlson
Maid..... Tyler Winn
Subtle..... George Coulouris
Doll Common..... Nan McFarland

THE PLAY

Face (The Housekeeper)..... Jose Ferrer
Subtle (The Alchemist)..... George Coulouris
Doll Common (Their Colleague).....
..... Nan McFarland
Dapper (a Clerk)..... William Nichols
Druggier (a Tobacco Man)..... Ray Walston
Sir Epicure Mammon (a Knight)..... Ezra Stone
Pertinax Surly (a Gamester)..... Robert Carroll
Ananias (a Deacon of Amsterdam)..... Robinson Stone
Kastril (the Angry Boy)..... Hiram Sherman
Dame Pliant (His Sister, a Widow).....
..... Phyllis Hill
Parson..... Will Kuluvu
Lovewit..... Bert Thorn
First Officer..... Stanley Carlson
Second Officer..... Leonard Cimino
Neighbors: Bobby Busch, Jacqueline Soans, Winston Ross, Mack Busch, Richard McMurray, Anne Terris, Margaret Suttle.

The New York City Theater Company (otherwise Jose Ferrer and troupe) unveils its spring season at the City Center with Ben Jonson's *Alchemist*. It is more or less natural to compare it to *Volpone*, the troupe's opener at the Civic Playhouse last January. Jonson's theme is the same in both—the gullible greedyguts taken over by knaves playing upon their weaknesses and the crooks finally getting their comeuppance.

Alchemist is much the shrewder satirical comment of the two. Jonson takes a healthy flat-handed swing at all strata of London society from bumpkin to nobleman, with a few side cuffs at tradesmen, clerks and deacons along the way. He shows them all up as equally avaricious, and the meat of his play is the amusing difference of attack developed by his crooks to fleece each of them. *Volpone*, on the other hand, is straight-away, bawdy romping, with a belly laugh every two minutes. There are plenty of laughs in *Alchemist*, but the wit is more subtle and the farce less broad. Either takes considerable doing by an acting troupe and the City Centerites give *Alchemist* the same excellent treatment previously accorded their *Volpone*.

Ferrer in Top Form

Jose Ferrer is in top form as the rascally butler who turns his absent master's house into a crooks' paradise. He managed to keep the first-class conniver ingratiating in spite of his obvious, complete indecency. This is exactly right, since the butler is the only baddie to come off scot free at the final curtain and hence must develop customer sympathy. Restrained and polished, Ferrer plays him with relish. It is one of his best efforts. George Coulouris is an excellent running mate as the gutter-rat scoundrel who pretends to be a practicing magician. He plays with a heavier hand and the contrast sharpens the effect of their work together. Nan McFarland is exceedingly good as the tart who rounds out the triumvirate.

There are fine performances, too, from some of their victims. William Nichols's law clerk, Ray Walston's tradesman, Ezra Stone's lecherous knight, all deserve high praise. Hiram Sherman turns in an outstanding stint as a bumptious squire and Phyllis Hill is pliantly decorative as his dumb sister.

Morton Da Costa has handled a difficult staging chore exceptionally and Herbert Brodtkin has devised a simple but imaginative multiple set which exactly suits the action. In sum, *Alchemist* is another feather for the cap of the new rep troupe. Old Ben would be proud of them all over again. Bob Francis.

"Fancy" Is Sold To Pix for 75G

WILMINGTON, Del., May 8.—Screen rights to *A Young Man's Fancy* have been purchased for \$75,000 plus 13 per cent of the gross by Laurel Films, Inc., of 36 West 57th Street, New York, whose president is Rex Carlton, a native of Wilmington, where he is remembered as Carlton Owings. Negotiations are under way for Eddie Albert, Margo and Mary Boland to play the leads in the flicker version of *Fancy*, which had its stage premiere here January 3, 1947.

Joseph Lerner, Carlton's associate, is writer-producer of the sports film, *Kings of the Olympics*, now showing on Broadway. Before that, he wrote and directed *The Fight Never Ends* with Joe Louis and the Mills Brothers.

Fancy is the second important property owned by Laurel Films, the first being *The Ivory Tower*, now being readied for screen production. Brian Aherne may play the lead and John Carradine and Mary Boland are already committed for *Tower*.

Shooting on both *Tower* and *Fancy* is skedded to start within the next three months. Carlton is now concentrating on the screen rights to a third play to be announced shortly. A major distribution company will release all three Laurel film productions.

Gilbert, Ayres Win Derwent Awards

NEW YORK, May 8.—The Clarence Derwent Awards for supporting thespis this season goes to two performers in Experimental Theater scripts—Lou Gilbert for his stint in *Hope Is a Thing With Feathers* and Catherine Ayres for her chore in *Long Way From Home*. Both prizes carry \$500 in cash along with the recognition.

Runner-ups were Philip Tonge for his acting job in *Tonight at 8:30* and Betty Linley for her performance in *The Heiress*. The committee making the awards is composed of Mr. Derwent, Margaret Webster, Gilbert Miller, Brooks Atkinson and Herman Shumlin. The other member of the picking crew, Ward Morehouse, was absent.

This week also saw the Pulitzer Prize go to *Streetcar Named Desire* which also won the critics' award several weeks ago. Meanwhile, *The Winslow Boy* won the critics' accolade for the best foreign play.

ROUTES
Dramatic and Musical

Anna Lucasta (Nixon) Pittsburgh.
Annie Get Your Gun (Philharmonic Aud.) Los Angeles.
Blossom Time (Cass) Detroit.
Burlesque (Hanna) Cleveland.
Carousel (Emery Aud.) Cincinnati.
Carte, D'Oily, Opera Co. (Shubert) Boston.
Cornell, Katharine (Blackstone) Chicago.
First Mrs. Fraser, with Jane Cowl (Selwyn) Chicago.
Harvey (Locust St.) Philadelphia.
Harvey (Geary) San Francisco.
High Button Shoes (Opera House) Boston.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Mayfair) Portland, Ore., 12-15.
Lunt & Fontanne (Metropolitan) Seattle.
My Romance (Great Northern) Chicago.
Naughty Marietta (Curran) San Francisco.
Oklahoma (Biltmore) Los Angeles.
On Approval (Shubert) New Haven, Conn., 13-15.
Private Lives (Auditorium) Denver 10-13.
Red Mill (Colonial) Akron, O., 11-12; (Shea) Jamestown, N. Y., 13; (Strand) Elmira 14-15.
Schwartz, Maurice (Studebaker) Chicago.
Show Boat (Shubert) Chicago.
Sleepy Hollow (Shubert) Philadelphia.
Student Prince (Forrest) Philadelphia.
There Goes the Bride (National) Washington.
Winslow Boy (Walnut St.) Philadelphia.

N.Y. Theaters, ATAM In Salary Hike Fuss

NEW YORK, May 8.—The League of New York Theaters will go to the mat with the Association of Theatrical Agents and Managers (ATAM) over the union's demand for a 10 per cent salary hike. Opposition stems from the producers' belief that agents and managers are getting more than enough dough at present.

The fact is, according to the producers, that most press agents are getting above the minimum. The recent battle that the league had with the stagehands over their new pact, during which only a small portion of the grips' demands were met, indicates a greater resistance to any new wage increases asked by legit labor.

An adjustment clause in the basic agreement with the ATAM allows the labor org to reopen the contract for wage revisions. The minimum salary now for flacks is \$190 a week on Broadway, \$20 higher on the road; for company managers it is now \$133 weekly on the Stem and \$30 more on the road.

Benefit at Garden May 25 To Aid Kids

NEW YORK, May 8.—Stars from all branches of showbiz will stage a benefit, *Command Performance*, at Madison Square Garden May 25 to aid children of the world.

Earl Wilson, *New York Post* columnist who is general chairman for the show, announced today that tickets are now on sale at the Hotel Astor, the Rivoli Theater and at the Garden.

Sam Rauch, production director at the Roxy Theater, heads the entertainment committee.

Russo, Ellis Get "Curiosity"

NEW YORK, May 8.—James Russo and Michael Ellis have optioned *Curiosity*, a melodrama by Roy Hargrave and Pat Paturel, for fall production. The script was formerly held by Bill Doll and several other producers.

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Burlesque

By UNO

EVELYN TAYLOR is skedded to follow Ramona into the Burbank, Los Angeles. . . . Sammy Price and Betty Morgan returned to burly May 2 via the Troc, Philadelphia, after a nitery tour around Boston. . . . Diane Ross moved from featured spot in a burly unit to legit stock on the straw-hat circuit thru Jack Gardner. . . . Inez Claire, billed as "The Hour Glass Girl," mixes across with her strips. She also doubles as a dancer, singer and talker. . . . Roma and Heather English are at the Colony Club, Los Angeles, where Zadra Zane closes soon to join the stageshow featuring Ginger O'Dare, Skippy Haynes and Sunny Knight at the Mayan, also in L. A. . . . Milwaukee has Al Washington, Buddy Rogers and Scat Johnson in the Elbow Room; Torch Lee and his duck, Jimmy; Smiley Long, guitarist, and Denny Harp, pianist, comprising the Joy Kings at Joe Aliata's Violina Room, Kilbourn Hotel; Ray Styles, emcee-comic; Ruth Vann, Sibbins and Saunders, Snippy Doodle and Bob Hert at Bea Hadley's Blatz Palm Garden, and the Don Orlando Quartet, made up of Jack Marks, Hamer Smith, Danny Parker and Sam Bari in the Schroeder Hotel cocktail lounge. . . . Sherry Everette returns to Cape Cod clubs and vacation after her Hirst unit closes. . . . Vickey Wells has shifted from the Hirst to the Midwest circuit. . . . Wally Scott, comic, who was laid up seven months with a nervous condition in Milwaukee and Miami Beach after trying experiences in European theaters of war while with a USO unit, is back in burly with a Hirst show.

HANK HENRY, after a brief burly tour, shifts to Toledo, where he opens with a civic operetta company July 4 for the Shuberts. . . . Marion Wakefield, absent from burly for a long time, returned May 9 for two weeks to play straights for Billy Hagan at the Troc, Philadelphia. Her five-year-old son, Michael Henry, made his stage debut at the Hudson, Union City, N. J., April 25 in a scene with dad, Hank Henry. . . . Lou Ascol and Petti Dayne concluded their Hirst tour May 8 in Boston and opened the next day at the Manhattan Club, also in Boston, thru Billy Waldron. . . . Bob Carney and Jean Carroll opened at the Follies, Los Angeles, April 23. . . . Loretta, daughter of Bob Lee, was birthday-partied by Bozo Snyder, Ida Rose, Ceil Von Dell, Vickie Lester and others at the Palace, Buffalo, April 28. . . . Winnie Garrett is planning a nitery of her own in a choice Manhattan location. . . . Teddy Fabian, comic-emcee at the La Conga, Milwaukee, was best man last week at the wedding of Al Blaha, scenic designer, and Shirley Koltsch, of the family managing the Blatz Palm Garden nitery in Milwaukee. . . . Jack White, former agent, is now Jack W. Gilman, in charge of the conference department of United Jewish Appeal, Inc.

DUKE DE KENO, who recently closed at the Burbank Theater, Los Angeles, is current at the Fox, Indianapolis, with his next stop Miami Beach, Fla. . . . Bettie Macdonald, after 19 weeks at New York's Famous Door, is on a two-week vacation. . . . In the cast at the Gayety, Columbus, O., when it closed recently for extensive repairs, were Bimbo Davis, Abe Gore, Billy D'Armor, Stanley Montfort, Ruth Armstrong, Jenne LaStalle, Vicky Lester, Jan Cafara, and Margo. Max Wald was house manager, and Lillian Drollette, treasurer. . . . Stanley Montfort, after a brief visit with his mother, goes into the Gayety, Cincinnati, for several weeks before hitting out for a California vacation.

Aussie Thesp School Project Stirs Storm

SYDNEY, May 8.—Last week's announcement (*The Billboard*, May 8) that Actors and Announcers Equity was planning to establish schools for training of thespians, radio gabbers and other artists, brought forth criticism in certain quarters which Hal Alexander, Equity general secretary, attempted to answer today. "The only reason Equity was at all interested in the establishment of theatrical schools," he said, "was that it was sick and tired of rackets being perpetrated by so many schools or dramatic art. Equity would not establish the schools, but would sponsor and take an active interest in them. It was fantastic to assume that a degree from the schools would be necessary to join Equity."

Spivak Pulls in 7½G, Crooks Pull It Out

SAN FRANCISCO, May 8.—Week-end receipts estimated at \$7,500 were stolen from a safe at the Edgewater-at-the-Beach Ballroom before dawn Sunday (2). The money represented the house take for Friday and Saturday, two biggest nights in the dancery's history. More than 1,500 persons had jammed the floor Saturday night when orkster Charlie Spivak appeared.

The door of Manager Lloyd Cope-lotti's office was opened with a key and another key was used to open the inner door of the safe. Owners Ellis Levy and Newton Jacobs said it was "definitely an inside job."

Legit Booms in Perth

PERTH, West Australia, May 8.—It is estimated that in the past four weeks legitimate shows here have taken a gross of \$120,000, of which the Old Vic Company got \$56,000, *No No Nannette* (in its second week) \$38,000, and the Jack Davey radio funster quiz show, \$26,000 (an all-time high for this city.)

Joe Jackson Jr. to Paris

HOLLYWOOD, May 8.—Lawrence Golden office here has booked Joe Jackson Jr., pantomime clown, for a long stay with the Arnold Ice Show in Paris and London. Jackson is en route to begin his engagement in Paris.

HOLD IT

(Continued from page 43)

pleasant to report that Michael Kidd's dance patterns are out of the top drawer. However, for the most part they are repetitious and emphasize pace rather than imagination. The movie ballet wind-up of first act is desperately furious, but need cause Jerome Robbins and *High Button Shoes* no worries.

As to the players who have to fight their way thru the book, Johnny Downs is agilely adequate as the harassed lad who wins the movie contest. Red Button is ditto. But the up-and-coming young comic is out on a limb for lack of material. Kenny Buffett does as well as the script permits as a third member of the undergraduate triumvirate. Their fem partners are Jet McDonald, Patricia Wymore and Ada Lynne. Miss McDonald is a pleasant heroine, altho over-inclined to make cute faces. Miss Wymore contris an excellent variety of taps and spins. Miss Lynne is desperately eager to be funny with frequently rather dire results. A good dialect actor like Douglas Chandler is wasted in a futile character slot. Larry Douglas puts across his *Down the Well* number with fine effect and Jack Warner acquits himself excellently in the ballet.

Even if current Stem musical competition were less than it is, *Hold It* still wouldn't stand a chance.

Bob Francis.

Magic

By Bill Sachs

BILL NEFF, who has been on the shelf at his home in Indiana, Pa., since last December 24 with a rough attack of arthritis, resumes with his *Madhouse of Mystery*, magic-spook combination, May 12, with his personal manager, Anton Scibilia, again handling the booking reins. The turn is set well into the fall with dates in Pennsylvania, Ohio, Indiana, Illinois and Wisconsin. Neff's illness forced him to cancel a wealth of playing time. . . . The many friends of Ben R. Badley, popular St. Louis magician and hypnotist, will be happy to learn that he is back at his home, 4319-A Shreve Avenue, St. Louis, after another siege in the hospital following his second heart attack in recent months. "Doctors say I am over the hump," postals Ben. "Thanks to your Magic column, I had many swell letters from brother showmen. Again, thanks a million." . . . The Knights of Magic will present their 27th annual magic show at the Barbizon-Plaza Theater, New York, May 15. . . . The Amazing Dr. Hess (Larry Hess) is reported to be clicking 'em off handily in schools thru New York, State. . . . Earl Gotberg, vent, has returned to his native Detroit after a three-month tour of Michigan towns for International Harvester.

C. THOMAS MAGRUM closes his school assembly season next week after a bang-up tour that started last September and carried him thru Arkansas, Louisiana, Oklahoma, the Panhandle of Texas, Eastern Nebraska, Iowa, Central Illinois and Missouri. At Excelsior Springs, Mo., recently, Magrum day and dated a school with McDonald Birch, the former doing an assembly date and the latter matinee and evening performances. At Ridgeway, Mo., Magrum bumped into his old friend, Postmaster Johnson, who does an occasional show thru Northwestern Missouri. . . . Stuart Ross, of Hancock, Mich., has just returned to his native haunts after a series of club dates in Florida. Ross formerly piloted the veteran Ed Reno, magician, and at one time handled the press ahead of Birch the Magician. . . . Eddie Freeman, mortician with the Wheelan Funeral Home, Rock Island, Ill., is keeping magic alive in that sector with an occasional club date. . . . Quad City Society of Magicians (Davenport, Ia.; Rock Island, Ill., and Moline and East Moline, Ill.) will hold its annual picnic at Prospect Park, Moline, Ill., July 25. To defray expenses for the event, magi in the territory are giving occasional shows for the public. One such recent event had Jim Farney, Everett Christianson, George Kopp, Wayne Rohlf, Augie Braet and Eddie Hudson showing their magical wares at Stockton, Ia. . . . Loring Campbell has signed to work a string of dates out of the Dorothy Bennett Bureau, Omaha, beginning in the fall. Stuart Ross, Hancock, Mich., will work out of the same office. . . . Landrus the Magician scribbles from Fayetteville, Tex.: "Close my Texas school dates May 16, then into Arkansas and Missouri for a series of Boy Scout engagements. Stopped off recently at Howard's magic emporium in Houston where I met Albert H. Gallatin, of Arvada, Colo., a young and clever magician. Also met Jack Karmi in Houston. He was for years a pro magician and his collection of magic seems endless."

SALLY

(Continued from page 43)

and Stewart Chaney has designed some good backdrops.

But over-all, the new *Sally* misses the boat. Not even its good points, and there are many, can make it seem better than a pleasant revival of a creaky, outmoded musical comedy.

Bob Francis.

Hayworth Motor Theaters Click

PINK HILL, N. C., May 8.—"Seabee" Hayworth's new Motor Park has been playing to good business since its formal bow here April 17, Hayworth said this week. He added that his other Motor Park Theater, Clinton, N. C., continues to play to good box office.

Hayworth said that after a lengthy wait he finally obtained a room in the local hospital, which he will enter soon to undergo treatment to correct a long-standing illness.

Attesting to the Hayworth's popularity in the Pink Hill area, is the following culled from the "Bob Grady Says" pillar in a recent issue of the local paper: "There is a fellow in Pink Hill by the name of C. B. Hayworth. Mr. and Mrs. Hayworth are troupers of the old school. I remember seeing them on the stage when in high school and college. They are not afraid to take a leap.

"They came to Pink Hill with a tent picture show. The tent blew down, so Seabee simply set up an outdoor motor theater. I like a fellow who is willing to take a chance in a community he believes in. Mr. and Mrs. Hayworth really love Pink Hill and the town and neighbors are backing them up."

Old-Timers Welcome Jewells; Personnel Honors T. Maskew

BONHAM, Tex., May 8.—Numerous visitors turned out on the Jewell & Harris Players location here to welcome back Mr. and Mrs. Jewell. Mrs. Jewell's parents made their home here for a number of years and she attended school locally.

One of the visitors who could talk shop with the best of them was Ray Peeler, who has his own business here and at one time had the Airdrome. Peeler appeared with Spooner's Stock Company, Martin Sisters, Olie De-brow, Virginia Gray and Lasses White.

Trixie Maskew, a member of the Jewell & Harris org, was honored at a birthday party after the show April 28. Lunch was served 24 guests, all of whom helped cut the huge birthday cake presented her. She also was the recipient of numerous gifts and congratulatory cards.

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AL PITCAITHLEY, former contortionist and repster and currently program director for Station WAVE, Carlsbad, N. M., was snapped at his home there recently teaching his son, Dwight, the rudiments of railroading via the toy electric train which Al prompted Santa Claus to deliver during the holidays. Meanwhile, Dwight still wonders when he'll get an opportunity to play with the toy.

Hawkins Players Rehearse; Bow Set for May 17

SALEM, Ind., May 8.—Bud Hawkins Players, owned and operated by Bud and Dottie Hawkins, are in rehearsal here and plan to spring for the season soon.

In the cast are Jill Surran, Joseph Haug, Billy Merritt, Mr. and Mrs. John Watson and Hays Griffith.

If current plans work out the show will open the season May 17, playing territory under canvas.

Paul Sees New Act Use in Successful BMT Troupe Trek

KANSAS CITY, Mo., May 8.—Edward L. Paul, with headquarters in the Milner Hotel here, was asking this week what had happened to the troupe which set out last November to revive the road in a group of eight Western States? Paul says that if the venture has clicked it may open up new ways of furnishing employment for those who still love the road.

Paul says that the group of 11 players, under direction of Alfred Brooks, Mark Morrison and Dick Thorne, of Chicago, left Salt Lake City in a chartered bus, naming the org the BMT Productions, with sub-billing a "Stock Company Without Stock."

Al Brooks was in advance, arranging bookings in theaters, schools and auditoriums or any spot the company could put up the scenery it was carrying. Brooks is reported to have had guarantees from chambers of commerce and civic groups for five dates on his first two weeks out on the tour which was to have taken the troupe thru Utah, Nevada, Arizona, New Mexico, Colorado, Wyoming, Montana and Idaho. All expenses on the tour were to have been taken care of before the remaining profits would be divided pro rata.

Seeley Tours Flesh, Pix

ITHACA, N. Y., May 8.—F. F. Seeley has framed a show here to play halls in Southwestern New York and a number of Pennsylvania towns. Set to open the middle of June, unit will carry five people and feature late 16mm. films.

Bryan Sells Pic Unit; To Launch Wash. Trek Soon

TWIN FALLS, Idaho, May 8.—Ralph Bryan this week completed negotiations to open with a four-cast show soon at Bonners Ferry, Idaho, after which the unit will play halls in established Washington territory.

Bryan recently disposed of his tent outfit to A. H. Trott, who will have a pic show in Central Idaho this summer. Bryan's show line-up includes Ralph and May Bryan, Frances Harding and King C. Forstner. Featured bill will be E. F. Hannan's *Old Salt*.

Sands Sets Mo. Summer Journey

ROCK ISLAND, Ill., May 8.—Having played this sector successfully for the past three months, L. E. Sands said this week that he plans to move his religious pix attraction to Portageville, Mo., for the summer. He plans to work regular films in halls in that sector under auspices, and will add short-cast bills later.

Sands' tent, which is stored here, will be used after the middle of June by Ray Chadwick, who will have a pic and hillbilly trick which he will present at fairs.

"Deloy a Scholar In His Art, Great Trouper"—Gosh

CINCINNATI, May 8.—Eddie (Deloy) Dailey, who died recently in Kansas City, Mo., of a heart ailment, was known in rep and tent circles as Eddie Deloy, having spent 50 years in the field as a blackface comic.

Byron Gosh, for whom Deloy worked, says that of the thousands of professional people he has met, Deloy was the most faithful and loyal performer it was Gosh's good fortune to work with. "He was," says Gosh, "a great little trouper, a gentleman and a scholar in his art."

Deloy formerly had his own tab show on the Sun Time and played stock in Oklahoma City and other points. He later was employed by the Dubinsky Bros. in Kansas City, Mo.

Storm Hits Boyden In Okla.; Dorises Set for June Bow

CLEORA, Okla., May 8.—Following three months of good weather and business in this sector with his vaudepic show, Jay C. Boyden ran afoul of a twister near Bernice, Okla., and his trailer and car were badly damaged.

Boyden plans to add short-cast bills soon and has inked George and Ellen Doris who will join the org June 1. Route will carry the show into Colorado after a few dates in Oklahoma have been fulfilled.

Hummitzsch's Unit Inks 2 Wis. Dates

MANITOWOC, Wis., May 8.—Mel (Sambo) Hummitzsch's Dixieland Minstrels have been contracted to play the Lincoln High School Auditorium here May 5 under Junior Chamber of Commerce auspices. Revue includes a blackface troupe of 25 people and a seven-piece band.

Troupe moves to Woods Veterans' Hospital, Milwaukee, May 9 for a stand under Red Cross auspices.

D. J. Nihan Plans Enlarged Pic Circ

LAKE SUNAPEE, N. H., May 8.—D. J. Nihan is looking for pic circle territory for 16mm. films in Central New Hampshire, it was revealed here this week.

If current negotiations can be consummated, Nihan plans to locate locally, working out of this area where he has been making three towns to successful results.

Current plans call for Nihan to enlarge his territory to a week's route.

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ALDRICH—Elizabeth, 72, former author and actress, April 28 in New York.

BLAIR—John V., 73, retired actor, April 30 in New York. In the early 1900s, he appeared in productions with Julia Marlowe, Viola Allen, Nazimova and Mrs. Patrick Campbell and, in later years, Katharine Cornell. He retired eight years ago.

BURFEIND—Ethel, cashier at the Capitol Theater, New York, May 2 in that city. She had been associated with the theater since it first opened 28 years ago. Three sisters and two brothers survive.

BOLTON—Dot Vernon, 53, once known in outdoor show circles as Queen of the Cowgirls, April 30 at her home in San Jose, Calif. As a bronk and trick rider she had been with the Miller Bros.' 101 Ranch Wild West Show, Barnum & Bailey Circus and Buffalo Bill's Wild West Show. In 1914 she went to England with the 101 Ranch show and gave a command performance. Survived by her husband, Eugene, and three sisters, Mrs. F. A. Depatie, Watsonville, Calif.; Mrs. William Springer, San Diego, and Mrs. De Alton Hayward, Minneapolis.

Goodbye, Partner

MILT BRITTON

Who Passed Away April 29, 1948

HAPPY GOLDEN

COZZOLINO—Nicholas, 29, member of the Sky High Thrillers, free act featured by the United Amusement Shows, in Cranston, R. I., May 3, when he fell from his trapeze. (For details see General Outdoor Section.)

DEVINE—William M., 87, retired actor known as William M. Armstrong, suddenly April 30 at his home in Philadelphia. He toured this country and Europe and had played opposite Anna Held and Henrietta Crossman. He appeared with the Carncross and Dixey minstrels in Philadelphia and toured in *Madam Awkins*, worked with Eleanor Mayo in *Princess Bonnie* and opposite Blanche Ring in *The Defender*. Survived by his widow, Elsie. Burial in Arlington Cemetery, Philadelphia, May 3.

DOONE—Allan, actor and producer of Irish plays, who in private life was Edward D. Allan, May 4 in Reno, Nev. His widow and three sisters survive.

DUGAN—Rose, 55, vaudevillian and agent, April 29 in New York. After appearing in the vaude act of *Redheads* she entered the agency field. For a while she was on the *Variety* advertising staff and was recently with the Monte Carlo restaurant.

EXCELLO—Harry, 58, vaude and circus performer, May 1 in Redlands, Calif. He had been in showbiz 41 years, appearing in the Excello Brothers' act, formerly called the Freehand Brothers. Excello toured all the vaude circuits and last appeared with the Cole Bros.' Circus. His widow, Clara, and a brother survive.

GRUBBS—Jesse (Happy), 83, old-time circus trouper, May 2 in Shelby County Hospital, Memphis. No known survivors. Burial in Elmwood, Tenn.

HOLTZMAN—Mrs. Violet, 53, formerly with the Gooding Amusement Company, May 4 in Miami of a cerebral hemorrhage. She trouped with the old Coppling Shows 35 years ago and in recent years had managed a trailer camp in Tampa. Survived by her husband, Fred, and mother. Burial in Tampa May 7.

LING—J. Henry, 85, founder of the Detroit Symphony Orchestra, April 28 at his home at Cleveland Heights, O. Survived by his widow and two daughters. Internment in Woodlawn Cemetery, Detroit.

LOO—Ha Sun, 54, founder of the

night club, Kin Wa Low Theater Restaurant, April 30 in Toledo. His widow, son, two daughters and a brother survive.

IN LOVING MEMORY

Of Our Beloved Friend and Pal

DELLARD LAMPKIN

Who departed from us a year ago while playing Johnstown, Pennsylvania, but never to be forgotten.

E. LAWRENCE PHILLIPS & HODY JONES

LOVE—John W., 82, former co-owner for four years of Luna Park in Coney Island (New York), May 6 in Bronxville, N. Y. His son and daughter survive.

IN MEMORY

of Our Pal and Friend

DELLARD LAMPKIN

who never missed being in the job right to your last moment a year ago in Johnstown, Pennsylvania. There will never be another Whitey. We miss you.

JOHNNY J. JONES EXPOSITION

MacARTHUR—Arthur, 62, former Hollywood agent, May 3 in Hollywood. He operated his own talent agency until his retirement 18 months ago.

MORTON—Clara, 66, member of the vaude comedy team, the Four Mortons, May 2 in Detroit. She toured with her parents, Kitty and Sam, and her brother, Paul, doing Irish songs and turns both here and abroad. Following the Cohan formula, the family also toured in their own musical, *Breaking Into Society*. Paul and Clara broke away from the act, with Paul teaming with his wife, and Clara doing a single.

MUNRO—Florence, 61, former vaude performer, recently in Detroit of injuries sustained in an auto accident. She appeared in vaude with her husband, Elwood Munro, as the Musical Munros, doing a musical-vocal routine, for two years. She later played in burlesque road companies and in an all-girl band. In recent years she played saxophone in all-girl bands in the Detroit area. Survived by her husband. Internment in Woodmere Cemetery, Detroit.

PETERSON—G. Arthur, 55, salesman for Station WDRC, Hartford, Conn., April 29 in that city. His widow and two sons survive. Burial in West Hartford, Conn.

PFLUEGER—Wellington C., 73, former orchestra leader and booking agent, April 29 at his home in Wilkes-Barre, Pa. In 1895 he was orchestra leader with D. M. Bristol's Equestrian Curriculum (school of horses) which later was merged with a circus. The unit toured thruout the Orient for four seasons. Upon his return to this country Pflueger joined the Lyman H. Howe organization as booking agent for pioneer movie ex-

hibitors. After 15 years with Howe he joined the Radcliffe Chautauqua System, Washington, handling the booking and management of the annual tours of the U. S. Marine and Navy bands. Survived by his widow, Cora, and three daughters, Mrs. Dorothy Gregg and Mrs. Lucille Brown, Washington, and Mrs. Claire Crippen, Arlington, Va. Burial in Maple Hill Cemetery, Willkes-Barre, May 1.

ROSENTHAL—Barney, 63, general manager of Monogram Pictures Corporation, in St. Louis May 3. Burial in Chicago.

SCHNEIDER—Fred A., 79, Detroit theater owner, suddenly April 27 at Signal Mountain Resort, Tenn. He built the Stratford Theater, Detroit, in partnership with the late W. H. Steffes in 1915, and managed it until his death. Survived by two daughters, Gertrude and Bernadette.

SHAPIRO—Jack, 58, builder of film houses and operator of the former French Casino in New York, May 2 in Danbury, Conn. The firm of M. Shapiro & Sons built the Broadway, Hollywood, Mayfair and the Earl Carroll theaters in New York. The Earl Carroll was later revamped into the French Casino niter from 1934-'37. Shapiro also held interest in Brooklyn theaters. His widow, two sons, four brothers and two sisters survive.

SHEESLEY—John Daniel, son of the late Capt. John M. Sheesley, carnival owner, and nephew of Charles Sheesley, who has been with the John R. Ward and Hennies Bros.' Shows in an executive capacity since the disbandment of the Mighty Sheesley Midway, of a cerebral hemorrhage in Riverside Hospital, Jacksonville, Fla., May 6. Widely known in outdoor show circles, Sheesley operated a Monkey Show on his father's shows for a number of years and also had the attraction on a number of other orgs. Survivors also include his widow, Dorothy, and two daughters, Jo Anne and Dorothy. Burial in Oaklawn Cemetery, Jacksonville, May 8.

VAN HOOSE—Helen, actress, widely known in Philadelphia and New York during World War I, May 4 in Edwin Forrest Home for Actors and Actresses, Philadelphia, after a short illness. She was featured in character roles and entered the home upon her retirement in 1926. A sister, Mrs. E. V. Glover, survives. Services in Philadelphia May 6 and body sent to her home in Alabama for burial.

WALK—Pepe, 24, former head of the Pittsburgh Playhouse property department and actress, April 24 in Pittsburgh.

WALLACE—Raymond S., 56, president of the R. S. Wallace Enterprise, Inc., and the Alliance Theaters, Inc., Alliance, O., April 30 in the Alliance City Hospital of complications resulting from an appendectomy. Wallace was a director of the City Savings Bank & Trust Company and had managed Alliance's four theaters, the Strand, Morrison, Columbia and the Mount Union. Survived by his widow, Sophy, and a son, Bill. Burial in Fairmount Memorial Park, Alliance, May 2.

WIELAND—George F., 74, president of the Apollo circuit of theaters

in Southern New Jersey, May 4 at his home in Margate, N. J. He built his first theater, the Bijou, in Atlantic City, in 1911, and his most recent house, the New Embassy, also in Atlantic City, in 1941. Surviving are his widow, Lottie; a son, Warren F., vice-president of the Apollo Circuit; a daughter, Mrs. Dorothea Sitley, and three grandchildren. Services and burial May 5 in Atlantic City.

WILLIAMS—Eugene B., 30, jazz music writer, May 5 in New York. He edited *Jazz Information* magazine and managed the Kid Ory Band in San Francisco and the Bunk Johnson Band in New York. Williams also supervised some of the Brunswick jazz reissue series for Decca. Survived by his sister, Mrs. Josephine Turitz.

WILLIAMSON—Dud, 45, emcee for the Mutual Broadcasting System show, *What's the Name of That Song?*, May 3 in Los Angeles. His widow and daughter survive.

WORDEN—Paul, 80, former vaudevillian known in private life as Paul Wartenberg, April 28 in Brooklyn. He appeared with his brother, William, in a juggling act known as the Worden Brothers. His brother, a daughter and son survive.

YOUNG—Frank W., 41, night club pianist and former radio announcer, April 30 at his home in Takoma Park, Md. Young gave a piano concert in Carnegie Hall when 12, and a few years later, while playing in Michigan and Chicago theaters, he met the late Charlie Chase and toured in vaude with him as his piano player. In radio, Young had been an announcer at stations WMAL, WRC and WTOP and worked the all-night program, *Dawn Patrol*, over WOL. He left radio in December, 1945, and resumed playing in Washington night clubs. Survived by a daughter, Mrs. Robert Turner, Willow Run, Mich.; a sister, Georgia, Milwaukee, and a brother, Allen, Chicago. Burial in National Capitol Memorial Park Cemetery, Takoma.

Marriages

DE LONG-FULLER—Peter De Long, of Jefferson City, Mo., and Anita Fuller, daughter of Peggy Fuller Rohrer and Bill Fuller, pitchmen and demonstrators, April 4 in Chicago.

DE MOTT-RICE—H. W. De Mott, radio writer-producer, and Craig Rice, mystery writer, April 30 in San Diego.

EWELL-SANBORN—Tom Ewell, actor with *John Loves Mary*, and Marjorie Sanborn, April 29 in Crown Point, Ind.

FABIAN-KOLTSCH—Teddy Fabian, comic-emcee at the La Conga, and Shirley Koltsch May 4 in Milwaukee.

KIMBLE-RIVARD—David Kimble, National Broadcasting Company promotion writer, and Connie Rivard, American Broadcasting Company flack, May 1 in Kankakee, Ill.

KIRK-KAY—J. B. Kirk, non-pro, and Lois Kay, tap dancer for the past three years at the Circle Bar, St. Louis, April 21 in that city.

LANDRY-MACQUARRIE—Robert J. Landry, secretary of the Columbia Broadcasting Company program board, and Annett MacQuarrie, stage and film actress, April 30 in Baltimore.

LEVY-WONDERLICK—Edgar E. Levy, president of Major Distributors, New York, and Shirley Wonderlick, non-pro, May 9 in that city.

REA-WILSON—Oliver Rea, co-producer of the play, *Medea*, and Leona Wilson, actress and former member of the cast, May 6 in Montreal.

ROBERTS-BERGER—Sid Roberts, disk jockey at WIND, Chicago, and Ellen Berger, recently in that city.

SCHJELDERUP-BROWN—Thorleif Schjelderup, lawyer and Norwegian champion ski jumper, and Anne Brown, American singer, May 11 in Oslo, Norway.

In Fond Remembrance

of

W. H. STEIN

May 14, 1943

EXCURSION BOAT BIZ BOOM

Memphis Cotton Carnival Opens Royal Am. Tour

MEMPHIS, May 8.—The Royal American Shows tonight launch their spring still-date season, bowing on the city streets here as a prelude to the Cotton Carnival which opens tomorrow.

The RAS train pulled into the city Tuesday night (4) in two sections, coming in from the shows' winter quarters in Tampa. Actual set-up on the city streets here did not start until Midnight Thursday (6), as the erection of rides, shows, etc., had to await the removal of parking meters along Front Street, where the shows are spotted.

The Royal American opening was well ballyhooed, as Herb Pickard, the shows' diminutive press agent, had been in the city for two weeks. Much of the advance build-up was centered on Sally Rand, who this year heads a midway unit.

Sally arrived Friday (7), and tossed a cocktail party for press and radio people shortly after her arrival. She faced a heavy schedule of radio appearances, including guest disk jockey shots.

While the RAS supplies the big attraction on Front Street during the city's annual event, Wallace Bros.' Shows fill the same bill in the Negro section of the city. Wallace Bros. is spotted in Church Park on Beale Street.

Ramona, Cele Spec, Draws 35,000 in Six Hemet, Calif., Shows

HEMET, Calif., May 8.—Approximately 35,000 persons attended the 1948 centennial production of *Ramona*, California's historic outdoor play, which closed here Sunday (2) after its sixth scheduled afternoon performance.

Given in its natural setting, the *Ramona* pageant is sponsored each year by the twin communities of Hemet and San Jacinto as a non-profit enterprise. A semi-professional cast is employed to portray the drama made famous by Helen Hunt Jackson's immortal story.

In the past few years the play has been presented in the 6,000-seat *Ramona Bowl*, built with the proceeds of the pageant.

100,000 To Witness Wapakoneta Centen.

WAPAKONETA, O., May 8.—More than 100,000 are expected to witness the three-day Auglaize County Centennial at the fairgrounds here July 4-6.

Features will include a 500-voice choir, a program by the *Wings Over Jordan*, Negro choral group, a horse show, an amateur show, a fireworks display, a parade under lights and humorist Dusty Miller.

The centennial will have James Clanos's rides, an antique display in two buildings and a parade which is expected to have numerous floats and 15 bands in action.

"Graduation Exercises" Held At Billy Lester Circus School

CHICAGO, May 8.—Syd Herman, manager of Publi-Pix Photographers, Manitowoc, Wis., writes *The Billboard* as follows:

"Thought you would be interested in the enclosed program. The program is that of the 'graduation performance' of the world's only school for the professional circus performer and the Bill Schultz who heads the school (tuition is free) used to be known as Billy Lester, of the Lester, Bell and Griffin Trio. They played with many shows and Shrine circuses but probably are remembered best for their work with Ringling.

"Bill now is 68 years old but still performs, usually wearing his old William Tell costume. Needless to say, he is the town's hero, particularly in the eyes of Manitowoc youngsters. He has brought this city a million dollars worth of publicity in such

magazines as *Saturday Evening Post* and *American*. His school also has performed for all the major newsreels. He did a short for Paramount not too long ago. He has placed over 100 local youngsters with major shows, the best known probably being the Gaucho Teeterboard Troupe which played with Ringling-Barnum until the World War II draft broke up the act."

The graduation program follows:

Display 1—Grand entry. Display 2—Dorothy Schultz and Georgiana Barnes, swinging ladders. Display 3—Clowns. Display 4—Wesley Boswell and Patricia Schmitz, perch. Display 5—Edward Kummer and Dennis Edwards, comedy horizontal bar. Display 6—Clowns, Donald Underberg, Wesley Boswell, William G. Schultz Sr., Butch Kohls, Robert and Bernard Stadelman and Bucky Remminger. Display 7—Don Edwards, George Haase, Sally Goff and Elsie Herman, bicycle. Display 8—Dolly Swigum and Geraldine Kubichek, butterfly number. Display 9—Wesley Boswell. (See EXCURSION BOAT on page 55).

Close-Ups:

Strates, in Love With Showbiz, Spent Fortune To Stay With It

By Jim McHugh

(This is another in the series of articles on little-known facts about prominent people in show business.)

JAMES E. STRATES once demonstrated his love for the carnival business to the tune of a quarter of a million dollars. Jimmie had approximately that much in cash when the insurance companies paid off following a fire December 22, 1945, in his Mullins, S. C., winter quarters which destroyed the carnival that bore his name. Little remained other than the show train which he could have peddled in short

order for at least as much, if not considerably more, money than he invested in it. He had met with a great misfortune but, paradoxically, his was a most envious position.

Faced with perhaps the most important decision in his life, Jimmie decided to remain in the business. He cast the chips representing a fortune—a lifetime of ease and security—with an apparent abandon that rated considerable notice in a free-spending industry. With only three months to prepare, Jimmie hit the road in the spring of 1946 on schedule with a pieced together unit, representing perhaps the most expensive venture of its kind, to eventually make and maintain his fair commitments.

Business since then has been excellent. The show has prospered and much of the earned revenue has been turned back into equipment with the result that the show, as it hit the road this spring, has further secured its position as a top-bracket carnival. The makeshift pieces of equipment bought hurriedly at war-inflated prices have been largely replaced and modernized. No momentum was lost in the show's growth and progress. This year's fair route is the best ever held by the org and it should add up to a season of clear and pleasant sailing. And Jimmie, who could be lolling around his Elmira, N. Y., farm home admiring his throbred brown Swiss cattle, is happier with his trouser cuffs filled with shavings.

Greek Immigrant

Jimmie, like many other folks who have made their fortune in this country, arrived here as an immigrant from Greece in 1909. His early years were filled with a variety of jobs with all of his spare time given to athletics. The latter, strangely enough, led him into show business.

"I joined Lee Schaefer's Athletic Show in 1919 as a wrestler," Jimmie recalls. "Before that I worked in cotton mills, shined shoes, worked in

(See STRATES, IN LOVE, page 56)



JAMES E. STRATES

N. Y., Jersey, Conn. Linked

Revive trips to Steeplechase, Rockaway's Playland —shore spots benefit

NEW YORK, May 8.—Coney Island and Rockaway Beach, top seashore resorts in the New York area, are for the first time in many years to become stopping points again for excursion boats from New York and Jersey City, according to plans announced by the Circle Line and the Wilson Line.

The Circle Line, which runs year-round sight-seeing trips around Manhattan Island, plans to use part of its fleet this summer for the run from the Battery in downtown New York to the long pier in front of Steeplechase Park in Coney Island. Prior to the war this was one of the most popular summer excursions in this area. No date has as yet been set for inauguration of this service.

The Wilson Line, operators of a large fleet of excursion boats, will shift part of its fleet to runs from Jersey City and the Battery to Rockaway Beach, with the Rockaway stop at a pier serving the area in which Rockaway's Playland and Seaside Amusement Park are located. Service on this run gets under way May 29 and will continue thru Labor Day.

Jersey Spots Included

As usual, Playland, at Rye, N. Y., and the beach resort of Keansburg, N. J., will be served by large excursion steamers. The Meseck Steamboat Company will put its 2,700-passenger boat, *Americana*, into daily service between Jersey City and the Battery and the Playland pier at Rye May 30. On June 19 the Meseck line will add its 3,100-capacity liner, *John A. Meseck*, to the daily run and both boats will add Bridgeport, Conn., where Pleasure Beach Park is located, to their route.

Beach resorts at near-by Keansburg, N. J., will again be served by the two big excursion boats of the Keansburg Steamship Company. The City of Keansburg will start its *Bat-* (See CIRCUS SCHOOL on page 55)

Assemany, O'Brien Dispose of Rodeo To Todd, Steiber

DETROIT, May 8.—Buster Todd and George T. Steiber have bought the interests of Al Assemany and William O'Brien in the Tri-State Rodeo Company and will operate this summer under that title in the Motor City area.

Steiber, president under the new ownership, reports the unit is booked to play a July 3-5 celebration at Rochester, Mich., and Jefferson Beach Amusement Park, St. Clair Shores, Mich., August 26-29.

Todd, show producer, returned here recently from a business trip to Ponca City, Okla. Goldie Butner, bulldogger, arrived here last week to join for the season.

Assemany and O'Brien plan to form a new show.

Promotions Pay Dividends

Keep a close lookout for any idea which may be a help in drawing crowds. Here are a few promotions already tried that have repaid three park owners.

WHILE most park owners and operators throught the country are optimistic about the business outlook for this year, they believe, almost without exception, that the lush years are over and that it will be necessary to promote business this year.

There is no secret that promotions in every line of business, be it show business, department stores, drug-stores or what have you, are important. This is especially true in the amusement park industry and the "live" park owner is well aware of that fact. As a result, parkmen go for promotions of almost every description in a big way and are always looking for new ideas in promotions. Edward J. Carroll, owner of Riverside Park, Agawam, Mass., for instance, has gone on record many times, in speaking about park promotions, as saying, "I'll take a chance once on any promotion idea."

In line with promotions, *The Billboard* requested three representative average-size parks, one in the East, one in the Midwest and one in the Rocky Mountain region, to list, and explain briefly, their best promotions.

High on Value

At Riverside Park, Carroll and his public relations director, Harry Storin, are high on the value of promotions. They constantly are coming up with new ideas and never lose sight of the fact that the old ones are always good, provided they are in tune with the ever changing times. Carroll's oft-repeated remark about "I'll take a chance on anything," isn't exactly as it sounds, according to Storin, who said: "Not every idea tried at Riverside Park, or the other Carroll enterprises, is 100 per cent worth while. However, new angles are

studied carefully and if they show any risk possibility, we give the idea the 'gun,'" Storin said.

Once a promotion is finished at Riverside, a survey is made of every angle of the campaign. Weak points are "pointed up" for use the next season. If they don't come thru reasonably well, the experience is written off and something new is developed. The point is, this duo never gives up trying and from that effort, a general over-all program of events is planned, which, after several years, channels into a full season's plan.

Plenty of Advertising

Every promotion is given a strong publicity and advertising campaign, with follow-up coverage in the newspapers and on the radio. Here are a few promotion samples at Riverside:

CAR GIVEAWAY—There's nothing new about a car giveaway. However, with Carroll's park it is traditional. Down thru the years the event has been pyramiding and today it is tops on the Agawam calendar. Three to four autos are given away each season. Coupons are distributed freely to park patrons over a period of three to four weeks and on award night from 25,000 to 30,000 persons jam the park.

Details of the award nights are planned carefully and the event is handled in showmanlike manner. Interest on this promotion has become so great that newspapers send men to cover it and they always have a photographer in tow. The entire affair is handled in a dignified manner and the public is always satisfied with the procedure. Carroll is always on hand to watch every angle during the awards and Storin does the mike job, important in the over-all plan.

The idea has genuine public acceptance, because these men have planned everything with that in view. "There's always a tomorrow," runs the old saying, and it is certainly true in this case. Hence, the growth of the ordinary promotion builds into a terrific success.

Usually Sunday Events

DRUM CORPS COMPETITION—Carroll always has been high on this one and goes all-out on the promotion. Usually there are two Sunday events during the season. Corps are lined up from all sections of New England, particularly from the western and southern sections. Some idea of the strength of this promotion was experienced during the '47 season when the first of the two season's events drew rain. Altho the park was deserted, due to the heaviest rainfall of the summer on this particular day, over 2,000 corpsmen and women turned out and gave the park a healthy gross. All events were run off in the ballroom, which was packed from noon to almost midnight. Despite the rain, the younger groups who came from far and near in special buses were determined to have their fun during the periods they were not busy with competitions. This is a good rain-or-shine promotion, Carroll says.

Started in Small Way

OUTBOARDS—A few years ago Carroll toyed with the idea of staging something on the Connecticut River, adjoining his park. He dug up some midget racing boat fans and staged a few small racing events. From this small start, and with initiative and cash, he has built this promotion until now Riverside Park is awarded

the U. S. Eastern divisional championships. They are now a Labor Day week-end feature and every year shows greater interest.

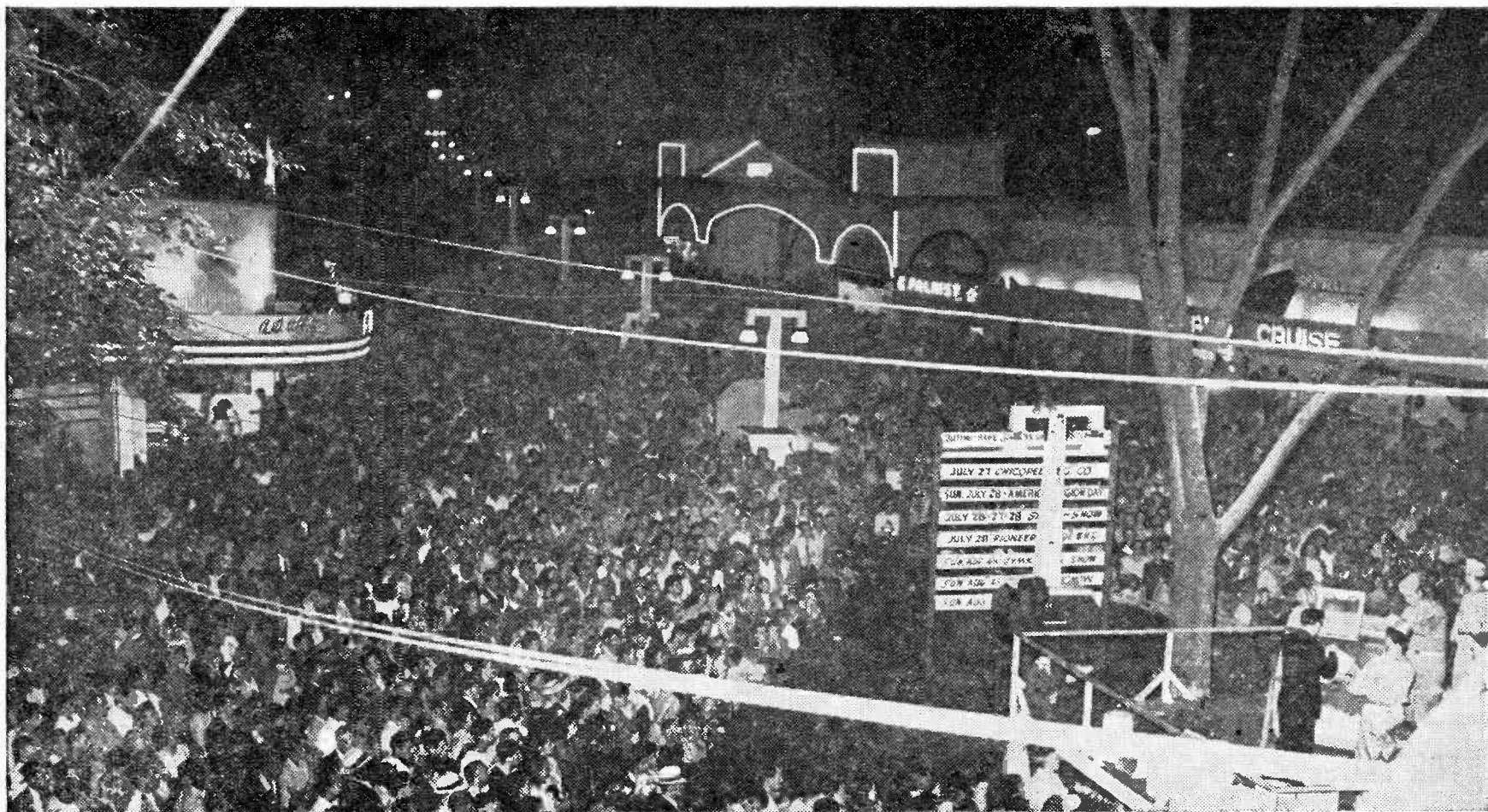
These are just a few of the many promotions Carroll and Storin stage. There are a great many others, of course, but still they are hopping around the country looking for new ideas to improve the ones they've already staged.

Haines Gives Ideas

Dale Haines, public relations director at Summit Beach Park, Akron, chose the Golden Wedding Day and bubble gum contest as the ones he wanted most to talk about when asked about successful promotions at his spot. Here's the way Haines describes the events:

GOLDEN WEDDING DAY—June being the month of brides, thoughts naturally turn to newlyweds. Thus, wouldn't it be wise to better educate these people thru a day dedicated to their elders. That is, to the people who have been married 50 years, for instance. *The Akron Beacon Journal* thinks highly of these people, running a daily column called *We Congratulate*, which carries the names of those marking their golden wedding anniversary. I thought it would be a great idea if these people could be assembled and a day each year set aside as their day. I decided to call it Golden Wedding Day.

With that thought in mind, Haines approached the public service editor of *The Akron Beacon Journal* and told him of the availability of Summit Beach Park for such an affair. The editor liked the idea and Summit Beach's publicity problem was solved. With the public service editor (See *PROMOTIONS PAY* on page 58)



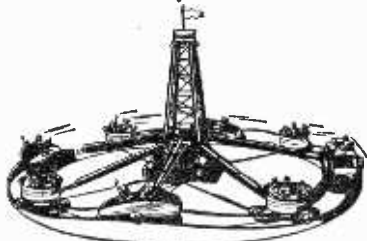
HERE'S A TYPICAL CAR GIVEAWAY CROWD at Riverside Park, Agawam, Mass. Note stand at right. Blind veteran was used to select the winning ticket. This is the park's best promotion and draws around 30,000 persons three to four nights every season. Event is traditional at Riverside.

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Davies Launches Outdoor Jaunt

DIXON, Ill., May 8.—With good weather, the Ayers and Kathryn Davies Circus launched its initial outdoor season here April 20-21 under Junior Chamber of Commerce auspices. Attendance on both days bettered the org's previous engagements here when it played indoors, the management said.

Show played Amboy, Ill., April 22 under PTA auspices to good business. Show is being transported on 14 trucks, cars and trailers, and is presented under a 60-foot top and one 30.

Program includes Display No. 1—Opening spec; Display No. 2—Lew's equestrian dogs and monkeys; Display No. 3—Paul Zallee, comedy juggler; Display No. 4—Betty Tilton, contortions; Display No. 5—Paul Zallee and Roy Adkisson, clowns; Display No. 6—Tama Frank and Ruler, menage; Display No. 7—swinging ladder; Display No. 8—clowns; Display No. 9—Betty Tilton, rolling globe; Display No. 10—Patsy Lee's dogs; Display No. 11—clowns; Display No. 12—Military ponies worked by Tama Frank; Display No. 13—Tama Frank Jr., rope spinner, and Display No. 14—Betty Tilton, single trapeze.

The concert features Tama Frank and Patsy, whip cracking and impalement act, with the James M. Cole Circus last season. Big show runs an hour, with the concert consuming a half hour.

Staff includes Mr. and Mrs. Ayres Davies, owner-managers; Ayres Davies, general agent; Kathryn Davies, treasurer; Harry Palmer, superintendent; Walter Rodenbush, boss canvasman; Eddie Bosse, lights; Gene Rogers, ring stock and pony ride; Edna Earl, concessions.

The side show carried by the org was not set up for opening. Show is using a calliope for downtown street ballys. Clifford Gilman, of this city, did the painting and lettering of equipment.

Show will play its established indoor territory in Illinois, Wisconsin, Iowa and Michigan, a route it has made for the last two winters.

New Police Order Reassures Rights Of Philly Venders

PHILADELPHIA, May 8.—Sweeping instructions to police restricting activities of venders on highways around circus grounds, athletic stadiums and other locations where large crowds gather were issued this week by Police Inspector Herbert Kitchenman. The orders were an elaboration of the special order issued several weeks ago by James H. Malone, director of public safety, which was designed to break up an alleged monopoly held by John A. Quinn, former American League umpire, the purpose of which was to control vending rights on the city streets.

Quinn allegedly traded on City Hall connections to curtail operations of all other legitimate and licensed venders. Malone notified policemen that duly licensed concessionaires were not to be molested as long as they complied with police regulations.

Concessionaires who have licenses will be allowed to work inside of building lines. Any vender who tries to operate within the building line for which another concessionaire has a contract will be charged with trespassing. Police are instructed not to interfere unless there is a breach of peace.

Inspector Kitchenman's orders apply specifically to areas encompassing the circus grounds, Municipal Stadium, Arena, Temple Stadium, Commercial Museum, Convention Hall, Franklin Field and Shibe Park.

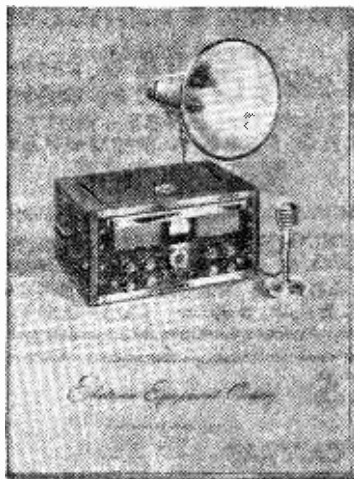


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The typical high quality of Wards Airline Sound Systems is incorporated in this 30-Watt Mobile Sound System that operates anywhere...use battery or electric power. This is ideal equipment for carnival, circus, sound truck or stadium — anywhere a sound system is required. If you have any problem in selecting a sound system, we invite you to write to our Radio and Sound Equipment Department at Chicago.

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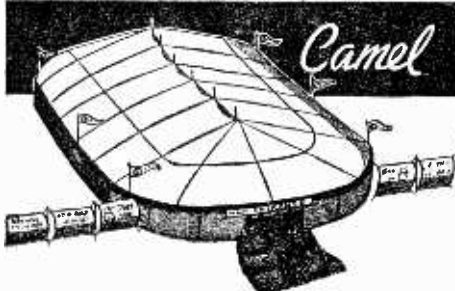
12 and 16-lb. with 36-in. Hickory handle. \$1.50 ea. \$15.00 doz. Reg. value, \$4.00 ea.
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Three Wire #6 Type S 600V Extra Flexible 131 Strand Rubber Cable in 150 ft. lengths on tubular steel reel with 60 Amp. Crouse Hinds Arkite Connectors both ends, plus extra matching Connector for wall or cable mounting. Condition new. Made by Rome Wire Corp. for USA Portable Field Generators. Can be buried in ground for temporary use. Cost \$246 Ea. OUR PRICE ONLY \$37.50. F. O. B. MACON, GA. (Present wholesale cost of Connectors, \$24.20; Wire, approx. \$135.) 20,000 ft. on hand for immediate delivery. Weight, 117 lbs. Sorry, no exports. Sample, 50¢.

Stanton Radio Supply Co. Phone 1178 Macon, Ga.

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Motor Speed Round-Up:

Horn Registers His Sixth Win Of 1948 at Reading Fair Track

READING, Pa.—Ted Horn, Paterson, N. J., won his sixth straight big-car race here Sunday (2) at the fairgrounds. In second place in the 25-lap feature was Joie Chitwood, Reading. Bill Holland, Reading, was third.

Bridgeport Races On
BRIDGEPORT, Conn. — The 1948 midget racing season got going at Candlelight Stadium here Monday (3). Promoter Bill Tuthill has increased the seating capacity, which was inadequate last season.

8,000 at Richmond
RICHMOND, Va. — Bill Randall, Wakefield, Mass., copped the inaugural midget feature at Atlantic Speedway on the grounds of the Atlantic Rural Exposition Sunday (2) before a crowd of 8,000. The day before Randall won the feature at the Allentown (Pa.) Fairgrounds. Red Crise is promoting the local meets, the remainder of which are skedded for Wednesday night.

Kedenburg Bows Set
NEW YORK — Jake Kedenburg, Long Island midget racing promoter, announces the opening of his Islip track Sunday (16) and his Freeport oval Friday (21). The Islip preem will be a benefit for driver Johnny Ringger, who was injured during the winter season.

Steves Wins at Saugus
SAUGUS, Calif.—Bill Steves captured the feature event in the hot rod racing card at Bonelli Speedway here Sunday (2). Ed Ball was second and Colby Scroggins third. Bud Van Maanen took the 20-lap semi-main. Honors in the trophy dash went to Jim Rathman.

Roscoe, Calif., Results
ROSCOE, Calif.—Floyd Emde won the feature motorcycle race at 5-H Speedway here Tuesday (4), with Pert Brundage and Jack Bailey trailing in that order. The main event, originally slated for 30 laps, was cut to 10 when three riders had to retire after a collision on the opening turn. None was seriously injured. The 12-lap semi was taken by Fred Ford. He was followed by Ray Tanner and Ernie O'Roccio.

11,218 at Gardena
GARDENA, Calif.—Bert Livingston, piloting a Ford, took first place in the 125-lap feature of the stock car races before a turnaway crowd of 11,218 fans at Carrell Speedway here Sunday (2). He took the lead on the 88th lap when Bill Taylor's car blew a tire. Max Ryan gave the fans an extra thrill when his Crosley hit the crash wall on the 64th lap, overturned, and then bounced right side up and continued in the race. Ryan was not hurt. Don Freeland finished second in the big race and Jack Watson was third. Consolation race was won by Don Basile, and Charlie Sheppard nabbed the trophy dash. Heat

winner were Bill Taylor, Kenny Palmer and Basile.

Fred Hanson Injured
ROSCOE, Calif.—Racing driver Fred Hanson was critically injured in a sensational three-car pile-up at the 5-H Speedway here Friday (30) in the final lap of the feature hot-race before a capacity crowd. Hanson, 29, of Hollywood, rammed the car ahead of him, went into a loop, turned over and hit the crash wall, taking another car with him. Hanson was

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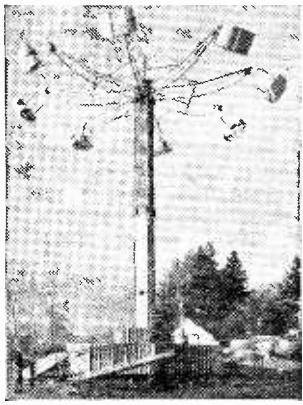
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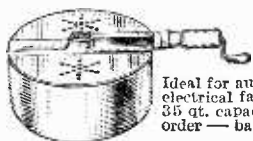
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JUST ADD WATER

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BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Cones.

pinned in the wreckage of his car. The other drivers were uninjured. Hanson was taken to the Glendale Community Hospital, where his condition was described as "critical."

Levrett Cops at Oakland

OAKLAND, Calif.—Bayless Levrett, of Glendale, won the feature event of the big car races at the stadium here Sunday (2) before a crowd of 9,000 fans.

Bob Barker Scores Win

CULVER CITY, Calif.—Bob Barker finished first in the 40-lap midget auto race feature at the speedway here Tuesday (4) before 3,500 fans. Allan Heath was second and Walt Faulkner third. Bill Zaring outran Don Welch and George Seegar in the semi-main, and the trophy dash was nabbed by Roger Ward.

4,500 at Cherry Park

HARTFORD, Conn.—Lloyd Christopher won the 25-lap feature event at Cherry Park Speedway in suburban Avon Sunday (2) before an estimated 4,500.

Macon, Ill., Opens Big

MACON, Ill., Opening of the mid-gut auto race season at Macon Speedway Saturday night (1) drew 3,750 paid admissions to set a new track record. Two crack-ups marred the program. Melvin Wainwright, St. Louis, sustained chest injuries; Chuck Marshall, Champaign, Ill., burns on the arm and chest; Stan Smith, Collinsville, Ill., broken left arm, and Ray Knepper, Belleville, Ill., a broken leg. The 20-lap feature was halted at the end of 10 laps because of one of the crack-ups.

10,000 at Lakeview

LEXINGTON, N. C.—Bill Franks, stock car promoter, successfully premed Sunday (2) at the new Lakeview Speedway, located midway between Lexington and Salisbury. An estimated crowd of 10,000 turned out to overflow the 4,000-seat stand in the \$50,000 layout. Franks will preem another new track at Wadesboro Sunday (9). Red Byron, Atlanta, won the feature 30-lap event. Fonty Flock, Atlanta, was second.

Recreation Center Set for Greensboro

GREENSBORO, N. C., May 8.—First steps toward development of an amusement center at the Greensboro Recreation Park were approved by the city council Tuesday (4) with the leasing of part of the area to Hope Seignious and Kathryn Hemphill, well-known golfers, for the operation of a miniature golf course and other amusements. The lease covers three summer months annually for a period of four years, with the city receiving 15 per cent of the gross receipts.

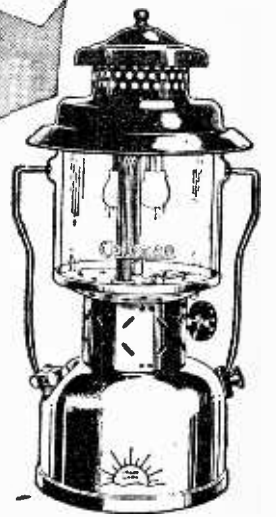
The promoters plan to open the miniature golf course June 15 and, if it is successful, to add bowling alleys, shuffleboard, archery and badminton later. The park is supervised by O. T. Hester, city recreation director.

Polo Preps for Nashville

NASHVILLE, May 8.—Returns from an advance ticket sale for Eddie Polo's Thrill Circus, scheduled to give six performances May 20-22 in Sol Dell Ball Park here under auspices of Veterans of Foreign Wars, Post 1291, indicate good business for the show, reports Henry W. Mason, female impersonating clown, who is doing advection street ballys and will also appear in the show with nine other clowns. Show will include Speedy Bab's Motordrome; horse, dog and pony routines; high aerial acts, and bus jumps and auto crashes, featuring Doc Owens.

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with a **Coleman** Floodlight LANTERN

**COOK with GAS**
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Powerful Coleman Burner (two sizes). Quick, clean heat for any cooking or heating use—the show-stand operator's friend!



Handy Gas Plant—biggest little all-around "stove of 100 uses"—clean, fast; 7,500 BTU per hour.

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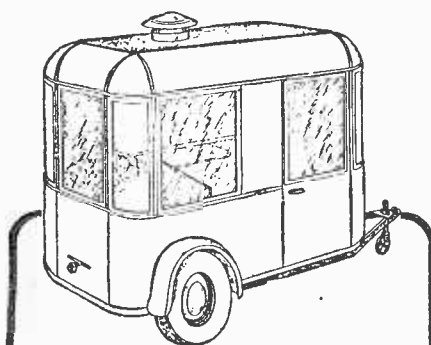
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800,000,000 CP
SPERRY OUTFIT
complete with
power unit, cables,
carbons, and con-
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NORWOOD, MASSACHUSETTS

New ELECTRIC CORN- POPPER



PROFITS GALORE!
\$5 to \$50 daily
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Get in the BIG
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business with this
popper — does
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chine. Can pay for
itself in a few
days because of
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**FULLY GUARAN-
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Metallic finish; gleaming nickel trim; electric
lighted; beautifully decorated with multi-
colored popcorn signs. Uses less current—AC or
DC, any cycle, connect anywhere. 17"x17"x26"
high. Wt. 30 lbs.

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EXCEL MFG. CORPORATION
Dept. B5-1548 Muncie, Indiana

Dailey Doing Okay in Ohio; Delays Hurt

Weather Proves Favorable

ZANESVILLE, O., May 8.—Be-
cause of a late arrival here, blamed
on poor railroad connections, Dailey
Bros. had to settle for a half house
at the matinee Wednesday (5) when,
if the show had arrived on time, it
might just as well have been a full
one. Weather here was ideal and the
show packed the big top that night.

Late arrival was because of poor
railroad connections from Marietta,
O. Show officials said despite the
fact the show was packed and ready
to move from Marietta at 2:15 a.m.,
there was no railroad crew available
thereby causing the delay. The mat-
inee here was delayed two hours.

At Chillicothe, O., the show was on
a small lot, which made for cramped
quarters. Show drew better than a
three-quarter matinee and an over-
flow at night. So large was the
crowd at the night show that per-
formance was 20 minutes late getting
under way because of the crowd
overflowing the big top.

Despite a late arrival in Ports-
mouth, O., the show set up in record
time and the matinee was only 15
minutes late starting. Afternoon
house was better than three-
quarters, with the night show draw-
ing slightly less. Weather at night
was on the cool side.

14,000 at Opening Of Santa Rosa Meet

VERNON, Tex., May 8.—The larg-
est opening night rodeo crowd in the
history of Vernon—an estimated 14,-
000—turned out for the annual Santa
Rosa Round-Up here Monday (3).

Furnishing the carnival attraction
were the Alamo Exposition Shows,
owned by Jack Ruback. The Alamo
org also played the Battle of Flowers
in San Antonio and Ruback reported
business there as "excellent."



WHEN TOM RAMSHAW, manager of the Chi-Chi, San Diego, Calif., restaurant and nitery, designed the spot's Circus Room, he had the artist use as a model Dorothy Herbert, equestrian feature with the Clyde Beatty Circus. Recently, when the show played San Diego, Ramshaw had the circus folks as his guests and persuaded Miss Herbert to pose for the above photo.

SPCA Loses Case Charging R-B Bull Man With Cruelty

NEW YORK, May 8.—A charge of
willfully torturing an elephant,
brought by the Society for the Pre-
vention of Cruelty to Animals
(SPCA) against Hugo Schmidt, 45,
head elephant trainer for the Ring-
ling circus, was dismissed Tuesday
(4) by Magistrate William E. Ringel
in Mid-Manhattan Court after Ray-
mond H. Mulligan, SPCA special
agent who made the arrest, admitted
that he was not qualified to judge
what methods should be used in the
training of an elephant. The court
also professed inability to gauge the
charge, but advised the defendant to
be "more gentle in the future with
animals."

Schmidt said he had studied the
anatomy of bulls while training 285
in Europe during his 25-year career.
The most sensitive part of the ani-
mal was its breast and the area be-
tween its ribs, he said. Striking an
elephant over the eyes appears worse
than it feels, he added, pointing out
that the pachyderms have "pillows"
of skin that protect them in the
jungle. The animal was struck for
punishment because it would not lie
down or mind.

Aerialist Hilda Davis Back On Feet But Not To Perform

MIAMI, May 8.—Hilda Davis, 35,
one of the members of the high-wire
walking Alzana Troupe, who fell 33
feet here November 19 while per-
forming with the Ringling circus, is
walking again and plans to rejoin her
family and circus in Boston. She
will not be able to perform for at
least a year.

Miss Davis was injured when the
pole carried by Harold Davis, her
brother, became entangled in the
rigging. They crashed into their
father, Charles, when they fell and
he also was injured. The act's two
other members, Minnie and Elsie,
managed to cling to the rigging.

R-B Inks Bridgeport

BRIDGEPORT, Conn., May 8.—
Ringling Bros. circus has contracted
to show Newfield Park here June 14
and 15. This will be the first visit
of the Big Show since the 1944 Hartford
fire.

Big Year Seen For Va. Spots

RICHMOND, Va., May 8.—A rec-
ord season for Virginia's seashore
and mountain resorts is anticipated
by the Virginia Conservation Com-
mission.

Spring activities have all been
highly successful when good weather
prevailed. Chief event to date was
the staging last week of the annual
Winchester Apple Blossom Festival
which drew more than 100,000
visitors.

The approximately 200 hotels and
cottages at Virginia Beach are largely
occupied and advance reservations
indicate that this resort is in for a
big year.

Some of the major events already
set and now being publicized by the
commission are the 341st Anniversary
of the Landing at Jamestown, May
13; Loudon Hunt Club Horse Show,
Leesburg, May 15; opening of the
Virginia State parks, May 17; Vir-
ginia Music Festival, Charlottesville,
May 21-23; Deep Run Hunt Club
Horse Show, Richmond, May 29-30,
and the motorcycle championship
races at the Atlantic Rural Exposi-
tion, Richmond, May 29-30.

Polack Attendance Receipts Up 20% for Sacramento, Calif.

SACRAMENTO, Calif., May 8.—An
increase of 20 per cent in attendance
and receipts was registered by the
13th annual engagement of Polack
Bros.' Circus Western Unit for Ben
Ali Shrine Temple in Memorial Audi-
torium here. Louis P. Stern, of the
show, said 85,000 persons saw the
show during a run of 10 nights and
9 matinees, ending Sunday, April 20.

Most performances were sellouts
or turnaways, and even the Sunday
night closer, traditionally light, ap-
proached capacity proportions. Date
was handled for the fifth consecutive
year by Jimmy Rison, who reported
his promotion and membership ticket
sale both set new records.

Show moved from here to Oakland
for an 11-day run which opened
Thursday (6), to be followed by a
run of the same length across the bay
in San Francisco.

Before coming to the Coast, Po-
lack's Western Unit played nine
stands in the Middle West, all of
which were heavy winners. Joe
O'Donnell, who handled the highly
successful date at Indianapolis, has
gone to Corpus Christi, Tex., for a
date of the Eastern Unit.

I. J. Polack, after a few days at
his home in Van Nuys, Calif., was on
hand in Oakland for the opening.

Mrs. H. H. Park Off To India for Animals

NEW YORK, May 8.—Mrs. H. Hal-
stead Park, well-known wild animal
sculptor of Katonah, N. Y., left for
Europe on the Queen Elizabeth,
April 29, en route to India, where
she will shop for a consignment of
elephants, tigers and leopards for
Hunt Bros.' Circus.

Mrs. Park, despite being 56 years
old and having three children and one
grandchild, has made a hobby of
sculpturing wild animals and recently
completed models of two elephants of
the Ringling-Barnum circus.

This is Mrs. Park's second trip to
India. She plans to visit Nysore,
Travancore or Assam in search of
nine elephants, two tigers and two
leopards which she will bring back
to New York under the supervision
of Hindu mahouts.

Nick Cozzolino Dies in Plunge

CRANSTON, R. I., May 8.—Nicholas Cozzolino, 29, of Chatham, N. Y., an aerialist, was killed here Tuesday night (4) when he fell 110 feet when the trapeze on which he was performing gave way.

Cozzolino was appearing with the Sky High Thrillers, a three-man free act featured by the United Amusement Shows of East Providence, which appeared on Dyer Avenue under American Legion auspices. His partners, Richard E. Marchant, 19, of Maynard, Mass., who was holding the trapeze upon which Cozzolino was performing, and Clodold Beriau, 20, of Worcester, Mass., descended safely.

Marchant and Beriau said the trapeze had not been inspected before the performance, as was customary, because brand new ropes were being used.

Birmingham Joins Beam

NEW YORK, May 8.—Jack Birmingham visted *The Billboard* offices yesterday (7) en route from a job on the Cole Bros.' Circus advance, to take over a similar position with B. Ward Beam's Hell Drivers. The Beam show opens in Muncie, Ind., Friday (28). Birmingham said he will be assisted by J. R. Ramsey, formerly with the Ringling advance and one other biller.

PARK MEN, YOUR ATTENTION PLEASE

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The most dependable of all large Amusement Park Rides. It pays a profitable return on your investment year after year. For long life and certain not profits your Park needs a No. 16 BIG ELI Wheel.

The BIG ELI No. 16 is without a doubt one of the most beautiful rides you can have in your park. You can't afford to be without one, so don't wait longer, write for full information today. Ask for Price List A-59.

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Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois





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READY-TO-EAT POPCORN PRODUCTS

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SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue
UNION, SOUTH CAROLINA

"THE CHALLENGER"

CANDY FLOSS MACHINE

This machine is custom designed for heavy duty required at Carnivals and Circuses. It is being used in some of the largest amusement centers in Chicago.

Priced at only \$295.00 F. O. B. Chicago, Ill.

For detailed information write for circular.

HOUTZ POPCORN CO.

Candy Floss & Popcorn Supplies
3506 N. Lockwood Ave. Chicago 41, Ill.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 7.

The complete List of Fair Dates was published in the issue dated March 27. The next complete list will be published in issue to be dated May 29. See each issue of *The Billboard* for corrections and additions.

COLORADO
Hotchkiss—Delta Co. Fair & Rodeo. Sept. 8-11. Mark Clay.

IDAHO
Welser—Welser Round-Up Assn. Aug. 5-7. Claude Wade.

ILLINOIS
Albion—Edwards Co. Agrl. Fair Assn. Aug. 24-27. Loy L. Thread.

Augusta—Community Livestock Assn. Aug. 31-Sept. 3. K. K. Cunningham.

Carthage—Hancock Co. Junior Fair. Aug. 10-13. Ernest Painter, LaHarpe, Ill.

Casey—Clark Co. Fair. July 2-5. J. K. Crandall.

Decatur—Macon Co. Fair. July 28-30. E. L. Huntley.

Fairfield—Wayne Co. Fair Assn. Aug. 10-13. Roland D. Scott.

Flora—Clay Co. Fair. Aug. 23-27. Loren Patty.

Georgetown—Voc. Agrl. Fair. Aug. 23-28. Grover Blayney.

Litchfield—Montgomery Co. Fair. Aug. 8-11. Ray Rostrom.

Mazon—Grundy Co. Agrl. Fair. Sept. 3-6. W. F. Carter.

Mendon—Mendon-Adams Co. Fair Assn. Aug. 9-12. I. M. Burbank.

Nashville—Nashville-Washington Co. Fair. Aug. 10-13. J. K. Williamson.

Olney—Richland Co. Fair Assn. Sept. 13-17. W. H. Shultz.

Oregon—Ogle Co. Fair. Sept. 4-6. E. D. Landers.

Ottawa—La Salle Co. Junior Fair. Aug. 10-12. Edmund Freese.

Paris—Edgar Co. Fair. July 25-30. Wm. Parrish.

Pinckneyville—Perry Co. Agrl. Soc. July 19-23. Mrs. J. H. Stumpe.

Sparta—Randolph Co. Fair. Aug. 3-6. Harry G. Foster.

Sullivan—Moultrie Co. Fair. Aug. 5-7. Walter M. Lane.

Urbana—Champaign Co. Fair Assn. July 25-30. Carl A. Parks.

INDIANA
Brazil—Clay Co. 4-H Club Fair. Aug. 10-12. R. D. McHargue.

Frankfort—Clinton Co. Fair. Aug. 22-27. O. M. Meeker.

Lyons—Lyons Fair. Aug. 25-28. D. R. Edwards.

IOWA
Grinnell—Poweshiek Co. Agrl. Assn. Aug. 23-25. L. D. Brown, Brooklyn, Ia.

KENTUCKY
Hardinsburg—Breckinridge Co. Fair. Sept. 10-11. W. C. Pate.

Inez—Martin Co. Fair. Sept. 23-25. Wm. F. Cornett.

Morehead—Rowan Co. Fair. Oct. 8-9. Wm. K. Rouse.

MICHIGAN
Gladwin—Gladwin Co. Fair Assn. Sept. 7-10. R. H. Brubaker.

(See FAIR DATES on page 67)

Det. Showboat Off; Server May Frame Park in Howell

DETROIT, May 8.—Plans for the Showboat Playhouse, announced last June, have been shelved for 1948, but will be resumed again next year, according to Fred Server Jr., promoter. Server still has the former Great Lakes excursion steamer, *Theodore Roosevelt*, under option and may bring it to Detroit to convert into the playhouse project.

The reason for the postponement is the recent death of Server's Father, making it necessary for him to take over and dispose of a moving business in Howell, Mich., about 40 miles north of here. In connection with his Howell operation, Server is negotiating for the opening of a small resort and amusement park in the vicinity of Howell to preem next month.

Server's Showboat Playhouse plans call for leasing 20 acres of Boise Blanc (Bob-Lo) Island at the mouth of the Detroit River for picnic-type operation. Docking facilities would be provided for the ship which would have an 800-seat theater for dramatic stock on the first deck and dancing on the second deck. Year-around operation would be insured by bringing the boat up the river to Detroit for the winter and docking it in an accessible location on the waterfront.

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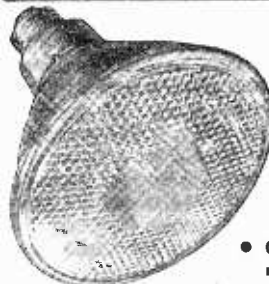
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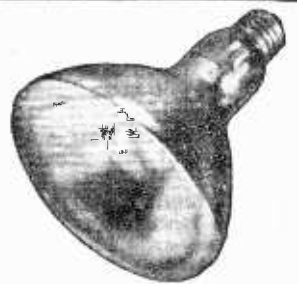
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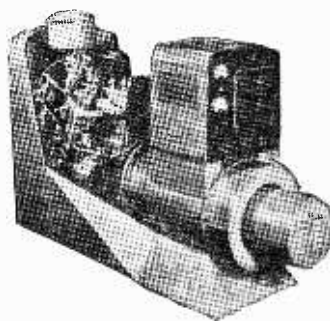
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Aqua Show Scores Smash At Utah Fete

Rest of Run a Sellout

SALT LAKE CITY, May 8.—Repeating its smash hit of 1947 when it was a feature of the Utah Centennial, the *Water Follies of 1948* bowed in its new season here in a two-week engagement at the Coliseum in the Utah State Fairgrounds. Presentation was by International Aquatic Productions, Inc., of Boston, Solomon Schneider, president.

Official staff included Natalie Komarova, producer; Larry Flint, musical director; June Milton, choreography; Lenny Laden, master of ceremonies; N. G. Snyder, publicity director; Harry Cameron, superintendent of equipment; Paul Bucknell, stage manager; Joseph Sabol, assistant stage manager; Elsie Carlson, wardrobe mistress.

Solid Entertainment

In its preem here the 1948 edition proved solid entertainment, and the two-hour show found such favor with the opening-day crowd Saturday (1) that a sellout of the 3,500-seat Coliseum was assured for the full run. Lone exception was the Sunday performance, which in this church-going town, couldn't overcome the jinx to fill the place.

Format of the new show is practically that of preceding years, with the talent much the same. Peter Fick and Jean and Joy Fitzsimmons remain the featured swimmers. Featured divers are Charley Diehl, Roger Nadeau, Emile Hotte, Johnny Edmiston and Norma Dean. Eddie Rose and Lenny Laden handle the comedy aquatics.

Performance is divided almost evenly between stage and pool presentations, and while individual acts on the boards score heavily, the water events take command of public interest—never to let go. Top honors in the stage show were captured by the singing of Don Corey, personable blond tenor, and the ballet work of Miss Cecil Lewin who was able to survive the mediocrity of the dancing line. Danny Southern, a newcomer this year, fared well in the vocal department. Gene Cooper, in dance specialties, and the Three Aces, acrobats, were satisfactory. Premier critics took to Lorre Layne, torch singer, new with the show.

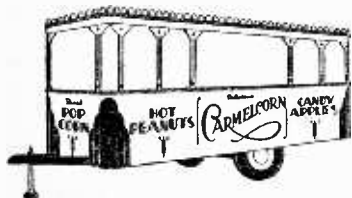
Comedy Scores

The water show was top-notch entertainment, with Fick and the Fitzsimmons Sisters carrying the load of graceful swimming, assisted by an excellently drilled, attractive, precision group of aquabellies. The same gals out of the water were disappointing, below par both in routines and execution. Comedy diving by Eddie Rose and Lenny Laden was sock entertainment.

Equipment carried includes a 45 by 35 by 8 diving pool. The water ballet and exhibition pool is 75 by 35 by 5.

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Fair Management:

Over-All Grounds Survey Held Vital in Planning Buildings

By R. J. Pearse, Fair Designer

NO TAILOR would start cutting out a suit of clothes without knowing that he had enough cloth to make the entire suit. A contractor would be foolish to start a building without first knowing the amount of materials available. No fair manager should start planning a building program or laying out improvements until he has in hand an over-all survey of his entire grounds.

A survey is a measured layout of all existing units which go to make up a fairgrounds. Each unit should be measured separately and then plotted on a plan at a definite scale in which a certain number of feet on the ground are represented by one inch on the plan.

For larger fairs a convenient scale is one in which one inch on the plan equals 10 feet on the ground. For smaller fairs, a scale of 50 feet to one inch on the plan can be used, or even 40 feet to one inch can be used if the grounds are not over 40 acres.

Suggested Scale

The most convenient-sized plan to use in making a master plan is one that measures approximately 36 inches square. This is not too large to see it all at one glance and not too small to be a miniature. At a scale of 100 feet to an inch, a fairgrounds 160 acres square would be plotted on a plan a little over 26 inches square. This same grounds scaled at 80 feet to an inch would make a plan 36 inches square, or at a 60 scale approximately 44 inches square.

A great many county, district and some State fairs have just grown like Topsy. In many instances a race track was first located, then a grandstand was built, and the rest of the exhibit and livestock buildings added one at a time until at present the result is an arrangement of buildings and grounds which, while useful in horse and buggy days, is entirely inadequate in the modern needs of a fairground.

The only method to use in starting a remodeling or a new building program is to have a careful survey made of the entire grounds, plotted at a convenient scale. Then it is possible to obtain an over-all picture of what is available and how it might fit into a new plan to cover improvements which are planned over a period of years.

Should Show Topography

With a location survey, it is desirable to have a survey of the topography or elevations of the grounds in relation to each other. In planning a new grounds this survey is absolutely necessary to show how best to locate the race track without an excess amount of cut or fill, where the storm drains should be located to take care of excess drainage water, and how parking areas should be drained so that cars will not be standing in a swamp during a quick rain.

In planning a large number of fairgrounds thousands of dollars in construction and maintenance costs could have been saved if the plan had been based on an accurate survey before any grading or building was started. Some buildings are located on a hillside with one end in the ground and the front high enough for a basement garage. Sometimes in case of rains during the fair, large puddles of water form at the entrance to the grandstand or between buildings so that fair patrons must walk thru this water to get where they want to go. A careful drainage plan based on a topographical survey and graded according to a well-thought-out plan

would eliminate this condition and also dissatisfied patrons.

Size of Contour Intervals

The rougher parts of the fairgrounds need show only a five-foot contour interval. The areas used moderately, such as parking zones and carnival grounds, need a two-foot contour interval shown, but in intensively used areas where buildings are to be moved or built a one-foot contour interval is necessary. The first question an architect asks upon being requested to design a building, is, "Do you have a survey to show the elevations?"

It is surprising how few fairs now have an accurate up-to-date survey of their grounds which shows all of the information necessary to plan buildings and grounds. Many surveys date back 50 or 60 years and probably most of the existing buildings have been built since the survey has been made and do not show on the survey.

With an accurate survey made by a local engineer, a master plan can be laid out to scale and the interrelation of all existing and proposed building units can easily be seen. Also it is easier to see some of the possibilities or rearrangement to provide better facilities for the fair patrons, the carnival operators and the exhibitors.

Speeds Midway Layout

One well-known carnival owner said last year, "Get in touch with manager of the Fair. They need a master plan. We have a hard time to set up our carnival on their grounds." With an accurate survey of the grounds showing the space allotted for use of the carnival, it is possible for the layout man to plan in advance just where each unit is to be placed and just how he can lay out the carnival to best advantage. Much space can be saved in this manner and everyone, including the management, has a feeling of setting up a fair on a businesslike basis.

This survey should be made at the time of year when local engineers have a slack period and often reduced costs can be secured. Last year during the busy summer season it was necessary to wait three months before engineers could be obtained to make a survey of one fair so that a master plan, based upon such required survey, could be made.

Some fair managers say, "I don't need a topographical survey of my grounds for it is as level as a floor." Such a level-appearing grounds is the one needing the most careful survey in order to take care of storm water at all times of the year and to avoid excessive grading and culverts.

Money spent for an accurate up-to-date survey of a fairgrounds will pay off many times over its cost. It is like putting money in a savings account, it may not be required for some time, but when it is needed, either in an emergency or in a building program, it enables speedy, efficient and economical action.

Bingo Application Nixed

CAPE MAY, N. J., May 8.—Mayor I. Grant Scott last week turned down an application to operate a bingo game, explaining that the city commission is powerless to act, since bingo is not legalized in New Jersey.

Wis. Centennial To Get All-Out Radio Coverage

MILWAUKEE, May 8.—Radio outlets of Wisconsin plan to pull all the stops during the run of the Wisconsin Centennial Exposition, August 7-29, at the State fairgrounds here.

Twenty-two stations will carry programs from the centennial, Gordon Crump, the expo's publicity chief, announces. Most of these will be aired from Radio Hall, an old structure transformed into a virtually all-new building.

At least 16 network shows will be broadcast from the expo, according to Crump, who said others also may be scheduled.

Judging by plans of Milwaukee's WTMJ, the event will receive intensive television coverage. That outlet plans to televise its daily noon-hour program, the *Grenadiers*, which features audience participation and to present programs intermittently throughout the day and night hours.

All but two of the State's 57 radio stations have taken an active part in the contest to determine Alice in Dairyland, the gal who will be used in publicizing the event. Once selected, she will model for a giant replica which will be on display in a huge dairy land exhibit.

Also participating in the Alice contest are 37 of the State's 39 daily newspapers and about one-third of Wisconsin's 300 weekly papers.

Construction Mounts

Construction on the fairgrounds continues. Fourteen buildings now are under construction. Virtually finished is a press-radio building, which will provide separate rooms for radio people, daily newspaper representatives, and reps of weekly papers.

Radio Hall, when finished, will provide facilities for one show to make ready while another is on the air. The building will seat 1,500 for radio and television shows.

Ralph Ammon, manager, this week paid a flying trip to Chicago on expo affairs. Sam J. Levy, president of the Barnes-Carruthers Theatrical Enterprises, Chicago, holder of the major grandstand attraction contract, was here yesterday, setting plans for rehearsals.

Greenfield, Mass., Plans

New Bldg. for 100th Fair

GREENFIELD, Mass., May 8.—Features of the 100th Franklin County Agricultural Society Fair September 13 thru 15 will include a building for exhibits of the Franklin County League of Sportsmen's clubs, it was announced at a trustee's meeting. The new structure will be placed next to the 4-H Club building completed last year.

Fred B. Dole, president, announced plans for an auto show. Roger Ladd, superintendent of racing, was voted \$3,100—an increase of \$600—for purse money to enable him to obtain more horses. Edward Rankin is chairman of advance sales.

Shaunavon To Start Stand

SHAUNAVON, Sask., May 8.—The Shaunavon Club here will build one third of a proposed grandstand at the Shaunavon Fairgrounds. Cost is estimated at \$2,000. It is to be covered, 45 feet long and have 12 rows of seats.

Esquire is preparing a yarn for July publication on George A. Hamid, head of the booking office bearing his name.

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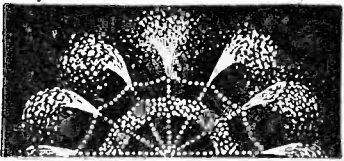
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3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50
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Cardboard Strip Markers, 10 M for .75
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Dart Balloons (10 Gr. for \$9.00). Gr..... 1.00
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**Excursion Boat
Business Booms**

(Continued from page 47)

tery to Keansburg runs May 15, with week-end service until regular daily service begins June 5. On July 3 the line's 1,900-capacity City of New York will join its sister ship on the New York-Keansburg run.

The Sandy Hook Line, serving Atlantic Highlands and other Northern New Jersey coast resorts, will supplement its regular service thru the use of three converted LCI (landing craft, infantry) boats in addition to its big S. S. Sandy Hook for excursion runs from New York to the New Jersey coast spots. Remodeling of the LCI's cost \$40,000 apiece and the boats will each accommodate 500 passengers. Service on this line will start June 21 and continue thru Labor Day.

The Hudson River Day Line, with a fleet of four big river excursion boats, will serve all the principal Hudson River resorts between New York and Albany, with partial service getting under way May 22 and regular summer schedule going into effect a week later.

Several other excursion boats, including the Sutton Line's 2,746-passenger boat Bear Mountain, will again run excursions in the New York area and also moonlight and showboat trips. Apparently more excursion boats are set to go into operation in this area than at any time since the outbreak of war.

**Ice Vogues Scores
In Binghamton, N. Y.**

BINGHAMTON, N. Y., May 8. — Ice Vogues of 1948 played to heavy attendance for the six days ending Tuesday (4) at the new Armory under auspices of the Binghamton and Endicott Kiwanis clubs. Show's own portable rink was set up in the 3,000-seat Armory which has a performing surface of 80 by 120 feet.

The cast of 65 included 36 in the chorus (24 girls, 12 men), Bobby Blake, Marylin Quinn, Condon and Bohland, Jack Richardson, George Van Birgelen, Dick Price, Diana Grafton, Jay Cantwell, Bob and Peggy White, Ray Abney, Paul Andre, Ray Carter and Milton Blakely, and a show band.

CIRCUS SCHOOL

(Continued from page 47)

Dorothy Schultz, Joan McGinnis, Ruth Bellin, Don Underberg, Sally Goff, Alice Tredter, Mary Herman, acrobats. Display 10—Earl Jung, Edward Kleper, Rosemary Pyne, skating. Display 11—Dolly Swiggum, cloud swing. Display 12—Clowns. Display 13—Dennis Edwards, Earl Miller, Elroy Griebing, trampoline. Display 14—Sally Goff, Dolly Swiggum, Geraldine Kubichek, Jim Sweeting, Virginia Carter, Mary Herman, Georgiana Barnes, Delores Steffen, Alice Tredter, Joan McGinnis, Elsie Herman, Faith Goff, Phyllis Lenhardt, Juanita Chorney, Emy Hilde, web. Display 15—Elroy Griebing, Frances Wick, wire. Display 16—Clown band. Display 17—Dorothy Schultz, Alice Tredter, trapeze. Display 18—Edward Kummer, Donald Edwards, Dennis Edwards, hand balancing. Display 19—Dorothy Roepke, trapeze. Display 20—Don Underberg, Wesley Boswell, Bucky Ramming, table rock. Display 21—Billy Dicke, Edward Hecker, Virginia Carter, Sandra Stanzel, casting. Display 22—Orville Marquardt, Earl Miller, Elroy Griebing, Eugene Rosinsky, George Haase, John Armstrong, Eugene Mrotek, Bobbie Mauer, teeter-board.

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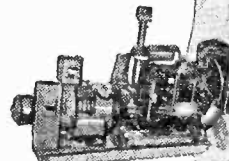
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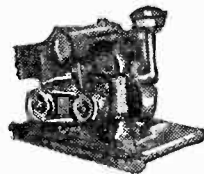
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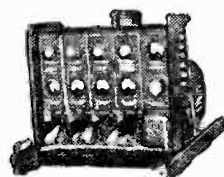
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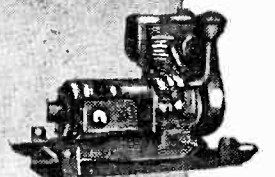
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Simonin of Philadelphia

Strates, in Love With Showbiz, Spent Fortune To Stay With It

(Continued from page 47)

Childs' restaurants, Endicott-Johnson shoe factory, in a Detroit hotel, and during the first World War in a shipyard."

Jimmie's search for a career was at an end with his discovery of the carnival business. With only one year of trouping he formed his own Athletic Show. In three summers he had saved enough to organize his own carnival.

Forms Own Show

"In 1923 I opened a carnival consisting of a Merry-Go-Round, Athletic Show, side show and 15 concessions," Jimmie remembers. "It was a truck show and Nick Bozini, another wrestler, and W. L. Platt, Bath-N. Y., were my partners. We called the carnival the Southern Tier Shows after an up-State geographical section of New York which I have played for the past 23 years.

"It took me 12 years to learn that traveling by trucks is killing. We traveled then on solid rubber tires on big White trucks. It would cost about \$700 to put a new engine in one of those units. So, in 1935 I started a railroad show with five cars and changed the name to the James E. Strates Shows. We carried 17 trailers on the flats which were bought from the Warren Tank Car Company.

"The show grew and I added five cars annually until it was not far behind many in size. In 1943 I bought the Art Lewis Shows and in 1944 I used this equipment to put out a show in partnership with J. C. Weir. The following year Dave Endy bought out Weir and put out the show under the Endy Bros. title."

Recalls Hard Times

Jimmie has a tendency to bypass a recounting of his struggles for first survival and later success. There were tough years—too many of them. Between 1929-'32, when the country was in the throes of the depression, Jimmie remembers that he was usually only one step ahead of the sheriff. Money was hard to come by and yet new equipment was constantly needed.

"Every time you bought a ride you had to buy a truck to haul it and you sure were kept busy," Jimmie says of the vicious cycle in which he found himself. "My creditors frequently could have put me out of business, but they carried me and when I could I paid them. They knew that I was good for my debts. That's how my business was really built. If my creditors hadn't waited for their money I just wouldn't have the show I have today."

There is a lot in learning how to make a buck in the carnival business, Jimmie admits. About 1926 when his org boasted only four shows and three rides he decided on an invasion of Dixie. Arriving in Woodstock, Va., sans proper reconnoitering, Jimmie was very much surprised when the city license collector confronted him with a \$1,000 reader. Since there wasn't a grand on the entire midway, the show was returned to New York for hibernation.

Money Came Slowly

Even in later years when money was more plentiful in some parts of the country, Jimmie's org missed the land of plenty. During the spring and summer of 1938 the show found sledding tough, and word got around that another midway would soon pass into oblivion. A park owner wired Jimmie: "Understand your show closes Saturday night. Will book your Ferris Wheel." But the show moved on.

Jimmie is on 40 cars now—as many as he figures he'll ever want or have need for. "When I had 15 cars my press agent advertised 20; when I

added 5 cars the press agent ballyhooed 25. This has continued right thru each 5-car bracket. Now that I really have 40 I served notice on the press department that I am thru pacifying press agents and I am not going to buy any more rolling stock."

Jimmie's equipment is as fine as any on the road. Most of the wagons are steel and mounted on pneumatic tires. He has ample power, all of it new. His fronts are new, including four wagon fronts and the canvas, too, is new.

Good Shows Hypo Biz

"I want to build my attractions now to be the finest possible," Jimmie says. "When you have good attractions you are bound to do business. The business is going to have to reach out and invest in worth-while shows."

Jimmie put his theory into practice this season when he inked Georgia Sothern, one of the nation's top burlesque performers. He wants some animals, too, particularly elephants. But their handling poses special problems and the final decision has been put off.

Jimmie is quick to contribute much of his success and the smooth operation of his show to a stellar staff. It was appreciation of the efforts of these and other show personnel that partially influenced his rebuilding his show following the fire.

"I looked around and there were 15 or more people who helped me build the show," Jimmie says. "Most of them had been with me for 23 years, thru good and bad times. When I thought of quitting following the fire I wondered what these many people would do. We had been associated a long time and were no longer young men. It is not good to have to seek new connections after so long a time with one organization. I guess they all thought the same way because we are still together."

Few Staff Changes

A tribute to Jimmie is the fact that his key personnel is sold on him. Seldom is there a change in his staff and many a young man has grown to maturity under his supervision.

By and large the people he has done business with in the various cities and towns played by his org have impressed Jimmie as being "the best on earth." The exception only serves to prove the rule and, understandably, leaves a lasting impression.

Once in Portsmouth, O., the show was inundated by a flash flood. The well-billed event for the following week had to be canceled. An appeal was made to the mayor. He called a meeting of the city council, which voted that due to the shows' unfortunate break they would allow it to remain for another week—at a license fee of \$500 per day! The show personnel pitched in to practically dredge the equipment off the lot and load it on the train to make a run for another and friendlier town.

NSA President

Jimmie was tendered top industry recognition when he was elected president of the National Showmen's Association. Jimmie always has the good of the industry at heart, and, accordingly, has been and continues to be one of the key figures of the American Carnivals Association, and one of the chief supporters of its public relations activities.

Jimmie and Mrs. Strates, who were married in 1923, have shared the trials and tribulations, joys and success of the business. Their greatest happiness, however, is centered in their three children; Elizabeth, who graduates from Vassar this year, and the twins, Theodora, a student at Stoneleigh Prospect Hill School, Greenfield, Mass., and E. James, who is

in high school following six years in a military academy.

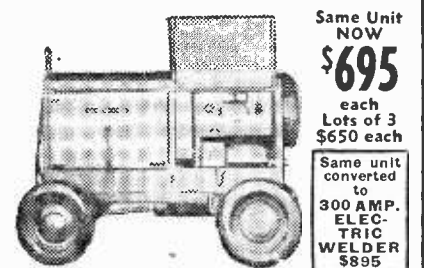
"If, when the boy is thru school, he wants to, he can take over," Jimmie says. "I like the business—perhaps because I've been successful. But, even so, it is a good business any way you look at it. You meet interesting people and it never becomes dull or routine."

Jimmie's secret of success is a simple formula that might have been voiced by Abraham Lincoln. "Do as you agree and use people square," he says.

"I'd like to quit, but who wants a headache like this?" Jimmie grins as he surveys his midway. But the statement purposely lacks sincerity. Chances are that Jimmie will stay in harness as long as he can and nothing will deter him, not even a quarter of a million dollars.

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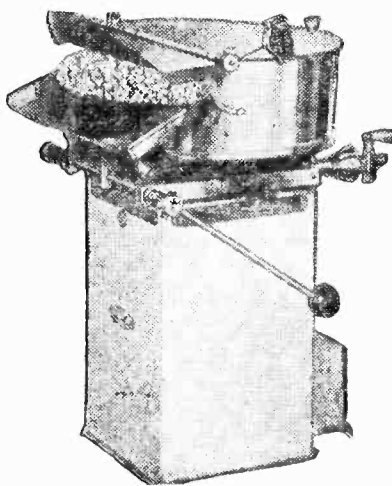
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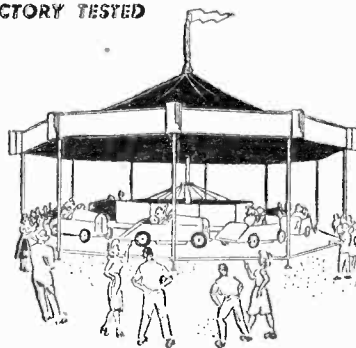
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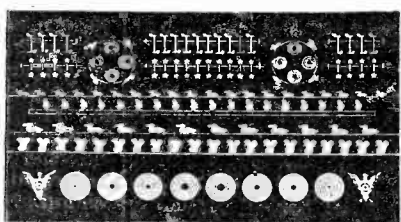
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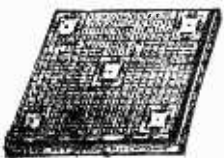
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Promotions Pay Dividend

(Continued from page 48)

tor, Bob Hollister, Haines approached the Akron Chamber of Commerce for support. This, in turn, meant backing by the merchants. Joe Palmer, of the convention bureau of the chamber, immediately became the third member of Haines' committee.

Old-Time Waltz

"Our program included an old-time waltz orchestra, acts that were especially popular during the 1890s, an emcee, in the appropriate garb, a pithman, minstrel end man and plenty of prizes for our waltz contest. Also we had passed out orchids to the ladies. The ballroom was used to house these people during their stay," Haines said.

"Upon arrival at the park, each couple was registered. We made sure they were made comfortable and each couple was presented with a certificate, a ticket for the golden wedding drawing, an identification badge, a song sheet and an engraved invitation.

"Our program got under way at noon. There were 400 couples in attendance. We got the waltz contest under way at 2 p.m. At 3 p.m. we presented our stage show which ran in two parts of about 40 minutes each. At 4:40 p.m. the grand march wound up the day's activities in front of a huge golden wedding cake, with each guest being served cake and punch. This chore was handled by the Girl Scouts. In getting the ballroom ready we used the Boy Scouts.

"The major share of the expenses was assumed by *The Akron Beacon Journal*, the park assuming the decorating expenses. Prizes were donated by the merchants' association of Akron.

Good Public Relations

"The thing most gained by the park from this type of promotion, I feel, was the excellent public relations value. It took news of our park out of the amusement page and planted it on Page 1. Even more important, these people enjoyed themselves and went back to their respective homes and gave us great mouth advertising," Haines said.

BUBBLE GUM CONTEST—This was a contest to determine who could blow the biggest and best bubble in the all-Akron area. Boys and girls from 64 different city playgrounds came to the park for the grand finale. On the day of the contest, the park gave free rides on devices from 1 to 2 p.m. From 2 to 6 p.m. ride tickets were sold for half price.

Rules were simple. All boys and girls from Akron, Barberton and Cuyahoga Falls were eligible to enter the playground contest nearest their residence. They ranged in age from 7 to 14 years. The winners of these playground contests advanced to the big "blow-out" at Summit Beach. Bubbles were measured first with a cardboard cut-out to resemble over-size calipers. Then a yardstick was used to measure the opening of the calipers to determine the size of the bubble.

Bubble gum was donated by the Akron Junior Chamber of Commerce, was passed out to each contestant about 10 minutes prior to the start of the contest. The contestants were lined up in heats of four blowers to a race. The winners of each of these heats then were matched, reducing the 64 contestants to 16, then 4 and then the grand winner. Each contestant was given a playground ball and the finalist received a new bicycle. The runners-up were given huge plastic beach balls.

Co-Ordinated Deal

The bubble gum contest was a co-ordinated deal, with *The Akron Beacon Journal* supplying the prizes, publicity and assuming the job of lining up the judges. The park as-

sumed the expense of the free operation of the park for one hour.

Haines is looking ahead, too. He reminds that in August there will be a Friday the 13th. "We are now lining up a promotion built upon the safety theme, using this day for promotional value. Our plan is to have industrial and motor safety exhibitions and displays. The day will be in conjunction with the Summit County Safety Council and the Chamber of Commerce," Haines said.

About Pop Concerts

At Elitch Gardens in Denver, John Gurtler was requested for a story on the pop concert promotion which has been so successful there. Gurtler not only came thru with the pop story but also listed two other promotions which proved hits at Elitch's.

Here's what Gurtler said about the pop concert:

"Summer symphony concerts are not a new venture at Elitch's. It was during the regime of John M. Mulvihill, in 1929, that Rudolph Ganze, concert maestro, was brought to Denver. John Mulvihill presented the first summer symphony concert to the people of Denver. The musicians were of a local symphony orchestra and Rudolph Ganze, the imported conductor. With such a background as that, Elitch's again in 1947, with the assistance of the Civic Symphony Society of Denver, presented to Denver, for the first time, a series of pop concerts.

For a number of years, we had wished to present pop concerts. The hindering element in the past years had been the right place to present such a program. President A. B. Gurtler and representatives of the Civic Symphony Society, H. Allyn Hicks and Charles Sterne, had considered various areas in the Gardens, but unable to find a place large enough with the needed facilities and proper atmosphere, rested the idea of pop concerts for the time being.

Trocadero Chosen

Again, H. Allyn Hicks, Charles Sterne and Bob Young met with A. B. Gurtler Jr. and John M. Gurtler to reconsider the above-mentioned musical activity, and at this time, pop concerts for Denver began to see possibilities. The Trocadero at Elitch's, centrally located and with its carefree atmosphere, was agreed upon as an ideal location for the staging of these musical productions. With the leadership of the Civic Symphony Society, a pop concert committee was formed: H. Allyn Hicks, president; Charles Sterne, William K. Brown Jr., Mrs. James J. Waring, Mrs. Lloyd Yoder, Helen Black, A. B. Gurtler Jr. and John M. Gurtler.

A program of 12 concerts was agreed upon by the committee, beginning June 12, and to continue each Tuesday night weekly up to and including August 26. The program for the evening began at 8:45 p.m., closing at 10:45 p.m., with one half-hour intermission. The orchestra was made up of 50 or more first-chair musicians of the Denver Symphony Orchestra under the personal direction of Saul Caston, conductor. Season tickets in book form for the 12 concerts were available at \$11. Single tickets per performance were sold at \$1, including tax. Our seating capacity was some 2,000. There were absolutely no reserved seats and it was "first come, first served."

Floor Is Covered

The entire Trocadero floor was covered with a specially designed water-proof and fire-resistant tarpaulin. All tables used were built at the park. These tables were constructed on the lines of a long and narrow coffee table, each accommodating four persons. Folding chairs were rented from various outlets in the city. Naturally, our orchestra

stand had to be greatly enlarged. This was done by making portable stages to adjoin the present stand. Special amplification was installed under the direction of an engineer.

under the advisement of several members of the committee—William K. Brown Jr., Mrs. James J. Waring, John M. Gurtler and Saul Caston. Guest solists were of local talent and well received. However, John Carter, of Metropolitan and radio fame, was the guest soloist opening night. Also Anthony Galla-Rini, nationally known accordionist, was brought in for a special program. Each Tuesday night's program was named and were as follows: Viennese, Symphonic Jazz, Central City, Russian, American, Musical Comedy, Radio Favorites, South American, Highlights of Gilbert and Sullivan, Gershwin, International, and Western Night.

Highlights Listed

Les Brown who, with his orchestra, was currently featured for dancing in our Trocadero, was guest conductor Russian Night. Ray Perkins was the guest pianist during radio favorites night. Perkins is a widely known disk jockey and is affiliated with one of the Denver radio stations. Anthony Galla-Rini, accordionist, was the guest soloist during the International program.

The only barometer to estimate public reaction and appreciation is attendance, and we are proud to state that each and every program was played to a capacity crowd.

Eddie Howard Honored

Regarding the other two promotions, Gurtler said: "One was pulled on Father's Day, June 15. Eddie Howard, who then was currently featured in the Trocadero, is the father of a daughter, and we at Elitch's wanted to do something for the kids to assist them in thanks to their dads. In brief, it was the kids' treat to dad, and Eddie Howard was King for a Day. We attempted to appeal to the children to bring dad out as their guest. If the father was accompanied by his child or children, he was admitted free and given several free ride tickets and a free coupon for a drawing, which was emceed by Eddie Howard. Prizes were elaborate and included an entire fishing outfit, tennis and golf paraphernalia and camping equipment.

"Altho the idea was thought of in a hurry, it was a very good promotion and drew fine response.

Masters Named Chief

"The other promotion was on the day Frankie Masters and his orchestra opened in the Trocadero. We banged and kicked everything around in the park until we found this promotion. This being Masters's fifth engagement at the Trocadero we found, after consulting the recognized authority on such things, that the fifth anniversary called for wood. The only thing wooden we could think of was a wooden Indian. We took the wooden Indian idea and decided to make Masters an honest to goodness Indian chief and have a real celebration.

"We got in touch with the chief of the Sioux Indians, together with several other Indians, to make this the real McCoy. The chief agreed to the idea, gathered his warriors together and arrived on the given day to perform the act of making Frankie a chief in the tribe. They performed the customary dances, Masters smoked the pipe of peace and was named Chief High Eagle. He was given a scroll and medals to make it authentic. We gave this plenty of publicity to make it attractive and it was well attended."

Promotions pay dividends, as almost any park owner will tell you. Promotions, such as some noted here, need not be big affairs costing a lot of money. Sometimes the small promotions are the best. The important thing is, promotions pay.

Carnival Routes

Send to
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Admiration: Cushing, Okla.
Alamo Expo.: Wichita Falls, Tex.; Borger 17-22.
American Beauty: Kirksville, Mo.; Brookfield 17-22.
American Expo.: Washington, Pa.
American United: Klamath Falls, Ore.
American Midway: Dodge City, Kan.
A. M. P.: Frackville, Pa.; Tamaqua 17-22.
Anderson Greater: Sweetwater, Tenn.; Jefferson City 17-22.
Babcock United: Las Vegas, Nev., 12-16; Yermo, Calif., 20-23.
Badger State: Red Wing, Minn., 10-16; Owatonna 17-22.
Barker & Ernie's Attrs.: Bladell, N. Y.
Barkoot Bros.: Mount Pleasant, Mich.
B. & C. Expo.: Oswego, N. Y.; Whitesboro, N. Y., 17-22.
Beam's Attrs.: Portage, Pa.
Becht, Lee: (Spring Grove & Colerain Ave.) Cincinnati, O.
Bee's Old Reliable: Paris, Ky.
Bernard & Barry: Hamilton, Ont., Can.; Wallaceburg 17-22.
B. & H.: Walhalla, S. C.
Bistany & Martin: Kenilworth, N. J.
Big State Am. Co.: Mathis, Tex.
Blue Grass: Russellville, Ky.; Central City 17-22.
Bodart: Shawano, Wis., 19-22.
Bogle & Reese: Cassville, Mo.
Bohn & Sons United: Eldorado Springs, Mo.
Borderland: Hillsboro, Tex.
Borup's United: Morganfield, Ky.
Bright Lights Expo.: Charles Town, W. Va.; Martinsburg 17-22.
Brownie Am.: Fredonia, Kan.
Buck, O. C.: Schenectady, N. Y.
Burdick's Greater: Colorado City, Texas.
Bullock Am. Co.: Forest City, N. C.; Kings Mountain 17-22.
B. & V.: Waldwick, N. J.
California: Auburn, Calif., 12-15.
Capital City: Portland, Tenn.
Caravella Am.: Harrisburg, Pa.
Carr, Lawrence: Worcester, Mass.
Cattlet Greater: Pleasant Hill, Mo.
Cavalade of Amusements: Evansville, Ind.; Terre Haute 17-22.
Central States: Enid, Okla.
Cetlin & Wilson: Asheville, N. C.
Chanos, Jimmie: Piqua, O.; Muncie, Ind., 17-22.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Cherokee Am.: Cherryvale, Kan.
Coleman Bros.: Berlin, Conn.
Collins, Wm. T.: Alexandria, Minn., 17-22.
Columbia: Waterville, Me.
Continental: Oneonta, N. Y.
County Fair: Torrington, Wyo.
Crafts 20 Big: Marysville, Calif., 12-18.
Crafts Expo.: Shafter, Calif., 11-16; Delano 18-23.
Craig, Harry: Big Spring, Tex.
Crystal Expo.: Murphy, N. C.
Cudney Border State: Stratford, Okla.
Cumberland Valley: South Pittsburg, Tenn., 15-22.
Cunningham's Expo.: Masontown, W. Va.
Curl, W. S.: Washington C. H., O.
Del-Mar: Hannastown, Pa.
De Luxe: Holyoke, Mass.; Wethersfield, Conn., 17-22.
Denton, Johnny J.: Marion, Va.
Denton, Johnny J. No. 2: Somerset, Ky.
Dick's Greater: Bristol, Pa.
Dobson's United: (Margaret Playgrounds) St. Paul, Minn., 17-23.
Douglas Greater: Cottage Grove, Ore.
Downland: (S. 3d & S. Chase Sts.) Milwaukee, Wis., 11-23.
Dudley, D. S.: Floydada, Tex.
Dyer's Greater: Cape Girardeau, Mo.; Perryville 17-22.
Eddie's Expo.: Jeannette, Pa.
Elliott, L. W.: Am. Co.; White Pigeon, Mich.
Endy Bros.: Wilmington, Del.
Evans United: Osceola, Mo.
Exposition at Home: Slaton, Pa.
Ferris: Dansville, N. Y.
Fidler United: Streator, Ill.; Joliet 17-22.
Fleming, Mad Cody: Griffin, Ga.; Cedar town 17-22.
Florida Am. Co.: Franklin, Ind.
Fountain of Youth: Shickshinny, Pa.; Moosic 17-22.
Francis, John: Alton, Ill.; Havana 17-22.
Franklin, Don: Bryan, Tex.; Waco 17-22.
Freak's United: Leavenworth, Kan.
Galety: Newark, N. Y.
Garden State: Phillipsburg, N. J.; Eagleville, Pa., 17-22.
Gem City: Columbia, Mo.

Gentsch, J. A.: Ripley, Tenn.
Georgia Am. Co.: Hiawasse, Ga.
Golden Rule: Williamstown, N. J.
Golden West: (Fair) Angels Camp, Calif., 14-16.
Gooding Park Attrs.: Cleveland, O., 12-19.
Grady, Kelly: Florence, Ala.
Gra-Loy: Kendallville, Ind.
Granite State, No. 1: Framingham, Mass.
Granite State, No. 2: Leominster, Mass., 12-17.
Greater United: Duncan, Okla.
Groves Greater: St. Martinville, La.
Gulf Coast: Festus, Mo.
Hannum, Morris: Lancaster, Pa.; West York 17-22.
Happy Attrs.: Dover, O.; Niles 17-22.
Happyland: Rochester, Mich.
Harrison Greater: Roanoke, Va.
Hartsack Bros.: Pittsfield, Ill.; Meredosia 17-22.
Hennies Bros.: E. St. Louis, Ill.
Henson, J. L.: Searcy, Ark.
Heth Expo.: Sullivan, Ind.
Heth, L. J.: Hopkinsville, Ky.
Hill's Greater: Raton, N. M.; Pueblo, Colo., 17-22.
Home State: Fort Des Moines, Ia.; Des Moines 17-22.
Imperial: Ottawa, Ill.
Imperial Expo.: Granite City, Ill.
International: Leavenworth, Kan.; Topeka 17-20.
Jayhawk Am.: Madison, Kan.
J. & B.: Kenbridge, Va.
Johnny's United: Portland, Tenn.
Jollytime: Columbia, Pa.; Cresaptown, Md., 17-22.
Jolly: Marshall, Va.; Middleburg 17-22.
Jones, Johnny J., Expo.: Johnstown, Pa.
Kaus, W. C.: Keystone, W. Va.
Keystone Expo.: Gaffney, S. C.
Kilgore: Buffalo, Tex.; Crockett 17-22.
LaCrosse Am.: Shelburne, Mass.
Lawrence Greater: Du Bois, Pa.
Lee United: Sturgis, Mich.; Vicksburg 17-22.
Leelight, J. R.: Abilene, Kan.
Lone Star: Hagerstown, Ind.
Lottridge, Harry: Cleveland, Tenn.
Magic Empire: Lawrenceburg, Tenn.
Maine Am.: Newmarket, N. H.
Majestic Greater: Rochester, Pa.; Farrell 17-22.
Manning, Ross: Ossining, N. Y.
Marion: Rock Hill, S. C.
McBride: Mocksville, N. C.
McCall's, Jim: Macon, Ga.
McKee, John: Danville, Ill.
Merit: Fall River, Mass.
Merry Midway: Rushville, Ind.; Zionsville 17-22.
Merriam & Robinson: Marshalltown, Ia.; Jefferson 17-22.
Metro-American Banner: Providence, R. I.
Midway of Mirth: Louisiana, Mo.
Midwestern Expo.: Columbus, Kan.
Mighty Hoosier State: Lexington, Ky., 10-22.
Model Shows: Higginsville, Mo.; Macon 17-22.
Model Shows of Canada: Kingston, Ont., Can.
Moore's Modern: West Frankfort, Ill.
Murray Am.: Marshfield, Ill.
Nelson, George W.: Richmond, Mo.
Nessler's: Sullivan, Ill.
New England Am. Co.: Amherst, Mass.; Chiscopee 17-22.
Nolan, Larry: Wakeeney, Kan.
Northwestern Am. Co.: Lambertville, Mich.
Ohio Valley: Fostoria, O.
Omar's Greater Am.: Salem, Ark.
Orange Blossom: Westmoreland, Tenn.
Pacific Coast: Reedsport, Ore.
Page Bros.: Alamo, Tenn.
Page, J. J.: Norton, Va.
Palmetto Expo.: Travelers Rest, S. C.
Parade: Chetopa, Kan.
Park City: Greenville, R. I., 15-22.
Paul's Am. Co.: Nowata, Okla.
Pearlene: Billings, Okla.
Peerless Celebration: Haw River, N. C.
Penn Premier: Stroudsburg, Pa.; Matamoras 17-22.
Peppers All-State: Cedar town, Ga.
Perry, Jack L.: Albemarle, N. C.
Pike Am.: Fort Scott, Kan.
Pine State: Chickamauga, Ga.
Pioneer: Williamsport, Pa.
Playland United: (Van Buren & Telegraph Roads) Detroit, Mich.
Playtime: Hurst, Ill.
Pleasureland: Bicknell, Ind.
Powelson Greater: Corning, O.; McConnellsville 17-22.
Prel's Broadway: Baltimore, Md.
Queen City: Lancaster, Ky.
Royal American: Memphis, Tenn.; (Grand & Laclede Sts.) St. Louis, Mo., 17-22.
Rafferty, James M.: Plymouth, N. C.; Morehead City 17-22.
Red Star Am.: Nelson, Ga.; Dawsonville 17-20.
Regal Expo.: Kershaw, S. C.
Reid, King: Bennington, Vt.
Robertson Bros.: Somerset, Ky.
Rocco's Midway: St. Paul, Minn.
Rogers Greater: Vandalia, Ill.; Shelbyville 17-22.
Rosen, H. B.: Clarksville, Tenn.
Royal Crown: Covington, Ky.
Royal United: Sioux Falls, S. D.
Rupe's Midway for Fun: Oakley, Kan.; (Rodeo) Clayton 18-19.
Scotty's United: Fort Des Moines, Ia.
Shan Bros.: Beckley, W. Va.
Siebrand Bros.: Flagstaff, Ariz.
Silver Slipper: Monticello, Ky.
Silver States: Alma, Neb.
Silver Star: Susanville, Calif., 11-16.
Sherbeck's: Escanaba, Mich.
Smith, George Clyde: Nanty Glo, Pa.; Scalp Level 17-22.
Snapp Greater: Columbia, Mo.
Southern Valley: Bald Knob, Ark.
Strader, M. A.: Grand Island, Neb.
Star Am. Co.: McRae, Ark.
Starr, Joe: Jay, Okla.
Stafford: Indianapolis, Ind.
Stephens, C. A.: Jonesboro, Tenn.; Morris town 17-22.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Napa, Calif., 11; Yuba City 12; Oroville 13; Roseville 14; Reno, Nev., 15-16; Susanville, Calif., 17; Alturas 18; Klamath Falls, Ore., 19; Weed, Calif., 20; Medford, Ore., 21; Grants Pass 22; Roseburg 23.
Clyde Bros.: Joplin, Mo., 14-16.
Cole Bros.: Dayton, O., 11-12; Middletown 13; Hamilton 14; Cincinnati 15-16.
Cole, James M.: Bayonne, N. J., 11-14; Newton 15.
Dalley Bros.: Altoona, Pa., 11; Cumberland, Md., 12; Hagerstown 13; Winchester, Va., 14; Carlisle, Pa., 15.
Davenport, Orrin: Winnipeg, Man., Can., 10-15.
Gainesville Community: Sherman, Tex., 12-13.
Gran Circo Americano: San Juan, Puerto Rico, thru May 16; Ponce, P. R., 18-31.
Hamid-Morton: Ottawa, Ont., Can., 10-15; New Haven, Conn., 17-22.
Hinkle, Milt, Rodeo: Danville, Va., 14-16; Greensboro, N. C., 20-23.
Hunt Bros.: Dover, N. J., 13.
Kelly, Al G. & Miller Bros.: Wellington, Kan., 11; Medicine Lodge 12; St. John 13; Holsington 14; Russell 15; Downs 16; Red Cloud, Neb., 17; Minden 18; Holdrege 19; Kearney 20; Ravenna 21; St. Paul 22.
King Bros.: Frederick, Md., 11; York, Pa., 12; Lancaster 13; Coatesville 14; Pottstown 15; Reading 17.
Mills Bros.: Blue Island, Ill., 11; Geneva 12; De Kalb 13; Rockford 14; Sterling 15; Freeport 17; Dubuque, Ia., 18; Clinton 19; Kewanee, Ill., 20; La Salle 21; Peoria 22.
Monroe Bros.: Baldwin, Kan., 11; Pomona 12.
Polack Bros. (Eastern): (High School Stadium) Austin, Tex., 10-16; (Sportsman Park) Corpus Christi 19-22.
Polack Bros. (Western): (Auditorium) Oakland, Calif., 10-16; (Auditorium) San Francisco 20-30.
Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 10-15; Washington, D. C., 18-20; Baltimore, Md., 21-22.
Rogers Bros.: Blawnox, Pa., 11; Ambridge 12; Baden 13; E. Liverpool, O., 14; E. Palestine 15; New Brighton, Pa., 17; Ellwood City 18; Franklin 19.
Wirth, Frank: (Police Circus) St. Louis, Mo., 9-23.

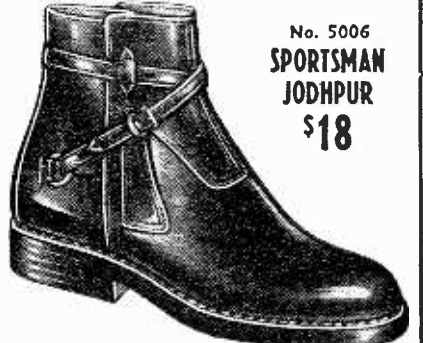
Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Hollywood on Ice (Lyric) Allentown, Pa., 11-15; (Rajah) Reading 17-22.
Jewell-Harris Players: Honey Grove, Tex., 10-15.
Ketrow's, Bill, Renfro Valley Folks: Port Valley, Ga., 17; Barnesville 18; Newnan 19; Carrollton 20.
Miller's, Irvin C.: Brown-Skin Models (Globe) Cleveland, O., 10-14.
Plunkett's Stage Show: Guymon, Okla., 10-12; Liberal, Kan., 13-15.
Strates, James E.: Norwich, Conn.
Stumbo, Fred R.: Lincoln, Ark.; Anderson, Mo., 17-22.
Sunflower State: Imperial, Neb.
Sunset Am. Co.: Chillicothe, Mo.; Ames, Ia., 17-22.
Sweeney United: Waynesburg, Pa.
Tassell, Barney: Orange, Va.; Culpeper 17-22.
Tatham Bros.: Monticello, Ill.
Texas: Pyote, Tex.; Grand Falls 17-22.
Thomas Joyland: Graffon, Va.
Tidwell, T. J.: Marfa, Tex.; Alpine 17-22.
Tinsley, Johnny T.: Atlanta, Ga.; Marietta 17-22.
Tivoli Expo.: East Peoria, Ill.
Triangle: South Richmond, Va.
Turner Bros.: Vincennes, Ind.
20th Century: Great Bend, Kan.
Twin City: Marshall, Mo.
United States: Bradshaw, W. Va.
Utah Expo.: Spanish Fork, Utah.
Van Billiard: Cambridge, Md.; Seaford, Del., 17-22.
Veterans United: LeMars, Ia.; Wall Lake 17-19.
Victory Expo.: Murphysboro, Ill.
Victory United: Huron, S. D.
Virginia Greater: Woodbury, N. J.
Wade, W. G.: Kalamazoo, Mich.; Richmond, Ind., 17-22.
Wallace Bros. of Canada: Brantford, Ont., Can.
Wallace Bros.: Memphis, Tenn.
Wallace, I. K.: Schuyler, Va.; Dillwyn 17-22.
Wallace & Murray: Thomasville, N. C.; High Point 17-22.
Wallace United: Lafayette, Tenn.
Ward, John R.: Nashville, Tenn.; Peoria, Ill., 17-22.
Weaver, L. O.: Newton, Ia., 14-22.
W. E. Attrs.: Adairsville, Ga.
West Coast: Pittsburg, Calif.; Vallejo 17-22.
Wheeler, Eddie L.: Sparta, Tenn.
White's Rides: Soddy, Tenn.
Wilson Famous: Bloomington, Ill.; Gibson City 17-22.
Williams Am. Co.: Salisbury, N. C.
Winchester Am.: Annapolis, Md.
Wolf Greater: Mason City, Ia.; Decorah 17-22.
Wolfe Am.: Rocky Mount, Va.
World of Mirth: Chester, Pa.
World of Pleasure: Battle Creek, Mich.; Lansing 17-23.
World of Today: Springfield, Ill.
Zeller's Attrs.: Everson, Pa.
Ziegler: Walla Walla, Wash.

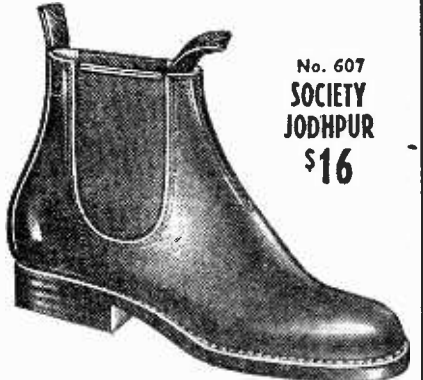
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RANGE
BOOT
\$16

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IMPORTANT! When ordering, use street shoe size for guaranteed accurate fit. Men's sizes larger than 12 available at extra cost. These are exceptional values with an absolute money-back guarantee. Postage prepaid anywhere in the U. S. If cash accompanies order. Otherwise shipped 1/3 deposit—balance C. O. D.

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Wanted-Wanted-Wanted

Advance Agent, Billposter for Western Hillbilly Tent Show. Can use Concert People. Tama Frank, Monty Bealey, write. Concession Help, Seamen, write.

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R. D. 2, Wapwallopen, Penna.

→ PLASTER ←

PLASTER FROM INCROCCI NOVELTIES MEANS

→ FLASH—UNBEATABLE—FLASH ←

Many have tried new places trying to get away cheaper but have come back. Don't be fooled, stick with the old reliable, it always pays. Yes, we deliver. Get together, order 1000 piece load.

→ INCROCCI NOVELTIES, 31 Pride St., Pittsburgh, Pa. ←

Have two Trucks on the road. Prices same as last year.

R-B GARNERS GOTHAM RECORD

1½ Million Net Possible

Garden takes hefty bite—good show, solid flacking result in sellouts

NEW YORK, May 8.—The Ringling Bros. and Barnum & Bailey Circus winds up its 33-day run at Madison Square Garden tomorrow night with something of an attendance record chalked up, equaling if not surpassing its banner New York run of last year. Financially the Big One probably will have registered a record for the 33-day run, with an estimated gross take of around \$1,889,500. The show's net for the date, after deduction of taxes, is estimated to run above \$1,490,000 against last year's net for a run of similar length of about \$1,479,000.

With all seats, including those in the upper tiers of the balcony, sold out since Wednesday (5), the final week's attendance is estimated to exceed 212,800, which, added to the estimated total of more than 543,000 for the preceding 26 days, would show a grand total of more than 755,800.

Madison Square Garden also reaps a neat profit from the Big Show's stay there, as its percentage of the take is said to be \$100,000 of the first \$500,000, 12.5 per cent of the next \$50,000, 37.5 per cent of the next \$100,000 and 50 per cent thereafter.

Ad Budget Cut

This year's high attendance is all the more surprising because the show's advertising budget had been cut to about half of that of last year, which was approximately \$90,000. Skimping in this department was plainly evident in the dearth of outdoor advertising as well as in the amount and size of newspaper displays used.

Roland Butler and his staff in the press and radio department did a job which certainly helped hypo the attendance figures. The press job here should also pay off when the show hits the road, as many of the stories sprung here not only received big play in this area but hit papers throughout this country, Canada and Europe. In addition, an unusually large number of class magazines with nationwide circulation have carried a tremendous amount of Big Show material and an abundance of color pix of the show.

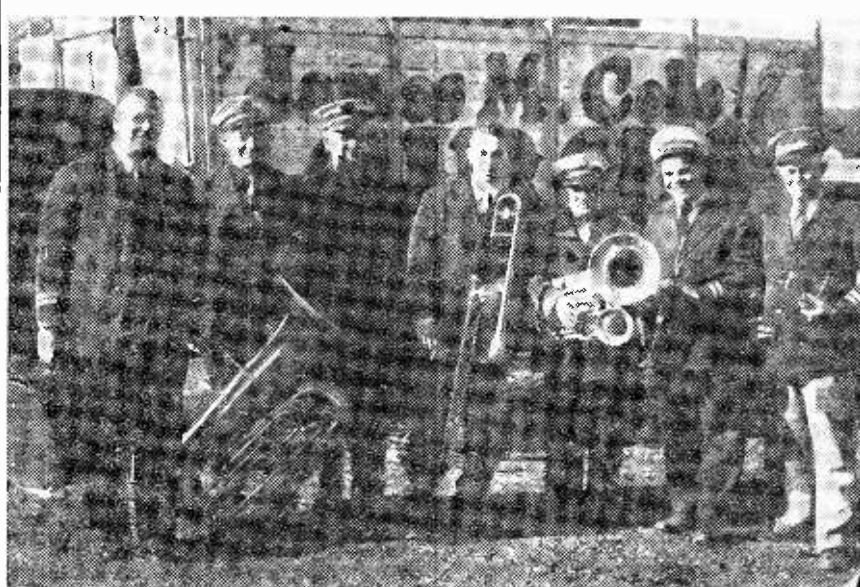
The complete show was televised (See R-B Hangs Up on page 82)

King Drawing Okay in W. Va.

HINTON, W. Va., May 8.—King Bros.' Circus played to a full house here Wednesday (5), after doing likewise in Logan, W. Va., Monday (3) and getting a straw Saturday (1) in Vivian, W. Va. Three-quarter houses caught the matinees in each of the three towns.

The appearance in Vivian was under the sponsorship of the Lions Club of nearby Welch. Matinee was 2½ hours late, due to a late arrival. Performance started while a portion of the main tent was being erected.

Night show was 45 minutes late, due to a traffic jam which would not permit fans to reach the lot on time.



WHEN JAMES L. HARSHMAN, CFA of Hagerstown, Md., visited the James M. Cole Circus in Lebanon, Pa., he had his camera along and snapped this picture of the Cole band. Left to right: Johnny Mease, drums; Harry Phillips, bass; Joe Mallory, calliope; Charles Kelley, trombone; Edward Mitson, euphonium; Paul Zahntilla, trumpet, and George Bell, leader and cornet.

Full Ones and Overflows Rule for Cole in Indiana

CHICAGO, May 8.—Cole Bros.' trek thru Indiana is being recorded as highly successful, with full houses and overflows the rule rather than the exception. While the weather, as a rule, has been on the good side, the show has encountered some rain and cold weather. Even when the rains came the show still did big business. With good weather prevailing at Fort Wayne, the Cole org arrived in plenty of time and played to a full one at the matinee and an overflow at night. Even a heavy rain couldn't stop the customers at Peru, Ind., where only one show was given Sunday (2), and by matinee time it was an overflow. So large was the crowd that on one side there wasn't room for the clown and horse acts. Appearance in Peru was the first for Cole, altho Owner Zack Terrell and Noyelles Burkhart, org's general manager, formerly resided there. While in Peru many of the Cole personnel visited the graves of Jerry Mugivan, Bert Bowers and Col. B. E. Wallace.

The shortage of laborers hit the show at Marion, Ind., and as a result the matinee was about an hour late. Both the afternoon and night shows drew better than three-quarters houses.

Muncie gave with nice business, the matinee being three-quarters and the night show getting a straw. So large was the night crowd that it was necessary to cancel some of the acts which worked outside the ring.

Weather which bordered on the cold side nipped attendance somewhat at La Fayette, altho the matinee was a near-full one and the night show drew capacity. Observers in La Fayette reported the night attendance would have been overflow had it been a bit warmer.

Danish Circus Folds After First Week; Acts Hold Bag

COPENHAGEN, May 8.—Bad weather is blamed for the folding of Circus Dannebrog, a new tent circus, which closed after a single week on the road without paying off the acts. Altho new, show had a good line-up of acts, including 25 of Trolle Rhodin's horses from the well-known Zoo Circus in Sweden.

Apparently the show's owners were not financially prepared to buck seven consecutive days of bad luck and were forced to turn the show

Cold Cuts Gate For Mills Bros.

PLYMOUTH, Ind., May 8.—A spell of cold and dreary weather cut Mills Bros.' business here Monday (3). VFW, sponsoring org, failed to set up a strong promotion campaign.

The show played to a full house Saturday (1) in La Fayette, Ind., despite the fact the Cole Bros.' Circus appeared there two nights previous.

Warm weather and good crowds greeted the show at both performances April 30 in Frankfort, Ind.

2 New Jersey Spots Give James M. Cole Reason for Cheering

MONTCLAIR, N. J., May 8.—Two New Jersey spots, Montclair and Princeton, gave James M. Cole an enthusiastic welcome. Montclair giving with two capacity houses, while Princeton registered a straw at the matinee and a capacity night house.

At Princeton the show was spotted on the high school grounds, the first time any show has been allowed to use the lot. It was the first three-ring circus to play the college town in almost a half-century, according to the old-timers.

At Shenandoah, Pa., the Cole org registered an overflow at the matinee and a near-capacity at night.

into the hands of liquidators at the end of the first week of their tour of Denmark.

Beatty's Biz Dips Slightly

Three-day Oakland stand turns out okay but rain hits org at Redwood City

LOS ANGELES, May 8.—California business for Clyde Beatty, which zoomed while the show played Los Angeles, has taken a slight dip since the show left this city, altho the dip is by no means alarming. Crowds, in most cases, have been fair to good, but bad weather was the cause of light attendance in at least two spots, Redwood City and Palo Alto.

A three-day stand in Oakland proved better than okay for the Beatty org, which, incidentally, was glad to get out of Redwood City and reach sunshine in Oakland. Mired in mud at Redwood City, 30 miles south of San Francisco, after three days of drought-breaking rain, show's workers toiled until 4 a.m. April 31 before pulling out for the East Bay area and the three-day stand at Oakland.

Lot in Tough Shape

The same spring rains that plagued the show at Redwood City had flooded the Oakland lot to such a degree that the show used plenty of straw and shavings to get the grounds in shape before setting up. The delay forced cancellation of the Friday afternoon, April 31, matinee, but a warm sun thruout the day brought out a full house at night. Saturday's (1) matinee drew capacity and fans were turned away Saturday night and at both shows Sunday.

A unique publicity tie-up gave the Beatty org a valuable splash in Oakland. Two of Beatty's elephants, handled by Gee-Gee Engesser, were marched into downtown Oakland Saturday afternoon (1) to aid in the Green Cross safety campaign under sponsorship of the East Bay Safety Council. The stunt stopped traffic in front of the Oakland City Hall, the Oakland Chamber of Commerce, at 13th and Broadway, and again in front of The Oakland Post-Enquirer newspaper office.

Tough Inspection

A heavy rain made for a very light crowd at the matinee in Redwood City. Officials gave thought to cancelling the matinee because of the heavy rain but finally decided to go thru with it. Because of the mishap which occurred a few weeks ago when Bailey Bros. played here, city officials gave the show's bleachers a thoro investigation but okayed the equipment. While the rain stopped in the late afternoon, it remained cloudy and attendance at night, while much better than the afternoon, was not capacity.

Rain and cold weather hurt at Palo Alto, where the show drew only a half house at the matinee and a three-quarter one at night. Pittsburg, Calif., gave with a full one at night after only a fair crowd caught the matinee.

Special Competition Hurts Stevens Bros. in Oklahoma

DUKE, Okla., May 8.—Specially planned competition from the local theater and an annual high school banquet trimmed biz to a half-house for the Stevens Bros.' Circus here.

Mijares-Schreiber In Sweden Bow With New Top, 18 Displays

KARLSKOGA, Sweden, May 8.—After strenuous work at local quarters Circus Mijares-Schreiber opened its big new tent in Hamnplanen on Wednesday (21). It marked the first time a Swedish circus has hit the road with a big top styled along American circus lines, boasting two rings, a stage and a hippodrome track.

Program lists 18 displays, with both rings and the stage occupied at all times excepting when displays are given over to hippodrome events, which include chariot races, jockey and sulky racing and rodeo features.

Horse numbers are a big part of the show, with Ernest Carre, Chuy Mijares, Miss Wicky and the excellent Marton Karoly Troupe presenting liberty, high-school and other equestrian bits.

Acts Listed

Among the better known circus acts in the line-up are the five Powells and the Blondie Hartley Trio, aerialists; two Claessons, two Martons and the Mollier Bros., perch acts; Eskrina, Barenco and Boy Andro, wire walkers; two Brockways, bike act; Atle, high wire; Orloff Bros. and the Olympier Bros., acrobats. Rodeo and cowboy bits are offered by a group headed by Mister Joyce, Brian Dewhurst and Lopez, Manz and Chico. Clown alley is headed by Cippo Hanell.

Highlight of the premiere was the appearance of 94-year-old Madame Schreiber, circus founder, who was introduced by her daughter, Baptista Schreiber. Among spectators was Bill Powell, American showman, who stated this was one of the biggest and best shows caught during an extensive tour of Europe.

Circus Mijares-Schreiber is owned and operated by Chuy Mijares, one-time featured wire walker with Ringling-Barnum, and his wife, Baptista Schreiber.

Assisting the owners are Manuel Mijares, technical director; Edmond Barenco, ringmaster; Ernest Carre, equestrian director; Hugo Berg, head of publicity staff, and Anders Larsen, band leader.

Hanneford Burbank Feature

BURBANK, Calif., May 8.—Poodles Hanneford, famous riding clown and local resident, headlined the Circus Night Show staged here Wednesday (21) by Burbank Elks in the Elks' Temple. Evers and Dolores, tightwire; the Johnson Brothers, the Black Brothers, Phil and Dorothy Phelps, Bernie Griggs, Sam Garrett, Dedrick's Ponies, Sylvia Stanton and Penny Parker also were featured.

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Top Mounter Wanted

Lightweight; one who can do some tumbling for #2 Comedy Act. No objection to good amateur. Write

P. O. BOX 1, Waukesha, Wis.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Olympus, Va.
May 8, 1948.

Dear Editor:

Manager Upp realizes that the day of interest in athletics is here, and that in order to draw people to a show of this size a certain amount of athletics must be mixed in with ballet gals, candy pitches, concert announcements and ponies. We have always been interested in the fight game and have fought opposition thru billing battles, have knocked out knockers and have paid off with boxing lessons by sending disorganizers to the stake-and-chain wagon with, "Our boss canvasman will give you what you have coming to you." Naturally the boss was interested in getting a ring champion to double in concert and as paymaster.

While day-and-dating a carnival, the Duke & Shilling Odorless Midway at Rough Shod, N. C., the shows' athletic manager, Kid Gotch, champion of Hog Waller, Ky., and its environs, was down to his last shoot. Claiming to be the direct descendant of the famous athlete by that name, Gotch signed as a name feature for the concert, bringing along his assistant.

With the new addition we soon framed a socko athletic concert that would give the patrons a variety of indoor and outdoor sports. Our ballet gals soon framed a softball team; our acrobats, who had revived the old-time leaps from a long runway, switched it to acrobatic skiing without the use of skis. The annex dancers also doubled in concert with their boudoir calisthenics to offset giving the audiences too much brawn entertainment and to add a delicate touch of glamour.

With this set-up we were sure of making a name for the show as America's foremost sponsors of sports, and in time we expect to be invited to participate in the Olympic games. To keep the concert clean and untouchable with bribes, the office decided to keep its athletes non-professional, thus eliminating all salaries. Honor among athletes should be considered far above money. Anyhow, our people have been kept on a non-professional status thru the lack of paid customers and no paydays since the show opened.

Our first athletic concert was tried April 30 at Meet All, Va. As the burg had no ski jumpers, our leapers won without opposition. The annex gals defeated the local gals from a juke joint in boudoir calisthenics; the champ boxer kayoed his outside man, who was representing the people at large, in the third round, which up to that time held down the town's athletes to no points.

However, when our gal softball team played the local high school gals, a slight mishap caused us to blow the game. During the last half

of the last inning, with the high school girls at bat, the score stood one to nothing in favor of the show. Thru a fumble a local gal got to first base and was held there when our pitcher fanned the next two batters. The next batter up drove a fly to right field, right into the hands of the right fielder, Bridget Bogtrotter, who instead of catching the ball, stopped to scratch. The home run gave the natives a score of 2 to 1, and we blew the game.

Kindly mention that, due to the already-too-long concert, we eliminated our broad jumpers, who we believe would have defeated the best the town had to offer.

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Banard Bros. Jottings

ETNA, O., May 8.—After a busy winter playing dates with her dogs and ponies, Faith King has started work on several new dogs. John Kramer has the horses and ponies in fine shape.

Mr. and Mrs. Buck Lucas and Miss King spent a few days in St. Louis and Memphis. John Kramer went to Cincinnati and Louisville for a few days visit.

Visitors have included Mr. and Mrs. Paul Lewis, Jackson, Mich.; Mr. and Mrs. Jimmy Foster, Mr. and Mrs. Bill Meyer, Al Jones, Bob Kray, Della King and Brownie Silverlake and family. Mr. and Mrs. Tex Mosley have a cabin near here and stable their bull in the Banard stock barn.

Buck Lucas was visited by Art Scott.

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Permanent address: RUDYNOFF'S TOP NOTCH STABLES, Notch Cliff Road, Glen Arm, Md., or thru FRANK WIRTH BOOKING AGENCY, Suite 909, 10 Rockefeller Plaza, New York 20, N. Y.

Dailey Bros.

Information this week is second-hand, as the author was confined to bed under the watchful eye of Millie Curtis, nurse. Freddie Fredericks and Bert Rickman presented a potted plant flanked by fruits. Joe Rittley Webb and many others paid frequent visits.

The mud and softened earth proved fortunate for Nina O'Dell when the foot loop on her ladder broke. Barbara Ray had a small piece of steel cable removed from her arm, where it had been lodged for several years.

Mrs. Rube Ray is working the pony drill in the center ring during the writer's absence. Mildred Pyle was off the program several days because of a head cold. Ray Milton established his train crew with the show, then he and the missus took a long-planned vacation.

Transfer from the L. & N. to the B. & O. was a bit confusing but finally straightened out when a contesting Diesel engine backed out of the way. Visitors included several from the King show and some CFA'ers, also Senor Aurelio Atayde, of Circo Atayde, Mexico; his wife and nephew, who are visiting the Davenports for a few days. Joe Horwath is kept busy acting as interpreter. Looks as tho a number of Ohio workmen intend to spend their summer vacations with us. Red Rumbell enjoyed a visit with his brother-in-law, Ellsworth Jack, who is manager of the J. C. Penny store in Chillicothe, Tenn.—HAZEL KING.

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DRESSING ROOM GOSSIP

Cole Bros.

Third week out and the show is running smoothly, with Henry Keyes's music and Kenneth Waite's clowning deserving special mention.

Voise Troupe had a big day in Bloomington, Ind., where the dressing room was full of flyers and catchers.

Jack Kennedy brought along his barber's tools again. Otto Griebing celebrated his birthday.

Visitors included Benny Gibson, Eddie Billetti, Clyde Noble, Bert and Agnes Doss, Gene Enos, Ed Raycraft, Harold T. Ramage, Bud Kennedy, Bill Wright, Karl Blakney, Walter Shoup, Harry Melby, Ben Farris, S. C. Hibbens, Roland Behrend, Sgt. Walter Lockenvitz, Wilson Tucker, Chuck and Evelyn Simpson, Happy Hunt, Pat Murphy, Mickey King, Dick Lewis, Father John Callahan, Everett Ritchie, Bill Hedges, Arthur Concello Sr., Mr. and Mrs. Orrin Davenport Jr., Frank Phillips, L. Lyman Keyes, Joe and Eva Lewis, Bert and Corrine Dearo, Cooky Marsh, Mr. and Mrs. Emmett Kelly Jr., Clara and Frances Riner, Franklin Mead, Mr. and Mrs. Arthur B. Larson, Margaret May Larson, Dr. and Mrs. T. W. Nelson, Willard Gehrenbeck, Mr. and Mrs. R. J. Weber, Mr. and Mrs. Frank Myers, Albert Cloutier, Bob Parkerson, Walter Graybeal, Claude Tonelli, and Mrs. Fred Donovan, wife of the show's chief of police.

Sick list includes Huffy Hoffman, Tommy Privett, Corky and Ortans Cristiani and Harry J. MacFarlan.—FREDDIE FREEMAN.

Garden Bros.

Chatham and Waterloo, Ont., first split week of the season, was good. Everyone is resting for the long overnight jumps to come and the laundries and cleaners are being worked overtime.

Billy Garden has a new car and chauffeur. Ken Good is back on the bandstand after sick spell. Gladys Gillum's luck is unchanged. This time her radio burned to a crisp. Betty Lou Hudson celebrated a birthday. Marion Hamilton pens from Winnipeg that, altho she has a good job, the warm weather is giving her itchy feet.

Empress, Modoc and Judy must have thought they were back in India when they danced to the tune of Ernie Bruce's flute at the hospital show staged for crippled kiddies. Others who took part were Don Bernardo, Jacques Gordon, Fifi and the Carr Brothers.

Visitors: Walter Tyson, of Guelph; E. W. Cripps and sons, Morris Housley and L. Melvin, of St. Thomas, all collectors of circusana, who visited Col. Bill Woodcock.

Mrs. Bill Garden and children motored from Toronto to spend the week-end. Old Sol is still with us!—DOLLY JACOBS.

Stevens Bros.

Show is going along with consistently good business. Big show line-up consists of 20 acts with more joining. The Wilkins family was the last to join. Harry Rooks is doing a good job of producing and directing; John Latoski has charge of the canvas, all new. Clown alley is under supervision of Don Hayden. A steady visitor is Leo Moore, who fits in so well that he is considered part of the troupe. Rex Rossi, rodeo performer, left temporarily to fill a previous contract in Cleveland.

Side show is under management of the Stones. Menagerie has several large cages of animals. Recent visitors were Charles Roark and Tex Moxley, who plan to join org later.—CARL G. STONE.

Polack Bros. Western

This being the season for politics, an active political campaign was conducted backstage at the Memorial Auditorium, Sacramento, with several hats in the ring for the presidency of the NPLSP (No People Like Show People) club.

Massimiliano Truzzi was a candidate on one ticket. His running mates were James (Slivers) Madison for vice-president; Josephine Berosini for secretary, and Huang Chai for treasurer. Campaign managers were Clint Barnes and the writer.

Opposing the Truzzi ticket was Harold Ward, a one-man candidate for all four offices. His campaign was directed by Arthur Konyot and the Great Francisco.

During the heated campaign the Truzzi forces assailed Ward's ambitions with the cry of dictatorship. Ward, pleading for conservation of energy, said: "Elect me to all of the offices and have only one politician to yell at." Ruzzi's platform called for a bath in every dressing room and free parking for trailers. Ward promised no matinees, few night shows, and no 10 per cent to agents.

The business meeting and election, complete with parades and campaign speeches, was broken up with the appearance of Ross Paul, the "underground's" and the 11-hour black horse candidate, Stephen Mustafa, riding Ernie Wiswell's funny Ford. The two original candidates breathed sighs of relief when Mustafa announced, in his best rehearsed English, "I do not choose to run."

The Truzzi ticket won by a big margin and takes office immediately following the party in Oakland. Harold Ward announced he will run again and again until elected to all four offices.

Topping the week's list of activities was the buffet supper given by the Ben Ali Shrine at the conclusion of the final performance. Most of the personnel enjoyed visits to Clyde Beatty Circus prior to the opening performance in Oakland, which, incidentally, was at 9 a.m.—HAROLD BARNES.

Bailey Bros.

We are now in Oregon. No more of that California dew for us. We still have rain, to say nothing of occasional snow. The natives don't seem to mind, however, because they have been turning out in large numbers. Medford was especially good, we did three shows.

Delores Sadowski took a bad spill from her ladder during a recent performance and was badly shaken up. She went back to work at the next show, however.

Owner Bob Stevens purchased a new tire-service truck, and a new kitchen, a 32-foot semi-trailer and a new cookhouse. Frank Francis, head chef, and his staff are doing a good job feeding the personnel.

Mr. and Mrs. Arvel Allread and daughter visited Swede and Mable Johnson.—RUSTY BADER.

Dales Bros.

Our 15 straight days of sunshine came to a sudden halt with much rain. The final days of the third week were cold and rainy and on several occasions most of the units had to be winched off the lot. With the coal mines back in operation, business has been zooming.

Fay Romig made the front cover of The Detroit News rotogravure with color photo by Lou Gardner. Inside story featured highlights of Detroit's hometown equestrian.

Orchids to the designers of the spec wardrobe; to Charlie Cuthbert's snappy band, and to Mr. and Mrs. Si Murray's cookhouse.

Sam Howard, Olympic high diving

Clyde Beatty

The cry, "To arms, to arms," rang out as Spenders Cline shouted "Pancho hit me." It was a false alarm tho, for Pancho turned out to be a horse. George Werner, always the giver of strange and peculiar names, received one himself the other day when a workingman called him Lungs Werner.

Paints, pallets, brushes, and easels were much in evidence on the lot in San Jose, Calif., as the art classes of Stanford University at Palo Alto took over the show with gaudy and brilliant pictures. May Day was celebrated by all at San Francisco's famous landmark by invitation of Nick Velluchii and Madame Finocchio. K Coleman Antelek enjoyed his birthday in Oakland.

Willie Lisch joined Max Tubises' concession department. Mr. and Mrs. Elmer Daniels and mother from Tulare caught the show at Oakland. They showered the ladies' dressing room and cookhouse with American Beauty roses and cakes.

Circus fans turned out en masse at Oakland headed by Merle Sprague, Mr. Booker and Donald Marcks.

The Polack Western Unit visited at many spots in the Bay area on their way from Sacramento. This entourage included Justus Edwards, Mickey Blue, Carles Webb, Gus and Betty Bell, Reggie and Tex Gephart, May McKlone, Danny MacAvoy, Shotgun and Rube Eagan, Slivers and Josephine Madison, Ernie Wiswell, Bobo Barnett, Pete Iwanov, Neno Sambiasse and B. Carsey.—DICK ANDERSON.

Orrin Davenport

The old axiom, "All good things come to him who waits," proved true Monday night (3) when the show's comics realized a clown's dream—a big free roll at the expense of the boss.

En route to Winnipeg, Man., the weary travelers stopped at the Davenport home, which proved a bonanza for hungry and thirsty clowns.

Jimmy Davison and the rest of us had a few minutes of anxiety when John Bridrty, local policeman, appeared at the house and inquired about a jeep station wagon with a Pennsylvania license (Jimmy Davison owns a jeep with a Pennsylvania license), which, he said, had run down a woman a few hours earlier. After a bit of threatening, etc., we detected a bit of a gleam in Boss Davenport's eyes and the jig was up. The whole thing was a gag.

An impromptu program at the party included music and recitations by Orrin Davenport, vocals by Uncle Chester, and violin solo by Gabriel (Cabbage) DeKoe.

Enjoying the food and entertainment were Orrin and Dorothy Davenport, Mr. and Mrs. Orrin Davenport Jr., Earl and Hattie Shipley, Joe and Chester Sherman, Jimmy Davison, Cabbage De Koe, Brownie Gudath, Frank Bridrty, Curt and Hilda Oranto, and George Hanneford and Hubert Dyer via telephone.

En route to Chicago and Winnipeg we visited Cole Bros. and enjoyed the good performance. Henry Kyess's band clicked.—DICK LEWIS.

champion and operator of the big swim show set for Milwaukee and Canadian National Exhibition, recently visited Carl Balmer. Howard put on a sparkling trampoline exhibition during the night show as guest artist during the regular act.

Dore Miller joined recently. Billie Henderson is making progress with her slack-wire act, and soon will add it to the program, giving us three wire acts. Judy, one of the young elephants, made a turn in the wrong direction during spec, collided with the bar rigging and partially demolished same. A new pachyderm-proof rigging is under construction.—GEORGE HUBLER.

Ringling-Barnum

During our closing week in the Garden, everyone was busy getting ready to move. Big event of the week was the morning show Monday, May 3, given for the orphans and underprivileged children of New York. Show personnel always enjoys giving this one, seeing the happiness it brings.

Congratulations to Patricia and Virgil Kist and Lillianna and Bruno Bogino. Their weddings took place last week. Daisy Doll celebrated her birthday and had a special birthday greeting sung to her via phone by the Saro-Circo choral group.

Dr. Emmett Fox and Earl Chapin May entertained a large number of showfolks at the Belvedere. Ann Reynolds and Antionette Cencello returned to Sarasota.

Visitors: Bea Starr Braden, Bluch Landoff, Earl Chapin May, Dr. Emmett Fox, Bill Chipman, Mrs. Madeline Parks, Bob Stiff, Robbie Thompson, May Clark Yario, Janis Mooney Fisher and son; Betty and Don Detrick and son, Al Krause and Fritz Schultz.

Back yard scenes: Jimmy Armstrong wearing an eye patch as a result of powder misfiring in the midget car gag. . . . Lou Jacob's soccer team ready for action. The team has new uniforms and shoes, and has Cucciola, midget member of the Zope riding act, as mascot. First game of the season is slated for Boston. . . . Helene Forgeur's annual party was as successful as ever. . . . Ernie Burch thrilling the girls with his songs before the finale number. . . . Prince Paul's new figure is out of this world. . . . Harold Alzana spending all his spare time with his hobby, tinkering with watches. . . . The Little Men's Club members always seem to be discussing the question of fines. . . . It's a toss-up as to who gets more soap suds in his eyes, Bob Kellogg or Johnny Tripp during their clown gag. . . . Midget clowns are making plans to get suits for their softball team; ditto the girls team. . . . All this makes us realize it won't be long now before we will once again be under the big top.—MARY JANE MILLER.

Mills Bros.

The weather caught up with us and we have had several cool and rainy days.

Eddie Mason, horse trainer and menage rider, suffered a broken leg when his horse fell on him in Plymouth, Ind. Myrna Karsey suffered a sprained foot when the side show platform steps fell on her.

Arlene Mills, daughter of Mr. and Mrs. Jack Mills, celebrated her eighth birthday May 1 in Cleveland, where she is attending school. All the folks on the show wired birthday greetings.

Favorite conversation in the ladies' dressing room is reducing. Everyone is discussing diets. Bozo Ward and Rella the Clown joined clown alley and Mary Herrick replaced Jean O'Bryant as wardrobe mistress. Georgie Sweet, Brownie and Josephine Silverlake, Lloyd and Willa Black, Buffalo Ben, Don Archer and Franklin Silverlake are doing a swell job in the concert.

Joy Thomas, Doc Waddell and Frank Noel were interviewed over the radio in Piqua, O. Brownie Silverlake, Archie Silverlake and Willie Clark visited the cemetery in Plymouth, Ind., where Ernest Hoag, former owner of the Mighty Hoag Shows is buried.

Visitors have included Mr. and Mrs. Bozo Harrell, Mr. and Mrs. Raymond Duke and family, Dr. and Mrs. Charles W. Fisher and Tootsie and Harris Reynolds. — JONNIE MAE SNYDER, VIRGINIA NOEL.

Dr. Robert Carothers, Good Samaritan Hospital, Cincinnati, is anxious to get in touch with Edgar Stehli, well known in the circus and dramatic fields.

UNDER THE MARQUEE

Every circusman should love children—they're our bread and butter.

Hunt Bros.' Circus will show at the Hendley grounds, Torrington, Conn., June 9.

An old-timer is one who can remember way back when you had to wait for someone to die to get onto the staff of a circus.

Emmett Sims has resigned from the press department of Cole Bros.' Circus and is on the *Hollywood on Ice* press staff.

The Monday (10) issue of *Life* magazine contains some action pictures of Big Show acts imported this year.

Doc Waddell, of Mills Bros.' Circus, recently was featured in Frank Tripp's column in *The Danville* (Ill.) *Commercial-News*.

Easiest way to burn up a small-town editor is to give only a matinee in his burg and then state that it was only a feed and water stop.

Harry R. Mueller, Springfield, Ill., was unable to catch the Cole show when it played there recently, due to the fact that he suffered a slight heart attack a few days before the org's arrival.

Ralph H. Bliss, who left the Bailey Bros.' advance, is clerking at the Jeffla Hotel, St. Louis, instead of the Jefferson, as mentioned in last week's issue.

Bill Brinley, CFA, Meriden, Conn., has his miniature circus on display at the John Shillito Department Store, Cincinnati, this week. It is all hand-made.

Ringling Bros. circus has been granted a license for an unspecified date in June to show the Shippan Avenue lot, Stamford, Conn. The license fee is \$500.

Regardless of how successful a showman is, both friends and knockers remember him as the kid who broke in as either a pony punk or a seatblock boy.

Joseph Driskell, aerialist, who has been rehearsing in Berlin, Conn., was recently featured in a pic and story layout in the *New Britain* (Conn.) *Herald*.

When James M. Cole played Coatesville, Pa., Frank M. Farrell, veteran Punch and vent side show performer, couldn't find time to visit

West Chester, Pa., to see Herbert A. Douglas's circus collection, so Douglas loaded a portion of the collection in his car and drove to Coatesville. Farrell is an honorary member of the Circus Historical Society.

Joe Beach, Springfield, Mass., writes that he visited with the Emerald Sisters, Steve Evans, Brady and Barton, Rudy and Renald and the Wilfred Mae Trio while playing at the Court Square Theater, Springfield.

An authentic book on dates and places of famous floods and blowdowns should be printed to settle arguments between old-timers around stake-and-chain wagons.

E. W. Adams, Side Show ticket seller, again will be with the Ringling-Barnum Side Show, his fourth consecutive season with Manager Fred Smythe. It is his 30th year in showbiz.

Henry Kyes, Cole Bros.' bandmaster, recently appeared as guest conductor of the Jefferson High School Band, Lafayette, Ind. Later he was featured in a 15-minute broadcast on Station WBAA as guest of Jim Miles, program director.

Frank J. Lee, of the press department of Cole Bros.' Circus, was the subject of a feature story in the Sunday (2) edition of *The Danville* (Ill.) *Commercial-News* by staffer W. H. Hackman.

Flying Behees, contracted for the Madison Square (New York) and (See *MARQUEE* on page 82)

Rogers Bros. Play to Strong Houses in West Virginia, Pa.

GREENSBURG, Pa., May 8. — Rogers Bros. played to three-quarter houses at both matinee and evening performances here Saturday (1). Org arrived at 10 a.m. following 30-mile jaunt from Masontown, Pa., and set up in plenty of time for matinee. Part of the proceeds went to the Greensburg Optimists Club.

George (Toad) Dorn and H. H. (Doc) Null, veteran circus fans, were on hand to greet the show, several members of which had played Greensburg in recent years with either John Robinson or Cole Bros.

Rain and mud failed to dampen interest in Morgantown, W. Va., and the org played to three-quarter house under the auspices of the Morgantown Fraternal Order of Police.

N. Y. License Comm. Seeks New State Ticket Laws

NEW YORK, May 8. — Benjamin Fielding, license commissioner, this week said he would seek a comprehensive revision of the State ticket agency law "to prevent unscrupulous diversion of tickets." His statement resulted from an investigation into circus ticket sales, especially in the lower brackets, which was begun a week ago.

Both the Garden and the Ringling circus disclaimed any responsibility for the mishandling of tickets. The Garden has no supervision over sales, while the Big Show, altho it has its regular agents, has to hire local American Federation of Labor (AFL) help for this engagement.

Jackson, Ky., Sees Dales; 1st for Town in 10 Years

JACKSON, Ky., May 8.—Dales Bros.' Circus, the first to show here in the last 10 years, did only fair business because of an all-day rain. At Saylorsville the show drew a full night house after a three-quarter matinee.

R-B Skeds Dates In East, New Eng.

NEW YORK, May 8.—Tentative reports indicate that the Ringling circus, following its first two stands in Washington and Baltimore under canvas, will play Pennsylvania, Delaware and New Jersey and then jump into New England for its first appearances there, other than Boston Garden showings, since the 1944 Hartford circus fire.

Philadelphia is inked for a week's showing after Baltimore. The Big One will then jump to Pittsburgh, Johnstown and Lancaster, Pa.; Wilmington, Del.; Reading, Pa., and Trenton, N. J. The show has applied for a permit to show at Irvington (Newark), N. J., on June 11 and 12.

The Big Show was turned down on its Providence, R. I., application because the lot was in a residential zone. New London, Conn., has been booked for June 19.

Waldo T. Tupper, circus general agent, said that Capt. Ross Urquhart, of the Connecticut State Police, Hartford, visited the Sarasota winter quarters of the Big Show to inspect equipment, including new flame-proof tents and steel grandstands, and, as a result, Edward J. Hickey, State police commissioner, approved the circus routing thru Connecticut.

SYDNEY, May 8.—Wirth's Circus is averaging fair business for its annual run at Albert Park. The date always coincides with the staging of Sydney's Royal Show.

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EDDIE POLO'S CIRCUS
PLAYING UNDER VETERAN AUSPICES
Now going on the road with good booking ahead. It's a "Dilly"—Top Money for Successful Producers. Call, wire or write:
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ROGERS BROS.' CIRCUS
CAN USE
Riggers, Seatmen, Working Men all departments, two Ticket Sellers, two Butchers. Can use Wild West Concert, 50-50 deal; also two White Face Clowns. Tiny Uptegrove, come on; lost your address. Leroy Wilson, contact. Smitty Goldie, come back. Ambridge, Pa., May 12; Baden, 18; East Liverpool, Ohio, 14; Palestine, 15; New Brighton, Pa., 17; Elwood City, 18; Franklin 19.

WANTED
DALE'S BROS.' CIRCUS
Bill Car Manager, Combination Bill Posters. Wire Dorsey E. Miller, acting agent, as per route. W. S. Jones, get in touch with show. Middleport, 12; Logan, 13; New Lexington, 14; all Ohio.

WANTED
Thrill Acts, Circus Acts, Wild West Rodeo People, Boss Canvas and Seat Men. Join week May 17, Alexandria, Va. Write
SYLVANIA YATES
Mgr. Show Petersburg, Va.

ATTENTION, PERFORMERS
Seamless covered Spanish Webs made to order, any length. Ballbearing Swivels. Write for prices.
EDDIE BILLETTE
P. O. Box 56 Bloomington, Illinois

FOR SALE—TRUCK CIRCUS
If you have cash and want to make money, answer.
Circus, Box D-295
c/o The Billboard Cincinnati 22, O.

Plenty of Action

CHICAGO, May 8.—At least two Eastern cities are not going to want for circus entertainment. The shows come fast and furiously.

For instance at Greensburg, Pa., the town was literally overrun April 26, when advertising crews from three shows arrived at the same time. Rogers Bros. was billing for Saturday (1), with Dailey Bros. skedded to play Monday (10). Lithographing for the first two scarcely had begun when Cole Bros. followed with posters announcing its arrival June 2.

At Hagerstown, Md., King Bros. is scheduled to show Monday (10) and three days later, Thursday (13), Dailey Bros. is scheduled for the same lot. Newspaper ads appear side by side and in many stores the window cards and lithos are posted side by side.

DALLAS FUNSPOT OPENS BIG

Pulls 135,000 On Week-End

Opening marks premiere of Kiddie Town, org's new 75¢ Tom Thumb midway

DALLAS, May 8.—W. H. Hitzelberger, executive vice-president and general manager of the State Fair of Texas, called Saturday and Sunday (1-2) "by far the most successful opening week-end in the history of the summer operation of the Greater State Fair midway in State Fair park here," after an estimated 135,000 people had clambered over rides of every description, eaten thousands of hot dogs and hamburgers, and consumed untold gallons of soft drinks.

The opening marked the premiere performance of Kiddie Town, the State Fair's new \$75,000 Tom Thumb midway for children 12 and under, which includes a miniature coal-fed steam train operated by a retired T&P engineer; a Lilliputian version of the fair's great \$100,000 Roller Coaster; auto ride with 56 fire engines, police cars, limousines and roadsters; a baby Merry-Go-Round; Ferris Wheel, operated by a Gargantuan clown; pony cart ride; boat pond with fibreglass motorboats, and comfort stations with pint-size fixtures.

Gather Before Noon

The \$1,000,000 midway, which has become known as The Playground of Texas, opened its gates at 10 a.m. Saturday, and long before noon was overrun with youngsters. By mid-afternoon it was going full blast and by dark there was a bigger crowd than a lot of Dallasites could remember at the State Fair in former years.

It was a long half-mile of fun, with a half million lights and 35 miles of neon tubing. And the ground lighting was topped off with lavish fireworks at 10:30 p.m.

Thousands of youngsters cashed in on their free ride tickets, 40,000 books of which previously were distributed in a gigantic sampling experiment, thru the co-operation of the Dallas public schools and the Dallas Parent-Teacher Association.

Free Acts Skedded

The midway's schedule of free acts will begin May 31 and run 14 consecutive weeks with a change each week. Outstanding aerial and stage acts will be presented on a new, massive stage elaborately decorated with neon and color.

Most acts scheduled for the midway have been featured with Ringling Bros. and Barnum & Bailey. Opening artist will be Penny Millette, high pole trapeze aerialist, who also opened here last year.

The midway will open week days at 6 p.m., Saturdays at 10 a.m. and Sundays at 2 p.m.

The State Fair also opened its popular picnic pavilion, completed last year and again featuring baseball grounds and a large play area.

Cecil Kramer To Open Park

LINWOOD, Mich., May 8.—Cecil Kramer, formerly with carnivals, soon will open a miniature park here. Linwood is about 12 miles north of Bay City, Mich., on the Dixie Highway. Kramer purchased his equipment from a park owner in Pruden-ville, Mich.

Server Planning Michigan Resort

DETROIT, May 8.—Plans for a new resort development, with an eye toward developing a miniature park, are being made by Fred Server Jr., who now has the former Great Lakes excursion steamer Theodore Roosevelt under option for use as the Showboat Playhouse in the Detroit River. Server is planning to take over a former railway depot building at Howell, Mich., and move it to a suitable park area on a lake front near Howell. Two sites are under consideration.

Initial operation is planned for early this season, with a bathing beach and ballroom as the nucleus. Plans have been drawn up for conversion of part of the present structure, after moving, into a ballroom.

Server also has been negotiating for lease of part of Bois Blanc Island, adjacent to Bob Lo Amusement Park, for use in connection with his postponed showboat project.

Large Wild Animal Shipment Reported En Route From Siam

LOS ANGELES, May 8.—One of the largest cargos of wild animals and birds to reach the U. S. since the war, is en route here from Siam aboard the S. S. President Grant, according to a letter received from Neol Rosefelt, Catalina Island restaurateur, who is accompanying the shipment to this country.

Rosefelt, who said the collection of wild life numbers in the thousands, obtained the animals for the Catalina wild-life expeditions. Among the animals are several elephants, bears and monkeys as well as 20 pythons, five maribou storks, 2,300 other birds, 14 cobras and other specimens. In the bird collection, Rosefelt said, are a pair of hoopoe birds, said to be the first pair ever brought to the U. S.

Fifty thousand mealworms were flown from California to Bangkok to feed the menagerie, Rosefelt wrote.

Penfield Re-Elected Prez Of Columbus Zoo Society

COLUMBUS, O., May 8.—The 1948 reorganization meeting of the Columbus Zoological Society, operators of the Columbus Municipal Zoo, re-elected C. J. Penfield, president and promoted Circus Zortman to executive vice-president.

Meeting climaxed an all-day tour of inspection of the zoo by Fletcher Reynolds, Cleveland Zoo; Robert Bean, Chicago Brookfield Zoo; Marlin Perkins, Lincoln Park Zoo, Chicago, and George Spiedel, Milwaukee Zoo.

Columbus Zoo is located by the O'Shaughnessy Dam and is playing to as many as 10,000 persons each Sunday.

A. C. Rebuilding Beach

ATLANTIC CITY, May 8.—Permission was given this week to the Emergency Erosion Commission to draft a long-range plan for protecting and fortifying the beach. Ralph Harcourt, committee chairman, reported that the pumping of sand on to beach has met with unexpected success.

Pontchartrain Beach Bow Draws 100,000, Batt Says

NEW ORLEANS, May 8.—Pontchartrain Beach officially opened its 20th year Saturday (1) with the largest crowd—estimated at 100,000—ever to assemble at the New Orleans' lake front. Harry Batt, head of Playland Amusements, Inc., and beach manager, said 60,000 persons were at the beach and another 40,000 were turned away and lined the lake front for two miles. The rally was free. The opening coincided with opening of the Security Bond drive here. Leading merchants and civic figures of the city participated. Batt said he tripled his budget for the opening. The crowd reached the saturation point at the beach grounds 15 minutes before the program started. Sunday's crowd was also of record size, estimated at 50,000.

Batt described the opening as "magnificent." Nothing went amiss to mar the evening. Army and navy bands played. Jerry, "the talking dog," was presented by a local group. Highlight was an extravagant fireworks display presented by the Thearle-Duffield Fireworks Company, Chicago, with Art Briese in charge.

Next scheduled free act at the beach is Clark and Bailey, comedy knockabout across. The Gretanos, high wire act featuring seven-year-old Shirley Gretano, complete a two-week stand this week.

Work on the new beach is nearing completion. Bathhouses and a portion of the beach opened today. Dredging for the new beach, 2600 by 350 feet and five times the former area, is completed. It is being graded for a blanket of white sand to be imported. Completion is expected by the middle of June.

Plans are now being drawn for a stepped concourse 500 by 50 feet with a capacity of thousands. Time of construction has not been decided.

The concourse will be of concrete with nautical design. Special lights and sound equipment will be incorporated, Batt said. It will face the new stage, planned atop the lifeguard and beach equipment rental building in the center of the sand beach. Crowds in the past have had difficulty viewing the free acts since no elevated seats were available.

On the site of the present stage area, adjoining the midway, Batt plans to build a skating rink, ballroom and soda fountain, all air-conditioned.

Oxford Lake Opener Hit by Bad Weather

ANNISTON, Ala., May 8.—Opening of Oxford Lake Park, near here, was hit by cold weather, with the result that the crowd was small. The weather, however, has improved and so has business.

Picnic reservations are running far ahead of last year, according to Manager W. E. Morgan.

Because the park operates with a free gate, an accurate estimate on attendance is impossible, but Morgan declared the Saturday and Sunday (1-2) week-end biz was a record breaker.

"We had Speedy Babbs and his Globe of Death as a free act and he proved a good drawing card," Morgan said.

Among the new attractions this year are a fleet of Kronendee pedal boats and a new Correct-Craft speed boat.

Big Week-End Biz for N. Y. Shore Spots

Weather Aids Coney, Playland

NEW YORK, May 8.—Outdoor amusement and beach resorts in the vicinity of New York were finally favored with a belated break in the weather this past week-end, with the mercury on Sunday (2) afternoon hitting 64 degrees, the warmest Sunday of the current season. Balmy weather brought Coney Island and the Rockaways their first crowds of the season.

Coney Island's attendance Sunday (2) was estimated at close to 500,000, while Rockaway Beach reported 125,000 visitors. Rides, games and refreshment stands at both resorts were operating, and crowds apparently had money to spend.

Coney Island will not get into full swing until Saturday, May 22, when the resort's only king-size amusement park, Tilyou's Steeplechase Park, throws open its gates and gives the girls a chance to coyly display their lingerie as they freeze with simulated fright over the abundant air vents of this zany funspot. For the more conservative patrons, Steeplechase is in- (See N. Y. Shore Spots on page 82)

Ideal Sets Daily Schedule; Picnic Grove, Neon Added

MONTICELLO, Ind., May 8.—Ideal Beach Resort on Shafer Lake here swings into full operation Friday night (28) with Eddie Roe's orchestra from Miami University, Oxford, O., supplying dance music the first 13 days, reports T. E. Spackman, resort manager. Matinee dances are scheduled for Sundays, with a special afternoon dance Decoration Day. Other attractions going on a full schedule include the roller rink.

A free picnic grove with tables for more than 400 people is one of the new features. Heavy use of neon is being made to brighten the entire midway. Several name bands will be booked for one-night stands during the summer, said Spackman, the first being Eddy Howard, who comes in June 4.

New Tax Hits Conneaut Lake

CONNEAUT LAKE, Pa., May 8.—A 10 per cent amusement tax to take effect Saturday (29) has been passed by the Summit Township School Board. Conneaut Lake Park is expected to be the chief contributor.

THEY ARE COMING EAST!

The Original

SONS OF THE PIONEERS

Featuring Bob Nolan

Those singing-instrumental Western Stars of Screen and Victor Records—and many of their own song hits such as "Tumbling Tumbleweeds" and "Cool Waters."

AVAILABLE FOR PERSONAL APPEARANCES

Commencing July 10

WRITE, WIRE, PHONE

JOLLY JOYCE AGENCY

EARLE THEATER BLDG.

PHILADELPHIA 7, PA.

CONTENTS OF THE EMPIRE AMUSEMENT PARK

25 EASTERN AVE., ESSEX, MD.

As follows: Ferris Wheel, Merry-Go-Round, Whip, Chairplane, Kiddy Train and 3 Kiddie Rides, all Concession Buildings; large, movable Shooting and Short Shooting Gallery. Must be sold by May 17th. Will accept offers.

ATTENTION
TO ALL SHOWMEN
MR. JOHN BRENNAN

1914 S. W. 7th St.
Miami, Fla.

is here to represent

SUPERCAR CO.

Please write for details
Also Kiddie Rides

WANTED

Have 100% location for Group Game, such as Balloon Racer, Greyhound or any Group Game that will fit into a 16-Ft. Front. Will buy or work percentage with the right party.

SUDENFIELD AMUSEMENT CO., INC.
Old Orchard Beach, Me.

PARTNER WANTED

Amusement park owner retiring from active management and will consider partner capable of managing well-established park. Moderate investment required. Write:

P. O. BOX 670, ANNISTON, ALA.

For Sale—Funhouse

At Famous Cedar Point, Sandusky, Ohio. Building like new, erected two years ago. Original cost \$9500. We are builders and know nothing about the park business, therefore will take terrific sacrifice or will trade for good piece of real estate. Cedar Point still is the most popular and outstanding money getter in this section of Ohio. Write, wire or phone the S. W. MANHEIM COMPANY, 3614 Euclid Ave., Cleveland, Ohio. EXpress 0259.

NEW FROZEN CUSTARD MACHINES
GOOD USED RIDES
Or Have You Any To Sell?

BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, New York

KIDDYLAND WANTED

Beautiful lakeside location on brightly lighted midway for 1-3 Kiddie Rides. Must be A-1. Possibly use 1 Major Adult Ride. Write

Ideal Beach Resort, Inc.
Monticello, Ind.

WANTED LOCATION

FOR NEW KIDDIE BOAT RIDE

BOX D-307

The Billboard

Cincinnati 22, O.

PENNY ARCADES

PEP UP THIS SEASON'S PROFITS
WITH SCIENTIFIC'S

'PITCH 'EM and BAT 'EM'

Baseball Game

NEW IDEAS—NEW MACHINES

THIS WEEK'S SPECIAL!
BAT-A-BALL, SR.
LARGE FLOOR MODEL
ONLY \$79.50

SEND FOR OUR LATEST CATALOG
JUST OFF THE PRESS!

Blendow and Meyers inc.

705 10th Ave. (Cor. 48th St.)
New York 19, N.Y. PLaza 7-5190

SCALE AGENTS

For two high-class Amusement Parks in New York State. Must be sober, industrious, and best of character. Will work on fifty-fifty basis. Answer immediately. Jack Timmons, Fun House Operator, early part of last season with Caravella Amusements, and Sam Generallo, please answer.

531 JY BUILDING
University Avenue & Andrews Street
Rochester 1, New York

AMUSEMENT PARK

FOR SALE ON GULF OF MEXICO

Completely equipped. Ballroom, Roller Coaster, Rides, Cafe, Tile Swimming Pool, etc. Making money now. Year round operation. Average gross over \$10,000 monthly. Inventories over \$275,000.00. Easy terms. Consider trade.

BOX 1368, Wichita Falls, Texas.

RIDES-GAMES

LAST CALL FOR CARR'S BEACH

Can book at 25 per cent. one or two Major Rides. Will give exclusive on Kiddie Rides. Can book Concessions, one of each: Candy Floss, Candy Apples, Guess Weight and Age, Lead Gallery.

FRANK J. ADAMS, Gen. Mgr.
Carr's Beach, Annapolis, Maryland. Phone 9704

MINIATURE R.R. BARGAINS

Used gas driven Streamliner, Locomotive and 3 Coaches, complete with 1,000 ft. rail and ties, in A-1 condition, \$2,250.00; also one heavy duty deluxe aluminum Streamliner, 42-pass. cap., power to haul 100, \$7,250.00. Highball to the Roundhouse for these give-aways. Photos and details, \$1.00 bill; no checks. Light rail for sale.

IRON HORSE LINES, 442 Arcadia Ave., Toledo, O.

KIDDIE RIDE IS SENSATION AT KENNYWOOD PARK

Pittsburgh, the Lucas Kiddie Boat Ride made such a hit April 25 that patrons were lined up a block long. The park doubled the price to drive some patronage away to the fifteen other rides in the Kiddieland. This Lucas Boat Ride is a knockout.

ON JAMES E. STRATES SHOW

the portable Lucas Boat Ride has been taking top money over all five other kiddie rides for four weeks at 20 cents. Wonderful ballyhoo. This ride is a natural.

We have two rides left for immediate shipment. Steel boats will last a lifetime. Steel or concrete tanks for parks. Canvas tanks for carnivals. Write or wire.

ALSO KIDDIE BUGGY RIDE

taking top money right now at Euclid Beach, Cleveland, just as it has done for the past eight years, over all other rides in Kiddieland. Beautiful aluminum horses. Kids go crazy over this ride. Sold out until May 20 to 25. This Buggy Ride is a sensation to all who have seen it. No kiddie ride operator can afford to be without the Kiddie Buggy Ride.

We sell only the biggest sensations and money getters.

DARK RIDE STUNTS

Don't fake your customers with a dark ride that has nothing in it but junk. We can furnish a few more stunts before May 30.

TRAVER ENTERPRISES, INC.

84 RICHMOND ST.

PAINESVILLE, OHIO

SCHOOL BOYS AND IRRESPONSIBLE PEOPLE, SAVE STAMPS

FOR RENT OR LEASE

1 BUILDING 60x120 FEET

1 BUILDING 40x60 FEET

Willing to rent on percentage basis

Season starts May 1 to October 1

Wire or Write

S. LANDOW

Beach Amusement, Inc., Savin Rock, Conn.

WANTED—RIDES

for **REVERE BEACH**

— ON THE BOULEVARD —

20,000 SQ. FT. AVAILABLE

WILL BUY Rides or Take 10% of Gross

Write to
or Phone
REvere 8-2600

M. BELL

430 BEACH ST.
REVERE, MASS.

Atlantic Rural Skeds 24 Extra - Curricular Events

RICHMOND, Va., May 8.—At least 24 extra-curricular activities will be presented on the Strawberry Hill Grounds of the Atlantic Rural Exhibition prior to the staging of the annual fair in November, J. A. Mitchell, secretary, revealed this week. Altho the extensive program is being undertaken principally to make money, Mitchell pointed out that the plant is adaptable to the staging of numerous year-around activities and said it does not make sense that its operation should be limited to one week each year. Sunday (2) the first of a series of weekly midget auto races was presented before a crowd of about 7,000 persons who paid \$2.40 for reserved seats and \$1.20 for bleachers and standing room. Beginning next week the races will be staged Wednesday nights thruout the summer. Promoter Red Crise, who operates several other tracks in this area, has charge of the races.

Motorcycle Races

Championship motorcycle races are skedded for Saturday and Sunday (29-30). Other planned events include horse shows and a steeplechase race.

Mitchell, who came here less than a year ago after many years of successful fair operation in Anderson, S. C., was afforded little opportunity to make real financial gains, since rain washed out nearly the entire 1947 week. The same misfortune occurred in 1946, the first year of operation after the new association's wartime acquisition of the property and other assets formerly held by the Virginia State Fair Association.

Altho a good start has been made, including a first-rate track with grandstand and bleacher accommodations for about 6,000 and a new cattle exhibition building, there is considerable work to be done before the plant meets with the approval of the directors and the public.

Fence Advertising

Another source of revenue engineered by Mitchell is the installation of a seven-foot board fence which encircles the track and will be used for advertising purposes. The cost of the fence was defrayed by the advertising company which will handle the sale of space. The fair will be given a percentage of the gross advertising sales.

Red Crise and his associates installed a special crash rail and lights for night racing at no cost to the fair. The lighting equipment was costly, since about 57 poles, each supporting two 1,500-watt floodlights, were used. The initial cost of preparing the track will be defrayed out of the gross before the fair association is cut in.

May Build Midget Track

Since the track is a half-miler and generally considered too big for the midgets, it is likely that the continued success of the current series of meets will result in the building of a special track for the small cars. Because the fairground encompasses some 150 acres, only a portion of which are in use, there is ample room for expansion.

Difficulty is still being experienced in the handling of large crowds since the fair fronts on a narrow road and the two-lane main entrance is inadequate. Mitchell believes the problem could be solved by relocating the fences to provide parking space outside the grounds. This, he says, would result in much easier handled pedestrian traffic thru the gates.

Fort Pierre Building Stand

FORT PIERRE, S. D., May 8.—One section of the grandstand at the fairgrounds here will be completed this summer, probably before the July 4 rodeo, as the result of action taken recently by the directors of the Fort Pierre Commercial Club. Section will have a seating capacity of 800.

Cars, Groaners For R. I. State

KINGSTON, R. I., May 8.—Extensive operations, lasting thruout the summer, were announced this week by James C. Muldowney, president of the Rhode Island State Fair. Stock car races, promoted by the Speed Corporation of America, will be staged weekly beginning next Wednesday night (12). Wrestling matches will be presented weekly Thursday nights beginning June 24.

Muldowney, who already holds a permit for the staging of fairs, shows, contests and all forms of entertainment except horse and dog racing at the fairgrounds, subject to the approval of the police committee, police chief and building inspector prior to each event, has asked that blanket permits be granted for the staging of the auto races and wrestling.

Work of grading the dirt track at the fairgrounds in preparation for the first race was started Monday (3). It is understood that the expense of grading, the installation of protective rails and track lighting facilities will

Construct 3-Way Replica for Calif.'s Seal for Cent. Float

LOS ANGELES, May 8.—A three-dimensional replica of the great seal of California towering more than 13 feet high, will dominate the huge float now being constructed here by the California Centennial Commission for use by Southern California communities in observance of the State's gold centennial.

The float is one of two scheduled to be built. The other will be used by Northern California cities. It is expected that the float will be completed by July 1 and will be available to communities in the 11 Southern California counties served by the commission's local office. Vehicle will be used in parades and special ceremonies honoring the centennial years of 1948-1950.

The bronze-and-gold float, symbolic of California's "gold era," contains miniatures of Sutter's Fort and Sutter's mill and figures of miners, gamblers, padres, Indians, Chinese coolies and other colorful characters of the gold rush period.

According to Lloyd D. Mitchell, Southern California manager for the commission, the trailer float will be 35 feet long and 8 feet wide. It will be drawn by a specially constructed jeep equipped with a public address unit. To insure permanency, the structural sections will be constructed of metal and hardwood.

be borne by the Speed Corporation of America.

Around the Grounds:

Chicago's First County Annual Plugs \$39,000 Premiums Offered

Chicago's inaugural Cook County Fair, skedded for the lake front August 27-September 6, is plugging premiums of \$39,000 offered for livestock, agricultural products, etc. Jim Kearns, who is handling the publicity, has been cracking Chicago newspapers with frequent items.

One of the most attractive pieces of 1948 fair advertising to reach *The Billboard* is an eight-page envelope stuffer put out by the Skowhegan (Me.) State Fair. Carrying a first-page color photo of the fair's packed grandstand, with harness racing on the track, the folder gives the complete details of the fair's program and also presents a selling layout of pictures on the various phases of the fair.

R. B. Howard & Associates, Columbus, O., public relations consultants, again have been retained to handle the publicity campaign for the Ohio State Fair, Edwin J. Bath, fair manager, announced.

More than 200 persons attended the annual meeting and banquet of the Bi-State Fair Circuit held April 29 at Hicksville, O. Principal speakers were Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O., and Edwin J. Bath, manager of the Ohio State Fair.

Fred H. Phillips, general manager of Frederickton (N. B.) Centennial and a well-known Canadian feature writer, has started to plug the show. Local papers are contributing considerable space to the doings.

Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O.,

advises that a new roof is being placed on the grandstand, a new floor installed in the fruit hall and a large dining hall on the grounds has been turned over to the Boy Scouts to be used as their permanent headquarters.

General admission at Stevens County Fair, Morris, Minn., this year will be 60 cents, tax included, as compared to 50 cents, tax included, last year, Secretary Louis Vinje advises. Fair is acquiring four additional acres to replace two and one-half taken over by the highway department.

Among improvements planned by Cheyenne County Fair, Sidney, Neb., this year are the construction of an additional grandstand to accommodate more than 1,000 persons and a midget race track.

Fred Zebel, who recently resigned as secretary-manager of the Weyburn and District Agricultural Society in Saskatoon, after serving in that capacity for 24 years, was presented with an easy chair at a recent directors' meeting of the organization. His wife was given a pair of table lamps.

George A. Hamid played host to about 100 employees of his various enterprises April 18 at the Trenton (N. J.) Fairgrounds. A catered picnic meal and attendance at the Sam Nunis-promoted big car auto races on the fairgrounds track were featured. Personnel from the Hamid-owned Steel and Million Dollar piers, Atlantic City; the Hamid-Morton Circus appearing in Newark; Hamid's (See *Around the Grounds*, opp. page)

Conn. Fairmen Rename Bartlett To Head Assn.

HARTFORD, Conn., May 8.—The Association of Connecticut Fairs held its 32d annual meeting here Thursday (29), with some 80 State-wide members and guests attending the session at the Hotel Bond.

Joseph C. Bartlett, North Haven, was re-elected president. Also re-elected were William A. Parson, Durham, first vice-president; Paul L. Johnson, Bethlehem, second vice-president; Emerson J. Leonard, Wallingford, secretary, and Richard H. Erwin, Newington, treasurer.

Bartlett, Leonard, Erwin and Elliott H. Platt, of the department of farms and markets, submitted reports.

Harry Storin, advertising and promotion director of the Great Barrington (Mass.) Fair and Riverside Park, Agawam, Mass., spoke on advertising. George Moore spoke on public relations and fairs.

Mrs. Walter Clark, of the University of Connecticut Extension Service, discussed premium lists and judging. Professor Robert Johnson, of the university, spoke on purebred cattle and Connecticut fairs. Warren Brockett spoke on 4-H clubs and fairs.

John Christensen, commissioner of farms and markets, spoke at the evening banquet. A balancing act was presented by Alton Eliason and his daughter, Linda. The Rev. Hugh Shields appeared as a humorist.

Fair dates set at the meeting are: Bethlehem, September 11-12; Wallingford and Wapping, September 11; North Haven, September 10-12; New Haven County 4-H Club, August 20-21; Hamburg, August 25; Echo Grange Fair, Mansfield, September 18; Goshen, September 6; Guilford, September 28; Riverton, October 12; Danbury, October 23-31.

Dixon, Calif., Pulls 9,000 in Three Days

DIXON, Calif., May 8.—A total of 9,000 persons visited the Solano County District Fair during its three-day run which closed here Sunday (2), according to Mrs. Ovalo McCoy, manager.

Opening under a threat of rain, the annual got off to a doubtful start but clearing skies brought forth a large attendance all three days, it is reported. A long parade with 200 entries and 10 bands, inaugurated the fair. A rainstorm, the day before the opening, turned the arena into a mire but warm sunny weather quickly dried the grounds.

Commercial and agricultural exhibits, a midway, rodeo, horse show and juvenile events were featured.

Mrs. McCoy, manager, is a 26-year-old brunette who is the youngest fair manager in the State. At the age of 18 she worked in the office of the Antelope Valley Fair at Lancaster and was assistant manager of the Solano County event for two years before taking over her present job.

Cortland, N. Y., Ups Show Budget, Inks Wirth Unit

CORTLAND, N. Y., May 8.—Harry Tanner, manager of Cortland County Fair, has announced the signing of contracts for grandstand entertainment with the Frank Wirth booking agency. Amount budgeted for the show is said to be the largest ever expended by the fair.

Talent will include Wirth's top revue plus automobile races and a thrill show. For the past several years show had been limited to a rodeo and some acts.

Utah Fair Board Charged In Deal With 'Water Follies'

SALT LAKE CITY, May 8.—Attorneys representing Salt Lake City theaters and amusement parks Thursday (6) registered complaints with the State's Attorney General Grover A. Giles on action of the Utah State Fair board, thru Secretary-Manager Sheldon R. Brewster, in entering into percentage contracts with Sol Schneider's *Water Follies* of 1948. Action was based upon the risking of taxpayers' money in amusement enterprises. Contract between Schneider's International Aquatic Productions and the board calls for a 70-30 split of the gross gate after taxes, with the State furnishing the Coliseum, lighting, labor, musicians, tickets and ticket sellers for the 15-day production which opened May 1. The State's cash involvement was \$4,000 for advance publicity.

Giles took the matter under advisement after presentation of the case by the attorneys.

Action involving *Water Follies* of 1948 is not directed at that attraction, the complainants agree, but is a continuation of the fight of local theatrical interests against a State policy described by the complainants as "the State entering the amusement business in competition against local amusement enterprises."

Already there is a suit in court seeking invalidation of the State contract with the Beehive Midway Corporation, giving it a lease on the fairgrounds midway for five years with an option of five more. The Beehive corporation has announced plans for operation thruout the summer, a plan strenuously opposed by local amusement parks and beaches. No objection was raised to the midway operation during the period of the State fair.

Unfavorable action by the State might affect the contract with *Holiday on Ice*, scheduled at the Coliseum for a two-week run beginning June 11.

6G Gate for Aussie Fair

SYDNEY, May 8.—A record \$6,140 gate was chalked up at the 80th running of the three-day Bathurst Exhibition. President E. C. Murray labeled it the most successful ever staged. Many members of the Showman's Guild played the date.

Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, visited Chicago recently on fair business.

ATTENTION FAIR SECRETARIES

CONTACT

ERNIE YOUNG

For Your Grand Stand Show

155 N. Clark St.
CHICAGO 1, ILLINOIS

TENTS FOR RENT!

We do the complete job - we DELIVER, ERECT, and when the show is over DISMANTLE. All with our own crew. One contract price covers whole job.

MAHAFFEY BROS.Tent & Awning Company
195 SOUTH PAULINE ST.
MEMPHIS, TENNESSEE
"Comfort and Protection"

Jap Suicide PT Boat

For sale. Captured at Okinawa. Complete show mounted on special trailer. 80 H.P. motor. Canvas boat cover. 10'x20' (Buell Co.) banner. Paper-mache Jap head (Messmore & Damon) and torso. Blow-ups. Best offer. **RANDALL'S DEPT. STORE**, Hampton Beach, N. H.

100 Years of Progress Is Pomona's Theme

POMONA, Calif., May 8.—Los Angeles County Fair officials have selected "100 Years of Progress" as the theme for return of the big exposition this year following seven years of inactivity. Last time the annual was held was in 1941. Grounds and buildings were occupied by the army until last year.

Co-operating with the State Centennial Commission, the fair will be presented as Southern California's major fall contribution to the centennial year commemorations. The fair will run 17 days, opening September 17 and continuing thru October 3. The centennial theme will predominate thruout the 20 major divisions. The epic story of California's rise in the agricultural, industrial and educational fields will be portrayed in a giant panorama of some 40,000 exhibits and displays. Theme will be carried out in an elaborate decorative theme over the 350-acre exposition park, it is said.

A program of special events will be punctuated with reminders of the Spanish-California days. Many Southern California organizations will participate.

The palace of agriculture will feature displays telling the story of the transformation which has turned a semi-arid region into one of the most productive areas in the world. A mobile public school exhibit will be presented under the title of The Expanding Role of Education. Here the present day accomplishments of 750,000 students in 860 schools will be contrasted with the simple advantages of the past. Youngsters in a novel junior fair will carry out the same motif.

San Fernando, Calif., Sets Aug. 27-29 Dates

SAN FERNANDO, Calif., May 8.—The third annual San Fernando Valley Fair, sponsored by the 51st District Agricultural Association, will be held here August 27-29 in Roger Jessup Park, it was announced by the association. Prize money will total \$20,000.

Premiums offered are for beef and dairy cattle, poultry, goats and rabbits, agricultural and home products, arts and sciences.

A two-day horse show and 4-H Club contests are included in the program.

AROUND THE GROUNDS

(Continued from opposite page)

White City Park, Worcester, Mass., and the New Jersey State Fair attended.

Ed E. Hill, for many years president of the Eastern Montana Fair at Miles City, is in his first year as manager of the Northwestern Montana Fair, Kalispell, and pushing plans for the latter event. A full-scale program is being drafted, with a night grandstand revue, horse racing, carnival and youth exhibits among the features. The Kalispell annual is scheduled August 26-28.

Fair Dates

(Continued from page 53)

MISSISSIPPI

Kosciusko—Central Miss. Fair & Dairy Show. Sept. 27-Oct. 4. Ray T. Stennett.

MISSOURI

Albany—Gentry Co. Fair. Aug. 27-28. Kenneth Grace.
Aurora—Tri-County Fair. Oct. 6-9. O. R. Tripp.
Bethany—Northwest Mo. State Fair. Sept. 6-11. Lester M. Maple.
Cuba—Cuba Community Fair. Sept. 8-11. James I. Dodd.
Montgomery City—Montgomery Co. Fair. July 29-31. Granville Wright.
Perryville—Perry Co. Fair. Sept. 10-11. Werner T. Weber.

MONTANA

Dodson—Phillips Co. Fair. Aug. 14-15. Wm. B. Black.

NEBRASKA

Bladen—Webster Co. Fair. Aug. 11-13. F. J. Haller.
Broken Bow—Custer Co. Fair Assn. Aug. 24-27. Dan Thomas.
Burwell—Garfield Co. Fair. Aug. 11-14. Paul Banks.
Concord—Dixon Co. Agrl. Soc. Aug. 25-27. Roy E. Johnson.
David City—Butler Co. Agrl. Soc. Sept. 11-14. R. C. Zellinger.
Eustis—Frontier Co. Agrl. Soc. Sept. 8-10. Richard Hopkins, R. R. 2, Bartley, Neb.
Gordon—Sheridan Co. Agrl. Soc. Sept. 2-5. George B. Comer.
Imperial—Chase Co. Fair. Aug. 26-28. Herman Brile.
Leigh—Colfax Co. Agrl. Soc. Aug. 26-29. Otto C. Weber.
McCook—Red Willow Co. Fair. Aug. 24-27. Nick Dempewolf, Indianola, Neb.
Neligh—Antelope Co. Fair. Aug. 27-29. Clinton Stonebraker.
North Platte—Lincoln Co. Agrl. Assn. Aug. 24-27. Clarence F. Wright.
Oakland—Burt Co. Fair Assn. Aug. 23-26. Edgar Hansen, Lyons, Neb.
Pawnee City—Pawnee Co. Fair Assn. Oct. 5-8. W. F. Colwell.
Scribner—Dodge Co. Fair. Sept. 15-17. Otto J. Schellenberg.
Spalding—Greeley Co. Free Fair Assn. Aug. 16-18. Don C. Smith.
Syracuse—Otoe Co. Fair Assn. Aug. 31-Sept. 2. J. Frank Sorrell.
Wayne—Wayne Co. Fair Assn. Sept. 15-18. Wm. E. Von Seggern.
York—York Co. Fair. Aug. 31-Sept. 3. W. E. Stover.

NEW JERSEY

Belvidere—Warren Co. Farmers' Fair. Aug. 18. C. Fred Lorenzo.

NORTH CAROLINA

Washington—Beaufort Co. Fair Assn. Oct. 11-16. H. P. Webster.

OKLAHOMA

Walters—Cotton Co. Fair. Sept. 15-18. Tab Dowlen, Temple, Okla.

SOUTH DAKOTA

Edgemont—Fall River Co. Fair Assn. Sept. 6-7. B. W. Keating.
Spearfish—Lawrence Co. Fair. Aug. 27-28.
Tripp—Hutchinson Co. Fair Assn. Aug. 26-28. Wm. E. Hoff.
Webster—Day Co. Fair Assn. Sept. 16-18. A. C. Flagstad.

VIRGINIA

Tazewell—Tazewell Co. Fair. Aug. 30-Sept. 4. Herbert Ward.

WEST VIRGINIA

Petersburg—Tri-County Fair. Sept. 15-17. J. Justin Barger.

WISCONSIN

Gillett—Oconto Co. Youth Fair. Aug. 20-22. Frank J. Kuehl.

Herz Orange Show Prez

SAN BERNARDINO, Calif., May 8.—George A. Herz, contractor, has been elected president of the 1949 National Orange Show.

The Honeymoon is Over!

GET **BACK TO SHOWMANSHIP**

WITH PATRON PULLING

POSTERS!

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- WRITE FOR SPECIAL DISPLAY PROGRAMS
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RICH BROS. FIREWORKS CO.

Write Dept. 8, Box 514, Sioux Falls, S. D.

ATTENTION

Some dates still open for
JOIE CHITWOOD'S HELL DRIVERS
(Midwestern territory only)

THE BAR M RANCH RODEO

LOYD SCHERMERHORN'S
INDIAN CREEK RANCH RODEO

Write—Phone—Wire

AMERICAN THEATRICAL AGENCY, INC.
Suite 1806

203 North Wabash Avenue Chicago 1, Ill.

NEGRO COUNTY FAIR WANTS CARNIVAL

With plenty of Rides, clean Shows and Midway Attractions, Aug. 16th to 21st, inclusive. State terms or percentage basis on which you work.

Pope G. Garrett Sr., Sec.
1016 E. Franklin St. Clarksville, Tenn.

WANTED

Independent Rides for

NOBLE COUNTY FREE FAIR

Sept. 1-2-3-4, Perry, Okla.

Write Geo. Freeman, Sec.



Swing & Sway the "Orton Way"

GUARANTEE

SUCCESS

for your event!

THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With Their Own Original Creation—

"A FLIRTATION IN THE SKY"

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.

Represented by AL MARTIN AGENCY, Hotel Bradford, Boston.

WOM IN STRONG SEASON BOW

Cobb Named Ass't Mgr.

Other staffers appointed in reorganization program — name feature sought

By Jim McHugh

RICHMOND, Va., May 8.—Frank Bergen's World of Mirth Shows got away to a healthy start this week on the city-owned old fairgrounds—the town's plum, but heretofore regarded inaccessible location. The take was announced as entirely satisfactory when good weather prevailed. It was better than expected, considering the number of shows which have played here since March. Since no protection on dates is available, despite the fact that the WOM and Marks Shows both winter here, the town has become a favorite stopping-off place for orgs heading north. Just two weeks ago three shows day-and-dated.

The reorganization plan inaugurated by Bergen at the end of last season was put in full operation here for the first time. Wallace A. Cobb, former show trainmaster, and before that circus performer-staffer for a grand total of some 30 years, has been elevated to assistant general manager, accountable only to Bergen, and given princely powers. Cobb's job, as outlined by Bergen, will be supervisory, with particular attention to the shows' rebuilding program. The shows have long been too large for close management by one man already confronted with multiple hand-shaking duties.

The damage to equipment during the past few years thru careless handling and the lack of know-how in respect to mobile showbiz, has resulted in the loss of thousands of dollars, Bergen explained. Closer supervision will eliminate considerable waste and aid considerably in the general appearance of individually operated units.

Top Jobs Filled

Ronald Driver, assistant electrician to Eddie Edwards for a number of years, gained the top job when Edwards exited to become manager for Jake Shapiro's Triangle Shows. Al Moody, long-time assistant to Cobb, has been appointed trainmaster. Ed Howe, last year with the Ringling circus press department, has taken over the flacking.

Continuing in posts they have held for a number of years are Ralph W. Smith in the money wagon; L. Harvey (Doc) Cann, general agent; Gerald Snellens, contracting agent; Harry Hauck, lot superintendent; Mrs. Elizabeth Murphy, secretary, and Eddie Cennane, 24-hour man.

Colleague and right-hand man to Bergen is Bernard (Bucky) Allen, whose presentation and management of the concession line is only one of his multiple duties which parallel those of Bergen. Bergen and Allen have been giving considerable attention to building attractions and have already made an excellent start with the presentation here of Elaine Kirby's Minstrel Show. The show is produced by the star's hubby, Dudley, is well flashed and lighted and has better than average talent for this type of presentation.

Also planned is the addition of a (See WOM in Strong on Page 83)

Stripper Stripped

NEW YORK, May 8.—Georgia Sothern, featured exponent (James E. Strates Shows) of the art of disrobing in public, displays no undue qualms at peeling before a paying audience, but she registered deep annoyance Tuesday (4) when she discovered that some miscreant had stripped her suitcase, left in a car in front of her home on East 67th Street, of an unspecified number of feminine articles of clothing.

In reporting the loss to the police she gave no itemized list, but four suits belonging to her manager were reported as being among the pilfered items. Our assistant, Dr. Watson, opines that a suitcase with four gent's suits would have space for little else other than a couple of G strings or scant scanties.

Washingt'n Good For Jones; Rain Hits in Altoona

ALTOONA, Pa., May 8.—Following a successful engagement in Washington, the Johnny J. Jones Exposition railed in here and everything was up and ready to go Monday night (3), but rain washed out the evening. Weather also hit Tuesday night, but the shows were in partial operation.

The Washington engagement, despite a dent caused by rain and cold weather, accounted for profitable business. Patronage neared its peak in the closing days of the stand. Shows enjoyed better than average business and the concessions had a good play.

Top gross among the shows went to Jerry Jackson's Hep Cat Revue. Follies of 1948, with Honey Lee Walker handling front, was a good money winner. Unit features Baby Dumpling, tassel dancer, and Harry Taylor with his Beef Trust Revue.

Kiddie matinees (April 24 and May 1) in Washington scored solidly. Bicycle giveaway was the lure both days. Ducats were distributed by Jimmy Rose, shows' press agent, thru boys' clubs, and the midway was thronged at both performances.

Feature of the Washington stand proved to be the second annual Carnival Night Festival at the National Press Club, at which the shows again supplied games and shows. Engineered for the second year by Rose, the event was rated a huge success.

South Okay for Cavalcade; North Holds Big Promise

DECATUR, Ala., May 8.—As Al Wagner's Cavalcade of Amusements, here this week, played its final Southern spring date of the season, execs and personnel alike were optimistic over the business that lies ahead in its Northern stills. All things considered, the Southern spots have been better than all right for the Cavalcade, folks on the shows point out; and, if the pace of business continues in the Northern stands which hold greater money-getting possibilities, the Wagner org is heading into some excellent business. From here, the Cavalcade moves to Evansville, Ind.; Terre Haute, Ind., and Cedar Rapids, Ia., in that order.

Gadsden, Ala., spot played prior to this, proved an agreeable surprise. The gross topped that of any show which played the city in past years, it was reported. The business registered is doubly impressive because there was opposition. The Chamber of Commerce Rodeo promotion day-and-dated the first two days of the carnival stand, while a motorized carnival meanwhile was in operation at nearby Attalla, Ala.

Rail move here from Gadsden was a fast one, and the shows were unloaded Sunday night (2), giving everyone a chance to be ready. However, a cloudburst Monday morning (3) prevented setting up; and the shows opened the following night, when they pulled a better-than-fair, first-night turnout.

Rain Hits Hennies In Little Rock Stand

LITTLE ROCK, May 8.—Hennies Bros.' Shows, in here this week, ran into bad weather during the early days of the engagement, and business suffered. Previous stand, the first of the season at Hot Springs, where the shows wintered, netted patronage and spending up to par for the resort town.

From here the shows go to East St. Louis, Ill., where they bow Monday (10) night.

Jollytime Shows Contract To Play Gettysburg, Pa.

BERWICK, Pa., May 8.—Jollytime Shows have closed contracts to play Gettysburg, Pa., during the battlefield decoration sponsored by the VFW the week of May 31, G. C. (Mitch) Mitchell, the shows' general agent, announced.

Other dates signed include the firemen's July 4 celebration here, the American Legion Homecoming at Shamokin, Pa., and the Eighth District Firemen's Convention in Olyphant, Pa.

Eastern Orgs To Gilly If Strike Comes

WOM, Endy, Strates Set

NEW YORK, May 8.—Eastern rail orgs are, or will be by deadline time for the threatened railroad strike, all in position to continue operating by resorting to overland jumps.

The World of Mirth Shows, originally scheduled to move from Richmond, Va., to Chester, Pa., has inked another move to New Brunswick, N. J., with an option on both until tomorrow morning when the show train is loaded. Frank Bergen, general manager, reasons that the jump to Jersey would leave him without worries for five or six weeks, insofar as the railroads are concerned, since he could move overland, a practice he inaugurated during the war in the same territory when faced with difficulty in scheduling rail moves.

The James E. Strates Shows, which close tonight in New Brunswick, may elect to remain in Jersey, altho scheduled to jump into Connecticut. Strates had his wagons hauled over the road from Perth Amboy and, consequently, is entirely familiar with that method of moving a large org. Neither Strates nor his agent, William C. Fleming, was available for comment.

Endy Bros.' Shows, only other rail org in the East, closes tonight in Norfolk to jump to Wilmington, Del. Owner Dave Endy can, if he chooses in the event the strike goes thru, move 20 miles overland for a week in Chester, Pa., and about the same distance to Philadelphia for an additional week.

John D. Sheesley Succumbs in Fla.

JACKSONVILLE BEACH, Fla., May 8.—John Daniel Sheesley, son of the late Capt. John M. Sheesley and widely known in outdoor show circles, died in Riverside Hospital, Jacksonville, Tuesday (6) of a cerebral hemorrhage. For a number of years Sheesley operated a Monkey Show on his father's Mighty Sheesley Midway. He also had the attraction on a number of other orgs.

In addition to his widow, Dorothy, two daughters, Jo Anne and Dorothy, and an uncle, Charles Sheesley, who has been with the John R. Ward and Hennies Bros.' shows in an executive capacity since the disbandment of the Sheesley org in 1944, survive.

Burial was in Oaklawn Cemetery, Jacksonville, today.

NOTICE TO OUTDOOR SHOWMEN
FINAL CLOSING TIME for late show ads is
5 P.M. SUNDAY
(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST. CINCINNATI 22, OHIO

Weather Man Aids Strates At Perth Amboy; Gate Big

NEW BRUNSWICK, N. J., May 8. —James E. Strates Shows are playing a Livingstone Avenue lot here this week 'after an excellent stand at near-by Perth Amboy.

With cool weather the first four days and clear skies the entire week at Perth Amboy, the show did good business on the Smith Street lot. Attendances were heavy every night. With the mercury climbing Friday (30) and ideal weather prevailing Saturday (1), attendances were hyped, with thousands of children and adults on the grounds for Saturday's kiddie matinee.

Saturday night was cool but clear and the midway was jammed until late. While rides did not draw

heavily, due to the cold, shows, games and concessions were well patronized. The midway was brilliantly lighted, with flashy fronts of Georgia Sothern's Revue and other shows drawing the crowd.

F. Percy Morency, office manager, after leaving St. Luke's Hospital, Jacksonville, Fla., is going to his home at 2827 Welton Avenue, Dallas. His wife reports that Morency is doing well and would like to hear from friends.

Bill Leon, superintendent of the front door, purchased a 1948 Cadillac sedan. William (Bud) Harvey, son of the trainmaster, and Mrs. R. Harvey celebrated his sixth birthday with a party in the dining car May 1. Nick Bozini, treasurer, is being assisted by his son, George, who joined in Chester, Pa. Pinch-hitting as secretary is Eddie Hollinger, manager of the Harlem Boogie Revue.

Concessionaires include Al Campbell and Gladys Krouse, ball games, with Jim O'Malley and Peter O'Connell, agents; Steve Gekas, cookhouse; Jean Dellabate, palmistry; Ernest Dellabate, dart boards; Louis Strates, grab stand; Joseph DeCapio, popcorn and candy apples; Frances and Fred Fournier, 12 booths; L. D. Powers, lead gallery and basketball; Flo and Joe Schiavo, fishpond; Bill Jones, bingo; Jean and Rocky Marroletti, age and scales; Joseph Christian, fruit wheel; Ed Ebsen, candy floss; John De Marco, novelties; Sammy Applebaum, two wheels; Ellen Pugal, photos; Walter B. Cox, balloon darts and electric train games; Ed McTeague, one; Fred Palochak, pitch; Mrs. Roy Jones, penny pitch; Harry Gold, hoop blocks; Frank Spina, fuzzy bears, and an office-owned custard.

Golden West Hit By Weather But Mgr. Optimistic

GRASS VALLEY, May 8. — Altho Golden West Shows have encountered but five days of good weather since opening four weeks ago in Napa, Calif., Manager Harry (Polish) Fisher views the season ahead with optimism, based on the good business his organization has done so far when weather was favorable and the 11 fairs and several celebrations that have been booked.

Opening in Napa, the show had one good day of weather, moving to North Sacramento where it did not open because of inclemency. Staying over another week it played two days in good weather. Cold and damp weather greeted the show here, but clearing skies Saturday (3) brought out people who asked that the show remain a second week. Calaveras County Fair and Jumping Frog Jubilee, Angels Camp, follows.

Three recently purchased 60-inch searchlights have been proving a good drawing card, and a supplemental generator mounted on a four-wheel trailer has been added to provide lighting in case of power failure. Charles Albright has joined with several concessions and Eddie Harris has two stock wheels. W. Clifford has the cookhouse and two eating wagons plus two new kiddie rides and a new Merry Mix-Up. Otto Fictum joined with his Spitfire, and William Thompson joins next week with a Funhouse, Mickey Mouse Show and pony ride.

Staff includes Harold H. Shapiro, secretary-manager; Rose Fisher, assistant to Shapiro; Homer Rees, ride superintendent and assistant manager; Ralph Deering, electrician, and Nathan Fisher Cohn, co-owner with Fisher and Shapiro.

FOR SALE



TRAILER—CUSTARD MACHINE
NEW POPCORN MACHINE
Can be seen at Park south of Bradenton, Florida.
\$2,500.00 takes it.
AARON MILLER
Box 336F, Route 2 Sarasota, Florida

FOR SALE

Penny Arcade, new this season, or will trade for Mechanical Show. New 20x30 top, panel front, 33 machines. Cost \$2500.00, will take \$1250.00. Wire

J. C. DUNCAN JR.
c/o Johnny J. Denton Shows
Marion, Va., May 10th-15th

Wanted for June 11-12-13

Ferris Wheel, Merry-Go-Round, Kiddie Rides and what have you for Rodeo and Celebration. June 11, 12, 13. Concessions all open (X sold on Pop Corn). For Sale—1 Grab Trailer, 1 Floss Machine and Tent. Both outfits 8x8. (Best cash offer.) Write or wire

MRS. VIRGIE CONNELL
Felix Theatre Hagerman, New Mexico

WANT DROME RIDERS

For Cetlin & Wilson Shows and Palisades Amusement Park. Contact me any time 1025 Palisades Ave., Palisade, N. J., or

F. E. EGBERT
For Cetlin & Wilson Shows
Asheville, N. C., week May 10-15

WANTED

DEVIL'S BOWLING ALLEY AND FISH POND

Must be in perfect condition. Quote best price. Write or wire

JOSEPH GLOTH
55 Neptune Ave. New London, Conn.

Morris Hannum Shows

A tradition at Veterans' Conventions

WEST YORK, PA.

FIREMEN'S GALA WEEK, MAY 17-22

CAN PLACE RIDES

Fly-o-Plane, Comet, Rocket, Spitfire.

CONCESSIONS

Can place Hanky Panks. Special consideration for Ride

Owners with Concessions.

SHOWS

Arcade, Drome, Grind Shows.

HELP

Ride Help; must drive. Don't write, come on.

MORRIS HANNUM, Brunswick Hotel, Lancaster, Pa.

PENN PREMIER SHOWS

*world's cleanest * midway*

Wanted—LAUREL QUEEN CELEBRATION—Wanted

This is one of Pennsylvania's largest Spring Celebrations. Parades, Floats, Bands and Special Events. The Queen will be picked to enter the State Finals. 1,000,000 are expected to attend.

LEHIGHTON, PA., MAY 24-29. WE HOLD EXCLUSIVE RIGHTS ON ALL PRIVILEGES. CONCESSIONS—Can place Ball Games, Short Range Gallery, Long Range, Hoop-La, Pitch-Till-You-Win, Glass Outfit, American Palmistry, or any other Legitimate Concession.

SHOWS—Can place Arcade, Animal or Iron Lung.

RIDES—Sorry, can place none as we carry 16 of our own.

RIDE HELP—Can place reliable Help that drive Semis. Can place two reliable men for Front Marquee.

NOTICE—Change in route. Address all mail and wires to:

LLOYD D. SERFASS, PENN PREMIER SHOWS, Stroudsburg, Pa., this week; Matamoras, Pa., next. This Celebration is followed by all Firemen Celebrations until the first week in August; then all Fairs until November.

Eddie Crown Young's Royal Crown Shows

"AMERICA'S
FINEST CARNIVAL"
WANT

CONCESSIONS: Jewelry, Basket Ball, String Game, Ball Games, Penny Arcade, Duck Pond or any Merchandise Grind Concession. No Wheels, Coupon Stores, P.C. or Mitt Camps. SHOWS: Snake, Monkey, Wild Life or Illusion. Must have own transportation and equipment. RIDES: Will book Dark Ride for season, or Roll-o-Plane. Long season. Winter's work in Florida. Reply:

E. L. YOUNG, ROYAL CROWN SHOWS, COVINGTON, KY., this week.

MORE BIG ONES MAJESTIC GREATER SHOWS

Can Place for
GIGANTIC FIREMEN'S CELEBRATION

Parades, Contests, backed by business men

FARRELL, PA., MAY 17 THROUGH 22

Oil City, Pa., May 24-29, and other big ones.

CONCESSIONS: Photos, Arcade, Ball Games, French Fries, Novelties, Short Range Gallery and other Merchandise Concessions. Few choice Wheels and Grind Stores. Sam Soloff no longer connected.

SHOWS: Wild Life, Mechanical, Snake and Fat. EXCEPTIONALLY GOOD PROPOSITION FOR SIDE SHOW WITH OWN EQUIPMENT.

HELP: Experienced Wheel Foreman, also Second Men who can drive semis.

Address: SAM GOLDSTEIN, ROCHESTER, PA., THIS WEEK.

PUNKS and 6 CATS

Packed as tight as a rock, and beautiful with that new look. Flash and colors galore.

PUNKS FOR CAT RACKS \$27.00
15 in. tall, immediate delivery. Per doz.

SIX CATS Packed Solid. Ea. \$7.50

Red, blue and yellow. Tremendous value, delivery 5 to 10 days. People that are getting these are very complimentary.

PENNY PITCH BOARDS—NO. 1

The continuous action board. Our third big year on this board. It must be good.

PLAYING SURFACE ONLY— \$30.00
40x40 inch size.

48x48 in. Complete with Trough and Cover for same. \$60.00

SPONGE RUBBER ADD 'EM UP DART BOARDS
With waxed linen thread lines, mounted on plywood, complete with chart for quarter or dime. Price \$25.00 Ea.

OTHER HANKY PANKS ON HAND

Write for Catalog.

RAY OAKES & SONS
BOX 106 BROOKFIELD, ILL.
Phone: Brookfield 7624

W. B. J. SHOWS

OPENS MAY 15

TWO SATURDAYS — TWO SUNDAYS
WANT

Ride Foremen and Second Men: top salaries. Concessionaires. Stock Stores; no gambling. Come in now. Stay at or write:

WINTER QUARTERS. SWANTON, O.

4 miles East on Chicago Pike
P.S.: Will buy Merry-Go-Round. What have you?

FOR SALE

1940 Loop, in A-1 condition. Ford, semi, with brand-new 1947 motor, 2-speed axle, good rubber, 26' long. 2 Concession Trailers, 7'x12', good rubber. 8x10 Top and Frame, pin hinged, in A-1 condition. Basketball, 2 goal. Short Range Archery, 20 Bows, 500 Arrows. 1 12x12 Center Joint with Turtle Race Arena, Cane Rack and Slum Wheel. Midway Electric Cable, flash for all the concessions and ride and plenty of miscellaneous equipment. Best offer over \$2,000.00 takes all.

M. J. ROACH
1928 GRANT ST. DENVER, COLO.

SIX CATS

Buckets, Skillos, everything else you need.

BAKER'S GAME SHOP
8108 Desoto DETROIT 8, MICH.
Phone: UN. 2-0464

WANT—SIDE SHOW PEOPLE—WANT

Worth while attractions. Fire Act, Pin Cushion, Freaks of any kind, Ticket Sellers that Grind, Bally Girls, Lady to Handle Pythons. Wonderful route for Tattoo Artist; must have good flash. Above don't misrepresent as that caused this ad. This Side Show operates year 'round, Florida again next winter. Leo Palmer, Billy Eberhardt, others, wire.

Jos. E. Hilton's

COMBINED CIRCUS SIDE SHOWS
Happyland Shows Rochester, Mich.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

FOR SALE--KIDDIE RIDES

1 Chairplane Ride, 12 seats; 1 Airplane, 6-passenger; 1 Kiddie Car Ride, 8 cars; 1 Hobby Horse, 2 horses. 2 Chariots; 1 Boat Ride, 1 Electric Street Car and Track, 5 Ponies for Ride. 7 Rides, \$7,000.00. Now in operation in City Park.

R. R. JONES

215 W. Olive, Redlands, Calif.

FOR SALE

Late model Spitfire, special Trailer, good Tractor, clean as a whistle, \$9,000 cash. Place Feature Freak with own banner. Basket Ball and other Hanky Panks. Cape Girardeau, Mo., this week; Perryville next week. Why hurry anywhere when we are in the cream here?

DYER'S GREATER SHOWS

MIDWAY CONFAB

Are you a real gal show talker or a sex rabble rouser?

Jimmy Trump, billposter, joined Cetlin & Wilson Shows in Petersburg, Va.

George Nichols, Nick Mitchel and M. D. Mouney have booked their concessions with Palmetto Exposition Shows.

Prof. L. Levitch letters from his home in Los Angeles that he is recovering from a recent operation for cancer of the nose and mouth.

Every show should have a Who's Who list so that newcomers will know who ain't.

Red Hart, formerly with the Morris Hannum Shows, has joined the East Coast Shows where he is ticket-seller on the 10-and-1.

R. C. McCarter, Cetlin & Wilson general agent, received delivery on a new Lincoln during the org's opening stand at Petersburg, Va.

Art Riley is trainmaster and John Dempsey general superintendent and assistant to David B. Endy on Endy Bros.' Shows this season.

Ninety per cent of carnival talkers use midway gibberish when making openings to towners.

Mrs. Dada King, wife of the concession secretary of World of Mirth Shows, is in Miami recuperating from a serious operation. King reports it will be several weeks before she will be able to join him on tour.

A. J. Hanson writes from Knoxville that Sam R. Childers, concessionaire, has left the W. G. Wade Shows No. 1 Unit to accept a position as general sales manager with the A. T. Hanson Electronics Corporation in Knoxville.

Concessionaire A. Hymes reports he scored heavily with novelties at the Winchester (Va.) Apple Blossom Festival. The date was open and vendors were plentiful. Attendance, reported in excess of 100,000, was big enough so that everyone did well.

Those were the days when minstrel shows had gold leaf fronts and the performers had teeth to match.

Mr. and Mrs. A. H. McClanahan, concessionaires of Baton Rouge, La., are in Hot Springs taking the baths. McClanahan underwent an operation in St. Paul Hospital, Dallas, May 1.

F. O. (Tarzan) Banks, Snake Show operator at Ocean View Park, Norfolk, Va., staged his annual rattlesnake banquet May 7 for over 80 newspaper friends and showmen.



HONEY LEE WALKER, of the Johnny J. Jones Exposition, crowned queen of the second annual National Press Club Carnival Night recently in Washington, receives congratulations and a bouquet of roses from press club President Joe Short, of The Baltimore Sun. Honey Lee is the talker for the "Follies of 1948" on the Jones org.

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate delivery
Star Poppers. Midway
Marvel Candy Floss

Machines — All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER

231 N. Second St.
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1261 E. Sixth St.
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PEERLESS CELEBRATION AMUSEMENTS

Legion Celebration, Christiansburg, Va.,
May 17 thru 22.

Opening for good Advance Agent knowing Virginia, West Virginia or Pennsylvania territory. You must be reliable. Drinking cause of this ad. Concessions open: Photos, Ball Games, Lead Gallery, Guess Your Age, or what have you? Happy Boulinghouse wants Percentage Agents. Clean Shows with own transportation and people for Ten-in-One, contact; good opportunity.

All address or wire

WM. J. MESPELT, Mgr.
Haw River, N. C.

WHITE'S RIDES

WANT

For Strawberry Festival, Soddy and Sale Creek, Tenn., and other Celebrations.

Louis' Grab, Snow Balls, Cork Gallery, Hoop-La, Fish Pond, Coke Bottle, Hanky Panks. Only one of a kind. Mitt Camp, no kids; Grind Shows. Flat Ride to join at Soddy and balance of season.

GUY WHITE

SODDY, TENN., MAY 10 THRU 15.

FOR SALE FOR SALE

CUSTARD MACHINE

One of the flashiest and most efficiently built Custards on the road today. Built on tandem wheeled Schult Trailer, completely enclosed in glass with plenty of lights and neon. Hot and cold running water. Pulled by '41 Army Chevrolet with wench. All equipment in A-1 shape. Must sell because of other interests; very reasonable. Can be seen with

CARAVELLA AMUSEMENTS

Harrisburg, Pa., this week; then per route.

BINGO TOP

Want Bingo to join at once; Ida Groner, wire quick. Want Mug Outfit and Balloon Darts. Unreliables and Forty Milers not wanted. We want Show People without that artistic touch. Address:

BORUP'S UNITED SHOWS

Morganfield, Ky. CECIL C. RICE, Mgr.

MITT READERS

Readers for excellent territory in Pennsylvania. Good income and treatment assured. Write or Wire

JUDY ROGERS

c/o BEAM'S ATTRACTIONS
Portage, Pa., this week

FOR SALE

Ten-Car Allan Herschell DeLuxe Kiddie Auto Ride, good condition, \$900.00 cash. May be seen in operation this week, Sparta, Tenn.

All replies to:

Mrs. Eddie L. Wheeler

Eddie L. Wheeler Shows, Sparta, Tenn.
Permanent address: Route 2, Rome, Ga.

WANT WANT WANT

ENLARGING SHOW

Clothes Pin, Darts, Bumper, Corks, Scales, Age, nice Grab, Postoffice, String, Ticket Sellers, Ride Help, Shows, Rides not conflicting. No drunks, agitators, or chasers, please. Need Truck Drivers and Working Men. Fair and Celebration Committees in Arkansas, Missouri, Oklahoma and Iowa, have a few open dates.

ADMIRATION SHOWS

CUSHING, OKLA.

OHIO VALLEY SHOWS

WANT SHOWS, STOCK CONCESSIONS & PHOTOS

Wire

ROXIE HARRIS

Fostoria, Ohio

M. A. SRADER SHOWS

WANT

Billposter with own car. Blackie Jack Lewis, Jack wants to hear from you. Can book Photo, Jewelry or Hi Striker.

Grand Island, Nebr., May 10-15.

WANT**TO BUY, BOOK OR LEASE**

Merry-Go-Round for Beach, also Kid Rides. Can use few more Stock Concessions.

MURRAY JACKSON

309 Fayetteville Ave., Bennettsville, S. C.

WANT**PENNY ARCADE MANAGER**

50% after the nut

RIDE HELP for Octopus and Swings
Top salary and bonus
Wire

J. C. DUNCAN JR.

c/o Johnny J. Denton Shows
Marion, Va., May 10-15

WANTED**By BILL CHALKIAS**

SIDE SHOW ACTS, FREAK TO FEATURE.
Bill Gillen, answer again; Fred West, answer.
Address:

BILL CHALKIAS
Care SNAPP GREATER SHOWS
Columbia, Mo.

AGENTS WANTED

For Bucket Store and Shive Rack.

MARTIN R. ROSE

c/o Bee's Old Reliable Shows

Paris, Ky., this week; then as per route.

**WANTED FOR
NAIL STORE**

CAPABLE AGENTS
Swede Holden, come on! Address:

Herman (Greenie) Pluda
c/o CAVALCADE OF AMUSEMENTS
Evansville, Ind., this week;
Terre Haute, Ind., next week.

STUMBO SHOWS

Want the following Concessions for the Neosho, Mo., Strawberry Festival, around the square, six days, May 24-29: Bumpers, String Game, Clothes Pins, Glass Pitch, Basket Ball, Lead Gallery, Huckly Buck, Coke Bottles, Jewelry, Add 'Em Darts, Fish Pond, Age and Scales, or what have you? Must be legitimate.

Lincoln, Ark., May 10-15; Anderson, Mo., May 17-22.

MILO HARTMAN

and
CHARLEY HOTT

Contact me at once

Martin Arthur, Mgr.

IMPERIAL EXPOSITION

GRANITE CITY, ILL., this week

**WANT
WHEEL FOREMAN**

Must drive semi.

TWIN CITY SHOWS

Marshall, Mo., May 10-15

La Plata, Mo., May 17 to 22

SECOND-HAND SHOW PROPERTY FOR SALE

\$50 Genuine Lion Rug, mounted head. Fine cond.
New Pennant Flags on Streamers. Flashy. Cheap.
\$12 Tom Tom, 18 inch. Fine for Girl Show.
\$18 Wax Head Spanish Princess. Real blond hair.
\$40 Wax Head. Ubangi Thick Lip. Side show piece.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

WANT

First-class Ticket Sellers, Pin Cushion, Tattoo Man (good territory), Sword Swallow or any other Novelty Acts that can stall.

Jake "Sealo" Aughtmon
c/o PRELL'S BROADWAY SHOWS
Baltimore, Maryland

Honored guest was Art Riley, train-master of Endy Bros.' Shows which were playing Norfolk. Riley taught Banks the snake show business.

Estelle Weatherby, en route to join the Stephens Shows, stopped in Gadsden, Ala., and visited with the Louise Logsdon feature of the Dick Best Side Shows with the Cavalcade of Amusements. She also chatted with Bobby Franzer.

"Reason I don't get acquainted with a lot of showfolk," advised a cookhouse waiter, "is because I save the prices of meals it costs to know them."

Joseph Lehr reports from Philadelphia that when the Matthew J. Riley Shows played the 54th and Grays streets lot there, William Hagelman added two more stores to his concession line-up, giving him a total of six.

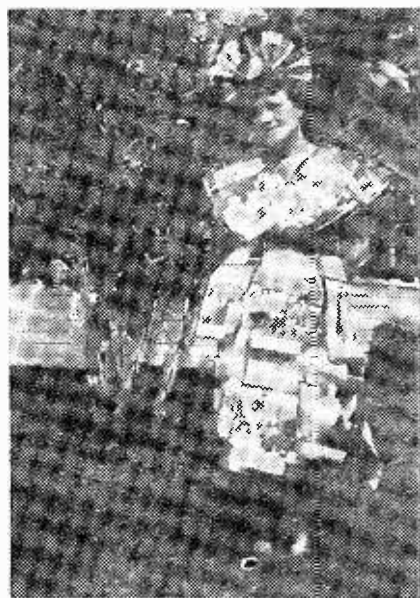
Joseph T. Budjack is vacationing at his Detroit home preparatory to playing his final two indoor dates with the Charact-O-Graph. Budjack returned to Detroit recently after playing the Indianapolis Home Show and a business trip to Chicago.

When an independent showman turned down a pass the indignant woman yelled: "When our chief of police sold me the pass he said it was good for everything."

Danny McNamee and Karl Alzora, operators of the Side Show on W. C. Kaus Shows, have received a new set of O'Henry banners, making it all new. Line-up includes Jean Ross, three-arm girl; Naida, illusion; Kismet, magician; Sandu, fire eater; Rita Marsh, sword swallower; Ray Oaks, glass blower; Clarence Tony, torture act; Ruth Russell, horse-mane girl; Jackie Henry, juggling clown. Jackie (Darnell) Lynn has the annex. Karl Alzora is handling the inside; Danny McNamee, the front; Keith (Red) Eversole and Duffy Brown on tickets. While playing Greenville, Tenn., Keith Eversole visited his folks in Kentucky.

Wanted! Wanted! Good will man who can drive semi. Wife must have some knowledge of camp cooking.

Speedy Babbs, with his Globe of Death, concluded a successful week-end engagement at Oxford Lake Park, Oxford, Ala. While en route to a thrill circus stand in Nashville with Eddie Polo, Babbs stopped off in Gads-



MRS. GRACE LEMAY, wife of Eddie LeMay, owner of Eddie's Hut, Gibsonton, Fla., decked herself out in a novel costume made of The Billboard covers to walk away with honors at her own birthday party which was tendered by the Ladies' Auxiliary of the Tampa Showmen's Association. She was the recipient of many gifts, including a huge cake, the gift of her daughter-in-law, Vi.

EDDIE'S EXPOSITION SHOWS**WANT**

Manager for Girl Show; Must have 3 girls.

EDDIE DIETZ

Jeannette, Pa., May 10-15

THOMAS AMUSEMENT ENTERPRISES

Two more weeks in Indianapolis, then Big Spring Celebration on streets of Montpelier, Ind., May 24th to 29th. Sponsored by Kiwanis Club. All business men boosting to buy equipment for kid playgrounds. No ex. except on Ringo and Cook House. Have only two weeks open, July 5-10 and first week in August. Stock Concessions only, no Mitt Camps. Ride Help for eight office-owned Rides. \$50.00 to First Men and \$40.00 to Second Men, and you don't have to wait for your money. Pennville, Ind., June 1-5, on streets, under American Legion.

CLIFF THOMAS, Owner—CHARLES GREEN, Ride Foreman—JAMES CAMPBELL, Secy.

Address: 2447 E. WASHINGTON ST., INDIANAPOLIS 1, IND.

DRAGO AMUSEMENTS

NOT THE BIGGEST, BUT THE CLEANEST

OPENING MAY 24, KOKOMO, IND.—HOOSIER EXPOSITION TO FOLLOW

WANT small Cook House, Novelties, Age and Weight, Custard, Shooting Gallery, Jewelry, Fish Pond, Clothes Pin, Mouse Game, Hoop-La, Pan Game or any legitimate Concession. Want Shows of all kinds. Want one major Ride. No gypsies, drunks or chasers wanted.

PAUL DRAGO, Owner

1711 EAST MARKLAND AVE.

KOKOMO, INDIANA

PLEASURELAND SHOWS**CAN USE**

Balloon Dart, Add-Em Dart, String, Basketball, French Fries, Cotton Candy, Six Cats, Swinger, Jewelry, Novelties, any other Hanky Panks. Must work for stock. Bill Butler can use Ball Game and Stock Store Agents. Joe Wherry can use Ball Game Agents. Celebrations start in May. Ohio streets. Get your bank roll with a clean show. Out until November. Shows, come on. Can use Monkey, Unborn, Ten-in-One. Must have own equipment, we will furnish transportation.

Bicknell, Ind., May 10th; Greenwood, Ind., May 17th.

Want—NESSLER'S SHOWS—Want

BIG FOURTH CELEBRATION AND WESTERN ILLINOIS FAIR, JULY 3 TO 8

CONCESSIONS—String Game, Darts, Fish Pond, Hoop-La, Duck Pond, Blower, Huckly Buck, Devil's Bowling Alley, Ball Games. Sell X on Custard and Scales. RIDES—Octopus, Tilt, Spitfire and Roll-o-Plane. SHOWS—Fun House, Mechanical, Girl Shows.

Address All Replies to

B. NESSLER

Sullivan, Ill., this week; then per route. Pay your own wires.

**LAST CALL LAST CALL LAST CALL
CUMBERLAND VALLEY SHOWS**

Opening May 15th, South Pittsburg, Tenn. (Free Gate).

Want Shows with own equipment. Good opening for Motordrome, Fun House, Glass House, Snake Show (Lee, answer) or any other Show that doesn't conflict. Will book for 25%. Will book any Ride that doesn't conflict with 8 office-owned Rides. Roll-o-Plane, Octopus, Spitfire or Comet preferred. All legitimate Concessions open except Cookhouse, Bingo, Popcorn, Photo, Jewelry, Diggers and Percentage. Want Ride Men on all Rides. This Show holds contract for 12 straight County Fairs starting first week in August. All capable Show People that want to make money, get in touch with me. Address all mail to

ELLIS WINTON, SOUTH PITTSBURG, TENN.

John FRANCIS Shows**WANT**

Concessions of all kinds, Ride Help that can drive tractors and stay sober. Top salaries paid. Address:

Alton, Ill., this week, on the main street, in heart of the city; Havana, Ill., next week.

MURRAY AMUSEMENT CO.**WANTS****WANTS**

33 STREET CELEBRATIONS BOOKED. PLAYING TWO SPOTS A WEEK AFTER JUNE 7. CONCESSIONS: Huckly Buck, Shim Spindle, Age and Weight, Novelties, Bumper, Floss, String Game, Bowling Alley, Penny Arcade, Clothes Pin, Basketball, Country Store, Blower, Snow Balls, Cork Gallery and any other Ten Cent Stock Concessions. No Gypsies or Flats. RIDES: Will book Octopus or Spitfire at 30%. Must be capable of moving twice a week.

ADDRESS: MARSEILLES, ILL., THIS WEEK.

TIVOLI EXPOSITION SHOWS**WANT****WANT**

Stock Concessions of all kinds. Also good clean Cookhouse that caters to show folks. SHOWS—10-in-1 Side Show, Penny Arcade, Glass House. Have complete outfit for Hawaiian, Vaudeville or Hurlbilly Show.

H. V. PETERSEN, Mgr.

EAST PEORIA, ILL., THIS WEEK

COOK HOUSE WANTED

To join at once. Must be neat and cater to Show People. Want Foreman on new Flying Scooter or Wheel. Concessions—String Game, Duck Pond, French Fries, Snow Cones, Bumper, Country Store and Jewelry. Those joining now will have preference at our string of Fairs and Streator 4th of July Celebration.

WILSON FAMOUS SHOWS

Bloomington, Ill., this week.

JOHN R. WARD SHOWS WANT

Capable Press Agent. Have internationally known attraction as featured attraction. Must be well versed in Kiddie Matinee duties. Want Neon Man to operate our own modern plant; must be capable of construction and general repair. Salary no object. Can place Fat Show, Glass House or any single Pit Attraction for Wagon Fronts.

Our Fairs start first week in June; season ends last week in November. Valley Midwinter Fair, Marlinton, Texas. Our route includes North Montana State Fair, Great Falls, Mont.; Midland Empire Fair, Billings, Mont.; Central Wyoming Fair and Show, Casper, Wyo.; American Legion Fair, Caruthersville, Mo.; Brown County Fair, Aberdeen, S. D.; Kentucky State Fair, Louisville, Ky.; Columbus Fair and Stock Show, Columbus, Miss.; North Alabama State Fair, Florence, Ala.; Tri-Parish Fair, Eunice, La.; Mid-Summer Fair, Butte, Mont.; Tri-County Fair, Devil's Lake, N. D.; South Dakota State Fair, Grand Forks, S. D.; Central Montana Fair, Miles City, Mont.; Chamber of Commerce Fair, West Memphis, Ark.; Corpus Mid-Winter Fiesta, Corpus Christi, Tex.

Want Bingo Caller and Counter Men for Bingo. Can place Fish Pond, String Game and other Stock Stores. Can place Special Agent; must be familiar with 24-hour duties of Railroad Show operations. Can place Talker, Boss Canvasman and Working Men for Faith Bacon Esquire Revue. Lucky Sheppard, wire Bill Carner; have excellent proposition for you and Jeanie. Can place, with or without own transportation, any non-conflicting new Riding Device. Especially interested in Spitfire, Looper, C-Cruise and Comet. Chas. Howell, McSpadden, Shapiro, wire.

JOHN R. WARD SHOWS, NASHVILLE, TENN., this week; PEORIA, ILL., next week.

26th ANNUAL TOUR JAMES E. STRATES SHOWS AMERICA'S BEST MIDWAY

Glass House for Sale—One of the best framed attractions of its kind and can be booked with show.

Pony Ride Wanted—Must carry plenty of stock and have frame-up in conformity with our standards.

Want Hey Dey and Merry-Go-Round Ride Men. Can use experienced Diesel Mechanic and Electrician. Want Tractor and Truck Drivers.

Can place Concessions not conflicting that work for stock exclusively. Can also use fast experienced dippers for Frozen Custard.

Norwich, Conn., May 10 to 15; New London, Conn., May 17 to 22

Groves Greater Shows AMERICA'S CLEANEST MIDWAY

A few stock stores, Frozen Custard, Scales, Guess Your Age, Hi Striker. Want Agents for Cork Gallery, Penny Pitch, Milk Bottles. Want Bingo Caller. Foreman for Chairplane, salary \$50.00 per week. All replies

ED GROVES, Mgr.

St. Martinsville, La., May 10-16

PAY YOUR WIRES — WE PAY OURS

CARAVELLA AMUSEMENTS WANT

Electrician with experience. Girls and Talker for Girl Show, Talker-Operator for Fun House. Will book any Legitimate Concession, French Fries, Novelties, or what have you? Agents for all Concessions. Can use a few more good Ride Men. Free Act to join at once. Long season. All wire or write, or come on.

HARRISBURG, PA., this week.

Frank H. Caravella, Gen. Mgr.—Roy De Lano, Secy.-Treas.

JOLLYTIME SHOWS

"Building America's Cleanest Midway"

FREE GATE! POSITIVELY NO FLATS! BIG MATINEES!

Wonderful opportunity for Legitimate Concessions. Want to book, buy or lease Merry-Go-Round with own transportation. Other Flat Rides. What have you? Will book Girl Show. Very attractive proposition for one with own equipment and transportation. Agent for Head of flashy Tan Game. Pea Pool; contact Floyd Sheeks. Man and wife combination considered. Agents for Cat Rack, Milk Bottles. Add 'Em Up Darts and Penny Pitch, contact Naylor Harrison Jr. All replies to:

W. R. "WES" PRICE, Gen. Mgr.; G. C. "MITCH" MITCHELL, Gen. Rep.

COLUMBIA, PA., this week; CRESAPOTOWN, MD., next week.

BEAM'S ATTRACTIONS

Playing Community Celebrations and Fairs in Proven Territory. Portage, Pa., This Week.

Want Lady Drome Rider, Merry-Go-Round Foremen. Concessions open—Age, Scales, Novelties, Arcade, Cork Gallery, Photos, Book SPITFIRE, ROLL-O-PLANE or OCTOPUS. GOOD OPPORTUNITY FOR CONCESSION AGENTS.

Write or Wire M. A. BEAM, Windber, Pa.

★ ★ ★ ★ FIREMEN'S CARNIVAL ★ ★ ★ ★

DILLWYN, VA., WEEK OF MAY 17TH.

Want Shows with own equipment, low percentage. First Carnival in Dillwyn in ten years. Can place Custard, French Fries, Duck and Fish Ponds, Glass Store, String Game (Balloon Darts), Pitch Till Win, High Striker, Scales, Cork Gallery. Mr. Mack can place reliable Ball Game and Penny Pitch Agents (no tourists, please). Want Ferris Wheel Foreman, \$50.00 a week; Second Men on Rides, \$35.00. Write or wire

I. K. WALLACE

SCHUYLER, VA., THIS WEEK; DILLWYN, VA., NEXT WEEK.

den, Ala., and visited Al Wagner's Cavalcade of Amusements and renewed acquaintances with many old friends, including Speedy Williams, who was signed up for a life membership in the Motordrome Riders' Protective Association of America. Babbs also renewed friendships with friends on the Royal Crown Shows at Nashville and also inked Captain Ritz to a life membership in the MRPA. This year marks Babbs' 20th consecutive season riding the globes and dromes.

Wonder what happened to all the shows that couldn't go out this season because as a trailer wife put it: "My husband will never again troupe with this show?"

Bobby Kork, annex attraction with the Marks Shows, renewed acquaintances when the org recently played his home town, Trenton, N. J. Bobby Kasick and Lloyd Lee Page, with the same outfit, celebrated birthdays. Claudette Bentley and Bertha-Bert, of the Strates Shows, acted as hostesses at a recent get-together. Other entertainers who took part in proceedings include Carboo, of Ethel Simpson's Cotton Club Orchestra; Dolly Reegan, Wally White, Professor Collins, Rita Ray, Jimmy Travis, Jean Nadja, Charles Smith, Billy Miller, Harry Atkins, Tony Latino, Frankie Hayes, Jack Richardson, Paul Maine, Tom Allen, Bob Parker, James Shelton, Leo Duncan, Paul Richardson, Pete Cameron, Johnny Arnellis, Sonya Ray, Johnny Wright, Bill Owens, Mr. and Mrs. T. W. Kelley, Hank Murphy and Wilma Robbins.

Buck Scores In Menands, N. Y.

MENANDS, N. Y., May 8.—Good weather thruout most of the week helped the O. C. Buck Shows score one of the best weeks it has ever had here. Attendance increased nightly and spending was free, with the result that business was done all around. The sponsoring group, as in the past, was the Veterans of Foreign Wars.

For the second week the shortage of space prohibited the complete erection of the org's new \$10,000 Courtney-built front gate, which features revolving neonized towers.

The new Hi-Ball scored impressively, altho it took the natives a while to risk it. The hydraulic lift, resulting in the 58-foot operating height of the ride, provided considerable interest and flash. The Tilt-a-Whirl and Looper were among the top money winners.

Jack and Dottie Kern's Girl Show is earning good grosses. The unit sports a new stainless steel front. Whitey Sutton's Side Show continues among the top grossing units. Eddie Evans has a new, flashy popcorn trailer. Larry Narcassio has added a jewelry stand to his concessions.

Visitors included Mr. and Mrs. Fred Perkins, Billy and Peggy King, Al Martin, William Boudreau, Mr. and Mrs. Harry-Porch, Mr. and Mrs. Joe Wilson, and Mr. and Mrs. Roy S. Peugh Jr.

TRI-STATE SHOWS

HAVE OPENING

FOR THE FOLLOWING ONLY:

Popcorn, Novelties, Age and Scales.

Booked solid—open May 14.

Address: Madison, S. D.

BINGO - LEAD GALLERY

AGENTS WANTED

Boozers and chasers won't last.

Truck Drivers given preference.

R. P. CRAWFORD

HAPPY ATTRACTIONS

DOVER, OHIO

Want Want Want 4th of July Celebration

Due to disappointment, one of the Middle West's best carnival organizations, carrying nothing but legitimate Concessions, can use 4th of July date in Indiana, Ohio, Illinois or Michigan. Must be large enough for eight Rides, fifty Concessions and four or five Shows and be able to produce at least a \$5000.00 ride gross. Address by wire at once to

BOX D-308, The Billboard, Cincinnati 22, O.

WANT BINGO CALLER BILL STACY

Can use you. Get in touch with me. Good proposition.

FRANK W. PEPPERS

Peppers All States Shows
Cedartown, Ga.

SPITFIRE FOREMAN WANTED

For Independent Ride with the Lawrence Greater Shows. Will pay the best wages to reliable party. Must drive semi. No lousies or ladies' men wanted. Pay your own wires. Steady job if reliable. Wire or call:

CASEY SENS

c/o LAWRENCE GREATER SHOWS
Du Bois, Pa., this week

WANTED FOR CASH

Kid Rides and Adult Rides, also small or large Merry-Go-Round parts, iron work, horses, woodwork, etc. State make, condition, lowest price.

F. ALLEN

1400 Brewerton Rd. Syracuse 8, N. Y.

WILL PAY \$5,000 CASH

For No. 5 Eli Wheel, in first-class condition, within 500 miles of Atlanta, Ga. Will book small Bingo, \$20.00; Mug Outfit, \$15.00; Snow Cones, Candy Apples and Popcorn. Have opening for a few choice Hanky Panks. Will book any small Show with own transportation. Have good proposition for Pan Game.

H. H. (HONEST HOMER) SCOTT

Georgia Amusement Co.
Hiawassee, Ga., May 10-15

WANTED

Experienced Ferris Wheel Man for #5 Eli Wheel. Semi-drivers preferred. Will buy for cash Little Beauty Merry-Go-Round and #5 Eli Wheel.

SAM MENCHIN

11 W. Division St. Chicago, Ill.
SUPERior 7243

RIDE HELP

In all departments. Good opening for Slum Joints. Will give X on Photo, Age, Scale.

A. M. PODSOBINSKI

A. M. P. SHOWS

This week, Frackville, Pa.; next week, Tamaqua, Penna.

BUTCH GOFF WANTS

Man and Wife to manage small Cookhouse. Agents for Age and Weight, Bumper, Ball Game and other Hanky Panks. Also Percentage Dealer. Proven route, long season. Address:

Care SUNFLOWER STATE SHOWS
Imperial, Nebraska, this week

FOR SALE

One KHAKI COLORED TENT, 42 ft. wide, 102 ft. long, year and half old, red and blue trim on inside, perfect condition. Price \$1,500.00.

ROSE CITY ROLLER RINK

3900 E. Washington Ave. N. Little Rock, Ark.

WANTED

Two Six Cat Agents. Playing good territory. Join at once.

J. W. JERNIGAN

General Delivery

Hot Springs, Va.

STRIKING DIFFERENCES of temperament and morale, closely related to the present status of show business, are found in Europe today. The age-old function of the show world, bringing entertainment, relaxation and temporary freedom to people, is an important factor in the progress of recovery and rehabilitation wherever it has been given a fair chance under existing conditions.

This most clearly was demonstrated at the start of my visit in England, which, in several respects, is markedly different from the other countries visited. I arrived in London November 17, just three days before the royal wedding. The British people were happy. Show business was evident in the presence of one-man bands and of small orchestras. They seemed to be out just for the fun and not primarily to collect money. That is an attitude that seems to be characteristic of outdoor street performers generally in Europe today, at least insofar as appearance is concerned. Their commercial approach to business is somewhat different from ours, but these entertainers probably are in the tradition of the buskers, who have been typical of English streets for centuries.

There are varied types of side

WANTED CIRCUS ACTS

Horses, Ponies, etc., for gigantic show. Wire, write.

T. R. DANIELS

1529 Broadway, Nashville, Tenn.
May 20, 21 and 22.

WANTED

FAST YOUNG BINGO COUNTERMEN

Contact

DAVID FINEMEN

W. C. KAUS SHOWS

Keystone, West Virginia, this week

WANT

TWO GOOD HANKY PANK AGENTS

JOIN AT JOLIET, ILL.
L. BURTO, FIDLER'S SHOWS
Streator, Ill., this week.

FOR SALE

ONE ALL ELECTRIC CANDY FLOSS MACHINE

Brand new. First \$135 takes it.

S. E. MELONEY

Pueblo, Colo.

WANT

SIDE SHOW ACTS

HELEN GOLDEN

c/o Badger State Shows
Owatonna, Minn., week May 17

WANT

PEA POOL DEALER

HELEN GOLDEN

c/o Badger State Shows
Owatonna, Minn., week May 17

CAN PLACE

ROLLODOWN AND RAZZLE AGENTS. Man to take head of Razzles. Also Wheelman, nicely flashed Stores. Muttles. Joe Marion, Pop Preston, wire at once.

HARRY KLEBAN

Care Continental Shows, Oneonta, N. Y.

Outdoor Show Business Making Comeback in European Spots

By Norman H. Birnkrant

(Editor's Note: The following impressions were gleaned by Norman H. Birnkrant, counsel for the Michigan Theatrical Booking Agents' Association, on a recent trip to Europe and North Africa.)

shows, souvenir and novelty stands. Periscopes, to enable the user to see over the top of a crowd, were popular. A big seller was hot chestnuts, sold at 6 cents per bag. These provided a welcome addition to a meager and rationed diet.

The people of London were not unhappy, as I had expected to find them. But the day following the wedding, everything was changed. The people went back into their shells. All that seeming gaiety was only a veneer that had been stripped away. There were no more bands in the streets. Long faces were back.

The answer to the change seems to be the definite drop in morale of the English public as it returned to its protracted suffering. One reason for this return to stoic acceptance, I believe, is the lack of entertainment in any form, a living proof of the importance of amusement to people in all walks of life.

Entertainment Would Help

It is my opinion that if the leaders of England allowed and encouraged more entertainment, that country would have a far better chance to pull out of her present condition. The powers that be should provide the equivalent of a royal wedding, in entertainment value to the public, at frequent intervals. The entertainment need not be costly to supplant the other things that are lacking in life today.

In France, Italy and Switzerland I found public frame of mind much better when compared to England's. The reason is entertainment is more readily available in these continental countries. The organ grinder still is common in France and Italy and in southern Germany, especially around Munich. Outdoor carnivals of various types, mostly on a smaller scale, are frequent.

Survives the War

Show business has survived the war there. In the allied centers in Frankfurt, Berlin and Munich, there are large orchestras playing regularly. Sometimes in cafes there are more musicians than patrons, but they go on with the tradition of playing.

Circus business was much the same as in the United States. Shows were not doing too well at the time of my visit, however. This was due mainly to the weather, which was cold. Circus equipment may seem backward and unkept, when compared with American standards. Equipment is squeaky because of the lack of lubrication facilities and badly worn from over usage.

There does not seem to be a serious lack of money, speaking generally, of course. There is a definite shortage of food, clothing and shelter. Amusements, as a result, seem to be getting a sizable share of the public pocketbook.

Fairs Popular

Fairs again have become a familiar part of the post-war picture in Europe, especially in France. Our own government is encouraging them in occupied areas. In France, you can hardly go into any community, even a small town, without finding some kind of fair. Cannes, a town of some 100,000 persons, has a fair occupying the space of a square block. Nice has another, operated as a street fair, with Ferris Wheels and rotary rides of all kinds. Merry-Go-Rounds especially are popular thruout France. Rides seldom are new or modern in design. They are of pre-war construction and refurbished for usage today. Mostly, it is equipment which was hidden during the war.

Exhibits, approaching in some instances the scope of a "little world's fair," are being widely sponsored to promote the growth of foreign trade, both export and import. This policy is widely encouraged by our own respective governmental departments and is a contribution that the department of show business is making toward restoring economic balance in international relations. Such exhibits are held, even tho the material on display might be only for display purposes and not yet ready for production.

Choice Buildings Used

In Wiesbaden and several other

cities, the choicest buildings, some on a palatial scale, are being used for exhibit purposes on a more or less permanent industrial exposition basis. Fees charged, whether for exhibit or admission, are nominal. In the Bavarian area, governed from Munich, sales for export have run over \$50,000,000 in the last 10 months, largely as a result of this exhibit policy.

These expositions differ significantly from their famous pre-war predecessors, in that they are largely commercial or industrial projects, and, so far, have been largely divorced from the entertainment angle. This condition is likely to prevail until world's fairs resume and again set the pace with a normal balance of exhibit and amusement interests.

Acts are working regularly in most countries, with France leading in wealth of talent available. There are many fine acts working in Germany, with allied co-operation, and under the control of the military government. Many of the acts are (See Outdoor Showbiz on page 81)

UTICA, MICH., VOLUNTEER FIRE DEPARTMENT SPRING FESTIVAL, May 15-23, Inc.

WANT LEGITIMATE CONCESSIONS all kinds (except Bingo, Grab Joint and Popcorn). RIDE HELP WANTED—Must be able to stand prosperity and stay sober. For all Rides—Must drive semis. SMALL GRIND SHOWS or Platform Shows that can play Street Celebration.

COTE AMUSEMENT CO.

BOX 254, UTICA, MICH.

PHONE: UTICA 3904

COMMITTEES—Have some open dates during season for towns within 200 miles of Detroit

WANTED

FOR WEEK OF MAY 24TH TO MAY 29TH.

PLAYING DAY AND DATE WITH RINGLING BROS. AND BARNUM & BAILEY CIRCUS. RIDES, SHOWS AND CONCESSIONS—Merry-Go-Round, Ferris Wheel, Grind Shows and Iron Lung. This Carnival is being run by the P. E. Church of St. Mary of the Annunciation. All booking done by the church.

JOHN A. QUINN and MAX GRUBERG, Representatives
P. O. BOX 101, PHILADELPHIA 5, PA.

ART WHITE SHOWS

"WITH AN OPEN BOOK"

A good Show now playing Pennsylvania and going South after Labor Day. Playing no picnics this year.

Can place Shows. Have Tops. Want Motordrome, Glass House, Fun House, Dark Ride. Place Legitimate Concessions all kinds. Sell "X" on Candy Floss. Will book Tilt and Roll-o-Plane, with or without transportation. Account disappointment, will book Bingo. Help wanted on all Rides that can drive all new Semis and Trailers. Need an all-around builder who can produce, also a good Show Painter. Ralph Clawson, please contact me; expecting you. Eddie Seaman, contact at once; need you. Need Sound Truck and Paper Man. Want to hear from Free Act, High, Single. Long season. Address all communications and wires to:

ART WHITE, 317 Brown Ave., Butler, Pa. Phone 25674.

WANTED FOR BARKOOT BROS.' SHOWS

WEEK OF MAY 10 TO 15

Ride Men and Second Men for Ferris Wheel, Chairplane, Kiddie Auto Ride. Will book two more Kiddie Rides and any other Rides not conflicting. All Merchandise Concessions open except Bingo. Want Shows of all kinds with own outfits. Opening for Animal Show, Monkey Speedway and Fun House. Prevost, come on. All replies:

K. G. BARKOOT, Gen. Mgr.
GEN. DEL., ST. LOUIS, MO.

MODEL SHOWS, INC.

WANTS

Foreman Smith & Smith Chairplane. Party take complete charge Frozen Custard Trailer, 50-50 after nut; must be experienced, sober and reliable. Party take complete charge Penny Arcade. Help on Rotaries. Ride Help, Truck Drivers, come on. Higginsville, Mo., this week; Macon, Mo., next. PS.: For Sale—Set Girl Show Banners, Devil's Bowling Alley.

SIEBRAND BROS.' CIRCUS AND CARNIVAL

WANT CIRCUS ACTS

Ground, Aerial and Platform; one or two Elephant Act with own transportation. Also want Single Pit Platform Show Attraction. Good proposition to good Freak. Fat Lady, Midgets, Dancers for Girl Revue and Concession Agents. Wire or write

P. W. SIEBRAND

FLAGSTAFF, ARIZONA, MAY 11 TO 16; PROVO, UTAH, MAY 15 TO 22.

W. C. KAUS SHOWS

AMERICA'S FINEST ATTRACTIONS

WANT FOR EIGHT BEST STILL DATE SPOTS IN WEST VIRGINIA

followed by Fairs in Pennsylvania, New Jersey, Virginia and Tennessee. People for Karl Alzora Side Show. Good proposition to right people. Can place Ball Games, Bowling Alley, Fish Ponds, Duck Ponds. Will give exclusive on Age, Scale, French Fries and Novelties. Can place Whip, Tilt, Cat or Spitfire and Fun House. Contact

RUSS OWENS

Keystone, West Virginia

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
Russellville, Ky., this week; Central City, Ky.
week May 17

Can place reasonable number of legitimate concessions such as Basket Ball, Hi-Striker, Devil's Bowling Alley, Cane Rack, Hoopla, Grocery Wheel, Six Cats that work for stock. Jewelry and Novelties open on exclusive basis.

Have opening for several first class Shows with own outfits and transportation. Eighteen bona fide Fairs and Celebration starting second week in June. All wire

C. C. GROSCURTH, Mgr., Blue Grass Shows
Russellville, Ky., this week; Central City, Ky., next week

PIONEER SHOWS

CORNING, N. Y., MAY 17-22

Under Strong Auspices — Downtown Location
Want legitimate Concessions, Penny Arcade. Shows of all kinds.
Useful Help, answer.

MICKEY PERCELL

This week, Williamsport, Pa.

GEORGE CLYDE SMITH SHOWS

WANT

String Game, Watch-La, Cigarette Gallery, Bowling Alley, Penny Pitch, Huckley Buck, Six Cats, Spot the Spot, Bumper, Basket Ball, Fish Pond, Pitch-Till-You-Win, Penny Arcade, Age and Scales, Swinger.

WANT—Monkey Show, Girl Show, Side Show, Mechanical City, Geek Show.

WANT—Truck Drivers and General Ride Help. All replies to:

GEORGE CLYDE SMITH SHOWS

NANTY GLO, PENNA., this week; SCALP LEVEL, PENNA., next week.

ALAMO EXPOSITION SHOWS

CAN PLACE FOR REMAINDER OF SEASON

We have fourteen bona fide Fairs and Celebrations, with 2 big fall dates to be added. Will book Frozen Custard, Long Range Shooting Gallery, Fish Pond, Scales, Guess Your Age. Have complete frame-up for Snake Show. Will book Shows of merit that have their own equipment. Can place Acts for Capt. Allen's Side Show. All answer to

JACK RUBACK, Mgr.

Wichita Falls, Texas, this week; Borger, Texas, next week.

Fidlers United Shows

WANT

Concessions that work for Stock, Wheelman and Caterpillar Foreman, Electrician who can handle Diesels and Searchlights. Side Show with or without equipment. Mike Ryan wants talent for Athletic Show. Want to hear from Ken Williams. Rose Marie wants Girl. Jo Lee, come on. Address:

Streator, Ill., this week; Joliet, Ill., to follow.

CLUB ACTIVITIES

National Showmen's Association

154 Broadway, New York

NEW YORK, May 8.—Chairman Fred Murray, of the cemetery committee, advises that all the graves in the club's plot at Ferncliff will be properly decorated for Decoration Day, but no general services will be held because it has been found that at this time of the year most of the relatives of those buried there are out of town. The regular annual memorial services will be held as usual on a date which will be announced before the banquet in November.

Please keep in mind that the club rooms are open all the year round, every day, and that you are always welcome. There will be no more meetings until September.

Member Harry LaBrique, who is in on a business trip from San Diego, Calif., for a stay of two weeks, dropped in at the club. Lon Ramsdell is in town drum-beating for the film, *Arch of Triumph*, now showing on Broadway. He says he will again be the manager for the road tour of the Great Blackstone starting in August.

The ways and means committee, headed by Chairman Ralph Decker, is going great guns, according to report by the chairman. Sam Rothstein, on a trip to Connecticut, stopped at Savin Rock and received donations for the club's building fund from Vincent Anderson and Morris Batsky.

Bill Fleming, chairman of the banquet committee, writes from Buffalo that he is completing his plans for the annual banquet and advises that a number of surprises will be sprung, with every effort being made to make this one of the best dinners yet.

At the last meeting of the board of governors it was decided to purchase another government bond in the amount of \$10,000.

A new set of by-laws is being drafted by the by-laws committee under the chairmanship of Counselor Max Hofmann, who is being ably assisted by Vice-Chairman Max Cohen.

The membership drive is going strong, with David Brown, leading; James Quinn, second; Jack Perry, third, and Bill Fleming, fourth. Members are being added in greater numbers than in any of the last four years.

Jack Zupan is up from the South and soon leaving for the mountains. Louis Elias is in from winter's vacation in Miami. Dr. A. Marcus is getting set to leave for the summer in the mountains. Other visitors were Johnny J. Kline, Ralph Goldstone, Louis Rosshandler, Tom Coffey, David Solomon, Treasurer D. D. Simmons, Al Burt, Joseph Agule, Sidney Herbert, Barney Walker, Morris Glass, Sol Weintraub, Robert Devany, Edward Goldman, Henry Kaufman, Harry Krasnow, Ferdinand Guay, Max Hummel, Arthur Livingston, Murray Spitzer, Babe Harris, Sam Finkel, Tom Pell, Dave Ricci. Letters received from Carl E. Mantley Jr. (from the Panama Canal Zone) and A. Joseph Geist, of Rockaway's Playland.

Harry Koretsky has been discharged from the Veterans Rest Camp at Mount McGregor, N. Y. Sol Wahnish back here after a long illness. Jack Alfred has completely recovered from his recent illness. Among those still on the sick list are Marshall Green, Earl H. Feek, Jack D. Wright, James Cox, True Perkins, Irving Udowitz and Eugene Gutman.

Executive Secretary Walter K. Sibley is back in harness again and while he is not yet in high gear he anticipates that very shortly he will be changing from second to the topmost gear.

Show Folks of America

San Francisco

SAN FRANCISCO, May 8.—Show Folks of America, San Francisco Chapter, celebrated its fourth birthday with a dinner and entertainment April 26.

Turkey a la king for the main course was prepared by Helen Artz. On the serving committee were Mrs. Ethel Weidmann, Fred Ferguson, Doris Monette, Peg Butler, Edna Gruver, Fred Hansen and Lloyd Crow.

Eddie Burke presented the first half of the entertainment and acted as emcee. Acts included Ray Wheeler, Hoyt Youngblood, the Skating Millers, Warner and Leigh, the Montynes, and Edison and Louise. Stan Scott accompanied on the piano.

Guests Presented

Following the first half of the entertainment, Fred Weidmann presented the following guests and members: Judge Twain Michaelson, Mike Krekos, Charles Walpert, Judge Leo Cunningham, Tony Masseth, Charles and Jane Albright, and Harry and Frances Seber. The pot of gold was won by Mrs. R. W. Westfield.

Mrs. Eugena Mack, chairman of the entertainment committee, presented the final half of the entertainment program. Acts included Carl Carslen and Scotty McNeish, Betty Carlson, and Mr. and Mrs. Jani Ballan. The Easter parade included Richard Fagin, *School Days*; Frances Monette, *Sweet Sixteen*; Vida Wharton, *Beautiful Doll*; Alma Ruhe, *I Love You Truly*; Doris Monette and Wallace St. Martin, *Wedding March*; Ethyl Weidmann and Lola Cox, *Hug-a-Bye Baby*; Rose LaValle and Albert Roche, *Old Gray Bonnet*, and Eugena Mack and Harry Leslie, *Cake Walk*.

Cakes Served

Following the entertainment, President Whitey Monette cut and helped serve the three birthday cakes. The membership sang *Happy Birthday* to Mrs. Evalina Oberhandsli.

Bill Kindel, Dr. and Mrs. Joseph Seiff, Walter and Anita Gosco, and Dr. E. P. Mannheim were among those introduced following the second half of the entertainment.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 8.—Regular meeting was held Tuesday (4), with President Lucille Hirsch presiding. Assisting were Edith Streibich, first vice-president; Pearl McGlynn, second vice-president pro tem; Edna Stenson, third vice-president pro tem; Claire Sopenar, treasurer, and Marianna Pope, financial secretary.

Corresponding Secretary Josephine Glickman read communications from Billie Lou Foreman and Billie Cooper. Welfare Chairman Irene Coffey reports Lorraine Dugas on the sick list and Esther Meyers doctoring for her eyes.

Clara Polich cards from New Orleans, reporting she is now Mrs. Peterson. Mr. and Mrs. Whitie Richards are the parents of a son. Father is with the L. B. Lamb Shows. A baby spoon will be sent to James Michael in the near future.

Claire Sopenar is asking for volunteers to sell poppies Monday (24). Josephine Glickman, assisted by Claire Sopenar, will have charge of award books this summer. Mother's Day cards were sent to Katie Owens, club mother, and Joicy Williams Gray, former club mother.

Award of the evening, donated by Evelyn Blakely, went to Lucille Hirsch.

Next social will be Tuesday (11), with Betty Broderick, Lucille Hirsch and Pearl McGlynn the hostesses.

"A DIME GETS YOU A DOLLAR"**NEW 'POLAR PETE' SNOW
CONE MACHINE**

The hottest idea in COOL PROFITS!
Turn to Page 123 and see how you can
make over 900% profit.

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3612 Cedar Springs Dallas 4, Texas

GOLDEN RULE SHOW**WANTS**

Sit Down Grab, High Striker, Penny Pitch, Merchandise Concessions. Opening for small Bingo. Want Sound Truck, any Shows with own equipment. Book Kiddie Ride. Help for Chairplane, Foreman, Men for other Rides.

RUNNEMEDE, N. J., May 10-15;

WILLIAMSTOWN, N. J., May 17-22.

Keeler Modernistic Shows

For opening date, V. F. W. Spring Festival, Suffolk, Va., week May 17th.

Want to buy 20x50 Tent in good condition. Can place 10-Cent Merchandise Concessions, Ride Help. Barney Abel can place Agents for Slum Merchandise Wheels. Free Gate.

Fayetteville until 14th; then Suffolk, Va.

FLORIDA AMUSEMENT CO.

Want Legitimate Concessions: Pond, Scale, Pitches, Photo, Sit-Down Grab. Also Pit Shows, any kind: Baby, Unborn, Snake, Side Show, Mechanical, Wild Life, Pony Track. Slum Stores, \$20.00 a week.

Fairs and Street Celebrations, Indiana, Michigan and Ohio. Few open weeks. This is an 8-Ride Show. Free Acts, contact. Address:

HOWARD INGRAM
Franklin, Ind., this week.

CHAIRPLANE FOREMAN**WANTED****WINCHESTER AMUSEMENT CO.**

Annapolis, Md., this week; Capitol Heights (near Washington), next week.

Merry Midway Shows

Zionsville, Ind., May 17-22.

Want Stock Concessions—Hi Striker, small Grab, Guess Age and Weight, String Game or any that don't conflict. Ted DeWitt wants a sober, reliable Agent for flashy Dart Store. Need one Grind Show, Snake or Monkey. Committees, I have 5 Rides; have one week open in July.

Contact

ALBERT BARKER

Zionsville, Ind.

COUNTY FAIR SHOWS

Want for Torrington, Wyo., May 10th thru 13th, and then as per route, the following:

Bumper Slum, Frozen Custard, Taffy and Candy Apples, Penny Arcade, Walrus, Add 'Em Up Darts, Hoop-La, Duck Pond, French Fries, Knife Rack, Bowling Alley, Cigarette Pitch, Guess Your Age, Jewelry, Snake, Monkey, Athletic and Girl Show for strongest route in Nebraska, Wyoming and Iowa.

CARNIVAL WANTED

Week August 9 to 14.

4th Annual Chamber of Commerce Celebration.

Contact

W. L. WORCESTER

ROODHOUSE, ILL.
(Phone 60 or 155 Nights)

PEARLENE SHOWS

Want for Celebration, May 14-16, at Billings, Okla. Rides—Octopus, Kid Airplane and Pony Ride or Train. Shows—Any Show with own transportation. Concessions—Bingo, Photo, Pitch-Till-You-Win, Bumper, Lead Gallery, Jewelry, any Stock Stores, Wheel Man and Ride Help, come on. Roy Rogers, contact. We carry four office Rides and 15 Concessions. Wire UNDERWOOD & JENKINS, Billings, Okla., May 10-16.

Pacific Coast**Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, May 8.—Vice-President Joe Krug conducted the Monday (3) meeting, with Secretary Ed Mann, Treasurer Al Weber and Chaplain Jack Hughes assisting.

A moment of silent tribute was observed in honor of Barney Tully who died April 29 after a long illness. Chosen as pallbearers were Joe Krug, Harry Hargrave, Jack Hughes, Jimmy Dunn, Meyer Schlon, Louis Baci-galupi Jr. and Lou Johnson.

Past President Hargrave talked to the membership body explaining details of the lease recently granted to the General Electric Company which will occupy the lower floor of the clubhouse. He thanked Bill Hobday and Ed Mann for the generous use of their time and efforts in consummating the deal involving the G. E. Company lease.

William A. Sherwin, club attorney, was present for the first time in several months. He gave a short talk.

Thayer Turner, who has been ill in an Oakland hospital, is reported to be now convalescing at his home. Past President Bill Hobday, also recently on the sick list, has now recovered.

Drawing was won by Al Flint.

Ladies' Auxiliary

Regular meeting was held Monday (3), with Charlotte Cohen, first vice-president, calling the meeting to order and then inviting Past President Marie Tate to preside. Other officers on the rostrum were Treasurer Peggy Steinberg and Secretary Edith Hargrave.

Correspondence was read from Doris Douglas, Gladys Mackey, Betty G. Coe and President Madge Buckley. Called on for short talks were Liza Berry, Marie Tate, Esther Carley and Jennie Regal.

Gladys Mackey, Alerita Foster, Blossom Robinson and Vivian Gorman, all on the sick list, were reported showing improvement.

Door prizes, donated by Ann Waterman and Peggy Forstall, were won by Donna Day and Charlotte Cohen. Bank award went to Ethel Krug. Donations were received from Nancy Meyers and Charlotte Cohen, for the refrigerator fund, and from Tillie Palmateer and Minnie Fisher, for the bazaar.

Hostesses were Ann Waterman, Doodles Demars, Charlotte Cohen and Maree Rhodes.

**Showmen's League of
America**

400 So. State St., Chicago

CHICAGO, May 8.—Things are a bit quiet around the rooms since the close of the regular meetings for the summer. Ned Torti sent in the flags to be placed on the graves in Showmen's Rest for Decoration Day.

The ways and means committee reports literature will go out shortly on the 1948 cemetery fund drive. George B. Flint has the first edition of *League News Flashes* ready for the press.

John Lempart will start work soon on getting the listings for the directory, which comes out in conjunction with the banquet and ball program.

Ed Sopenar advises the remains of his brother, Al, who was killed at Normandy, will arrive some time this month or early in June. Services will be at Showmen's Rest.

Max Sharp reports that he and Eddie Gamble have a couple of flashy stores with the Jack J. Perry Shows.

Callers at the rooms included Oliver Barnes, Max Brantman, Charles H. Hall, Larry O'Keefe, William Meyers, Harry Levine, Harry Asheron, Dave (Foxy) Goldfen, Petey Pivor and Mel Harris.

JOHNNY J. DENTON #2 UNIT

SOMERSET, KY., THIS WEEK THEN BACK TO THE COAL FIELDS

WANT

CONCESSIONS: All stock concessions open. String Game, Coke Bottles, Bowling Alley, Blower and Hoopla. Will sell ex on Custard, Novelties, Age and Scales. Book 1 Mitt Camp.

SHOWS: Would like to book well-organized Side Show. Going into good show territory. Have new 30x60 top. Hedy Jo Starr, contact me.

Need 1 or 2 more experienced Ride Men. Can place wives on tickets. Sammy Viney, contact Walter King.

All answers to

BOB ROBERTSON

Somerset, Ky., this week

MERIT SHOWS

This week, Fall River, Mass; next week, W. Warwick, R. I.

Will book Add 'Em Up, Darts, Scales, Guess Your Age, Long and Short Range Shooting Gallery, Milk Bottles, Cats, Cork Gallery. Also one or two clean Shows. Several Ride Foremen who can drive semis. Address all mail to

HENRY FINNERAL, Merit Shows
215 Lincoln St., Lowell, Mass.

WANT

Ride Help, Truck Drivers and Workingmen. Want Hanky Panks and other Concessions. Want Girls for Girl Show. Wire

ROGERS GREATER SHOWS

Vandalia, Illinois, this week.

ANDERSON'S GREATER SHOWS

THE GRAND OLD SHOW WITH THE FINE OLD NAME

All Stock Concessions open. Will sell exclusive on Custard, Novelties, French Fries and Pronto Pups. Good opening for Diggers. Will book 2 more only, Grind Stores.

Need Ride Help in all departments. Address Sweetwater, Tenn., all this week, followed by Jefferson City, Tenn. Both downtown locations.

Howard Bros.' Ride Units**WANT ON ACCOUNT OF DISAPPOINTMENT**

Merry-Go-Round Foreman. Foreman and Second Man for Eli Wheel. Chairplane Foreman. Looper Foreman, Octopus Foreman. Everything loads in semi; no crates. If you booze, cannot use you. Semi drivers given preference. HOWARD BROS., Box U, Chauncey, Ohio.

WANT RIDE FOREMAN

For Tilt and Merry-Go-Round. Must be A-1 Foreman and drive Semi Truck. Top salaries. Long season. No brass or IOU's on this Show. You get PAID every week. If you drink, stay where you are. Reply:

E. L. YOUNG, ROYAL CROWN SHOWS

COVINGTON, KY., this week.

BRIGHT LIGHTS EXPOSITION

FIREMEN'S CELEBRATION, MARTINSBURG, WEST VIRGINIA, WEEK MAY 17.

Want Shows of all kinds. Have complete outfits for same. Good opening for Motor Drome, Monkey Speedway, Penny Arcade, Girls for Girl Show, Working Acts for Side Show. Also Man to make openings. Place Minstrel Show, have complete outfit. Place Concessions, must be legitimate—Photos, Devil's Bowling Alley, Huckley Buck, Balloon Darts, Addem Darts, Coke Bottles, Basketball, Jewelry, Snow Balls, Bumper, String Game or any Concessions not conflicting. Ride Help, must be sober and reliable. Write or wire

Charles Town, Jefferson County, W. Va., this week.

NOW DELIVERING

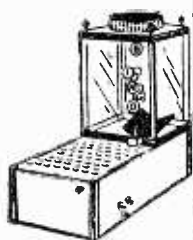


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Complete Bingo Supplies.
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An Ideal Spot for a Showman and a Good Mixer A TAVERN

We have made ours and we want to retire, but there is plenty more where ours came from. You can get a SWEET BUSINESS plus a LOVELY HOME for only \$15,000.00 cash. We will personally carry the other \$20,000.00 over a 10-year period. If you can't pay it off in 3 years, it will be your fault. You buy lock, stock and barrel.

FRIENDLY TAVERN, RD #1, NEWPORT, PA.

WANT—BORUP'S UNITED SHOWS—WANT

Want to book Tilt or Whip with or without transportation, or will buy same if priced right. Want 23-Volt Transformer, 25 or 50 Kw. Will also buy Diesel Plant, 60 or 75 Kw. Want Ride Help who can drive Semis and General Help in all departments.

CONCESSIONS—Want neat, clean, well framed Cook House; Custard, Novelties open. Will place a few more Stock Concessions. Want Agent for P.C., Cork Gallery, Snow Cone and Hanky Panks who can and will up and down own outfits. Want all-round Man for Stock and Lumber Trucks.

SHOWS—Want Ten-in-One, Girl Show with more than two actors, and one more Grind Show. MORCANFIELD, KY., MAY 10 TO 15; PRINCETON, KY., 24 TO 29

No phone calls answered. Address all mail and wires to:

L. W. BORUP, Owner, or CECIL C. RICE, Mgr.

WANT
TO
BUY

CARNIVAL

WANT
TO
BUY

Want to buy complete Carnival with at least 4 Rides—Merry-Go-Round, Ferris Wheel, Kiddie Ride and 1 other Ride. Describe condition, location, age and price in first letter.

Address BOX 175, care The Billboard, 390 Arcade Bldg., St. Louis 1, Missouri

OLSON'S GREATER SHOWS WANT

CONCESSIONS—Clothes Pin, Hoop-La, Basket Ball, Fish Pond, Novelties, Bumper and Grab Outfit. Bob Lack and Logan, write. Opening June 2. KIDDIE CHAIRPLANE for sale, \$300.00.

NORMAN OLSON, 1115 West 28 Street, Minneapolis, Minn.

DICK WILCOX—MAINE AMUSEMENT SHOWS—RAY FLANDERS

WANT FOR BALANCE OF SEASON

SHOWS—Monkey Speedway, 10-in-1, Midget Show, Wild Life. Good proposition for Fun House. Whitey Brown wants to hear from Chief Lakeside.

CONCESSIONS—Mug Outfit, Jewelry or any Concessions that do not conflict. Positively no grift. RIDE HELP—First and Second Men for Ferris Wheel. Experienced Merry-Go-Round Help. Drunks, stay away. 20 WEEKS OF THE BEST SPOTS IN MAINE—7 BIG FAIRS—7.

Wire NEWMARKET, N. H.

WANTED!

THE UGLIEST WOMAN

WANTED!

Enclose photo and state salary in first letter, and any other outstanding FREAKS, for PALACE OF WONDERS, CONEY ISLAND, N. Y.

Write, wire or phone

DAVID ROSEN, 3768 Surf Ave., Coney Island 24, N. Y.

ES-planade 2-2178

FOR SALE

A double Loop-o-Plane, complete, in A-1 condition. Any reasonable offer accepted, or will trade. What have you?

GEO. GREASER

c/o Skerbeck Shows, Escanaba, Mich.

KIDDIE AIRPLANE RIDE

16-Passenger, 8 Planes; each Plane has own motor. Mounted on 4-Wheel Trailer. WILL TRADE FOR Small Popcorn and Peanut Trailer.

H. O. WEBB

Box 296, Pacific, Mo.

FROM THE LOTS

Happyland

PORT HURON, Mich., May 8.—Org closed a successful seven-day stand here Thursday (6), under the sponsorship of the Building and Trades Council of the AFL.

Lot was spotted adjacent to the ferry dock used by visitors from Sarnia, Ont., which is located just across the river. Canadian money was accepted at face value, with operators absorbing the exchange rate. This proved a big hit with Canadians, who visited the midway frequently and in large numbers.

Spot announcements over WHLS, Port Huron, and CHOK, Sarnia, proved effective, and stretch of cool weather failed to slow biz.

The Wallace Bros.' Shows of Canada opened Monday (3) in Sarnia, but it failed to hurt attendance for this org. Owner John F. Reid and the writer paid them a visit and found a well-painted and attractive set-up. Johnny Branson, well-known showman who has several attractions with the Wallace Bros., gave us a behind-the-scenes view of that shows' winter quarters accomplishments.

The Three Vesses, high act, substituted here for the Teeter Sisters. Good biz was enjoyed by Joe Hilton with his Freak Show and Dock Barry with his midgets.

Ethel Stager has returned as the org's secretary, V. L. Dickey remains as lot manager and the writer handles advance and the press.—PAUL D. SPRAGUE.

Majestic Greater

HARRISBURG, Pa., May 8.—Org, which had been running into rough weather, enjoyed good business at the local stand which opened April 26.

Opening night pulled a big turnout—the best of the week. Tuesday and Wednesday were off, but skies cleared the rest of the week and business was up the last three days. Children's Saturday matinee proved best of the season thus far. Merchant tie-up was strong. Committee, headed by Pete Shickley, co-operated.

Ted Snyder took over the Motordrome and reported a good week. Visitors included Floyd Sheaks, manager, Jollytime Shows; Benny Herman, Mrs. Jack Spence and her daughter, Mae, and Eddie Elkins, the latter en route to join Lawrence Greater Shows.

Betty Gould replaced the writer's brother, Phil, on the front gate. Phil had to leave for home. Mrs. Maxwell Kane arrived. Lee Cooper is ill with a cold.

Pauli's new electric joint is doing well. Mother Glynn reports good business in the cookhouse, as does Morris Glinea with his concessions.—HARRY E. WILSON.

Sunflower State

COLBY, Kan., May 8.—Org scored its best business thus far this season here the week ended May 1, playing on the city streets under auspices of the Tractor & Implement Show. Rides and shows were in operation April 26 but the official opening was not held until two days later.

On the official opening day, a parade consisting of six school bands, floats and farm implements ended at the show's location, and the midway did excellent business from 1 p.m. to midnight. Business held up the remaining days of the stand.

Butch Goff, with nine concessions, reported his best week of the season. Duke's Circus Side Show racked up a sizable gross. Given much newspaper and radio publicity, Frankenstein proved the big favorite.

Johnnie Hutchin's Funhouse enjoyed good business thruout the run. Top ride gross went to the Octopus.—FRANK GASKINS.

Garden State

COPLAY, Pa., May 8.—Shows opened here May 1 for a week, auspices of Coplay Fire Company No. 1. Altho weather was cool, attendance was above expectations. Concessions reported satisfactory biz. Ferris Wheel topped the rides, with the Ridee-O a close second. Org has 7 rides and 30 concessions, and for the first time in its history company opened without shows, due to failure of those contracted to be on hand.

Concessions: Thomas Rice, grab, popcorn and apples (also has his Ridee-O); H. V. Arnold, 2; Peg Van Camp, 2; Phil Klapper, 2; Nelson Cooper, 2; Fred Budd and Whitey Siegfried, 2; Fuzzy-Wuzzy Murphy, 2; Jimmy Brown, 4; Mr. Stollmer, floss; Mr. Hudgins, 2; Al Boxall, bingo; Mrs. Atterbury, 1; Mr. Walberg, 3; Kuhns, French fries, and four office-owned concessions.

Rides: Ferris Wheel, Tilt-a-Whirl, Ridee-O, Chairplane, train, Roto Whip and kiddie jeeps. The Sky King, presenting a sway-pole act, is featured nightly. When shows finished here tonight, move was made to Phillipsburg, N. J., org's home town, for Warren County Rod and Gun Club on a downtown location, the first org to play the lot since the Diamond Jubilee in 1935.

Staff: R. H. Miner, owner-manager; R. H. Miner Jr., assistant; Mrs. R. H. Miner Jr., secretary; Kenneth Whitehead, ride superintendent; Raymond Parker, electrician; Matt Roberts, mail man and The Billboard sales agent.—R. H. MINER JR.

World of Today

JOPLIN, Mo., May 8.—Shows made a fast move in here from Fort Smith, Ark., and opened to a good crowd, with attendance increasing nightly. Saturday matinee and night business was the best of the engagement. Bill Starr, concession manager, reports business good.

Unborn Show, owned and operated by Madaline Ragan and Ray Herbers, is clicking. Mrs. Ray Ayers has her American Cuties attraction here. Tom Dunleavy has the Mickey Mouse Circus going well and Bob Adams has added an attraction inside his Snake Show.

Pee Wee Parker, of Minstrel Show note, is ballying in front of the main gate nightly with his band. Side Show packs a strong opening and is reported doing good business. Bob Bushea has the Funhouse clicking and John Thomas reports good results with the Glass House.

Owners L. C. Reynolds and H. Wells hosted many visitors during the engagement. They included Paul Van Pool, H. Anderson, Bill Snapp, Bill Chalkis and Ralph Wilderson. Louie Imgelhem, billposter, is doing a good job in advance. E. Reynolds reports he has the shows booked thru October 10.—BILL RAWLINGS.

Mighty Hoosier State

BEDFORD, Ind., May 8.—Third week of the season ended here May 2 with a record take. Weather continues cool at night but Capt. Hugo Zacchini continues the good gate support. New Motordrome arrived and it is owned and operated by Speedy Palmer, formerly with the Art Lewis Shows. New Monkey Circus, operated by Johnny Colburn, also arrived. Owner W. R. Geren, altho repeating in some of last season's territory, will play several new spots later.

Kenneth Ritchie, ride superintendent, continues to get it on and off in record time. Special credit also goes to Electrician Tex Fetta and Johnny Owen, general mechanic. Shows left here for their Madison, Ind., engagement.—M. G. STOKES.

FOR SALE



MOBILE LUNCH 1942 CHEV. COMPLETE
with Bottle Gas, Kitchen Appliances, P.A.
System and Running Water.

Mr. J. A. McCray

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GOOD BINGO

On Good Eastern Show

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Chester, Pa.

INSURANCE

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175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

KIDDIE RIDES
WANTED

In new Amusement Center, 100% Board-
walk location. Excellent percentage lease.

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2427-35 BOARDWALK
ATLANTIC CITY, NEW JERSEY

SHOOTING GALLERY FOR SALE

Factory built straight job. All steel body on new
1947 Chevrolet chassis. Chassis factory extending
15 feet. Double springs, Guns, Ammunition,
complete for action. Original cost, complete:
\$6,500.00. Must sacrifice for health reasons,
\$4,000.00 complete.

This is one of the finest built galleries on the
road. Only 3 months of use.

Dick's Greater Shows

Box 315, The Billboard, 1564 Broadway, N.Y.C.

SHOW GROUNDS
AVAILABLE

In Borough of Ambridge, Beaver County, Pa., for
Carnivals and other Shows during coming season.
For full details and information, write:

CENTRAL DEVELOPMENT CO.
A. E. Stettler, 1307 Merchant St., Ambridge, Pa.

WANTED
RIDES—SHOWS—ACTS

For Annual Celebration, Jerico Springs, Mo.
June 10, 11 and 12. Contact:

**J. F. THORNTON, H. H. SWISHER or JESS
RANNALS**, Committeemen, Jerico Springs, Mo.

WANTED

Experienced Ride Help for All Rides
Experienced Merry-Go-Round Foreman

HADJI DELGARIAN

2303 N. Melvina CHICAGO 39, ILL.

Virginia Greater

CAMBRIDGE, Md., May 8.—Cool
weather plus showers resulted in only
fair business for the week ending
Saturday (1). The new awning for
the office wagon arrived and the new
marquee is expected shortly. Both
were ordered from Kenny Moore, of
Norfolk Tent & Awning Company.
Ray Buckley was chairman of the
sponsoring Veterans of Foreign Wars.
Free buses were run from town to lot.

Mr. and Mrs. Rocco Masucci and
Mr. and Mrs. Eddie Curtin were din-
ner guests at the home of Curtin's
sister. Lewis Gibson has joined the
Rolloplane crew. Bob Milligan,
master mechanic, has the motor fleet
in good shape. Mr. and Mrs. Harry
Harrison returned from Connecticut
where they attended the funeral of
Harry's brother.

Mr. and Mrs. Oliver Jones came
on from their North Haven, Conn.,
home to join. They have novelties
and penny pitch. Cynthia Speight,
manager of the Minstrel Show, is
hospitalized in Salisbury, Md. Her
condition is reported good. Louis
Augustino's Wild Animal Show had
a good week. Kate Augustino has
added another concession. Kid Bagby
is busy with his popcorn, candy
apples, floss and long range. Jimmy
Winters has a flashy custard and
chocolate dip concession. Tommy
Delph has a neatly framed grab joint.
Leo Matina and his trained duck are
getting results with the Funhouse.
Mike Matina is handling tickets.

L. B. Lamb

METROPOLIS, Ill., May 8.—Trip
from Milan, Tenn., was made in good
time and shows opened here April
26. Biz was steady all week.

Manager Barney Lamb turned on
org's two searchlights Sunday night
April 25, and people swarmed onto
the lot, some driving in from as far
as Paducah, Ky.

Linda Lopez joined the G-String
Follies. Tex Roberts left for Min-
nesota with his concessions. Leonard
Higgs left for Memphis with his
frozen custard, planning to make the
Cotton Carnival. Addition of four
new light towers brightens the mid-
way. General Agent Whitie Vasulka
has the season virtually set. Mr.
and Mrs. Ross Sinderson returned
from a trip to Iowa. E. S. Stirk
joined with his slum spindle and
Blackie Adams joined with his color
joint.—**ERNE MURRAY.**

Dowland

MILWAUKEE, May 8.—Shows
opened their season here April 24 to
good weather and rides, shows and
concessions rang up good business.
Rides include Merry-Go-Round, Fer-
ris Wheel, Caterpillar, Pony, Spitfire,
auto, Tilt-a-Whirl and Octopus.

E. Joe Henke has the Wild Life and
Snake shows; Dr. Wilson, Illusion;
Norman Meredith, Mickey Mouse,
and H. Stewart, Hawaiian Show.

Shows carry 35 concessions. Floyd
Dowland is owner-manager; Vivian
Dowland, secretary and treasurer;
C. Ratke, lot superintendent; Ralph
Johnston, electrician, and the writer,
advance agent.—**E. JOE HENKE.**

Reynolds & Wells

JEFFERSON CITY, Mo., May 8.—
Shows, on 40 trucks, made a good
move here from Joplin, Mo., and altho
weather was chilly, attendance was
good. Jim Casterson and Mr. Koker,
of the VFW, co-operated. A storm
struck the org Saturday night and
L. C. Reynolds ordered shows torn
down. Sam Tubaewatz's bingo was
blown down, and the Sex Show front
was demolished before everything
could be lowered. Charles Reed, Gulf
Coast Shows, visited. Ivan Candler,
lead gallery, returned from East St.
Louis, Ill. The shows are adding light
towers.—**BILL RAWLINGS.**

W.G. WADE

Shows



BATTLE CREEK, MICH., May 17-22

First in on the Recognized Show Grounds

(Not One-Half Mile From Nowhere in a Farmer's Field)

Can place Animal Show, Wild Life, Glass House or Hippo-
drome.

Excellent route for Looper Ride or Miniature Train
Legitimate Merchandise Concession Privileges open

ADDRESS ALL INQUIRIES

W. G. WADE SHOWS

Kalamazoo, Mich., this week; Richmond, Ind., follows Battle
Creek.

W. R. GEREN Presents

MIGHTY HOOSIER STATE
Shows

Featuring HUGO ZACCHINI, the Human Cannon Ball,
Shot Over Twin Ferris Wheels.

WANT!

STOCK CONCESSIONS: High Striker, Ball Games, Basket Ball, Pitch-Till-You-Win,
Country Store, Bumper, or any Stock Concession working in line. Privilege,
\$31.50 per week. Gladys and Bert Lamont, come on.

WANT SHOWS: We have Motor Drome, Side Show, Life, Monkey, Fun House. All
others open for 15% on all still dates and 25% on Celebrations and Fairs.

All replies to:

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

Lexington, Ky., May 11-22; Paris, Ky., May 24-29.

BAKER UNITED SHOWS
"A CLEAN MODERN MIDWAY"

Can Place for an Outstanding Route

CONCESSIONS—MERCHANDISE STORES that will use stock, Bowling Alley, Hoop-La, Clothes
Pin Pitch or others not conflicting. Can use strictly high-grade American Palmistry. Positively no
other need apply. Buck Weaver wants Hunky Pank Agents. **SHOWS—**Always openings for high-grade
Shows with own outfits. If in doubt look us over and get our proposition. **RIDE HELP—**Can place
thoroughly competent Man on Octopus, Second Men on all Rides. Top salaries on PAY DAY.
Must drive and must not drink.

OUR POLICY: FAIR DEALING—FAIR TREATMENT

Still presenting the finest in outdoor attractions for amusement-loving America.
BAKER UNITED SHOWS, Peru, Indiana, May 10-15.

Joyland Midway Attractions

OPENING MAY 22 IN A SUBURB OF DETROIT
Van Dyke Avenue, Between 9 and 10 Mile Roads

WANT

Legitimate Concessions of all kinds. Any small Show, neatly framed, with
own equipment.

FOR SALE: BINGO, Complete, 18x36, \$400

Have several locations for HIGH ACT. High Diver preferred.

Address: **ROSCOE T. WADE, 16845 Lindsay Ave., Detroit 27, Mich.**
Telephone: **VERmont 5-5232.**

WONDER CITY
SHOWS

WANT FOR COAL FIELDS OF KENTUCKY

Mines Working Full Blast. Plenty of Money.
Hanky Panks, one of a kind. Sell exclusive Photos, Diggers. Need Agents for Pin Store, Beat Dealer,
Over and Under, Pan Game. Place Showman with or without equipment. Ride Help that can drive
senis. Place Tilt; good proposition. Address:

JOE KARR

Tompkinsville, Ky., this week; with Albany, Monticello and Burnside, Ky., to follow.
P.S.: Joe Laughlin, wire me. Can place Electrician that can stand prosperity. Carolina Simmons,
come on; place your Concessions. Mike Wiltse, come on.

COOKHOUSE BUS FOR SALE

Twin Coach Bus converted into Cookhouse, seats 8 at counters inside, folding counters on outside, serve
out the windows. One or two can operate, no setting up, no tear downs, just drive on the lot, light the
stove and you're ready for business. Bus body is all aluminum and in good shape, engine just over-
hauled and tires extra good. Equipment includes stoves, pans, dishes, griddle, shelves, cabinets,
counters, seats, electric coffee urn, National cash register, 5-gallon juice bowl, 1 dozen circus glasses,
ice box, fluorescent lights, radio and a new awning along one side extending out ten feet.

PRICE, \$1,850.00 CASH.

Many of you Show People in this territory have seen and eaten in this outfit and know if to be first
class, and good enough for anybody's Show.

LE ROY ITSCHNER, 1417 Jackson St., Macon, Missouri

RIDE MEN WANTED

Want Ferris Wheel Foreman. Second Men on Whip. Ferris Wheel and general Ride Help. Top salaries and good treatment. Tear down every two weeks. Contact

RALPH ENDY or CHARLES GERARD
900 Grand Concourse, Bronx, N. Y.

WATCH GARDEN STATE IN '48

WILL PLACE IMMEDIATELY for EAGLEVILLE FIREMEN'S FAIR (FREE GATE, ACTS) New Car and Cash all 10 BIG NIGHTS, May 19 to 29, Eagleville, Pa. Location, GERMANTOWN PIKE near College, Ill.

WANT: Cigarette Pitch, String Game, Watch-La, Knife Rack, Age-Scales, Novelties, Jewelry, Pitchmen, Auction, Photos, Fruit and Stock Wheels (No Gees), Cat Rack, Bottles. Good setup for Wild Life Arcade, Grand Shows. ESPECIALLY want account contract cancellation. GIRL SHOWS (FRANK, QUIGG, and those who contacted me in the past, wire me). Will place, with or without outfits. Have 5-in-1 outfit for reliable parties. Jimmy Brown wants Agents. Phil Klapper wants Agents. All contract

R. H. MINER JR.

Phillipsburg, New Jersey

HERE 'TIS

Corydon, Ind., 43rd Annual Homecoming, June 2 thru 5—Four Big Days.

2 Cars given away by American Legion. Free Gate.

Estimated attendance last year, 45,000. This is only our beginning.

Good proposition to Tilt or Octopus. SHOWS—Monkey, Snake, Wild Life, or 10-in-1. Wire for proposition. Moore, contact me. CONCESSIONS OPEN—Frozen Custard, Slum Spindle, Slum Cork Gallery, Jewelry, Duck or Fish Pond, Novelties, Milk Bottle, Cat Rack, Clothes Pin Pitch, Coke Bottle, Hoop-La, Dart, Bumper.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Replies: JOHN PORTEMONT, Portland, Tenn., May 10-15.

SCOTT LAMB WANTS TO BUY

Small Pet Ringtail Monkey, also two Talking Parrots and two or three Cockatoo Birds. Must be pets. Have for sale, two 10x16 ft. Tops, Khaki, \$30.00 each. Two 10x14 ft. Tops, Khaki, \$30.00 each. All 9 ft. Side Walls, used one season, very good condition. Reason: Am replacing with Blue Canvas. Can place one Agent for Razzle-Dazzle, also General Outside Help for Wheels. Bob Bennington, get in touch with me.

Raton, N. M., this week; Pueblo, Colo., next week; Greeley, Colo., May 24-29;

then Fairs and Celebrations thru Nebraska, South Dakota, Wyoming and Montana.

Wire: SCOTT LAMB, c/o Hill's Greater Shows, as per route above.

JIMMIE CHANOS SHOWS

WANT—Legitimate Concessions of all kind for Muncie, Ind., right in the heart of town: Fish Pond, Duck Pond, Cigarette Shooting Gallery, Photo Gallery, Custard, French Fries. I have brand new Top for Girl Show; want some Reliable People; must have three or more Girls. Like to hear from Ten-in-One with own equipment and transportation for very little percentage; also Penny Arcade. Want Merry-Go-Round Foreman for high-class two abreast. This Show has no racket, no gate; has 9 office-owned Rides. All replies to:

JIMMIE CHANOS

This week, PIQUA, OHIO; then MUNCIE, IND.

SLIM CUNNINGHAM WANTS

WHEEL, ROLL DOWN AND SKILLO AGENTS

Wire at once.

Want Useful Ride Help for Spitfire and Tilt-a-Whirl. Memphis, Tenn., this week; Paducah, Ky., next week.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoop-La Blocks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street

New York 11, N. Y.

AGENTS WANTED

For Clothes Pin, Slum Skillo and Stock Concessions. Two Working Men for taking care of Concessions. Jimmie Burns, wire me.

H. C. (PETE) NEESE

c/o CUNNINGHAM SHOWS, MASON CITY, W. VA., MAY 8-15.

WANTED

FOR JONESBORO, TENN., THIS WEEK; MORRISTOWN FOLLOWING.

RIDES—Spitfire, Tilt or Octopus or any novel Ride. SHOWS—Grind Shows with own outfit. CONCESSIONS that work for stock, such as Blower, Bumper, Ball Games, Cigarette Gallery, Custard, Snow Cones, French Fries, Cat Rack, Six Cat, Buckets. Agent for Swinger. Also want P.C. Agents and Slum Store Agents. Good prop to man with four to six stores who can handle same.

C. A. STEPHENS SHOWS

FROM THE LOTS

Larry Nolan

HOLLY, Colo., May 8. — Biz has proven satisfactory as the org swung into its third week of the season here Monday (3). First two stands, at Rocky Ford and Las Animas, grossed slightly better than last year.

From this point on, shows return to their policy of playing two spots a week. Assistant Manager Elvin Bishop and his crew are in midseason form in getting it up and down.

Ride line-up includes Ralph O'Dell and Johnny Sandolval, Merry-Go-Round; Le Roy Huffman and Tom Tyree, Rolloplane; George Whitley and Le Roy Hill, Octopus; Gene Walsh and Joe Mendoza, Mix-Up; Doc Hyer, kiddie ride, and Gordon Meade, ponies.

Shows and concessions: Gary Hern, Circus Side Show and Legs and Laughter, girl revue; Gene Rennee, Miracles of Life, featuring Jo-An; Mr. and Mrs. Corlew, glass blowers in charge of Art Talley, Irene O'Dell and Buddy Delinno; Elvin and Noah Bishop, popcorn, floss and snow cones; Mr. and Mrs. Charles Melton, office-owned cookiehouse; Arline Bishop, cig gallery; Nellie Talley, photos; Pop and Mrs. Sorenson, two stores; Jess and Madge Borchardt, ball games; Mrs. Jimmy Keyes, penny pitch; Mr. and Mrs. Ralph Miller, stock concessions; Mr. and Mrs. Charles Scott, three stores; Richard Daniels, four stores; John Duggan, store, swingers and darts; Blackie Marks and family, two mitt camps, coke bottles and hi-striker; Ray Martin, long range; Mrs. E. E. Harper, novelties; Sammy Marks, paper boy and shine stand; Gordon Meade; recreation tent; Chet and Bubbles Reese, beat-the-dealer, pea pool and over-and-under.

Staff consists of Larry Nolan, owner and manager; Madeline Nolan, treasurer; Elvin Bishop, assistant manager and lot superintendent; E. E. Harper, electrician; Pop Hollingsworth, night watchman; Floyd Stockdale Jr., special agent, and Hanna and Julie Sorenson, ticket boxes, Mrs. Hollingsworth and Mrs. Mendoza.

Mrs. Ray Martin has been ill, but plans to rejoin in a few weeks. . . . From here the shows swing into Kansas for five stands, then back into Colorado and up into Wyoming. . . . Delivery of a new streamlined Merry-Go-Round has been promised for June 1. . . . Gordon Meade won a first and a third with his race horses in Lamar, Colo.

T. J. Tidwell

LEVELLAND, Tex., May 8.—Show was here week of April 26, weather being ideal and business good. Stand was sponsored by the VFW. Gertie, chimp, and Queenie, elephant, paraded the streets during the day. Brownie and Ada Bishop joined with their concessions, as did Barney and Dorothy Allen with three. Org took delivery on two more new Chevrolet trucks, making a total of nine. Tidwell carries 9 rides, 6 shows and 30 concessions. The following motored to Lubbock, Tex.: Mrs. T. J. (Evelyn) Tidwell, Mrs. Bobby Decker, Mrs. Barney Allen, Mrs. Floyd Stokes, Mrs. Roy Allen, Mrs. Mickey Goldberg and the writer.

The week before the company was in Borger, Tex., auspices American Legion. Everybody had a good week. Manager Tidwell has returned after being hospitalized, ill of pneumonia. Mickey Goldberg also has been on the sick list. Mr. Fisher is doing well with the new Funhouse, the Flaming Rocket. Hazel Guyton and Mrs. Henry visited from the Hill Shows.—SOPHIA OSBOURNE

Baker United

HUNTINGTON, Ind., May 8.—Despite several bad weather breaks, biz has been okay the first month of the season.

Org opened April 10 near the south side of Indianapolis under sponsorship of Garfield Park American Legion Post and was well received. The Great Eugene wire act joined April 23 at Kokomo, Ind., and proved a hit. Lynn Hunting also joined with his train during the successful stand there.

Worst moving conditions in the org's history were encountered Sunday (2) on the jaunt from Kokomo to Huntington, but ride superintendent Joe Deaver and mechanic Chester Pierce got trucks thru okay and all was in readiness for the Monday opening.

Line-up of concessions follows: R. O. Root, popcorn, ice cream and floss; Earl Crane, custard; Don Nason, photos; Luther Tyra, novelties; William Fike, cookiehouse; Andy Anderson, root beer; C. V. Shumaker, jewelry; D. W. Chesser, bingo, long range, basketball, ball game and pan; Marjorie Miller, two ball games, penny pitch and color game; E. A. Weaver, bumper, dart and heart pitch; George Hoar, cork gallery; Chester Pierce, fish pond, dart, ball game and pea pool; Bob Jones, coke bottle and blower; James Ferrell, bumper and string game; Henry Gore, duck pond and hi striker; Wilbur Farrell, diggers; Joe Mettler, race horse; Eugene Nation, scales and age; Curley Stevenson, merchandise wheel; Ambrose Simmons, coke bottle; Gene Lechler, dish pitch; J. R. Jones, Penny Arcade and color block, and Charlie Eakin, Monkey Show.—MARIAN JACKSON.

Grand Valley Amusement

FOWLER, Colo., May 8. — Shows opened here May 1 to fair business despite cool weather. Concessionaires report business has been good. Shows will tour Colorado, Kansas and Nebraska this season.—JOHN BISHOP.

Laughing Sal For Sale

Good condition, \$250.00. Only reason for selling, need space badly.

FIELDING GRAHAM

IMPERIAL EXPOSITION SHOWS
Granite City, Ill., this week; then per route.

DANNY NEWMAN WANTS

Agents for Razzles, Nail Outfit and Swinger.

LAWRENCE SHOWS

DuBois, Pa., this week.

WANTED

Want to hire, rent or contract for the Williamson Homecoming, to be held June 26 and 27, 1948, at Williamson, Illinois, a Ferris Wheel or Merry-Go-Round or both. Or two (2) other Rides. If interested write or phone

LEROY DUDLEY

R. R. 1, Box 47 STAUNTON, ILL.
Phone 3646

WANTED AGENTS

For Age, Ball Game, Penny Pitch and other Stores.

E. L. WINROD

Care Wilson Shows, Bloomington, Illinois, this week; Gibson City, Illinois, next.

PETE COBLER WANTS

Head for Whiskey Bottles. Irvin George and Jack, contact. Address:

Care MAJESTIC GREATER SHOWS

Rochester, Pa., this week; Farrell, Pa., week May 17.

AT LIBERTY

Capable, all-around Showman. Sober, reliable and honest. What have you to offer?

WM. MITROVICH
22 COLE PLACE, AKRON, OHIO

Johnny T. Tinsley

EAST POINT, Ga., May 8.—Org opened okay here Monday night (3), shows being the first to play this town in recent years. A storm drove biz off the lot early Tuesday night, but most of 'em returned when the storm subsided later in the evening.

Concession row has been expanded by the addition of John Scott with 4, the Cassids with 4, Mills family with 3, John Cappella with 2, and Lee Spain, Bonnie B. Cole, Mrs. Wardlaw, Johnson and Smith, Lula Bell, Pinky Edgar, Briscoe Forrester, Jack Simpson, Buck Harrison, Herb Gullimette and Al Trivaudey, 1 each.

Owner John T. Tinsley presented his wife, Mayo, with a Spartan Manor trailer for her birthday. Gordon Crandall purchased a new auto and Will Knight bought a new panel truck. Clyde Howey is investing most of his earnings in big snakes. He recently added two and expects delivery on another soon. Mrs. Eddie Kuhn, wife of Capt. Eddie Kuhn, of the animal act, entertained kiddies and their mothers at a party celebrating the birthday of her daughter, Joyce.

Mrs. Tinsley underwent an operation at Emory University Hospital. Lacey Scott is out of the hospital following an eye operation. Sam Justus is on a soup diet after having his teeth extracted, and John Greenway has had the cast removed from a broken finger.

Recent visitors included Mr. and Mrs. Bernie Shapiro, Southern Poster Company; Homer Scott, Georgia Amusement Company; Red Brady, United States Shows; Jack Holliday, formerly an agent and now in the automobile business; Mack McLain, legal adjuster with several circuses; Mr. and Mrs. Neal Massaro and daughters; Mack McGee and Frankie Terrazano, Royal Crown Shows, and Mr. and Mrs. Boots Dillard, Seneca (S. C.) Fair.—H. SAWYER.

Vivona Bros.

ROSELLE, N. J., May 8.—The midway was jammed opening night, Monday (3), and all concessions got a big play. Fluorescent tubing on the front makes an excellent flash. Three light towers are being built by the show carpenter. Owner Morris Vivona recently purchased a new Buick.

Concessionaires include Lou and Peggy Hall, scales; Larry Fittro, age; Joe Tarnoff, Coke bottles; Louise Kneeland, novelties; Toby Kneeland, string game and Funhouse; James Di Bello, balloon game; Moe Vivona, duck pond, cork gallery, blower, penny pitch and hoop-la, in charge of Chuck Fleming; Little Frankie, candy floss, and Bill Sipp, lead gallery.

The Four Albanians, Greta, Joyce, Lydia and Joe, are the free act. Bill Lucas is foreman of kiddie rides, and Red Williams is electrician.—MARGARET HALL.

B&H

CHESNEE, S. C., May 8.—Rides and concessions did turnaway business here and the Carolina Minstrel Show enjoyed big business. Shows' line-up includes Marion Boykins, Billy Jeffcoat, Clara Mae Allen, Cherry Brown, Maggies Davis and Louise Webb, chorus; Angus Chisolm, trumpet; Freddie Brown, drummer; Henry Stark, piano; Willie Smith, alto sax; William Floyd and Joe Reed, comics; Sunny George, dancer; Estella Chisolm, production and front; Angus Chisolm, manager, and Lewis Fowler, tickets.

Shows' personnel includes W. E. Hobbs, manager; E. A. Murray, assistant manager; Mrs. Eleanor McCune, secretary; Anderson, ride superintendent; Pearl Shields, mail and The Billboard sales agent; Fred Owens, painter; Earl Taylor, and Lewis Fowler, electrician. Oliver Hobbs, brother of the org's owner, joined to take charge of the cookhouse.—FRED OWENS.

Art White

KOPPEL, Pa., May 8.—Ride men and concessionaires reported satisfactory business thru Thursday at the stand closing here today under auspices of firemen, but rain hurt them Friday.

Show has added five new tractors and trailers. Two new light plants are operating and two more are coming. Rides have been newly painted and Owner White has added a complete workshop.

Line-up includes, in addition to White, owner, Mark Wayne, special agent; Floyd Racely, secretary; William Cunningham, accountant; Jeanette White, cashier; Harry Miller, cookhouse and French fries; Amos Shugars and Harry Biggs, griddle; George and Gert Lider, ballgame, airplane, spindle stores and pan game, with Earl and Emma Brotherton, operators; George and Margaret Renn, popcorn; Shorty Fisher, novelties, candy apples and scales; Wallace George, scale; Burt Frost, darts, bumper and add-up store with Hip Lewis, Gilbert George, Hump Eppinger and Lee Whittaker, agent; Arky's pea pool; Doc Boyd, percentage, and Joe George, mitt camp. Rides, Jim Renforth, Ferris Wheel; James Cubbison, Chairplane; Jim Eppinger, Merry-Go-Round, with Eddie Shields, second man; Bob Young, airplane; John Sherman, auto ride, and Leo George, boat ride.—BURT FROST.

Del-Mar

DARLINGTON, Pa., May 8.—Shows moved here from Canton, O., and opened to fair business. Despite rain Tuesday, a large crowd attended the firemen's parade. The Downies, free act, are drawing large crowds nightly. Alexander and Kier have joined with French fries, ice cream and scale, and Mr. and Mrs. Barringer have added a balloon pitch. Owner Al DeFlore reports that the org has been granted contract for the Struthers, O., Homecoming in August. Visitors were Mrs. Al DeFlore and children, Mr. and Mrs. George Leichter and H. Miller.—JAMES HERSHEY.

Bright Lights

BEDFORD, Va., May 8.—Despite loss of the first three days thru rain, the show had a satisfactory engagement here under Veterans of Foreign Wars auspices for the week ending Saturday (1).

S. C. Constable won top money with the Rolloplane with the Flying Scooter a close second. The Ferris Wheel was third. John Till's Parisian Models led shows with Avin Gordon's Hillbilly Show second. Dannie Donini's stores and bingo had a good week, as did Mike Lucas's cookhouse.—FRANK Z. HYDE.

Alamo Exposition

VERNON, Tex., May 8.—After leaving Abilene, Tex., shows moved to Vernon, Tex., for the Santa Rosa Round-Up. A record-breaking crowd turned out opening night.

Jim Schneik, general agent, returned after an extended booking trip. Benny Hyman is back on the job after an illness.

From here the shows move to Wichita Falls, Tex.—SAMMY SAPSON.

Johnny's United

MADISON, Tenn., May 8.—After playing a good week on downtown lot in Waynesboro, Tenn., unit opened here Monday night to a big crowd and biz continued good. E. Johnson has a new snow ball in his cotton candy joint and K. Etzle's popcorn is sporting a new warmer and peanut roaster. Org will make a short jump Sunday to Portland, Tenn., for the Strawberry Festival, Legion auspices.—M. PORTMONT.

Pacific Coast

GOLD BEACH, Ore., May 8.—A 550-mile jump from Marin City, Calif., to Gold Beach was made to catch up on the schedule, some of which was lost thru continuous rain. The trip was made in good time despite several breakdowns, and we arrived here Monday (3) for a week's engagement.

The first weather break in eight weeks around the bay area in California came in Marin City, where the shows experienced three good days. Due to a fire-proofing ordinance the org was unable to open until the latter part of the week, but once opened enjoyed good business.

William Scott added a ham store to his string of concessions and Fred Oberhansli added two more to his line-up. Mr. and Mrs. E. Lansdowne, of Phoenix, Ariz., arrived with their photo gallery. Thelma Brennecke came on from Culver City to operate the writer's hoop-la.

Mr. and Mrs. Al Nelson's cookhouse is a pleasant addition to the midway. Mr. and Mrs. Les Bernstein's diggers made their first appearance with good results.

Elisha Pickard, general representative, made a flying business trip from Marin City to Oregon. Al Schwab spent a day in Burlingame, Calif. Mr. and Mrs. Doc Gilligan, Mike Krekos and Les Hart were among the visitors while the shows were in California.

En route to Ukiah, Ore., members of this org exchanged visits with the Redwood Empire Shows. Loren Roberts, Stockton, Calif., delivered a new light plant to be used for power for our many house trailers. This now gives the org four lighting systems.

Herbert Loehr and the writer made a trip to Coquille and Coos Bay, Ore., on business. Mr. and Mrs. Richard Larsen, of Rio Dell, visited. Al Schwab purchased the house trailer owned by Ted Davis. Mr. and Mrs. James Barber visited Salem, Ore., on business.

With the opening of the Salmon Derby Saturday (1) in Oregon, Jimmie Davisson, Leonard Bowman, Buddie Wall, Norman Drake, Wesley Brown, Red Katz and Henry Ladnier, among others, went fishing.

Following three locations in Oregon, the next being Reedsport, May 10-15, the shows enter the State of Washington for a series of celebrations, starting June 1.—WALTON DE PELLATON.

Metro-American Banner

EAST PROVIDENCE, R. I., May 8.—An eight-day stand here gave with little business, mostly because of cold weather.

Panokio, Chairplane foreman, suffered a head injury when hit by one of the swinging chairs. Joe Bailey suffered a hand injury which required medical aid.

Manager Ray was on a booking tour. He reports the shows booked solidly thru Labor Day. Org will play downtown Providence May 10-15.—RUTH RAY.

Florida Amusement

SEYMOUR, Ind., May 8.—Biz here this week was satisfactory. Last week's stand in Austin, Ind., also proved okay.

Jimmie Cecilia reported the best week since he's been with the shows. Cleo Franklin joins Monday (10) with her Girl Show. Jack Castle will join with a new boat ride. Jack Reed's bingo is going strong. Mr. and Mrs. Nock's popcorn and apple stand is an eye opener. Clarence Payne joined with his basketball and age games. A pat on the back to Al Devine for his job on the sound truck.

Manuel Garcia left to play a couple of contract dates, but reports he'll be back soon. Folks certainly go for Mary Murphy's ball games. Chief mechanic Ross Houghton has everything in tip-top working order. Junior Houghton is getting an early start as a mechanic and doing fine.

Business Manager Mac McManus is doing a swell job of managing general affairs. Mr. and Mrs. Mario Zacchini joined with their Tilt-a-Whirl and concessions, as did Mr. Smith with his shooting gallery. Many in the org motored to Columbus, Ind., for a visit to Cole Bros.' Circus as the guests of Zack Terrell. Owner Ingram, a former circus master, especially enjoyed the occasion. The Flying LaVelles continue as the free attraction.

Old-timer E. G. Blessinger, of Muncie, is doing some booking for the org. Show heads for Franklin, Ind., after this stand.—IODINE BAILEY.

Palmetto Expo

WILLIAMSTON, S. C., May 8.—Showing here this week, auspices of the local ball club, biz was good. Owner McNeace had delivery on a two-ton Mack truck and has added three more concessions, operators being Blackie Salo Tinsley, Guy Gillian and Wheeler Brown. Frank Hooper has five concessions. There are 27 concessions with the org. Recent visitors included personnel from Marion Greater Shows, John T. Tinsley, and Peppers All-State Shows personnel.—L. W. PEOPLES.

Nedrow Old Home Week, Syracuse, will be held week of May 17, auspices of the Nedrow Baseball Club. Carmen Saxe is secretary.

FOR SALE

FERRIS WHEEL WITH COMPLETE TRANSPORTATION

Wheel is three years old. 1938 Ford Tractor, good condition. 2-speed rear axle. Trailer 3 years old. 27 ft., priced for quick sale, \$5,500.00. Wire, write or come and see.

T. B. COLVIN

3136 E. Washington Phoenix, Ariz.



WALLACE & MURRAY SHOWS

At Wallace, Manager; Mrs. Esther Wallace, Secretary; Reid McDonald, Business Manager; David A. Wise, General Agent; John Hanson, Billposter and Lot Superintendent; Houston Wilburn, Ride Superintendent; Nathaniel Grey, Electrician. Want for big Firemen's Celebration, HIGH POINT, N. C., MAY 17-22, and other big Industrial towns to follow:

Concessions of all kinds for open Midway, reasonable privilege. Will book Octopus and Roll-o-Plane on very reasonable percentage; also Shows with own equipment, such as Girl Show, Fun House, Wild Life and Monkey Show. Want experienced Kiddie Ride Foreman and other Ride Help who drive trucks. Ten salaries. Address: THOMASVILLE, N. C., this week; then HIGH POINT, N. C.

BARNEY TASSELL UNIT SHOWS

Want for Culpeper, Va., week May 17, and around Washington, D. C., practically all summer. Want Merry-Go-Round. Will buy, book or lease same. Concessions of all kinds not conflicting, as we use only one of a kind. Can place Bingo Caller to take charge of same. Also Foremen for Roll-o-Plane, Ferris Wheel, and Help of all kinds. Wire, write

THIS WEEK, ORANGE, VA.

Big Industries Overlooking Sound Biz Bets in Pitchmen

By Sid Sidenberg

Ed's Note: The following is the third of a series of articles written by Sid Sidenberg for the edification of Pitchdom generally and is penned with the idea of achieving better conditions and understanding among pitch folk.

IN TWO preceding installments the writer has tried to explain that organizing pitchmen meant little to the rank and file of the profession. The foregoing assertion is not prompted by ego but by an inselish desire to achieve better conditions and understanding for Pitchdom generally. However, if anyone still contends that organization is in the best interests of Pitchdom he should manifest his theories in the Pipes column, where they can be read and digested by all concerned and thereby solicit the support of those in agreement.

As I have stated in preceding installments, my friend Tom Kennedy informed me that the reason for erasers being attached to pencils is to rub out mistakes. That's true. I can be mistaken in my opinions concerning organization, but since I have read and heard very little comment refuting my contentions I am led to believe that I am correct, especially after reading the "it won't do you any good to organize" pipe sent in by my old crony, Dave Rose.

Rose Opens 'Em

Dave and I got into many heated debates in the past over the question of organizing and Dave's submissive pipe prompts me to believe he came into contact with the "sitter and spitter" element. In fact, I sincerely believe now that organization cannot possibly succeed in assisting pitchmen, for Dave was one of the staunchest stalwarts of the opposition and was satisfied that he could never be shaken. Rose was and is recognized as one of the top-ranking exponents of pitch-case purveying and I've always believed that he may be equaled but never will be excelled in the game, especially when it comes to opening spots. He has everything that makes for a real pitchman.

I have seen him stroll into a city hall in an Ohio town and politely request a permit only to be turned down cold. A little thing like that didn't deter Dave. After much debate with the city clerk, the latter decided to call in the chief of police to convince Dave that when he said no he meant no. When the prefect arrived, instead of Dave getting excited and taking a powder he confronted the gentleman with: "This is all I want to sell," and started to demonstrate the little white mouse with the human hair engine and all thru his little act the chief and clerk got enough kick out of it to invite other city workers to see the demonstration. After building a good sized tip, Dave made the turn and the pass-out right in the clerk's office. Believe it or not, he left the building with the geedus and armed with a permit granting him a spot on the courthouse square. But, here's the rub. Dave didn't put that one over with the assistance of organization, which proves my point that a pitchman is an individualistic who succeeds thru his own ingenuity. That's why most of the old-timers and some JCL's make the grade while others fall by the wayside.

Industry Overlooks Pitchdom

Pitchdom has been overlooked by big industry. If the pitch business was thoroly investigated, I feel that tripe-and-keister fraternity would have the moral support of every manufacturer, business man, banker

and chamber of commerce in the country. Pitching is an occupation not fully recognized because the majority of pitchmen are not stationary long enough to be given the once-over by credit-rating establishments interested in getting commodities direct to the public. For that reason alone the firms advertising in *The Billboard* reach a distributing field that no other publication has avenue to, for pitchmen, agents, peddlers, wagon salesmen, house-to-house canvassers and horse-backers know that if a hot number is in the offing it will be found advertised on the Pipes for Pitchmen pages.

That is what these big business manufacturers and jobbers have been overlooking. If these big guns of the business world stopped to consider the power of pitchmen as a first and formidable access to Mr. and Mrs. Consumer they would throw their hats in the ring and back the game to the limit.

Ink Sticks To Fore

To make my point clear, I'm going over the fountain pen industry from its infancy. When the high-priced pens were put on the market there was practically no demand for them. They were considered impractical and the small number manufactured were imbedded in jeweler's cases. The only time they were taken out of a showcase was when someone demanded to see them. The jewelers, who had little experience with the pens, attempted to convey what they were intended for. From all indications they failed miserably. There were a few owners of the ink-sticks but not enough to attract attention. From all appearances the rubber-sack writing stick was doomed to failure. About this time along came Johnny Pitchman with a pitch case loaded with writing sticks, selling for as low as 25 cents. The pitchman didn't bury his pens in the bottom of a showcase. He began making corners, doorways, lots and fairgrounds demonstrating his sticks off the top of his pitch case.

He demonstrated what it would do by writing with it and coercing his tip into writing with the pen. Soon after the first batch of pens reached the public via the pitchman it seemed that everyone who was ever taught to write was the owner or a prospect for an inkstick. The lower-priced pen, thoroly demonstrated by pitchmen all over the country, created a market for the higher-priced sticks, which were selling for as much as \$5 in those days. If one ever dared mention in that era that fountain pens would sell for as much as \$100 or more some day he would have been shunned like Columbus who tried to convince listeners that the world was round. The above illustration proves that the initial inkstick sales thru pitchmen started a demand for the writing sticks which put the fountain pen industry on its present-day plane.

Whitestones Hype Demands

Whitestones, phony diamonds, in most cases were a miserable attempt at imitation. Millions were sold. In fact, I sold a few dozen myself. A purchaser of one of these hoops with a whitestone setting could, in a majority of cases, fool his friends as being the owner of a diamond. The jewelry industry solicited the aid of the Federal Trade Commission and screamed that it would be driven to bankruptcy and poverty if whitestone workers were not eliminated. In fact, a dozen efforts were made to stop me. I still have letters which were written by jewelry associations to owners of stores thru which I worked

admonishing them to refuse me space and requesting newspapers to refuse my advertising.

Naturally, when a law enforcer and a recipient of one of the letters wanted to know how I was getting away with defrauding the public I had little trouble explaining that I plainly advertised my hoops as good imitations and proved it by showing them my ads. After vehemently declaring that I did not misrepresent my item and defied them to get some jeweler to take action, I usually wound up selling the inquirer a ring and sent him on his way smiling.

Here, again I would like to call the foregoing to the attention of big business for on this particular item it not only overlooked the fact that selling whitestones did not in any way hurt the lapidary trade, but the industry was on the verge of killing the goose that laid the golden egg. Even if the purchaser of a whitestone did fool his friends into believing that he was sporting a genuine diamond, he knew he was wearing a phony and the more he thought of it the more he yearned to own the real McCoy. Millions of whitestones were sold over the nation and I believe that those millions of phony hoops sold thru pitchmen created the desire to buy genuine diamonds.

Persuasive Purveyors

Why pitchmen are persuasive purveyors is easily explained. Take for an example a jeweler waiting on a customer interested in a string of pearls. His best selling point is the pretty plush box in which it is displayed. The way he handles the pearls one could believe that they are ready to fall apart if he applied the slightest bit of pressure. He presents them to his prospect with a finesse that indicates a fragility that requires the greatest of care. Thus the customer is apt to chill for the prospect wonders if the price isn't too high to pay for something so delicate. There's another example that makes the pitchman distinctly different from the ordinary salesman. Johnny does not confine his sales ability to one prospect, but puts on his bally to attract a tip. The more people that gather the better Johnny likes it, for the bigger the audiences means the larger the passout. In the case of pearls a live-wire worker will confine his bally to a string of the pearls. Contrary to the intricate handling by the ordinary salesman, Johnny starts off the show by trying to measure how much abuse the string will stand. In some cases a fellow will lose some strands destroyed during harsh demonstrations but in the long run the loss pays for itself.

Did you ever witness one of those hot-shot unbreakable comb workers? Fixing spots isn't their main obstacle. Their greatest problem is to find enough two by fours, loose bricks, a large hunk of concrete to supplement a couple of claw hammers to carry them thru a day's demonstrations. Does an ordinary salesman try it even tho he must learn a bag full of little tricks in order to make the grade? Johnny isn't bothered by grades, for his brimming hoghead of tricks assist him in scaling mountain peaks.

Did you ever see a hosiery demonstrator run the sharp end of a fingernail file the whole length of a pair of nylons and then tie a few brickbats to it and beat it against a plank? Well, if Mrs. Q. Public runs home and robs the piggy bank to get a pair of those hose she is not to blame.

If big biz would consider the selling power of Pitchdom and the fields it could open in reaching the public with gadgets of all descriptions it would make Johnny Pitchman happy. He is different from the ordinary salesman who stays on the same track year in and year out with the same item that he has down to perfection. Johnny wants new items to

Gas Cut Threat To British Ops

A. E. Cartlidge, English owner, in United States to promote new ride

NEW YORK, May 8.—Alfred E. Cartlidge, chairman of the board of California-in-England, an amusement park 35 miles from London, who arrived here recently, said this week that success of English park operations this year hinges on the recent rationing of gas. The monthly ration limits driving to a total of 90 miles. To offset rationing, the park has intensified its publicity campaign.

Cartlidge, who expects to return to England in about eight weeks, is here primarily to promote the manufacture of a sheet metal cutting machine on which he holds patents. Also, he is interested in possible future manufacture and sale here of the Snake ride, a unit he designed and built for operation in his own park. The ride consists of four two-wheel cars and one four-wheel car pulled by an Austin automobile. The fact that four of the cars are mounted on two wheels and all are connected with universal joints results in a serpentine motion. The ride is operated thruout the 70-acre park.

Other Units

Other park units include a miniature train, boat ride, zoo, swimming, picnic facilities and a ballroom. All improvements have been added since 1931 when the tract was acquired. The park did not operate during the war because all its buildings, including the restaurant in which munitions were manufactured, were used for war purposes.

Cartlidge recently relinquished the managing director's job and title to his son, Norman E. Both his daughter and daughter-in-law are directors and his wife handles the catering department. His daughter is married to George Bryan, whose family has extensive coin machine operations in England.

The bulk of the park's patronage is secured thru the promotion of large picnic (tea) groups which number up to 1,000 and are booked three months in advance, Cartlidge said.

introduce to the public. He isn't worried about the demonstration and talk. Leave that to Johnny. If you, Mr. Manufacturer, Mr. Wholesaler or Mr. Banker-backer find that you have a dead item stuck away somewhere in a warehouse, dig it out and introduce it thru Pitchdom and you may find to your surprise that you never gave it a real try by letting the ordinary salesman instead of Johnny Pitchman introduce the item.



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Circo Americano, With Wilson At Helm, Doing Well on Tour

By Billy Pape

MANAGUA, Nicaragua, May 8.— "... take a trip and on a ship go sailing away, across the agua to Managua, Nicaragua ... Ole!" Speak of the devil! The strain of this popular tune greeted us thru loud-speakers as we filed out of a chartered D-C 3 and made our way to the customs at the aeropuerto in Managua. "Wish the sailing had been that easy for us,"



BILLY PAPE

lamented Jerome O. Wilson, youthful owner of Circo Americano. "The guys that composed that Managua ditty probably did so while crossing to the Jersey side on the 123d Street ferry."

We understood, because the problem of moving this show from St. Miguel, El Salvador, to Managua, Nicaragua, was both a headache and purse-ache to impresario Wilson.

Transported by Trucks

All equipment was transported from St. Miguel by 15 five-ton trucks to the seaport La Union, some 50 miles away. It was then reloaded onto two ocean-going barges and towed across the Gulf of Fonseca to Port Coseguina. From there, the equipment and animals were transported by rail, narrow gauge and slow, to Managua.

The performers and officials backtracked from St. Miguel to San Salvador by bus, where they boarded a chartered Taca aircraft and were airborne to this song-famous ciudad.

This 300-mile move, Senor Wilson alleges, was infested with more stumbling blocks than he has encountered during his year of operation in Central and South America. We lost a few more days than was actually necessary due to unreasonable demands by the trucking company. It demanded a fee over the bounds of its original contract, and held up the movement of the show with a court order. There's only one way out of difficulties ... even when you're right, and that is to pay. I know what Jerome O. Wilson meant when he once told me, "Whatever knowledge you might have gathered about operating a circus in the States, just forget it! You go back to kindergarten when you begin down here." And it's true. Even I can see that. They throw every curve in the book at you. ... And tho you're hit time and again, you don't take a free walk to first base, because, brother, this ain't baseball. Only a flock of good ole U. S. currency solves the many problems and they are far too numerous to mention.

Transportation Costly

Without alternative, this aggregation relies upon all three of the aforementioned modes of transportation. And to move the entire show by cargo plane is not merely a pipe dream. Jerome Wilson once negotiated with Taca for a move by plane; his contemplation budded when he desired a rather hasty exit from Quito, Ecuador. A revolution was about to break and he was endeavoring to beat the dead-line. But bullets began zooming and one couldn't leave the hotel, much less the country. Moreover, the express rate runs well into the stratosphere. High, that is!

Any day I expect to walk onto the lot and eye a caravan of oxen which is to carry us forward to our next debut. And to make a jump by beasts of burden ... well, it wouldn't be the first time it happened here.

In 1924, Emil Schweyer, Wilson's former associate, made an incredible

move from Armentia to Bogota, Republic of Colombia, with the exclusive aid of 1,500 mules. It was a 250-mile jaunt over rugged mountain terrain; 50 of the pack animals failed to survive the back-breaking ordeal, and even the kinkers were weeks ironing out the kinks. But Schweyer didn't grumble. It was the government's idea that he play the town, and a \$5,000 bonus alleviated his aches and pains.

The Layout

Circo Americano requires a plot of ground no less than 150 by 250 feet. The big top is a three-pole affair, a 120 with two middle pieces, a 50 and a 30. Other than the Big One, there is a ladies' dressing tent, a men's dressing tent, a menagerie top, a prop tent, and a group of smaller tops which are the quarters of Captain Spiller.

Captain Spiller's canvas domicile is as spacious and as luxurious as any Arabian shiek's. Moreover, sleep for his nibs would be virtually impossible if he were beyond snoring distance of his seals.

I understand that a seal act never before has been presented in these countries, due to weather conditions and what not. Therefore, without exaggeration, Spiller's presentation is as much a novelty here as was Barnum's pink elephant. The captain's vigil is a 24-hour watch, and when he does doze off, ex-joe, Mel Henry, is ever on hand to wave a portion of fresh-cut fish.

A progressive hombre, this man Spiller. What with his constant pecking on his antiquated typewriter, which adds words and words to the book he is writing, and shipping quaint and curious animals to his San Francisco zoo, he is well occupied.

Two baby seals recently arrived by air, sent by his wife, Judy, in San Francisco, and he's frantically engaged in keeping them alive. They were aloft five days without water.

Labor Situation Acute

General Manager Willie Storey is all and more than the title implies; without a doubt he is the untiring robot of this show, with Mrs. Janice Wilson running him a close second.

Storey is a nephew of Alfred Court, of Ringling-Barnum fame, where he himself worked and trained animals for six years prior to joining Jerome O. Wilson in 1946. He managed several European circuses before coming to the United States.

Other than the advance, heaven knows what he isn't into, mentally and physically. Four languages he speaks and that isn't counting profane! The latter he vociferously spouts in all four idioms when he is supervising the erection of the big top. He maintains a five-man crew and hires additional labor at each stand, which means class is held on the lot at each town before the lot begins to resemble a circus.

Moreover, he and Dorothy, Mrs. Storey, whose spitz dog act is a feature of our program, have recently received two spitz puppies from a kennel in the States, and their spare moments, which are at a premium, are utilized in breaking in the new arrivals.

Cotton Anniversary

Circo Americano celebrated its first anniversary during the Managua engagement. The day was February 14.

Closing with the Ringling show in 1946, where his act, the Flying Behrs, was a feature, Wilson proceeded to organize Circo Americano.

The bulk of the equipment was purchased from James Edgar, of the Sparks Circus. Emil Schweyer rushed

Ward Shows Set To Hold Over In Nashville

NASHVILLE, May 8.—Execs of the John R. Ward Shows were not alarmed over the threat of a railroad strike. The org, which opened its stand here Tuesday (4), will remain at its location thru next week. And, officials pointed out, should the strike develop, the shows then will shift to another lot and play here for a total of three weeks.

Business this week was described as satisfactory by the shows' officials. The org's opening here was set back a day because of a rail delay en route from Pine Bluff, Ark. Pine Bluff stand did not prove profitable, with the Gem City Shows, day and dating Ward in the small Arkansas City.

Fred Sawyer's minstrel show, *Gay New Orleans*, opens with the Ward org Monday (10). Top, front and equipment for this unit were given the final touches this week.

the purchased paraphernalia to Barranquilla, Colombia, where the show was scheduled to open. But everything happened contrary to carefully laid plans, and with the acts on hand waiting to work, Wilson set a 10-day engagement at a near-by town, Cartagena, while everything was being arranged at the original opening stand, Barranquilla. Therefore, Circo Americano's opening stand was at Cartagena, where it was exhibited in the local bull ring. From that day forward, business has ranged from fair to excellent.

A present, to celebrate the anniversary, from Janice Wilson to her husband, was a new big top from the O'Henry Tent & Awning Company, Chicago. The expensive gift wasn't long a secret, because of the difficulties in clearing it thru the customs of Guatemala, plus the cost of delivery to the stand for our anniversary date.

Wilson's Second Attempt

Circo Americano isn't Jerome Wilson's first venture. In 1944 he opened a circus in South America, viz. Gran Circo Flying Behrs. All equipment was acquired in Buenos Aires. The show operated successfully for six months in Chile and Peru. Then came the war! Wilson was drafted and he spent one year in the service. After being discharged he presented his flying act with the Atayde Circus in Mexico City and fulfilled his contract with the Ringling show in 1946. Again aspirations to operate his own show besieged him and the urge resulted in the organization of Circo Americano.

The Roster

The official staff: Jerome O. Wilson, director; Wiley Storey, general manager; A. Miron Estrada, legal adjuster; Julio Hernandez, representative; Jorge Sarmiento, equestrian director and announcer. To this list I must include the name of Jimmy Harrington. Jimmy presents a single trapeze act in the program, yet his services are often more valuable ahead of the show, where he is active at this time. He is more or less scouting at the moment, weeks and weeks ahead of the advance section, where he will determine the conditions of countries we contemplate showing, the political situation, the rate of exchange in dollars, obtaining a clear view of imposed taxes, arranging the lots, and many other ifs and ands which the management must be well aware of before confirming an engagement.

Jimmy Harrington's several years with Pan-American Airways professed him fluent speech of the Spanish language, plus a general knowledge of all the countries in Latin America. Thus, other than being an artist in his own right, he is most valuable to this organization.

Outdoor Showbiz Makes a Comeback In European Spots

(Continued from page 73)

former displaced persons or refugees. Some are real artists in their field.

In order that they may continue to work they are given extra rations, and the very fact that such rations are given to employed persons is a factor causing many to seek employment. Show business is recognized as important for morale, and it is given public support for that reason.

Wage scales are low. An act commanding around \$250 to \$300 a week in the United States might work for 1,100 marks a month, the equivalent of five packs of American cigarettes at black market prices. That is one reason for the sheer necessity of extra rations.

Germany definitely is not a good market for show business today. France is all right. Italy is potentially a good country because a fair number of people have a considerable amount of money, altho it may have a questionable value.

The Scandinavian countries were too cold to be good for outdoor show business during the period of my visit. But in Copenhagen and Stockholm there are successful indoor circuses operating. They both are well patronized and it is necessary to get tickets far in advance.

Roller skating rinks seem to be operating successfully thruout Europe. Even in Germany this is true, because skating is capable of being operated at a low price and offering widespread and active "audience participation."

There is an important market in the countries of North Africa for show business, especially in Algiers, Tripoli, Tunis and Malta. The outdoor season is year-round and there is plenty of leisure time. Circuses, carnival rides and other outdoor shows should go over well. There is little activity of this sort so far. However, the summer may not prove satisfactory for operation because of the heat, reversing the normal conditions of America.

Communities in these countries have large central squares or shopping districts where thousands of people gather. While the spending may be largely for the necessities of life, these centers would be ideal locations for outdoor shows and places of amusement of all kinds, properly adapted to the local taste. Nobody is in a hurry. There is plenty of time for recreation.

Conditions Right

Conditions appear right. Help is readily available. There is a large mobile element ready to be signed. People travel great distances, relatively, and may travel for six or seven days to get to town.

The people seem to have money, as indicated by the large spending in the town market centers. This is partly the result of the present expanding state of the import and export trade of the world particularly affecting their countries.

A typical picture of Europe is the frequent sight of groups of street musicians or vocalists on the streets of Switzerland at early morning hours, singing and playing native folk songs. Their entertainment primarily was non-commercial, but it was a key to morale conditions. Even tho Europe may have been battered by six years of war and still deprived of food, with the exception of England, entertainment still remains an essential component of their way of life.

The state of mind is more important than the actual form of entertainment from the over-all international standpoint. These people have learned what hardships really are in going without much that we have.

UNDER THE MARQUEE

(Continued from page 63)

Boston Garden runs of the Ringling-Barnum circus, are signed for a string of summer dates. After playing Boston they will open with the Tom Packs Circus in Houston June 13.

Harry Cochran, radio announcer at WSTV, Steubenville, O., is going to bat for the circus in an effort to repeal the existing ordinance there prohibiting circuses. He is asking his listeners for post cards and letters telling why they like the circus. He plans to hand over the letters to the city council. Last circus to play Steubenville, according to Lloyd W. Bender, CFA, was in 1943.

James S. (Toto) Ferraro, Derby, clown who was with the Big Show about 20 years ago, recently paid his annual visit to the Ringling show in Madison Square Garden. He was later quoted in the *Ansonia* (Conn.) *Sentinel* as saying the circus has changed, but for the better.

Because of townsmen's opinions, ticket sellers shouldn't try to convince anyone that an honest mistake is all wool and a yard wide.

Sensational Ortons, who closed a successful 12-week tour with the Orrin Davenport Circus recently, spent 10 days visiting the Rudy Rudynoff family at their new home, Notch Cliff Manor, near Baltimore. The Ortons open their sixth consecutive season under the Al Martin banner May 10.

Arthur Brunner, New York, New Haven & Hartford Railroad publicist, was on the first section of the Big Show train when it made the New York-Boston run. He was accompanied by Mill Moiles, *The Worcester* (Mass.) *Telegram* staffer.

Reason the Chariot & Tableau Circus is playing to poor biz is that it stays in territory where its title is a household name.

Cole Bros. Car No. 1 billed Richmond, Ind., where Mills Bros. played Monday, April 26. Several of the boys spent Sunday on the Mills lot and Monday night they were entertained by Jack Mills and staff. Announcer I. B. McCoy gave the Cole show a spot announcement.

En route from Indianapolis to Sacramento with Polack Bros.' Western Unit, the Ward-Bell Flyers spent two days in making a movie short for Grantland Rice at the University of Illinois. Film portrays the similar phases of training in developing circus aerialists and college gymnasts. Picture is to be released in June thru Paramount.

Funniest thing on a lot is a legal adjuster trying to look impressed while listening to a minor beef.

Whitey Harris, who was seriously injured in the firecracker clown gag during Barnes Bros.' run in the Chicago Stadium, is out of the hospital but still under a doctor's care. In Chicago last week for medical treatment, Harris called at *The Billboard* office to report that he expects to get back in action with the Tom Packs show in June. He was forced to pass up the St. Louis Police Circus.

Best way to needle a boss canvasman is to tell him that an agent for another show is on the lot talking to his men.

Fred Kittelson, billposter for numerous circuses and shows, including Gollmar Bros. and Sells-Floto, was the subject of a feature story in *The Grand Forks* (N. D.) *Herald*. Kittelson, who has been a member of

the Grand Forks Fire Department since Sept. 1, 1925, retired from his job in the North Dakota city's fire department April 15.

Then there is the old story about a colored gal who complained that "A fat man shouted, 'If yo' give up two-bits yo' can stay for a concert with lots of cuttin' up and carryin' on,' when all I seed was a lot of tearin' down and totin' out."

Bert and Corinne Dears recently visited friends on the Ringling-Barnum, Cole and Mills Bros. shows, all within a week. The Dears conclude their 16th week with the Orrin Davenport Shrine Circus at Edmonton, Alt., May 29 and open their outdoor season for the Gus Sun Booking Office June 11 in Eastern Ohio.

Boys, we have nothing to worry about. After reading the epitaph on showmen's tombstones we learn that they all went to Heaven.

Two recent issues of *Editor & Publisher*, newspaper trade magazine carried full-page ads by circus press staffs. The April 17 issue of E. & P. carried an ad on Dailey Bros., featuring the contest for naming the baby elephant on the show, and in the April 24 issue appears the Ringling Bros. and Barnum & Bailey ad, thanking New York newspapermen for the coverage given the show in New York.

Why billposters blow their tops: By-stander (after watching a biller post an eight-sheet date): "Say, mister, when is the circus coming here?"

Visitors to the James M. Cole Circus at its stand in the Philadelphia area included J. Rudolph Conway, George E. Roberts, Sam Chapman, James Hassen, Dutch Hoffman, Ed Conway, John Van Matre, George W. Jones, Chris and Herbert Viohl, Mr. and Mrs. Charles B. Kistler, Mrs. George Kienyle and son, George; Jack Haines; Mr. and Mrs. James MacInnes and sons, Jimmy and Tommy; Peggy Lawton, George Sheridan, Charles Hunt Jr., Eddie Hunt, Bob Dickman, Bill Moll, Russell Campman, George Barton, Zeke LaMont, and Mr. and Mrs. Herbert Douglas.

A native claims that Side-Show magicians have magnetic eyes. Anyone with the price of his package pitch knows that.

Extension Granted in A. C. Garden Pier Tax Claim

ATLANTIC CITY, May 8.—Mrs. Miriam Levin, Bala-Cynwyd, Pa., has been granted an extension until Saturday (15) in which to pay tax arrearages of some \$150,000 to redeem Garden Pier which the city foreclosed in 1943. She will also have to pay taxes that may be determined since that time.

Vice-Chancellor Vincent S. Hane-man granted the extension when Mrs. Levin claimed she was never notified of the foreclosure proceedings because she was serving in the armed forces since 1943.

New Coney Promotion Mgr.

CINCINNATI, May 8.—Richard H. Ormond has been appointed promotion manager of Coney Island here, it was announced by Edward L. Schott, president and general manager of the park. A native of Ireland, Ormond has been a Cincinnati resident the past 11 years, serving as a department store credit official and a special agent with the intelligence unit, U. S. Treasury Department.

Five tiger cubs were born to Dacca and Rajpur Tuesday (5) in the Bronx Zoo.

R-B Hangs Up Gotham Record

(Continued from page 60)

five times during the New York run, and many credit this with boosting attendance. Apparently John Ringling North, while approving of this season's use of television of the show, is jittery about granting similar privilege in the future, due to the tremendous increase in television sets looked for in the near future.

While John Ringling North could not be reached to confirm his reported statement that in future television of the show's complete performance would not be permitted, his brother, Henry North, vice-president of the circus, said that while he could not verify the statement of his brother, he found it entirely reasonable, and added: "We won't give away our entertainment." Remarking that there would be a lot more television sets next year, he intimated that the show's policy on television would probably be based on the extent of this increase.

Show in Flicker Deal

Paradoxically, this attitude on television seems scarcely to fit in with North's recent deal with the Selznick Studios of Hollywood to produce a super film production of the Big One to be titled *The Greatest Show on Earth*.

The show's run at the Garden has been uneventful, with the performance trimmed down to normal running time and all the rough spots eliminated. The usual run of accidents have occurred, but few have been of a grave nature. The most serious accident was a bad spill of Theresa Rosali, of the Rosali Sisters' perch act, who suffered serious injuries when their pole broke at Monday (3) night's performance. At the Wednesday (5) matinee Jeannie Rockwell, ballet girl, fell from a revolving ladder during the Monte Carlo aerial ballet number and suffered severe bruises. Both girls were hospitalized but are reported recovering satisfactorily and are expected to rejoin the show.

The show is set to make the jump to Boston at the close of tomorrow night's performance, which makes it unaffected by the threatened strike of railroad workers at least until the close of the Boston engagement.

New York Plans New Laws For Galleries, Arcades

NEW YORK, May 8.—Amusement resorts within city limits of New York will be affected by regulations being formulated to cover operation of shooting galleries and rolldown games.

Because of recent theft of 16 rifles from a Coney Island shooting gallery by a group of teen-agers, the city's bureau of licenses is drawing up regulations covering operation of rifle ranges which will specify precautions to be taken in over-night storage of weapons and ammunition.

The current police drive against rolldown games will affect arcades in Coney Island and the Rockaways if the law banning such machines, which is sponsored by Mayor O'Dwyer and Police Commissioner Wallander, is adopted. The bill is strongly backed and almost certain to be enacted.

Cincinnati Zoo Hippo Dies

CINCINNATI, May 8.—Maude, 40-year-old, 4,485-pound hippo at the Cincinnati Zoo, died April 27 during the birth of a calf. The calf died also. Purchased in 1911 by Sol A. Stephan, retired zoo general manager, from the Hagenbeck brothers of Germany, she was a prolific breeder, having given birth to nine offspring, five of which survive with her mate, Zeeko. She was valued at \$6,000.

N. Y. Shore Spots In Big Week-End

(Continued from page 64)

stalling six new rides in addition to the large assortment already located at the Boardwalk and Surf Avenue ends of the big resort.

Sked Luna Clean Up

While Steeplechase is Coney Island's only full-scale amusement park, Feltman's big establishment in the center of Coney's amusement area is adding four rides, including a miniature railway, to its string of eateries, hot dog stands and other attractions.

Apparently the jungles of fire-gutted Luna Park are to be cleared of twisted steel work and charred lumber as the job of eliminating the unsightly mess has been turned over to a salvage firm. The site of the former park will remain vacant, with only a portion of its Surf Avenue frontage occupied by temporary concession stands.

At Rockaway Beach, where the season does not get into high until Decoration Day, Rockaway's Playland is operating week-ends and getting a good play when weather permits. Concessions at Seaside Amusement Park are also open.

Record Crowds Seen

Increased transportation facilities for the Rockaways this summer are expected to bring this resort's attendance for the coming season to close to the 40,000,000 mark. Last season's total was approximately 37,000,000. The Long Island Railroad's summer schedule calls for 120 trains daily on the Rockaway run and the three bus lines serving the peninsula will also augment their schedules. In addition, at least one excursion line, the Wilson Line, will resume steamer service between New York and Rockaway Beach.

The swimming season at Long Island's super shore resort, Jones Beach, gets going May 22, when the west bathhouse and swim pool will open. The east bathhouse, for bathers in the resort's Zachs Bay and the ocean, will open a week later.

Crosby's Stock Car Races Pull 12,000 at Vernon Arena

VERNON, N. Y., May 8.—More than 12,000 people came out Sunday (2) to view inaugural stock car races staged in Vernon Speedway by Lucky Lee Crosby, of the Lucky Lee Crosby All-American Hell Drivers, reports Bert W. Loew, Crosby personal manager. Stock car racing is new to this area and Crosby plans a summer season of bi-weekly Sunday events here, Loew said.

Tommy Bradshaw, Trenton, N. J., won the feature 30-lap race, nosing out Pepper Cunningham, also of Trenton. Finishing behind Cunningham were Johnny Rogers, Charlotte, N. C.; Tommy Coates, Trenton, and J. Brockhoff, Flemington, N. J.

A. C. Cops Go Nautical; Other Improvements Listed

ATLANTIC CITY, May 8.—A special police squad will be dressed in natty, nautical uniforms for policing the Boardwalk this summer. This and other suggestions were made to the city commission by Albert B. Johnson, chairman of the planning board, following a survey he made at Coney Island and Jones Beach, New York, and Asbury Park, N. J.

Recommendations include the placing of trash baskets on the beach, banning bathing suits on the Boardwalk, banning dogs from both beach and Boardwalk, and the placement of glass-covered maps along the Boardwalk to show points of interest.

Imperial Expo Opening Stand Proves Winner

ST. LOUIS, May 8.—Imperial Exposition, formerly Max Goodman's Wonder Shows of America, came thru its baptismal under the new name with a profitable engagement, getting good business in its first stand which closes here this week-end.

Business last week-end was excellent. Weather thru the early days this week was good, and business held up to expectations. Only a storm, which hit about midnight Saturday (1), blemished the opening stand. The winds ruined two show tops and damaged others, but these were replaced. The storm came too late to hurt excellent Saturday night play.

Granite City, Ill., about 15 miles distant, is the next stand. Rail move is planned Monday (10), with the show skedded to open in Granite City the following night.

Great Sutton Org's Alton, Ill., Stand Big; Three Rides Added

ALTON, Ill., May 8.—Great Sutton Shows, which concluded a week's stand here tonight, got away to a big start Monday (3) with 2,800 paid admissions. Business the rest of the week was good and a final count may show this to be one of the best still dates in the org's history.

Three rides were added here, a second Ferris Wheel, Caterpillar and Octopus, owned by John Maher, of St. Louis, giving the shows a total of 12 rides.

Location here, in the downtown sector near river and one block from the heart of the city, was excellent.

Saturday night (1), at Madison, Ill., a windstorm destroyed the new Girl Show. Damage was estimated at \$3,000. The matinee and night business Saturday at Madison was a blank, officials said.

FIRST ANNUAL FIREMEN'S CARNIVAL

June 24, 25, 26

Afternoon and Night

WE ARE INTERESTED IN RIDES, CONCESSIONS, MEMORIAL PARK, ALBION, PA. Address: SECY., Fire Dept., or CONCESSIONS CHAIRMAN, Albion, Pa.

Wanted a Small Carnival

To Play for a
COMMUNITY HOMECOMING

HEATH SPRINGS, S. C.

Either week of July 5 or 12, 1948.

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RIDES WANTED

Merry-Go-Round, Ferris Wheel, Kiddie Ride, Tilt-a-Whirl for West Shore Lions' Club Carnival, WEEK OF AUGUST 23 TO 28

Opposite Harrisburg; population: 100,000 within 5-mile radius.

ROBERT S. VIGUERS
LEMOYNE DINER LEMOYNE, PA.

WANTED RIDES

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Sheakleyville Homecoming

August 11, 12, 13, 14.

Write O. L. CLARK, Hadley, Pa., or phone Sheakleyville, Pa., 61F3.

FOR SALE

8-Car Allan Herschell Auto Ride. New top, very good condition. Can be seen in operation at Gem City Shows, Columbia, Mo., this week; then per route. Reason for selling, have two.

C. W. EYERS

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Stonyford, Calif., Cele

STONYFORD, Calif., May 8.—The annual Gay '90s celebration, sponsored by the Stony Creek Horsemen's Association, was held here Saturday and Sunday (1-2) and was proclaimed a success by the sponsors. Event opened with the annual parade of carriages and costumes of the era preceding the turn of the century. A large picnic, old-time dances, rodeo and horse racing events were featured, with both adult and youth groups participating.

W of T for Springfield, Ill.

SPRINGFIELD, Ill., May 8.—World of Today Shows play here the week of May 10 under auspices of the Springfield Knights of Pythias Athletic Association.

Dates of Lions Celebration at Charlestown, Ind., have been changed from week of June 14 to week of June 21, Secretary R. S. Cartwright reports.

Redkey Appoints Jubilee Officials

REDKEY, Ind., May 8.—Buss McLangin and Ed Young have been named chairman and manager respectively of the Street Fair and Jubilee of 1948 to be held here July 7-10 under Lions Club sponsorship.

Plans call for rides, shows, concessions, a band contest, drawings and a nightly free attraction. A queen will be chosen the final day.

Plan Rodeo for Colo. Event

MINTURN, Colo., May 8.—Purses totaling \$4,000 for sports events, including a rodeo, will be offered at a celebration to be held at nearby Maloit Field July 3-5 under sponsorship of Holy Cross Veterans' Organization, a combination of three groups. O. A. Gustafson, of Gilman, Colo., was named committee chairman. Plans are being made for band concerts, a parade and concessions. A rodeo queen, chosen by vote, will be crowned the second day.

WOM in Strong Season Bow; W. A. Cobb Assistant Manager

(Continued from page 68)

name performer to strengthen the Girl Show performance staged by Joe Sciortino. The move, in keeping with a trend inaugurated a season ago by Hennies Bros. and since adopted by several other rail orgs, is well beyond the thinking stage. Bergen and Allen met on the lot last Sunday (2) with representatives of several top attractions. However, they may continue to shop, since they are concentrating on talent for fairs.

A new Girl Show front featuring a double-decked, balcony-like bally is nearing completion. The Girl Show front in use now will go to the Minstrel Show after refurbishing. The show fronts then will be in excellent shape.

Top show fronts on view here, both produced by Glen Porter, are the side

show and Snake Show. The side show sports banners on the front side poles which extend above the top. An awning covers part of the guy lines and takes the place of the teaser curtain used formerly. The banner line is 168 feet long. The Snake Show is made of split bamboo averaging four inches across and, while not new in design, is loaded with eye appeal.

Cann Builds New Drome

Doc Cann is presenting a new Motordrome, featuring Flash White, constructed at a reported cost of \$7,500. Also planned is a new front which will spotlight the performance of White in a custom-built midjet racer. Cann again has the popcorn-peanut concession with a fleet of motor equipment large enough to transport an entire small carnival.

Bergen is not worried about the season insofar as grosses are concerned, nor, for that matter, is Ralph Smith, who has been tabulating the WOM takes since its beginning. Both feel that the season will approximate last year, barring unforeseen events.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., May 8.—Membership campaign is setting a good pace. Latest application came from Barker & Erniewein Shows and brings membership to 229. Personnel memberships for the current year are available, and listing sheets probably will be sent member shows before the end of the month.

Enactment of the income tax reduction bill seems to have left the excise tax situation unchanged. Opinion prevails that there will be a downward shift of such rates if and when the international situation justifies it.

Information on reduction in income tax withholding rates are on file at the association's office. Also on file are revised rules governing the sale of War Assets Administration surplus properties.

Marion Wright and Catherine Thomas, well known in outdoor show circles, who were called to Pueblo, Colo., recently because of the serious illness of their father, have returned to their respective homes in Peoria, and Pekin, Ill. They report their father is recuperating at Mrs. Wright's home.

RIDES WANTED

To operate in connection with locally sponsored Concessions for Fourth of July Celebration, July 3, 4, and 5. Kiddie Games, Free Fireworks Display, Gala Event, all in one locality.

Sponsored by

JUNIOR CHAMBER OF COMMERCE

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EXPERIENCED FIREWORKS MEN

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We also have openings for men who wish to learn the business.

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2 OR 3 RIDES

FROM JULY 20 TO 24, INCLUSIVE

K. OF C. TOMBOLA, PLATTSBURG, NEW YORK

Daily crowd, 3,000. No other shows this season. Write to:

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ROUSES POINT, N. Y.

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OCTOBER 16

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E. S. LEMLEY

Alva, Okla.

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SHOWS OF ALL KINDS
FOR ANNUAL LEGION CELEBRATION

JUNE 6-12, both dates inclusive.

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B. T. HARRISON, Chairman

MAYPORT, PA.

WANTED

SMALL CIRCUS OR TENT THEATRE

Any time in May, June, July or August. Write:

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V. F. W. Post 4233, 213 W. Page St., Vandalia, Mo.

WANTED

Concessions, Free Acts, Entertainment for Annual Street Celebration, July 15-16-17, on Route 20, 20 miles west of Freeport, Illinois. Sponsored by Stockton Lions' Club.

Frank C. Niemeyer

Phone No. 4 or No. 3

Stockton, Illinois

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7 DAYS—JUNE 8TH TO 14TH, INCLUSIVE—7 DAYS

Official opening of new St. Joseph Athletic Field in the heart of city at Woodside & Johnson Sts. Want Free Acts. Can use Team doing 2 or 3 on stage or can use High Act with nice rigging.

Will buy used 60x100 Top, in good condition.

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WANTS

FOR 7—BONA FIDE FAIRS—7 FREE GATE AT ALL FAIRS
Dog and Pony Show, will furnish Top; Big Snake or Monkey Show, Lee Houston, Moe Smith, Harry Harris, Rex Barnes, get in touch. Can use only one Show; will feature.

N. L. CRESON

P. O. Box 1763, Montgomery, Ala., or BILL DOLLAR

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D. J. MARTIN APPELBAUM, 28 W. Broad St., Hazleton, Pa.

RSROA Enrolls Phoenix 'Drome As New Member

DETROIT, May 8.—Addition of the first Arizona members to the roster of the Roller Skating Rink Operators' Association of the United States was announced this week by Secretary-Treasurer Fred A. Martin, with the enrollment of Phoenix (Ariz.) Roller-drome, operated by Emmel V. Henderson and Marguerite Gascoigne.

Henderson and Miss Gascoigne have been in Phoenix some time and opened Phoenix's largest new spot in the hope of bringing the sport of roller skating to new levels in the State. They have brought in Al Swabb, formerly a Dayton, O., competitor, as professional, and Phil Grumbach, formerly floor manager for Skateland, Cleveland, to handle the floor and coach racing and hockey. Both are long-time RSROA affiliated.

Henderson was formerly a skater at the Sefferino Roller-drome, Cincinnati, before going to Arizona.

Swabb declares that the Phoenix Roller-drome will have plenty of amateur competitors in the RSROA Rocky Mountain Regional contests to be held May 30 and 31 in Warnoco Rink, Greeley, Colo.

Toledo's "Frolics" a Draw

TOLEDO, May 8.—Good crowds viewed *Roller Frolics of 1948*, a show presented April 23-25 at the Roller-drome here for the benefit of the infantile paralysis fund, the Roller-drome Club and the Roller Skating Rink Operators' Association of the United States, reports E. M. Logan, Roller-drome operator. The two-hour show was produced and directed by Grayce Logan, Roller-drome pro.

Van Dyke Plans New Spot

BUFFALO, May 8.—His Arena Roller Rink here recently destroyed by fire, operator M. S. Van Dyke is making plans to replace it with a fire-proof structure with complete skating facilities. Following the fire Van Dyke spent a vacation of several weeks in the South.

Ohio Spot Has Early Bow

CHAUTAUQUA, O., May 8.—The roller rink here opened May 7 as a prelude to the May 29 start of activities at this resort town. An electric organ has been installed this season and a checking service has been instituted.

SKATE CASES AT A NEW LOW

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★ ALL ALUMINUM CASE—“The Feather-weight Champion.” Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.
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Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.
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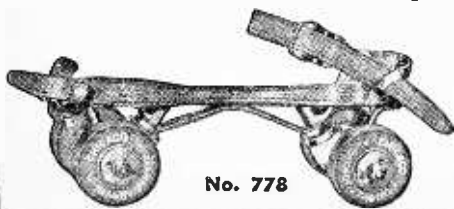
New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
Also Best Price.

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There Is BIG Money in a ROLLER RINK



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Write us for Booklet No. 6 on Successful Rink Management.
Recent improvements in our Skates make them stronger and better than ever.

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Mineola's Carnival Draws 3,500 Gate

MINEOLA, N. Y., May 8.—Some 3,500 people turned out to see the fourth annual Skating Carnival staged April 5 and 6 by the Earl Van Horn Dance and Figure Skating Club at Earl Van Horn's Mineola Roller Rink. This year a matinee was added the second day so that school children could attend the show.

Rated par with club presentation of the past, this year's show again boasted elaborate costuming and routines and the professional touch that is the hallmark of expert direction and much rehearsal. Reserved tickets sold at \$2 and \$1.75, with general admissions going for \$1.25. Price for the matinee performance was \$1.

First on was a production number, *Under the Big Top*, with George Apdale as ring master, featuring the comedy horse antics of Mounce and Scheurer; Gladys Ward, baton spinning, and circus “ponies” in a Strob-light number. Frank and Ruth Henrich followed with a *School Days* number with assists from Susan and Billy Lesne. They were followed by Boiarsky and Dahl, novice dancers, in an interpretation of *Sophisticated Swing*. Reggie Opie then appeared in a snow ball number featuring jumping and free-style skating. Two guest performers, the Ludwig twins, of Twin City Arena, Elizabeth, N. J., contributed a pairs number with precision spins. The comedy Cinderella number by Finigan and Hughes was called outstanding, as was a free-skating routine by Violet Gargano, another Twin City importation.

Teeing off the second half was a return appearance of Mounce and Scheurer in horse disguise for a precision number. They were followed by Dick Brumley's stilt-skating number; Gallagher and Ludwig in a difficult tango; June Henrich, a combination ballet with the more difficult competitive moves; a Hawaiian number, featuring Rita Lynch; Cull and Ludwig, pairs skaters; the Sensational Macks, spinners, and Donald Mounce in an exhibition. *Precision in Plaid* was the finale.

Production was in charge of Apdale, while George Werner, Mineola pro, directed the show. Bobbie Weeden supplied the organ accompaniment.

New Pros Set at Biscayne;

Interest in Dancing Rises

MIAMI, May 8.—Increased interest in skate dancing is reported at Murray L. Rose's Biscayne Roller Skating Rink here since Helen and Albert Bates, bronze medal professionals, joined the staff. They are making plans to hold public classes during the summer.

The rink is the home of the Miami International Dance and Figure Skating Club, which had entries in the recent Southern regional championship of the Roller Skating Rink Operators' Association of the United States at Coliseum Roller Rink, Tampa, Bill Nickles and Doris McCormick and Lee Garaventa and Glen M. Jones placing 18th and 20th, respectively, in novice dancing. Nickles, club president, and Miss McCormick, treasurer, also passed the RSROA bronze medal proficiency test. Club members are preparing to stage a show soon at the rink.

Contestants Turn Out for First Calif. RSROA Race Events

SAN FRANCISCO, May 8.—Contestants from Lawndale, Salinas, Pittsburgh, San Mateo and points in the bay area took part in the April 11 and 12 racing events held at M. M. Shattuck's Skateland-at-the-Beach here, the first California State speed competitions held under the banner of the Roller Skating Rink Operators' Association of the United States.

Edward Ahern, Rollerland Club, Oakland, won the senior men's title by taking every event. John Gilbert, of the same club, finished second, with Dave Feldman, unattached, third.

Other results: Senior ladies, Evelyn Olson, Rollerland; Connie Dempsey, Skateland, and Bea Marcos, Rollerland. Intermediate girls, Barbara Andrews, Rollerland, and Dolores Rogers, Skateland. Intermediate boys, George Woodyard, Skateland; Robert Butts, Skateland, and Roy McDowell, San Mateo, and Larry Owens, Skateland (tie). Junior girls, Louise Gareke, Skateland, uncontested. Junior boys, Edsol Godbee, Salinas, and Robert Hill, Skateland. Juvenile girls (A), Marilyn Bracken, Rollerland, uncontested. Juvenile girls (B), Beulah Greet, Lawndale, uncontested. Juvenile boys (B), Charles Sahli, Lawndale, uncontested.

The skaters plan participation in the Pacific Coast regionals, to be held May 17-19 at Oaks Rink, Portland, Ore. Skateland will also be represented in the regionals by Ted Shuffelbarger and Leonard Baggaley, senior figure skater Lupe Arizu and Henry Bosecher, intermediate dancers; Dave Bengson, novice figure skater, and Joan Wilkinson and Irving Peterson, novice dancers. Elmer Ring-eisen is Skateland pro.

Washington Paper Plugs Roller Art As No. 1 Pastime

CENTRALIA, Wash., May 8.—Walter Anderson, operator of Centralia Roller-drome and long one of the West Coast's most conscientious missionaries of the roller-skating sport, was responsible for a boost the art received in *Sports Shorts*, Bill E. Mattick's column in an April edition of a local newspaper.

The column read: “Not long ago we mentioned that roller skating was fast becoming one of the most prominent sports in the Twin City area. Apparently the growth in popularity of the roller art has been widespread thruout the nation, for Walter Anderson, owner of the Centralia Roller-drome, reports roller skating is now the No. 1 participant sport in the country.”

“The rink owner said he learned of the sport's new rating while he was in Spokane last week with the group of 14 skaters he sponsored in the Washington State championships.”

“Incidentally, a nice string of laurels was brought back from the meet by the local skaters, who represented the cities of Centralia, Chehalis and Tenino.”

“In a field of top roller artists from thruout the State, the local group qualified five couples for entry in the Pacific Coast regional meet next month in Portland.”

“A good share of the honors for achieving that fact should be given to Bob Viafora, professional teacher at the Roller-drome, and to Anderson. Viafora gave the skaters the knowledge to help them rate high against the best in the State and Anderson made it possible for them to compete.”

Centralians Shine In Wash. Contests

CENTRALIA, Wash., May 8.—Gaining three first places, one second, one third, one fourth and a seventh place, Centralia Roller-drome skaters made an excellent showing in the Washington championships of the Roller Skating Rink Operators' Association of the United States, held April 12-14 in Cook's Rink, Spokane, report Mr. and Mrs. Walter Anderson, Roller-drome operators.

Centralia sent 14 skaters to the contests and 10 won eligibility for the Pacific Coast regional tournament, to be held May 17-19 in Robert Bollinger's Oaks Park Rink, Portland, Ore. First, second and third-place winners go to the regionals.

Centralia's 1947 national champion novice duo, Wayne McDonald and Donna Benedict, took first place in the intermediate dance division, while first place in the junior dance bracket went to Centralia's Clara French and Rex Saindon. The rink's Joyce French and Edward Steele took top spot in juvenile dancing. Other Centralia winners were Lola Blue and Bill Freeman, Adele Pierce and Mitchell Kershaw, and Lorraine Desmaris and Darwin Johnson, second, third and fourth respectively in novice dancing. Wanda French and Jerry Begley finished seventh in the field of 18 couples.

Accompanying the skaters to Spokane were Anderson and Bob Viafora, Centralia pro.

Revere Racers Set For RSROA Regional

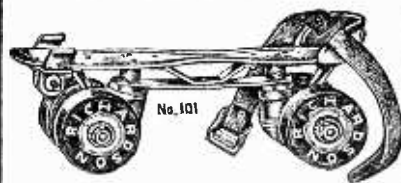
REVERE, Mass., May 8.—Philip Zizza, senior, and Angelo Vigliotta, junior, of Revere Skating Arena, are slated to appear in the speed contests of the Northeastern regional contests of the Roller Skating Rink Operators' Association of the United States at Gay Blades Roller Rink, New York, May 17-19, reports Carl Russo, Revere pro. The two skaters finished first in their respective divisions in a series of races held at Revere during April.

Zizza rolled up 18 points in the qualifying one, two, three and five-mile races, while Edward Mahoney and Raymond Gaudette followed with 9 and 6 points, respectively. Vigliotta won three of the four half-mile races held during April. The Revere track measures 16 laps to the mile.

Revere's dance of the month contest in the nine-step waltz was won by Ann Mozzetta and Andrew Cotreau. Runners-up were Calista Roy and George Pyche, Ann Long and Thomas Toomey, and Arlene McInnis and Norman Amirault.

Irene Roeder, pro at Sunnyside Roller Rink, Long Island City, N. Y., has recovered from an operation which kept her off skates for several months and again is teaching at the Ainley D. Marsh-operated spot.

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The Best Skate Today

Seff Raps Schmitz's Knuckles Over Statement About Martin

CINCINNATI, May 8.—"The May 8 issue of *The Billboard* contains an article by William Schmitz which I hardly believe any decent-minded rink operator, whether he be affiliated with the Roller Skating Rink Operators' Association of the United States or the United Rink Operators,

will be happy to see in print," writes C. V. (Cap) Sefferino, of Sefferino's Rollerdom here.

"I refer to the following statement by Schmitz: 'You see, I am a business man and I believe that if you (referring to Fred Martin) would pay more attention to the rink business instead of constantly worrying about the amateur you might be better off, too.'"

"In my opinion no man could have paid Martin a finer compliment in such an obvious attempt to belittle a great personality. This attempt to discredit the ability of Martin as a manager and operator is, I can assure Schmitz, completely wasted among men who have been familiar with the rink business for the past decade. Martin's tremendous successes at White City, Chicago, and Arena Gardens, Detroit, speak for themselves.

"It should be remembered that it was just a few men, including Martin, who were willing to sacrifice a bit of their business ability and a terrific amount of their personal time in order that the roller skating game might progress to its present great point of popularity. Lest we forget, it was Martin who provided the opportunity that was taken advantage of by such personalities as Bill and Eldora Best, whom I do not think even Schmitz will deny were responsible for the hundreds of skaters who came to his rink, were educated and became regulars. Moreover, I hardly think there could be any denial of the fact that thru this same channel reams of publicity that could not have been bought became available to America on Wheels.

As far as the reaction of the URO is concerned, I feel that if I were a member of that organization I certainly would not approve of any member openly admitting that finding a new way to exploit the amateur roller skater is more interesting than the importance of my amateur affiliations. Nor do I pretend to be any holier than Schmitz. I do know that the advancement of the amateur roller skater has been a lot of worry and quite a costly item. I am sure, however, that we all have better roller rinks because of it, and I am grateful to Martin and the few others who started the movement.

"I do not suppose that the Amateur Athletic Union will have more than a passing interest in the published statement by Schmitz, but I do hope there are a few men interested in the advancement of amateur athletics, including Bill Love, who do read *The Billboard*."

Smith Visits Ill. Rollery

STERLING, Ill., May 8.—Lester Smith, former skating teacher and member of *Roller Skating Vanities*, who is now in business in Sault St. Marie, Mich., was a visitor at Joseph P. McCormick's Singing Wheels Skating Rink here recently, reports Frank Sinroll, manager. Altho Smith retired from professional skating two years ago because of a back injury, he accepted an invitation to do a specialty number, and Singing Wheels patrons received his offering enthusiastically, said Sinroll.

Roller Rumbblings

Boulevard Arena, Bayonne, N. J., has inaugurated Saturday night skate-dance specials running from 10:45 to 11:30.

Negotiations are reported under way between Eastern Parkway Roller Rink, Brooklyn, and the DuMont television network for regular Friday night telecasts from the rink.

AOW Mulling Plans For Hockey League

ELIZABETH, N. J., May 8.—Plans are being set at headquarters here of the America on Wheels chain of rinks for organization of an inter-rink roller hockey league during the 1948-'49 season, reports Jack Edwards, AOW director of speed, who will supervise the hockey promotion.

The next inter-rink race meet will be held at Hackensack (N. J.) Arena May 15. Final contests of the season are to be held the following Saturday at Mount Vernon (N. Y.) Arena.

Mount Vernon leads the racing league with 330 points, followed by Hackensack with 260; Twin City, Elizabeth, 150; Passaic (N. J.) Skating Rink, 135; Perth Amboy (N. J.) Arena, 105; Capitol Arena, Trenton, N. J., 90; Boulevard Arena, Bayonne, N. J., 30, and National Arena, Washington, 0.

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*SR-288-A	The Little Old Mill	Two-Step 92
*SR-288-B	Kate	Two-Step 92
*SR-289-A	Scarf Dance	Waltz 92
*SR-289-B	Love's Dream After the Ball	Waltz 92
*SR-290-A	Jealous	Collegiate 92
*SR-290-B	Surrender, Dear	Collegiate 92
*SR-291-A	Wildcat Victory	March 100
*SR-291-B	Abdallah "Kansas"	March 100
*SR-292-A	I Just Don't Want to Say Good-Night	Fox Trot 92
*SR-292-B	to Say Good-Night	Fox Trot 92

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RECORD NO.	NAME OF COMPOSITION	DANCE TEMPO
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*SR-293-A	That Old Irish Mother of Mine	Waltz 108
*SR-293-B	Mother Machree	Waltz 108
*SR-294-A	Mary Lou	Fox Trot-All Skate 100
*SR-294-B	My Blue Heaven	Fox Trot-All Skate 100
*SR-295-A	A Serenade in the Night	Tango 100
*SR-295-B	Temptation	Tango 100
*SR-296-A	You're Really Doing Something to Me	Collegiate 92
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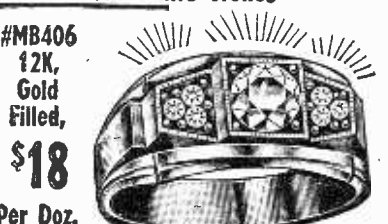


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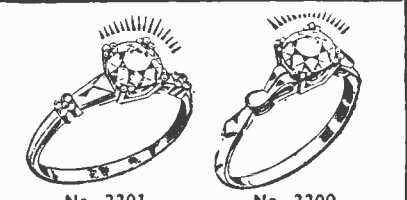
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\$4.50 Doz. \$52 Gross

Kids go for it fast and furious! 2-tone brightly colored felt with contrasting whirlers. Thousands selling every day at 69¢ and 79¢. Get in on the craze now while it's at its height! Write! Wire!

Cash with order or 25% down,
balance C. O. D.
M. D. ORUM 1519 W. North Ave.
MILWAUKEE 5, WIS.

PENNY CANDY and 5c Candy Bars

BIGGEST SELLER IN EVERY STORE!

Now being offered for the first time; assorted case containing 24 boxes, no two alike, 12 boxes big selling penny candies, 12 boxes big value 5c candy bars. Dealers' price \$21.60 per case, costs you only \$15.60. Send \$15.60 today for trial case and details on our complete line. Satisfaction guaranteed. Exclusive territories still available. ACT NOW!

CASTERLINE BROS. 2030 Sunnyside Ave.
Dept. E, Chicago 25, Ill.

Fancy Assorted CHOCOLATES, 38c lb.

Our Big "Blue Mountain" Two-Layer Box. Attractively Cellophanned. Two Doz. to Case, \$4.56 Doz. (Also Chocolate Fruit, Nut Fudge Squares. Fine Summer Number. Big Fancy 1 1/2 Box, 38c.) Sample, \$1.00. 25% Cash on C. O. D.

Barbara Fritchie Chocolates, Frederick, Md.

PROFESSIONAL MODEL D.P. STUDIOS—FOR immediate delivery, one beautiful mahogany booth with single camera for 2 1/2 x 3 1/2 pictures; also several Wollensak Lenses and Shutters. Positive Camera Mfg. Co., 1118 Colcord Bldg., Oklahoma City. my15

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

WANT DE VRY STREET CAMERAS AND DEVELOPING EQUIPMENT. Quote prices and condition. Lone Star Photo Supply Company, 2717 Elm St., Dallas, Tex. my22

1 1/2 x 2 LEATHERETTE PHOTO CASE—\$2 100. Send us your samples for our quotation. We manufacture any size Leatherette Cases. National Sales, Box 115, Sta. A, Brooklyn 6, N. Y. my20

8, 16, 35MM. NEW AND USED PROJECTORS, Cameras, Films, Westerns, Sports, Entertainment, Screens, Generators, Lenses, Professional and Amateur Equipment. Bargains; trades accepted. Mogguls, 59 W. 48th St., New York 19. my22

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my31

BUSINESS CARDS, \$1.95 PER THOUSAND—Raised print, \$2.50. M. B. Kerman Press, 40 West 17 St., New York 11, N. Y. my30

"SHOWY" WINDOW CARDS! 14 x 22" WHITE non-bonding, attractive bold type, flashy 2-color, 100, \$10. Auto Bumper Strips, 5 1/2 x 28", 100, \$10. Quick service. Solidays Colorprint, Knox, Ind. my22

100 8 1/2 x 11 LETTERHEADS AND 6 1/2 ENVELOPES, Hammermill Bond, 4 lines copy, \$2 postpaid. Samples. Acc Press, Clearwater, Fla. my29

1000 NAME AND ADDRESS STICKERS, \$1. Advertising Stickers, Parcel Post Labels. Imprint, Box 361, Emporia, Kan. my5

1000 BUSINESS CARDS, \$3 POSTPAID—FINEST quality thermograph (raised letter), impressive, \$3.95 value. Free sample. Lynn, 5710-B Bankfield, Culver City, Calif.

SALESMEN WANTED

ADVERTISING AND PRINTING SALESMEN—Sell Printed Gummed Tape, full or part time. Good commission. Within 1000 miles of Philadelphia, Pa. Quaker City Printed Gummed Tape Co., 258 N. 13th St., Philadelphia, Pa.

ADVERTISING BOOK MATCHES—WORLD'S largest direct selling manufacturer of Advertising Book Matches, offers opportunity for profitable year 'round selling; every business a prospect. No experience needed to start, men or women, full part time. Factory service; low prices for high quality, repeats. Sales kit furnished. Match Corp. of America, 3433-43 W. 48th Pl., Dept. D-13, Chicago.

BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckles, Belts, Cap Badges, 2,000 emblems. Fast repeats. Write today. Hook-Fast Company, Box 480-BB, Roanoke, Va. my29

SALESMEN—SELL CALENDARS, ADV. NOV. alities. Season on. Buyers everywhere. Low prices. Big commissions advanced, bonuses. Samples free. Consolidated Modern Press, 320A S. Wood, Chicago 12.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. my22

SIDE SHOW BANNERS—8x10 FEET, \$38.50. Good cloth, leather straps and rings. Also small and large banners and fronts made. Quick service. W. Courtney, Barboursville, W. Va. my29

TATTOOING SUPPLIES

HAND TATTOO OUTFIT COMPLETE, \$5. Same for marking animals, \$3. No. 12 Needles, \$8 per thousand. Tatoooco, 214 W. Ocean, Long Beach, Calif. my15

NO. 11 OR NO. 12 ENGLISH NEEDLES, \$8 1000. Tatoo Machines, \$5. Steele, 17 Pacific Way, Long Beach 2, Calif. my15

TATTOOING OUTFITS AND SUPPLIES—Illustrated literature free. Diamond-equipped Engraving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill. au14

TATTOOING EQUIPMENT OF QUALITY—Professional Knurled-Ventri Tubes, Northeast "Cobra" Machines, Designs, Khrona-Kalama Colors. Illustrated list free. Northeast Tatoo Supply, 13 Monument Sq., Portland 3, Me. my13

TATTOOING MACHINES—WORLD'S BEST; Designs, Colors, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my3

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. my12

MUSICAL TYRE WITH ROSIN GLOVES, 13 notes at least. Also Thoramin. R. C. Langworthy, c/o Berkshire Hotel, 80 Winder St., Detroit, Mich.



ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel. Sample set, \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

New FAST SELLING RINGS

NEW RING CATALOG—JUST OUT
Showing All New Styles In Rings.
Write For Catalog No. 1948RB.

STATE YOUR BUSINESS
FOUR OUTSTANDING STYLES

**GOLD FILLED
No. 4R85
\$24.00
dozen**

**YELLOW
R.G.P.
No. 4R155
\$18.00
dozen**

**GOLD FILLED
No. 4R175
\$18.00
dozen**

**GOLD FILLED
No. 4R195
\$20.25
dozen**

HARRY PAKULA and CO.
Same model Larger and heavier
No. 4R65 \$24.00 dozen
5 N. WABASH AVE., CHICAGO 2, ILL.

50,000 PIECES OF JEWELRY—CLOSE-OUT!!!

Pins, Bracelets, Earrings, Chokers, Simulated Pearls, Pendants, Clips, Festoons, Lavalliers, Chatelaines, Lockets, Rings, Barrettes, in Gold Filled, Sterling, Brass, White Metal, Rhinestones, Colored Stones—many in expensive Gift Boxes.

SURPRISE PACKAGE!

CONTAINING 41 PIECES OF JEWELRY—A beautiful assortment, including costume pieces in precious metals which formerly sold for \$10.00 each and higher. Two of these pieces can bring you your original investment of \$10.00.

\$10.00

WRITE FOR SAMPLE OF 2 WAY TELEPHONE TOY, IT WORKS. GOOD PITCH ITEM. WRITE FOR SAMPLE, 25c. SPECIAL QUANTITY PRICES. Write for New Catalogue on Luggage, Watches, Rings, Novelties, Jewelry, Closeouts.

25% Deposit, Bal. C. O. D.

TUCKER-LOWENTHAL CO.

Asst. A—
To \$1.00 Retailers
Per Dozen **\$1.50**

Asst. B—
To \$2.00 Retailers
Per Dozen **\$2.00**

Asst. C—
To \$3.00 Retailers
Per Dozen **\$3.00**

Asst. D—
To \$5.00 Retailers
Per Dozen **\$6.00**

Asst. E—
To \$10.00 Retailers
Per Dozen **\$12.00**

550 WABASH CHICAGO, ILL.
Phone: Dear. 1403-1921

NEW 1948 LINE OF BILLFOLDS READY NOW

Illustrated List on Request

The Hagerstown Leather Co.

HAGERSTOWN, MARYLAND

DECORATION DAY MONEY MAKERS!!

LARGE U. S. FLAGS—39c retailers, \$2.00 doz.; \$21.00 gr. 12"x18", each on a stick with gilt spear.

METAL TOYS FOR THE PARADE CROWDS!

Trombones, Kazoo Toys With Movable Slides \$2.00/doz., \$21.60/gr.
Bugles and Horns, With Kazoos, 10" Long 1.50/doz., 15.60/gr.
Early Birds—Wagon Jobbers—Pitchmen—Everybody! Send for Our Price

List of Guns and Caps for Memorial Day and the Fourth.

All mds. F. O. B. Philadelphia. Include parcel post money with your order.

25% required on all C. O. D.'s. Send money order only.

O. FAUST CO.,

223 N. 8TH ST., DEPT. B, PHILADELPHIA 6, PA.

SLUM

Bingo & Premium Merchandise

WRITE FOR OUR 1948 PRICE LIST

M. A. SINGER CO.

2125 COMMERCE STREET

DALLAS 1, TEXAS

ELGIN**BULOVA
WALTHAM**

MEN'S WRIST WATCHES
7 JEWELS... \$11.95
15 JEWELS... 14.95
17 JEWELS... 17.95

RHINESTONE DIALS,
\$2.00 EXTRA

Modern 10K r.g.p. case.
Steel back. Genuine
Leather Band. Hand-
some dial. Recondi-
tioned like new. FULLY
GUARANTEED!

25% with order, bal-
ance C. O. D.

Sample Order
\$1.00 Extra.

WHOLESALE ONLY

For Our Complete Line of Watches and
Jewelry, send for NEW 1948 CATALOG

LOUIS PERLOFF

737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

WESTERN SADDLE HORSES

Jobbers—Salesboard Operators—Dealers

Reduced Prices on All Sizes—All First Class
Goods, No Seconds or Rejects—All have
Chains—Our Large 10 1/2-Inch Horse greatly
improved—most beautiful horse on the mar-
ket today. Beats them all for flash. Has
2-tone color which is a knockout.

Sample, send \$4.00. Money back guarantee.

4 1/2 Inches .. \$6.50 Doz.	
5 1/2 Inches .. 10.50 "	From factory
6 1/2 Inches .. 12.50 "	direct to you.
8 Inches .. 27.00 "	Cash with order.
10 1/2 Inches .. 42.00 "	

Note: We first introduced these horses in
The Billboard last May, 1947. More
new items due soon. Also have Cow-
boy and Rearing Horses.

C. GAMEISER

250 W. 88th St. New York 24, N. Y.

THE WORLD'S GREATEST BARGAIN

IS GETTING YOUR MONEY'S WORTH
THE LOWEST PRICED
CALENDAR WATCH ON
THE MARKET.

No. A-107—Highly styled
Men's Calendar Watch
Chrome Top, Non-Tarnishing
Steel Back, Radium Dial
and Hands, Unbreakable
Face Crystal, 7 Jewels. All
Metal Parts of Non-Magnetic
Alloys, Fine Leather Strap.
DATE CHANGES AUTO-
MATICALLY. EACH
WATCH WITH NUM-
BERED SERVICE GUAR-
ANTEE CERTIFICATE FOR 3 YEARS.

No. B-107—Same as above with ROLLED
GOLD PLATE TOP—ONLY \$13.50 postpaid.
Also for immediate delivery: Large assortment of
LADIES' and MEN'S WATCHES, POCKET
ALARM WATCHES, STOP WATCHES and
CHRONOMETERS. ASK for our FREE CATA-
logue H. WHOLESALE ONLY—NONE SOLD
RETAIL. 20% with order—balance C. O. D.
Minimum order 2 Watches. SHENGRO CO.
PANY, INC., 154 Nassau St., New York 7, N. Y.

**BIG BUSINESS FOR YOU**

**DAY AFTER DAY WITH
LEE COUNTER CARDS!**

LEE RAZOR BLADES

Lee Carded Merchandise. For immediate
delivery, huge selection from fine Razor
Blades to Sun Glasses. Beautiful display
cards of fast-selling staples, notions and
specialties. High quality, attractive
prices. Large profits for you. Write
for FREE Catalog and Price List.

LEE PRODUCTS CO., INC.

437 Whitehall St., S. W., Dept. B,
Atlanta 2, Ga.

WE SERVE THE SOUTH

Squirt Rings ..	\$ 1.85 Dz.
Electric Bow Ties ..	7.50 Dz.
Squirt Bow Ties ..	7.50 Dz.
Large Rubber Thumbs ..	1.65 Dz.
Rubber Man-in-Barrel ..	2.40 Dz.
Squirt Ash Tray ..	8.00 Dz.
Venus Salt & Pepper Shakers ..	4.25 Dz.
Midget Key Chain Knives, Carded ..	4.00 Dz.
Assortment Pocket Knives ..	12.00 Dz.
Push Button Knives, Medium ..	24.00 Dz.
Push Button Knives, Large ..	27.00 Dz.
Gold Ball Point, Tu-Color Pens ..	7.20 Dz.
Cowboy and Spanish Hats ..	4.00 Dz.
Exploding Book Matches ..	3.40 Gr.
Baseball and Fancy Skull Caps ..	3.75 Dz.
Leather Watch Fobs, Carded ..	12.00 Gr.
Squirt Water Pistols, 150 Shot ..	5.50 Dz.

Write for our latest catalogue sheets.

25% Deposit with order, balance C. O. D.

JAX SALES CORP.

406 CANAL ST. NEW ORLEANS 16, LA.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS FOR BUCKETS, PUNKS, JEWELRY
and new game. Sober people, male or female.
Best show and route in Northwest. Earl Bird
Enterprises, 3533 Girard, Minneapolis.

ATTRACTIVE LADIES—2 PIANO ACCOMPAN-
ists singing harmony, about 5 ft. 4 in., 112 lbs.,
assisting great artist. Bookings S. A. Leffell, 2020
W. North Ave., Baltimore 17, Md.

EXPERIENCED GIRL AERIALIST FOR HIGH
Ladder act. Salary no object if you qualify.
State experience, etc. Send photos. Act booked
until Thanksgiving. Write Fearless Stars, Billboard
Office, Cincinnati, Ohio. my15

FEMALE PIANO AND ACCORDION PLAYER—
For single and steady bookings. Send photo.
Harvey Thomas, 162 N. State, Chicago, Ill. Tele-
phone DEarborn 6263.

GIRL VOCALIST—TO SING WITH BAND FOR
July and August at popular summer resort. Ex-
perience not important but must be attractive, have
personality, good character, and photogenic to pose
for movies and publicity pictures, dark hair pre-
ferred. Excellent experience for someone interested
in show business. Good salary to right one. Send
snaps and information to: Box C-20, Billboard,
Cincinnati.

GIRLS—EXPERIENCED OR INEXPERIENCED,
for beautiful revue on Wm. T. Collins' Show.
No time to write, join at once. Wire. Bunny
Venus, Alexandria, Minn.

HAMMOND ORGANIST—EXPERIENCED IN
show work to play grandstand show at fairs.
Williams & Lee, 464 Holly Ave., St. Paul, Minn.
my22

NEED TENOR MAN AND DRUMMER—TOP
wages, with well established territory band. Rex
Pine, Box 84, Glencoe, Minn. my15

LEAD TENOR SAX DOUBLING FIDDLE.
Trumpet doubling fiddle. Must be versatile on
both instruments. Steady location work. Contact
Ray Bradshaw, 134 E. Merrick, Shreveport, La.

MUSICIAN WANTED—EXPERIENCED, FOR
Penny Arcade in New Jersey seashore resort.
Please give age and salary desired. Box C-21,
care Billboard, Cincinnati. my29

MUSICIANS—FOR FINE DANCE ORCHES-
tras, work steady, guaranteed salaries. Write
complete details. VSA, 848 Insurance Bldg.,
Omaha, Neb. jul2

PIANO MAN—ESTABLISHED COMMERCIAL
style orchestra. Intros, modulations, fill-ins,
chord symbols, read. Hand worked solid past fifteen
months in South and Southwest. Answer, giving
details. Other instruments write. Box C-18, c/o
Billboard, Cincinnati 22, O.

TENOR SAX OR TRUMPET DOUBLING VIO-
lin. Long locations, steady work. Contact
Hotel Orchestra, Box C-11, Billboard, Cincinnati,
Ohio. my15

WANTED AT ONCE FOR COWBOY BAND,
Eastern territory: Steel Guitar Player, also Fid-
dler (corny). Steady job, must be sober and de-
pendable. Give all details and salary expected first
letter. Write Box C-14, Billboard, Cincinnati, O.

WANTED—MUSICIANS, ALL INSTRUMENTS,
for territory band. Salary, sleeper bus. Write all
details. Buddy Blair, Box 156, Colome, S. D. my22

WANTED—RINK ORGANIST FOR COLISEUM
in Mansfield, O. Must play strict tempo. No
jitterbug. Hammond organ with new Vibrato in-
stallation. Write to Coliseum.

SPRING MERCHANDISE BARGAINS!**SLUM**

Lead Jr. G-Man
Badges \$2.75 Gr.
Lead Guns 1.50 Gr.
Gold Wedding Bands. 1.00 Gr.
Lead Aviator Badges. 2.25 Gr.
Imp. Metallic Hats .. 2.00 Gr.
American Crickets Lith. 2.00 Gr.
Asst. Stone Rings .. 1.00 Gr.
5" Pocket Combs ... 1.35 Gr.
Elephant and Donkey
Charms 2.00 Gr.
Blow-Outs 3.00 Gr.

BALL GAMES

Balto. made Lels,
Small \$3.00 Gr.
Large 6.00 Gr.
36" Swagger Canes .. 9.00 Gr.
silk tassle 15.00 Gr.
RWB Bell Batons .. .25 Ea.
Jumbo Fox Tails .. .25 Ea.
Large Round Pin-Up
Plaques 2.00 Dz.
Small Pin-Up Plaques .75 Dz.
Yellow Worth Baseballs,
#83-1 2.50 Dz.
Mexican Cholo Hats,
ball fringe 2.25 Dz.
Spanish Hats, ball
fringe, \$2.75 Dz.; 30.00 Gr.
Cowboy Hats 3.25 Dz.
Alpine Hats with
feather 12.00 Gr.

BINGO

S.D. Lamps and
Shades \$.90 Ea.
10.50 Dz.
25" Lamps and Shades 1.75 Ea.
#500 Smokers80 Ea.
Bridge Lamps and
Shades 2.50 Ea.
4-Pc. Cannister Sets. 7.00 Dz.
10-Pc. Glass Bake Gift
Sets90 Ea.
11-Pc. Glass Bake Gift
Sets 1.60 Ea.
Counselor Bath Scales 4.75 Ea.
Pearl Top Hampers . 2.75 Ea.
Kitchen Stools w/back
(2 to a carton) .. 1.50 Ea.

WRITE, WIRE OR PHONE

FOR FREE CATALOG!

**Wholesale
Distributors**

720 E. BALTIMORE ST.

BALTIMORE 2, MARYLAND

**Kravitz &
Rothbard**

NOTICE, ENGRAVERS 1948 CAT. READY

General Delivery Boys, Send for Sheets With New Numbers



Boy's Removable Links Expansion Ident. in 3
Style Plates. Highly Polished, Gold Plated,
\$6.00 doz.

State Fair Fobs, Pin and Guards
\$21.00 Gross. Carded and Cell.

GRAB BAG JEWELRY, 5c Ea.

LARGE ASSORTMENT

Dexter Engraving Jewelry Co.

Manufacturers of Engraving Jewelry

23 ARCH STREET
PROVIDENCE 7, R. I.

Plaster

Bingo

CATALOG NOW READY

Write for your illustrated copy
STANLEY TOY & NOVELTY COMPANY

110 W. Broad Street, Richmond, Virginia

Slum

Glassware

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50

1 Bundle or 1600 1 1/2" Crackers 5.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS \$1.50

NO. K20—PER GROSS 3.00

Cash With Order

**United Fireworks Mfg.
Company, Inc.**

DAYTON 7, OHIO

6000 SMASH HITS

In 324 page
wholesale
book. Dealers,
Agents, Sales-
men and Job-
bers, you will
find this book
bulging with
Tested Money
Makers. Latest
catalog shows
average price
reduction on
about 21% on
many items. A
guarantee of
satisfaction or
money back,
stands back of
every purchase
you make from
us. Why not
see how you
can make
more money by
sending for this New,

Thrilling Wholesale catalog, NOW?

5-48 Lamont SPORS CO. Le Center, Minn.

SLUM

(GIVE-AWAYS)

Novelties, Toys, Brooches, Pins, Kids,
Necklaces, Jewelry, Cosmetics, many
other items too numerous to mention.
3,000 Pieces, Asst.

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

Lucky Novelty

PRIZE BOXES

Assorted Novelties of All Kinds

\$4.50 Gr. Boxes

5 Gross Lots—\$4.00 Gr.

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.

19 E. 16 ST. NEW YORK, N. Y.

The World's Only

AMAZING PROFITS SELLING NYLONS GUARANTEED

AGAINST RUNS—SNAGS!

Sensational guarantee gives FREE nylons if hose runs

or snags within guarantee period! Nothing like it

anywhere. Not sold in stores. Sheer, service, outside;

choice of lengths. Also rayons. No money or experi-
ence needed to earn steady income writing orders.

Spare or full time. We deliver and collect. Just say

"Guaranteed Against Everything" and the sale is

made. Advance cash plus huge bonus. Rush name

and address for complete money-making outfit sent

free and prepaid. No obligation. Write today.

FREE KENDEX COMPANY

OUTFIT Dept. 732 BABYLON, N. Y.

Flash! Argo Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.

220 Broadway New York 7, N. Y.

JOKE NOVELTIES & GENERAL NOVELTIES

Double and Triple your money on 300 of America's
Fastest Sellers. Send \$2.00 or \$5.00 for Big Guar-
anteed Trial Assortments or 6¢ for details.

BLUE MOON SPECIALTY CO.

Dept. 23, Flarewood, W. Va.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ADVANCE AGENT OR MANAGER—FOR ANYTHING in show business. Reliable, good appearance and capable. Age 45. Wife could assist. State salary and details. R. F. Mosher, Gen. Del., Springfield, Ill.

BANDS AND ORCHESTRAS

AGENTS, OPERATORS—NOW PLAYING CLUB Hollywood, Kalamazoo. 12-piece Commercial Band, special arrangements, vocal-instrumental novelties, cut shows, all men schooled and experienced. This band is organized and smooth. Want resort location for summer. Available June 15. Write Ted Roberts, 107 Oak St., Kalamazoo, Mich.

ATTENTION, OPERATORS AND AGENTS—Open for summer engagements. One of the finest 4 piece combos that the music business has to offer. Playing all special arrangements. 4 men, 15 instruments. Play any type or style of music. Combo well established. Best references. Write Band Leader, 2059 N. Florida Ave., Lakeland, Fla. Phone 24-582. my15

EIGHT-PIECE COMBO WITH GIRL VOCALIST. Commercial but not Mickey. Established two years. Prefer location for summer. Good appearance. Contact C. G. Arnold, 205 N. Duncan, Stillwater, Okla.

WRIST WATCH



A Super-Value
ONLY \$3.50 Ea.
1 Doz. Lots or More. \$4.00 Ea.
Less Than Doz. Lots.
Accurate precision movement. Chrome case. Sweep second hand. Radium Dial and Hands.
Both strap and expansion band with each watch.
10% DEPOSIT, BALANCE C. O. D.
CORONA WATCH SALES CO., Dept. B-1
809 W. Madison St. Chicago 7, Ill.



SPIRIT DICE BOX

Terrific selling novelty! An ordinary pair of dice are dropped into a round plastic box by a spectator. Then the plastic cover is placed over the box. Shake—and the "Spirits" accurately predict the two uppermost numbers of the dice. A baffling effect! Easy to do! Amazes all who do not know the secret!

Dealers, \$6.25 dz.
Sample, \$1.00

Remit With Order—We Pay Postage.
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

FAST SELLERS—JOKES, TRICKS AND NOVELTIES

All items listed below at the Dozen Price.
Auto Wizz Bang \$1.25
Ith Powder .25
Sneeze Powder .25
Squirt Rings .175
Split Fire .65
Laffy Letters 1.00
Elect. Bow Ties 7.50
Hot Seat Joke .45
Skunk Perfume .65
Fur Tails 2.00
Spooky Spiders, fuzz body, wire spring legs. 1.65
Swing, Monk, chenille arms, legs and bell 2.10
Fur Monk or Clown on Cane, colorful seller 6.00
VENUS SALT SHAKERS, new red hot seller 4.25
Zipper All Leather Embossed Color Wallets 7.50
Deposit With Orders. Send for Complete Lists.
JACK DAVIS, 514 Collins Ave., Miami Beach, Fla.



BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address, 25c.

HART MFG. CO.
311 Degraw St. Brooklyn, New York

MARION FLYER

Fireman's Red and Ivory Trim

SAMPLE ... \$11.00
DOZEN 9.00



FREE. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 81 Hole Pushcart, 1¢ to 39¢, takes in \$29.95. Also 1500 Hole 5¢ or 10¢ GRAND PRIZE Jackpot Punchboard. Takes in \$75.00 or \$150.00, pays out \$21.00 in consolations. \$9.50 per board extra.

1/3 Deposit, Balance C. O. D.
MARION COMPANY
P. O. Box 1586 Wichita, Kansas

OSARK RANGE RIDERS—TOP FIVE PIECE Western band. Available May 15. Years of radio, stage, club experience. Furnish best references. Desire radio plus personals. All offers considered. Union, wardrobe, bus. Wire, write Frankie Calbert, 1147 Hoyt Ave., Indianapolis, Ind. my15

ROY SANDERS SOCIETEERS—UNION, 8 TO 11 men. Commercial style; available for schools, colleges, parks. Can use reliable agent. 1017 N. 9th St., Reading, Pa.

13 PIECE COLLEGE DANCE ORCHESTRA—Union. Available June 3 for travel or location. Several years' experience. Write Bob Smith, 424 McLane Ave., Morgantown, W. Va. my22

CIRCUS AND CARNIVAL

CHARLOTTE—HALF & HALF SIDE SHOW annex. Intelligent, refined lecture. Work expose or straight. Blow-ups, drapes, etc. Make openings. Send all details. Charles Hunter, Jr., 1910 Luzerne Ave., Silver Spring, Md. Disappointment, reason ad.

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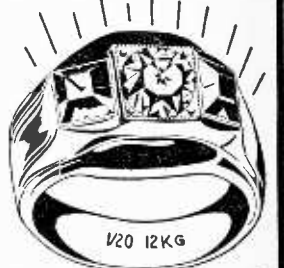
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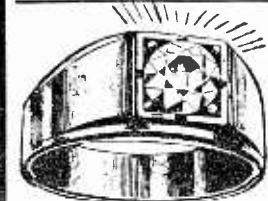
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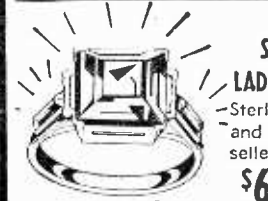


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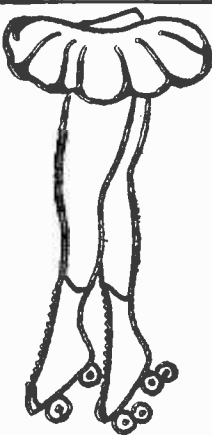
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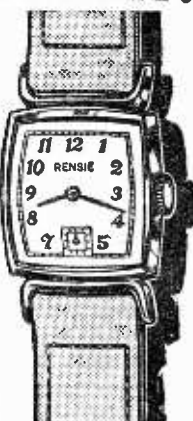
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Bennett, Bob	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stevens, Walter C.
Bennett, Steve	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stewart, Ernie
Berryhill, Leo	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bistany, Mrs. V.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blacher, C.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blackmar, Mrs. Albert	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blackmar, Rita	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blankenship, Bernard H.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blankenship, James A.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Blount, Johnny	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Boaz, Howard	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Boehrer, Mrs. Gerrie	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bond, Wm. (Tiny)	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bonta, Wm. C.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bostic, Herman	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bowlus, Bert	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Boyd, Jennie	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bradley, Thelma	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Braunstein, Nathan	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brack, Frank J.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brewer, Wm. C.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brown, Mrs. Cecil	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brown, Jr. James	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brown, J. F.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brown, Lawrence	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Brunau, Mrs. Jos.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bruton, Robt. C.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bryant, Howard	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bryer, Ollie	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bryer, Harry	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Buck, Mrs. Buddy	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bueckholz, Eddie	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Bueckling, Wm. L.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Buhna, Mike	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burde, Howard	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burke, Seymour	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burke, Mrs. Pat	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burnett, R. C.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burns, Mrs. Evelyn	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burns, Joe	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burrell, Viola & Jerry	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Burton, Howard B.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Cain, Wm. H.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Calc, Tommy	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Camp, Bob	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Campbell, Frank A. & Mrs.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Cardwell, J. E.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Carlson, Flo & Dot	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Carroll, Miss Jean	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Carroll, Wm.	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Cavanaugh, Chester	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Cavilla, Dr. Donald	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Cerroni, Vito	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Chambers, J. T. (Slim)	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	Stosner, Luther
Chambers, J. (Tex)	Davidson, Chas.	Davidson, Chas.	Davidson, Chas.	Grestory, Robt.	McMullen, John L.	St

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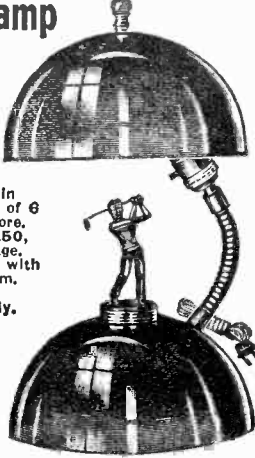
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\$3.25 Ea. In
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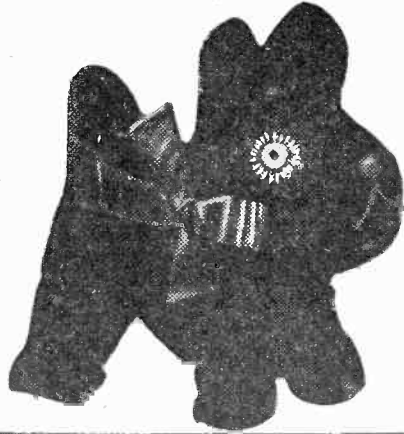
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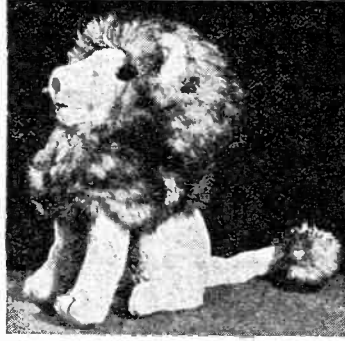
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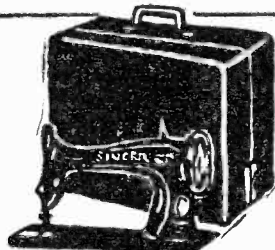
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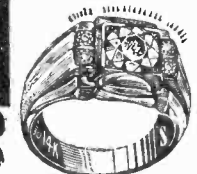
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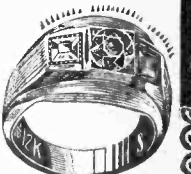
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Real men's flash.
Large whitestone
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1/30 14K R.G.P.



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Men's brilliant 5
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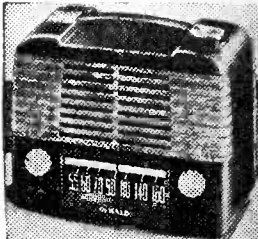
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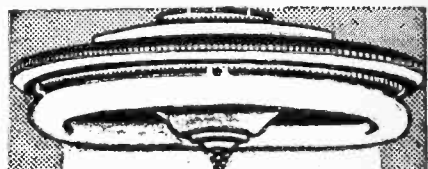


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4x8 3/4 x 7 1/4. Weight 4 1/2
Lbs. Less Batteries. Ea. Lots of 6
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\$4.80 PER DOZ.

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SURE
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SALES



"PISTOL PETE"—No. 415

He'll steal the show every time because he's fully 18" tall and made of attractive cotton material. Real cowboy style, too, with imitation leather chaps and vest. He sports a ten-gallon hat and a bright bandana. A six-shooter and lasso on his belt completes his outfit.

He's gunning for sales, and there's no hold-up at his profit-price of only \$21.50 a dozen; \$228 a gross (\$19 a dozen)

Send for a sample and see for yourself. Sample \$2.

You'll like "LITTLE PETE," too. He's No. 411, 13" tall, and capable of lassoing plenty of profits at

\$9 a dozen; \$96 a gross (\$8 a dozen). Sample \$1.

Send check with order or 25% deposit, balance C. O. D., F. O. B. New York.

Other "sales-action" dolls from \$8 a doz. Write today for complete Majestic Catalogue "B."

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Scientifically curved to soothe the skin as it shaves. Precision ground of the highest grade surgical steel and properly tempered to retain its self-sharpening qualities. Quickly and easily cleaned. Requires no adjusting. 110V, A.C. operation.

H. Hameroff, former Army Sgt. and pitchman, says: "This dry shaver not only looks like but shaves as good as any other dry shaver I've seen yet."

Complete with sturdy leatherette case. \$2.75 ea., minimum 1 doz. \$25.00 ea. per case (72 in case). SPECIAL PRICE, \$2 per 1000 lots. Samples, \$3 ea.

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Pipes for Pitchmen

By Bill Baker

MRS. GLADYS CEDARLEAF... who worked the recent Detroit Flower Show with jewelry and sequin specialties, is vacationing at her home in the Motor City prior to making her annual tour of fairs.

Here's hoping all the good shooters get a million bucks this year.

BOB WARD... assisted by his son, Bob Jr., has his med opy clicking off sound takes in Sanford, Fla.

GORDON SPANGLER former med show operator, whip cracker and magic specialist, is with his brother, Paja Spangler, at Statesville, Ga., with the St. Billman's Stage Show.

A pitchman's layout is his best means of advertising.

JIM AND MAE MITCHELL... well known operators of the Sarasota, Fla., Reptile Gardens, are prepping their med show for an early opening. Tour will carry the show thru Florida and Georgia.

Hard work is the only panacea for the balmy days ahead.

SYD CARTER... following a winter in Los Angeles and Sarasota, Fla., left the latter city recently for the Curly Bartok Minstrels Med Show quarters in Ohio where he will help ready the org for the season's tour. Syd is general manager and in charge of publicity for the org.

QUENNA DALY... who with Harry Daly formerly operated what was believed to have been one of the largest med shows in the country, is operating Yard Stick stores in Bradentown and Sarasota, Fla., and making a success of the venture.

"Step right up to my counter. You'll be enjoyably pleased at what you see there. Just take your pick."

EDDIE SALEM... is in Miami framing a demonstration for his summer's tour.

The successful worker doesn't have time or patience to count on luck.

JIM ARNOLD... advises from Sarasota, Fla., that Doc Milton (Curly) Bartok left there May 1 for his Ohio headquarters to prep for the opening of his Bardex Minstrels Med Show. Before leaving Sarasota, Bartok put his new cruiser in storage for the summer. His wife, Betty, daughter of Dick and Honey Jacobs, will join him in the North as soon as school closes in Sarasota, with their children, Bunny and David. Af. (See Pipes on page 97)

"SLINKY" OR "QUIRLY" WORKERS

42 dozen Quirls on hand.
Best fast offer takes them.

S. M. Shackelford

234 W. 48th St. New York 19, N. Y.

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Perfectly Blocked—Looks like real Fez.
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Large Oversized 18 Inch Dolls.

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24 to Case, \$14.00 Per Dozen. Broken Lots,
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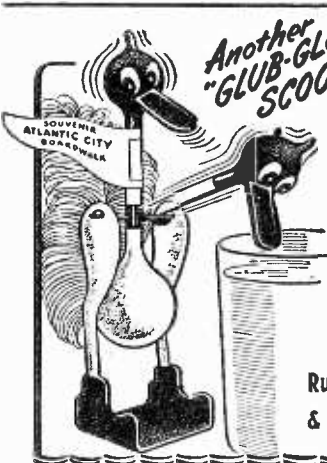
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WITH YOUR PERSONAL MESSAGE
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SOUVENIR pennant "flies thru the air with the greatest of ease" tying in your name or message with the particular event. Glub-Glub's new, exclusive feature **JUMPS** sales BOOSTS profits! Perfect for circus, exposition, convention, amusement park, show, lodge or concession use. Pennants are 3" long... red border on yellow background... black lettering... ANY WORDING DESIRED. Ducks, \$14.26 per dozen. Factory guaranteed and fair-traded at \$1.98.

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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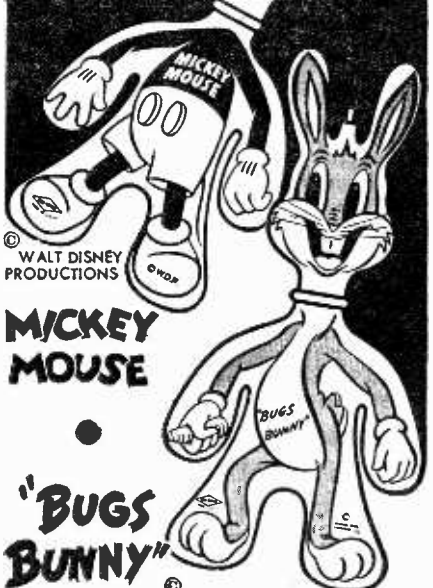
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Large box, 6"x4"x1 1/2" 3.75 Gr.
Large Folding Cardboard Donald Duck
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(Our Loss—Your Gain)
—25,000—
Women's Quality

LEATHER BELTS (Perfect)
\$4.50 Per Doz. — \$48 Per Gr.

Cash or C. O. D. Order Today.
Sample, \$1.00. Prompt Delivery.
THE PLASTIC-TREND CO.
1900 Euclid Ave. CLEVELAND, O.

ENGRAVERS!

No Larries—No Comebacks
IDENTIFICATION BRACELETS

(new numbers)
Over 200 Other Engraving Items
Miller Creations Mfg.
6628 Kenwood Ave. Chicago 37, Ill.

LAUGHS—GUARANTEED

For Greeting Card—Souvenir—Gift Shops
NEW—FLASHY—FUNNY

MUST BE SEEN TO APPRECIATE.
Sample Line—8 Sets—Starts You.
SEND \$1.00—If Not Satisfied Return In
5 Days—MONEY REFUNDED.
Atlas Co., 641 E. 9 St., New York, N. Y.

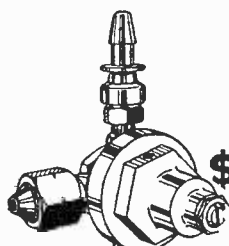
HELIUM FILLED BALLOONS SELL Best!

You Can
Fill 'Em
EASIER
and
FASTER
with the

New
HI-BALL

Trade Mark

BALLOON FILLER



\$8.00
COMPLETE

EASY, FAST FILLING—

Simply slip balloon over nozzle and press down... a one-handed operation.

LEAKPROOF—

All the Helium goes into your balloons—none wasted by leakage.

ADJUSTABLE—

Pressure easily set for fast filling of any size balloon.



For bigger profits, order your HI-BALL Balloon Filler from your jobber today

Balloon Manufacturers and Jobbers!
Write for details about profitable sales plan on the new HI-BALL Balloon Filler!

The BASTIAN-BLESSING

4201 W. Peterson Ave., Chicago 30, Ill.

Pioneer & Leader in the Design & Manufacture of Precision Equipment for Using & Controlling High Pressure Gases

*Here's
Money-Making
News for You!!*

the **PENGUIN** de Luxe

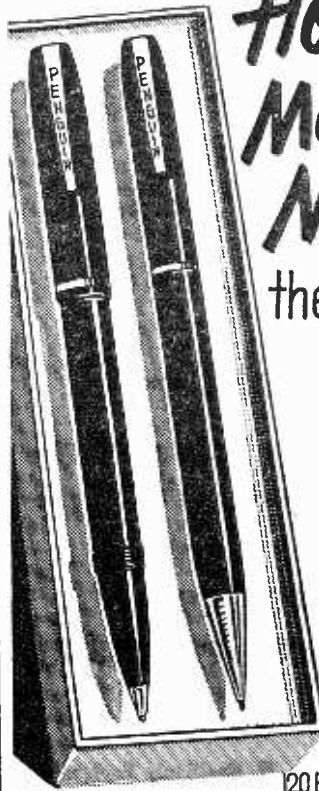
50¢ IN GROSS LOTS
60¢ LESS THAN 1 GROSS

New Low Price

An exquisite writing set (ball pen, or lever pen and mechanical pencil) with the quality workmanship you expect to find in only the most expensive pens.

The fine writing ball pen is the last word in streamlined designing from its glistening plastic case to its precision steel ball point. The patented air lock feature on this pen prevents STOP and GO flow, the big draw back in most ball pens today. The PENGUIN lever fill is the work horse of the line. A well balanced writing instrument that will take the battering an every-day pen has to be able to take.

The exquisite, fine line mechanical pencil is the product of many years of experimentation. A really good mechanical pencil that keeps lead firmly gripped at all times, writes all the time.



120 HP



120 FP

25% of the amount of each purchase must accompany each order. Write Dept. B-7.



PENGUIN PENS INC.

644 Broadway, New York, N. Y.

Order From Your Jobber NOW!

CONCESSIONAIRES, PARKMEN... because of the many operations and lengthy manufacturing process, we require at least 10 days to complete and ship orders. Don't get caught short! Please order from your jobber now to insure delivery in time for your needs. Your co-operation is earnestly requested.



PIN-UP MONKEYS

with Jungle Bell No. 400-J—Fur Monkey, beautifully trimmed.
No. 200—All-Chenille Monkey. Attractive colors... low priced.



LUCKY RABBIT FOOT KEY CHAIN

No. 503—With Key Chain.
No. 504—Plain Rabbit Foot.



CLOWN ON CANE—MONKEY ON CANE

No. C-500

All Fur Trimmed Jumping Clown on Cane With Bow Tie. Assorted Colors. Packed assorted to the dozen.

No. 602—COMIC CARD TAILS. With humorous sayings.
No. 610—MEDIUM SIZE FOX TAILS. White and dyed with wire and streamer.
No. 612—LARGE FOX TAILS. Red and Silver Fox with wire and streamer.
No. 617—RACCOON TAILS. Medium and large sizes.

Creators of Exclusive Novelties for Carnival and Circus. Sold Thru Your Jobber.

We Will Develop and Manufacture Your Product Ideas—Send Us Your Suggestions.

CHARLES BRAND NOVELTY CORP.

154 West 27th Street
NEW YORK 1, N. Y.

CONCESSIONAIRES! CARNIVAL MEN! WHY PAY MORE?

Greatest Values and Flash in Stuffed Toys in the Market!

DIRECT FROM MANUFACTURER!

• 252 30" Real Fur Grizzly Bear—Assorted Colors. \$42.00 Per Dz.
• 240 28" Rayon Plush Bear—Assorted Colors. \$27.00 Per Dz.

We Have Electric Eye and Musical Stuffed Toys!

ACE TOY MFG. CO. 122 West 27 St.
New York 1, N. Y.



#252

25% Dep., Bal. C.O.D. if not rated.

Special Set-Up for Jobbers! Write for our latest catalog B and price list listing over 100 outstanding numbers in fur and plush.

Mention Billboard to get these special low prices!

The "NEW LOOK" in Sunglasses

ARTCO presents the glamorous Harlequin style, with first quality, sparkling, hand-set imported rhinestones on fine solid frame.

Style: G104

Price: \$2.50 Dz.

Same fine sunglasses without rhinestones. (PLAIN.)

ORDER THESE SUN-SATIONAL MONEY-MAKERS TODAY!!!

Dozen to display card in RED, BLUE and FLESH color assortment. Minimum Sample Order One Dozen.

ARTCO VOGUES, INC.

Style: RG103

Price: \$6.00 Dz.

\$60.00 In Gross Lots



25% Deposit, Balance C. O. D.

★ Note: We do not sell consumer trade ★

600 WEST 171ST STREET
NEW YORK 32, NEW YORK



ATTENTION!! CONCESSIONAIRES FLASH ITEMS for Park and Carnival!

The MARINER SHIP CLOCK

• Guaranteed
• Manufactured Under Westinghouse Patent
• 110 Volts, 60 Cycles

This fine clock is made of selected kiln-dried wood, tested for timekeeping accuracy and carefully packed—sails are made of permanent, gleaming chromium.

Available in 2 models: Regular—without lights. Deluxe—with switch controlled lights.

PRICE, \$9.50 for Regular. Deluxe Model, \$2.00 Extra.

25% deposit with order, bal. C. O. D.

GENUINE SWISS WATCHES



• Stainless Steel Expansion Band
• Sweep Second Hand
• Radium Dial
• Non-Tarnishable Chrome Case
• Unbreakable Crystal
• Built To Take Abuse

SAMPLE WATCH, \$4.50.

In Lots of 6 or More \$3.95 Each

MAX GELBSTEIN 72 BOWERY NEW YORK 13, N. Y.

THIS IS IT!

THE LAST WORD IN
SALES
BOARDS

COLOR-ADO

The Answer To The Operator's Prayer

★

100% COUNT
100% PRACTICAL

- No Shortages
- Positively Foolproof
- Colorful Boards
- Greater Player Appeal

OPERATORS:—
 This is the only practical and profitable idea designed to help you get back in business.

EXCLUSIVE TERRITORY OPEN! CAN YOU QUALIFY?

THE McNAMARA CO.
 5729-31 W. LAKE ST., CHICAGO 44, ILLINOIS

2,000 Repeated Dealers
can't be wrong - "WE AVERAGE \$250 a week"

BE YOUR OWN OPERATOR OF PUSH CARDS

GUARANTEE
 A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case, Red sweep second hand, Genuine leather band. Each watch carries a written **GUARANTEE**.

Your Profit \$11.70

PUSH CARD WITH 2 WATCHES
 1 Watch to the seller and 1 Watch to the winning seal. Push Card takes in \$21.70. **YOUR COST \$10.** Extra Push Cards, 10¢ ea.

SEND 25% DEPOSIT WITH ORDER, BAL. C.O.D., F.O.B. CHICAGO.
 NOTE: IF FULL AMOUNT SENT WITH ORDER, EXPRESS CHARGES PREPAID.

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL. DEPT. B6

SALESBOARDS AND TICKETS **ALL ORDERS SHIPPED SAME DAY RECEIVED**

Holes	Play	Description	Def.	Profit	Price
2170	5¢	R.W.B. Singles, \$1.10; 5-Fold, Per Bag	Def.	\$ 36.50	\$1.35
400	5¢	Dollar Game, Ex. Thick	Def.	\$ 9.00	\$.80
1000	25¢	J.P. Charlie, Thick	Avg.	51.95	.95
1000	25¢	J.P. Charlie, Thin	Avg.	51.95	.80
1000	25¢	Charlie, Thick	Def.	50.00	.85
1000	1¢	Cigarette Bds., 30 P.O.	Def.	4.80	.65
1200	25¢	Texas Charlie, Thick	Avg.	102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Tkt.	Def.	8.00	.65
600	5¢	Silver-Mt. Coin Bds.	Def.	14.50	1.15
1000	25¢	P.A.D. Ticket Deals	Avg.	23.50	1.25
600	25¢	Little-Big-Shot, Thick	Avg.	29.70	1.25
840	25¢	Players-Dream, Thick	Avg.	91.93	2.95
2400	5¢ or 10¢	Easy Picking	Avg.	48.80	2.50
1200	25¢	Cheerful Charlie	Avg.	76.98	1.85
1000-1300 Girlie Boards, Jack-Pot and Def. From \$27 to \$25					\$2.20

GIANT-HOLES
 15 Asst. Nos.
6 FOR 25¢
 and
3 FOR 10¢
SPECIAL \$2.50 each

U. S. MERCHANDISE CO.
 25% WITH ORDER; BALANCE C. O. D.
 10216 Superior Ave., Cleveland, Ohio

SALESBOARD SIDELIGHTS

Thomas A. Walsh Jr., Thomas A. Walsh Manufacturing Company, Omaha, has returned to the home office after a business trip thru Florida. His plans for making a swing thru several of the Southern States were canceled when firm's plant superintendent, John Polito, was suddenly taken ill. Walsh Manufacturing has 15 new numbers being readied for introduction, including new ideas on merchandise, plain boards, with the majority having the regular money board mark. Walter Roddy, general manager, left Sunday (9) for a visit to the Pacific Northwest; along the sales promotion line, firm is currently contacting its sales force and expanding same. By fall, Walsh states, force should include representatives in most of those areas where there is no personnel now. Present board business continues good, with a looked-for "more of the same" thruout 1948, Walsh says.

Harlich Manufacturing Company, Chicago, will shortly have a temporary sales representative for Michigan, Illinois and Indiana to contact Sam Tumpson's accounts in this area. Sam, who has been off the road for the last two months, due to ill health, is undergoing a serious operation at the Mount Sinai Hospital, Chi. this week. Many of Sam's friends have phoned and written Harlich asking about him.

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, Mo., has returned there from a trip thru Florida, George, Alabama, Tennessee, Kentucky, Ohio, Pennsylvania and New York, where he installed new distributors. He was accompanied by his son, Reuben, of Bee Jay Products, Chicago. After a brief stay in the home office, Berkowitz will hop east to make new contacts and install additional distributors.

Dave Rice, vice-president of Empire Press, Chicago, rolled in from Eastern Pennsylvania Sunday (2), after touring thru Ohio and Indiana also. Dave was introducing firm's six new jumbo-hole girl boards, each pegged at nickel play with 1,040 holes. New numbers, lavishly illustrated, are being prepared for delivery this week; they are Honey-Dew, Big Hayseed, Irish Eyes, Springtime, and Florida Babe. Dave intends decorating the home office for the next week, then he'll drive off on another multi-State tour.

Charles Leedy, Gardner & Company, Chicago, sales manager, returned to the city Friday (30) from his West Coast jaunt. Says business in general is holding up well, except for some isolated spots. Seems that Canadian sales have had a marked perk-up during the past several weeks. Charles also states that orders for boards from several European

countries are beginning to come in at an increased rate, especially during the last month. Chicago & Southern Airline official, Tom Ellison, presented Charles with a flying colonel decoration Tuesday (5) for his multiple-thousand air mile travels. Gardner's private bar and snack counter is being kept humming at a higher level lately; reason is greater activity on part of local and out-State boardmen, Charles says.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT			
Holes	Name	Def.	Price
400	5¢ Dollar Bd., X.Tk.	Def.	\$ 7.00 \$.58
1000	25¢ Charley	Def.	50.00 .79
1440	5¢ Cigarette Barrel	Def.	22.00 .99
1440	5¢ Barrel	Def.	18.00 1.15
1440	10¢ Barrel, X. Tk.	Def.	36.00 1.39
1800	5¢ Lulu Bd., X. Tk.	Def.	18.00 1.39
1000	25¢ J.P. Charley, Tk.	Avg.	\$52.08 \$.94
1000	25¢ Action, X. Tk.	Avg.	56.80 1.39
1200	25¢ Tex. Charley, Seal	Avg.	102.28 1.74
600	25¢ Jumbo Q.T., X.Tk.	Avg.	65.30 1.59
1000	5¢ J.P. Asst. Bds.	Avg.	27.00 2.49
1050	5¢ J.P. Asst. Bds.	Avg.	31.00 2.69

NEW! 6 Tickets Per Hole Boards

200	25¢ Krik Fin	Max. Avg.	\$39.50 \$2.45
200	\$1.00 Charley	Def.	50.00 2.45
2170	5¢ Red-Wh.-Bl. Tks.	Def.	\$38.50 \$1.29
2170	5¢ Red-Wh.-Bl. 5 Fold	Def.	38.50 1.39
200	25¢ Sure Shot Pad Deal		15.00 .89
1000	25¢ Kwik Fin Pad Deal		24.50 1.44
120	Tip Ticket Bks., gross		\$18.75; doz., \$1.89
120	Baseball Tip Bks., Nat., Amer. Doz.		1.85

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
 DeLuxe Building Blue Earth, Minn.

EMPIRE
FOR THE Finest in SALES BOARDS
 WRITE FOR CATALOGUE
EMPIRE PRESS
 637 SOUTH DEARBORN ST.
 CHICAGO 5, ILLINOIS

PUSHCARD OPERATORS!

If you are not making at least \$300.00 to \$600.00 a week or more, you must have our deal. It's terrific! Rush inquiry for eye-opening details.

GUARANTEE SALES HOUSE

1436 Land Title Bldg. Philadelphia 2, Penna.

THE BEST In PREMIUM DEALS
 Write for our latest Catalog.
HOWARD MACHINE PRODUCTS CO.
 2754 W. Diversey Blvd.
 Chicago 47, Illinois

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Def.	\$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg.	51.95	1.25
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.80
980	5¢	Fully Packed, Thick, Girl Board	Avg.	28.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg.	28.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	28.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	28.80	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg.	30.04	2.85
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	33.15	2.85
220	25¢	Kwik Fin, Giant Holes, 8 for 25¢	Avg.	28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —

WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340

COLUMBIA SALES CO.

302 MAIN ST. WHEELING, W. VA.

GIVE TO THE DAMON RUNYON CANCER FUND

ter spending a week or two on the med trick with their father, Bunny and David will leave for a camp in New England for their summer vacation. Arnold will be mail man and The Billboard sales agent for the unit this season.

Many a JCL is sincerely thankful for the few suggestions given him by an old-timer that were the fruit of many years experience plus an equal number of years of observation.

DOC WILLIAM E. BOYCE . . . is still in Miami making and selling marine photographs.

CLYDE GORDON . . . ex-pitcheroo, is employed at the Wisconsin Hotel, Milwaukee, where he utilizes his spare time as a singer with Ted Wayne's ork. He's also featured on a nightly air show on Station WMAW. He recently hit the front page of *The Milwaukee Journal* in a story describing his talents and how he's working to further a musical career.

Repeat biz depends upon how neat, clean and attractive you and your pitch are.

BYRD BOYCE . . . is in Miami where he is holding down an office job.

REPORTS FROM . . . Florida indicate that pitchfolk are conspicuous by their absence in the Alligator State this year. Only ones sighted recently were the boys and girls working department and five and

Pipes for Pitchmen

(Continued from page 94)

dime stores and few of them were on hand.

These days, more than ever before, the public is educated to the better things of life. Are you with it?

HARRY GREENFIELD . . . tells from New York that he recently sighted Sol Addis working a flat joint with jewelry, wallets and ties in a drugstore lobby on West 14th Street. "I enjoyed listening to Sol's pitch," Harry says. "It went something like this: 'Here, lady, buy them for Mother's Day. Now's the time to buy. Buy one for your mother-in-law, too. She's a swell lady.'"

PITCHMEN . . . in the East are reported to be getting ready with varied and sundry items to work the Golden Anniversary Jubilee Celebration in New York which gets under way in June.

A tried and true stunt in your pitch can be as big as you make it. It's just the twist you give it.

HENRY H. VARNER . . . blasts the following from his Akron headquarters: "A tip of the Varner Stetson and a heap of appreciation to the Floyd E. Gooding Amusement Company's drivers of three tractor-trailer outfits parked full off the highway and flagged and flared correctly

on Highway No. 3. All of which proves that show people are observing safety rules and regulations just as well as commercial vehicles. Visited the Roxie Harris Shows and they have a well-painted and trim organization. We have a local worker at Arlington Street and Waterloo Road with a large display of giant balloons and Mickey Mouses. The display withstood a heavy downpour of rain as I drove by."

Most pitchmen keep their feet solidly on the ground because they have heavy responsibilities on their shoulders.

EMMET SMITH . . . has his med show successfully working lots in Oklahoma City.

DON ORLANDO . . . Sam Bari, Hamer Smith, Danny Parker and Jack Marks are in Milwaukee where they plan to work for six weeks. The boys hit print recently when they posed for publicity shots for several nationally known magazines.

Fancy Freddie says: "He don't love his enemies; he just treats his friends and cohorts better."

DOC McLAIN . . . and Ladd Thompson, former pitchmen of note, are displaying their musical talents with the Billy Bishop ork in Milwaukee.

TIP AND LIL HALLSTROM . . . are visiting various pitch spots and friends in New York.

"Man, had I only known what that item had, I'd really have gotten out and sold it."—Rapid Ralph.

DR. G. H. BARNHART . . . is in Chicago on business and spending plenty of time with the boys and girls working the market.

The successful pitchman gets that way because he knows what the conditions are in the spot he is working at the moment and what policy will go over best with his particular tip.

DOC AND MRS. ALVIN HUNT . . . have closed their Florida home and are en route to their Northern Ohio headquarters, from which point they will launch their med season.

FERGIE FERGUSON . . . stopped off in Florida recently while en route to Texas and California in the interest of the General Products Laboratories, Cleveland. Ferge predicts a banner season.

STREET WORKERS . . . with balloons are racking up some neat takes working the Ringling-Barnum circus engagement at Madison Square Garden.

A worker who experiments constantly until his pitch hits the proper balance is the one who usually walks away with the big money counts.

LETTER LIST

(Continued from page 92)

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

Adams, Dina
Barker, Gerald
Barber, John
Beagle, Eugene
Bixler, Walter
Bohn, John
Cantwell, Charles
Chionola, Frank
Cohen, Frank
Coleman, Max
Conway, Rose
Crawford, Jack
D'Errico, Rudolph
Diavolo, Dare
Doherty, Joseph A.
Durkin, Peter
Dyer, William
Edwards, John Jr.
Ely, John
Evans, J. C.
Fisher, Jack
Francis, George
Frank, Jessie
Gallagher, John E.
Goley, Larry
Gray, Clifford
Guidara, Frank
Haines, Mrs. B.
Hathaway, Elmer
Higgenbottom,
Hilton, Joe E.
Howard, Joseph
Hubbard, Harlin
Jacobs, J. K.
Kearns, Jack
Keller, Millie
King, Charles
King, Dick

Lefty, Bob
Lynn, R. B.
Lyn, Lya (Louella Albright)
Maher, Frank
Martin, Helen
Mason, Charles O.
Mellini, Alfred
Muto, F.
Nicolls, George
O'Dea, Shannon
O'Saturday, Major
O'Connell, C. O.
Pattine, La Rosa
Rae, Billy
Randi, Robert
Ressen, Reila
Riffe, Mrs. Francis
Roberts, George
Ross, Diane
Salisbury, Bill

Saulsberry, Robert
Sorensen, Ted E.
Stevenson, Twisto
Stinson, Terra
Thompson, Malone
Tuchel, T.
Tuchel, T.
Undergrove, Thomas
Vale, Lucille
Wardley, Ralph & Grace
Warwick, Curley
Weiss, Esther
Westover, W. E.
Winn, James
Worley, William
White, William
White, Frank
Wise, John W.

MacDonald, M. D.
McLain, O. C.
McDonald, J. A.
McGregor, Harold
McLain, Verna J.
McMillan, Junior
Major, Sam C.
Marino, John B.
Marino, Joseph
Martin, Jim
Matciewski, Chester A.
Miller, Mrs. Elsie
Meyers, Mrs. Andria
Meyers, Fred
Miller, Melvin
Mihigan, Theodore
Minser, Clyde Con
Mohr, Kenneth
Morgan, Miss Jackie
Morgan, Miss Patsy
Mosley, Thelma (Ginger)
Mort, Johnny
Neil, James
Nesbit, Neale
Normen, Pete
O'Bryan, Jack
O'Conner, Okie
O'Leary, Dennis
Parsons, Carl
Patterson, Willis
Paxton, Pat W.
Peternel, Frank
Pierce, Wendell R.
Poole, Forrest
Reeves, Stanley H.
Reynolds, Duke
Reynolds, Lonnie
Richby, Maurice
Robinson, Miss
Rochelo, Francis
Royal, William
Rudell, Bill
Schweinbold, Frank
Scott, Mrs. Fred
Scott, Fred Jerome
Serris, Eddie F.
Sewell, Mr. & Mrs. C. M.
Sewell, Mildred
Shannon, Wilburn
Shink, Staley M.
Small, W. L.
Stevens, C. P.
Stevens, George W.
Sponsler, Howard
Tabbert, Henry C.
Tabbert, Martha J.
Talcott, H. T.
Tennis, Leo
Teska, Mrs. Mary
Todd, Mrs. Minnie
Trotter, George L.
Walsh, Riley
Walton, Louis
Ware, Frank
West, Charles B.
Wetherbee, Harold
White, John
Wilburg, Jno. J.
Wilcox, Robert W.
Wilson, Blackie
Wilson, Marion
Winn, Gene
Womack, Douglas
Womack, Mrs. Jewell
Workman, Walter C.
Young, Green & Mary
Zanazke, J. A.
Zimmerman, C. C.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post

Karnes, Kathleen
Miller, Melvin 25c
6c
Albert, E. J.
Apostolos, Michael
Arl, Grady Lee
Ashby, Mr. & Mrs. George
Bacon, Wm.
Bailey, Bob
Bales, Mrs. Dorothy
Bales, Pete J.
Barker, Roy
Barnes, Virginia & Jack
Beach, Harry M.
Beck, Don
Beard, Charles W.
Bell, Edith
Berofsky, Mr. & Mrs. Harry
Berry, Arthur J.
Billet, Frank
Blum, Bernice
Bohn, Mrs. Carl
Boswell, Bill
Brittain, D. A.
Brown, Mr. & Mrs. Curley & Verge
Bryer, Mr. & Mrs. Ollie
Buck, Miss Dattella
Buck, Bud and Dorris
Burns, Robert J.
Burg, Lloyd Allen
Caldwell, E. S.
Caldwell, Carl A.
Canipe, Mrs. Jackie
Carlin, Regina V.
Carmens, Peggy
Carr, Mrs. Benah
Chaffee, Miss Mary Helen
Charles, Duke
Cheldres, Louis
Corlew, William A.
Clemmons, A. B.
Daniels, Fern E.
Davenport, Bert
Davis, Bennie
DeCapto
Deere, Mary
Dessereau, Roland
DeWitt, Mr. & Mrs. Ted
Dickerson, Harry G.
Doan, Merle P.
Lough, Allen
Lonsdon, Walter & Elizabeth
Lundwig, Arthur
Edie
Lungreen, Sue & Edie
Lundwig, Arthur

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

Allen, Tex. & His Fun Show
Anderson, Bill
Anderson, Hfary
Ballwin, Bill
Ballard, Jack
Barrows, H. L.
Bascley, Luke G.
Belleras, Clarence
Berry, P.
Betza, Mr. & Mrs. J.
Blake, Walter
Botto, Charles
Bucklutz Sr., Mr.
Bucklutz Sr., Mrs.
Ruler, Davis
Cameron, Catherine
Carroll, L.
Carter, Red
Case, Dolly
Chaffee, Marjorie
Clare, James
Clark, Bobby
Clayton, Frank & Betty
Clemens, Jane
Cole, P. R. (Smoky)
Cooke, Henry L.
Cohn, Bob
Cohn, Bob
Coley, Mr. & Mrs. Jack
Dallman, Walter
Dalton, Jack
Darling, Virginia

SALESBOARDS

LARGEST SELECTION IN THE NATION

LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
50-11 40TH STREET
LONG ISLAND CITY 4, N. Y.

! BATTER UP!

HITS! HITS! HITS!

PLAY BALL WITH JAR-O-DO'S EVER POPULAR BASEBALL BINGO DEAL IN PAD FORM

BEAUTIFUL COLORFUL NEW CARD

THOSE WHO KNOW PLAY JAR-O-DO

1600 TICKETS ON ONE PAD

Takes in 1,600 Tickets @ 5 for 25c. \$80.00

Pays out:

Card (average)	\$28.45
Consolations	18.00
	\$46.45
Profit (average)	\$33.55

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.

"WORLD'S FOREMOST MFR. OF JAR GAMES"

405-11 E. 8th St. Kansas City, Missouri

IT'S HOT IT'S A SURE FIRE SELLER



1c TO 39c DEAL
15 HOLE TAKES IN \$5.40—15 PRIZES
 Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.
 Cost you \$2.85. In lots of twelve, \$2.75 Ea.
H. L. BLAKE
 Broker and Factory Distributor
 LITTLE ROCK, ARK.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .
 No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
 Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6-116 N. Newgard Ave., Chicago. jui2

A-1 RUSS!—CANDY, CIGARETTE, GUM, PEANUT, Popcorn, Sanitary, Scales, Stamp Machines, Folders. U.S.P., 100 Grand, Waterbury 3, Conn. je5

A-1 MILLS BLACK CHERRYS, VERY LATEST
 used two days only, \$50 off new prices; other Black Cherrys, used about two weeks, nickel, \$150; dime, \$155; quarter, \$160; half, \$290. Rotatops, \$39.50. Columbias, \$37.50. Vest Pockets, \$25. Safe Stands, \$15. Joe Sigrist Jr., Seaford, Del. my22

AA-1 BARGAINS!—BALL GUM AND NUT
 Vendors, Scales, Postage Machines, etc. Request free illustrated catalogue. Special offer: 25 lb. 5/8 Bubble Ball Gum and \$1.25 coin counter, \$6.50 if you mention this ad. Parkway Machine Corporation, 623 W. North Avenue, Department 20, Baltimore 17, Maryland. my29

BINGO COUNTER GAMES, \$15; PENNY OR
 nickel combination Northwestern Vending Machines, \$10. Solid aluminum Balls for winners in ball gum machines, 5c each. Al Hoer, 1920 Rose, Baltimore 18, Md.

BUY NOW—CIGARETTE MACHINES. EQUIP-
 ment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244.

CIGARETTE, CANDY AND CIGAR MACHINES.
 All makes and models. Completely overhauled and refinished in two-tone baked enamel. Guaranteed. Trades accepted. Hammond & Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. Lombard 3-2642. my22

FEDERAL TAX-FREE DAVAL MARVELS NON-
 coin-operated Counter Machine. Cigarette Reels, token pay-out, \$15; five-ball free-play tables, New Champ, \$20; Stars, School Days, Mustang, Miami Beach, \$15; Horoscope, Spot Pool, Gold Star, Capt. Kidd, Jungle, Zombie, Silver Spray, ABC Bowler, Convention, \$10. Counter machines: Ginger, 1c play Cigarette Reels, token pay-out, \$5.50. Wings, \$5.50. Bruce Ruffing, Wells, Minn. my15

FOR IMMEDIATE SALE—50 PRACTICALLY
 new Pop Corn Sez Vending Machines, fully guaranteed. \$100 each, F. O. B. Syracuse, N. Y. Amusement Co., 526 Butternut St., Syracuse, N. Y. my15

FOR IMMEDIATE SHIPMENT—5 AND 10c
 Jennings Club Chiefs, lit-up fronts, like new, lot of 2, \$290. Mills original 5-10-25c Black Cherrys, used, guaranteed, lot of 3, \$390. Mills Three-Bell Demonstrator, \$395. Black Cherry rebuilt, new cabinets, machines like new, \$130 each. Also Pin Tables and Phonographs. Coleman Novelty, Rockford, Ill. my22

HIGH POLE RIGGING, COMPLETE, ALSO
 Extra Tubing Concession Top, Giddle, Milk Bottles, Sleske, Flood Lamp, Lite Stringer, Stakes, Pulley Blocks, Gig Lines. What can you use? Make me an offer. G. Higgins, Billboard, Cincinnati, O. MUST SACRIFICE—COUNTER GAMES, CHALLENGERS, pinball games, etc. Write immediately. Box 316, Billboard, New York City.

POST-WAR MODEL, A.B.T. CHALLENGERS,
 good condition, \$19.75 each. Exhibit Card Machines, with 1,000 cards, \$14.50 each. 1/4 certified deposit with order, balance C. O. D. Standard Scale Co., 4333 Duncan, St. Louis 10, Mo. my22

REBUILT POPCORN MACHINES FOR SALE—
 Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. je26

TELEPHONE STUDIO—COMPLETE, USED
 three months, make offer. Plus 17 Location Amplifiers, Twin 12, \$49.50; Rock-Ola 12, \$49.50; Duckley Boxes, L. U. \$7; Bar Brackets, 75c. Musicals of N. Y., Inc., 1154 First Ave., New York 21, N. Y.

WANTED—EXHIBIT IDEAL CARD VENDERS,
 late models. A. G. Sales, 533 N. 8th St., Philadelphia 23, Pa. my22

WANTED—ERIE DIGGERS, ALL TYPES AND
 models of other diggers. No packing, we pick up. J. W. Landt, 323 Sanford Rd., Upper Darby, Pa. my29

WANTED—JACK-IN-THE-BOX STEEL CAR-
 nets. State price and condition. Lew Wolf Enterprises, 1022 Main St., Buffalo 2, N. Y. my29

WANTED TO BUY—STANDS FOR BALL GUM
 machines. Stands must weigh at least 50 lbs. Cash with order. Isadore Rauch, 3617 Ave. M, Galveston, Tex.

2 MINIT-POP AUTOMATIC POPCORN MACH-
 ines. Good condition, \$285 each. A. Graeff, 1232 Broadway, Toledo 9, Ohio. my15

5 ACE SHOE SHINERS, \$250 EACH; 1 GLO-
 Shine Shoe Shiner, \$150; 5 Camera Chiefs, \$15 each; 75 Crystallite Table Coin-Radios, \$32.50 each; 100 Radiomatic Console Coin-Radios, \$35 each. All above equipment like new. Halstead Distributing Co., Halstead, Kan.

12 FLASH HOCKEY MACHINES—SACRIFICE
 lot at \$35 each. 1 Tokyo Machine, \$20; 1 World Series Baseball, \$25; 1 Rally Bowling, \$20. Mel, 2215 W. Arthur Ave., Chicago 45. my22

20 LIKE NEW SIROS BRUSH-UP SHINE MACH-
 ines, \$169.50 each, regular \$189.50. Berry Amusements, 576 Almaden Ave., San Jose 10, Calif.

20 STAR 5c CANDY VENDERS—LATE MODEL,
 cost \$26.50. Original, like-new condition. Sample by mail, prepaid, \$17.50. All for \$15.50 each. Frontier Novelty Co., Rt. 6, Box 832, Tucson, Ariz.

22 SHIPMAN SPIRIT VENDERS—LIKE NEW,
 \$15 ea.; \$295 for the lot. 1/3 dep. C. Birgbauer, 2850 Verde Vista, Santa Barbara, Calif.

3,500 BALLS 5/8 BUBBLE GUM AND RE-
 conditioned Gum Machine for \$15. 4 deals, \$55. Graeff, 1232 Broadway, Toledo 9, Ohio. my22

FAMOUS CALENDAR GIRL BOARDS IN BEAUTIFUL COLORS

**ORDER AS
800 TEACHER'S PET
3 TICKETS IN A HOLE
10¢ PER HOLE**

AVERAGE PROFIT \$37.70

**WRITE FOR CIRCULAR
DESCRIBING**

—NEW—

**CALENDAR GIRL BOARDS
NOW READY**

**IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES
MORE COMING SOON**

**SIMPLY BEAUTIFUL!
VERY PROFITABLE!**

GARDNER & CO.

**2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.**

A Winner...

"GRIN and WIN"

DEFINITE PLAY . . . ALL SEALS GO



**1056 R. M. HOLES
5c PLAY
SEMI-THICK**
 Takes In . . . \$52.80
 Def. P. O. . . . 25.25
PROFIT . . . \$27.55

FORM NO. 11943

**HARLICH
MFG. CO.**

**1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS**



CONSOLIDATED
WE ARE HAPPY TO ANNOUNCE
OUR RE-APPOINTMENT AS
AUTHORIZED FACTORY DISTRIBUTOR
FOR

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Our Salesboard Showroom is the "Mecca" of every operator in the field. Everything you need is here under one roof in a terrific assortment. We have the largest money-making selection of Salesboards, Coinboards, Jar, Ticket and other Deals and Novelties that are sure to click on Board Promotion. They include Consolidated, Bee Jay, Universal Tickets and Jar-o-Deals. New numbers are added as fast as they come out. Come in and look around.



RAKE SPECIAL SALE

\$25,000.00 SALESBOARD STOCK.

VALUES \$3.25 AND UP.

5¢ and 10¢ Jackpot—25¢, 6 for Quarter.

All To Be Sold at One Price.

\$33.00 For Case of 12

Assorted Boards.

1/3 Deposit With Order.

Send for Complete Price List.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST. PHILA. 23, PA.
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W. H. BRADY CO., MFRS.
 CHIPPWA FALLS, WISC.



**JAR DEALS
and
SALESBOARDS**

Distributor of

Bee Jay Products

Universal Mfg. Co.

Write for prices

LUBIN SALES

625 Fifth Ave. Pittsburgh, Pa.

PUSH CARD OPERATORS

—our deals are repeating.

Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.

601 Wilshire Bldg., 328 W. Superior Ave.,
 Cleveland 13, O.

HOT!

**For Push Card and
Sales Board Operators!**

Open your eyes to the fastest moving deal you've ever seen. The Handi-Brella, Perfum-Atic Deal is without a doubt the hottest thing in the field today! Representatives now traveling. Meanwhile send post card for all details.

AMERICAN PREMIUM CORPORATION

20 West 20th Street
 Baltimore 18, Maryland

May 15, 1948

The Billboard

COIN MACHINES

Communications to 155 No. Clark St., Chicago 1, Ill.

Propose N. Y. Game Trade Rule

Coin Machine Income Shows Gain in Feb.

Locations Show Increases

WASHINGTON, May 8.—Coin machine locations in New York, Philadelphia, Pittsburgh, Chicago, Detroit and Los Angeles reported healthy gains in March business over February, the U. S. Commerce Department announced this week.

Warmer weather helped filling station business to chalk up substantial increases, amounting to 28 per cent in New York and 14 per cent in Los Angeles. Gains in the other cities averaged 10 per cent.

Eating and drinking places reported a gain of 11 per cent in New York and Detroit, 9 per cent in Philadelphia, 8 per cent in Pittsburgh, 6 per cent in Chicago and 5 per cent in Los Angeles.

Business increases for drugstores amounted to 9 per cent in New York, Pittsburgh and Detroit; 7 per cent in Philadelphia, 5 per cent in Chicago and 3 per cent in Los Angeles.

Boston's \$30 Pinball License To Begin June 1

BOSTON, May 8.—Boston's new ordinance providing for a \$30 license fee on pinball machines will become effective June 1, instead of this month as originally planned, as a result of an amendment approved May 3 by Mayor Curley and the city council.

The mayor explained that the extra month is needed to make the necessary arrangements for issuing the licenses.

At the same time Police Commissioner Thomas F. Sullivan said that Boston police will co-operate with the Boston Licensing Board in its recent ban of pinball games in establishments licensed by the board.

Mayor Curley's office, which will license the machines in all places not controlled by the licensing board, is making plans to obtain some \$40,000 a year revenue thru licensing of the machines. Altho it was estimated that the ban would deprive the city of a third of the estimated revenue, the possibility of new locations, such as railroad and bus terminals, public buildings, shoeshine parlors, gasoline stations, etc., which are not controlled by the board, may bring the revenue up to the expected amount.

Police Commissioner Sullivan said police will visit licensed establishments in their districts to notify proprietors of the board order. Those places which fail to comply, he said, will be reported to the board. The law does not allow police to confiscate games in Massachusetts.

Coming Events

STORRS, Conn., May 8.—Current issue of University of Connecticut's official publication, *Connecticut Campus*, features a cartoon by Arv Miller depicting the natural interest that college students show in amusement games as an extra-curricular activity.

Cartoon shows one student playing a pinball game and a rooting section egging him on to a high score. Also shown is the location owner of the fashionable shop telling a lady patron that she can't be waited on because the pinball tournament is in progress.

Charities Begin Feeling Bell Ban In Pa. Counties

PHILADELPHIA, May 8.—Charities aided by the operation of bell equipment in private clubs in Montgomery and Bucks counties have been among the first to feel the effects of the bans now in force at private clubs in the two Eastern Pennsylvania cities. Montgomery order was announced in February, while the Bucks County ban went into effect last week.

Among the charities benefitted in both counties were summer camps for under-privileged children, old age homes and charity hospitals. A secondary result of the removal of bell operation in these two counties is that the private clubs involved have already found it necessary to double and, in some cases, triple their family memberships.

The recent drives against bells in Eastern Pennsylvania is believed to have come about as a result of protests by certain taproom interests in the two counties who claimed that their businesses were suffering because private clubs with bell equipment were attracting their former regular customers. Bucks County's district attorney denied that retail liquor interests had caused the ban.

Way Left Open as Hearing Ends on Optimistic Note; Tell Industry War Effort

26 Dispute, Defend Administration Bill

NEW YORK, May 8.—Strict regulation of the amusement industry here was proposed to the city council at an open hearing Thursday (6), as an alternative to the administration-sponsored bill, introduced last week (*The Billboard*, May 8) and designed to ban pin and bagatelle games from the city.

Charges by city officials that game operation here might lead to racketeering, gang warfare and an increase in juvenile delinquency had no basis in fact, industry leaders appearing before the council's committee on general welfare stated. If the authorities felt that game operation

might be abused by certain individuals, then supervision thru the licensing of games, with penalties for violations, should be adopted, they said.

Operators, many of them veterans, told the committee that their only means of making a living would be destroyed if the administration bill was passed. They said they had, in most cases, borrowed heavily to finance the purchase of games, after checking with the police department and other city officials as to the legality of equipment not offering free play or prizes. Police officials had advised them that such games were legal, they charged.

Public To Be Informed

After hearing 26 persons speaking for and against the bill, Samuel Di Falco, chairman of the committee on general welfare, said that full consideration would be given both sides and that the committee would examine carefully the voluminous briefs submitted. The committee will discuss the situation in an executive session within two weeks, he said, and the public will be informed of its findings.

In general, coinmen left the council chambers with considerably more optimism regarding the future of game operation here than has been shown since the police began wholesale seizure of amusement equipment several weeks ago. Most were convinced that the case they presented for industry regulation would receive fair treatment from the city legislators. This view was bolstered by the sharp questions councilmen leveled at supporters of the bill, who charged coinmen with underworld connections but offered no proof of their allegations.

Councilmen in Doubt?

The line of questioning pursued by some of the councilmen on the committee indicated they seriously doubted statements by proponents of the bill that pin games were inherently gambling devices or should be banned because, on occasion, they were used for gambling or were played by children.

Councilman Cunningham, a committee member, told certain of the bill's backers that their reasoning, if followed thru logically, would require the banning of sports events or the sale of cards, because some people used them for wagers. Of those who claimed that coin games were an incentive to truancy, he asked whether they believed daytime movies should be prohibited because some children cut classes to attend them.

The first speaker against the bill was Samuel Markevich, who, altho he has on past occasions been legal representative for coinmen, told the committee he was "interested in the bill not as an attorney but as a citizen of the city." He emphasized (See N. Y. Game Rule, page 118)

N. C. Ops Setting Up For Summer Season

CAROLINA BEACH, N. C., May 8.—Local coinmen began setting up summer operation here this past week in preparation for the resort's formal opening today (8), spurred on by prospects for the biggest season in the largest seaside playground in the State.

Resort is being opened a full month ahead of previous years in order to accommodate the first of the season's visitors, beach officials stated. A \$250,000 building program, coupled with a \$200,000 street improvement program, plus a new boardwalk and other innovations, have been undertaken earlier this year so as to be completed when the resort opened.

Over 10,000 rooms are expected to be available this year for vacationists, many of whom have made reservations in advance during the four-month period the resort will remain open.

Adding to the over-all attraction this year will be the added business induced by a number of conventions that have been booked for the beach during the summer season.

Calendar for Coinmen

May 11—Automatic Phonograph Owners' Association (APOA), monthly meeting, Hotel Gibson, Cincinnati.

May 16—North Dakota Music Operators' Association (NDMOA), annual meeting, Fargo, N. D.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.

June 14-17—National Association of Music Merchants (NAMM), convention, Palmer House, Chicago.

June 14-16—National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition, Sherman Hotel, Chicago.

June 14-17—Radio Manufacturers' Association (RMA), convention and exposition, Stevens Hotel, Chicago.

June 28-30—National Small Business Men's Association (NSBMA), convention, Palmer House, Chicago.

July 6-10—International Store Modernization Show, Grand Central Palace, New York.

Games Register Strong Gains in February Coin Machine Foreign Report

Foresee Expanding Markets for Older Equipment

WASHINGTON, May 8.—Re-emphasizing the foresight of spreading the coin machine foreign business among as many countries as possible is the February, 1948, coin export report issued this week by the U. S. Department of Commerce, which shows that 1,610 amusement games, jukes and venders worth \$234,358 were sold to overseas coinmen. Figure is approximately 80 per cent above dollar totals announced for January—\$137,543.

Outstanding feature of the report is that 1,019 amusement games were shipped to foreign coinmen in February, whereas in the previous month only 101 games were purchased for export.

Colombia, one of the post-war era's steadiest coin machine buyers, and Venezuela were virtually even in dollar purchases. They led the list with \$46,180 and \$45,286, respectively. However, Colombia accounted for 130 machines, while Venezuela bought but 56. Both South American nations confined their purchase to music machines exclusively. Other nations that ranked high in the dollar total list during February were Cuba and the Union of South Africa. Cuba bought 43 juke boxes for \$23,412 and 24 automatic merchandisers worth \$4,440, for a grand total of \$27,852, while South Africa purchased 33 jukes for \$20,050 and 69 games for \$7,707.

Canada, Mexico Gain

One of the unusual points in the report is that Canada and Mexico, both under strict embargos against unessential purchases, are seemingly on the way back as important markets. The British Dominion, the chief buyer of games during February (715 for \$10,886), also invested in jukes (8 worth \$1,413) and 55 vending machines of various types. During the same month the U. S.'s southern neighbor bought 158 American-made coin-operated machines for \$11,505. A break-down of Mexican coinmen purchases showed 52 jukes (\$8,631), 95 venders (\$1,259) and 21 games (\$1,615). While no official explanation has been made by the trade ministries of the two border nations, Commerce Department officials point out again that the shipments to both Canada and Mexico were in all probability made by the respective governments for official use in military and other State installations.

Newcomer to the coin export list is Germany, purchaser of six games valued at \$2,300. While this figure is not significant in size, there is every reason to believe that the occupied

country will become a more important customer in the ensuing months. Recent export experience has shown that after a country makes its initial coin machine imports, repeat orders follow at regular intervals. Japan and Saudi Arabia, two widely separated nations, are prime examples of this. Both made the coin export roster for the first time a few months ago, have consistently increased their coin machine imports since.

Juke boxes made the biggest gain in dollar purchases in the comparison between the first two 1948 months. (See GAMES CHALK on page 124)

Issue Favorable Report on Mills Credit Standing

CHICAGO, May 8.—Mills Industries, Inc., was the subject of a letter sent to firm's creditor's this week by the Chicago Association of Credit Men's Service Corporation, advising them that "... the company (Mills) has been meeting current obligations promptly and they anticipate proper provision for future current purchases."

The association reports it has been furnished statements that, as of March 31, 1948, show net sales (by Mills) for the month of March to the amount of \$1,199,825.93, with net loss for that month of \$53,152.72. This loss was stated to include depreciation adjustments, factory (\$48,438.63) and administration (\$1,179.87). Closing inventory, as of March 31, was reported as being \$5,117,697.96.

Mills' management was said to "indicate substantial progress" business-wise. Bearing out this statement, firm's newly elected executive vice-president in charge of plant operations, A. E. Treganza, told *The Billboard* this week that during the month of April, Mills made a substantial comeback into the black. He reported that firm's production of soft drink bottle venders had increased about 14 per cent over the last two months.

Coin Recorder Co. Finds One Thing Leads to Another

CHICAGO, May 8.—Self-Service Laundries, Inc., distributors of Wilcox-Gay Coin Recordio here, is a typical example of what happens when ingenious coinmen start putting their ideas to work.

Headed by Walter Graham, president, and Robert Soper, sales manager, both former naval officers, the firm started in the coin-operated trade shortly after the end of World War II as an operator of coin laundries. While this operation is still the concern's principle source of income and in fact is expanding all the time, the firm has taken on various enterprises in the past year.

In addition to handling Wilcox-Gay's coin-operated voice recorder, the firm also handles coin-operated hair dryers, and towards the end of 1947 opened up a modern self-service grocery and meat market.

Added Features

Graham revealed this week that Wilcox-Gay had incorporated a number of significant improvements in the latest voice recorder models. They include changing the recording disk number of pick-up fingers from three to five, insertion of a home-type disk under the record being cut, addition of neon tubes to prevent burning out of crystal by sudden noises and the inclusion of a more positive release mechanism.

Altho all the improvements were termed important by Graham, he stressed the fact that the added pick-up fingers was the most noteworthy. With this new feature, he said, even if three fingers fail to go in action as (See COIN RECORDER on page 124)

Conn. Charters Two New Coin Concerns

HARTFORD, Conn., May 8.—Certificates of organization have been filed at the secretary of State's office at the State Capitol here for following Connecticut corporations:

New England Coin Operations, Inc., Hartford; president, Shelton Weeks; vice-president-treasurer, Brewster Righter; assistant treasurer-secretary, William H. Peck Jr.; directors, the officers, Grace W. Righter and Anna C. Weeks.

Atlantic-Connecticut Corporation, Hartford; president, Harry Rosen; treasurer, Bert Lane; vice-president, George Hurwich; secretary, Meyer Barkoff. The firm is area Seeburg distributor.

Start Shipping New 5-Ball Game By Chicago Coin

CHICAGO, May 8.—Chicago Coin Machine Company is already in full production on Shanghai, its newly developed five-ball game, Sam Gensburg and Sam Wolberg, firm executives, announced Thursday (6).

New amusement game's top feature is its designing of triple-score roll "down 'n' up" lanes, which allow the player to score from the top and also from the bottom of the unique scoring lanes. As explained by Gensburg and Wolberg, new down 'n' up lanes operate as follows: Upon passing thru the lane descending ball registers points, contacts game's super-powered flippers and is kicked back up lanes for double and triple scoring points.

In addition to its novel triple-score lanes, Shanghai embodies free-play features, possible high of 940,000 points, four super-powered flipper bumpers, double bonus build-up pockets, two 50,000-point bonus bumpers and player-designed sequence scoring.

Gensburg and Wolberg disclosed that first deliveries from the production line are now being shipped to satisfy distributor orders placed by amusement game operators.

See No Additional Va. Taxes in 1948

RICHMOND, Va., May 8.—In what should come as a relief to the State's coinmen, Governor Tuck recently disclosed here that he would not recommend any further tax increases nor did he intend to call a special General Assembly to provide more money for public school construction.

Announcement continues a trend against increasing taxes involving coin machine and other industries. In March, Virginia solons approved a law defining vender operators in the same category as retailers and placing vending in the same tax classification as other methods of selling (*The Billboard*, March 13).

Disclosure not to burden the State's many businesses and trades with added taxation came about in the form of an answer to a question posed by a Virginia delegate referring to school financial needs for the remainder of the year. The governor pointed out that he felt the State had met its obligation to the public schools, "considering the other urgent demands on the treasury."

Toledo Coin Fetes 10th Anniversary In Coin Mach. Trade

TOLEDO, May 8.—Toledo Coin Machine Exchange celebrated its 10th anniversary in the coin machine trade here Saturday (1). Firm, which has been a Bally distributor since the first day it opened offices and show-rooms for business, is headed by its founder, Rose Knollmiller.

Contacted in Bally's Chicago plant, Ray Moloney and Herb Jones, Bally president and vice-president, respectively, stated that Toledo Coin thru Rose Knollmiller has become one of the manufacturing firm's top distributors in the past decade.

Coin Machine Exports

February, 1948

Country	Totals			Phonographs			Venders			Amusement Games		
	No.	Value	Av. Price	No.	Value	Av. Price	No.	Value	Av. Price	No.	Value	Av. Price
Colombia	130	\$ 46,180	\$ 355	130	\$ 46,180	\$ 355
Venezuela	56	45,286	809	56	45,286	809
Cuba	67	27,852	544	43	23,412	544	24	\$ 4,440	\$ 185
So. Africa	102	27,757	607	33	20,050	607	69	\$ 7,707	\$ 111
Canada	778	14,604	176	8	1,413	176	55	2,305	41	715	10,886	15
Mexico	158	11,505	205	42	8,631	205	95	1,259	13	21	1,615	76
Philippines	92	11,020	359	24	8,630	359	68	2,390	35
Salvador	12	7,942	661	12	7,942	661
Dom. Republic	18	6,637	708	8	5,669	708	10	968	185
Japan	19	6,135	796	2	1,592	796	8	1,815	226	9	2,728	303
Guatemala	52	6,130	312	2	625	312	50	5,505	110
Saudi Arabia	4	4,400	100	4	4,400	100
Brazil	42	4,150	42	4,150	988
Germany	6	2,300	6	2,300	383
Honduras	3	2,184	728	3	2,184	728
Canal Zone	8	1,932	8	1,932	241
Costa Rica	6	1,754	292	6	1,754	292
Sweden	15	1,207	500	1	500	500	14	707	50
Trinidad	4	1,050	4	1,050	262
Panama	2	1,038	2	1,038	519
Other Countries	36	3,295	303	4	1,215	303	25	610	24	7	1,470	210
TOTALS	1,610	\$234,358	\$ 473	378	\$179,483	\$ 473	213	\$12,517	\$ 58	1,019	\$42,358	\$ 41

CUPS VS. BOTTLE AT PEPSI

Amer. Fitting Corp. Finishes Contract With Vendi-Freeze

To the Editor:

We would appreciate correction of an error in your April 10 issue which has been called to our attention. We have received various letters from ice cream people in various parts of the country referring to your article in this issue of *The Billboard*, page 105, stating that the American Fitting Company is still manufacturing ice cream vending machines for the Vendi-Freeze Corporation and that we will manufacture the same machine which will be produced by the Powell Pressed Steel Company, Hubbard, O.

Please be advised that the American Fitting Company is no longer connected with the Vendi-Freeze Corporation in any way and terminated their contract February 28, 1948. The vending machines now being manufactured by the American Fitting Company are not the same machines which were produced for the Vendi-Freeze Corporation and to date all machines being produced are for West Coast consumption, due to our limited production facilities. The price of the machine is \$395 F.O.B. Escondido, Calif., and the capacity is nine to 10 dozen bars, depending upon the size of the ice cream mold used.

Hoping that this information will clear up any misunderstanding regarding production of the American Fitting Company, we remain,
Yours very truly,
American Fitting Company,
R. E. Peck, president.

Jack Nelson Named Nat'l Distrib for New Popcorn Mach.

CHICAGO, May 8.—Jack Nelson & Company here has been named national distributor for a new, large capacity popcorn vender to be introduced shortly by Hume, Hagerson, Inc., also this city, according to officials of both firms.

New vender, as yet unnamed, will feature an 18-gallon popcorn compartment, all-mechanical operation, gold hammerloid finish and chrome trim. First models will be equipped to vend dime portions, while nickel operation will be available after the first few weeks of production.

Also featured in the new machine is a recessed delivery chute, slug rejector, four-sided glass panel merchandise compartment, and thermostatic control of heat, to insure an even temperature. Machine stands 65 inches high, 17 inches wide and 18 inches deep.

Nelson is also national distributor for the Pop Corn Maid vender.

Vt. Firm Incorporates

MONTPELIER, Vt., May 8.—Hal L. March, Inc., Brattleboro, a firm dealing in coin-operated vending and amusement machines, has filed incorporation papers with the Secretary of State here, it was announced this week. Firm filed articles to engage in the renting of amusement and vending machines, with an authorized capitalization of 500 shares of \$100 par value common stock. Hal L. March, Edna H. March, and Hal L. March Jr., all of Brattleboro, are subscribers.

Cigarette Ops To Benefit by House Measure

Committee Urges Passage

WASHINGTON, May 8.—Cigarette venders with machines in States having heavy tobacco taxes will benefit from a bill slated to pass the House in the next few weeks. The measure would force consumers in States having a cigarette tax to pay a levy on smokes sent from tax-free States.

According to aides of the House Ways and Means Committee, dealers and venders in States having a 1 to 6-cent levy have been losing customers to large mail order houses which make a business of shipping cigarettes by the dozen cartons direct to the consumer.

The committee turned the bill over to the House with a strong recommendation for passage. "Avoidance of sales and use taxes on cigarettes has reached alarming proportions," the group said in a special report. The committee estimated that the average State loses between 15 per cent and 20 per cent of its possible cigarette sales thru direct-to-the-consumer shipment from States having no such tax.

The bill would require any person selling cigarettes in interstate commerce to a taxing State to forward to the tax administrator of the State a copy of the invoice showing names and addresses of persons to whom cigarettes are shipped. Taxing officials would then proceed to assess the consignee for the regular levy.

By removing the benefit from out-of-State purchases, committee officials say, the bill would have the effect of increasing cigarette sales in taxing States.

NAMA Washington Meet Draws Over 200 Members

WASHINGTON, May 8.—More than 200 members of National Automatic Merchandising Association (NAMA) convened at the Mayflower here this week (8-9) for a meeting of Regions 3 and A of the organization. Described as one of the most successful regional confabs in NAMA history, the meeting was highlighted by a speech by NAMA President E. F. Pierson, who outlined the attributes of a "successful vending machine operator."

Also featured were talks by Dr. Leonard Howard, assistant director of the U. S. Mint, who described the influence of the industry on the minting of coins, and Sen. James Kern (R., Mo.), who called for a return to "local self-government."

Panel discussions were held on the use of cup dispensers, various aspects of candy merchandising, pros and cons of electric and mechanical venders, and the value of cigar and gum venders as an adjunct to a regular cigarette vending route.

Saturday afternoon (8), open house for members was held by three local operators: The Canteen Company, G. B. Macke Corporation, and Spacarb

Heavy Money

NEW YORK, May 8.—A robbery at Spacarb New York Distributors, Inc., cup vending operators, Monday night (3), posed a weighty problem for police. The thieves, still at large, carted away 375 pounds of collection money, all in nickels, dimes and quarters, in a haul worth \$4,000. Apparently they just couldn't carry any more, for they left behind \$2,000, also in coins, which would have added another 320 pounds to their load.

Telecoin Corp. Preparing Hot Beverage Vender

NEW YORK, May 8.—Telecoin Corporation is developing a coin-operated machine to vend hot chocolate, soup and coffee, Jack Cross, manager of the juice vending division, disclosed this week. The machine is still in the experimental stage and will receive thorough location tests before being offered to the trade, Cross said.

The new vender is basically similar to Telecoin's juice vender, Tele-Juice, with a heating element replacing the latter's refrigeration unit. Like the juice vender, the new unit will dispense its merchandise in six-ounce cans. Liquids will be pre-mixed, with coffee available with or without cream and sugar, according to Cross.

Meanwhile, the company announced they had negotiated a contract aggregating more than \$2,000,000, for the production of the Tele-Juice machine by the Clyde Porcelain Steel Company. The vender has a capacity of 300 cans, with six racks each holding 50. It was placed on location by operators here last month in industrial plants, offices, stores and terminals.

Stockholders Hear Report

Mack tells stockholders of vending's role; emphasizes cup over bottle machine

WILMINGTON, Del., May 8.—Automatic cup vending machines are a "very important adjunct" to the soft drink industry but bottle vending machines "are to a great extent uneconomical," Walter S. Mack Jr., president of the Pepsi-Cola Company, told stockholders at the annual meeting Wednesday (5).

The automatic cup machine is "one of the modern ways of vending any soft drink, particularly Pepsi-Cola," Mack said. The vending machine "is a natural," he added, "an automatic store." Filling and servicing charges are low, and the vending machine is on duty 24 hours a day," Mack pointed out.

He called the cup machine "a piece of machinery that fits in a high-cost period with maximum efficiency."

On the other hand, Mack continued, the bottle machine is "not too economical." He referred to the costs of haulage, and breakage of bottles, and the cost of servicing. In addition, he pointed out, there is a "high degree of pilferage," tho he added that much of this "may be unintentional," such as motorists who may buy soft drinks at gasoline stations and forget to return the bottles.

Two New Departments

In answer to a question by Lewis D. Gilbert, New York stockholder, Mack said that Pepsi-Cola has set up two new departments, one to develop the automatic cup vending machine trade and the other to push fountain sales. One type of cup machine is now in production and another will start within two or three months. Progress in the cup vending field he said, is slow because the machines cannot be turned out quickly.

The fountain business just launched by Pepsi-Cola is "in the development stage," and special pre-mix machinery has been installed in about 12,000 of the nation's 100,000 fountains. The department is expected to (See *Cups vs. Bottle* on page 124)

Name A. E. Treganza Executive Vice-Pres. At Mills Industries

CHICAGO, May 8. — Mills Industries, Inc., has named A. E. Treganza, newly associated with the firm, executive vice-president in charge of plant operations, it was announced this week.

Treganza, who has an extensive background in the electrical manufacturing and device field, was general sales manager with Economy Fuse & Manufacturing Company, Chicago, before joining Fuse Manufacturing Company, Chicago, as vice-president. When this firm merged with Jefferson Electric Company, Bellwood, Ill., Treganza was named vice-president and general sales manager. In 1943 he was made executive vice-president in charge of over-all production. After a 25-year association with Jefferson Electric-Fuse Manufacturing, he joined Mills.

of Washington, Inc. Scores of members took the opportunity to visit the local firms, while others made special tour of the FBI Building. A cocktail party given at the Mayflower by the Austin Packing Company, Baltimore, was held later in the evening.

Pierson, whose speech was given at the special banquet, declared that the two chief attributes of a successful vending machine operator are the ability to vend a "quality product" and the knowledge of the fact that his machines must be well maintained at all times.

"A vending machine, itself, has no value," said Pierson. "The profit to the operator comes only thru the sales of products by the machine. If the product is no good then the profit is small," Pierson stated. The machine must, in addition, present an attractive appearance, Pierson went on, because most vender sales are the result of impulse buying.

The NAMA president pointed out that the average operator is very little different from the average retail merchant. "Both are selling goods," he said. He remarked that rather than (See *NAMA Meetings* on page 104)

First Choice

OF SUCCESSFUL OPERATORS



Internationally Famous
FRANTZ
MIR-O AND ARIST-O
SCALES

Check These Features!

- ✓ Authentic height and weight chart on both models.
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- ✓ These scales have the greatest earning power of any scale on the market.
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- ✓ Also available in Kilo metric system. Foreign inquiries invited.

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COME IN OR WRITE FOR FULL DETAILS

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SCALE DIVISION
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MIR-O




ARIST-O MODEL, List \$115.00
OPERATORS PRICE \$87.50

MIR-O MODEL, List \$125.00
OPERATORS PRICE \$97.50

25% deposit with order,
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ATLAS





ACE 1c BANTAM TRAY 5c DELUXE 1c

STURDY Good Looking Dependable

SAMPLE, \$12.50 Write for quantity prices and new sales plan. 1/3 deposit with order.
Address mail to Dept. B.

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DON'T THROW AWAY YOUR OLD 9-30 NATIONALS

We recondition the mechanism and install the latest type of National Slug Rejector—machine will have only one cigarette coin slot and work on any combination of nickels and dimes. The 9-50 can also be equipped. Work taken by appointment only.

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VICTOR'S NEW MODEL K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

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CHARMS

... that are different

Gorgeous Large Charms. Per M. . . \$3.25
Gold Charm Bracelet (in Capsule).
Per Hundred . . . 7.50
Blade Knife. Per Gross . . . 1.10
Skulls, Guns, Rings, etc.

All items will fit any Vending Machine.
Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.

Clyde To Build Telecoin Corp. Juice Venders

SANDUSKY, O., May 8.—A contract to manufacture \$2,000,000 worth of automatic fruit juice vending machines this year has been signed by officials of the Clyde Porcelain Steel Corporation, near here, and the Telecoin Corporation, New York.

The venders offer customers a choice of six varieties of juice in small cans—orange, grapefruit, mixture of orange-grapefruit, tomato, apple and a pineapple blend. The machines will hold 300 six-ounce cans at one loading. Cans will sell at 10 cents each.

The Clyde firm also porcelains and assembles Bendix home laundries which Telecoin has placed in principal cities on a franchise basis for automatic laundries. Telecoin will spot juice venders in their Laundrettes, factories, service stations and amusement spots.

Candy Council Sets P-R Program Plans

CHICAGO, May 8. — Council on Candy of the National Confectioners' Association (NCA), at its annual spring meeting at the Hershey Hotel, Hershey, Pa., last week, planned the advertising and educational program for the last six months of this year. This included discussing continuation of the present series of monthly color ads in *The Saturday Evening Post* from July thru December; also the professional ad campaign in 19 medical and dental journals. Council's recommendations for the extended advertising program will be taken up by the NCA board of directors at its meeting just before the annual convention June 20.

During the meeting, council director John Kettlewell reported the educational program had, to date, resulted in distribution of 2,100,000 pamphlets and posters to 70,000 teachers. Council's movie, *Candy and Nutrition*, is currently playing to approximately 100,000 high school students each month, he stated. Expansion of these educational campaigns was approved.

Receipts From Gum Venders Help Kids

BOSTON, May 8.—A fund-raising campaign, in which money spent for gum in vending machines to be installed in factories and office buildings will be used to aid the city's underprivileged children, was announced today by the Boston Junior Chamber of Commerce.

The painless fund raising drive thru use of 1-cent vending machines is expected to make possible a day in camp in the Blue Hills and later, a permanent camp on Cape Cod or in New Hampshire for Boston's underprivileged kiddies.

Cig Tax Stamp Sales Show April Increase in Texas

AUSTIN, Tex., May 8.—With cigarettes proving the No. 1 revenue producer, stamp tax sales in Texas totalled \$2,956,725 during April, State Treasurer Jesse James has announced. Figure represents an increase of \$314,311 over the same period a year ago as well as \$235,684 above March of this year.

Cigarette revenue alone was \$1,648,024, up \$271,849 over April a year ago and \$110,558 ahead of March, 1948, totals. Beer figures covered in the tax stamp report were \$371,534, approximately the same as April last year.

F. Heaney Takes Over Detroit Co.

DETROIT, May 8.—The Francis X. Heaney Vending Company is being organized this week with offices at 600 Michigan Theater Building to operate chiefly a route of the new refrigerated candy venders, of the Pik-Ups type. Heaney, who formerly managed the Pik-Ups Vending Company, predecessor of the present company, spent some time at the company's school at Chicago learning operation details. He is taking over the business, which was originally established in the name of Marie R. Calcaterra and will operate it under his own name. He also operates cigarette venders.

Heaney has specialized in large scale auto wash locations with one notably successful installation at a large wash place across from the Detroit ball park. This is placed up against the building, with a special awning installed over it to protect it.

He also had a machine in Convention Hall for the Builders' Show, one of the city's biggest annual affairs, which closed Sunday, and is planning to have installations in other shows scheduled to follow this spring in the same building.

[VEND]

CHAIN BRACELETS BALLOONS • TRICKS

READY-TO-VEND

Chain Bracelets	\$8.00 Per 100
Large Balloons	3.50 Per Gross
Printed Tricks	1.90 Per Gross

(Fits most all 1 1/2" bulk venders)

VENDING SUPPLIES

Large Red Pistachios	79¢ Per Lb.—5# Bags
Large White Pistachios	73¢ Per Lb.—5# Bags
Cashew Splits	48¢ Per Lb.—25# Crtn.
Jumbo Peanuts	29¢ Per Lb.—25# Crtn.
Spanish Peanuts	22¢ Per Lb.—25# Crtn.

CANDIES

Licorice Lozenges	27¢ Per Lb.—40# Crtn.
M & M's	85¢ Per Lb.—25# Crtn.
Rainbow Peanuts	26¢ Per Lb.—40# Crtn.
Boston Baked Beans	26¢ Per Lb.—40# Crtn.
Baby Chicks (Gum)	45¢ Per Lb.—25# Crtn.
Bubble Ball Gum	32¢ Per Lb.—25# Crtn.

(140 Ct.)

CHARMS

Gold Charms	\$2.00 Per Gross
Large Plastic Charms	4.25 Per M
Small Plastic Charms	3.25 Per M
Small Stone Rings	1.00 Per Gross
Skulls	1.50 Per Gross

COMPLETE PRICE LIST UPON REQUEST
One-Third Deposit, Balance C. O. D.
F. O. B. Pittsburgh, Pa.

JOLLY HOP NUT COMPANY

5404 Second Avenue Pittsburgh 7, Pa.

BUILT for OPERATORS

Northwestern



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment — insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMS ROAD • MORRIS, ILLINOIS

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

Tele-Juice Vender Shows At New England Food Meet

BOSTON, May 8.—Bond Juices, Inc., 18 Brattle Street, Cambridge, Mass., introduced the new dime-operated six-foot Tele-Juice vending machine, manufactured by Telecoin Corporation, serving fruit and vegetable drinks in individual dry-cold six-ounce cans, at the New England Food Show at Boston Garden, April 27-May 2.

The new machine, only automatic vender on display, got heavy attention from the crowd of 111,281, which set a new attendance record for the show at its 13th annual presentation.

Bond Juices, Inc., headed by S. L. Morrison, did a good promotion job for the machine, explaining its operation to hundreds of occupational and recreational location owners.

Six Selections

The machine, in bright green and yellow, offers the customer six selections in illuminated show windows. After selection is made, the customer presses a button under his choice and the can is automatically delivered. Can is then inserted into a small chamber where the cover is punctured by operating a foot pedal. Straws are furnished. A receptacle in the cabinet receives both empty cans and straws, and is quickly removed when filled.

Machine's six magazines hold 300 cans, 50 to each rack, and there are no mechanical arms or levers to jam or break. The unit operates on 110

AC current, stands 74½ inches high, is 36 inches wide and 26½ inches deep. Coins clear thru a slug rejector and the entire storage compartment is dry cooled by a one-third horsepower sealed-in unit.

Morrison said Tele-Juice operates on the gravity principle, an engineering feat which eliminates all movable parts and makes servicing a simple routine.

Held Up by War

He said the machine was contemplated as far back as 1941, but was held up during the war, at which time careful planning and machine design were perfected.

Morrison pointed out that the machine is commanding wide attention as the first vender of a truly nutritive value vitamin drink. He said the company will concentrate on college dormitories, industrial plants, factories, office buildings, railroad stations, recreation halls, schools, bowling alleys, movie theater lobbies and restaurant locations in New England.

Operators are offered a varied assortment of nationally-known fruit and vegetable juices in colorfully-lithographed five and three fourths and six-ounce cans by the company.

Chi Airport Adds Coin Telescopes --- Radio for Patrons

CHICAGO, May 8.—Visitors to the airport this summer will be able to watch planes thru 25 high-power telescopes located on the roof of the administration building and will be able to listen thru special earphones to conversations between pilots and the control tower. Both the telescopes and the radio will be coin-operated, it was announced by Public Works Commissioner Hewitt.

Designed to provide added interest for visitors to the city's airport, and to bring in added revenue, the commissioner reported that 12 telescopes and a like number of earphones would be used. Each will operate for three minutes with the insertion of 10 cents in the coin chute. Hewitt estimated the yearly revenue from the 24 pieces of equipment would be over \$25,000.

According to present plans, the manufacturer of the equipment, Eichel Electronic Corporation, Evansville, Ind., retains ownership of the equipment, with a location commission to be paid the city. After six months of operation the city will have the option of buying the machines.

Cigaromat Gets Charter

DOVER, Del., May 8.—Cigaromat Corporation of America has been chartered at the corporation department of the Delaware Secretary of State's office here to deal in vending machines. Capital stock of the corporation is listed at \$100,000, and the principal office is listed at the Corporation Trust Company, 100 East 10th Street, Wilmington, Del.

Canada Invites NCA Reps

WASHINGTON, May 8.—National Confectioners' Association (NCA) has been invited by the Canadian Embassy here to send a representative to the Canadian International Trade Fair, scheduled for Toronto, May 31 thru June 12.

Citrus Growers Plan Juice Vender Drive

WINTER HAVEN, Fla., May 8.—Vending machines will be one of the main factors in licking the citrus fruit industry's present over-production problem, according to growers here and in other parts of the citrus fruit belt. A juice vender drive is currently being planned which will include a drive to "blanket railroad terminals, office building lobbies and other public places" with citrus venders. This, coupled with a stepped-up advertising program, a research program aimed at reducing growing costs, and involvement of better marketing methods is expected to syphon off excess production and help obtain more favorable prices, industry spokesmen declared this week.

Such a move is deemed necessary, not only to move the present crop, which is the biggest in history and may total 91,000,000 boxes, but also to prevent future 100,000,000-box and over crops from becoming a threat to the industry. Over 5,000,000 boxes of the current crop won't be picked due to low prices, it was stated. Previous record in citrus crops was in the crop year of 1938-39 when 56,000,000 boxes were picked.

Reason for future high-crop worry was seen in the maturing of fruit trees planted during the war years when "citrus profits were high." These trees will bring the total annual citrus production to 125,000,000 to 150,000,000 boxes within five years, it was predicted by Marvin H. Walker, manager of the Florida Citrus Commission.

Growers are depending upon vending machines, dispensing citrus juices for 5 or 10 cents per drink, to take up a good portion of their excess production within the next few years. One such vender, put into service about a month ago by Telecoin Corporation, New York, vending a six-ounce drink (canned) for a dime, is being considered by the growers, along with the vender developed here by Snively Vending & Sales, Inc. The latter vends juice in a five-ounce cup for a nickel.

Styled TO CAPTURE ANY
LOCATION . . . Engineered
for Easy, Low-Cost Servicing

THE *Keeney*
ELECTRIC
CIGARETTE
VENDOR

- ★ SENSATIONAL
- ★ EASY TO SERVICE
- ★ STREAMLINED BEAUTY
- ★ YEARS AHEAD OF ALL OTHERS

JUST OFF THE PRESS—

New circular giving full details
is yours for the asking — Write

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTEENTH STREET, CHICAGO 32, ILLINOIS

POPCORN OPERATORS!

Don't buy 'til you see the

ARISTOCRAT

The QUALITY machine of
the Popcorn Industry

Surpasses all other automatic
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- . . . for SALES
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Stops Passers-by! Fascinates Customers!
Mechanically Sound! Minimum Servicing!

An ARISTOCRAT route means BIG-
GER profits and LESS servicing.

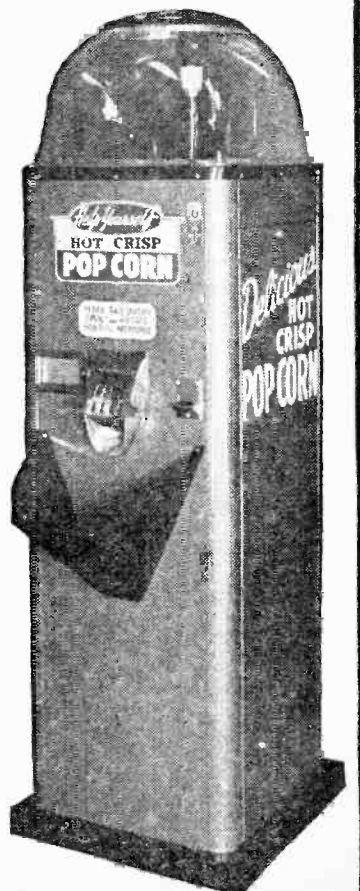
Operators' profit charts show how this
machine pays off for YOU!

Write, wire, phone for nearest distribu-
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Exclusive State and Territorial Franchises
Still Open for Qualified Distributors

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THE Candy Man

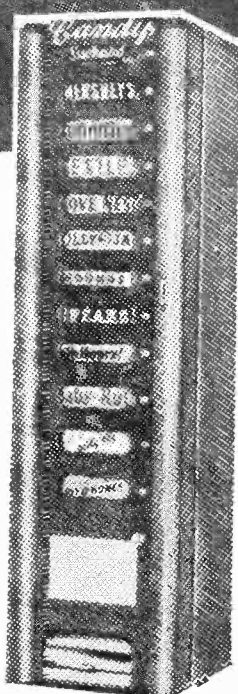
5c CANDY BAR MACHINE



THE CANDY MAN offers everything you are looking for... plus everything you NEED in a candy machine... at a much lower cost than other machines. It is a candy counter, beautifully designed and smartly colored, that delivers an immaculately clean, factory-fresh bar of candy by the touch of a finger.

The CANDY MAN is compact, requires a minimum of space, gives the maximum service and satisfaction, displays and vends 12 varieties of candy and has a capacity of 72 bars.

The CANDY MAN is the ideal machine for all types of locations. It is the only machine which will operate profitably in the thousands of locations where the sales do not warrant a higher priced unit... and many operators have found it advantageous to operate two CANDY MAN advantageous in top notch locations, thus offering the vendors in top notch locations, thus offering the possibility of 24 brands and a capacity of 144 bars. Operators, REMEMBER! The CANDY MAN is a reasonably priced machine... and offers a greater variety attractively displayed. You can translate these outstanding features into PROFITS! Get started now with the CANDY MAN! Keep going with the CANDY MAN!



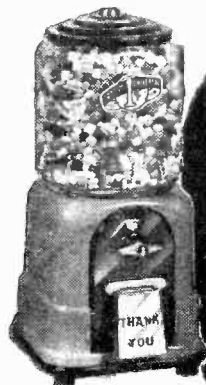
WRITE • WIRE • PHONE FOR DETAILS!

Write for Name of Nearest Representative
WE HAVE A COMPLETE STOCK OF PARTS FOR ALL DUGRENIER
CIGARETTE, CANDY AND GUM MACHINES!

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READY NOW!

THE SENSATIONAL NEW VICTOR CUSTOM BUILT UNIVERSAL VENDING MACHINE

- New Globe
- 5 to 7 Lbs. Bulk Merchandise
- 1,000 to 1,400 Balls of Gum
- Fully Adjustable
- Vends Peanut, Mixed Nuts, Pistachios, Almonds, Candy, Chunks
- No Additional Parts Necessary
- New Smooth Baked Enamel Finish
- New Non-Corrosive Vending Wheel
- New Built-In Cash Box

The new custom built Victor is the machine operators have waited for years. Now it's here! Be the first in your territory with the greatest vender ever made.

JACK NELSON & CO.

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1 to 23, \$13.95 ea.
24 or more,
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Terms—1/3 Deposit—
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WRITE FOR PRICES AND
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1c DELUXE VENDOR

Vends all types of bulk merchandise. Ideal for Gum, Chunks and Pistachios.

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ESTABLISHED 1928

NAMA Meeting Draws Over 200

(Continued from page 101)

being in competition with merchants, venders actually aid them. Many times, said Pierson, products are first introduced to the public thru a machine. The demand thus created makes new business for the retail store.

In a luncheon talk prepared for today (9), Howard told NAMA members that the mint takes into account the vending machine trade in minting coins. "All the coins," he remarked, "must be of standard sizes and weights, otherwise they will be rejected by coin-operated machines." He remarked that the mint must also keep an eye on the business done by machines in order to keep enough coins in circulation. "As the vending machine industry has grown," he said, "we have had to increase the number of coins minted in order to take care of the demand."

The mint official then related the story of how the industry affected the making of war-time nickels—most of which are still in circulation. "We replaced most of the nickel in a 5-cent piece with additional copper and then added silver," he said. "However," we found that the most widely used slug rejector in vending machines refused to take the coin." Howard went on to say that the rejector worked on an electrical principle depending upon the conductivity of the coin. The only way we could fix up a proper nickel, he remarked, was to add manganese to the alloy of silver and copper. By doing so, he asserted, the mint was able to come up with a coin which would meet the challenge of a slug rejector.

Also speaking at the banquet, Senator Kem deprecated what he called the "present trend away from local self-government toward a strong central government. "I am convinced that the only way out for America," he declared, "is to reverse this trend and return to the principles of local self government."

The senator read a letter from a constituent who complained that his federal taxes were 37 times as great as all his State and local levies. "Federal taxes," stated Kem, "must be reduced." He declared himself against federal subsidies and grants-in-aid, which, he said, contribute toward higher taxes. "The federal debt," he asserted, "amounts to about \$260,000,000,000, while the debt of all the States combined amounts to only about \$2,500,000,000. Why, then, should Congress make gifts to financially solvent States and groups when it must borrow to raise the money?"

The panel discussions on vending machine problems and methods were led by M. J. Auerbach, Pittsburgh; E. B. Hass, Lansdale, Pa.; M. Gelfand and D. A. Drewyer, Washington.

Issue Beech-Nut Report

CANAJOHARIE, N. Y., May 8.—Beech-Nut Packing Company here reports that net income for the first 1948 quarter ended March 31 was \$1,356,007, or 89 cents per share. Figure compares with \$861,561 or 56 cents a share, for the same period in 1947.

FOR SALE

200 Brand New Advance One-Cent Gum Ball Vending Machines. Contact
MRS. W. L. FOSTER
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CHARMS

Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Balloons, Bells and Jumping Beans.
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MAY SPECIALS

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	Each
50 5¢ Advance Vendors	\$10.00
50 5¢ Cash Trays	10.95
50 1¢ Victor "V's"	11.75
25 Groetchen Camera Chiefs	19.95

USED

	Each
50 5¢ Cash Trays	\$ 5.00
10 1.5¢ Combination North-western Deluxe, Like New	19.95
50 1¢ ABT Challenger, Late Mod.	30.00

MERCHANDISE

	Per Lb.
Ball Bubble Gum (Any Quantity)	30¢
Pistachios (Large)	75¢
Pistachios (Tulip)	62¢
Peanuts	28¢
Licorice	30¢
Cashew	50¢
M & M's	45¢
Seeds	25¢
Boston Baked Beans	28¢
Almonds	90¢
Nut Mixture	40¢

WANTED TO BUY

Cigarette Machines, Candy Machines and All Types Used Nut and Gum Machines. 1/3 Deposit With Order—Bal. C. O. D.

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MAKE BIG MONEY!

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START A PROFITABLE ROUTE OF

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TRAY VENDOR

Takes just a small investment of time and money. Vends almonds, candy, nuts. One hand operation. Attractive. For use with or without tray. Agents, jobbers, distributors wanted. WRITE TODAY FOR DETAILS.



LEON "HI-HO" SILVER, INC.

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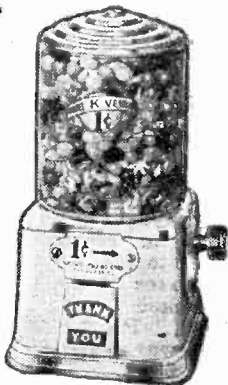
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MODEL K

It's Outstanding

Vends Everything! Investigate the many new features incorporated in this great, new bulk vender.

Write us NOW for detailed information and prices.



Address mail to Dept. B.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:

J. SCHOENBACH

Factory Distributor of Advance Machines

1647 Bedford Ave., Brooklyn 25, N. Y.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.	.35
1/3 Deposit, Balance C. O. D. Fast Delivery.	

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise When You Buy Merchandise Vending. Buy The Best! Write for Complete Details and Prices. Manufactured by

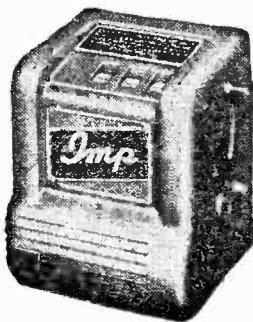
VICTOR VENDING CORP.
5701-13
W. Grand Ave.
Chicago 39, Ill.



World's
Smallest
Slot
Machine
Just Arrived

Brand New
IMPS

\$12.95
Lots of 12
\$13.75
Lots of 5
\$14.50
Sample
1¢ or 5¢ Cig.
or Fruit
Reels



RECONDITIONED CIGARETTE AND CANDY MACHINES

Uneda Mod. E, 5 Col., 150 Pk.	\$39.50
Uneda Mod. E, 6 Col., 180 Pk.	42.50
Uneda Mod. E, 8 Col., 240 Pk.	57.50
Uneda Mod. E, 9 Col., 270 Pk.	82.50
Uneda Mod. A, 6 Col., 168 Pk.	60.00
Uneda Mod. A, 8 Col., 224 Pk.	67.50
Uneda Mod. A, 9 Col., 270 Pk.	69.50
DuGrenier V, 7 Col., 238 Pk.	59.50
DuGrenier VD, 7 Col., 298 Pk.	64.50
DuGrenier W, 9 Col., 308 Pk.	54.50
DuGrenier WD, 9 Col., 386 Pk.	59.50
DuGrenier Champion, 9 Col., 420 Pk.	69.50
National 9-18, 9 Col., Candy	110.00

NORTHWESTERN BULK VENDORS

Deluxe	\$27.00	Model 33	\$12.60
Model 39	14.40	Model 40	10.95
33 Ball Gum	\$11.40		

NEW COUNTER GAMES

ABT Strikeout	\$49.50
ABT Model F	49.50
ABT Challenger	49.50
Gottlieb Grip Scale	24.50
Advance Electric Shocker	22.50
Buddy, 1¢	19.50
Imp, 1¢	14.75
6 or More	13.75
Exhibit Card Vendors, with 1000 Cards	25.00
Bat-a-Ball	19.50
Basketballs, 1¢	29.50
Grip Vues	39.50
Kicker & Catchers	37.50
Test Quest, 1¢	39.50
1948 Bingo, 1¢	24.50
Camera Chief	19.95

MILLS

VEST POCKET BELL

Pays Out
Automatically
\$65.00 Ea.
USED\$49.50



CASH TRAYS (NEW)

\$6.95 Ea. Minimum Order 6 Mchs.

SEND FOR COMPLETE LIST OF
NEW AND USED MACHINES.
Also for Merchandise Price List #202.
1/3 Deposit must accompany All Orders.

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609 SPRING GARDEN ST. PHILA. 23, PA.
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Columbus

MODEL 46ZB 5c BULK VENDORS

12 TO 47
\$12.25

UNDER 12
\$12.75

SAMPLE, \$13.75
(75¢ Less for 1¢ Model)

IN STOCK
NEW
VICTOR

CUSTOM-BUILT
UNIVERSAL

24 OR MORE
\$13.50

1 TO 23
\$13.95

Send for Free Catalog and Quantity Prices on
All Machines.

1/3 Deposit Required With Orders

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST. PHILA. 23, PA.
MARKet 7-8191



IN STOCK!

Less than 25 \$27.00
Less than 100 26.75
100 or more 26.25

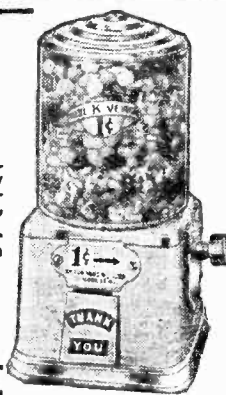
Write for prices on Models
40, 33, 39 and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

VICTOR'S NEW MODEL K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave.
Chicago 39



ALL SILVER KINGS

Can be bought on

TORR TIME PAYMENT PLAN

16 weekly payments. Write for details.

ROY TORR

Lansdowne, Pa.

NEW LOW PRICES ON

5/8 Rain-Blo Ball Gum

Any quantity, 28c per lb.

Packed 25 lb. to carton

Full cash with order—freight paid
to your door on 100 lbs. or over.

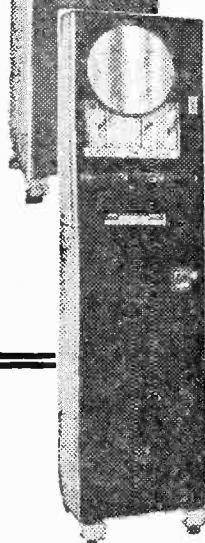
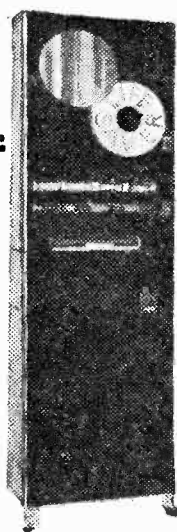
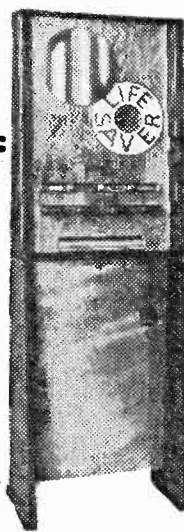
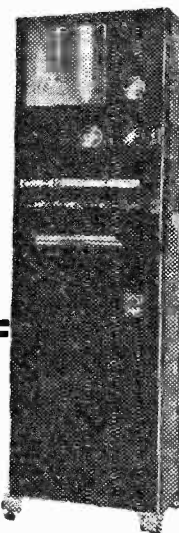
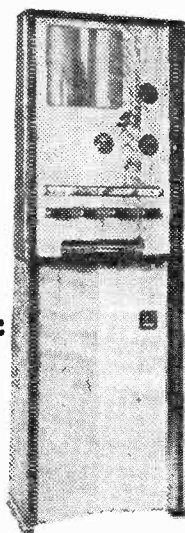
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LANSLOWNE
PENNA

GIVE TO THE DAMON RUNYON CANCER FUND

here's the **ALKUNO** line of
Merchandise Money Makers
Vending 5c Packages of Gum, Hard Candy and Mints

Beautifully designed and expertly engineered,
the Alkuno line of merchandisers is SECOND TO
NONE AS YEAR 'ROUND VOLUME SALES PRO-
DUCERS. They are of unsurpassed value—fea-
ture dual shift columns and the National slug
rejector. Their luxurious appearance assures
you of no location competition. Order today!
Immediate delivery!



5c Gum and Candy Vendors

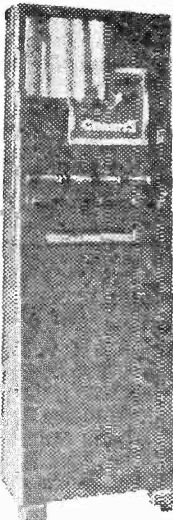
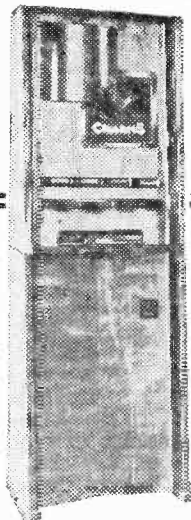
Capacity: 328 5c packages of gum or 210
packages of candy or any combination of both.

MODEL 130-MW

Birch Cabinet with De-
Luxe Base. Ht. on
Base, 60"x18". Wt. on
Base, 62 lbs.
Price\$66.50
Base 12.50

MODEL 130-MM

Metal Cabinet and
Base. Ht. on Base, 60"
x 18". Wt. on Base,
64 lbs.
Price\$65.50
Base 12.50



Life Saver Vendors

Capacity: 210 Packages

MODEL 100-LW

Birch Cabinet with
Standard Base. Ht. on
Base, 60"x19". Wt.
on Base, 59 lbs.
Price\$66.50
Base 10.00

MODEL 100-LM

Metal Cabinet and
Base. Ht. on Base, 60"
x 18". Wt. on Base,
64 lbs.
Price\$66.50
Base 12.50

COLORS
BIRCH MODELS
BLONDE
WALNUT
MAHOGANY

METAL MODELS
GREEN
BLUE
MAROON
TAN

Terms: 1/3 deposit, balance C.O.D., F.O.B., N. Y.

Alkuno & Co.

408 Concord Ave., New York 54, N. Y.

MElrose 5-7757

MECHANICAL MANUFACTURING
LABORATORIES

5c Gum Vendor MODEL 200 G-3M

Can be attached to other
Larger Machine.
Metal Cabinet and Base.
Capacity: 200 Packs. Ht.
on Base, 54"x14". Wt. on
Base, 49 lbs.
Price\$55.00
Base 10.00



5c BULK CANDY VENDOR

MODEL 301

Capacity: 5 lbs.

Write for quantity price.



5c HOT NUT MACHINE

MODEL 200

Capacity: 5 lbs.

Write for quantity price.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of

**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39

Coin Lavatory In Production

CHICAGO, May 8.—Hygeian S.S.S. Corporation here is in production on a coin controlled lavatory featuring a special sterilization process. Unit is constantly irradiated, when not in use, by ultra violet rays.

Coin mechanism is built into the cover, which incorporates the ultra violet lamps, and which may be raised after insertion of a coin. Electric current is disconnected when in use.

Adds Cola Venders To Coffee Routes To Boost Heat Biz

CHICAGO, May 8. — Automatic Beverage Dispensers here, firm operating hot coffee and soft drink cup venders, is initiating a summer sales and customer service hypo program for each of its coffee machine locations, according to firm head Walter (Andy) Anderson. Policy consists of placing a cola cup vender as a companion unit to the coffee machine, thus boosting warm weather business, which would ordinarily fall off as coffee drinkers reduce their purchases.

Anderson is of the opinion that all hot coffee vender operators would benefit by such a procedure. If followed thru, this would mean that soft drink venders would be part and parcel of present and future coffee operations.

In addition to operating coffee units, Anderson also is working on development of a new liquid coffee for use in venders. Work on this project is being done by an Ohio coffee firm; finished product will be distributed by Automatic Beverage Dispensers. The liquid coffee, to be made under ultra-violet rays and repeatedly filtered during the process, will be offered the vending trade after its successful introduction, Anderson stated.

Newest phase of vender operation undertaken by Anderson is that of cookie vending. Still in its experimental stage, firm is using standard type candy bar machines to handle the cookies, which are packaged and sell for a nickel. Such venders, he claims, are especially suited for industrial locations, where companion venders are candy, coffee and soft drink units.

Predicts Expansion Of Coin Laundries

ATLANTIC CITY, May 8.—Operators of automatic washing machine centers can take heart in the observations voiced here by Arthur B. Christopher, president of the American Institute of Laundering. Addressing the 29th annual meeting of the New Jersey Launderers' Association at Hotel Haddon Hall, Christopher declared that while laundries did a record \$834,000,000 business last year, they barely touched the surface of their potential market. He said that the use of intelligent advertising in the respective communities "can put the industry in the billion-dollar-a-year classification."

Reporting on a recent survey, Christopher added that 10 per cent of the urban population of the United States now sends all its weekly wash to laundries, with 27 per cent using the laundries at least part of the time.

Army Orders Candy, Names Low Bidders

CHICAGO, May 8.—Low bidders on the U. S. Army's first major purchases of candy over many months, according to a Chicago Quartermaster Depot statement recently, were Hamilton Candy Company, Lamont, Corliss & Company, Charms Company, and George E. Mousley Company, Inc.

Initial army requirements consist of chewing gum and cocoa beverage powder, in addition to "seven different kinds of candies." First deliveries of some of the goods was scheduled for Saturday (8), with other shipments to follow during June thru September.

SCORES AGAIN SHOE SHINE MACHINE BRUSH UP

100% RETURN ON YOUR INVESTMENT. FIRST YEAR.

ALREADY
LOCATION PROVEN BY
THOUSANDS OF
SATISFIED OPERATORS

COMPLETE WAX UNIT

ADDED NOW, ONE MACHINE DOES COMPLETE JOB. THIS UNIT DOUBLES PROFIT OVER NIGHT.



NOW DELIVERING

\$189.50

**JOBBER, DISTRIBUTOR,
SALESMAN**

A FEW CHOICE TERRITORIES NOW
OPEN FOR EXCLUSIVE FRANCHISE

SIROS MFG. CO.

1001 LOUISIANA HOUSTON, TEX.

BUBBLE BALL GUM 25¢ PER LB.

5/8 size only. Minimum shipment 25 lbs. M. & M. Candy—40¢ Per Lb. (25 Lb. Minimum). Jumbo Salted Peanuts—30 Lb. Carton—\$8.50. Cert. Ck. or M.O. in full on above. No C. O. D.'s.

We have one of the largest stocks and varieties of bulk vendors, games, parts, merchandise, etc., in the U. S. and at America's lowest prices. WRITE—We have it.

SHIPMAN TRIPLEX STAMP MACHINE

Brand New! Vends 1c, 3c and 5c Air Mail Postage Stamps. Compact and fool-proof. Immediate Delivery **\$39.50** Operator's Price

STAMP FOLDERS

For Shipman, Schermack, Victory.

10,000 \$ 5.75

25,000 13.95

We also have the new automatic roll type Northwestern and Daval Postage Machines.

WRITE FOR FREE CATALOG ON BULK VENDORS, GAMES, MERCHANDISE, ETC.



BRAND NEW 1948 IMPS

\$12.95

Lots of 12.

\$13.75

Lots of 5

\$14.50

Sample

1¢ or 5¢ Cig. or Fruit Reels

A real money maker and worth its weight in gold. Dispenses one piece of ball gum with each coin inserted.



Hamilton Scales

Brand New!

Immediate Delivery!

\$59.50

Lots of 5

Less Than 5—\$65.00.

Original Price—\$89.50.

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamiltons, with no increase in investment.

1/3 Deposit on All Orders.



The "Little Giant" HOT POPCORN DISPENSER

Here is a great, proven money-maker for only a nominal investment. Small in size, but a "Giant" in action! 8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for free descriptive folder today!

Mfd by **ABC POPCORN CO.**

3441 West North Ave.
Chicago 47 • DICKens 3375

Complete Line of

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn in No. 10 Cans



Also Suppliers of

Pre-popped Popcorn. Cheese Corn, Smoked Corn. Packed in moisture-proof bushel bags and shipped anywhere in the U. S. A.

VENDOR SELLING OUT! BIG GROUP OF USED "POP CORN SEZ"

HOT POP CORN VENDORS

Our Client is going into a new business—Selling Out at this Sacrifice Price! These machines are thoroughly reconditioned—like new. Let us know how many you can use.

\$129.50

EACH

WRITE OR WIRE—ROIZEN ADVERTISING AGENCY, INC.
291 DELAWARE AVE. BUFFALO 2, N. Y.

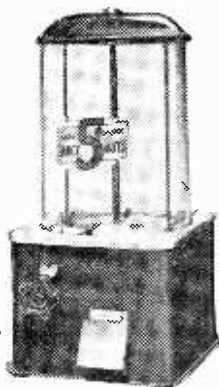
NEW MODEL G

**5¢
BULK
VENDER**

Operator's
Price

\$8.95

UNIVERSAL
Distributing Co.
Box 1333
Des Moines 16, Iowa



METAL PLATED CHARMS

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 \$6.00
Metal Plated Charms, Series #2 7.50
Plastic Charms, Famous Series #1 3.50
Plastic Charms, Big Series #2 4.50

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST
CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

PIONEER
INTRODUCTORY
DEAL
ON
VICTOR'S
SENSATIONAL
NEW CUSTOM
BUILT
ALL-PURPOSE
UNIVERSAL



6 Victor Universals,
\$83.70, plus 60 lbs.
Spanish Peanuts.
All for **\$95.70**

CAMERA CHIEF, EA......\$19.95
Virginia Peanuts, 30-lb. ctns.28¢ lb.
Spanish Peanuts, 30-lb. ctns.22¢ lb.
Licorice Lozenges, 37 lb. ctns.28¢ lb.
M & M's, 25-lb. ctns., limited amount 38¢ lb.

BUBBLE GUM
5/8" COLORED BALL
(Rain-Blo and others)
27c Lb.
Reg. BALL BUBBLE GUM.....25¢ lb.
ANY QUANTITY
Packed in 25 lb. cartons.
Full Cash With Order.

Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns.25¢ lb.
Pee Wee Boston Baked Beans,
33 lb. ctns.28¢ lb.
Boston Baked Beans, 33 lb. ctns.25¢ lb.
1/3 Deposit, F. O. B. Brooklyn, N. Y.;
Balance C. O. D.
Orders Under \$10.00, Money In Full.

PIONEER
VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SAKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

NEW LOW PRICES
U-SELECT-IT
CANDY
MACHINES
72 Bar Capacity, \$30.00 Each. Limited Supply.
CIGARETTE MACHINES
All Makes. Real Low Prices.
Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

VICTOR'S
MODEL V
The Operator's Choice
Is Model V, as it cor-
rectly vends ALL
BULK MDSE.
Cherms, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.
Write us NOW for
detailed information
and prices.
A Product of
VICTOR
VENDING CORP.
5701-13 Grand Ave.
Chicago 39



ALL VICTOR MACHINES
recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 16 weekly payments.
WRITE FOR DETAILS
NEW candy-coated chocolate CONFETTI, 450
count to the lb.—assorted colors, 36 lb. to the
ctn.—38¢ per lb.
ROY TORR

WRITE FOR PRICES
Roasted and Salted Nuts of all types. Con-
fectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
37-65 77th St., Jackson Heights, L. I., N. Y.
Telephone: Havemeyer 9-8946

Spacarb Cup Venders Made Available to New York Ops

NEW YORK, May 8.—In a marked departure from its established distribution policy, Spacarb, Inc., manufacturers of cup vending equipment, is now selling its three-drink machine to independent operators in New York. However, the change will not affect sales outside this immediate territory, according to Jack Pero, director of advertising and sales. Spacarb will continue to deal only with protected franchise operators in out-of-the-city areas, he emphasized.

Reason for the policy switch, as far as this city is concerned, is that the

potential number of locations here is far beyond the capacity of any one operating firm, Pero said. Up to now, operation of Spacarb soft drink venders here has been limited to Spacarb New York Distributors, Inc., a subsidiary of the parent company. But this operation has always served mainly as a pilot operation to test new procedures and maintenance practices, Pero pointed out. Spacarb provides its franchise holders with a complete operating blueprint, based on the experiences of the New York route, as well as experiences drawn from other franchise holders thru-



CIGARETTE MACHINES

Rowe President, 10 Cols., 475 Pack Cap.	\$125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Unedda Model 500, 9 Cols., 350 Pack Cap.	115.00
Unedda Model 500, 7 Cols., 250 Pack Cap.	100.00
National, 6 Cols., 180 Pack Cap.	32.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Champion, 7 Cols., 250 Pack Cap.	70.00
DuGrenier Model W, 9 Cols., 300 Pack Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
Stewart-McGuire, 8 Columns	35.00
NEW Unedda, 8 Columns, 510 Pack Cap.	159.50
NEW Unedda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00

CANDY MACHINES

Stones Candy, 8 Cols.	\$125.00
Unedda Candy, 5 Cols., With Base	75.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50
1c Stick or Tab Gum Machines, 500 Cap.	\$17.85
Single Column, Capacity 50	\$22.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

5c BANTAM TRAY VENDOR
IMMEDIATE DELIVERY
Atlas Mfg. & Sales Corp.
12220 TRISKETS RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928

Atlas
VENDS ALMONDS,
NUTS, CANDY,
PISTACHIOS
Write for Circular.
Jobber Inquiries Invited.



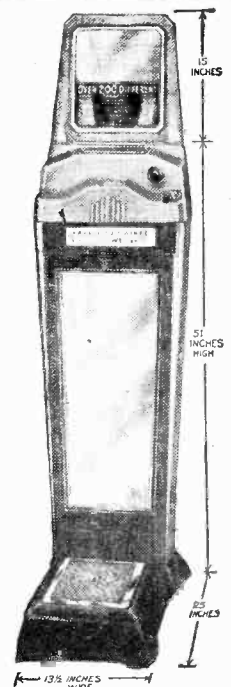
VICTOR'S
MODEL V
The Operator's Choice
Is Model V, as it cor-
rectly vends ALL
BULK MDSE.
Cherms, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.
Write us NOW for
detailed informa-
tion and prices.
Address mail to Dept. B.
T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.



VICTOR'S
NEW,
SENSATIONAL
CUSTOM BUILT
UNIVERSAL
1-23 ..\$13.95 Ea.
24 or
More .. 13.50 Ea.
IMMEDIATE
DELIVERY!
CAMERA CHIEFS,
including set of 3
films, \$19.95 Ea.
ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5



CASHEWS
FRESH-TOASTED ... 50¢ Lb. 30 Lbs. to Case
MIXED NUTS ... 48¢
Almond (Small) ... 72¢
Med. RED Pistachio ... \$38.00 Per Case
Orders shipped same day as received.
DUBOW PRODUCTS
409 S. Paca St. Baltimore 30, Md.



199% PROFIT

Not a Novelty
But an Investment

200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight.....185 Lbs.
Shipping Weight....245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

Victor's
Sensational
New Custom-
Built
UNIVERSAL
Successful Operators Buy
Good Merchandise.
When You Buy Merchan-
dise Vending,
Buy The Best!
Write for Complete
Details and Prices.
Manufactured by
VICTOR
VENDING CORP.
5701-13
W. Grand Ave.
Chicago 39, Ill.



VICTOR'S
SPECIAL FINISH
MODEL K
24 or more ..\$12.25
1 to 23 12.95
EMPIRE
COIN
MACHINE
EXCHANGE
1012 Milwaukee Ave.
Chicago 22, Ill.



Industry in Defense Production

Manufacturers, Operators Would Benefit in Program Now in Its Initial Stage

See Less Coin Machine Production, Prices Leveling Off

CHICAGO, May 8.—With Congress girding for a battle on the multi-billion-dollar defense program, it became increasingly evident this week that no matter what the outcome of the draft vs. universal military training fight may be, the coin machine field would almost immediately become actively engaged in the production phase of the all-out program. Already there were signs that definite contracts were either consummated, or in the final negotiation (bidding) stages between the various branches of the armed forces and some coin machine manufacturers. And while the bulk of those contractual commitments at this time concerned manufacturers of musical equipment, game machine firms were believed to be the next facet of the industry to become involved.

Initial reactions to this development within the industry were for the most part favorable, with manufacturers and operators alike in line to benefit from the defense program participation should it become widespread. While the former would be forced to cut back on his coin machine production in order to fulfill the government contracts, those cutbacks would allow the industry to level off, production-wise, with operators buying a minimum of new equipment, yet utilizing the full production of the manufacturer. Most of the materials used by the music and game manufacturers are not critical, and some manufacturers expressed the opinion that materials would not be affected to any great extent in the event of a sudden switch to defense work. Lesser quantities of materials used for coin machines

might even alleviate the situation throughout the entire industry, it was pointed out.

It was stressed that the above material situation is current, and that with the advent of a stepped-up defense production program it could quickly change, with the materials now on the non-critical list reverting to a critical status, perhaps over night. However, at the present time, many manufacturers reported they had sufficient materials on hand for their immediate needs.

Industry Know-How

While congressional leaders, committees and individual congressmen were preparing to carry thru their (See INDUSTRY IN on page 111)

Short Circuit

PHILADELPHIA, May 8.—The juke box hit, *Four Leaf Clover*, clinched the No. 1 spot in the juke box hit parade for Mr. and Mrs. James Fitzgerald here Saturday (1), and under adverse conditions, too.

Their initial reaction was annoyance when the tune's rousing chorus, blaring forth from the juke box, awakened them at 2:27 a.m. in their second-floor apartment. The music was coming thru the floor from the tap-room below, already closed for the night. When the Fitzgeralds went downstairs to investigate the music machine, their attitude changed to gratitude. The juke box was on fire, a short circuit apparently having started the record player and fire simultaneously.

The Fitzgeralds ran outside and yelled to a neighbor to telephone an alarm. Firemen worked nearly an hour to subdue the smoldering blaze which had spread to the wall in back of the music machine.

AMI Holds Distrib Meet In Michigan

Set Policy, Show Model B

GRAND RAPIDS, Mich., May 8.—AMI, Inc., concluded its annual two-day distributor meet tonight at the Morton House here on a note that indicated the entire organization is anticipating a year of solid accomplishment in the music machine sales field. In addition to outlining the firm's sales policy for the next 12 months, top feature of the convention was the unveiling of AMI's new coin phonograph—the Model B.

With Suite 844 of the Morton House as the base of operations, first day's activities were set aside for distributors exclusively. A cocktail party in the hotel's ballroom Friday (7) prior to a dinner meeting, officially launched the two-day event. At the conclusion of dinner firm officials pulled the curtain on the Model B phonograph and explained its features. Following this ceremony, AMI's sales promotion policy and advertising campaign on the new phonograph were outlined.

Hold Open Meet

From 9:30 to 1 p.m., Saturday, AMI's distributors participated in an open meeting interspersed with discussions on the firm's 40-selection wall box by the engineering department, a session on the AMI Playmeter on a talk by J. G. Koers, Koers Distributing Company, Rapid City, S. D., titled *Covering Territory*. Other important topics treated during this session included *What's the Deal?* by Barney Sugarman, Runyon Sales, New York, and *Setting Wood* by William Schetter, of the Jack R. Moore Company, Portland, Ore.

Following the luncheon session in the Morton's banquet room, short talks were given by representatives of (See AMI HOLDS on page 111)

Greenbaum Leaves Aireon To Form Finance Company

KANSAS CITY, Kan., May 8.—R. R. (Rudy) Greenbaum, vice-president and sales manager for the Aireon Manufacturing Corporation, and Robert M. Waggener, formerly president of Coin Machine Acceptance Corporation, this week announced the formation of Production Credit Corporation, a general finance institution.

Greenbaum, with Aireon since the firm entered the commercial phonograph business, submitted his resignation effective May 1. Waggener had more recently been assistant to the president of Credit America, Inc., a position he resigned February 29 to

devote his time to setting up the new finance firm.

Greenbaum will be president of the new company and Waggener executive vice-president and operating head. Other principals in the firm will be announced at a later date.

Asked whether the firm would deal in coin machines, Greenbaum told *The Billboard* that "we wouldn't overlook coin machines," and added that currently Production Credit is examining several coin machine possibilities.

At the Aireon offices, field representatives and district managers held (See Greenbaum Leaves on page 110)

CUTBACK IN TELE SPORTS?

Would Reduce Lost Juke Hours

Increasing costs of sports events may force stations to eliminate some programs

CHICAGO, May 8.—Possibilities of fewer sports shows appearing on television following the summer baseball coverage loomed stronger this week as further discussions on the visual medium were held here and in New York. In the latter city, the situation as far as the Boxing Managers' Guild and the 20th Century Sporting Club were concerned was still up in the air, with the managers holding out for a share in the television melon.

Locally, sports figures were about agreed that television would eventually be allowed on a "guarantee" basis only. That would mean that (See TELE SPORTS on page 110)

Clickety-Clack

DETROIT, May 8.—A woman, who has been an excellent juke box patron in various restaurants around town, is grateful for the music machines because they not only supply her with music while she eats, but also solve a serious problem for her. The woman, Mrs. Elizabeth McDonald, was a passenger in an automobile which was struck by a train March 20, 1944. As a result of injuries sustained in the accident, her jaws go "clickety-clack" most of the time, causing her a great deal of embarrassment. Suing the driver of the car for \$50,000 damages, Mrs. McDonald said that whenever she went to a restaurant to eat, she had to play the juke box so her clicking jaws wouldn't bother other diners.

Twin Cities Ops Test Tele Set Rentals

Fees Range From \$15-\$35

MINNEAPOLIS, May 8.—Many operators in the Twin Cities area, taking advantage of the information gleaned from fellow music machine route owners in New York, Chicago and other television centers, have entered the picture here on a large scale, it has been learned. The operators, prior to the KSTP-TV kick-off April 26, purchased some public location tele receivers, contracted to place same in taverns and bars on a rental basis and, following a test period for the next few weeks, plan to expand this activity if the interest in (See TWIN CITIES on page 110)

United Coin Showing Held for Maestro 48

MILWAUKEE, May 8.—The United Coin Machine Company here, distributor for the new Filben Phonograph, the Maestro '48, held a showing of the machine at the Hotel Wisconsin Sunday (2), with Harry Jacobs Sr., firm head, and Harry Jr., manager, reporting capacity attendance throughout the show hours. This was the first showing of the \$595 Maestro in Wisconsin and drew operators from the entire State.

Highlighting the showing and mixed in throughout the entire day, were the appearances of leading entertainers, including Bobby Breen, singer; Johnny Davis, orchestra leader; Tommy Sheridan, pianist; Clyde Gordon, singer; Bob Scott, song writer; Ted Wayne, orchestra leader; Jimmy LaMare, band manager; Joey Sanger, former world lightweight champion, and Jimmy Sherrer, leading middleweight boxer. Pat Graham, holder of the Mr. Wisconsin title also was on hand.

Several Pat Stevens models were on hand to act as hostesses. In charge of the showing were Harry Jacobs Sr., and Jr., and Sam A. Drucker, vice-president of the National Filben Corporation, Chicago.

Color Title Strips Will Back IPO Juke Box Tune Program

CHICAGO, May 8.—Backing up the promotion program set up by the Illinois Phonograph Owners, Inc. (IPO), on the new song, *Juke Box Jamboree* which is lyrically designed to plug music machine play (*The Billboard*, May 8), Ray-Disk Records Inc., the first record company to announce a release on the tune, this week completed plans to issue special color title strips with the records. According to firm officials, either red or blue title strips will be made available free of charge to all operators purchasing the record.

While the initial record release on the number won't be out for several weeks yet, response to a letter sent to operator-members of the IPO by Mike Spagnola, association secretary, has been heavy, with ops anxious to get behind the promotion, it was reported.

Officials of Ray-Disk Records reported that a special effort was being made to place a strong number of the reverse side of the release so that operators would be sure of a double play on each record they purchased. Tune selected will be *Handwriting on My Heart* which is scheduled for a build-up this summer.

Meanwhile, upon release of the *Juke Box Jamboree* record, tie-ins will be made with other associations thruout the country, similar to the IPO promotion, to assure nationwide coverage.

Detroit's Juke Box Ops Shying Away From Tele

DETROIT, May 8.—Local juke box operators are shying away from coin-operated television, according to a study made by Roy W. Clason, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), principally because of the legal problems involved.

Check indicates that most major juke box distributors have been offered a television deal but have unanimously turned thumbs down. As far as could be learned, not a single established juke operator has put television sets in his locations to date, despite much interest and discussion of the idea. Figures at the end of the week indicated that the one active operating firm known to be going out for tele locations had entered only three spots which had been former juke box locations.

Notification by Detroit's lone television station WWJ-TV, that their programs were intended primarily for home use, and were not for any place where a cover or similar charge was made—at the start and/or conclusion of programs—has given the city's established operators still another reason to hesitate. They have envisioned the possibility of legal action against them as television set operators, on the part of producers and others having rights in the shows being telecast.

Ops See Dwindling Competition From Tele as Home Sets Spread

NEW YORK, May 8.—Operators of music equipment in cities where television has been cutting into their incomes, this week learned that sales of home tele sets are on the increase, and predictions made several years ago that with the advent of mass home tele set sales, competition in juke box locations would fall off, now seem closer to realization. Information about the upsurge in sales of home sets was contained in the annual report of David Sarnoff, president and chairman of the board of the Radio Corporation of America (RCA) which was given to stockholders at the firm's 29th annual meeting here Tuesday (4).

According to Sarnoff's report, there are now over 300,000 television sets in use in the United States, and it was estimated the total would soar to more than 800,000 by the end of the year. Indicating that tele set sales are growing, Sarnoff said that despite expanded manufacturing facilities of the RCA Victor division, orders for home instruments still exceed production. "The major increases," said Sarnoff, "have been in the sale of television sets."

Profit Up

Profits of RCA in the first quarter this year were 23 per cent higher than in the corresponding period in 1947, according to the report. Increased sales of television sets played an important part in chalking up the gain.

Sarnoff said net profits in the first quarter totaled \$5,764,498, which was

equivalent to 36 cents a share. This compared with a net profit of \$4,680,065, or 28 cents a share, in the first quarter last year.

RCA started the current year, according to the president, with a \$100,000,000 backlog of orders.

Consolidated gross income was reported as \$88,053,297, as compared with \$76,560,096 during the corresponding period last year.

See Trend

Operators here and in Chicago noted the RCA report with interest, many of them pointing out that the rapid upswing in sales of home tele receivers was similar to the trend in the earlier days of radio broadcasting. While most operators were of the opinion (a year or more ago) that taverns, bars, grills and other public locations, were being used as a showcase for television, they now feel that the showcase feature in cities where television has been in operation for one year or more is almost spent. However, in new areas (such as Minneapolis, where telecasting is now only two weeks old), competition for the patrons' attention (between the juke box and the television set) will remain high for the remainder of the summer at least.

Sarnoff, in his report, furthered this thought by saying: "While television continues to extend its operation, sound broadcasting alone will continue to serve millions of people. There is a need and an opportunity for both. Ultimately, however, the majority of the 37,000,000 American homes now equipped with radio sets should also have television."

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Seeburg 8800—R. C. Hifone...	249.50	Rock-Ola 1422	339.50
Seeburg 8200—R. C. Hifone...	249.50	Rock-Ola Super '40	164.50
Seeburg 9800—E. S. Hifone...	224.50	Rock-Ola '39 Standard	110.00
Seeburg Colonel	224.50	Rock-Ola Monarch	79.50
Seeburg Commander—R. C.	209.50	Rock-Ola Imperial	79.50
Seeburg Cadet	205.00	Wurlitzer 750	264.50
Seeburg Maestro	189.50	Wurlitzer 950	219.50
Seeburg Commander—E. S.	184.50	Wurlitzer 600	99.50
Seeburg Major	179.50	Wurlitzer 500	89.50

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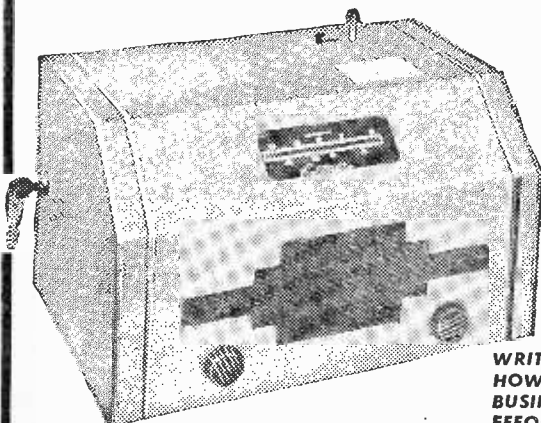
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Tele Sports Cutback Would Reduce Lost Juke Hours

(Continued from page 108)

if the box office figures for a given sporting event fell below the break-even point, television would have to make up the difference. If the event were financially successful, television would still have to pay a minimum broadcast-rights fee.

Promoters of sporting events have felt that public location television has made definite inroads in box-office attendance at major events. In general, those approached believed that home sets also would have an effect on the gate receipts but not as great as that felt at the present time when most of the viewers are in public locations at the time of a televised sporting event. In this respect, they feel television will follow the trend noted in the earlier days of radio, that when the home sets become commonplace, the effect on the box office will be negligible.

At least one station has taken steps to guard against the "guarantee" eventually. Altho the station, WWJ-TV, Detroit, is new and the step, therefore, is new, effects have already been noted. The station starts and ends its daily schedule with the statement: "Programs broadcast by this station may not be used for any purpose except exhibition at the time of their broadcast on receivers of the type ordinarily used for home reception in places where no admission, cover or any mechanical operating charges are made."

This statement has been responsible for holding down the great influx of public location receivers noted in other areas where tele has made its debut. Few operators in the Detroit area have entered the tele picture, and according to reports this week, only three coin-operated video sets were in operation thruout the city.

Juke box operators in those areas where television is operative, and who have met with stiff competition from television, are especially interested in the current developments in the sport-televising picture. Few sets located in public spots such as bars and grills are turned on except

when a sport events is being televised. With the possible exception of the national political conventions coming up in June and July (and affecting only those ops in the East), there is little likelihood that programs other than sports will be featured in public locations. Should there be a heavy cutback in this type of programing, and that is a strong possibility, competition to the juke box would diminish greatly.

With revenue for the television station still small, and operating costs high, the financial problems posed by the sports world for television have taken on greater portent in the past few weeks.

The "guarantee" plan, which has been growing in popularity thru the Midwest, means that unless television can uncover sponsors who are willing to pay heavily for sports shows, many of these events may be dropped. An example is the professional football games. A team in the pro league must average approximately \$80,000 at the gate on a Sunday in order to break even. Under the "guarantee" plan, if the gate should fall off to \$65,000, even tho the weather or some other element is responsible, the television station broadcasting the game would have to make up the \$15,000 deficit. If, on the other hand, the gate should equal or surpass the break-even point, the television station would still be required to pay a minimum fee for the rights to broadcast the game.

In the case of pro football, where there are only five or six at-home games in a season, or boxing, where events are not held on regular schedules as a whole, sports promoters feel they must assure a profitable operation, and that television will be the answer.

Baseball, with its schedule of approximately 70 home games in a season, is not as dependent on television income, and would probably waive the "guarantee" plan.

See No Alternative

Strengthening the possibilities of declining tele sportscasts, especially those of lesser importance, is the fact that television stations would not, in all probability, stage sports events that would be able to compete with professionals. Costs would be prohibitive (the \$80,000 break-even point in pro football). One attempt to stage prizefights in Indiana, and televise them over a Chicago outlet, was not too successful, and it is doubtful whether other stations would be willing to attempt it.

While baseball has been noted as one exception, the only other one, say the promoters, would probably be basketball, where crowd interest has been so great that tickets have been at a premium during the past few seasons. Ned Irish, of Madison Square Garden, New York, was reported as saying the basketball games from the Garden would continue to be telecast this season.

GREENBAUM LEAVES

(Continued from page 108)

a special sales meeting Thursday and Friday (6-7), but Harold Pearson president of the firm could not be contacted. It was generally understood here, however, that Aireon's production and sales plan for its line of music machines would continue without interruption, altho no one has as yet been appointed to fill Greenbaum's position.

Production Credit is now establishing New York offices, and Greenbaum said he expects to move his family to New York within three months. Meantime, the firm is conducting business at the offices of the attorneys who have handled formation of the company.

Twin Cities Test Tele Set Rentals

(Continued from page 108)

the medium warrants.

According to Eugene Eloffson, manager of the F. C. Hayer Company, RCA distributor here, a growing trend has been noted this spring whereby operators of juke boxes have purchased the non-coin-operated television sets and, in turn, have leased same to their juke locations. While the rentals are low (averaging from \$15 to \$35 a month depending on the type of set), operators feel that the added service will cement relationships with the location owner, and the location can pay the rental from its music machine earnings.

With both Minneapolis and St. Paul rabid baseball centers, the interest in television, especially on televised baseball games, was extremely high prior to the initial telecasts April 26 and immediately following the start of regular programs. A heavy promotion campaign in Minneapolis, wherein such major retail outlets as Dayton's and Donaldson's department stores featured television window displays with sets actually in operation, and the daily newspapers came out with special television supplements, brought interest in television to a peak as April ended. Set sales were reported as brisk, and operators with locations featuring television said attendance had, in some cases, tripled during telecasts of baseball games.

Industry in Defense Program; Mfrs., Ops, Would Benefit

(Continued from page 108)

ideas and various bills covering (1) the draft of men from 19-25, (2) the enactment of the Universal Military Training program which would cover the ages roughly from 17 to 19, (3) the combination of a temporary draft and long-range UMT, and (4) a stepped-up, high-powered recruiting program with bonuses to replace both the draft and UMT, it was certain that the over-all defense production program would take shape within a short time. No matter what course the Congress eventually votes, the need for defense production will be vital, for the combined strength of the armed forces, regardless of which step is taken, is expected to approximate 2,000,000 or more men.

In order to produce the means to train this greatly increased force (the combined services now have approximately 1,000,000 personnel), and to set up the defenses of the country, a marshaling of industry is necessary. The music and amusement machine facets of the coin machine field, as well as many vending machine manufacturers, are especially well equipped to enter immediately into the national program.

Many manufacturers were actively engaged in war production during World War II. Some of them built up a sound operating structure which enabled them to expand in the post-war period. Most of the key personnel involved in the production of wartime products for the armed forces are still on hand and could take over immediately. Personnel working on the intricate electrical systems in phonographs and games are especially well suited to handle similar duties on defense items. Airplane parts were made by coin machine firms during the war. The stepped-up airplane production program will result in similar liaisons between the two industries again.

Parts for radios and radar equipment, as well as secret weapons would also be contracted for with coin machine firms.

An example of the coin machine industry's know-how in this type of work is the fact that the intricate wiring of the B-29, which flew in the Pacific Theater in the last war, was refined to a workable point by representatives of the coin machine industry who had formerly worked on amusement games.

Personnel

While the drafting of men from 19 to 25 would have a certain effect on the personnel of the manufacturers, many, along the lines of Filben, have hired a majority of veterans in recent years. These men, on the whole, would not be affected by either the draft or UMT. Younger men (especially those under 20) are not in the "skilled labor" classifications and can be replaced with a minimum of effect on operations. While men from 26 to 30 would also register, there is no plan to draft them at this time.

Financially, manpower costs have risen from an average of 80 to 90 cents an hour during and immediately after the war to an average of from \$1 to \$1.25 an hour today. These increased labor costs have had an effect on the cost of equipment to the operator, but part of this overhead would now be taken up by the defense work.

Manufacturers were of the opinion that coin machine equipment prices, in case the defense production program grows as anticipated, would level off at their present lists, and would remain static for several years. Production of new models, especially in the phonograph field, would be spaced at greater intervals, with several manufacturers stating that it might be two to three years before new models could be made. Tools and dies now being used could not be replaced even once a year for limited production without a great increase in cost being involved.

Locations

With the addition of a million or more men to the armed forces, army camps and surrounding communities again take on added importance as locations for all types of coin-operated devices, including music, vending and amusement. According to armed forces spokesmen, resumption of service clubs has already been discussed, while it is possible the reactivation of some training posts will be undertaken.

While post exchanges will continue to service many of the needs of the servicemen, thus cutting down the types and numbers of vending machines which would be used, soft drink, candy and hot coffee machines would be used, just as they were in the recent war. Added day-room facilities and service communities supported by individual communities would use not only venders but music and amusement equipment.

Conclusion

With both the House and Senate agreed late this week, by actual vote, to approve a larger air force, calling for \$822,000,000 additional backing plus a plane-building program that calls for at least 2,727 new planes to build the present strength of 55 groups to 70 and to aid in the air reserve and air national guard programs, the defense production program made a major move forward. Some of the parts required for the various types of aircraft to be built undoubtedly will be made by coin machine firms.

Too, the signal corps headquarters at Fort Monmouth has in the past few weeks played host to several phonograph manufacturers, with

AMI Holds Distrib Meet

(Continued from page 108)

finance companies.

At 3:30 p.m. the entire group was guided thru the AMI plant here to view production line procedure.

With close to 100 people in attendance, including AMI officials, distributors, representatives of allied industries and the trade press, the business session was climaxed by a get-together party and banquet in the Morton House beginning at 7 p.m. tonight.

AMI officials who were responsible for the smooth operation of the distributor event included John W. Haddock, president; Frank Dean, general manager; Lyndon C. Force, manager of general sales; H. H. Vanderzee, chief engineer; Mike Giblin, purchasing agent; Monte West, service sales engineer; D. C. Berky, shop superintendent; Paul Nelson, chief of parts departments, and Joe Calderon, assistant sales manager.

List Attending Coinmen

A list of those who attended the two-day meet follows:

Jack Mitnick and Harry Poole, Beacon Coin Machines, Inc., Boston; Barney Sugarman and Abe Greene, Runyon Sales, Newark, N. J., and New York; David Rosen and Marty Leavitt, David Rosen Co., Philadelphia; Boyd Alley and B. F. Freeman, Automatic Music System, Richmond, Va.; W. H. Richardson, Pioneer Distributing Co., Charlotte, N. C.; Morris Hankin and F. L. Goldstein, H & L Distributing, Birmingham and Atlanta; Jack Lovelady and William Blatt, Supreme Distributing, Miami; Sam Strahl, American Coinomatic, Pittsburgh; Mr. and Mrs. Harry Leif and Mr. and Mrs. Arnold Leif, Leif Music Distributing, Cleveland; Leonard Goldstein, T & L Distributing, Cincinnati; Max Marston, Marston Distributing, Detroit; Paul Jock and Harry Heim, PJ Distributing, Indianapolis; Clarence Camp and Coe Stone, Southern Automatic Amusement Co., Memphis.

Also Paul Bleck and Mr. and Mrs. Frank Decker, General Music & Novelty, Fond du Lac, Wis.; Mike Spagnola, F. Thomas Smith and Phil Weisman, Automatic Distributors, Chicago; Frank Murphy and Frank Langley, Murphy Distributing, St. Louis; Arch Pence, Tom Crosby and Bob Wenzel, Automatic Games Supply Co., Minneapolis, St. Paul and Faribault, Minn.; R. E. Padfield, William Boetcher and Harry Silverman, Musical Sales, Omaha and Kansas City; Howard Dolph, Dolph Distributing, Tulsa; Harry Hooser, Fort Worth Amusement Co., Fort Worth; Allan Wallace, Wallace Distributing, Mineral Wells, Tex.; R. Warncke, R. Warncke Co., San Antonio; J. G. Koers, Koers Distributing, Rapid City, S. D.; Pat Ryan, Vogue Western, Salt Lake City; William Schetter, Jack R. Moore Co., Portland, Ore.; George Pittman and William Miller, Pittman Distributing, Davenport, Ia.; O. O. Mallegh and E. Ostman, exporters, Chicago; Gene Hansen and Jack Howard, Minneapolis Securities Corp., Minneapolis; John Stewart, CMAC, Chicago; James T. Mangan, Mangan & Eckland, Chicago; Alex Boudreau and John Mulane, Globe Manufacturers Agency, Halifax, Nova Scotia, and Sam Bushnell, Standard Factors, New York.

the primary purpose of the visits to discuss pending contracts between the army and the manufacturers calling for immediate entry into the defense production picture. While the firms actually under contract at this time have not as yet been revealed, it is believed that by early summer most, if not all, music-machine manufacturers will have signed for defense work.

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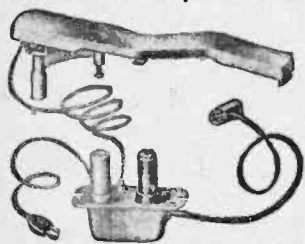
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Storecast Corporation in 133 Philly Supermarkets; Will Move to Midwest Soon

Wired Music With Commercials Spreading to New Areas

NEW YORK, May 8.—The trend toward supplying large retail food outlets with wired music spiced with commercial announcements took a major jump last week as the Storecast Corporation of America began service in 133 Philadelphia supermarkets. Storecast, organized two years ago, already supplies wired music to 120 stores of the First National chain in New England.

Of the Philadelphia stores featuring the wired music service, 100 are members of the American Stores Company and 33 are operated by the Baltimore Markets Company. However, it was learned that the arrangements between American Stores and Storecast provide for eventual use of the service in all supermarkets operated by the chain. American has 1,800 retail outlets on the Eastern Seaboard, of which 750 are supermarkets operated under the name of Acme.

National Tea Next

In a further expansion of the firm's scope, George Hennessy, vice-president of Storecast, told *The Billboard* arrangements for use of the service are now being completed with the National Tea chain in the Midwest. Wired music soon will begin operation in 100 National Tea stores in Chicago, he said, with gradual additions of the chain's stores in Milwaukee, Minneapolis and Indianapolis as wire facilities become available. The Jewel Food Stores in Chicago use a similar service supplied by Consumers Aid, Inc. (*The Billboard*, March 27).

Food stores using the Storecast service are offered music from 9 a.m. to 6 p.m., with an hour of silence between 1 and 2. After each six minutes of music, three 30-second commercials are announced, plugging items carried on the store shelves. Only top announcers, whose voices are already well-known to radio listeners, are used for commercials, Hennessy said.

With such national food companies as Libby, Swift, General Foods, Wilson and Heinz heading the list, 55 national, regional and local advertisers are participating in the program. Hennessy said that the New England stores using the service have found that total sales have increased markedly. He pointed to a recent survey that showed a 60 per cent increase in the sale of the products of Storecast advertisers in wired stores over similar stores not yet participating. He said Storecast was now being operated in stores which together do a total business of more than \$1,000,000,000.

Far from irritating customers by subjecting them to audio advertising while shopping, a fear of many store managers when the program was first begun, the service is well received by customers, according to Hennessy. They enjoy music when shopping, he said, and an impartial poll of women shoppers showed they welcome commercials as reminders of items they might otherwise forget.

Useful to Store Personnel

In announcing his company's participation in the program, William H. Eden, vice-president of American Stores, said:

"From tests we have made, we have found this service is liked by our customers as well as store personnel. Storecast is a potent factor in stimulating sales by reminding our customers at the point of sale about the items sponsored over this system. There is a great advantage to Storecast in being able to contact our store managers on a moment's notice thru the use of Storecast's wire facilities. Further, Storecast facilities are used each morning by our sales manager for talks from headquarters directly to all of our store managers."

Officers of Storecast, in addition to Hennessy, are Ben Gordon, chairman of the board of directors, and Stanley Joseloff, president. The firm's offices are at 100 Fifth Avenue here.

Memphis Industrial Music Company Sold

MEMPHIS, May 8.—Business Music Corporation (BMC), local franchise holder for Muzak, has purchased the Memphis Wired Music Company, World Broadcasting System outlet, it was announced this week by E. A. Alburty, BMC. Both companies are engaged in supplying wired music to business houses and industrial firms.

BMC officials include, in addition to Alburty, S. D. Wooten Jr., part owner of several radio stations, and I. L. Myer. Headquarters are in the Three Sisters Building here.

AMI Appoints Two Distributors

CHICAGO, May 8.—AMI, Inc., has appointed distributors to handle sales of its products in two widely separated areas, Lyndin C. Force, firm manager of general sales, announced Tuesday (4).

Those named are the Fort Worth Amusement Company, Fort Worth, and Beacon Coin Machines, Inc., Boston.

Fort Worth concern is headed by Harry Hooser, for years distributor of a wide variety of coin machines. Its offices are at 110 South Jennings Street, Fort Worth. Its AMI territory includes the northeastern quarter of Texas including Dallas.

Beacon, with offices at 910 Beacon Street, Boston, will distribute AMI products in all the New England States except Connecticut. Jack Mitnick, former sales manager for Runyon Sales Company, New York, and Harry Poole, are its president and treasurer, respectively.

Wurlitzer Ad Plan Using Name Talent

NORTH TONAWANDA, N. Y., May 8.—The heavy national advertising program for 1948 recently inaugurated by Wurlitzer for its juke boxes will feature tie-ins with big-name recording artists. Lead-off ad, appearing in *Life* and *Look* magazines carried the color portrait of Al Jolson and the statement that Wurlitzer music "gives you everything I put into my songs." Other name artists will follow in subsequent ads. Program, now two years old, is directed at increasing juke box play on locations.

Commenting on the new advertising series, M. G. Hammergren, vice-president and director of sales of the Rudolph Wurlitzer Company, in part, stated: "Juke boxes are one of the principal outlets for phonograph records. Many of our outstanding recording artists proudly attribute much of their popularity to the tremendous impetus given their efforts by the network of juke boxes extending to every city, town and hamlet in this land."

"We deemed it a natural to picture some of America's leading entertainers in our advertising for 1948. Such prominent personalities frequently are asked to testify in favor of products on which they are not authorities. Here is one, music, on which they can speak with authority and their words will carry weight. Everyone we approached freely volunteered a statement complimenting Wurlitzer phonograph music."

"The present series is a continuation of the advertising campaign launched two years ago. The purpose of this advertising is to keep more money flowing into Wurlitzer juke boxes."

"Besides the direct benefit to Wurlitzer music merchants (distributors and operators) and the indirect benefit to the Wurlitzer company itself, we feel that Wurlitzer national advertising is a great force for better public relations in the industry."

"In previous magazine ads we depicted the wholesome entertainment our juke boxes provide for people of all ages. In the present series the juke box is associated with great recording artists—men and women whose pictures and statements lend prestige and dignity to the business. The outstanding characteristic of this advertising is giving the public a better understanding and appreciation of the constructive part that juke boxes play in the American way of life."

SENSATIONAL CLOSEOUT OFFERS!

**39 1946 SUPER
AIREONS**Late Mechanism.
New Guardian Accumulators.**\$229.50**
each**27 1947 AIREON
SUPERS**Complete New Coin Conversion.
New Guardian Accumulators. Late Mechanism.**\$249.50**
eachThoroughly reconditioned by Aireon Experts —
Don't confuse these with run-of-mill-equipment!**11 FIESTAS— Like New \$419.50 each****WRITE!
WIRE!
PHONE!**★ 1/3 DEPOSIT — BALANCE C. O. D. ★
ROYAL AMUSEMENT CO.
748 Elmwood Ave., Apt. 4, Buffalo 13, N. Y.

Chicago:

W. G. Parrish, Inc., vending machine manufacturer for many years, has moved to larger quarters at 824 West Ohio Street here. . . . C. Brewer, National Match Book Advertising official, back in town after a trip to Detroit, Cleveland and Cincinnati.

John F. Frantz, head of J. F. Frantz Manufacturing, reports this his firm's move to 1924 W. Lake Street is virtually completed. He states that the new location should prove more accessible to out-of-town coinmen. Frantz claims that interest in his new scale is high.

Self Service Laundries, Inc., which started out as a coin laundry operating firm a couple of years ago, is also in the self-service grocery business at the city limits of Northwest Chicago. Walter Graham, firm president, and Sales Manager Bob Soper, are also distributors of the Wilcox-Gay Record.

Perc Smith's illustrated catalog on Exhibit Supply equipment was mailed last week. Firm also issued a brief history of the Penny Arcade business as seen thru the eyes of J. Frank Meyer, firm president. Perc is ill at home. Frank Mencuri, who has been on the road for the past several weeks, will be at Exhibit Supply offices the next two weeks before initiating a new business trip. . . . R. L. Budde, ABT's assistant to the president, made two brief out-of-town trips last week.

Mike Spagnola, Automatic Distributors, attended the AMI distributors' meet at Grand Rapids, Mich. Event was climaxed with a banquet in Grand Rapids' Morton House Saturday (8). . . . Genco is getting set to announce production on a new five-ball game. . . . Fort Worth Amusement Company, Fort Worth, and Beacon Coin Machine, Inc., are new distributors appointed by AMI last week. Jack Mitnick and Harry Poole are Beacon officials.

Clarence Bayne, United States Vending Corporation's traveling sales manager, was in Chicago last week getting caught up with the paper work that piled up in recent weeks while he was out of town. Clarence, who attended the recent four-States meeting in Minneapolis, reported that while he was in the Twin Cities he completed arrangements with the local authorities to place the firm's new air conditioned candy vender on location at the airport. Incidentally, the Honeywell airport in the Twin Cities also sports a Kwik Kafe machine in one hanger as (See CHICAGO on page 114)

Houston:

The Seeburg Select-o-Matic 200 library was displayed at the National Home Showweek at Sam Houston Coliseum and attracted wide attention. A Seeburg hook-up to the Frigidaire booth at the show featured a quartet of which A. A. Sage, Houston S. H. Lynch Company branch manager, was a member. The quartet sang each night of the show and was popular enough to merit a proposition from General Motors that the entire quartet, together with their families, go to Atlantic City with all expenses paid and put on the same show there for the G. M. convention.

Franklin Kort, home office representative of Exclusive Record Distributors, Inc., Los Angeles, Calif., made a brief business call at Macy's Record Store May 3. Kort said he had visited in 26 major cities on this trip, and found business generally good.

Cincinnati:

Automatic Phonograph Owners' Association will hold its regular monthly meeting Tuesday evening (11) at the Hotel Gibson in Room 1002 at 9 p.m. Sam Chester will preside. The board of directors' meeting will be held that afternoon at 2 p.m. in the association offices.

COINMEN YOU KNOW**Twin Cities:**

Aftermath of the Four-State Coinmen's Convention here last week finds distributors in the Twin Cities reporting business holding up in fair fashion, with no one setting the town on fire but everyone getting enough activity to keep things interesting. Jobbers say that the flipper games continue to hold the spotlight, with principal activity centering around these mechanisms. Music is coming in for its fair share of attention, too, they report.

Earl Grout, vendman, operator of the Vendall Company, has sold his route of ice cream machines to Angus Grant. Triangle Vending Company, Minneapolis. Grant has indicated he will enlarge the route by adding more units and concentrating on this phase of his business. . . . Bob Westrum, secretary of the North Dakota Operators' Association, has sent word to Twin Cities jobbers that his group will meet at the Graver Hotel, Fargo, N. D., May 16 and invited the distributors to send representatives to attend the session.

Excelsior Amusement Park, on the Lake Minnetonka area outside Minneapolis, is planning to expand its Arcade, and Joe Colihan, manager, along with Fred W. Pearce, Detroit, park owner, were making the rounds of jobbers picking up equipment. . . . The bright spot is a new Arcade opened at Olson Highway and Lynedale Avenue North, Minneapolis, by Hy Adlin. . . . John and Jim McNeice, brother-operators of the Minneapolis Rifle Sport Arcade in downtown Minneapolis, have opened an Arcade at Excelsior, Minn.

(See TWIN CITIES on page 114)

Minneapolis:

Walter J. McGraw, of the Dr. Pepper Bottling Company, Hibbing, Minn., was elected president of the Minnesota Bottlers' Association at its annual convention in Minneapolis. Jerome Ruff, of the Squirt Company, St. Paul, was picked as vice-president, and William R. Anderson, of Minneapolis Bottling Company, treasurer. The following directors were named: M. J. Niclawske, St. Paul; Donald Ries, Shakopee; Lowell C. Meyer, Fairmont; A. T. Stevens, Bemidji; J. L. Youmans, Hutchinson; Jim Henry, Minneapolis, and Lee Johnson, St. Paul.

Philadelphia:

Coin machine division of the Allied Jewish Appeal staged its own trade rally May 3 at the Embassy Club with an excellent industry turnout giving every indication that the group will repeat its fine showing of last year in making it 100 per cent returns within a fortnight. . . . Ned Yaffe, treasurer of the Y and Y Popcorn vending concern, and Mrs. Yaffe, are back from a vacation trip to Bridgeport, Conn. . . . Eleanor Sable and Mrs. Dorothy Fink, secretaries at Y and Y Popcorn, jointly celebrated their birthdays last week, but they weren't telling their ages.

Laundress Sales Corporation, of New York, entering the local territory for the first time with operators for its (See PHILADELPHIA on page 115)

Miami:

Local tavern owners and merchants were faced this week with the possibility that the resort city's ancient blue laws, which date back to as far as 1832, may be invoked to keep them from operating Sundays. While the laws against conducting business Sunday have not been enforced in recent years, they are still on the books. A local hardware dealer, who found several of his competitors opening their doors Sunday, brought the blue laws into play in an effort to stop the practice. Should he be successful, taverns and other public locations, many of them with music machines and other types of coin-operated equipment on location, would be forced to close their doors Sundays. Under the laws, according to City Attorney John W. Watson Jr., every theater, bar and most stores in town would be closed the Sabbath. They prohibit "any merchant, keeper of a billiard or poolroom, or any other dealer from Sunday operation."

Baltimore:

Henry T. Greene, vice-president of the Silent Sales System, Inc., Baltimore, has announced that the firm has moved from its old headquarters on Charles Street to new offices and showrooms at 411 East Baltimore Street. Henry says the office phone numbers has been changed to Plaza 4051, but that service calls will still be received on the old number, Plaza 2477. Silent Sales System is in full operation at the new site, says Henry.

New York:

Al Bloom, president of Speedway Products, claims excellent results with the tele-jukes he has put on location in this area. However, he has met with a certain amount of resistance on the part of ops who need a little more convincing before they are willing to invest in coin-operated combination television-juke box equipment. But Bloom isn't too concerned. He says he would just as soon operate the machines himself.

Ben Horowitz is back at Albena Sales after a long illness. He's just an interested observer as far as the games situation is concerned, since he has limited his business to music equipment. . . . Morris Rodd, of Runyon Sales, says the recent remodeling of Runyon's Service Department enables the distributing house to serve operators more efficiently.

Al Koondel, of Brooklyn's Empire Automatic Corporation, may have to spend a few more weeks in the hospital before he recovers fully from a heart attack. Meanwhile, "Lucky" Skolnick is keeping things running smoothly at Empire. . . . T. C. Tompkins, New Jersey bulk vender operator, is adding nickel gum machines to his route.

Lou Brown, Coradio's president, reports that Sydney Gold, sales manager, has set out on a cross-country tour to promote the firm's coin radio. Brown says that his top sales executive will cover every important city (See NEW YORK on page 115)

Detroit:

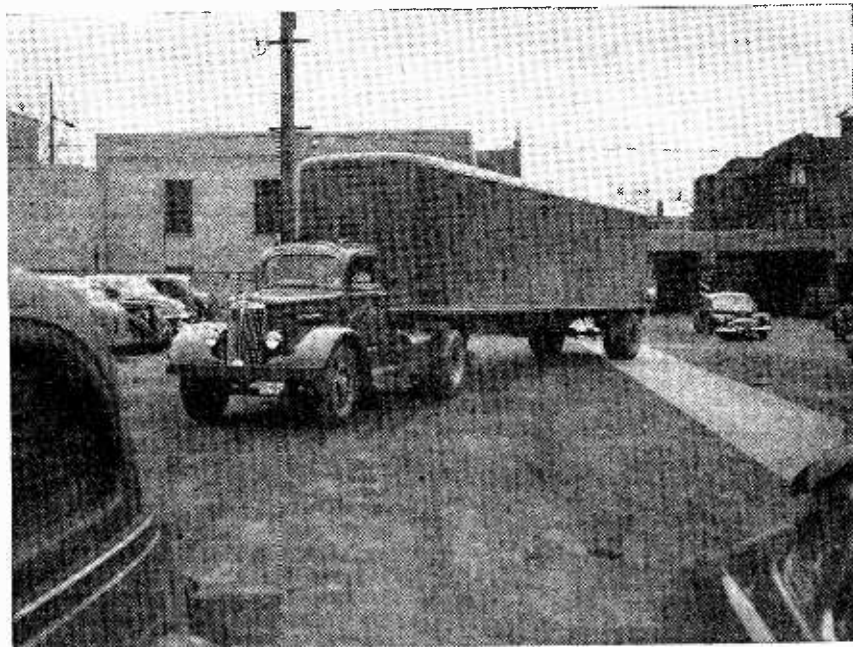
Jeanette Sterling is a new addition to the office staff at the Michigan Automatic Phonograph Owners' (MAPOA) headquarters. . . . Wilton W. Minto Jr., a newcomer in the music business, has taken over the Band Box Music, an operating route established by the late G. M. Copeland, and handled by Joseph De Prest and John Postl since his death a year ago on behalf of Mrs. Copeland. De Prest will remain to assist in handling operations under Minto, while Edward J. Olah has been named route manager and is now learning the business. New address of the firm, formerly on the East Side, will be at 1429 Collingwood Avenue.

Ben Okum, Okay Vending Company, was an active participant in the King Records benefit show at the Paradise Theater last week for the Cancer Fund, assisting on general arrangements and line up of artists. . . . Gerhart (Gary) Wobermin, of Gay-Coin (See DETROIT on page 117)

Indianapolis:

Bill Bolles, Packard Manufacturing advertising manager, is back home in Indiana. He reports the appointment of Max Roth as regional manager for the Philadelphia district, who announces the formal opening of his salesrooms May 15 at 2025 Broad Street. Mr. Roth also maintains offices at 54 North Pennsylvania Avenue, Wilkes-Barre, Pa. Bolles will attend the formal opening in Philadelphia. . . . The regular monthly meeting of the Music Operators' Association, Chapter No. 1, was held May 4 in the Indianapolis Athletic Club. Abe Fleig, president, presided.

Bob Anderson, Anderson Distributing Company, Louisville, a branch of the Indiana Automatic Sales Company, reports business satisfactory. . . . Peter Stone, Rock-Ola distributor, spent the week calling on operators in Northern Indiana. . . . Chester Goins is the manager of the service department at Indiana Automatic Sales Company. . . . The Catholic Youth Organization is sponsoring five concerts for the benefit of a prospective youth center at Fall Creek Boulevard and Boulevard Place. Homer E. Capehart, of the Packard Manufacturing Company, has been named honorary chairman of the project.



MUSIC SALES COMPANY, New Orleans, is one of the few coin machine firms not affected by transportation strikes, embargoes, and similar difficulties. Firm maintains a fleet of trailer trucks which pick up orders from manufacturers and also make deliveries. Above truck was pictured in Chicago last week collecting a load of Wisconsin five-ball games.

Look To The GENERAL For LEADERSHIP

NEW CONSOLES

- Jennings' CHALLENGER Payout, one mechanism, 2 coin chutes, 2 jackpots, all mechanical with electric life-up. 5¢-5¢ or 5¢-25¢ comb. Furnished with regular or new tic-tac-toe reels.
- Bally's DOUBLE UP, conv.
- Bally's WILD LEMON, conv.

RECONDITIONED CONSOLES

FREE PLAY

SILVER MOON TOTALIZER.....\$ 49.50

PAYOUT

PACERS, D.D. and J.P.\$150.00
 BIG TOP, animal reels. 39.50
 GALLOPING DOMINOES, 1940, walnut cabinet. 39.50
 JUMBO PARADE, P.O. 99.50
 LUCKY LUCRE, 1940, walnut cabinet. 150.00
 PASTIME 79.50
 SKILL TIME, 1938. 89.50
 TRIPLE ENTRY 89.50
 FOUR BELLS, 5-5-5-5¢, slant heads. 250.00
 FOUR BELLS, 5-5-5-25¢, late heads, over 2200. 69.50
 REELS JR., two-tone cabinet with rails

CONVERTIBLE FREE PLAY—PAYOUT

TWIN BONUS Super Bell, 5¢-5¢....\$525.00
 HIGH HAND. 69.50
 SILVER MOON TOTALIZER, conv. 89.50
 with escalator head. 495.00
 RACES, latest model, like brand new.

Established 1925

Growing Steadily Ever Since

PFANSTIEHL

Coin Machine Needles
 39¢ \$37 \$350
 Each Per 100 Per 1000
 Regular or Special

1 BALL FREE PLAY

NEW:

Bally's GOLD CUP

RECONDITIONED:

Bally's PIMLICO.....\$ 50.00
 WHIRLAWAY (conv.) 60.00

Are You Getting Our Bulletins?

If not, write today and we'll put you on our list.

Terms: 1/3 Cash
 with order;
 Balance C.O.D.



GENERAL



Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



"George takes everything in his stride since he got G-E lamps for his coin machines." General Electric Lamps cut burn-out worries, keep machines making profits. Even if your supplier can't supply right away, it pays to keep on asking for G-E! General Electric Co., Nela Park, Cleveland 12, Ohio.



G-E LAMPS

GENERAL ELECTRIC



BRAND NEW FLIPPER GAMES

IMMEDIATE DELIVERY

SAMBA
 YANKS
 WISCONSIN
 JACK 'N JILL
 TRINIDAD

MONTEREY
 MARDI GRAS
 VIRGINIA
 BANJO
 BALLERINA

WRITE FOR PRICES

BELL PRODUCTS

2000 NO. OAKLEY AVE.
CHICAGO, ILL.

COINMEN YOU KNOW

Twin Cities:

(Continued from page 113)

Hy Greenstein, head of Hy-G Music Company, Seeburg distributor here, made his employees happy last week with the announcement he is air conditioning his establishment. Equipment already is on hand and installation will follow shortly. Greenstein, incidentally, is doing a bang-up job as co-chairman of the amusements division in the Minneapolis Federation for Jewish Service annual campaign for funds. Not only has he batted 1,000 per cent in signing up all prospects called on thus far but also in each instance has managed to get a very substantial increase in contribution. . . . Benjamin Friedman, Silent Sales Company, has been taking advantage of the warmer weather in recent days by getting in a few practice rounds at Superior Golf Club.

Art Coughlin, Forest Lake, Minn., new operator in that area, was in St. Paul last week buying music and pin game equipment for an expansion of his new business. . . . Joe Bush, Plainfield, Minn., has purchased the route of Pat Griffin, also of Plainfield, and came to the Twin Cities to buy additional equipment. . . . Ted Bush, Bush Distributing Company, Aireon distributor in this area, spent a few days in Chicago. . . . Abe Wallach, Minneapolis operator, is adding equipment to his Mill City route.

Harry Galep, Menomonee, Wis., coinman, came to the Twin Cities and was bragging about Harry Jr., one month old. Between proud boasts of the young'un's antics, Galep managed to pick up a few pieces of equipment from jobbers. . . . Bob McGowan, Minneapolis coinman, is adding new music machines to his expanding route. . . . I. G. Black came to St. Paul from his home in Springfield, Minn., looking for new equipment. . . . Bill Foeste, Seeburg engineer from the Chicago factory, spent several days at Hy-G Music Company here.

Matt Engel, Paster Distributing Company, reports business holding up in fair shape. He said Bally's Ballerina Flipper was getting considerable attention from operators. . . . Scientific's new Pitch 'Em and Bat 'Em game, Arcade equipment, distributed here by Bush Distributing Company, caught on at the recent coin show, according to Oscar Truppmann, and the firm has been getting a number of orders for the device. . . . Sid Greenstein, Hy-G Music Company, says Gottlieb's new "Jack 'n Jill" flipper has caught on with terrific impact among operators in this territory.

Introduction of television into this area has had little if any effect on music-pin-game business in those establishments where video is shown, operators report. Of course, the situation still is too new to be judged definitely, but the start augurs well for coin machines not to take too heavy a loss because of TV, the coinmen believe at this stage.

Mr. and Mrs. Oscar Sundem, Montevideo, Minn., were in the Twin Cities on a twofold purpose. First they went shopping for new equipment and Mrs. Sundem became enamored with the new SICM phonograph which they saw for the first time at Hy-G Music Company, SICM division, headed by Al Lieberman. The Sundems are planning to build a new home and the missus has indicated she wants a SICM for their place. Also while in the city they intend to take in the Ice Follies at the Minneapolis Arena. . . . Norman Hanson, Osakis, Minn., came to town to shop for new equipment and to take in the Follies while here.

Chicago:

(Continued from page 113)

well as other venders spread thruout the area.

William W. Rabin, president of the Filben Manufacturing Company, spent last week-end in the East on business. . . . Sam A. Drucker, National Filben Corporation vice-president, spent the week-end in Milwaukee where United Coin held a showing of the new Maestro '48. Rabin and Drucker plan to make all distributor showings of their new equipment.

Bruno Kosek, Mid-State Company, reports the firm's new flipper kit is getting an excellent reception thruout the trade. Kosek says the trouble-free kit can be used on any game now on the market, but that operators should advise the name of the game when ordering the kit as special voltage coils operating from the transformer are made for each game.

Sam and Joseph Brodsky, heading Illinois Vending Company, are doing a top job in tab-type gum and peanut vender operation. Boys also have a number of candy bar machines and the entire vender set-up is serviced by a fleet of specially equipped, one-ton panel trucks. Illinois Vending has been the name of the firm since Sam and John took it over in 1945. . . . Bill Downing, engineer at Alco-Deree Company, firm manufacturing the United States Vending Corporation's new refrigerated candy vender, is proud of the production line efficiency that enables firm to concentrate its facilities on the U. S. machine with resulting four-figure output totals each month.

Stewart G. Lyon, head of Lymo Industries, reports field comments are holding to a steady high plane of approval on the 1,200-cup Lion soft drink vender that Pepsi-Cola is using to increase its sales. . . . Floyd Pedone, Little Amusement, is planning to install a couple of coin-operated player pianos as companion music equipment for the coin wax whirlers. He says they may be set for dime operation.

Tom Crosby, president of the Minnesota Amusement Games Association, and host to the visiting operators who attended the recent Four-States Meet at the Radisson Hotel in Minneapolis, dropped in town late this week for a look-see at new games before heading for Grand Rapids, Mich., where he was scheduled to spend the week-end attending the AMI Distributors meeting. The association president was happy about the success of the Minneapolis meeting and already was looking forward to next year's get-together which is also scheduled for the Twin Cities area.

Louis Boaseberg, New Orleans Novelty Company, New Orleans, was a visitor here this week, and spent his time making the rounds of the manufacturers. . . . Music Sales Company, New Orleans, is not going to miss any deliveries if the trains stop running next week. One of the firm's fleet of 34 trailer trucks was here this week to pick up a load of new games. Music Sales has been handling all of its own shipments for some time now, and as a result has not been hit by freight cut-backs and shipping strikes.

Ray Riehl, United Manufacturing Company's assistant sales manager, and his wife, Mildred, left early this week on a one-month research trip for the firm. Ray will travel by car, and will cover Cleveland, Pittsburgh, Washington, Baltimore, Philadelphia, New York City, the New England States, Northern New York State, and Detroit before he returns home. Ray plans to talk with United's distributors (See CHICAGO on page 116)

SPECIAL SALE

ON OUR COMPLETE STOCK OF WOOD and STEEL BALL ROLL DOWN GAMES

All games are completely reconditioned (cabinet and mechanism) by factory-trained mechanics.

WRITE FOR COMPLETE LIST!

The following are a few samples of the wonderful buys we have for you:

GENCO BING-A-ROLLS.....\$275.00
GENCO ADVANCE ROLLS..... 150.00
CHI. COIN ROLL DOWN..... 179.50
CRATING \$15.00 EXTRA

The above are only a few of the Roll Downs we have in stock. Be sure to send for our complete list!

SEABOARD

SEABOARD NEW YORK CORPORATION
540-550 WEST 58TH STREET
NEW YORK 19, N. Y.
PHONE: COLUMBUS 5-4584

New York:

(Continued from page 113)

during his trip, which may last 90 days. . . Robert Mort Frayn, of Automatic Beverage Dispensers, Seattle, was in town last week on biz.

Kuno Hamann, head of Alkuno & Company, plans to debut a new vendor soon. In the meantime, he has gone to Washington to attend the week-end confab of Regions III and A of the National Automatic Merchandising Association (NAMA). Among the other New Yorkers attending the NAMA get-together are I. H. (Ike) Houston, president of Spacarb, Inc., and Jack Pero, director of sales and advertising.

A fire in the storeroom of Charlie Litchman's Hub Distributing Company, Monday evening (3), damaged several machines but more damage was caused by the hoses. The fire apparently started from a short circuit. . . Vandals, or just plain inebriates, smashed a couple of plate glass windows at Blendow & Meyers last week-end.

Sam Gersh and Sam Garber, execs of Perfect Games Company, manufacturers of The Races, a group game, have added 15 for a total of 60 machines at Coney Island, N. Y. They also will operate units at Long Beach, N. Y., with Sam Gerber and Ben Lessler in charge; Ocean Park, Calif., with Harry Lewis supervising; Rockaway Beach, N. Y., with Sammy Stone in charge and at Keansburg, N. J. An operator has not yet been appointed for the last named spot. Gersh will handle the Coney Island unit.

Open hearing before the city council's committee on general welfare on the bill it is now considering which, if acted on favorably, would ban coin games from city locations, drew several hundred local coinmen to the council chamber Thursday afternoon (6). All felt that their case had been presented in masterful fashion by Samuel Markevich, George Glassgold, Charlie Lightman, Dave Gottlieb, Sid Levine, Louis Rosenberg, Max Levine, Charles Noble, Carl Levitt, Sam Engelman and Al Strauss.

Most felt that passage of the bill, as now drawn, was highly questionable. Despite the pressure brought on the councilmen by highly placed city authorities, coinmen felt the evidence presented by industry spokesmen would receive fair consideration, and the council would not act hastily. They were reassured by the pointed questions councilmen asked of the proponents of the measure. But only time will tell, and coinmen are anxiously waiting this one out.

High point of the hearing was the electrifying speech by Max Levine, president of Scientific Machine Corporation. The silence was almost painful as Max charged that the bill discriminated against certain games which, basically, were similar to others which were not even being questioned. Altho he had nothing personally to lose if the bill went thru, since his firm's specialty is arcade equipment, his was the most impassioned speech before the committee. Loud applause greeted his statement and identification with the rest of the game industry.

Here are a few of the many local coinmen who attended the two and a half-hour hearing: Jack Mitnick, former sales manager of Runyon Sales; Bill Rabkin, president of International Mutoscope; Dave Simon, of Simon Sales; Al Simon, of Al Simon, Inc.; Al Denver, president of the Automatic Music Operators' Association; Ben Becker, regional Bally sales representative; Nash Gordon, office manager of the Associated Amusement Machine Operators of New York; Bert Lane, president of Seaboard New York Corporation.

Philadelphia:

(Continued from page 113)

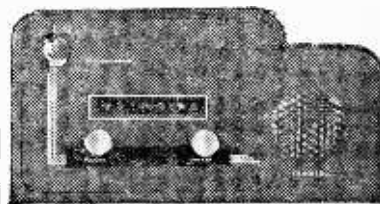
Lauderall-equipped self-service washing centers. . . The City Treasurer announced a drop of \$103,697 in amusement tax collections, which include taxes from juke box and pinball machines, for the first quarter of 1948. . . The decrease was from \$1,142,078 in 1947 to \$1,038,381, with the severe winter weather blamed for the decided drop in revenue.

Jersey Shore, Pa., joins other Pennsylvania communities by levying a 10 per cent amusement tax on admissions to movies and other amusements, including a levy on music machines. . . A popcorn machine was installed at the Rialto Theater at nearby Wilmington, Del., by the C and E Vending Company. . . Bill Rodstein, arcade operator and former president of the local pinball operators association, grabbed a lot of publicity for the opening of his Big Bill's night club in the center of the city by importing four circus elephants to advertise his new spot.

Charles Cade, national sales manager for the Packard Distributing Company, was a recent visitor, calling on the local trade and surveying local business conditions. . . "T" Texas Tyler, whose Deck of Cards recording continues as a potent nickel grabber here, called on several of the music operators and record retailers on his first visit to Philadelphia for a guest personal appearance on the WFIL Hayloft Hoedown show.

Buy TRADIO

America's #1 Coin Radio



THERE'S no substitute for quality. Coin-operated radios are no exceptions. When you buy Tradio you're buying quality from the chassis out. Each part is precision made and assembled—designed specifically for coin operation. For years Tradio has been America's No. 1 coin radio. Today the new Tradio is even better.

CHECK THESE FEATURES:

- Easy-to-read slide rule dial
- Easily accessible outside coin box
- Extra strength and rigidity
- Compact chassis and new face
- Exclusive trouble-free timer

Order now for
Immediate
Delivery

WRITE
Dept. A-5

TRADIO, Inc. ASBURY PARK
NEW JERSEY

ATTENTION New England Operators

WE HAVE IN STOCK
New Machines

Buckley Criss Cross Slot Machines
Buckley Track Odds Console
Walling Fortune Telling Scale
All of the New 5-Ball and 1-Ball Pin Games

Chicago Metal Safes
Coin Counters, Coin Changers, Coin Sorters

Arcade Equipment—Write for complete list

Reconditioned Slot Machines and Consoles
Mills 5¢ Q.T.'s \$ 50.00
Mills 5¢ Golden Falls, Repainted 175.00
Groetchen DeLuxe Gold Chrome, Columbia 100.00
Groetchen Small Columbia 60.00
Mills Vest Pockets, 5¢ 40.00
Keeney's 5¢ Super Bonus Bell 285.00
Keeney's 5¢ Super Bell 65.00
Bally's DeLuxe Draw Bell 285.00
Keeney's Super Track Time, P.O. 100.00
Bally Hi-Hand, F.P. 65.00
Bally Club Bell, F.P. 75.00
Jennings Silver Moon 50.00
Mills Jumbo Parade, P.O. 55.00
1/3 Deposit, Balance C. O. D.
PHONE, WIRE OR WRITE

INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave. Springfield, Mass.
Telephone: 3-9088 or 4-0958

SLOTS!

25¢ Mills Orig. Black Cherry, 2-5 and 3-5 \$140.00
25¢ Brown Fronts 90.00
25¢ Blue Fronts 80.00
5¢ Blue Fronts 70.00
5¢ Brown Fronts 80.00
5¢ Gold Chromes 75.00
10¢ Bonus Bell 75.00

Write for Price List on New Pin Games.
Order your Mills Slot Parts from us.
1/3 Deposit, Balance C. O. D.

COIN-A-MATIC DISTRIBUTORS

3924 W. Chicago Ave. Chicago, Illinois
Belmont 7005

VEST POCKETS USED ONE WEEK CAN'T BE TOLD FROM NEW

20 Blue and Gold Vest Pockets, \$49.50 each
(In lots of five, \$44.50 each)
References: Northwestern Bank, North Wilkesboro, N. C.; Dun & Bradstreet.

TRI-STATE DISTRIBUTING COMPANY

246 Charlotte ST. Asheville, N. C.
Phone: 3517

CENTRAL OHIO'S QUALITY BUYS

KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

NOW ON DISPLAY IN OUR NEW SHOW ROOMS

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

CONSOLES

USED

Draw Bells, Regular \$229.50
Draw Bells, Red Buttons 259.50
5¢ Bonus Super Bells 295.00
5¢-25¢ Twin Bonus Supers 595.00
5¢-5¢ Twin Bonus Supers 575.00
5¢-10¢-25¢ Keeney Triples 795.00
5¢-5¢-25¢ Bally Triple 545.00
5¢ Bally Club Bell 89.50
5¢ Paces Reels, Comb. 49.50
5¢ Paces Reels, C.P. 49.50
5¢ Bally Big Tops, C.P. 79.50
5¢ Evans Gal. Dominos, '47 415.00

CONSOLES

NEW

5¢-25¢ Bonus Super Bells \$800.00
5¢-25¢ Gold Nuggets 800.00
5¢ Bally Wild Lemons 542.50
5¢ Bally Double Ups 542.50

ARCADE EQUIPMENT

Batting Practice \$ 79.50
Sky Fighter 119.50
Air Ralder 79.50
Tommy Gun, Late 79.50
Panorams 259.50
Undersea Raiders 149.50
Lite Leagues 149.50
Voice Recorder 69.50
9-Ft. Skee Roll 79.50
Scientific Baseball 99.50
Jack Rabbit, New 300.00
Buckley Diggers 89.50
Rotary Pushers 285.00
Pop Up, New 25.00
Champ Basketball, New 49.50
Pokerino, Scientific 189.50
Goalee, New 225.00
Wurl. Skee Rolls, 14-Ft. 185.00
10 1/2-Ft. Premier Skee Rolls WRITE

MUSIC

Rock-Ola Standard \$109.50
Rock-Ola DeLuxe, '89 149.50
Rock-Ola Master, '40 169.50
Rock-Ola Super 179.50
Seeburg Hideaway, RC 249.50
Singing Towers 89.50
Aireon, Like New 295.00
AMI Highboy, 40 Selections 285.00
Wurlitzer 600-R 89.50
Wurlitzer 500, Victory Cabinet 145.00
8 Wurl. #125 Wall Boxes, Ea. 15.00
8 Seeburg Bar Boxes, RC 35.00
616 Wurlitzers 89.50

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50	279.50	289.50	399.00
Jennings Std. Chief	269.50	334.00	344.00	454.00
Jennings Club Chief	324.00	—	—	145.00
Goat Robin, Columbia	175.00	200.00	225.00	300.00
Walling Rotatop	245.00	255.00	265.00	375.00
Pace DeLuxe Chrome	—	—	—	550.00
\$1.00 Pace DeLuxe	—	—	—	—

USED AND FACTORY REBUILT SLOTS

	5¢	10¢	25¢	50¢
5¢ Blue Fronts	\$ 79.50	89.50	99.50	109.50
10¢ Blue Fronts	89.50	99.50	109.50	119.50
25¢ Blue Fronts	99.50	109.50	119.50	129.50
5¢ Brown Fronts	99.50	109.50	119.50	129.50
10¢ Brown Fronts	109.50	119.50	129.50	139.50
50¢ Chiefs	249.50	259.50	269.50	279.50
50¢ Blue Fronts	249.50	259.50	269.50	279.50
\$1.00 Chief	475.00	—	—	—

PIN BALLS, \$19.50 EACH

Air Circus, Bolaway, Bosco, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.

NEW PIN BALLS

WRITE

EXHIBIT—BANJO
UNITED—WISCONSIN
UNITED—MANHATTAN
GENCO—TRADE WINDS
CHI-COIN—TRINIDAD
WILLIAMS—TENNESSEE
BALLY—BALLERINA

COUNTER GAMES

1¢ Sparks, Check P.O. \$12.50
1¢ Daval Marvels 19.50
5¢ Gushers, New 29.50
5¢ Davals, Free Play 39.50
1¢ Marvel Pop Up, New 25.00
1¢ Target Skills 22.50
1¢ Gottlieb Grip Scales 32.50
1¢ Daval Buddy-Cigarette 27.50
5¢ Jennings Grandstands 12.50

SAFES & STANDS REVOLVAROUNDS

Single \$ 79.50
Single DeLuxe 119.50
Double 116.50
Double DeLuxe 162.50
Triple DeLuxe 262.50
Heavy Double 265.00
Box Stands 25.00

1/3 DEPOSIT WITH ORDERS

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COIN MACHINE EXCHANGE

PHONES: AD. 7949 - AD. 7993

525 South High
★
Columbus 15,
Ohio

Top Money-Makers

KEENEY TWIN CONSOLES

WILD BELL

Newest sensation. Wild symbol makes winning combination. Any two coin chutes. Write for details. Combination F.P. and P.O.

\$800

TWIN BONUS SUPER BELL

NOW we have them Brand New in original crates. All time record breaker. 5 coin multiple operation.

GOLD NUGGET

Higher odds for players. Bigger collections for you. Two coin multiple. Any combination coin chute. Combination F.P. and P.O.

\$800

JENNINGS

Standard Chief, 5¢	\$269
Standard Chief, 10¢	279
Standard Chief, 25¢	289
Standard Chief, 50¢	399
Standard Chief, \$1	599
Super DeLuxe Lite	
Up Chief, 5¢	324
Super DeLuxe Lite	
Up Chief, 10¢	334
Super DeLuxe Lite	
Up Chief, 25¢	344
Super DeLuxe Lite	
Up Chief, 50¢	454

NEW SLOTS

MILLS

Jewel Bells	
Black Cherrys	
Melon Bells	
5¢ play	\$248
10¢ play	253
25¢ play	258
50¢ play	338

Golden Falls, Hand Load	
Black Gold, Hand Load	
Bonus Bell	
5¢ play	\$258
10¢ play	263
25¢ play	268
50¢ play	348

Standard Club Console	\$369
-----------------------	-------

Super DeLuxe Club Console	\$424
---------------------------	-------

SINGLE WEIGHTED NEW STANDS to fit all model slots

\$27.50

NEW FIVE BALL GAMES

For Immediate Shipment.

Write for Prices.

Exhibit Samba
Williams Virginia
United Wisconsin
Cottlieb Jack 'n Jill
Chicago Coin Trinidad

Greater Profits

For You
THANKS to
YANKS!

Watch for It

Next Week

Terms:
1/2 deposit,
balance sight
draft
Write for Our
New Complete
Price List



READER



HERCULOCK*

means

HANDS OFF
TO

NICKEL-NAPPERS!

By putting ILCO HERCULOCKS on all your coin boxes, every nickel of your take is insured. HERCULOCKS are always dependably tight-fisted till collection time . . . then they "give" instantly at the turn of the right key. They're the safest collection policy you can have.

c-30

*Trademark Registered

INDEPENDENT LOCK CO., Fitchburg, Mass.



NEW YORK, 25 Warren St.
CHICAGO, 555 W. Randolph St.
DETROIT, 2109 Cass Ave.
PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.
SAN FRANCISCO, 121 Second St.
LOS ANGELES, 406 Wall St.
SEATTLE, 568 First Avenue, South

ACTION SALE—BUY NOW!

Wurlitzer 616	\$ 29.50	Seeburg Regal	\$ 69.50
Wurlitzer 24	59.50	Seeburg Victory Gem	75.00
Wurlitzer 600R	69.50	Seeburg Envoy, ESRC	149.50
Wurlitzer 500	69.50	Seeburg Major, ES	139.50
Wurlitzer 700	199.50	Seeburg Hi Tone, ES	100.00
Wurlitzer 750	199.50	Rock-Ola De Luxe	79.50
Wurlitzer 850	189.50	Wurlitzer #145 Red Stepper	17.50
Mills Empress	69.50	Wurlitzer #300 Adapter	10.00
Wurlitzer 41-61, C.M.	49.50	Advance Rolls	90.00

ALSO OTHER ROLL DOWNS AT LOWEST PRICES.
SEND 1/3 DEPOSIT; BALANCE C. O. D.

HUB DISTRIBUTING CO., 632 Tenth Avenue,
Cor. 45th St., New York 19, N. Y. Circle 6-9570

COINMEN YOU KNOW

Chicago:

(Continued from page 114)

tors and operators of the firm's equipment, to get their reactions to a number of important questions facing the industry today. Meanwhile, Billy DeSelm, firm's sales manager, reports their new game, Wisconsin, is moving right along.

Coin Machine Industries (CMI) headquarters were quiet this week as Dave Gottlieb, CMI president; Dudley Ruttenberg, secretary; John Pickering, advisor on public relations; Sam Wolberg, Sam Stern and several other board members, were in New York. With a large segment of the industry focusing its attention on the New York situation these days, there isn't much action at the CMI headquarters.

Bally Manufacturing Company was the destination of a number of out-of-town coinmen this week. Among those seen passing thru the modern Bally entrance-way were Louis Boasberg, New Orleans Novelty Company, New Orleans, and Herman Paster, Mayflower Distributing, St. Paul. . . . John F. Frantz, major domo of J. F. Frantz Manufacturing Company, is currently a busy fellow following up orders on his scales. The trim Frantz machine is being accorded favorable positions in many local food and merchandising emporiums. John is also kept hopping with his experimental and development work on several types of coin-operated amusement devices.

D. A. Wallach, sales manager of Marvel Manufacturing, states that continued interest in the Marvel developed plus-four coin chute definitely proves the validity of the new feature. He has returned from a trip to Omaha, Des Moines and St. Louis, prior to which he attended the Northwest regional convention in Minneapolis. Wallach claims that his recent trip proved that some coinmen still have to learn that the easy years are gone. He explains that those he called on who were doing a modern efficient job were not complaining but those sitting back waiting for business to fall in their laps were singing the blues. . . . David Sarnoff, RCA president, told stockholders this week there would be 800,000 tele receivers in private homes before the end of the year. . . . A third coin-operated pool table hit the market last week.

Connie Pickert, O. D. Jennings division supervisor for the Western States, with headquarters in Las Vegas, Nev., was at the Jennings plant last week in the interest of the firm's new console—the Prospector. John Biehl, Batesville, Ind., distributor for Jennings, also was in for more equipment. John Neise, Jennings sales manager, reports firm business to be steady and growing.

Steve Kordek, Genco's chief designing engineer, is confined to a hospital. Firm's Trade Winds, a new five-ball which includes single, double and triple bonus scoring features, has proven to be a strong repeater, Bernie Gould reports. . . . Dime music play is back for another whirl. Ops here claim that it would go if all converted, but they know that enough would not try the test therefore spoiling the innovation's possible success. Lindy Force, AMI, says that he has heard increased talk on the dime play subject but no concerted test play attempts yet.

Bell-O-Matic Vice-President Grant Shay reports a host of visitors in the past few days. Among them were Harry Hillard, Central Service Sales, Kokomo, Ind.; Harold Daily, South Coast Amusement, Houston; Tommy Douglas, Yellowstone Specialty Company, Salt Lake City; Whitey Lempuhl, W and I Amusement Company,

St. Louis; Mickey Green, Wausau, Wis.; Leo Moncton, Quincy, Ill., and Boots Strange, Danville, Va. Strange, a veteran coinman, was telling Bell-O-Matic President Vince Shay some top flight tales at the famed Owl Room on the adventures of the late Joe Calcutt. John (Midge) Ryan, Bell-O-Matic road staffer, is off to California, Washington and Montana in the interest of his firm's bell equipment. Grant Shay is preparing three color brochures on Bonus, Black Gold and Bonus bell machines.

WE'VE ALWAYS SOLD THE BEST ARCADE AND LOCATION EQUIPMENT

THE BUY OF THE WEEK!
25 BRAND NEW
EIGHT BALL
ROLL DOWN GAMES
\$125.00 Each

BASKET BALL CHAMP CHICAGO COIN..... WRITE

Panoramas	\$250.00
Movies, Microscope, Cast Iron or Light, Complete With Reel and Sign	65.00
Skill Jump, Groetchen Improved	100.00
Ball Lift With Clown Base	60.00
Basketball, Bally	100.00
World Series, Rock-Ola	100.00
Baseball, All American	100.00
Hi Ball, Exhibit	125.00
Blow Ball	135.00
Baseball, Western	75.00
Baseball DeLuxe, Western	100.00
Batting Practice, Scientific	95.00
Basketball or Baseball, Upright, Scientific	95.00

PITCH 'EM AND BAT 'EM AND FIELD GOAL (BASKETBALL), SCIENTIFIC..... WRITE

MUNVES FACTORY REBUILT MACHINES LOOK AND WORK LIKE NEW.

FREE! May, 1948, Illustrated Catalog

New or Factory Rebuilt Amusement Machines — Any Make or Model — Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

WANT TO BUY

SEND YOUR LIST AIR MAIL
AND SPECIFY PRICE WANTED

ROCK-OLA MODEL 1422 (1946)
ROCK-OLA MODEL 1426 (1947)
SEEBURG 1-46 and 1-47
WURLITZER MODEL 750-E,
750-M, 1015, 1100

NATIONAL COIN MACHINE EXCH.

1411 Diversey Chicago 14, Ill.

FOR SALE USED 5 BALLS

All in Good Working Order, Reconditioned.	
1 Show Girl	\$35.00 Each
2 Ballyhoos	40.00 Each
1 Superscore	35.00 Each
2 Spellbound	28.00 Each
2 Rocket	42.00 Each
1 Smarty	35.00 Each
2 Gold Ball	50.00 Each
1 Broncho	50.00 Each
2 Silver Streak	40.00 Each
1 Honey	35.00 Each
1 Nudgy, w/Flippers	45.00 Each
1 Suspense	25.00 Each

DUFF'S RECORD SHOP
24 E. Piccadilly St. Winchester, Va.

NEW GAMES IN STOCK

Jack & Jill—Monterey—Shanghai—
Trade Winds.
Bally Double Ups Write
Mills Slots \$215.00
Used Draw Bells 200.00
Super Bonus, 5/25 500.00

GENERAL COIN MACHINE CO.
225 N. 9th St. PHILADELPHIA, PA.
Walnut 2-4378

Detroit:

(Continued from page 113)

Distributors, also was a backstage visitor for the benefit. . . . James A. Passanante, of the same company, has returned to Florida where he is making his headquarters. . . . Francis X. Heaney is establishing the Heaney Vending Company at 600 Michigan Theater Building. . . . Wilbur J. Burns and Harold F. Embach are going into partnership as the C and B Vending Company, with offices at 2638 Springdale Avenue on the East Side.

Allen M. Kilkka has withdrawn from partnership in the Automatic Television Company, but may become an operator for the firm. Carl Chadwick and Kenneth C. Chadwick, father and brother, respectively, of Darrel B. Chadwick, the firm's founder, have taken over his interest, but will be inactive.

Jack Hickson, head of the Ace Automatic Music Company, one of the largest juke box companies in the Saginaw Valley, reports that the Saginaw-Flint Chapter of the Michigan Automatic Phonograph Owners' Association has decided to discontinue separate organization, and will become a part of the Detroit chapter instead. Hickson, who was president of the up-State chapter, will continue to have meetings for the local groups as well. . . . Morris Goldman, Frank Alluvot, Eddie Grodzicki, Jack Baynes, Roy Clason, and other leaders of the MAPOA and their wives, are attending the annual banquet of the Michigan Table Top Licensees Congress at the Club Casanova.

Leo Weinberger, of the S and W Coin Machine Exchange and Leo's Amusement Company, reports business slowing off in the amusement machine field, reflecting a narrow price spread between new and used games. . . . Homer B. Stuart, president of the Advance Products Company, left Saturday for a 10-day trip to the New York and Boston territories. . . . John M. Germack, vending machine supply dealer, still maintains his salesroom ready for operation on East Vernor Highway here, altho the store has been closed since early in the war and never actually reopened for business.

Joseph T. Budjack has returned to his home here for a rest after exhibiting his Charact-o-Graph, which he is developing for coin control operation, at the Indianapolis Home Show. . . . Arthur J. Jacques, who developed the new Shoematic Shine Machine, is

working on production plans for the device. . . . James J. Abdella, nut and vending supply importer, has had to postpone plans for opening of his new plant, which was to be headquarters for a national business, because of sale of the building he was taking over, and is now making arrangements for a new location.

Sid Penin, Belmont Sales Company, has discontinued production plans on the new bowling game he was developing, and is concentrating on game operation, specializing in an extensive route thru the up-State lake and resort areas. . . . Joseph Levine and Edward Motil, both newcomers in the coin machine field, are going into the operation of nut venders and ultimately other vending types as well, under the name of the L-M Vending Company.

William C. Restrict Jr., who recently joined the Food Products Vending Company, popcorn operators, together with Victor J. DeSchraver and Thomas A. Kinsworthy, has moved to a new suburban home at Birmingham, in the hills country north of Detroit. . . . Anthony Syracuse, who used to be manager of the Gunn Music Company, pioneer local coin music firm from the piano days, has returned to active juke box operation with the establishment of the Circle Music Company, completing plans he has had under development for a year or more. Headquarters are in the West Side suburb of Dearborn. . . . William B. Warner, head of the Modern Sanitary Sales, jobbing firm in the sanitary vender field, has moved from Ferndale, Mich., to 1007 South Main Street in Royal Oak.

Chester J. Selden, Selden Products, who was working on production of

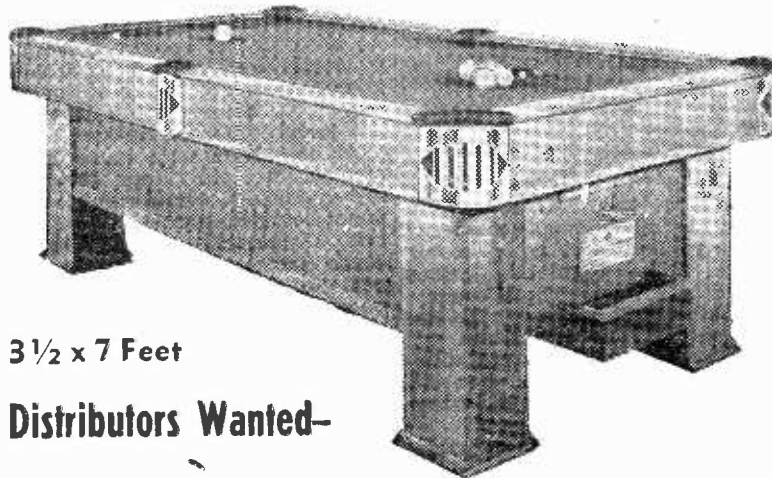
sheet metal parts for coin machines, has returned to the city from Bitely, Mich., where he has been living for several months, but has not determined his future business plans. . . . Louis and Henry Edelman, father and son team, have closed the Sportland Amusement Center, downtown arcade operation, and disposed of the equipment, but Henry Edelman continues to operate an amusement game route under the name of the L and B Amusement Company.

Fred W. Unger has taken over the post as director of franchises for the James W. Vernor Company, replacing A. A. Merrick, and is continuing experimental work on the development of venders for the company's special brand of ginger ale. . . . Leslie Ellie is planning to revive the Oriole Music Company, which manufactured amplifier cabinets and other remote installation equipment on a large scale before the war.

Joseph Cook, who has long had the AAA Vending and Machine Company, is switching the bulk of his operations to the title of the Detroit Amusement Company. Cook has recently moved to a new home. . . . Dave Hubar, attorney for the Robinson Sales Company, was due back from a vacation in Florida last week.

Harry Stanton, manager of Robinson Sales, has returned from his third business trip making the rounds of up-State towns since early spring. . . . Thomas G. Jones is establishing Jones Automatic Music Service in the North End, with headquarters on Oakland Avenue. . . . Nathaniel W. Parker and Larnie Crutcher are going into partnership as the Buckeye Music Company, with offices on McGraw Avenue.

Now Delivering the New All New COIN OPERATED POOL TABLE OF 1948



3 1/2 x 7 Feet

Distributors Wanted—

Mfd. by G. F. PERRY Johnston, S. C.

USED GAMESTHOROUGHLY CLEANED AND
READY FOR LOCATION

Miss America	\$39.50	Hi-Ride	\$104.50
Baffle Card	35.00	Hawaii	114.50
Bowling League	77.50	Maisie	67.50
Baseball	77.50	Marjorie	77.50
Coed	94.50	Mexico	84.50
Flamingo	99.50	Nevada	119.50
Flying Trapeze	114.50	Playboy	48.50
Gold Ball	72.50	Rio	39.50
Havana (with motor)	54.50	Ranger	87.50
Honey	59.50	Starlight	104.50

USED SEEBURG PHONOGRAPHS

Envy, E.S.	\$ 89.50	8800	\$ 99.50
Classic	125.00	9800	99.50

R.C.E.S. 125.00
Send 1/3 Deposit—Balance C. O. D.—Give Shipping Instructions.

J. S. MORRIS & SONS
NOVELTY CO.

4722 Delmar Blvd., St. Louis, Mo.
Rosedale 7445



BEST BUY OF WEEK IN 1c WEIGHING SCALES

These scales have just been pulled off location and thoroughly reconditioned.

Jennings Big Head	\$44.50
Watling Tom Thumb	60.00
Watling Tom Thumb Fortune	70.00
Jennings Low Boy	39.50
Kirk Guesser	55.00
Kirk Astrologer	85.00
Watling "500"	85.00
Watling Guesser	70.00
American Character	75.00
(5% discount in lots of 5 or more)	

1/3 Deposit required with order.
References: Wachovia Bank and Trust Company, Asheville, North Carolina.

PENNIES, INC.

248 CHARLOTTE ST., ASHEVILLE, N. C.
Phone: 2542

USED FIVE BALL FREE PLAY

Thoroughly Reconditioned

FLIPPERS CAN BE INSTALLED ON ALL GAMES FOR \$10.00 ADDITIONAL

AMBER	\$ 60.00	ROCKET	\$ 65.00
BAFFLE CARD	60.00	SEA BREEZE	45.00
BIG HIT	35.00	SHOW GIRL	55.00
BIG LEAGUE	35.00	SILVER STREAK	125.00
CANTEEN	35.00	SMARTY	40.00
CAROUSEL	80.00	SPELLBOUND	50.00
CROSSFIRE	90.00	STATE FAIR	50.00
CYCLONE	80.00	STEP UP	40.00
DYNAMITE	60.00	SUPERLINER	45.00
FAST BALL	45.00	SUPERSCORE	50.00
GOLD BALL	90.00	SURF QUEENS	35.00
HAVANA	75.00	SUSPENSE	35.00
HAWAII	125.00	TORCHY	95.00
COVER GIRL	145.00	MAM'ELLE	120.00
HI-RIDE	130.00	MARJORIE	95.00
KILROY	60.00	MYSTERY	70.00
MAISIE	75.00		



OLIVE NOVELTY CO.

2525 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



TUBES

6J5	.45	All Other Tubes 60% OFF
5Y3	.38	
6L6G	.91	
2051	.45	
6C4	.29	
70L7	1.29	

ENGLISH Sales Co.

620 Randolph Street Chicago 6, Ill.
Andover 6604

FOR SALE
PHONOGRAPH AND PIN TABLE ROUTE
In Northern Wisconsin. Big season just starting.

FRANK WIERICKS
EAGLE RIVER, WIS.

K. C. NOVELTY CO.
419 Market St., Philadelphia 6, Pa.
Market 7-6391 or Market 7-4641

NEW METAL TYPER MACHINES

REPAIR SERVICE PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices

FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

The Only Way
To Describe
YANKS
... IT'S
TERRIFIC!

CONSOLES

BRAND NEW

Keeney Twin Bonus, 5c-25c... \$800.00
Keeney Gold Nuggets, 5c-25c... 800.00
Bally Wild Lemons 542.00
Bally Double Ups 542.50

USED

Draw Bells, Regular..... \$229.50
Draw Bells, Red Buttons 259.50
Keeney 5c Bonus Super Bells.. 295.00
Keeney Twin Bonus, 5c-5c 575.00
Keeney Twin Bonus, 5c-25c... 575.00
Keeney Triple, 5c-10c-25c 795.00
Bally Triple Bells, 5c-5c-25c... WRITE
Evans '47 Gal. Dominoes 425.00

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High St. Columbus, Ohio
ADams 7949

BEST BUYS IN MIDWEST

Advance Rolls \$150.00
Total Rolls conv. to 600,000
score with buttons 100.00
Tri-Score 50.00
Super Roll 100.00
Double-Up (Stoner) 75.00
Big City 100.00
Genco Playballs 35.00
Scien. Batting Prac. 35.00
Western DeLuxe Baseballs 60.00
Jenn. Roll-in-Barrel 50.00
Red Ball (Pool Game) 60.00
Ten Strikes 50.00

WISCONSIN NOVELTY CO.

3734 N. GREEN BAY AVE., MIL., WIS.

N. Y. Game Rule Proposed; Industry War Effort Told

(Continued from page 99)

that people in the industry had always favored strict regulation and a licensing arrangement. "This is the only way you can keep racketeers out," he told the committee.

The regulation can also effectively prevent play by children, said Markovich. In answer to allegations that the presence of pin games contributed to juvenile delinquency, he cited impartial reports which showed no correlation between the two. "Cases of juvenile delinquency have been at a record low in the past year, during which amusement games returned to city locations," he said. He added that "there were far more cases during the period when games were banned from the city."

Statements by the police commissioner and several of the city's district attorneys impugning the character of people in the coin machine industry, were vigorously challenged by George M. Glassgold, attorney representing Coin Machine Industries, Inc. (CMI). He pointed out that many are in the forefront of communal efforts in behalf of charity and municipal betterment.

"The character and caliber of the people engaged in the manufacture, sales and operation of pinball games and other amusement games is good and represents the average cross-section of our citizens of this city and thruout the rest of the country," he declared.

Army, Navy E Awards

Of the 51 firms engaged in the manufacture of games, 21 have received army and navy E awards for excellent work in fulfilling war contracts, according to Glassgold. He said that "even at this very time the Department of Defense is making surveys of the manufacturers in the industry to co-ordinate them in their plans for industrial mobilization."

Glassgold told the committee that the test of a game's being a gambling device has little relation to whether its main elements involve skill and chance. "Many games of skill have been used for gambling purposes," he said. Regulation can keep the game industry clean, he added.

Principles Offered

In behalf of the CMI, Glassgold submitted for the council's consideration seven principles by which a fair and effective bill regulating games here could be drawn. These were:

- (1) Prohibit children under the age of 18 to play or use the games.
- (2) Prohibit the use of games within 500 feet of schools or churches and places usually frequented by unaccompanied minors.
- (3) License all operators, distributors, jobbers and locations.
- (4) Impose a license fee for each game used and a yearly license fee for all engaged in the game business.
- (5) Require submission by the manufacturer of each new type of game for the approval of the license and police departments.
- (6) Provide that license privileges be withheld from persons of doubtful character.
- (7) Provide for fines, punishment and forfeiture of license for violations.

Propose New Indiana Taxes

INDIANAPOLIS, May 8.—Indiana Municipal League is supporting proposed State legislation which would authorize any city or town to levy admissions and amusement taxes on theaters, exhibitors, athletic events, etc., thru either gross receipts or on each ticket sold.

The group, representing 535 cities and towns, also recommended passage of a law permitting the taxation of juke boxes, pinball machines and other coin-operated devices.

In a short statement, Dave Gottlieb, president of CMI and D. Gottlieb & Company, promised that manufacturers of game equipment will "construct machines for use here which meet all requirements of New York law."

Sidney Levine, who represented Bert Lane, president of Seaboard New York Corporation before the committee, said he spoke mainly for operators "who will be the main victims if the proposed bill is passed." Levine declared "there is no reason whatsoever for the haste with which the bill was being pushed by city officials." He reminded the committee that a case concerning the legality of games will be tried May 19, and that the court's action might have a direct bearing on the findings of the committee.

Both Levine and Glassgold assured the committee that former Supreme Court Justice Samuel Rosenman, who is handling the case for the game industry, would consent to agree to an adjournment of the case if the police decided they needed more time for preparation. This was a contested point in last week's hearing in the New York Supreme Court.

In an aside which brought chuckles from the crowded council chamber, Levine reminded Councilman Di Falco, committee chairman, that he (Di Falco) had represented coinmen in several legal actions. This was in answer to charges that coinmen were largely a criminal element. "Surely the councilman wouldn't associate with known criminals," Levine asserted.

Lawrence Leiberman

Representative of the individual operators who appeared was Lawrence Leiberman. He said that before he invested in games he called the police department and asked if the games were legal. "A Captain Sweeney told me the games were absolutely legal," Leiberman alleged. As a result, he bought a truck and machines and signed a three-year lease for a store. If the bill passes he will be burdened with a debt he can not possibly repay, he said.

Among those who spoke in favor of outlawing pin games were several arcade owners, whose right to operate is not being challenged by the current bill. Apparently fearful that a license arrangement for games, on a per unit basis, would place an impossible financial load on their businesses, they told the committee that games should not be operated in "commercial locations."

But, as several councilmen pointed out later to the corporation counsel, a bill favoring one type of operator over another might subject the council to justifiable charges of discrimination.

Discrimination

This point was amplified by Max Levine, president of the Scientific Machines Corporation, who was the last speaker to appear. Levine, who manufactures Pokerino tables and is one of the largest suppliers of equipment to arcades, urged against discrimination in any bill the council might adopt.

"From a purely commercial standpoint I should be in favor of the bill," he said. "I am against this bill because after spending my life in this industry, I would not say that my games are pure and every other game is a gambling device."

Levine stated that there was nothing inherently wrong in a person playing a pin game for amusement. If there is thought to be a danger of gambling from the use of such games, they can be effectively controlled by proper legislation, he added. His statement was applauded by the people crowding the council chambers.

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H. James (Trumpet Blues) Columbia 38199

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Record Reviews

(Continued from page 30)

RATINGS
(100 Point
Maximum)90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POORARTIST
TUNES
LABEL AND NO.
COMMENTRATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATORARTIST
TUNES
LABEL AND NO.
COMMENTRATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

RAY McKINLEY
(Victor 20-2768)

75 75 77 73

Tambourine
(Ray McKinley)
A show tune from "Angel in the Wings." Ray's vocal and the precise, hard-biting attack of the band are too good for the material.

A Man Could Be a Wonderful Thing
(Ray McKinley-Marcy Lutes)

83 87 81 81

Excellent boy-girl vocal between Ray and Marcy with quality band-backing. Tune and lyrics attractive—could add up to a hit.

TONY MARTIN
(Victor 20-2812)

55 55 55 55

The Bride and Groom
Polka
(Chorus-Earle Hagen Ork)

Tony tries his best as the ork rattles the kitchenware in back of him. The experiment's a failure.

Confess
(The Lyttle Sisters-Earle Hagen Ork)

72 74 74 70

Tony gets all his oomph into this one. Should flutter the Martin fans.

LOUIS PRIMA
(Louis Prima-Chorus)
(Victor 20-2763)

57 58 55 56

I Feel So Smoochie
Da Preem gives it his strenuous treatment, gravel - throat, shouts from the ork, etc., and it doesn't sound smoochie at all.

Betty Blue
Tune, a novelty that seems to be on upsurge, is just Louis's cup of tea.

DENNY DENNIS
(London 214)

62 62 62 62

Need I Say
(The Song Pedlars-Stanley Black Ork)
Denny sounds completely uninterested.

I'd Give a Million Tommorrow
The English groaner at his best. Strongly reminiscent of Russ Columbo on this plug tune.

DENNY DENNIS
(The Song Pedlars)
(London 206)

73 76 72 72

A Feller With an Umbrella
Denny doesn't give this new Berlin tune from the "Easter Parade" movie the lift it needs.

Steppin' Out
Also from the Berlin pic, this ditty is a twist on the old "Top Hat" tune. Denny does it too slow.

DENNY DENNIS
(Stanley Black Ork)
(London 156)

76 77 74 76

Honey
There's revived interest in this standard. English top-crooner projects true and fine... full string ork backing capable but cool.

Danger Ahead
Voice is great... backing and song fine... as soon as looser American dramatizing tricks are picked up, D. Dennis has a big future here.

POPULAR

HARRY ROY ORK
(London 203)

50 53 49 48

Canadian Capers
The English pianist-bandleader bangs out the old rag tune with much force and little imagination. Ork backing too loud and brassy.

Piano Madness
More raggy keyboarding in front of Casa Loma killer-diller type arrangement, vintage 1935.

FRALINGER STRING BAND
(Fred Calandra, Dir.)
(Ring RG-1002)

40 40 40 40

When My Baby Smiles at Me
An attempt to cash in on the current corn market. Stringy, but not zingy.

Happy Days Are Here Again
Timed for the forthcoming party conventions.

45 45 45 45

DICK HAYMES-
THE SONG SPINNERS
(Decca 24439)

87 88 84 86

You Can't Be True, Dear
Good Haymes on a top plug tune, with the flip of "Nature Boy," this platter should go places.

Nature Boy
Dick's engaging vocal on the Abbez smash one of his best yet.

89 90 87 89

THE THREE SUNS
(Artie Dunn-The Sun Maids)
(Victor 20-2838)

70 70 70 70

A Boy From Texas—A Girl From Tennessee
The Suns augmented by a femme vocal group do a routine job on a routine pop.

I'm in Love—Can't You Tell?
Relaxed instrumental and chirping on an attractive ballad.

73 75 72 74

FRANK SINATRA
(Axel Stordahl Ork)
(Columbia 38192)

68 70 66 67

A Fella With an Umbrella
Not choice Sinatra on the new Berlin tune.

It Only Happens When I Dance With You
More Berlin, and one of Frank's poorest jobs in months. He sounds tired, oh so tired.

50 50 50 50

THE DELL TRIO
(Columbia 38193)

54 50 52 56

Sunday Picnic Polka
Columbia's version of The Three Suns do an unspectacular job on a routine polka tune.

**JERRY WAYNE-
THE DELL TRIO**

69 70 68 72

Betty Blue
Jerry's singing brightens the flip. The tune, a silly, kiddie-like novelty is just infantile enough to have click potential.

HARRY JAMES
(Columbia 38199)

83 85 82 83

The Carnival of Venice
A re-issue of the James showcase piece. Still a neat bit of trumpet virtuosity.

Trumpet Blues
Also a re-press. One of the killer-dillers of the early forties.

79 80 78 80

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				
	OVER-ALL	DISC JOCKEY	DEALER	OPERATOR		OVER-ALL	DISC JOCKEY	DEALER	OPERATOR	
POPULAR										
GEORGE OLSEN- EDDY HOWARD (Decca 24343) <i>Sixty Seconds Got To- gether</i> Decca re-issue. With a light shuffle beat and a younger Eddy this is merely reminiscent. <i>Little Lady Make Be- lieve</i> Old Olsen 'olds oldish overtones! A high-pitch- ed Eddy in a schmaltzy bit.	63	70	60	60	CHARLIE SPIVAK (Victor 20-2777) <i>The Last Thing I Want Is Your Pity</i> (Rusty Nichols) Straight big-band up- tempo version of Frank Loesser tune. Rusty's gravel singing only fair. Song's melodic, tho! <i>But None Like You</i> (Tommy Mercer-Irene Daye) Charlie's horn-solo intro followed by choral turns of boy and girl chirps. Pretty song, good treat- ment.	72	74	70	74	
BING CROSBY (Ken Darby Choir-Victor Young Ork) (Decca 24433) <i>Blue Shadows on the Trail</i> Bing's better on this widely recorded Western. Warm whistling and warbling with good assist from choristers. <i>A Fella With an Um- brella</i> (John Scott Trotter Ork) New Irving Berlin "East- er Parade" film tune has familiar Berlin melodic quality but lyric message has very ordinary ap- peal.	82	81	80	85	WALTER SOLEK ORK (Harmonia H-1175) <i>He Likes the Girlies</i> Too much chirp pro- duction spoils the polka broth. <i>Nightingale Polka</i> Spared his own singing, Solek makes a neat polka out of "Mockingbird."	53	60	40	60	
LES PAUL TRIO- CLANCY HAYES (Mercury 5133) <i>My Extraordinary Gal</i> Love that Les Paul guit- ar and rhythm back- ground! And Clancy does A-1 vocal on a "great" oldie.	92	94	90	90	VAUGHN MONROE (Vaughn Monroe- The Moon Maids) (Victor 20-2785) <i>Blue Shadows on the Trail</i> Monroe better in the flip but this plug tune had wide coverage and may catch on. <i>Melody Time</i> Best record we've heard on this. Title tune of the Disney pic, it gets full melody enhancement from the Monroe tonsils.	83	83	80	88	
FOS CARLING <i>Suspicion</i> Another westernized ver- sion of the Ray Noble ditty. Okay but the Eng- lishman narrative role is more appropriate. Ar- rangement here only fair. Bad backing for Paul's side.	75	78	72	75	SAMMY KAYE (Don Cornell-The Three Kaydets) (Victor 20-2746) <i>I'll Always Be in Love With You</i> Cornell sings slow, sweet ballad. Pretty, perhaps a bit over-sweet. <i>The Tune on the Tip of My Heart</i> Perfect Kaye material usual tidy, icky little figures with Corn- nell and trio restrained but highly listenable. Very catchy ditty.	79	80	78	86	
FRANK SINATRA (Columbia 38210) <i>S'posin'</i> Light treatment of the standard with Frank chirping before a small rhythm group. Pleasant but that's about all. <i>Nature Boy</i> (Jeff Alexander Choir) Frank sings with warmth and timbre, he's lacked in recent months. The fabulous "Nature Boy" by Cole can't be cut but this is an excellent a cappella rendition.	73	77	70	72	DICK HAYMES-GOR- DON JENKINS ORK (Decca 23826) <i>It's You or No One</i> Another ballad from same score as flip. Equally pretty but more intricate, perhaps less retentive. <i>It's Magic</i> Richard takes a extra pretty Cahn-Styne bal- lad from "Romance on the High Seas" pic and sings it strong and well.	78	80	78	91	
TED WEEMS- PERRY COMO (Decca 25362) <i>It All Comes Back to Me Now</i> It's an old Como platter and sounds it. <i>May, I Never Love Again</i> Song's something as ever but an old Como platter sounds somewhat faint and unimpressive today.	65	65	55	60	ANNE SHELTON (Camarata Ork) (London 158) <i>Spring in December</i> Wonderful dance ballad with anachronistic lyric idea gets one of its best disks here. <i>Strangers in the Dark</i> Beguine-ballad reminis- cent of 10 American standards. But still tune- ful and excellent Shelton vocal.	85	87	84	78	
DOLLY DAWN (Regent 118) <i>Money, Money, Money</i> Dolly's calypso swamped by badly balanced heavy ork beat. <i>I Was Lucky</i> Much better recording than flip. Dolly's got the phrasing gift and uses it well on the oldie.	65	65	55	75	DANA SERENADERS- RAY HENRY ORK (Dana 2009) <i>Payday</i> Polka market is loaded but Dana outfit makes fresh, modern stuff. This should move altho Sere- naders could have been more zestful. RAY HENRY OR <i>Hopeless</i> Standard polk mental. Well what it is. C even si	84	84	82	75	
EDDY HOWARD (Majestic 1256) <i>Crying for Joy</i> Pretty Rose-Monaco tune and Eddy's vocal the us- ual. Arrangement draggy and thin. <i>The Flower Seller</i> Slow and schmaltzy with Eddy solo on a ballad that hears like an old Italian melody. Lyric routine.	73	73	73	73						
	55	60	50	55						

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FOR SAVINGS ON TOP EQUIPMENT LOOK AT LONDON'S SPECIALS!

SEEBURG	Regals Crowns	\$99.50 EA.	WURL.	500K	\$99.50 EA.
	9800 ESRC	210.00 EA.		600K	\$99.50 EA.
	8800 ESRC	189.50 EA.		Super Master	109.50 EA.
	Classics Vogues	269.50 EA.		Standard DeLuxe	99.50 EA.
SEEBURG	Colonels ESRC	269.50 EA.	ROCKOLA		
	Envoys ESRC				

CHECKED LATE GAMES CLEANED

Stage Door Canteen	\$29.50	Sea Breeze	\$49.50
Surf Queen	Each	Spellbound	Each
Midget Racer		Big Hit	
Superscore	\$54.50	Honey	\$119.50
Double Barrel	Each	Torchy	Each
Fast Ball		Mystery	

RIO	\$79.50	MAISIE	\$99.50
KILROY	Each	CYCLONE	Each
NUDGY		ROCKET	
BALLYHOO		CAROUSEL	

SUMMER ARCADE	SPECIALS	RESORT
GOALEES — \$99.50	ALL STARS \$299.50	SKEE BALLS
ALL STAR HOCKEY		TARGET ROLL
SCIEN. BATT. PRAC.		SKILL ROLL
CHICKEN SAM		ROLL-A-SCORE
		ROLL-A-BALL
		ROCK-O-BALL
		ROCKET BALL
TALLY ROLL	HEAVY HITTERS \$69.50	ADVANCE ROLLS
DOUBLE UP		BING-A-ROLLS
PINCH HITTER		WRITE

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.
PHONE: KILBOURN 7323

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3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

★ ★ ★
EXTRA

TELEVISION
News

TELECTRO
SPECIAL

LATEST TELEVISION MODELS

NEW TAVERN SET

A large screen television receiver developed especially for taverns, restaurants, nite clubs and hotels was announced recently by the Telectro Division, EASTERN INSTRUMENT CORP. The ideal television set for commercial use must provide a sharper, brighter picture and in addition give adequate sound coverage for larger areas and audiences. The all-new Telectro commercial receiver is precision built and engineered for steady operation and minimum servicing. The cabinet has been designed to harmonize with any interior.

HOME LINE A HIT

Television dealers were enthusiastic about the new line of 12" television receivers at their recent showing by Telectro in Boston. Although in the popular price range, the new sets with a picture area 40% larger than the standard 10" set retain the same precision engineering and construction of the higher priced Telectro models. Two table models and a console in period cabinet were shown. With the expansion of production facilities, the Telectro division is now appointing exclusive distributors in additional territories.

EXCLUSIVE DISTRIBUTOR FRANCHISES NOW BEING CONSIDERED . . .
WRITE OR WIRE TO

TELECTRO DIV.

EASTERN INSTRUMENT CORP.
395 Flatbush Ave. Ext. Brooklyn 1, N. Y.

ROUTE FOR SALE

Old established, good paying. Close to New York. Only principals answer.
BOX 318, The Billboard
1564 Broadway New York, N. Y.

WANT TO BUY

New Wurlitzer 1015; A.T. Challenger, new, latest model; new and used Reels for Mutoscope Machine. State full particulars and price in first letter.

R. Quiles Santiago
BOX 3164 SANTURCE, P. R.

Record Reviews

(Continued from page 121)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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RACE

SMOKEY HOGG
(Modern 20-574)

I Feel Good
Smokey puts down an old-style blues shout and competent boogie 88-ing. Good guitar and bass in back.

Long, Tall Mama
More of same in slower tempo. Either side good for race slots.

JOE WILLIAMS
(Columbia 38190)

Banta Rooster Blues
Deep blues with guitar, bass, drums and harmonica. Guttie; but lyric hard to distinguish.

House Lady Blues
Jumping blues with fine instrumental backing. Unfortunately, words are poorly enunciated, on this side, too.

NETTIE SAUNDERS
(Universal U-80)

Ain't Goin' No Place
Nettie intersperses straight singing with some Murphy-Lutcher stuff. Gal is good, should stick to own style.

Mercy, Mercy, Mercy
Lots of conviction on a commercial blues tune. Might be a race box success.

SAVANNAH CHURCH.
ILL-THE FOUR
TUNES
(Manor 1116)

Time Out for Tears
Top-notch warbling of a fine tune. Tasty backing by Tunes and vibeguitar-bass combo.

THE FOUR TUNES
All My Dreams (If All My Dreams Would Only Come True)
Nice vocal quartet, but mediocre tune and no Savannah keep this from rating with flip.

AMOS MILBURN
(Aladdin 211)

Pool-Playing Blues
A smooth job—but the lyrics are too purple for airing. Could do well in race jukes.

I Still Love You
Amos sings a mediocre pop in a Torme-Cole manner.

BIG BILL
(Columbia 38180)

Ramblin' Bill
Big Bill Broonzy's zestful treatment of a fast blues up to par, but sloppy instrumental backing detracts.

Summertime Blues
Ditto: Bill's earthy, vigorous blues vocal hampered by combo. Good alto sax solo partially redeems loose instrumental work.

BUSTER BENNETT
BAND
(Columbia 38173)

Three Blue-eyed Women
Band too loud on this blues stomp, drowning out Buster's singing part of the way. K

Famous Door
Nice tenor, a instr from an old done in Big-band, but in square doesn't sure. small

Continued o

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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RACE

ERSKINE HAWKINS
(Victor 20-2836)

I'd Love to Make Love to You
(Laura Washington)
Stepped in mediocrity.
Gabriel's Heater
Trumpet solo highlight to an otherwise ordinary instrumental.

THE FOUR TUNES
(Manor 1129)

Someday
Ink-Spottish group do an ordinary ballad.
I Want to Cry
Race boxes should go for this ballad done huskily and well by the Church-ill chirp.

HOT JAZZ

SAL FRANZELLA
QUINTETTE
(Majestic 1207)

Minute Samba
Intimate small group rendition of the Enric Madriguera tune; Franzella clary clean and prettily toned.

Lazy River
Relaxed instrumental rendition of the oldie with Franzella again shining on clary.

JOE MORRIS ORK
(Atlantic 875)

Jump With Me
Weighty riffer with Johnny Griffin tooting some fair tenor.
Lowe Groovin'
Heavy volcings in low register at medium bounce may pull some race coin.

SAM DONAHUE AND
HIS SWING SEVEN
(Signature 15189)

Catch As Catch Can
Neat swinging riffer with string of ordinary jazz solos.

Hollywood Hop
Not quite as interesting as topside musically.

PHILLIE ALL STAR
STRING BAND
(Apollo 1117)

Minnie the Mermaid
String band usual. Fair but no Four Leaf spark.

Tiger Rag
Beat restrictive for the song . . . but string band followers may like.

CHILDREN'S RECORDS

TWO-TON BAKER
(Mercury 5127)

I Wuv a Wabbit
A little banal except for the really young mop-pets, but it's n. s. b.
I'm a Little Teapot
If intended for tots this is fine. The ole Horace Heidt ditty, gets Two-Ton's jovial kidadored treatment.



*Cold facts about cool profits
with the
'Polar Pete' snow cone machine!*



HERE'S HOW A DIME WILL GET YOU A DOLLAR!

900% Profit On Ice!

Check the profit-facts about the 'Polar Pete' Snow Cone Machine yourself. Fifty pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon, or 85c if you make your own. Ice is about 25c. Cups, about \$3.00 per thousand. The 175 snow cones are \$17.50 in sales. Your total material costs are only \$1.65. Brother, that's big profits from any angle. The season is at hand now. Place your order TODAY!

LOOK AT THESE FEATURES!

- **NEW** method of merchandising snow cones . . . revolutionary!
- **EXCLUSIVE** with Multiple Products Corp. No other machine like it!
- **BEAUTIFUL CABINET** will decorate even the finest location!
- **RUSTLESS METALS** Aluminum and stainless steel used throughout!
- **REAL SNOW** from the patented ice shaver . . . 250 lbs. per hour!
- **SYRUP DISPENSERS** two of plexiglas. No funnels needed to fill!

- **ICE STORAGE** 100 lbs. — two removable pans in bottom of cabinet!
- **LEAK PROOF — NO MESS** because entire cabinet bottom is one piece!
- **CASH DRAWER** and a BIG one! In the back where it's handy.
- **CUP STORAGE** placed overhead . . . out of the way but convenient, fast!
- **LOW OPERATING COST** motor and one light globe — 120 V. 60 cycle. A/C!
- **COMPACT** 30" wide, 20" deep, 60" high. It fits almost anywhere!
- **PLEXIGLAS DISPLAY** of snow and syrups . . . sanitary . . . spectacular!
- **ILLUMINATED** section of plexiglas in top . . . and light on display!
- **SWITCHES** conveniently located to right of operator on back panel!

SNOW CONES SELL!

Everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. They sell, but FAST! One location reported \$600 worth of business in one day! Even cutting it in half, it's REAL PROFIT when a dime will get you a dollar!

MULTIPLE PRODUCTS CORP.

3612 Cedar Springs

Dallas 4, Texas

Phone Lakeside 4147

\$395.00 F.O.B. DALLAS, TEXAS

TERMS: 50% Cash With Order.

Balance C. O. D.

Delivery 30 Days — Quantity Discount.

DISTRIBUTORS!

Write, wire or phone your orders NOW! First come, first served! Requirements are reasonable. Profit Possibilities, Unlimited.

REBUILT PHONOGRAPHS! UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING

WURLITZER	SEEBURG	ROCK-OLA
950, 850, 800...\$219.00	HITONES, E.S. ...\$139.50	SUPER\$119.00
780 224.50	COMMANDER.... 149.50	MASTER 119.00
500 119.50	COLONEL 149.50	DELUXE 99.50
600 99.50	CADET 149.50	STANDARD 107.50
24 VICTORY 79.50	REGAL 89.50	TWIN TWELVE... 69.50
616 49.50		
71 79.00		
61 64.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

CHECK
THESE
POINTS

- ✓ PROFESSIONALLY REFINISHED
- ✓ MECHANISM OVERHAULED
- ✓ WORN PARTS REPLACED
- ✓ AMPLIFIER RECONDITIONED
- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POST-WAR AIREON NEW ACCUMULATOR AND MECHANISM . \$239.00
PHONOGRAPHS ROCK-OLA, 1422 \$329.00
SEEBURG LOTONE, Professionally Rebuilt. \$289.50

WALL BOXES Seeburg: S-20-1Z, \$3.95; WS-2Z Wireless, \$19.50; DS-20-1Z 3 Wire, \$15.00.
 Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.
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5c WIRELESS WALL-O-MATICS
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Each unit completely reconditioned and refinished. All worn parts replaced.
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25c Jenn. Golfarolla \$275.00
 5c Pace Reels Jr. 49.50
 Bang Tails 425.00
 25c Pace Reels 49.50
 5c Big Game 49.50
 5c Jenn. Club Console 79.50
 25c Jenn. Club Console 89.50
 Super Bell, 5-5-5-25 125.00

BELL SPECIALS

5c Pace Comet \$ 50.00
 5c Jenn. Chief 65.00
 5c Jenn. Silver Chief 85.00
 5c Jenn. Bronze Chief 125.00
 10c 4-Star Chief 74.50
 10c Super DeLuxe Chief (Lite-Up) 175.00
 10c Watling Rotatop 60.00
 10c Pace Comet 60.00
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 25c Mills War Eagle 85.00
 25c Pace Bantam 49.50
 25c Watling Rotatop 75.00
 50c Gooseneck 75.00

NEW JENNINGS BELLS*

Standard Chief, 5c \$269.50
 Standard Chief, 10c 279.00
 Standard Chief, 25c 289.00
 Standard Chief, 50c 399.00
 Standard Chief, \$1 599.00
 Super DeLuxe Lite Up Chief, 5c 324.00
 Super DeLuxe Lite Up Chief, 10c 334.00
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 *With Tic-Tac-Toe Reels, Same Prices.

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 Lots of 5 Single Lots

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Maisie	69.50
Mystery	59.50
Baffle Card	39.50
Dynamite	39.50
Spellbound	39.00
Kilroy	54.50
Havana	59.50
Chicago Coin Baseball, With Flippers	89.50
Mexico	99.50
Hawaii	109.50
Cyclone	59.50
Sunny	129.50
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Mamselle	89.50
Ranger	89.50

Flippers added to any game—\$12.00 extra.

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Seeburg Regal Lite Up	\$ 69.50
Seeburg Envoy, Remote	119.50
Seeburg Casino	79.50
Rock-Ola Standard	99.50
Rock-Ola Deluxe	99.50
Rock-Ola Master	99.50
Rock-Ola Super (1940)	99.50
AMI Streamliner	89.50
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Like New 1946 ROCK-OLA, \$375.00

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Wurlitzer 61 C.M.	59.50
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Includes four tips as
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See your jobber . . . If he
cannot supply you, order direct.

BAKER-PHILLIPS COMPANY
2816 Aldrich South • Minneapolis, Minnesota

Games Chalk Strong Gains In February Foreign Report

(Continued from page 100)

January totals for the coin phonographs were \$115,459, as against \$179,483 in the current report. During the same comparison venders reported \$12,023 and \$12,517. Games brought in \$42,358 in the February report up 320 per cent over the \$10,061 announced for the previous month.

Turning to average prices paid for machines by individual nations it is found that Saudi Arabia paid the highest per machine price—\$1,100 for each of the four juke boxes imported—with Venezuela next, \$809 for each of her 56 music machines. Other foreign music machine buyers paying per machine prices which suggested that were making new juke purchases included Japan (\$796), Honduras (\$728) and the Dominican Republic (\$708), Canada, on the other hand, paid the smallest average price for each of her eight coin phonographs (\$176), followed by Mexico (\$205) and Costa Rica (\$292). All foreign music machine purchases together averaged \$473 per machine, a slight increase over the \$445 averaged for the previous month.

Vending Average Up

Automatic merchandisers consigned to overseas coinmen in February averaged \$58 per unit, \$7 more than venders averaged in January. Mexico was the lowest average price buyer (95 venders at \$13). Canada was also concentrating on smaller venders,

paid \$41 for each of 55 imported. Panama spent the most per unit, \$519 for each of two venders.

Indicating that more and more amusement games are finding their way to foreign shores is the \$41 game average price for February, compared with \$99 for the previous month and the post-war average of approximately \$102 per machine. With 10 nations making purchases that amounted to over \$500 for games, Canada paid the lowest unit price, \$15; Germany the highest, \$383.

With new games being introduced approximately every six weeks, coinmen may soon be able to find an increasingly attractive overseas market for their used games if the February accent on games continues for the remainder of the year.

Coin Recorder Co. Finds One Thing Leads to Another

(Continued from page 100)

scheduled, the other two can still make for smooth operation.

The president of the Chicago Wilcox-Gay distributor reported that results of a recent test of the coin voice recorder at Union Station here resulted in both conclusive and humorous results. Over a six-week period, the recordio averaged better than 42 plays per day, and averaged a single service call per week after the station attendant had been instructed in proper maintenance procedure. The humorous part of the experiment came as a result of several calls by apparently interested coinmen in the area who were watching the results of the play on the machine on a full-time basis. For Graham stated that every so often one of several unidentified individuals called into tell him just how everything was going.

Grocery a Surprise

Actually, Graham states his firm got in the market business strictly by accident. It seems that Self-Service was just about to complete arrangements for the installation of a coin-operated laundry store in a Quonset hut located within the confines of a Chicago housing project, when a housing official told him the project's prime need was an up-to-date grocery and meat market. Graham pointed out that his organization was flexible enough to do many services but could not quite see getting in the grocery business. Later in the week, while Graham was mulling the situation, his secretary, Mrs. Hedstrom, informed him that if the firm ever did give the grocery trade a whirl, her brother, Charles McMahon, was a meat merchant with 16 years of experience with one of the nation's top super market chains.

Encouraged by the fact that he at least had a dependable man to operate the new business, Graham recommended that his organization open the market. Since its inception, the market, also located in a Quonset adjoining the Self-Service firm's coin laundry store, has been an outstanding success. Graham and Soper claim that McMahon's efficient management has made the market one of the interesting topics of conversation among Chicagoans in the Northwestern part of the city.

Altho Graham points out his first love is the coin laundry, the way he and his fellow staffers go about their daily duties and the noticeable spirit of adventure among all concerned, leads most Self-Service Laundries' visitors to expect the firm to expand into almost any field—successfully.

Dan Gould Firm Expands, Moves

CHICAGO, May 8.—Dan Gould Enterprises, one of the coin machine industry's leading parts suppliers, will move May 23 to larger quarters at 1500 North Clybourn here, Dan Gould, firm head, has announced.

New quarters will give the Gould firm 20,000 square feet of storage and production space, which is approximately five times the amount of space the firm has utilized at its present address.

In addition to having larger facilities for handling of the firm's varied parts line, Gould stated that the new address will also result in better service for firm customers, especially for out-of-town coinmen, and closer contact with the industry as a whole.

CUPS VS. BOTTLE

(Continued from page 101)
show a big advance this year, according to Mack, who said "we hope to have the entire United States covered in three years with the greater part of the job done in the first two years."

Bottle business across the nation, compared to the possibilities, is "fair in some territories, good in a few, and poor in most," Mack said.

Asked by Gilbert about possible use of television to promote Pepsi-Cola, Mack said that he regards tele as "one of the coming media" and hopes to include it in the 1949 advertising program.

S. C. Park Meters Click

COLUMBIA, S. C., May 8.—Receipts from parking meters here neared the \$10,000 mark in April, according to Councilman Sam B. Doughton, who is in charge of the parking meter department. E. R. Paulk, parking meter superintendent, reported total receipts of \$9,591.69 for the month, with \$3,474.31 coming from the meters on Main Street, and \$6,117.38 from meters located on side streets.



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ARCADE MACHINES

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Buckley Treasure Islands	\$119.50
Baffing Practice	69.50
Tommy Gun, Late	79.50
Undersea Raiders	99.50
Life Leagues	75.00
Jack Rabbit (New)	185.00
Goalees, Like New	149.50
14 Ft. Wurl. Skee Rolls	165.00
10 Ft. Premier Skee Rolls, New	249.50
10 Ft. Super Skee Roll, New	249.50
Sky Fighters, A-1	85.00
Chicken Sams, A-1	79.50
New Vendit Candy Bar Machines, 150 Bars	159.50

CENTRAL OHIO COIN MACHINE EXCHANGE

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Adams 7949

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Al Bloom, President

NAMA Reports '48 Meeting Now 70 Per Cent Sold Out; Committee To Meet May 15

Plan To Discuss Business and Entertainment Programs

CHICAGO, May 8.—National Automatic Merchandising Association (NAMA), after mailing out exhibit space contracts for its 1948 annual convention and exhibition, this week announced that 70 per cent of the available space has already been allotted. This year's convention is to be held at the Palmer House here, December 13-15. J. Sidney Jones, of Southern Vendors, Dallas, is general convention chairman.

Members of the convention executive committee, meeting at NAMA headquarters here late in April, laid initial plans for the four-day program. Discussion centered on exhibit space sales and type of new exhibitors who would participate, etc. At a second committee meeting Saturday (15), discussion will deal with the convention's business and entertainment program. Following the 1947 meet's successful presentation of skits featuring candy, gum and nut vending phases, it is expected that a different, but equally entertaining, type of major production will be evolved. The ladies' program also will be planned, with an even more interesting entertainment schedule to be arranged than that during the 1947 conclave, officials stated.

Main change for the 1948 convention will be the placing of equipment makers and suppliers side by side on the exhibition floor as well as on the seventh floor of the Palmer House. Last year the supplier firms exhibiting were confined to room exhibits on the seventh floor and equipment manufacturers were discouraged from holding showings other than in the exhibition hall.

See Aid to Suppliers

NAMA executives voiced the opinion that mixing supplier equipment manufacturer firms on both the seventh and exhibition floors would add appreciably to interest in both types of exhibits. Since the 1947 meet, which marked the association's first equipment exhibition, sold out completely, a part of the Palmer House's eighth floor has been set aside for overflow exhibitors.

While booth sizes have been slightly altered on the exhibition floor, to allow for deeper booths along one wall, footage prices have not been upped. Member's discounts on exhibit space, however, have been reduced from 33 1/3 per cent to 15 per cent. Reason, NAMA reports, is that the hotel has increased the cost of space to the association.

Space sales for the 1948 convention, compared to those of the 1947 meet, are about twice as heavy, for a comparable period, according to Howard Olsen, director of membership. Exhibitors are averaging one-third more space per firm than last year, he said.

In addition to Jones, general convention chairman, the following members comprise the convention executive committee: Bip Glassgold, Stoner; Alex Izzard, Vendo; Tom Vaughn, New Orleans Cigarette Service; Jack Pero, Spacarb. Bernier Schuer, chairman of the 1946 convention, and George Seedman, chairman of the 1947 meeting, have been named honorary chairmen of the 1948 convention.

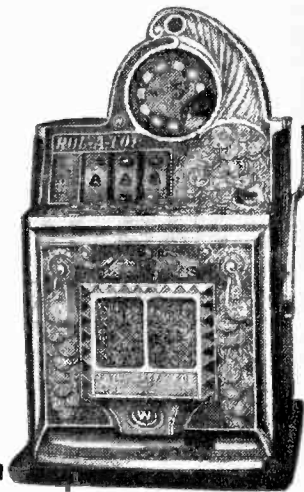
Filben Award

CHICAGO, May 8.—William W. Rabin, president of the Filben Manufacturing Company, this week was awarded a scroll by the American Legion. The citation was made after it was learned that the Filben organization has hired only veterans since V-J Day, and the practice, according to Rabin, will be continued. Included among the veterans now on duty at the Filben headquarters here is Sam A. Drucker, vice-president of the National Filben Corporation.

Deny Ga. Citizens' Right To Vote on Pinball Issue

EAST POINT, Ga., May 8.—A projected election which would have given this city's 15,000 residents the opportunity to vote by referendum for the location of amusement games here has been canceled by the city council.

In defeating the election proposal by a 3-2 vote before a packed audience of interested citizens, the councilmen reversed a decision taken several weeks ago when it voted to submit the question to a vote of the people. Reversal resulted from a ruling by the city attorney that East Point legally could not hold such an election as a "public opinion poll" which he said later could be contested in court.



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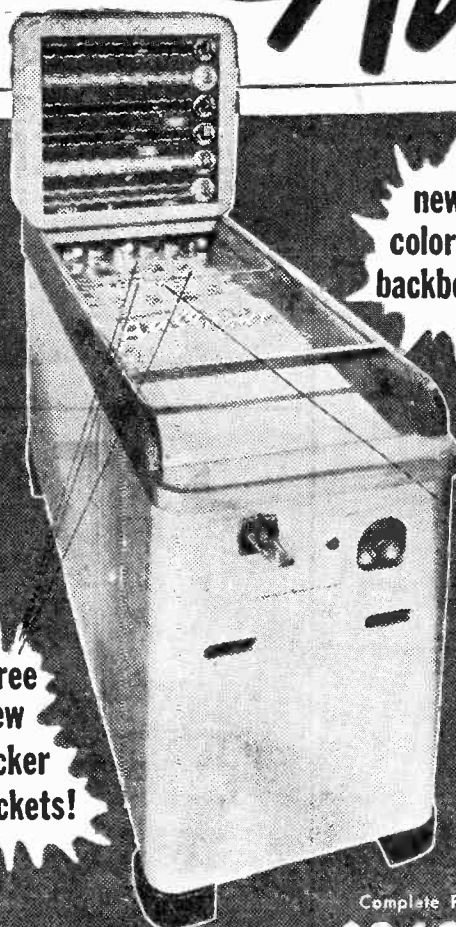
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new colorful backboard!

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WE'VE COMPLETELY REHABILITATED THE CABINET—REPLACED ALL WORN PARTS—SET IT UP TO OPERATE JUST LIKE NEW!

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Palisade Specialties Has the Best in NEW AND USED PIN GAMES

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See your local distributor or write us for details. Write today.

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QUALITY STAYS **UP!** PRICES GO **DOWN!**

BAFFLE CARD - - - - - \$ 49.50

STARLITE - - - - - 139.50

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HI RIDE - - - - - 129.50

COVER GIRL - - - - - 139.50

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The House that Confidence Built



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New
5 BALL
GAME

ready
for
delivery
SOON

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

FOLK TALENT AND TUNES

(Continued from page 29)

North Carolina Ridge Runners and operates his own record label. The Ridge Runners, who air daily via WLAN, Lancaster, Pa., will work the park in addition to Cody and Cody; Cousin Lee and His Radio Jamboree, WLBR, Lebanon, Pa., and the 101 Ranch Boys from WSBA, York, Pa. The park is booked exclusively by Cooke and Rose Theatrical Enterprises, Lancaster, Pa.

The Adams Theater, Newark, N. J., and the Hippodrome, Baltimore, are utilizing more folk music names right along. Shorty Warren and His Western Rangers just closed at the Adams. . . . Roy Smiley, whose *Get Up Smiling Gang* is a regular WHAS, Louisville, feature, has just completed a p.a. tour for the Switow theater chain in Indiana. Roy has a new show slated for fairs, opening at Corydon, Ind., in June. Memo platters, a California indie, will soon release some Smiley sides made before the ban.

Roy (Scrubboard) Wallace, hillbilly magician, has sold his interest in Hoosier Music Publications to Thad Stevens, of Parker Publications, with the firm continuing its title and BMI affiliations. . . . "T" Texas Tyler pulled 4,000, an over-capacity house, April 17 at Constitution Hall, Washington. An additional 2,000 were turned away. The Deck of Cards ace was set for Convention Hall, Camden, N. J., May 9 and did a television show from Philadelphia May 1.

Hillside Park, seven miles south of Newcomerston, O., on Route 21, opened May 2. Operated by J. C. Dayton and Don Edwards, the park will feature folk acts thru the summer and fall. Shows will start Sundays at 1 p.m. and run continuously until 11 p.m. Eddie (Dan) Snyder, the Plainsman, Majestic artist, and His Frontiersman (Curley Haye, Hank Hankins and Jimmie Duggan) started at the park May 9 and will be featured each week.

Jesse Rogers, blue yodeler, has been signed to front a new folk music park near Berwick, Pa. The park has contracted Ernest Tubbs, the Hoosier Hot Shots, Lulu Belle and Scotty, Tex Ritter and others to do shows there. . . . The hillbilly park near Newark, O., opened May 9, with talent including the Georgia Crackers, WHEC, Columbus, O., and Jimmie Walker, Wheeling, W. Va.

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WE HAVE ABOUT THE LARGEST STOCK ON HAND
**WURLITZER - SEEBURG - ROCK-OLA
PHONOGRAPHS**

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What Do You Need?

We Have It!

Needles? Yes! Price O.K.

Wurlitzer, Seeburg, Rock-Ola Motors.
Used, Reconditioned, A-1 . . . \$13.50 Ea.
Wurlitzer Metal Title Strips
(New)01 Ea.
Wurlitzer Tone Arms, Complete,
Any Model 6.50 Ea.

Heavy Duty 12" P.M. Speakers. \$5.25 Ea.
Baffle Boards (Cabinets) 2.50 Ea.
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\$3.95
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SAVE MORE MONEY

We pay all shipping charges on all orders of three kits or more if you send cash with your order.

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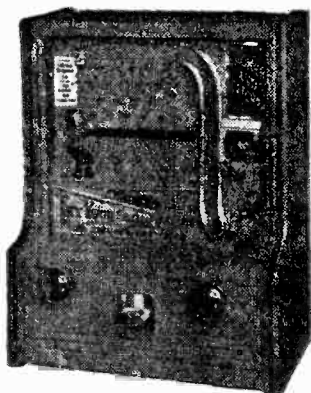
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**NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT**



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For One Cent

5 BALLS FOR 5 CENTS, \$41.25

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Back If Not Satisfied. . . You Keep Receipts!**

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CHICAGO 12, ILLINOIS**



**COLUMBIA DOUBLE
JACKPOT BELL
SPECIAL**

\$85.00 Ea.



**Factory re-
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like new.**

Changeable right on location in a few moments!
time to 1-5-10-25¢ play. Cabinet rebaked to give
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14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.

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WE BUY USED SLOTS AND COUNTER
MACHINES—WRITE US!**

Send for complete list of Coin Operated Equip-
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Salesboards and Tickets. We Repair Machines.

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521 W. Randolph St. MAYBROS. Bldg. CHICAGO 7, ILLINOIS

CORRECTION

Through a typographical error,
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BAKER NOVELTY CO.

was incorrectly given May 1 and May 8.
The Correct Address:

**1700 WASHINGTON BLVD.
CHICAGO 12, ILL.**

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FOR GROETCHEN TYPER

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GOTT. JACK 'N JILL **R**
EXH. SAMBA **I**
CHICIN SHANGHAI **T**
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GEMCO TRADE WINDS
EXH. BANJO
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WMS. YANKS
MARV. LEAP YEAR

NEW ONE BALLS

BALLY GOLD CUP, F.P. \$645
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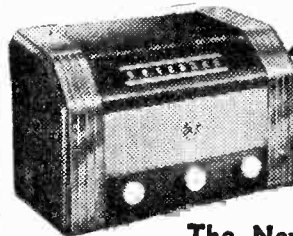
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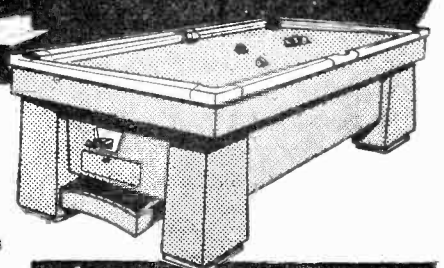
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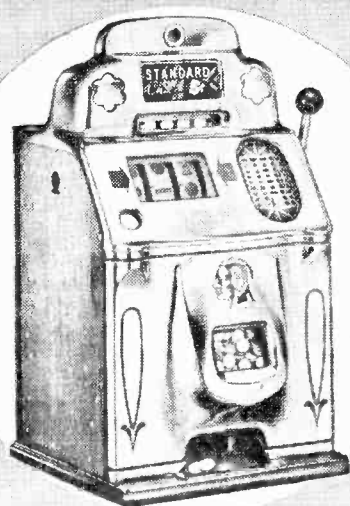
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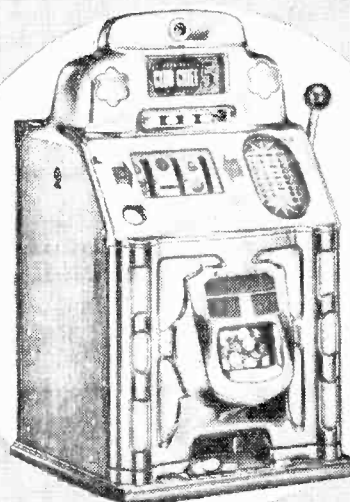
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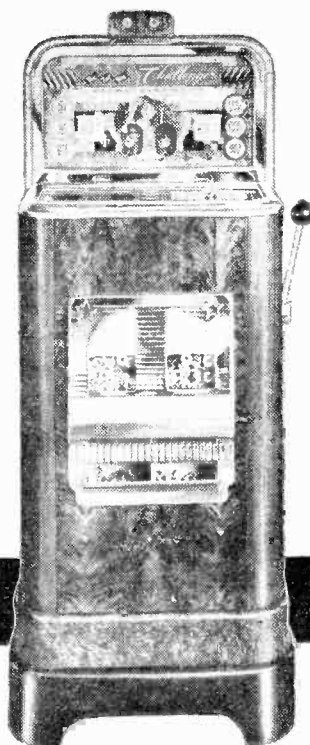


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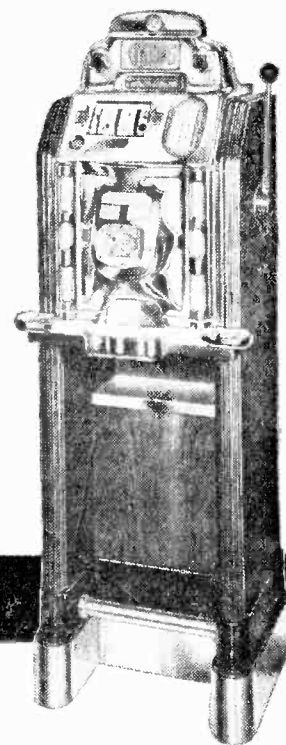
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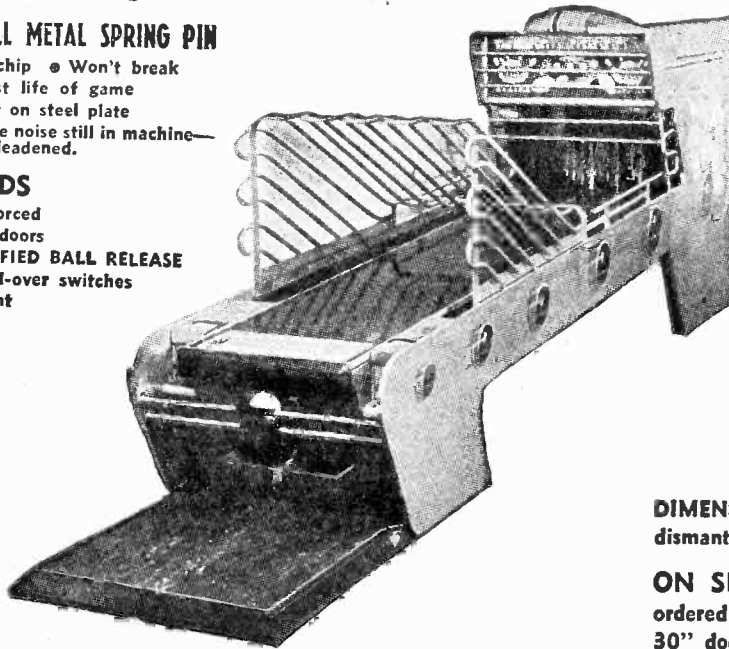
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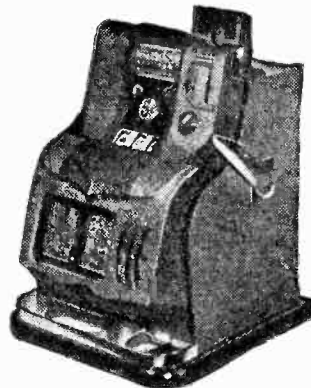
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JEWEL BELLS
BLACK GOLDS, HANDLOAD

GUARANTEED SLOTS

Reconditioned—Refinished—Repainted

Mills Brown Front, 5¢	\$ 89.50
Mills Brown Front, 10¢	94.50
Mills Brown Front, 25¢	99.50
Mills Golden Falls, Handload, 5¢	159.50
Mills Golden Falls, Handload, 10¢	164.50
Mills Golden Falls, Handload, 25¢	169.50
Mills Black Cherry, 5¢, 2/5 or 3/5	149.50
Mills Black Cherry, 10¢, 2/5 or 3/5	154.50
Mills Black Cherry, 25¢, 2/5 or 3/5	159.50
Mills Silver Chrome, 5¢, 2/5 or 3/5	119.50
Mills Silver Chrome, 10¢, 2/5 or 3/5	124.50
Mills Silver Chrome, 25¢, 2/5 or 3/5	129.50
Mills Gold Chrome, 5¢, 2/5 or 3/5	119.50
Mills Gold Chrome, 10¢, 2/5 or 3/5	124.50
Mills Gold Chrome, 25¢, 2/5 or 3/5	129.50

SPECIALS of the WEEK!

SHORT PINION IDLER GEARS FOR
MILLS CLOCKS \$1.50

NEW METAL BOX STANDS
FOR SLOTS \$22.50

WE HAVE ALL THE NEWEST FREE PLAY
PIN GAMES FOR IMMEDIATE DELIVERY!

EXTRA SPECIAL!
BRAND NEW 1948 MILLS
VEST POCKET BELL..... \$65.00

TERMS: 1/3 Deposit, Balance C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

WATCH THE PLAY! YOU, TOO, WILL SAY VIRGINIA!

- ★ PREMIUM AND DOUBLE PREMIUM SCORE
- ★ PYLON LIGHTS
- ★ 5 ADVANCE PREMIUM ROLL OVERS
AND FAST PREMIUM BUILD-UP
- ★ SCORE TO 900,000
- ★ AMAZING 6-FLIPPER ACTION

ORDER
FROM
YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON ST.
CHICAGO 10, ILL.



WITH THE "PLUS 4" COIN CHUTE
Play 5, 10, 15 or 20c
A Game With ONE COIN CHUTE

LEAP YEAR

"PLUS 4"
COIN FEATURE
COSTS ONLY \$10

More than regular price of
single coin "Leap Year"

AVAILABLE AS SINGLE COIN
OR WITH THE "PLUS 4"
COIN FEATURE

See Your Distributor
or Wire, Phone or
Write to

MARVEL
MFG. CO.
2847 W.
Fullerton Ave.
Chicago 47, Ill.
DICKens 2424



DISTRIB-
UTORS
WRITE!



ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BIG HIT	\$24.50	ROCKET	\$49.50
CO-ED	94.50	STAGE DOOR	
CYCLONE	59.50	CANTEEN	24.50
DYNAMITE	29.50	SUPERLINER	29.50
FIESTA	39.50	SUPER SCORE	39.50
KILROY	39.50	SPELLBOUND	29.50
LUCKY STAR	69.50	SURF QUEEN	24.50
RIO	39.50	SUSPENSE	24.50
		TORNADO	54.50

BALLY VICTORY SPECIAL
\$149.50

GOTTLIEB DAILY RACES
\$164.50

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

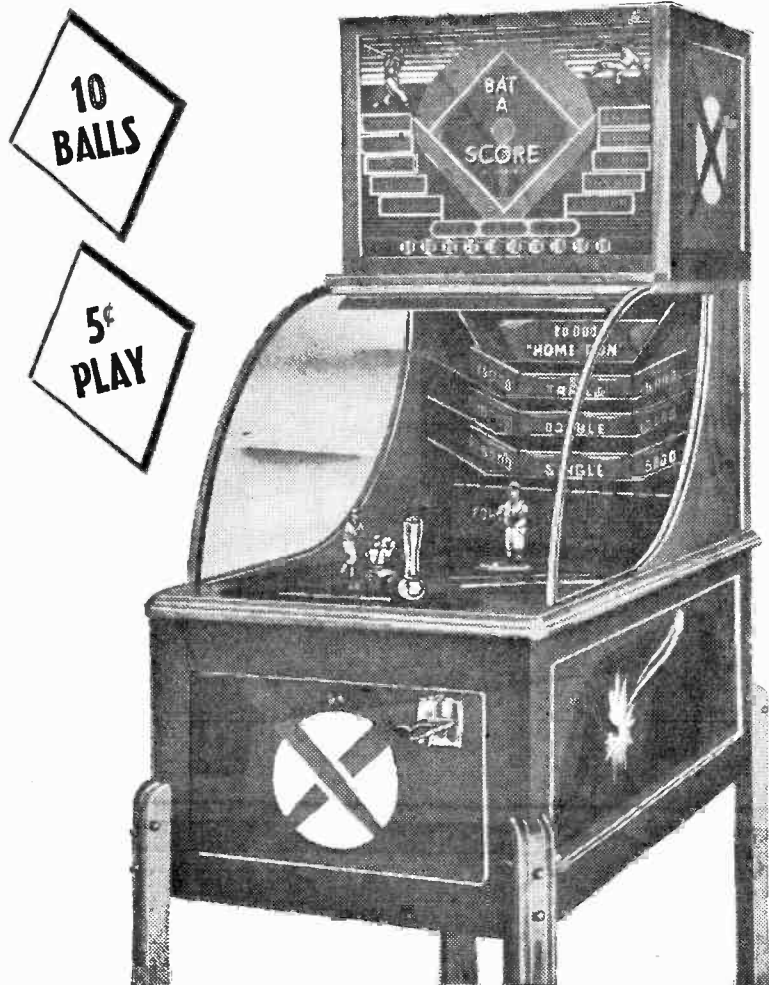
98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

EVANS' BAT-A-SCORE



**NOT A ROLL DOWN ...
NOT A PIN GAME—BUT
AN ANIMATED MANIKIN
ALL SKILL**

**BASEBALL AMUSEMENT GAME
PERMITTED ANYWHERE!**

Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball **THROUGH THE AIR** to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

**IT'S HIGH SCORING BASEBALL UNDER LIGHTS!
HIGHLY COLORFUL SCOREBOARD!**

**BEAUTIFULLY DECORATED DIAMOND and GRANDSTAND!
ALSO AVAILABLE IN FREE PLAY**

EVANS CONSOLES

Winter Book
Casino Bells
Bang Tails
Galloping Dominos
Long Shot Races

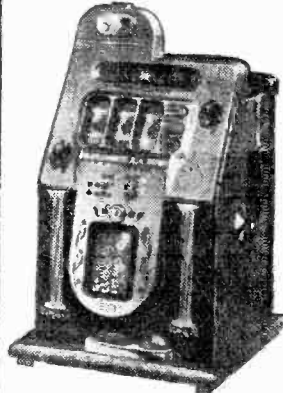
DELIVERY NOW

ORDER FROM
YOUR DISTRIBUTOR
OR DIRECT

**H. C. EVANS
& CO.**

1528 W. Adams St.
Chicago 7, Illinois

MILLS LATEST MACHINES



GOLDEN FALLS

You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in \$6, 10¢, 25¢ and 50¢ play.

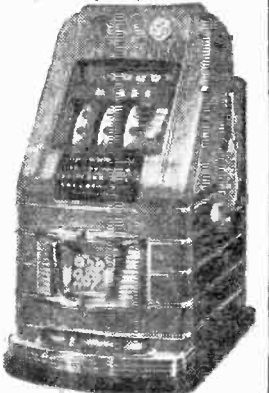
WRITE FOR PRICES

JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in \$6, 10¢ and 25¢ play.

WRITE FOR PRICES

**IMMEDIATE
DELIVERY**



MILLS Q T

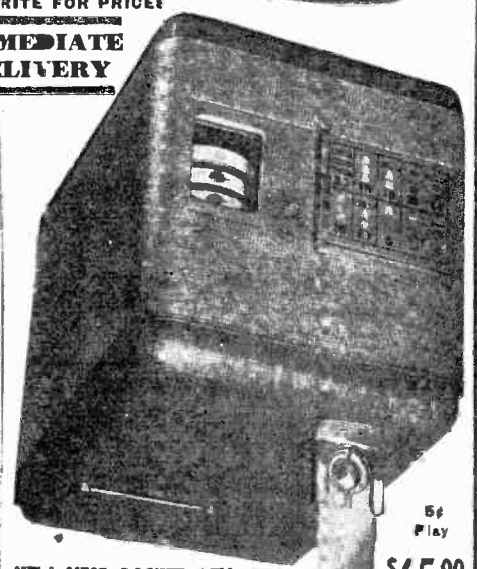
A "Pony-Size" Bell.
Weights only 85 lbs.

The NEW Q T is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single,
Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

Tim Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from a slot.

BLUE & SILVER or GOLD & SILVER.
Established 1895 1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

The New EXTRA AWARD

CRISS

JACKPOT

BELLE

X X X

This outstanding bell features **EXTRA-AWARDS** in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

X X X



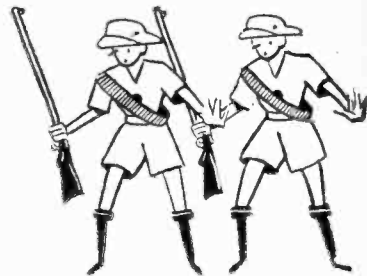
MEMBER



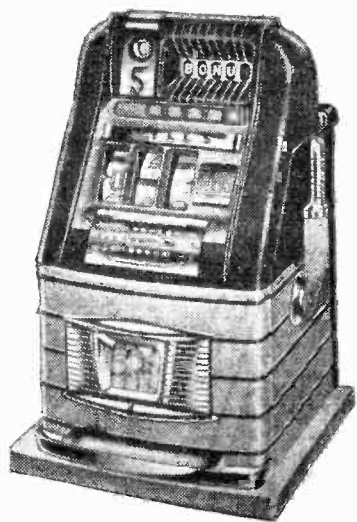
Buckley Manufacturing Co

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6633-6533



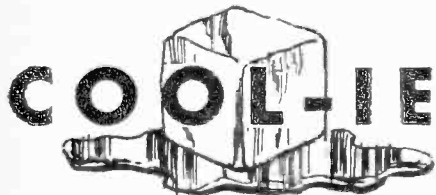
BIG Game



B-O-N-U-S is not only a bell —
it's a game. Especially popular with
the gals. B-O-N-U-S pays regular awards
plus frequent 18s when B-O-N-U-S is spelled out!

BELL-O-MATIC Corporation

OPERATORS
CAN'T KEEP



ABOUT —

CHICAGO COIN'S SHANGHAI

The **NEWEST
HOTTEST**



5 BALL GAME TODAY



**SHANGHAI
HAS A
RICKSHAW FULL
OF PLAYING
FEATURES**

**2 FREE PLAY
LANES**

**4 SUPER-POWER
FLIPPERS**

**SUPER-BONUS
BUILD-UP
POCKETS**

**SCORING
SEQUENCE
THAT
FASCINATES
ALL!**

940,000 SCORE

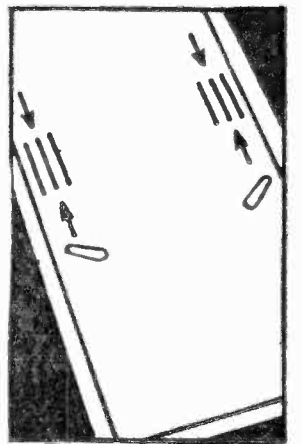
**DOUBLE
SUPER-BONUS
BUILD-UP
POCKETS**

**TWO - 50,000
BONUS
BUMPERS**

**LOOK! Still More
TRIPLE SCORING
OLL "DOWN 'N' UP"
LANES**

2 Roll-down lanes allow
scoring from both top
and bottom of lanes.

Upon passing thru
lanes, descending
ball registers score—
contacts flippers, and
can be kicked back
up lanes for double
and triple score.



**ANOTHER
WINNER
FOR
CHICAGO
COIN**

**ORDER
SHANGHAI
FROM YOUR DISTRIBUTOR
TODAY!**

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

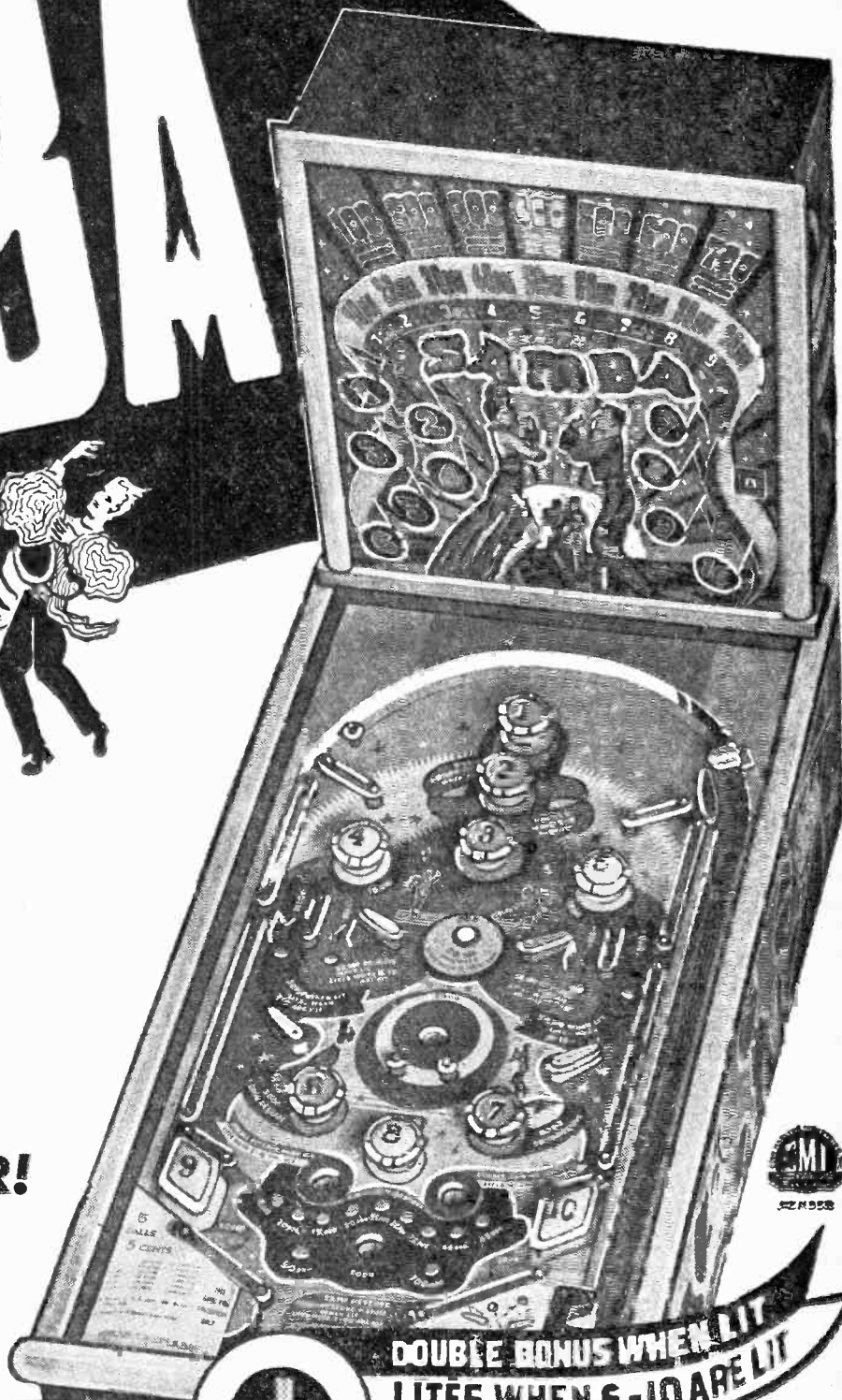


SAMBA

by EXHIBIT

NEVER BEFORE—have you seen a game with the most exciting—last minute wind up scoring action ever built on a playboard. Here you have it with "SAMBA"—combined with every thrilling high scoring feature too. Like all EXHIBIT games,

it's GREAT!—IT'S GREATER!



DOUBLE BONUS WHEN LIT
LITES WHEN 1-5 ARE LIT

DOUBLE BONUS WHEN LIT
LITES WHEN 6-10 ARE LIT

COLLECT BONUS

5000 10000 15000

20000

25000

30000

35000

40000

45000

50000

5000

100000

bottom
of the
BOARD
COME BACK
'KICKER'

Makes Players
go wild

-and the
POPULAR
EXHIBIT

Four

SKILL FLIPPERS
WITH BANK
SHOT ACTION

GET IT! from Your Distributor

EXHIBIT SUPPLY COMPANY

(ESTABLISHED
1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

UNITED'S WISCONSIN

With New
"Player Controlled Kickers"

✓ Center Roll-Over Lights
WIS-CON-SIN

✓ Double-Double Bonus

✓ High Scoring Units

✓ Automatic Shuffle

✓ Replay Button

✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR

KICKER
CONTROL
BUTTON
→
EACH SIDE



REPLAY BUTTON
↗

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

JACK & JILL

**SOLID AS THE
ROCK OF GIBRALTAR.**

**IN POPULARITY
PLAY
PROFITS!**



- 2 COMPLETE SEQUENCES, "JACK" - "JILL"
- BONUS AND BONUS BUILD-UP
- DOUBLE BONUS
- ADVANCE BONUS
- HIGH SCORE
- FLASHING EYES ON PLAYING FIELD
- ORIGINAL FLIPPER BUMPERS (Patent Pending)

**SEE YOUR
DISTRIBUTOR
TODAY!**



**AVAILABLE NOW! GOTTIEB ORIGINAL
FLIPPER BUMPER KIT**

(Patent Pending)

All necessary parts for complete installation of 2 Original Gottlieb Flipper Bumpers on any old type 5-Ball game. Same sturdy quality Flippers in use on new Gottlieb Games. Complete Kit.

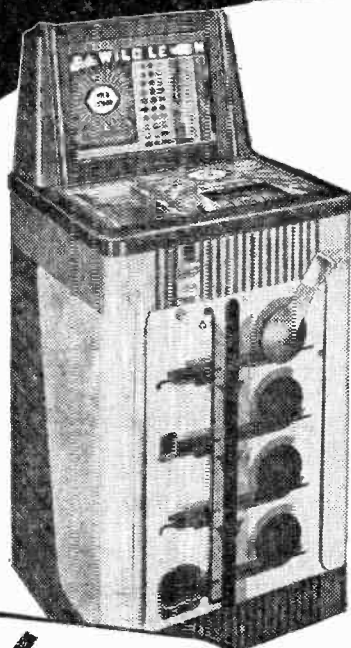
\$3.95

ORDER DIRECT FOR IMMEDIATE DELIVERY

D. Gottlieb & Co.

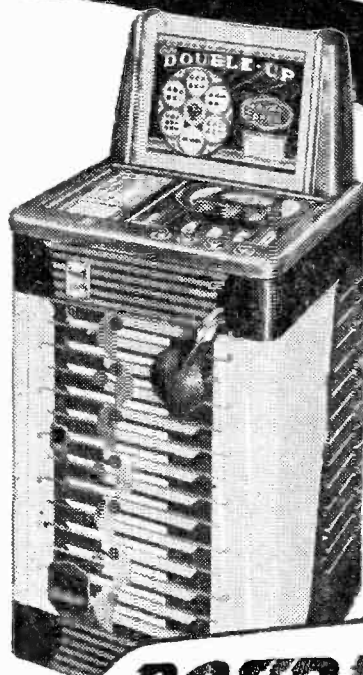
1140-50 N. Kostner Ave.
Chicago 51, Illinois

Bally BELL CONSOLES



CHANGING ODDS
plus sensational
new WILD LEMON
LIGHT. Lemons on reels
SCORE AS ANY SYMBOL
when WILD LEMON is lit.
Nickel or Quarter play.

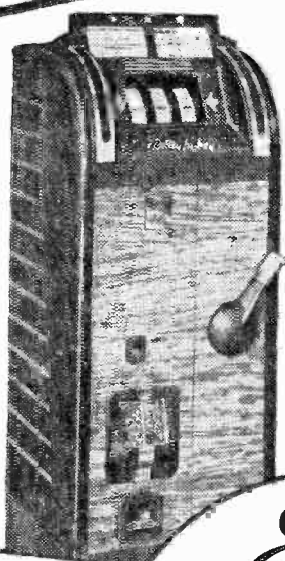
WILD LEMON
CHANGING ODDS BELL CONSOLE



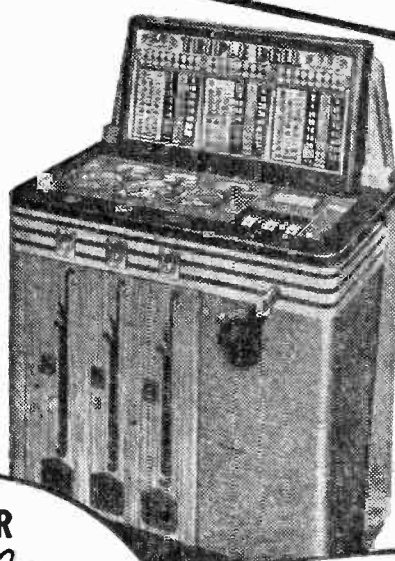
Features famous
EXTRA DRAW . . .
plus new DOUBLE
AWARD SPINNER which
automatically doubles
winners when spinner lights
match reel combination.
Nickel or Quarter play.

DOUBLE-UP
HOLD AND DRAW BELL CONSOLE

HOLD AND DRAW feature
permits player to hold favorite
reels, after first spin, and
deposit a second coin for a
second spin of reels
not held. Nickel,
Dime or Quarter play.



hi-boy
CLUB-TYPE HOLD & DRAW BELL CONSOLE



Triple Coin Chutes permit three
players—or three coins every
spin. 1000 Super Special
Awards plus plenty of
other big awards. Any
coin combination—
Nickel, Dime,
Quarter.

TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!

OTHER
Bally
HITS

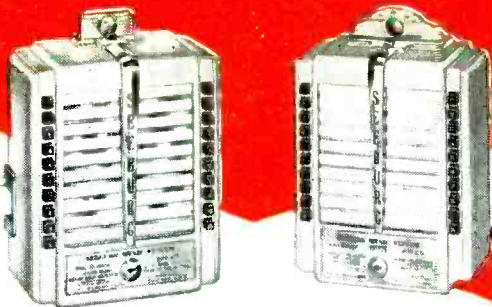
BALLERINA • HEAVY HITTER
EUREKA • TROPHY
GOLD CUP • HY-ROLL
BIG INNING
BALLY-BOWLER



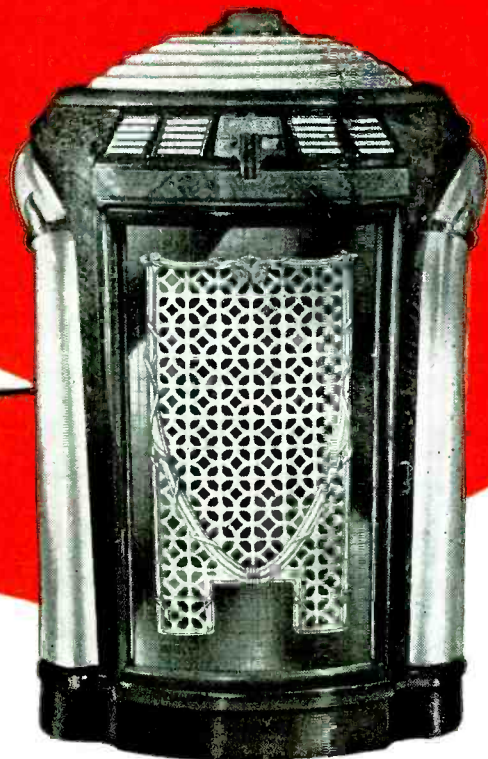
Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



Wireless and 3-Wire
Wallomatics Silent salesmen that bring music with n easy reach of the public. All selections visible—no "blind" listening to pre-arranged programs. 5-cent or 5-10-25-cent coin chutes.



The "148" Symphonola

America's foremost phonograph—the heart of a modern music system. Multiple amplifiers provide for Scientific Sound Distribution and Remote Control. All-aluminum cabinet. Animated door and dome. Push-a-tune selection. 5-10-25-cent coin chute.

STAR PERFORMANCE

in every location

with SEEBURG MUSIC SYSTEMS

• Music properly reproduced—no blare near the phonograph—no fadeaway in far corners—that's star performance—the kind you get when you install a Seeburg Music System.

Seeburg provides all the necessary equipment to "tailor" a music system to the exact requirements of any location—whatever the size or the layout.



Auxiliary Remote Control Amplifier

For large auditorium or location with many individual rooms. Unit has own volume control—operation entirely separate from master amplifier. Effective up to 1000 feet from Symphonola.



Remote Control Special

For locations where space restrictions will not permit the installation of a Symphonola. Mechanism is identical to that of Symphonola—may be used with all other components of a complete Seeburg Music System.



Mirror, Tear Drop and Recessed Speakers

The Seeburg line includes speakers to meet the particular requirements of any location.



Pre-Amplifier and Public Address System

Symphonola and Remote Speakers may be utilized as a P.A. system. Music and announcements may be mixed. Individual tone and volume control.



Dual Remote Volume Control

An ingenious electronic device that permits separate control of volume from Symphonola and remote speakers, and record cancellation—from any remote point.

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

Seeburg
 1902 • DEPENDABLE MUSIC SYSTEMS • 1948
 J. P. SEEBURG CORPORATION
 1500 N. Dayton St., Chicago 22



Listen to a **WURLITZER**

"Gives you everything
I put into my songs"

says: AL JOLSON
Famous Decca Recording Artist
Starring on the Kraft Music Hall




**FAVORITE JUKE BOX
OF THE STARS**

The Sign of the Musical Note
identifies places where you can have
fun playing a Wurlitzer.

MUSICAL FUN FOR EVERYONE



THE RUDOLPH WURLITZER COMPANY
Dept. 1-1, North Tonawanda, New York

Please tell me how I can provide a new Model 1100 Wurlitzer for
the entertainment of my customers.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Continued on page 9

ONLY WURLITZER Music Merchants are backed by a profit-stimulating national magazine advertising campaign. See the April 12th issue of LIFE and the May 11th issue of LOOK for the advertisement illustrated above—the first in a sensational new series of full page, four color

ads that will feature famous recording artists. This advertising is making more and more location owners want Wurlitzer Phonographs —is persuading the public to put more money into Wurlitzer Phonographs and that means extra profits for every Wurlitzer Music Merchant.

The Rudolph Wurlitzer Company, North Tonawanda, New York

WURLITZER MUSIC MERCHANTS *Cash in* **ON WURLITZER LEADERSHIP**