

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 22, 1948



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- **HERE'S HOW TO GET THE MOST OUT OF THE SEASON!**
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at 5c per cup—for each \$3.60 you spend on 2 gallons of syrup and cups, you receive \$12.50. Your profit: \$8.90—approximately 250%

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

NAB'S CODE PUT ON SPOT

Hamid Wins As Alger Hero Campus Vote

Rah-Rahs for Booker

NEW YORK, May 15.—George A. Hamid, head of the booking office bearing his name, was one of six business leaders awarded Horatio Alger scrolls Wednesday (12) as the result of a nationwide poll of American school and college students. The awards, which were made by Kenneth J. Beebe, president of the sponsoring American Schools and Colleges Association (ASCA) during a ceremony at the association's Rockefeller Plaza offices, are in recognition of a Horatio Alger rise to success, which symbolizes the American tradition of starting from scratch under a system of free enterprise.

Other winners in the second annual poll, which is part of the 35th annual survey of educational trends and opinions conducted by ASCA, were Bernard Baruch Sr., financier and philanthropist; Earl Bunting, president of the O'Sullivan Rubber Company who last year headed the National Association of Manufacturers; Mayor William O'Dwyer; Charles Luckman, Lever Bros. president and former Citizens' Food Committee (See *George Hamid's Rise*, page 58)

Mass. Ballroom Ops Organize To Fight Ban

BOSTON, May 15.—The Massachusetts Ballroom Operators' Association, first attempt in 10 years of outdoor and indoor dance hall owners in the State to organize, was formed at the Hotel Statler Wednesday (12) night, pledged to promote the best interests of the industry and to seek new legislation to permit Sunday dancing, now banned in the State.

Arnold E. Kahn was elected secretary and general counsel. A temporary board of directors, a governing board and a chairman will be elected at the next meeting of the new organization on May 24 at the Statler at 7 p.m.

Ballroom operators present for the organization of the association represented the major ballrooms, 10- (See *Indoor—Outdoor* on page 55)

ANTA's "Talent '48" Aids Young Thesps

NEW YORK, May 15.—A laudable assist to young legit aspirants was signposted Friday (14) by the showcasing of *Talent '48* at the Maxine Elliott Theater. *Talent '48* is the brainchild of the workshop and registry committee of the American National Theater and Academy (ANTA), and was designed to give young thespians selected from its registry file an opportunity to show their wares to (See *ANTA AIDS YOUTH*, page 24)

BILLBOARD BACKSTAGE

By Joe Csida

The Story of Our Shame— Mullen Switches Jobs and We Don't Carry a Line

This is our send-off to one of the biggest men in radio. Last week virtually every trade paper but *The Billboard* published the fact that Frank Mullen, National Broadcasting Company (NBC) executive vice-president in charge of television operations, and long-time right hand of web Prexy Niles Trammell, was leaving his job as NBC's No. 2 man to head up three big, powerful and important stations (KMPC, Hollywood; WGAR, Cleveland, and WJR, Detroit). These stations, as some radio folks know, are owned by a gent named G. A. Richards.

It's an important story, obviously, and one we hated to miss. *Broadcasting* magazine had it Monday, *Radio Daily* Tuesday and *Variety* Wednesday. Last Tuesday's *Billboard* didn't have a line on it. We sure hated to miss it, and generally when we miss one like it all the guys on the editorial staff form a circle, each man bending over. Then one at a time, each of the guys stands erect and boots the still-crouched man just ahead. On the Mullen story we didn't indulge in this masochistic ritual because we had really given it the old college try, and it worked out as just one of those things.

Word From Detroit

Cliches notwithstanding maybe you'd like a *Backstage* recount of how it happened. It goes back to the end of March. Our guy in Detroit sent us a piece saying that Mullen had been in town and had had lunch with Richards at the Detroit Athletic Club, a session or more with Richards at the Book-Cadillac Hotel and various other meetings. Our Detroit guy had it, he said, on indisputable authority, that there was a deal in the wind for NBC to buy Richards' Station KMPC. Jerry Franken, our radio editor, checked Mullen, then back in New York. "Hell, No," said the pink-cheeked, genial Irishman, "absolutely nothing to it. Richards is a guy I've known for close to 20 years, and I always manage to visit with him when we're in the same town."

So we didn't run the story. We didn't even say "... It is rumored that ... but Frank Mullen denies it."

Then a week ago last Friday (May 7) Franken got another hot tip. This time the word was that Mullen was quitting his job as second-in-command at the world's largest network to direct Richards' three 50,000-watt stations. So Jerry called Mullen again. Out of town. Well, all right, so Jerry called Sydney Eiges, NBC veepee in charge of public relations. Syd (and this is straight, brother) is a helluva guy from a newspaperman's viewpoint. He understands the problems of guys like Jerry, and he levels. (See *Billboard Backstage* on page 14)

4-A's Pitches a Shutout At Shelvey in Courtroom Lawyers' Comedy of Errors

Court Joins in Batting Matt Right Out of League

By Bill Smith

NEW YORK, May 15.—Matt Shelvey's case against the Associated Actors and Artistes of America (Four A's), collapsed with dramatic suddenness in New York Supreme Court Thursday (13) after three days of litigation, giving the Four A's practically everything it wanted.

Justice Dennis O'Leary Cohalan, before whom the case was tried, castigated Shelvey's lawyers for "improper behavior" and ordered Shelvey and his co-plaintiffs present in the courtroom to turn over to the Four A's all property formerly held by the Ameri-

can Guild of Variety Artists (AGVA), of which Shelvey was head until ousted. The court also signed an order enjoining Shelvey from holding himself out as AGVA's national director or ever to use the name.

Who's Right? Immaterial

The question of which side was right never came up. The whole proceedings were fouled up in legalisms which left Shelvey high and dry without any legal representation. The case was only two days old when it was apparent that Arthur W. A. Cowan, trial lawyer for Shelvey, was (See *4-A's Shuts Out* on page 46)

Broadcasters In Split Over Its Adoption

Advocates Fear Severe Crisis

By Jerry Franken and Allan Fischler

HOLLYWOOD, May 17.—The 26th annual convention of the National Association of Broadcasters (NAB) started here this morning (Monday) with the broadcasters of the nation on a highly uncomfortable spot.

After a year of talk and revision the industry's proposed code is again up for discussion, with the broadcasters so widely and openly split that advocates of the code fear that if it is not adopted in some form or other, the NAB, representing radio as a whole, will be in for a new and severe siege of criticism.

Realization of this possibility was shown in the annual report made this morning (Monday) by Judge Justin Miller, NAB president. Miller spoke on "Radio Broadcasting, a Profession" and stressed the great responsibility placed on licensees to function in the public service, a characteristic making broadcasting comparable to the medical, legal and other professions and establishing the basic difference between a business designed to operate purely for profit (See *NAB's Code* on page 5)

TV-AM Pkgs. Hot Properties Of New Stages

1 Bankroller for 2 Media

NEW YORK, May 15.—Two packages, one for radio and the other for television, were hot properties of New Stages, Inc., this week, following the success of the group's legit hit, *The Respectful Prostitute*. New Stages, made up mainly of top broadcasting names, has introduced novel production conceptions into both packages. The video show, particularly, has been tailored to make possible efficient and economical weekly dramatic productions, something heretofore considered too difficult for a stock company. The plan is to sell the radio and tele shows to a single bankroller, altho they are separate entities.

Entering the production line-up as respective heads of the radio and video shows are legit directors Max Miller and Martin Jones. The latter, veteran producer of such legit successes as *White Cargo* and *New Faces*, reportedly will leave his current post as radio and tele chief of Buchanan ad agency to head New Stages' video operation. Jones racked up a potent record in video production at National Broadcasting Company (NBC) (See *TV-AM PKGS.* on page 21)

RCA About-Faces on 2-Band TV

Other Biggies Surprise With Upstairs Okay

Sept. Hearing To Be Lively

WASHINGTON, May 15.—The Federal Communications Commission's (FCC) upcoming September 20 hearing on upstairs television (*The Billboard*, May 8, 15) is due for a surprise turn when the Radio Corporation of America (RCA) and other biggies register willingness to try out dual-band television—use of both the upper frequencies and the present low band.

At the same time, RCA will once again be in the forefront of opposition to any complete shift to exclusive upstairs television. RCA will fight tooth and nail against abandonment or even a shrinkage of commercial television's present low band. It will support its contention with an exhaustive new engineering report strongly warning against an outright move to exclusive ultra-high frequency (u-h-f) television at this time. The report will show recent studies purporting to prove that not only would such a move be premature but also that it would wreck commercial television.

Will Sound Keynote

In recording itself next September for the first time at any FCC proceeding as willing to go along with dual-band video, RCA is expected to sound the keynote for the entire hearing. The outcome of that hearing is considered certain, however, to leave the FCC in a dilemma, since the commission would face the wrath of numerous influential broadcast, maritime and other interests if it tried to reserve two precious valuable bands—upper and lower—for commercial television.

Consequently, while RCA will appear (See *RCA ABOUT-FACES*, page 21)

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The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1948 by The Billboard Publishing Co.

Useful Card

SOUTH ST. PAUL, May 15.—When Paul Cunningham left *The Minneapolis Star* news beat to join the news staff of KSTP, the 50-kw. National Broadcasting Company affiliate here, he insisted on retaining membership in the American Newspaper Guild (ANG), an affiliate of the Congress of Industrial Organizations (CIO), even tho he was the only union cardman in the station newsroom.

But Wednesday (12) Cunningham and his boss, Stan Hubbard, station g.m., were mighty happy he had that CIO card. The news-hawk was assigned to cover the outbreak of violence on the picket line maintained by the CIO Packinghouse Workers' Union at the Swift packing plant here. The unionists weren't any too happy about Cunningham and a station TV lensman taking pictures of the outbreak, and the two newsmen were rushed.

Cunningham appealed to the strikers on the basis of being a brother unionist. He nervously fingered thru his billfold until he found his ANG card—which saved the day.

Plan 500G Stadium For Paramus, N. J.

PARAMUS, N. J., May 15.—Edward Otto, Newark, N. J., sports promoter, recently awarded contracts for construction of a 10,000-seat, \$500,000 stadium here in which he intends to promote track contests, polo, bike and midget auto races, circuses, etc., it was announced this week.

Otto has acquired 43½ acres on Route 17 here and says the proposed stadium will have macadamized parking facilities for 5,000 cars. It will be larger than Newark's ball park, he said, and the track will be surfaced with asphalt and macadam and equipped with modern safety devices. Alfred Goulett, former bicycle racer, will direct the stadium.

Otto's 20 years in sports have included promotion of motorcycle races at Perth Amboy, N. J.; cycle and motor races at the Paterson (N. J.) Hinchliffe Stadium; operation of a semi-pro football team in Irvington, N. J.; operation of midget auto races and thrill shows in Buffalo Municipal Stadium, and midget auto contests at Cherry Park, Avon, Conn. He re-

Kaplan and Besman Revive Sensation

DETROIT, May 15.—Sensation Records, taken over several months ago by Vitacoustic on a 50-50 deal, is being revived as an independent label here by the original owners, John Kaplan and Bernard Besman, of the Pan American Record Distributors here. A deal was arranged this week with Vitacoustic whereby Kaplan and Besman took back some 60 masters headed up by Todd Rhodes and including disks by Milt Jackson, Doc Wiley, Lord Nelson and Sir Charles Thompson.

Pressing is being started immediately. Kaplan and Besman, who continue to handle the distribution for Vitacoustic in Michigan and Ohio, have just closed their Cleveland branch, to handle all shipments out of Detroit.

Durante, Michaud Buy In Dallas Fair

HOLLYWOOD, May 15.—Jimmy Durante and ork manager Arthur Michaud have jointly purchased exclusive rights from the Texas State Fair Association to the grandstand show to be held at the Dallas event October 8-24. Michaud closed deal with Lou Clayton, Durante's manager, whereby the comic and band p. m. would be partners in the show. Durante will headline the grandstand offering, with 10 other name acts skedded to be inked in the near future.

One of the country's biggest fairs, the Texas event last year, drew over a quarter of a million persons to a road company staging of *Annie, Get Your Gun*, starring Mary Martin. Tommy Dorsey, in 1946, reportedly attracted over 175,000 persons.

Icer Pulls 173,311 Minneapolis Fans

MINNEAPOLIS, May 15.—The Shipstead-Johnson Ice Follies drew 173,311 thru the turnstiles for its three-week run at Minneapolis Arena April 16 thru May 9. Grosses aren't available.

The Metropolitan Opera Company, presenting four performances in the University of Minnesota Northrop Auditorium (6-9), took in \$81,000 from 19,200 ducat holders.

ports that he is also building a 10,000-seat stadium in Pittston, Pa.

Out-of-Town Opening

ON APPROVAL

(Opened Thursday, May 13)

SHUBERT THEATER,
NEW HAVEN, CONN.

A comedy by Frederick Lonsdale. Staged by Lex Richards. Costumes by Billy Livingston. Settings by Louis Kennel. General manager, Paul Vroom. General stage manager, Ruth Mitchell. Press representatives, David Lipsky and Phillip Bloom. Presented by Gant Gaither.

Helen.....Judith Evelyn
Marion.....Brenda Forbes
The Duke of Bristol.....Henry Daniell
Richard Halton.....Hurd Hatfield

Despite a lavish production and a definite first-rate acting job by its quartet of capable performers, Frederick Lonsdale's conversation piece, *On Approval*, has apparently lost most of its charm in the 15 years that have elapsed since its original American showing. While it is mildly amusing for the most part—and even very funny in spots—it is certainly not the type of thing that Main Stem audiences will hail with any great enthusiasm.

Judith Evelyn and Brenda Forbes
(See *On Approval* on page 102)

Whitmore Hollywood-Bound

HOLLYWOOD, May 15.—James Whitmore, a member of the Broadway company of *Command Decision*, has been granted an eight-week leave to make his film debut in an important supporting role in Columbia Pictures' *Undercover Man*, starring Glenn Ford and Nina Foch. Whitmore came to Broadway via a season's engagement with the American Theater Wing summer theater at Peterborough, N. H., where his work brought him the role in *Decision*.

Traube Opens Own Office

NEW YORK, May 15.—Leonard Traube has resigned as veepee of the Earle Ferris flackery to set up his own public and trade relations firm. Traube has a full partnership in a quiz show tabbed *Lucky Listener*, based on what is called a compulsory listening device invented by a Boston mathematician. Traube was formerly editor in chief of *The Billboard*.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr.
William D. Littleford

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Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend



NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
NATURE BOY
- No. 1 *Sheet Music Seller*
NATURE BOY
- No. 1 *Most Played on Disk Jockey Shows*
NATURE BOY by King Cole, Capitol 15054
- No. 1 *Disk Via Dealer Sales*
NATURE BOY by King Cole, Capitol 15054
- No. 1 *Disk in the Nation's Juke Boxes*
YOU CAN'T BE TRUE, DEAR, Ken Griffin-Jerry Wayne, Rondo R-229
- No. 1 *Most Played Juke Box Folk Record*
ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700
- No. 1 *Best Selling Retail Folk Record*
ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700
- No. 1 *Most Played Juke Box Race Record*
TOMORROW NIGHT by Lonnie Johnson, King 4201
- No. 1 *Best Selling Retail Race Record*
TOMORROW NIGHT by Lonnie Johnson, King 4201
- No. 1 *Sheet Music Seller in England*
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 26 to 42 in Music Section.

NAB'S CODE PUT ON SPOT

Advocates Hypoed Pubserv by Radio

HOLLYWOOD, May 17.—Charles G. Mortimer Jr., chairman of the Advertising Council and vice-president of General Foods Corporation, called on local station operators to take the lead in expanding the work of the Advertising Council in the employment of commercial radio as a public service medium. Speaking at a luncheon meeting of the National Association of Broadcasters (NAB) convention today, Mortimer lauded the previous work of broadcasters in co-operating with the Council's organized plan for allocating free air time to projects and appeals in the public interest.

Outlining future plans, Mortimer asked broadcasters for financial support to reach a projected budget of \$50,000. Stations were asked to contribute amounts equal to their top quarter-hour rate. Tele operators were also asked to pitch in and do their part in latching on to over-all campaigns planned by the Advertising Council. He listed over a dozen new campaigns which the Council has okayed for the coming year, including several economic and political education campaigns designed to give American radio listeners a better understanding of our economic system and an appreciation of the American heritage.

BMB Reducing Subscriber Fee

HOLLYWOOD, May 17.—Hugh Feltis, president of Broadcast Measurement Bureau (BMB), will announce a 5 per cent reduction in the bureau's subscription fees beginning July 1, when he addresses delegates to the National Association of Broadcasters (NAB) convention here Tuesday. Reduction passed on to membership stems from operating economies, increase in present number of subscribers to well over 600 and the prospect of new subscribers to BMB service. Feltis will tell the confab that the March, 1949, survey of station and web audiences would contain numerous improvements, including reports of daily listening habits in several hundred additional cities to supplement total weekly audience figures. Feltis will also disclose that the 1949 survey will measure FM and television, and will offer subscribers combination rates for FM, video and radio measurement surveys.

Sealtest Knives Carson July 8

HOLLYWOOD, May 15.—The Jack Carson ailer became the latest radio casualty this week when Sealtest, thru McKee & Albright Agency, announced it would cancel the show as of July 8. Reason given was that cost of Carson seg was too high, and would be replaced by a cheaper package next fall.

Unlike some recent cancellations, the Carson stanza, with Eve Arden, has done okay rating-wise, but bank-roller nevertheless was forced to cut costs. Summer fill-in will feature Ray Noble's ork and thrush Ilene Woods. No replacement for fall is known.

NAB in Harmony With ASCAP on Co-Op Tune Fee

HOLLYWOOD, May 17.—A solution to the problem of music fees on co-operative programs is virtually set, Theodore Streibert, president of WOR, New York, and chairman of the National Association of Broadcasters' (NAB) music committee, will report to the organization's convention Tuesday. Streibert and his committee have been meeting with the American Society of Composers, Authors and Publishers (ASCAP) over a year on present contracts expiring December 31, 1949. The proposed settlement on co-op shows will call for a royalty somewhere between 2 3/4 per cent now paid by networks and the 2 1/4 per cent paid by stations. This would mean setting up a new class of programs in the ASCAP-broadcaster contract.

The co-op program question is one of several points open for discussion on the contract revival. ASCAP has not accepted any payment on such shows, since they have been regarded as local shows by broadcasters but network shows by ASCAP. The NAB board has approved the proposed settlement and has put the question before ASCAP.

Streibert also warned station owners to determine now whether they wanted to retain their present types of contracts. Some stations have blanket music deals, other have per-program arrangements. The present contract gives broadcasters the right to switch before renewal but not thereafter, and Streibert urged licensees to ascertain which would be the more economical.

Streibert also reported on negotiations for music rights for television, which have been under discussion for some time. He pointed out that ASCAP's rights have not yet been clarified and that the question of interpretation—dramatic rights, grand rights, etc., still remains unsolved. He noted, however, that negotiations were going on amicably.

CFAC Mulls Award Axing

CHICAGO, May 15.—Possibility that the annual radio program awards of the Chicago Federated Advertising Club, major advertising group here, would be discontinued next year unless award systems were changed, came to light here this week after initial judging in this year's competition had been held.

Principal gripe of the judges, many of whom said they would not participate next year, was that awards did not represent competitive judging. They pointed out that in many categories there were two few shows to make any awards on a competitive basis. In one bracket, for example, a symphony orchestra competed with a program featuring live canaries.

Sunday Slot to Fruehauf

NEW YORK, May 15.—American Broadcasting Company (ABC) this week sold the 3-3:15 p.m. Sunday slot to Fruehauf Trailer Company of Detroit, thru the Zimmer-Keller Agency. Commentator Harrison Wood will fill the spot, starting June 20.

Hiya, Palsy!

HOLLYWOOD, May 15.—Meeting of National Broadcasting Company (NBC) affiliates here this week was mild and larded with cameraderie, in sharp contrast to last year's pre-NAB session, when stations were balking over proposed changes in commercial policy procedures. Only sour note in this year's sparsely attended session came in criticism of some current NBC sustainers, especially music shows. Speakers at the web meetings included Nick Kersta, director of television; Jacob Evans, promotion manager; Tom McCray, program manager; Hugh M. Beville Jr., director of research; Jim Nelson, advertising-promotion director; Tom Knode, press department manager; Les Raddatz, Hollywood press head, and John Thompson, Frisco news director.

Costs of Labor, Operations Get NAB's Spotlight

HOLLYWOOD, May 17.—Labor problems and increased cost of operations loomed as second in importance to the discussion of the code during the National Association of Broadcasters (NAB) convention here this week. These matters were treated in talks delivered today by A. D. (Jess) Willard Jr., NAB exec veepee, and Richard P. Doherty, director of NAB's employee-employer relations department.

In his address Willard pointed to the tremendous increase in costs as one of the gravest problems facing the industry today. He also declared that "fragmentation" of the audience—that is, its division by competing AM, FM and tele stations—is cutting into station revenue while adding to the intratrade competition. Willard expressed great concern over the increase in radio's sustaining time and said it marked a trend which "should be summarily corrected." One step in this direction, he declared, is the "all-radio presentation" now in the works. He also added that increasing revenues was a must and pointed out the numerous departmental aids given NAB members by the organization.

Willard, commenting on increasing labor costs, was given further substantiation in this regard by Doherty, who cited figures concerning the high percentage of labor costs with respect to total station revenues. One suggested means of easing the problem, he said, was streamlining station operation, especially with respect to overlapping workers and inefficiency.

WBEN-TV Debuts, Joins NBC Network

BUFFALO, May 15.—WBEN-TV yesterday (14) debuted and became an affiliate of the video web of the National Broadcasting Company (NBC). The station, which is a non-interconnected affiliate, is scheduled to join the Midwest NBC tele web next October. Plans call for joining this web with the East Coast network in December.

WBEN-TV is owned and operated by WBEN, Inc., whose AM operation has been an NBC affiliate since 1930.

Miller Urges Its Adoption & Observance

Opposition Gathers Support

(Continued from page 3)

and a profession. Miller also told the NAB members that the NAB board, now in power to adopt a code, has proceeded with great deliberation and will continue to do so. He warned, however, that while a code should not be adopted hastily, broadcasters cannot evade their responsibility by killing the move to promulgate one.

Standards, Prestige

Miller also answered those who claimed that adoption of a code is a confession of "guilt" by declaring that it is axiomatic that high standards are co-related to high prestige. He also warned that they would prevent stricter outside regulation. That made it all the more important, too, he noted, that radio's self-imposed standards be completely workable, so that all broadcasters could live and operate under them. He also criticized sharply the opponents of the code, claiming that they set their sights on profit only, and apparently had no awareness of the many proposals for greater government control of the industry. He cited many instances of such control listing the Blue Book, the Mayflower Doctrine, anti-trust regulations and other laws. Unless radio acted in its own behalf, Miller warned, it might be dealt with legislatively as have some union leaders.

Insure Observance

Miller also declared that when a code is adopted he plans to appoint a special committee to study means of insuring "observance."

Meanwhile the opposition to the code was nevertheless gathering increased support. The drive is spearheaded by Ed Breen, newly elected independent NAB director from KVFD, Fort Dodge, Ia. Breen, who has circulated a petition designed to deprive the NAB board of its powers to pass a code, referring the issue back to a referendum, stated Saturday that he already had more signatures than the 5 per cent required under the by-laws. He added, however, that he did not yet know at press time how he was going to proceed in bringing his proposal before the convention. It was obvious, however, that this afternoon's code consideration session (Monday) which takes place too late to be covered in this issue of *The Billboard* was going to be the convention's stormiest session.

Busy Signal

PHILADELPHIA, May 15.—WPEN's Ed Hurst dialed a number the other day and told the lady who answered he was ready to give her a \$129.75 radio-phonograph if she could give the correct reply to the question he was going to ask.

"I'm right in the middle of my housework," the lady replied briefly, "and I'm not in the mood to answer any questions."

She hung up.

NBC Studies Replacement For Mullen

Personnel Changes Skedded

NEW YORK, May 15.—The National Broadcasting Company (NBC), shortly after the political conventions, will announce further personnel changes and name an executive vice-president and member of the board to replace Frank Mullen, who last week announced his resignation (effective July 1) to join the G. A. Richards radio enterprises. Mullen will become president of Richards' WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles. The position of NBC's No. 2 man is currently regarded as unfilled—the Mullen functions being divided among a number of executives.

That this spot be filled is deemed absolutely necessary in view of the fact that the vacancy places a tremendous load on President Niles Trammell, even tho the latter has four administrative vice-presidents. At this point, it is believed that the web's No. 2 man will be chosen from one of the four administrative vice-presidents, namely, Ken Dyke, Harry Kopf, Sid Strotz and John H. MacDonald.

Video Worries

The current alignment has Sid Strotz, vice-president in charge of the Western division, appointed administrative vice-president in charge of tele—a function to which Mullen had applied himself intensively the past year. The plan now is that Strotz will divide his time between New York and Hollywood, continuing to supervise operations of the Western division. What's troubling some of the NBC brass is whether Strotz will, under such a set-up, be able to devote enough time to television. It's argued that even tho Hollywood is expected to become an important video center, tele activity is concentrated in the East, as are the interconnected stations and ad agencies.

MacDonald, who previously administered fiscal matters, will now coordinate operations and financial activities.

Charles P. Hammond, vice-president and executive assistant to Mullen, has been appointed assistant to President Trammell. Reporting to him will be NBC's advertising and promotion, research, information and guest relations departments. Noran E. Kersta, director of television, was named executive assistant to Strotz, and Carleton Smith, manager of the TV department, was named director of TV operations. Norman Blackburn, national television program manager, reports to Smith.

Ken Dyke, program vice-president, and Harry Kopf, vice-president in charge of sales and station relations, will now report directly to Trammell, whereas they formerly reported to Mullen.

Mullen is reported getting a salary of \$100,000 annually and a substantial block of stock.

HOLLYWOOD, May 15.—The switch of Frank Mullen to G. A. Richards' radio empire has, of course, created speculation in the trade as to a possible tie-up between National Broadcasting Company (NBC) and KMPC. NBC is the only web lacking an owned outlet here and has aired its shows via KFI. NBC wants to buy KMPC but claims a too high purchase price was asked. On the other hand, Richards is known to favor an affiliation pact rather than a sale. In some quarters it is believed that Richards, a strategist, feels that Mullen would have the inside track in maneuvering



KLZ's Showmanager
HUGH B. TERRY

The job KLZ has been doing in programming, promotion and public service year after year has been recognized nationally time after time by Billboard, Variety, Ohio State, CCNY, School Broadcast Conference and others.

KLZ, DENVER

Sky Pilots Get Back on WDGY

MINNEAPOLIS, May 15.—A complete turnabout in policy now permits daily religious programs to be aired over WDGY, 5,000-watt local indie. Melvin Drake, station g.m., who two years ago banned all sky pilots during weekdays and confined their segs to Sunday only, said the policy change is a result of "demand" by a Twin Cities public which he characterized as "deeply religious."

The station inaugurated its new policy with two early morning shows, both bankrolled. One is set for five times weekly and the other for six times weekly, each for 15 minutes, beginning at 7 a.m.

The ban two years ago met with a wave of protest and resulted in application for station permits by three church groups, all of which were granted in recent weeks by the Federal Communications Commission (FCC).

Meanwhile, Drake announced promotion of time salesman Bob Owens to the new post of station sales manager.

MBS Counters Golenpaul Suit

NEW YORK, May 15.—Mutual Broadcasting System (MBS) this week asked dismissal of the \$500,000 claim entered against it by Dan Golenpaul, owner of the *Information Please* package, and submitted a counter-claim for \$100,000 for damages it alleges it suffered by Golenpaul's actions. Golenpaul followed the MBS move by requesting temporary adjournment of his examination. It is believed the case will not be resumed until *Information* ends its career as a Mutual co-op show June 25.

The Mutual counter-suit is based on allegations that Golenpaul refused arbitrarily to approve sponsors or permit waxed rebroadcasts at times differing from the live version, and, by other acts as well, damaged the web and its affiliates with advertisers, agencies and the public.

an affiliation pact between NBC and indie KMPC. Richards' other stations, WGAR, Cleveland, and WJR, Detroit, are both Columbia Broadcasting System affiliates. There is also considerable speculation as to what affiliation ties will be made with these when current affiliation pacts expire.

Camden Given 60 Days To Put WCAM on Feet

CAMDEN, N. J., May 15.—The Federal Communications Commission (FCC) will give the city of Camden 60 more days in which to get the affairs of municipal radio Station WCAM in order or face suspension of its license—a suspension which the FCC has frequently threatened. The ultimatum was issued this week in an effort to end the time-sharing of the small stations in the Philadelphia-Trenton-Camden area and put them on their own feet. The city has been in hot water with the FCC ever since the commission found that the city had turned operation of the station over to two private managers who were, in effect, selling and scheduling all of the station's time.

The FCC indicated that it is still not satisfied that the city has full control of its station and that it is able to operate it as full time in accord with the commission's standards. If, within 60 days, the city can comply with FCC standards, the WCAM license will be renewed. Altho the station is now a part-timer, WCAM will be allowed unlimited hours of operation if its license is renewed. However, part of the general settlement of the time-sharing in this area calls for WCAM to cut its present wattage in half from 500 to 250.

WTNJ at Trenton, N. J., and WCAP, Asbury Park, N. J., which share the 1310 kc. band with WCAM here, will also be reduced to 250 watts from their present 500 watts, but will be allowed to operate at all hours.

WNBC Realigns Dept. Personnel

NEW YORK, May 15.—WNBC, New York key of the National Broadcasting Company (NBC), has realigned some personnel in the production, sales, advertising and promotion departments.

Bill Patterson, producer, has gone to WBEN-TV, Albany station which this week became an affiliate of NBC's video web. Coming to WNBC are two new producers, Victor F. Campbell, formerly of WBEN, and Van B. Fox, formerly of WINS, New York.

Harvey Gannon, WNBC's program and sales service manager, has become an account exec under Don Norman. Gannon, in turn, has been traffic manager of the NBC international division.

Ben Z. Kaplan, formerly assistant advertising and promotion man, has resigned to join Martin Stone as a writer and production assistant. Replacing him is Richard Stahlberger, NBC information division analyst.

Auto Dealers Get New Sports E. T.'s

CHICAGO, May 15.—A new series of 38 five-minute transcriptions featuring Jimmy Conzelman, coach of the Chicago Cardinals, National League football team, was released here this week to about 110 stations under special arrangements with the Alemite division of the Stewart-Warner Corporation. Shows, produced by the Earl Sherry Jr. Company, are five-minute open enders, given free to local car dealers throughout the country, who pay for time on station airing them in their markets.

Original series of 43 has been on air for about 26 weeks. New series, which can be used on either once a week, three a week or six times a week basis, is expected to be on about 250 stations by fall.

AFM-Wax Feud

Transcription companies' charges against the American Federation of Musicians (AFM) under the National Labor Relations Act, and the AFM's subsequent action, will be found in this issue in the Music Department.

Chi Civic Org Withdraws Aid On WBBM Seg

CHICAGO, May 15.—The Chicago Metropolitan Housing Council, civic org which includes among its members representatives of 126 civic welfare, labor and women's groups, this week withdrew its co-operation from the WBBM program, *Report Uncensored*, in protest over the situation leading to the resignation of Pen Park, writer-producer of the series. Park resigned Saturday (8) following the station's decision not to air a show he had prepared on housing racial restrictions and covenants.

Resignation of Park has created a stir in radio and civic circles, many pointing in surprise to the station's decision not to air his show after *Report* had won DuPont, Peabody and *The Billboard* awards for its courageous airings.

Show that started the controversy was pegged on the Supreme Court's decision prohibiting legal enforcement of racial housing covenants. It had been prepared for airing Wednesday (5). According to Park, the decision that the program would not be aired was given him at 5:30 that evening.

Park claimed the show was objective and constructive, and in his letter of resignation to Les Atlass, head of WBBM, stated that the program "was planned for presentation on the very day that we had received a national award for our revealing analysis of Chicago's housing situation. Ours was an opportunity for wise, necessary leadership of an eager listening public that depends on us for leadership on the very problem at hand. It was a dramatic test of your sincerity in accepting the responsibility and obligation inherent in accepting great honors. WBBM had a duty to perform and it shirked its duty."

In explaining why the show was not used, one station spokesman said it was canceled because of fear that it would arouse racial friction. Atlass claimed that it was canceled because it was editorializing in contradiction of dictates of the Mayflower decision.

Paradoxically, the station aired a show on racial restrictions Wednesday (12), using Park's original material except for minor changes, according to those who have seen the original Park script and the final aired version.

Mullen Angle

NEW YORK, May 15.—There's one titillating angle to the Frank Mullen story. Long a bulwark of the National Broadcasting Company (NBC), Mullen is likely to find himself on the stations planning and advisory board of the Columbia Broadcasting System (CBS). Mullen joins G. A. Richards July 1 to take over the presidency of the latter's WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles. The Detroit and Cleveland outlets are CBS affiliates.

NEW NAB BOARD FAVORS CODE

HOWARD LANE
WJJD, Chicago
 Director-at-Large
 Large Stations



LANE

I am and have been in favor of a new standards of practice for the radio industry. The standards as they now stand represent the results of the serious thought of all segments of the industry, including network affiliates, independents and large and small market stations.

As a guidepost of good radio station operation, I believe the new standards are acceptable to the large majority of radio station operators and should be made effective by the new NAB board of directors following the Los Angeles convention.

PAUL W. MORENCY
WTIC, Hartford
 Director-at-Large
 Large Stations



MORENCY

I am in favor of a radio industry code or standards of practice. I feel, and have always felt, that the basic principles under which a medium such as radio should operate should be well known and well publicized both for the guidance of those in the industry and for the understanding and better appreciation of the public.

It is all the more important now that so many new stations are going on the air and so many new people coming into the industry that there be available to them a clear and specific statement as to what has been found in the past 25 years to be the soundest principles of broadcasting. The code which is to be presented to the convention in Los Angeles is sound in many respects and my chief criticism of it is that in its commercial limitations it does not go far enough. I feel that we could have made our standards higher and still have remained the most effective of advertising media. It would have required more ingenuity and better writing and better production but the result would have been better radio.

WILLIAM B. SMULLIN
KIEM, Eureka, Calif.
 District 15



SMULLIN

We hope the day will never come when one man or group of men can control what the American people can or cannot hear. What is good broadcasting in one section of the country may not be in another. Standards of good broadcasting are desirable just as a general standard of good manners is accepted by society. Application of such standards still depends upon the individual licensee.

Most Okay Some Industry Regulation; Breen Dissents

NEW YORK, May 15.—As the National Association of Broadcasters (NAB) made ready to begin its annual convention Monday (17), the chief topic of discussion remained the proposed industry standards of practice. Because the code has for so long occupied the industry's limelight, and because final disposition rests in the hands of the newly elected NAB board of directors, The Billboard has polled those directors to ascertain their views. Most, as will be seen in their statements, favor approval of either this code or some similar instrument.

The most outspoken opponent of the code is Ed Breen, newly elected independent broadcaster of KVFD, Fort Dodge, Ia., whose opposition extends not only to the code itself and its commercial limitations, but to the present NAB by-law empowering the board of directors to approve or disapprove, as it wants, the code. Breen (The Billboard, May 1) has been circulating a petition seeking revision of the NAB constitution so that a code would be referred back to the members via referendum and the board would lose its power in this respect.

Not all directors felt privileged to comment in reply to The Billboard's question; some, such as Hugh Terry, KLZ, Denver, taking the position they did not care to speak for their districts. Others who did not comment were T. A. M. Craven, WOL, Washington; George D. Coleman, WGBI, Scranton, Pa.; Campbell Arnoux, WTAR, Norfolk; Henry P. Johnston, WSGN, Birmingham; H. W. Slavick, WMC, Memphis; Bill Quarton, WMT, Cedar Rapids, Ia.; Mike Hanna, WHCU, Ithaca, N. Y., and Harold Fellows, WEEL, Boston, who was en route to the Coast when queried.

CALVIN J. SMITH
KFAC, Los Angeles
 District 16



SMITH

In general I do favor a code for the broadcasting industry. However, I believe this code should take the form of a creed stating objectives and philosophies of broadcasting, rather than attempting to directly control management functions.

WILLARD D. EGOLF
WBCC, Bethesda, Md.
 Director-at-Large
 FM Stations, Class A



EGOLF

As a member of the special code committee of the NAB board of directors, which analyzed the reaction of the industry to the document proposed at Atlantic City, I feel that the present revised code represents the ethical viewpoint of the majority of stations. I do not propose any further revisions but I will be interested in any constructive suggestions.

JOHN F. MEAGHER
KYSM, Mankato, Minn.
 District 11



MEAGHER

I believe that an adult broadcasting industry needs a positive and an affirmative expression of the principles for which it stands, together with a statement in some detail as to how it intends to further those principles. We have that document in the form adopted by the board last February. I am

delighted to report that no broadcaster in my district has raised any objection to the standards as they now read.

EVERETT L. DILLARD
KOZY, Kansas City, Mo.
 Director-at-Large
 FM Stations, Class B



DILLARD

I am interested only in a code which will be fair to the overall industry, including the Class B FM stations which I represent. It is my feeling that the problems of the FM stations at this time have a marked similarity to those of the AM independent stations.

CLYDE W. REMBERT
KRLD, Dallas
 District 13



REMBERT

I am in favor of a code generally. I believe that the code as it now stands is a practical instrument for the industry to work under.

HARRY BANNISTER
WWJ, Detroit
 District 8



BANNISTER

WWJ's standards have always been higher than those in the proposed code. Therefore I would like to see the code adopted as it stands. I think it is good for advertising, good for radio and good for the stations.

That has been our experience, but I am not an extremist, nor will I go down dying for a principle if a majority of the industry regards the code as too drastic. I will try earnestly to convince them that they are wrong, but I will settle for the best code which can be adopted.

Somewhere along the line there must be a common meeting ground. While I hope that point is not too far from the proposed code, wherever it is I will vote for adoption.

CHARLES C. CALEY
WMBD, Peoria, Ill.
 District 9



CALEY

I am wholeheartedly in favor of a standards of practice for the radio industry, both personally and as a member of the board of directors of the National Association of Broadcasters. I believe it is a forward and progressive step for our industry to adopt a standards of practice under which all stations may live, and at the same time increase the effectiveness of (See Charles C. Caley on page 8)

G. RICHARD SHAFTO
WIS, Columbia, S. C.
 Director-at-Large
 Medium Stations



SHAFTO

I am strongly in favor of a code—and one which will define the standards of the best broadcasting practices that can be agreed upon by a substantial majority.

Whatever code is adopted can best be enforced by adverse public opinion when it is consistently violated. NAB cannot enforce it.

A good standard of practices—clearly enunciated—will serve as a (See G. Richard Shafto on page 8)

GILMORE N. NUNN
WLAP, Lexington, Ky.
 District 7



NUNN

While the majority of broadcasters already exceed the levels of good broadcasting established in the proposed code, it appears that the adoption of some standards of practice is not only desirable and acceptable to listener, broadcaster and sponsor, but necessary in the light of public (See Gilmore N. Nunn on page 8)

CLAIR R. McCOLLOUGH
WGAL, Lancaster, Pa.
 Director-at-Large
 Small Stations



McCOLLOUGH

Much progress has been made toward shaping the proposed Radio Broadcasters' Standards of Practice into a workable document. However, a number of very important points need further clarification and revision before the standards are likely to be acceptable to the industry as a whole. I am in favor of a standards of practice, if sensibly enough drawn to be workable.

Based on knowledge which I have (See Clair R. McCollough, page 8)

"AM Mood
in Music"

FIRST
PLACE

Billboard's
Local Program
Competition

Popular Music
Program
50,000-Watt Class

with pianist-composer-conductor

Joel Herron

"Few local stations can boast a batoneer of the quality and versatility of Joel Herron."

BILLBOARD - March 20, 1948

"Top showmanship and programmed in good taste."

VARIETY - March 10, 1948

"Imaginative arrangements... sensitive piano stylings... brightness and originality in form and content."

BILLBOARD - May 8, 1948

50,000 WATTS
1050 KILOCYCLES

WHN
NEW YORK

New NAB Board Favors Code

GILMORE N. NUNN

(Continued from page 7)

lic attention originally focused upon the industry as a result of the NAB membership's overwhelming approval of the referendum calling for a new code.

No creed or set of standards is or ever will be completely acceptable to all who profess and strive to live by it—including the Bible—but its very existence has a salutary effect on society as a whole and the practitioner.

I believe the present document, with but minor changes, will be endorsed by the industry as a cornerstone upon which to build continually improved standards of practice.

CHARLES C. CALEY

(Continued from page 7)

radio. The proposed standards as distributed to the stations in final form have received the full consideration of a large segment of the industry and I believe we can all operate successfully under them. Naturally there may be certain revisions necessary in the future, but I think that these revisions can always be brought about in a constructive manner. Therefore, I think that we as an industry should adopt the proposed standards of practice—then use this instrument intelligently and improve it in the future thru knowledge gained from its intelligent use.

G. RICHARD SHAFTO

(Continued from page 7)

goal to conscientious broadcasters and will be achieved as their experience and success give rise to higher standards of operations.

It is a fallacy to hope that any virile, independent industry can fully agree on what constitutes operation in the public interest. Only a watery, ambiguous version of the code could secure complete industry accord.

CLAIR R. McCOLLOUGH

(Continued from page 7)

received from various sources thru-out the industry, it is my belief many stations intend to disregard completely the code, if finally adopted in a form not acceptable to them. This would create an extremely unhappy situation.

If there is to be only one code covering the entire broadcasting industry with its widely diversified local and national interests, then most certainly such a code should be general enough in nature to be acceptable to all types of stations.

ROBERT D. ENOCH
KTOK, Oklahoma City
District 12

I am in favor of a code which will set forth specific standards of practice for the radio industry which can be used as a guide and yardstick for all who operate in the industry. It is my belief that such a code can only be a pattern to serve as a guide so that each of us who operates a radio station may, after analysis, determine whether we fall short, meet the code, or in some phases surpass the standards.

I don't, however, believe that a code can do any more than that for an industry, since it must of necessity depend upon human beings and the attitudes that they will have for the assumption of responsibilities. In the main, broadcasters are married men. If you will, take a quick look at the difference in attitudes and acceptances of the responsibilities that have been assumed by each under the marriage vows and those vows should actually be the most seriously considered of any taken.

Let's look at another case. The well-fed man, or the hungry man.

EDWARD BREEN
KVFD, Fort Dodge, Ia.
Director-at-Large
Small Stations

I am unalterably opposed to the present code and to the present power vested in the NAB board to formulate and set up a code authority. I will fight any code, anytime, anywhere, that seeks to determine commercialism by the number of spots sold in quarter-hours. Let's measure day and night by hours sold if we are going to do any measuring.

Here's my creed, which I offer humbly as a substitute for the present NAB horror.

"As one entrusted, for good or ill, with the limitless power of radio, I will endeavor to see that that power is exercised in the best interests of my community and my country.

"To that end it shall be my effort to keep radio free, courageous and self-supporting.

"So far as it lies within my power: "Radio shall be the champion of truth and mercy and justice.

"Radio shall recognize and forever uphold the essential dignity of man and the brotherhood of all men of all creeds and all races.

"Radio shall add to the world's store of laughter and entertain and amuse with every form of aural art.

"Radio shall seek out and report truthfully the news of our neighborhood, our State, our country and our world. Upon that news radio shall comment freely and without compromise. Radio's time and its microphones shall forever remain open and easily accessible to those whose opinions may be at variance with those which radio's management may hold.

"Radio shall promote the best native traditions of each area it serves in music, in song, in poetry, in drama, in the storyteller's art.

"Radio shall serve every community, State and national endeavor directed toward the common good.

"Radio shall remain individual and unmonopolized by government or business combine and those who own its facilities shall actively engage in its management and be responsible for its growth and development.

"Radio shall serve industry as a friendly and interesting salesman, telling its story honestly and with courtesy and tact.

"Radio shall serve art, religion, philosophy and education, that men may know each other better and live with understanding in a world devoted to the quiet arts of peace.

"Radio shall never cease in its search for new ideas, new patterns, new forms, new beauty with which endlessly to entertain and to inform."

HARRY R. SPENCE
KXRO, Aberdeen, Wash.
District 17

If the broadcasters don't supervise themselves, some agency will do it for them. The NAB code is not perfect, but it is a forward step and can be amended if parts are found unworkable.

KXRO is operating under new commercial limitations and finds copy restrictions are conducive to good listening.

Ethics to the prosperous one would of physical necessity be compromised by the man who had not eaten. We cannot talk about ethics if a man is hungry or broke. And radio hasn't always been financially successful and there is no reason to believe that we will always be riding the crest of the wave.

So, I repeat, the best we can ask for is a code of proper standards and then hope that operators and the industry will take them with sufficient sincerity and responsibility. The proposed code offers such a guide to operation.

WELCOME N. A. B. TO THE MOTION PICTURE, RADIO AND TELEVISION CAPITAL

KTLA

*Your Star Salesman
in Hollywood*

TELEVISION is Hollywood's hottest interest. In Hollywood, Television means KTLA—programming more hours per week than any other tele-station anywhere. KTLA sells "Hollywood"—the motion picture makers who influence fashions and living standards the world over. Schedule your advertising messages on KTLA for the sales impulse that travels 'round the world!



Hollywood Studios • 5451 Marathon St. • HOLLYWOOD 6363
 New York Office • 1501 Broadway • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Morey To Drop Non-CBS Segs

NEW YORK, May 15. — Morey Amsterdam's contract with the Columbia Broadcasting System (CBS) specifies that the comic can take on no additional programs once he starts airing for the web. Amsterdam is expected to drop his WHN commitments November 1. He also does a Mutual Broadcasting System (MBS) program, *Stop Me If You've Heard This One*, Saturdays at 8:30-9 p.m. It is believed that unless MBS can shift this show to another slot Amsterdam will have to drop it, inasmuch as his CBS half-hour series will be aired Saturdays at 9-9:30 p.m., starting July 10.

No Action Yet On Harris, Faye

HOLLYWOOD, May 15. — Niles Trammell, proxy of National Broadcasting Company (NBC), said this week that Phil Harris and Alice Faye are acceptable to him for continuation in their 7:30 p.m. Sunday stanza. He said that Fitch has not canceled the time yet and until they do, no action can be taken about Rexall's purchase of the show. If Fitch retains the time, Rexall may have to move the show to Wednesdays in the fall.

Giant Gridders Get Sponsor

NEW YORK, May 15.—WHN this week signed the F. & M. Schaefer Brewing Company as sponsor of next fall's New York Giants pro football broadcasts. Connie Desmond and Bet Lee will handle the mike chores.

Radio-TV Critics Offer Kudos for Industry Activities

NEW YORK, May 17.—The Radio-Television Critics Circle of New York, in a constructive review of the industry's activities during the past year, offered kudos to the Columbia Broadcasting System (CBS) as the outstanding web in terms of public service, responsibility, information and entertainment; to WNEW for its fight against intolerance with *Little Songs on Big Subjects*; to the National Broadcasting Company (NBC) for television promotion and programing, and to CBS video sports programs for camera technique and coverage. More kudos went to DuMont's *Court of Current Issues*, a courageous dramatization of a public forum; to video announcer Dennis James for his wit and versatility; to NBC's *Eternal Light* and ABC's *Greatest Story Ever Told*, as examples of outstanding religious programs; to Abe Burrows, who has developed as an original satirist; to Mutual Broadcasting System's (MBS) *Radio Newsreel*, an interesting development in news presentation; to ABC for its dignified documentary on venereal disease, and to *Child's World* and *Candid Microphone* as outstanding program developments.

Marcus Cohn AJC Lobbyist

NEW YORK, May 15.—In the May 15 issue of *The Billboard* Marcus Cohn was listed as a lobbyist for the American Jewish Congress. This is incorrect. Cohn is registered as lobbyist for the American Jewish Committee.

Brown Schools Purchase KGER

HOLLYWOOD, May 15.—Sale of Station KGER, Long Beach and Los Angeles, to the John Brown Schools for \$300,000 was confirmed last week by Lee Wynne, station general manager. Disposal of the 5,000-watt harbor area outlet by Dana Latham, executor of the Merwin Doby's estate, is subject to approval of the California Probate Court and the Federal Communications Commission.

Exec Alignment Mapped for WLS

CHICAGO, May 15.—Final alignment of executive power was made this week at WLS, local farm station, and its sister operation, *The Prairie Farmer* newspaper. In a state of flux since the death of Burrige D. Butler, who owned both properties, the arrangement calls for a six-man board of trustees to operate the properties for the charitable trust funds set up in Butler's will and a board of directors of seven.

James E. Edwards, formerly secretary of the two companies, had been made president of both.

AFRA Elects June 19-26

NEW YORK, May 15.—The American Federation of Radio Artists (AFRA) will hold union shop elections June 19 to 26 in New York, Chicago, San Francisco and Los Angeles to comply with the provisions of the Taft-Hartley Act.

Isaac Acquires WCNT, Centralia

WASHINGTON, May 15.—Negotiations for the sale of WCNT, Centralia, Ill., have been completed for a purchase price of \$120,000, the Federal Communications Commission reported today. The proposed buyer is George Isaac, of Glencoe, Ill., who for 11 years has been associated with WCLF, Chicago. The transaction has been handled by the Blackburn-Hamilton Company. WCNT is owned by Hobart Stephenson, operating on 1210 kcs. with 1,000 watts daytime.

D. C. Sets Now Total 10,800, Record Gain

WASHINGTON, May 15.—There are 10,800 video sets operating in the Washington area, as of May 1, according to the Washington Television Circulation Committee representing the three local tele outlets. The figure, it is stated, represents the largest local increase in sets installed in any one month. The total is an increase of 2,200 over the April 1 figure of 8,600.

The circulation committee consists of James Seiler, of WNBW; Gordon Williamson, of WTTG, and Sam Cooke Digges, of WMAL-TV. Estimates, made each week, reflect the number of home-made tele kits in operation as well as retail sales totals.

R&R Veepees Resign

NEW YORK, May 15.—Two vice-presidents of Ruthrauff & Ryan ad agency resigned this week. They were M. W. (Pete) Barnum, of the New York office, and Sam Pierce, head of the Hollywood office.

how to get in fast

(WITHOUT GETTING SOAKED)

This is a yoo-hoo to all makers of sun lotions

bathing suits

soft drinks

tea and coffee

ice cream

canned foods for salads

sporting goods

and all other summer products. This is a nod to advertisers who have to sell in a big way in a short time.

Your best way to make a quick, inexpensive, effective SPLASH in the world's richest market—is time on WOR. For WOR exposes your sales message to the largest single-station audience in America; to 34,057,161 people in 430 counties in 18 states!

On WOR, you move right in on a mass of listeners who are ready to hear about your product. Because WOR's shows stay on the air during the summer—and their listeners stay right with them.

Does WOR sell in summer? A soft drink company's sales upped 100% during 13 summer broadcasts. A sun lotion company . . . But we could go on like this for days! And WOR does all this fast, high-diving selling for you at low-tide costs. Call Longacre 4-8000.

WOR

heard by the most people
where the most people are

mutual





Before or after the NAB convention, you'll enjoy seeing all of this spectacular Southern California country that makes us almost as boastful as Texans.

KFI wants you to see it for a very selfish reason—so you can believe all the supersize facts about the market.

This is a capsule guidebook to places and things that might interest you. For complete information, we suggest the All-Year Club Free Visitors Bureau, 517 W. Sixth Street—just around the corner from Convention headquarters at the Biltmore.



NORTH OF LOS ANGELES: Take Highway 101 at the foot of Wilshire Blvd. for a leisurely, two-hour ride along the ocean to Santa Barbara.

Santa Barbara is the city Chicagoans dream about on January evenings—a clean, urbane community of white stucco walls and red tile roofs, full of flowers, picturesque Spanish California architecture, and high retail sales.

You'll find three or four of the best hotels in America here. See the El Paseo's unusual shops. Drive along the ocean to the yacht harbor. Don't miss the Mission with its century-old gardens.

Buellton, an hour north of Santa Barbara, has the world's best split pea soup—if you're that hungry for split pea soup.

That's Ventura county you pass through on the way north—cattle ranches, oil wells in the ocean, and vast citrus groves.

Take the inland route back—through the San Fernando Valley. Ten years ago the Valley was mostly bean fields. Now, 350,000 people live here.

Footnote for those who can't forget the radio business: BMB says that KFI is the dominant Los Angeles station with Santa Barbara and Ventura counties' 46,000 radio families.



SOUTH OF LOS ANGELES: It's three hours by car to San Diego. Take longer—there's so much to see. (Santa Fe runs a comfortable streamliner if you're tired of driving.)

Along the ocean, you'll find:

Signal Hill bristling with oil derricks; Long Beach—where 200,000 refugees from the Midwest now live; the Pacific Coast's largest harbor—Los Angeles-Long Beach; Laguna's art colony; Newport's landlocked harbor with 4000 pleasure craft afloat; the racetrack a Mr. B. Crosby built at Del Mar.

Like zoos? San Diego has one of the best. It has huge parks, a harbor full of battlewagons, and an adobe Old Town not more than a few minutes from one of the world's great aircraft manufacturing centers.

Old Mexico is simple to get in and out of. You might enjoy watching jai alai—if you're of a blood-thirsty turn of mind.

Return through Santa Ana and the heart of Orange county—some of the richest farm land in America.

The KFI commercial: San Diego is a market of a half-million people. Its metropolitan area is comfortably ahead of Houston or Indianapolis in retail sales. But for KFI advertisers—it's simply a bonus.



EAST OF LOS ANGELES: This is the Palm Springs-Lake Arrowhead tour.

You can't do it in less than several days—San Bernardino county alone is larger than Massachusetts, Rhode Island, Delaware, and New Jersey combined.

Go out through Pasadena and Cucamonga (that's only the world's largest vineyard you're passing) to San Bernardino, up to the Rim of the World (but easy driving) highway to Lake Arrowhead or one of the other mile-high resorts.

Down the mountain, through San Bernardino and Riverside, sniff that orange-scented air. There's a cherry festival this month at Beaumont, on the road to Palm Springs. The Palm Springs season ends this month but it should still be cool enough to enjoy this famous playground. Coachella Valley's picturesque and profitable date farms are not far away.

Some trip, huh? Well—that's the reason we have 5,000,000 people out here and more coming every year.

A double-edged KFI sales talk: Listen to the reception from Los Angeles stations in this area. Note how much clearer—by far—KFI is. Second sales talk: This is agricultural country, some of the richest in the world. KFI is the West's foremost station in agricultural service—frost warnings nightly, a noon farm report that is 7-1 the choice of Western farmers.



LOS ANGELES ITSELF: Of course, see Catalina, Griffith Park Planetarium, the inside of the Strip night spots, and Hollywood Park where the bangtails start running soon.

But don't miss Mount Wilson—if you're in radio or advertising.

From Mount Wilson you can look down on thousands of square miles of lights (on homes where KFI has a large and growing lead on other Los Angeles stations).

And you can look up at the darndest collection of FM and television transmitters you have ever seen. (One is KFI-TV's, soon to be in operation.)

Have fun.

Barb C. Anthony, Inc.

KFI

NBC FOR LOS ANGELES
640 KC CLEAR CHANNEL

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

KOIN

*appreciates the honor
extended to its half-hour
documentary drama*

"HELL OR HIGH WATER"

in

The Billboard's

local

program competition

This public service category winner in the 5,000-20,000 watt station classification may be heard at The Billboard headquarters at the N. A. B. Convention, and at the special New York exhibit.

KOIN

A MARSHALL FIELD STATION

Portland, Oregon

Miller's Presidency a Turning Point in NAB History; Future Scope To Broaden Activities

By Ben Atlas

WASHINGTON, May 15.—With the National Association of Broadcasters (NAB) having doubled its membership since the start of Prexy Justin Miller's regime in the fall of 1945, the balance of Miller's first five-year term is expected to witness a broad spread of activities to embrace rapidly widening broadcast frontiers. The association's membership has already climbed to nearly 1,400, with the trade organization's budget rising concurrently to the present peak of \$750,000. The booming new television industry plus continued growth of the AM and FM broadcast fields is expected to bring still more membership increases that may bring the budget to the million-dollar mark by the end of Miller's first term—if not before.

NAB is already making a preliminary appraisal of its vast growth in terms of plans for departmental expansion. While some consideration was slated for this topic at the 26th annual convention in Los Angeles, the subject is expected to get more exhaustive attention at the NAB board's meetings in August and November, particularly at the latter session when budget problems will be major topics. Establishment of a permanent television department is viewed certain to be among inevitable outgrowths of these discussions probably by 1949.

Miller's Background

Justin Miller's inaugural as NAB's \$50,000-a-year president October 1, 1945, is considered to have been the most important turning point in the association's history, since Miller's regime not only stepped up a feverish pace of membership enrollment but also touched off a business-like consolidation of activities and intensified NAB's role as a force in relations with government, management, labor groups, and related industries. Miller came to the NAB from a career as an associate justice of the United States Court of Appeals. A native of California and still holding a legal residence in Los Angeles, he was attorney and executive officer of the California State Commission of Immigration and Housing from 1919 to 1921, became dean of the law school of the University of Southern California in 1927, transferred to a similar position at Duke University in 1927, became assistant to the Attorney General's Advisory Committee on Crime in 1935, and entered the appeals court bench in Washington in 1937.

One of Miller's first steps as NAB president was appointment of A. D. (Jess) Willard as his executive vice-president at \$25,000 a year. This was followed by thoro rebuilding of departments with new blood as well as ideas and functions. Among developments considered to have been chiefly beneficial has been the revitalizing of NAB's public relations department to its full strength under Robert K. Richards, whose staff now includes two p. r. assistants, a director of women's activities, and four secretaries. Other major departmental developments have included emphasis on research, engineering, employer-employee relations, program operations, broadcast advertising, and FM as well as AM. Practically all NAB's present department heads, including general counsel Don E. Petty, started their terms under the Justin Miller regime. During this regime, NAB has trimmed what it has regarded as unnecessary operations such as the New York office and the office of a Los Angeles assistant to the president.

With Miller now midway in his first five-year term, his NAB team has become a front-runner in Washington where the normal functions of any trade group include not only handling of intra-industry problems and programs but also representation of the

Harding To Go Back to WCCO

MINNEAPOLIS, May 15.—The back-to-WCCO movement won its second convert here this week with the announcement that Al Harding, time peddler at the rival 50-kilowatt KSTP, was returning to WCCO May 24.

There was a time a few years ago when the WCCO movement was all one way—from the station. But the resignations ended when Merle Jones took over the station management last July. It wasn't very long before he managed to induce Clelland Card, ace gabber, to come back to WCCO from KSTP.

Harding replaces Harvey Struthers, who moves on to CBS Radio Sales, Chicago, and, according to the grapevine the "old-new" WCCO-er is being groomed to succeed Tom Dawson as station sales manager when the latter heads for Radio Sales in New York by next January 1.

industry's interests on governmental and related industrial fronts. NAB's agitation for what it called remedial labor legislation is considered to have been chiefly responsible for the Lea-Vandenberg Act which, despite an adverse court decision on certain phases of its constitutionality, put to a first major test the policy toward radio management fostered by American Federation of Musicians President James C. Petrillo. The NAB similarly spurred creation of the Industry Music Committee (IMC) which has been a "central clearing house of information" for the music and disk-making industries as well as radio broadcasters and manufacturers.

During this period, NAB took the lead in representations before the Federal Communications Commission (FCC) on such major issues as the FCC's Mayflower ruling against air editorializing, and it emerged as one of the major witnesses at such congressional hearings as the proceedings on Sen. Wallace White's proposed bill to overhaul the Communications Act of 1934. Criticized often as "reactionary," the NAB is considered by its enthusiasts to have broken from many of the practices which brought on that criticism.

NAB's first president was Eugene F. McDonald Jr., now head of Zenith Radio Corporation. McDonald served from 1923 to 1925. A succession of similarly "voluntary and unpaid" presidents from 1925 to 1938 included Frank W. Elliott, Earle C. Anthony, William S. Hedges, Walter J. Damm, Harry Shaw, Alfred J. McCosker, J. Truman Ward, Leo J. Fitzpatrick, Charles W. Myers, John Elmer and Mark Ethridge. The first paid president was Neville Miller, former mayor of Louisville, who served from 1938 to 1944. J. Harold Ryan served an interim period between Neville Miller and Justin Miller. They're not related.

*
 for distinguished all-round
 public service programming

WCAU

is awarded first prize in the
 first local program competition

conducted by

The Billboard



"The WCAU Career Forum"

Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.



"Cavalcade of American Politics"

A dramatic series tracing the heritage of American politics.



"The Freedom Train"

WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.



WCAU

50,000 WATTS • CBS AFFILIATE

Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station

BILLBOARD BACKSTAGE

By Joe Csida

The Story of Our Shame— Mullen Switches Jobs and We Don't Carry a Line

(Continued from page 3)

So Syd got hold of his boss, Mullen, and got back to Jerry. "Not so," reported Syd.

So we didn't run the story. That's all there was to it.

Another Story

But sometimes you get beat and sometimes you don't. We're not going to start this *Backstage* feature (which we hope to run from time to time, whenever anything interesting comes up) on a strictly negative note. If you've sat thru this much, stay with it while we tell you about another pretty good story, one on which we beat the pants off all our contemporaries. Clean off.

One of our Hollywood guys did this particular job, and if that Pulitzer mob wants an example of good honest journeyman newspapering we submit this is a fine one. Lee Zhito is our Hollywood man's name. Out his way radio and showbusiness citizens had been talking for some time about the way a local independent station was being operated. Station KMPC. Just talk, nothing concrete, nothing any self-respecting reporter or his paper would print. But interesting. Lee (and a lot of other good newspapermen) were interested. On Friday, February 27, Zhito had the story in the kind of shape where a self-respecting newspaper would print it. We did. We made it our page one streamer in the March 6 issue. It said, in the most unsensational manner possible, that a couple of ex-KMPC employees charged that G. A. Richards, owner of KMPC, had ordered his news department to slant the news. The story kicked up quite a fuss. No other paper had it. And a string of stories (many of these exclusives, too) of subsequent developments sustained the interest of many readers.

In the March 13 issue, for instance, another ex-KMPCer added his own allegations to the charges previously made, and a number of congressmen requested a Federal Communications Commission (FCC) look-see into the case. The Los Angeles Radio News Club sent photostatic copies of orders, alleged to have been written by Richards to his newsmen ordering slanting of the news, to FCC Secretary T. J. Slowie. In the March 20 issue we reported that the American Jewish Congress (AJC), James Roosevelt and others were joining what seemed to be a drive to get FCC to move on the situation. On March 19 the FCC authorized an investigation of the Richards

KFI Suit Tests Court Coverage

HOLLYWOOD, May 15.—An important lawsuit, testing the right of radio stations to share courtroom coverage during trials, was filed in Los Angeles last week by KFI, local National Broadcasting Company (NBC) affiliate. Station sued Orange County Judge Kenneth Morrison and Station KVOE, Santa Ana, Calif., for \$150,000, charging defendants with having entered into a conspiracy to deny KFI its right to freedom of the press.

Suit comes as the result of a long wrangle between parties which developed during the Beulah Overell-George Gollum murder trial in Santa Ana last year. According to KFI's brief, Judge Morrison gave exclusive broadcast rights to KVOE, and refused same privilege to KFI. Moreover, the complaint charges, KVOE made a private deal with KMPC, Hollywood indie, allowing latter station to relay proceedings over KVOE's lines. KFI was refused the same rights, it is charged.

matter. In the May 8 issue *The Billboard* reported that the FCC granted Richards' Station WGAR only a temporary extension on its license (which expired May 1) to September 1, instead of granting a permanent three-year license renewal, "pending an outcome of the investigation."

What'll FCC Do?

The FCC investigation has not yet been concluded. And we don't know how it's going to come out. A lot of *Billboard* guys in a lot of places, however, will be right on top of it, so we hope we'll be able to tell you how it finally comes out before any other (or at least even with any other) paper.

But that's how it goes. On some stories you get your ears beat off. On others you do all right. As long as you're in there trying, and you don't sell out, you feel pretty good.

Oh, yeah. We started out saying this was our send-off to one of the biggest men in radio. It is. Bon voyage, Frank Mullen. To give up that berth on the good ship NBC and transfer to the Richards lines was quite a move. Smooth sailing and a minimum of mal de mer to you, old man.

Gem, Not Gillette

NEW YORK, May 15.—In a review of *Today's Baseball*, aircr which re-creates the day's games over WHN, New York, *The Billboard*, May 1, inadvertently stated that the first 15 minutes of the show were sponsored, on alternating days, by Gillette razors. The sponsor is American Safety Razor Corporation, maker of Gem products.

N. S. Wales Actors Get 10% Wage Hike

SYDNEY, May 15.—Actors on commercial radio stations in New South Wales will receive a wage hike of 10 per cent as the result of a judgment by the Industrial Commission.

Actors and Announcers' Equity claimed that casual actors' wages should be increased because of the reduction of hours under the 40-hour week law since earnings were based on an hourly basis. Those affected will be actors engaged in recordings and transcriptions and those taking part in live radio shows.

at **WKY** *The Show's the Thing!* **Second Place**
OKLAHOMA CITY

Public Service Programs

... Awareness of Responsibility — Production Know-How

WKY's long-standing awareness of its community responsibility has manifested itself in many noteworthy programs, two of which, "The Editors Speak" and "Creed, Color and Cooperation," ranked second among all stations of 5,000 to 20,000 watts in the recent Local Program Competition conducted by The Billboard.

WKY OKLAHOMA CITY

Because "the show's the thing," WKY marshals all its abundant staff know-how and puts forth as much creative and production effort on its Public Service programs as on the most important commercial show. WKY's Public Service programs attract listeners and WKY thereby has made itself a force for good—and a force for selling—in the Oklahoma City area.

Thanks, Billboard, for this long-needed evaluation of local program building!

Silent radios greet the best-intentioned program, public service or otherwise, unless the conception and execution meet the highest standards of the radio art. The Billboard's Annual Local Program Competition is rendering a long-needed service to the industry by stimulating better local program building and by recognizing it when it happens.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS — KLZ, DENVER (Affiliated Management) — REPRESENTED BY THE KATZ AGENCY

Labor Speaks

Reviewed April 14

Sponsored by New York and New Jersey State CIO Councils

Originates Via WOR, New York
Fed to WROW, Albany; WEBR, Buffalo;
WVET, Rochester; WNDR, Syracuse, and
WKAL, Utica

Thru Furman & Feiner Agency
Wednesday, 7:30 to 7:45 p.m. on WOR,
8 to 8:15 on other stations.

Producer-writer, Mike Jablons; announcer,
John Wingate; guest this show, Jacob S.
Potofsky, president of Amalgamated
Clothing Workers of America (CIO).

This series is virtually the first in
which the American Federation of
Labor (AFL) and Congress of Indus-
trial Organizations (CIO) have co-
operated for mutual sponsorship of
an ailer. The first show of the set
featured both William Green, AFL
chief, and Philip Murray, head of the
CIO, with the latter organization
bankrolling the following four pro-
grams, and the AFL then sponsoring
the next six. The CIO winds up the
first series by sponsoring the last
two shows. Topics covered range
thru such themes as the European
Recovery Program, housing, dis-
crimination and Social Security. Gen-
eral policy is one of having a top-
ranking labor leader appear on each
show.

The opus caught featured a treat-
ment of the housing problem from the
labor point of view. Scriptor Mike
Jablons utilized a semi-documentary
technique by having various indi-
viduals state briefly the sad state of
their housing situations at the outset,
then exploring the facts a bit more
thoroly and winding up with a pos-
sible cure. One cure, in this case,
was sensibly stated by Jacob Potof-
sky, head of the CIO Amalgamated
Clothing Workers, who outlined his
union's history in the co-operative
housing field by which apartments
are provided with rents as low as \$11
per room. A new giant project, spon-
sored by the union, now is under
construction.

The show effectively brought out
the difficulty facing lower income
groups in obtaining housing at rea-
sonable rentals and stressed the glow-
ness with which private projects are
being erected. Veterans noted the
gouges attempted in sale of cheap
furniture at fantastic prices, with
living quarters as bait. The program
logically pointed to the union's build-
ing project as one sensible solution
in a period when people are casting
about desperately for any answer.

Sam Chase.

School Days

Reviewed Wednesday (22), Style—
Quiz. Sustaining via DuMont Television
Network, Wednesdays, 8-8:30 p.m.
Producer, Ray Harvey; director, James
Caddigan; stage manager, Lenny Messing;
sets by Rudy Lucek; technical director,
Frank Bunetta; audio engineer, Tom Bat-
son; video engineer, Jack Falato; camera-
men: Ed Bezares, Barry Shear; cast,
Happy Felton.

In this new show, airing over the
DuMont network, Happy Felton is
making his bid to become the cheery
emcee of television. Felton bub-
bles over with good cheer on this
audience participation show, and even
paused while breezing onto the set to
plant a juicy buss on the cheek of an
elderly gal. While Felton tried hard,
the initial outing was filled with
frustrations, since few of the planned
gags and routines came out as well as
expected. The basis for the show is
a standard Felton vaude routine. Fel-
ton, as the teacher, has five guests
sitting at old-fashioned elementary
school desks. Plenty of silly gags,
planned to make the participants
seem asinine, were spotted thru the
30 minutes. In one of these, all the
"students" were blowing balloons,

More Radio and Television Reviews
on Pages 16-17



**Radio and Television
Program Reviews**

trying to make them burst. The hor-
rible anticipation of the viewer,
watching them grow larger and
larger, was suddenly dissipated when
a balloon not in camera range ex-
ploded. And as the camera moved in
search of others, continued explosions
always occurred where the camera

was not directed. It was, to say the
least, frustrating.

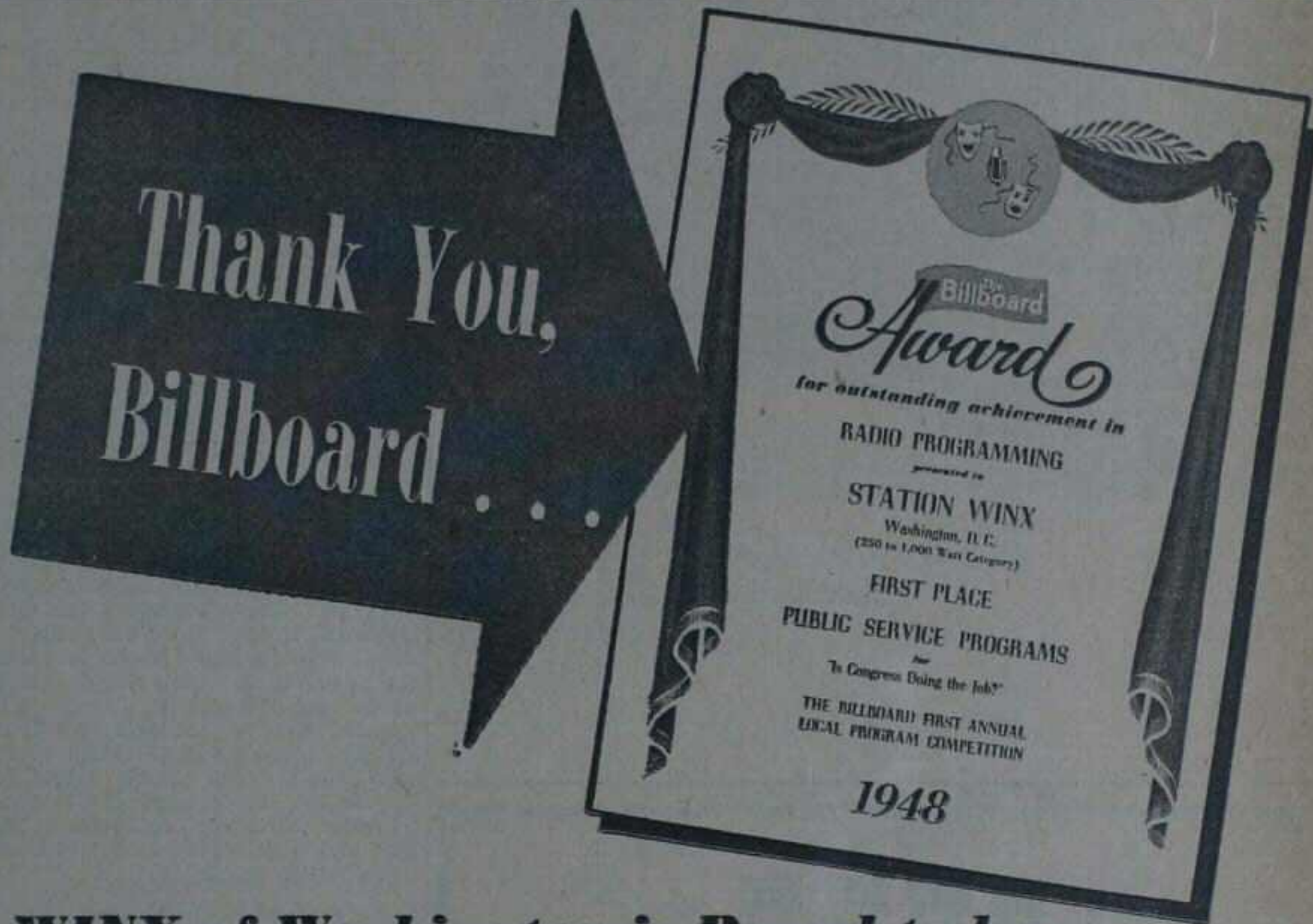
Felton's Poor Taste

Other gags had the "students" read
poems they wrote about themselves,
then compositions they penned. When
volunteering to answer questions,
they had to make a barnyard noise

instead of holding up a hand. A
mock play, directed by Felton, fell
flat when the participants failed to
register the extreme emotions he
attempted to evoke. And Felton, in
one place, showed poor taste by ridi-
culing a lisp with which one lad was
afflicted.

But the show at least exhibited
huge quantities of energy. And some
week all of Felton's gags will click.
When that happens, it should be a
funny show, particularly for viewers
with a sadistic bent. Meanwhile, it
must be reported that what sounded
suspiciously like a clique was intro-
duced to video, with boisterous laugh-
ter from an invisible studio audience
wafting in with amazing regularity
and unison.

Sam Chase.



**WINX of Washington is Proud to be
Selected for Outstanding Public Service
in the 250-1000 Watt Station Class**

WINX is conscious of its special
obligations, as an independent, news-
paper-owned station in the Nation's
Capital. It programs deliberately with
the unique interests of its Capital city
audience always in mind: dependable
news, agreeable music, entertainment
tailored to the tastes of this white-
collar city. And the special interest of
Washingtonians in governmental affairs
is never forgotten.

This kind of programming has al-
ready given WINX a greater audience
for 9 hours of each week-day than is
enjoyed by any other Washington inde-
pendent station (and one network
affiliate). With the greater coverage
just made available by engineering
changes, WINX will be able to serve
you better than ever. Write for the de-
tails. And remember—you're in good
company, on a prize-winning station,
when you're on WINX.

WINX

THE WASHINGTON POST STATION • REPRESENTED BY HEADLEY-REED

26th ANNUAL CONVENTION N. A. E.
women's show



May 16-21, 1948
 LOS ANGELES, CALIFORNIA



Radio and Television Program Reviews

Face the Music

Reviewed Wednesday (12). Style—Music. Sustaining via Columbia Broadcasting System television network, Wednesdays, 7:15-7:30 p.m. Producer, Ace Ochs; director, Ralph Levy; sats, Richard Rhyctrick; technical supervisor, Andrew Mercier; cast: Shaye Cogan (soprano), Johnny Desmond (baritone), Tony Matola's instrumental trio.

Face the Music is essentially a good video package. It's simply conceived and on occasion it's tuneful. The program reviewed, however, emphasized once again that it is mandatory that performers learn to comport themselves well before the cameras. Apparently, there is nothing quite as cruel as a television camera, and a performer without the necessary camera presence, poise or whatever you care to call it, runs the risk of damaging his drawing value measurably. In other words, performers on video, be they warblers, jugglers or what, must to some extent be actors—otherwise their warbling and juggling will go for naught.

Face the Music has baritone Johnny Desmond and soprano Shaye Cogan, plus Tony Matola's instrumental trio (guitar, piano and bass). Desmond and Shaye appeared somewhat awkward during the first section of show. There seemed to be no reason for Desmond to walk around as much as he did. However, during later sequences, both Desmond and Shaye appeared much more natural and at ease and because of this visual improvement, their singing was more pleasing. Ironing out kinks of this sort will make or break many of the initial video programs.

Good Pick of Tunes

Desmond, Cogan and the trio rendered ably a good selection of tunes, including "S Wonderful, Got a Saturday Date and Side by Side. They did both solos and duets, the best of the latter being *Side by Side*, which was given a simple but effective production twist. The set for this tune, for instance, depicted a crossroads, with the boy and girl trying to hitch a ride. There were, of course, appropriate sound effects. By no means a lavish treatment, yet it helps to dress up a tune and show the singers to good advantage. *Paul Ackerman.*

The Human Side of the News

Reviewed May 13

NASH-KELVINATOR CORP.
 (Kelvinator Div.)

C. J. Coward, Dir. of Adv. and Sales Prom.
 Thru Geyer, Newell & Ganger, Inc.
 H. W. Newell, Exec. V.-P. and Gen. Mgr.
 Via ABC

Via WJZ, 6:30-6:35 p.m., MTWTF
 Via ABC Network, 7-7:05 p.m., MTWTF
 Director, Joseph Graham; announcer, Jimmy Blaine; commentator, Edwin C. Hill.

Current Hooperating of the program (Starts April 20).....	None
Average Hooperating for shows of this type (News-Comment).....	5.7
Current Hooperatings of shows preceding and following (Sustaining).....	None
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
CBS: "Beulah".....	5.2
MBS: Fulton Lewis.....	4.1
NBC: "Supper Club".....	6.3

Edwin C. Hill, a grizzled veteran by broadcasting standards, has teed off on a new series of five-minute news-feature shows under the banner of Kelvinator. In this ailer, Hill follows his traditional style of many years by maintaining a lieurely, unexcited delivery and clinging to the feature type of yarn, leaving the

Go for the House

Reviewed May 5
 Sustaining Via ABC

Wednesdays, 9:30-10 p.m.
 Estimated Talent Cost: \$2,500; producer-writer, Bob Jennings; director, John Cleary; announcer, Doug Browning; emcee, John Reed King; cast: couples chosen from the audience.

Current Hooperating of the program (Starts April 28).....	None
Average Hooperating for shows of this type (Aud. Part.-Quiz).....	10.7
Current Hooperating of show preceding (Abbott & Costello).....	7.0
Current Hooperating of show following (Bing Crosby).....	18.5
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
CBS: "Harvest of Stars".....	6.5
MBS: Sustaining.....	None
NBC: "Mr. District Attorney".....	16.3

This quiz show is quite a lively package. It offers as its chief appeal that most attractive of all giveaways a house. And not just a shell, but one loaded with all the accouterments of modern living, such as a Serval refrigerator, furniture and what not. Even, in fact, a pooch who is waiting for the new masters to move in. Emcee John Reed King makes the most of this tempting offer, posing his questions to married or engaged couples who are on the prowl for living quarters. Each couple, acting as a team, tries to answer seven questions. These questions permit prizes which are in the nature of furnishings for the home. The couples after the third question, can either take their loot and scam or "go for the house." The seventh question, of course, is a lulu. If muffed, all is not lost, for the couple can get another chance at a seventh question on the next broadcast.

Ably Handled

John Reed King handles this tempting proposition very ably, questioning his couples so as to emphasize their housing problem and desire for a home. When he poses his questions, he builds to a fine climax—the opening puzzlers being comparatively easy and the later ones very tough. One of the latter, for instance, asked for the day, month and year in which the *Star Spangled Banner* was designated as the national anthem.

Couples are chosen from the studio audience. Anxiety and excitement of the audience, incidentally, was very well projected over the mike. The format of the show also includes a teaser for the listening audience—a question and answer angle whereby somebody out in the ether may win a house also.

From all points of view this program looks like a smart operation. Its production cost is quite low, and therefore a bankroller could afford to give away a house once in a while. The web should snag a sponsor with this one. *Paul Ackerman.*

fuller news coverage to his confreres.

On the ailer caught, Hill touched briefly on topics such as the President's request for more funds for military, then went into items more typical of his approach, such as the institution of be-kind-to-your-feet week and the human interest tale of a homeless Negro couple who were taken in by white neighbors. It makes for saccharine listening which, in these days of screaming headlines and pessimistic air pundits, may be just what the public wants. At any rate, Kelvinator seems to think so in bankrolling the stanza. The commercials are brief and direct and should be more than adequate. *Sam Chase.*

CFRB

TORONTO

WINS BILLBOARD AWARD!

● Yes, CFRB programing scores again! This time in The Billboard First Annual Local Program Competition . . . CFRB's "WISHART CAMPBELL PRESENTS" is an award-winner!

We're proud of this independent confirmation that CFRB's programing is out in front. (You'll find our ratings tell the same story!)

CFRB

The No. 1 Buy

in Canada's No. 1 Market!

Tennis Matches

Reviewed Wednesday (12). Style—Sports. Sustaining via the Columbia Broadcasting System television network May 12, 8:30 p.m. Director, Bernard London. Technical director, Orville Sather. Announcer-commentator, Ted Husing. Players: Bobby Riggs, Jack Kramer, Pancho Segura, Dinny Pails.

For the first time since the night of the big snow, December 26, tennis players invaded Madison Square Garden and thereby came before the video cameras of the Columbia Broadcasting System (CBS). Perhaps the interval since the last matches was too long or perhaps the technical problems in covering tennis proved too formidable, but at any rate, the handling of the two matches for tele left much to be desired.

The basic problem seemed to be that the cameras were in their accustomed CBS balcony, just below the mezzanine, and while that proved excellent for hockey and basketball coverage it should be improved upon for tennis. The location proved too low to permit viewers to see clearly whether volleys landed in or out of bounds and also necessitated the cameras following the ball from one side of the court to the other, which was anything but easy on the eyes. At the opening of the first match, between Pancho Segura and Dinny Pails, a static coverage was attempted, but the foul lines at both back courts as well as one or both players generally were not visible. In the latter stages of the opening match and for the main event between Jack Kramer and Bobby Riggs, the cameramen had sharpened their sights and were getting virtually all of the play in their lenses. But the low trajectory continued to hamper viewers who had to strain to catch the exact location of the ball.

Ted Husing

The calling of the plays was handled by Ted Husing, who came out of the semi-retirement of his disk jockey job for the purpose. Husing was inclined to use the adjective "beautiful" too often, and the first person singular rarely failed to put on an appearance at least once per sentence. Aside from that, however, Husing did his usual capable job in spotting, analyzing and highlighting trends of the matches and in his definition of the play of the contestants. Such was his labeling of Kramer as an exponent of the "big game," his comparison of Kramer with Wilmer Allison, and his unfavorable comparison of Riggs's current performances against previous outings. It's true Husing was inclined to be a bit condescending toward the audience at times, but he noticed it himself on several occasions and sought to back out of the spot by adding phrases like—"of course you know that."

Both CBS and Husing need a bit more work at tennis coverage for best results. And CBS needs a new perch for its cameras at these events.

Sam Chase.

Tele-Forum

Reviewed Monday (10), 8-8:30 p.m. Style—Discussion, moderated by Freeman Lusk. Sponsored by Ted Merrill Building Contractors. Agency, none. Produced and directed by Philip Booth. Via KTLA (Paramount), Hollywood.

Forums treating the fundamental problems of the day have long proved their worth to radio audiences. The educational merits of the forum may find a welcome medium in tele, for with the addition of sight the round-table discussion may possess greater impact than ever.

KTLA's Tele-Forum is a step in that direction, but nothing more than that. Aside from giving the home audience a look-see at the forum's participants, the addition of sight has done little to complement sound. Treatment of the forum's subject

The Hawthorne Show

Reviewed May 7

Six nights weekly, except Wednesday, 10:30-11 p.m. Participating sponsorship over KXLA, Pasadena, Calif. Producer-writer, Jim Hawthorne. Assistant producer, Lou Stevens. Engineer, Lyle Perkins. Cast: Jim Hawthorne.

It takes only a quick listen to see why disk jockey Hawthorne has suddenly emerged as one of the best pieces of talent on local airwaves. His originality, ease and novel appeal make him a hot comedy prospect, with plenty of interest already coming from network talent buyers.

Actually, the show bears little relationship to disk jockey segs. Hawthorne is primarily a comic, employing records only insofar as they aid his uninhibited brand of humor. When he does use records (about four to the half-hour program) it's only to butcher the disk by speeding up the turntable, playing two simultaneously, singing in a corny style,

The Light That Failed

Reviewed Via Transcription

Sustaining on WHLI.

Hempstead, L. I., N. Y.

Writers, Clifford Evans and Rhoda Cantor. Cast: Bob Harris (narrator), George Ball, Muriel Ames, Jerry Carr, Art Paterson, David Platt and John McKnight. Director-producer, Clifford Evans.

This quarter-hour documentary is an inquiry into the services rendered by the public utilities companies on Long Island. The specific program caught was concerned with gas and its importance in the lives of thousands of Long Islanders. Written by Clifford Evans, program indicates that the utility company's service is both expensive and of poor quality—to a degree that it disrupts the social life of families, cuts into their budgets excessively, affects the quality of their meals, et al. In short, the lack of this commodity at a reasonable price can play havoc with a person's way of life.

Courageous Job

The program impressed as a courageous job and solidly done from a production, writing and research point of view. The technique was primarily narration, with Bob Harris's verbiage pointing up the plight of veterans trying to maintain homes on slim budgets and home owners trying to lead normal lives while harassed by the lack of this commodity. As in the station's *Operation Snafu*, a documentary series on the Long Island Railroad, *The Light That Failed* aims at positive results. The last section of the program therefore was devoted to outlining a plan of action for the harassed Long Islander.

WHLI is a 250-watter. A program of this type is a credit to its management, which is obviously willing to devote time, energy, finances and talent in an effort to better conditions for its listeners.

Paul Ackerman.

matter should step out of the limitations of radio and enjoy the freedoms made possible by video. Merely watching four persons sitting around batting their choppers is about as dull a way to spend 30 minutes as possible.

Why not use maps and stills to enhance interest in the topics discussed? In addition, this would also make the issues treated easier to comprehend for the home audience. For example, tonight's seg treated the question of rental price ceilings as a facet of the acute housing shortage in the Los Angeles area. This could have been slanted in such a way as to make the use of illustrative material an essential factor in the scanning. Pix could have been used to firmly establish in the minds of viewers the intensity of the problem, and then let the participants present their remedies.

Lee Zhitto.

and otherwise murdering the tune. His principal appeal is in the use of voice dubbings, prerecorded on a large disk and cut into the program at the least provocation. He may put on a pitch for one of his several bankrollers, only to have a voice chime in with a pointless phrase or slogan. He may stop a platter in the middle of a play, bring in a voice with soft feminine appeal, and talk back to the voice with a remark ranging from snide to ridiculous.

Program was developed by Hawthorne with record cues so organized that voice interruptions are done with split second timing. Hawthorne's delivery is easy. He undersells

rather than punch gags.

Lad is currently airing over four local stations. Negotiations are pending with American Broadcasting Company to bring the comic to the net in a summer slot. His present format embraces the puckish quality of Arthur Godfrey and the freshness of Henry Morgan. If his air personality can be sustained without losing its novel appeal, Hawthorne may well become a comedy find. Much will depend, however, on the manner in which trick devices are employed, for there is always danger that repeated use may wear thin. At any rate, he bears watching

Alan Fischler.

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POPULAR MUSIC PROGRAMS
50,000 WATT STATIONS
on WMAQ (NBC) Chicago

THE JUDGES COMMENT:

This is a noontime pop music show aired three times weekly and makes for excellent daytime programming. Script tells the "story" of an "opera" from which the ensemble is supposed to play tunes, which, of course, turn out to be standard favorites. Their music is out of the top drawer.

OUR APPRECIATION TO:

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MUTUAL ENTERTAINMENT AGENCY 203 No. Wabash Ave. CHICAGO 1, ILLINOIS

AM, Not Video, Still Rules Airwaves, Declares Lew Weiss

LOS ANGELES, May 15.—On the eve of the annual convention of the National Association of Broadcasters (NAB) here, The Billboard asked Lewis Allen Weiss, chairman of the board of Mutual (MBS) and vice-president and general manager of the Don Lee network, to comment on one of the knottiest problems confronting broadcasters today—television. Weiss, who will soon inaugurate commercial service for Television Station KTSL, Don Lee's first commercial video operation, upped and said as follows:

By Lewis Allen Weiss

IN this modern day, some radio broadcasters, confronted with spiraling operating costs and labor situations, are beginning to wonder if television, the Cyclops of the megacycle world, is preparing to usurp the AM field, having already gobbled FM as its very own means of audio transmission on the video channel.

However, kilocycle is still king, in my opinion.

It will continue to be king for some time, despite the psychological warfare of TV opportunists who have exhibited a forthright but simple ignorance of television costs. In the realm of pure imagination, the possibilities are enormous and the future is indeed bright, but sponsors, when not experimenting with techniques in a new medium, are realists who demand measured coverage at a competitive price, even for television and these prices are going down while costs are going up in all media.

Despite the fact that public interest at this point has risen to a new high, that television is licensed commercially, that the coaxial cable will soon span the nation, and that big advertisers anticipate the impact of the home receiver screen, television is no short-term bonanza.

Oh, That Budget

Well-financed and famous organizations which have decided to engage in

the philanthropy of television broadcasting are discovering that initial installation, programming and personnel expenses to get on the air exceed original estimates greatly, and that the anticipated date of return on the investment is in the indefinite future. For the business man, TV is an unknown risk. Most businesses start from modest beginnings and grow slowly, but well-wishers seem to believe that television is going to spring up full-grown, almost overnight. Our sincerest wish is that those who jump headlong into television with large expenditures will have the fortitude to continue the intensity of their spending over the years.

Aside from ills of a harum-scarum nature, television itself is beset by failure of some of its handlers to realize that the highest type of showmanship is required. A faithful classified ad-taker, a veteran radio announcer or even a highly successful individual in any field does not necessarily indicate a great potential for television. It was years before radio or journalism developed their own specialists, and the same problems lie ahead for television.

Don't Slough FM

Some broadcasters may allow themselves to become so preoccupied with television they neglect their business, (See AM STILL RULES on page 21)

The Nation's Favorite EDDY ARNOLD

The Tennessee Plowboy and his Guitar with ROY WIGGINS



Exclusive **RCA-VICTOR** Recording Artist

OVER 3 MILLION EDDY ARNOLD RECORDS SOLD IN ONE YEAR

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 Folk Disk in the Nation's Juke Boxes

ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

POSITION	Wks. To Last This date		RECORD	ARTIST	VICTOR
	WL	Wk			
8	1	1	1. ANYTIME	Eddy Arnold and His Tennessee Plowboys..	Victor 20-2700
7	4	2	2. WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys..	Victor 20-2700
38	2	4	4. I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys..	Victor 20-2332
1	—	6	6. TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys..	Victor 20-2806

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For Radio CHARLEY AND BILL BROWN

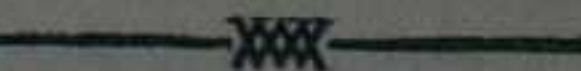


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The Eddy Arnold show for Purina Mills Monday thru Friday 12:45. Mutual, over 300 stations. Purina's Grand Ole Opry Saturday, 8 P.M., WSM, Nashville, Tenn.

GUEST RADIO APPEARANCES

- * RCA Victor show, NBC
- * We, the People, CBS
- * Spike Jones show, CBS
- * Hayloft Hoedown, ABC
- * Luncheon at Sardi's, Mutual
- * Paul Whiteman Club, ABC
- * The Breakfast Club, ABC
- * Sunday Down South, NBC
- * Western Theater, Hollywood, CBS
- * Hospitality Time, transcribed

Program Competition Idea Digest

250-1,000-Watt Stations Show Unusual Ideas

ECHOES OF THE MUNICIPAL OPERA, KSD., ST. LOUIS. Records of numbers from shows done in previous years by the local troupe, with the commentary including date the show was presented locally, cast members who became famous, shows to come, etc. Music is transcribed from records onto a disk about a fortnight before broadcast.

PIANORAMA, KXOL, FORT WORTH. Aired spotlights records of classical piano music, with commentary by a girl-boy team covering briefly the backgrounds of the number performed, the composer and the recording artist. Show is sponsored by a local piano merchant.

MUSIC FOR THE CONNOISSEUR, WNYC, NEW YORK. The non-commercial municipal station presents in this program an exquisite selection of classical records, generally far off the beaten path. Commentary by David Randolph is pertinent stuff, with zing and bite. Randolph is not afraid to take a position, either.

BEHIND THE SCENES IN MUSIC, WNYC, NEW YORK. Leon Barzin conducts and comments on rehearsals of the National Orchestral Association. He may stop the musicians at any time for criticism. The music is good, Barzin's comments are colorful and vigorous, and it makes for fine listening.

IMAGINATION HALL, WBEC, PITTSFIELD, MASS. A full hour program of recorded classical music. Show utilizes the "concert hall" technique, with recorded applause greeting the imaginary maestro, etc. Program notes are on the works played, artists performing and conductors. An informative show.

KATHRYN WOOD SINGS, WGH, NORFOLK. Coloratura Kathryn Wood sings numbers varying from operatic to Noel Coward. She is backed up by Ronald Marshall on the violin and Doris Marshall on piano, who each take turns with solos as well, playing classical numbers.

HARP STRINGS, WGPA, BETHLEHEM, PA. Betty Fry plays the harp and sings on this 15-minute show, which airs twice weekly. Numbers range thru pops, classical and hymns. Interesting small-station programming of an economical nature.

570 CLUB, KLAC, LOS ANGELES. Disk jockey Bob McLaughlin uses a clever and tricky succession of recorded interviews and comments made by top disk names for his show, and spaces them as tho the personalities actually were present in the studio. They use his name, seem to (See 250-1,000-WATT on page 22)

Here's the "Idea Digest"

NEW YORK, May 15.—Because so many of the programs entered in *The Billboard's* first Local Program Competition displayed ingenuity and originality, we present on this page an "idea digest," summarizing the purposes and methods pursued by winning and non-winning entries. Many shows which captured no awards nevertheless showed striking qualities which, we believe, have made substantial contributions to local programming.

On this page is a digest of programs entered in the music category of the competition. Next week, a similar digest of public service entries will be published. Also in next week's issue of *The Billboard* will be the announcement of winners in the news and comment categories.

50,000-Watt Programs

CONTEMPORARY MUSIC, WOR, NEW YORK. Classical works by today's composers. Each show is dedicated to a different composer or school of composers, such as works of music critics, women composers, etc. Certain to encourage latter-day creative talent.

LET'S LISTEN TO THE CLASSICS, WCCO, MINNEAPOLIS. Disk jockey technique applied to classical records. Joek Ed Viehman uses the modern idiom without becoming brash or smart-alecky. Program notes explain the meaning of the works and tidbits about composers in everyday terminology.

THE HOUSE THAT MUSIC BUILT, WENR, CHICAGO. A live show in which classical and semi-classical music, continuity and sales messages are blended without a lapse into the stodgy or abstruse. Cast includes an 18-piece ork, an instrumental octet and solos by pianist, organist and harpist.

OVER THE RAINBOW, KOIN, PORTLAND, ORE. The station's staff ork plays classics and semi-classics. Vocalist Walton McKinney handles the lyrics, while announcer Stan Warwick ties the numbers together with a sentimental, semi-fantastic story thread.

THE 400-HOUR, WMAQ, CHICAGO. A 55-minute program of classical records aired six days weekly starting at 7 a.m. Norman Ross announces and interrupts the music regularly with time and weather reports.

CONCERT OR CORN, KMOX, ST. LOUIS. Show attempts to acquaint listeners who prefer classical music with hillbilly stuff and vice versa. Classics are on wax, while the station's Champion Hillbillies turn out the corn live.

A MOOD IN MUSIC, WHN, NEW YORK. Joel Herron and the WHN staff ork play mainly standard pop tunes featuring Herron's pianistics, with smooth strings and muted brass blended warmly behind him. Emphasis is placed upon mood and arrangement rather than spark and drive.

MAKE WAY FOR YOUTH, WJR, DETROIT. Choral work features teen-agers from local high schools, plus an orchestra and soloists. Aired was conceived as part of an anti-delinquency drive but developed into a show of real stature.

ART VAN DAMME QUINTET, WMAQ, CHICAGO. A noontime pop show in which wry scripts, a la Lower Basin Street, introduce standard faves, played by the combo and warbled by Latin tenor Lucio Garcia. Script pretends the numbers are excerpts from an "opera."

MANOR HOUSE PARTY, WMAQ, CHICAGO. Small jazz ensemble and singing of baritone Skip Farrell are combined with a letter-writing contest by the sponsor, in which listeners

ask for their favorite numbers and tell why they want them.

MUSICAL MILKWAGON, WMAQ, CHICAGO. Small ork plus the Dining Sisters and singer Tommy Port are featured. A listener participation gimmick has an individual serenade sung via phone to a person named by a listener who has written why the person named should gain that honor.

JIMMY BLADE AND HIS MUSIC, WMAQ, CHICAGO. Jimmy Blade's pianistics form the core of the show, and Blade is a right good man on the keyboard. He also gets a big assist from tenor Dick Paige, with the total being a neat 15 minutes of music.

MELODY LANE, WBBM, CHICAGO. Continuity and theme of each show are pegged about a single theme, generally tied in with merchandising by the sponsor, a local department store chain. Show reviewed was pegged on California, with tunes by the band and vocalists adhering to that and commercials pushing Coast fashions.

HAWKEYE MATINEE, WHO, DES MOINES. A casual musical show in which a 14-piece staff ork and choral group of seven do nice things to numbers varying from old-timers to current pop tunes. Members of the choral group switch off on vocal solos.

JACK TEAGARDEN SHOW, WHN, NEW YORK. A splendid little hot-jazz ensemble with emphasis on Dixieland stuff, under the leadership of the old trombone master. Feature of the show was "sitting in" by top musicos in town.

RUTH ETING SHOW, WHN, NEW YORK. Aired 15 minutes across the board, show featured la Etting in her return to the mike, backed by Joel Herron and the house band. No frills, furbelows or synthetic mike technique. Just singing—straight and good.

BOBBY BREEN SHOW, WHN, NEW YORK. The former boy soprano's return to radio is marked by simplicity and family-appeal, both in form and content of the show. Breen handles his own announcing chores and sticks pretty close to the standards in a bid for the dinner-hour trade.

ARTHUR SMITH AND HIS CRACK-ERJACKS, WBT, CHARLOTTE, N. C. The fabulous Arthur Smith, cutting loose on his hot guitar, fiddle and his vocalizing. The four-man cast really jumps from start to finish.

BETTY JOHNSON SINGS, WBT, CHARLOTTE, N. C. Miss Johnson sings with organ backing, sticking closely to standards and pop tunes. She has good tone and expression and gets a husky feeling in the lower registers which has a distinct appeal.

ARTHUR SMITH QUARTET, WBT, CHARLOTTE, N. C. Musical group features Arthur Smith, a whiz on (See 50,000-WATT on page 22)

Ideas Put Out By 5 to 20 Kw. Radio Stations

ENCORE ECHOES, WTMJ, MILWAUKEE. Orchestral and vocal rendition of semi-classics. Interesting touches include vocalizing on pops stolen from classics, followed by playing of the original. Also, a musical flashback into Wisconsin history, replete with place names and local incidents add a potent dash of local color.

WQXR STRING QUARTET, WQRX, NEW YORK. An exceptionally talented classical group performing not only standard program fare, but unusual and notable items. One such featured two recently discovered, unfinished Rachmaninoff numbers.

WISHART CAMPBELL PRESENTS, CFRB, TORONTO. A capable string ork, abetted by good male and female vocalists, turns out a sprightly offering with the accent on the semi-classics, with an occasional show tune to garnish.

TONE PORTRAITS, KOMO, SEATTLE. An attractive show of semi-classical and light classical numbers, rendered tastefully and with fine orchestral effect by Einar Linblom and an 11-piece ork.

MINNEAPOLIS SYMPHONY ORCHESTRA REHEARSAL, KUOM, MINNEAPOLIS. Broadcast direct from rehearsal of the symphony presents 45 minutes of classical music (See IDEAS PUT OUT on page 22)

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TV TO TEE OFF WITH CODE

Org Will Be Set Up at N. Y. Lunch Confab

Webs, Indies, Agencies Unite

NEW YORK, May 15.—First step toward setting up a television code and an organization capable of enforcing it will take place Tuesday (18) at a luncheon meeting at the Hotel Astor, which will be attended by broadcast, ad agency and motion picture executives. The sessions, to be presided over by Melvin L. Gold, of National Screen Service, will seek to co-ordinate the associations of industries related to video, and will set up a permanent body with fair and proportionate representation from each. The move is regarded as the first significant self-regulating move by tele execs, and the forthcoming body already is being compared with the motion picture association (Hays-Johnston office).

One of the major tasks confronting the org will be formation of a television code of ethics, policies and procedures. This likely will be all-embracing, including not only live video shows, but films made especially for tele. Also to be included are standards for program packagers and their relations with broadcasters. Inter-relationship of film and broadcasting industries will come under scrutiny as well. Perhaps the most important point of all, the one on which the new body will ultimately survive or fall, will be the enforcement problem. Gold noted this and said every effort would be made to "give the organization teeth."

Among the 30 or so execs who will attend the founding luncheon will be representatives of the webs and the independent tele stations in the New York area, of several leading ad agencies and of a number of motion picture corporations, including Columbia and Republic, with others still to be heard from.

The sessions, an outgrowth of the Television Co-ordinating Committee which participated in the recent television institute and trade show, will set up the new body as a permanent, independent entity.

Boost to Boxing

DETROIT, March 15.—Video Station WWJ-TV, in the course of developing its sports programming, has contributed materially to the regeneration of amateur boxing in Detroit. The station's deal with the Amateur Boxing Association of Michigan (AMBM) to pay \$300 for rights to air a weekly card of 10 two-round bouts has welded a loose collection of clubs with conflicting dates into a firmly organized outfit with regularly skedded weekly cards. Effect of televising of the bouts has been an outpouring of fans to watch them "live." The \$300 paid by the station goes to the club staging the event for referee, doctor and seconds' fees, and to purchase equipment.

Mpls. Sets TV Demonstration

MINNEAPOLIS, May 15.—What is believed to be one of the largest mass television demonstrations ever staged is set for Monday night (17) at Minneapolis Auditorium. The Dayton Company, department store in the television retail set business, is staging the party for its employees and families, and some 10,000 have been invited to attend.

KSTP-TV, the only video-caster in the Twin Cities, has been asked to go on the air one hour earlier than its usual sked that evening to assist the company in the demonstration. Dorothy Spicer, station program director, is mapping a special program for presentation.

Vic Damone For Luckies?

NEW YORK, May 15.—N. W. Ayer is reported mulling a five-a-week video strip with warblers Vic Damone and Dorothy Claire, to be bankrolled by the American Tobacco Company. Talent would also include the Buddy Weed Trio. The show would be similar to the *Supper Club* in format, it is understood.

Plans are now in the talk stage, with a TV closed circuit audition planned for the early future if a deal can be closed with Damone's agent.

Newell - Emmett Prepares Major Push in Video

NEW YORK, May 15.—The Newell-Emmett Company is blueprinting a major push in television. The agency, which has been watching video closely since 1940, has now organized a full-time television department to be guided by a TV committee headed by George F. Foley Jr. The move follows shortly after the departure of Larry Bruff, who resigned as head of the Chesterfield account to take an executive post with Liggett & Myers.

Newell-Emmett's video activities will be many, particularly in production and research. Agency researchers now are wrapping up surveys on receiver ownership and other information designed to plug gaps in the industry picture. Foley, too, has been huddling with National Broadcasting Company execs relative to programming.

The agency's three partners in tele are William Reydel, Tom Maloney and Jack Cunningham. Blayne Butcher, radio director, is a member of the video committee, which also includes writers, producers, directors and copy men.

Tele Briefs

NEW YORK, May 15. — DuMont this week officially unveiled its "tele-transcription" process of filming shows off the tube with a broadcast of a new mystery ailer, *Mr. Dynamite*. Web officials stated that all DuMont shows now would be offered for rental to tele stations in every market via this film process. Prices have not yet been set, but stations' circulation and the number of rentals per show will affect the rates. DuMont said the cost for making a master print of a 30-minute show is between \$600 and \$700.

NEW YORK, May 15.—WPIX, *Daily News* tele station, this week prepped a \$10,000 contest for a slogan for the station. The contest, which closes June 5, will give a \$5,000 first prize for the best phrase of 10 words or less.

NEW YORK, May 15.—American Broadcasting Company (ABC) this week signed with the Hotel Pierre to have its New York video transmitter installed on the roof. ABC will share space with Ira Hirschmann's FM station, WABF, and tele outlet, W2XMT.

HOLLYWOOD, May 15.—Rates for Don Lee's video outlet, KTSL, were announced last week following Federal Communications Commission approval of the station's commercial papers. Time will be broken down into three major classifications, with a card rate of \$300 per hour called for on Class A time. B time rate will be \$200 an hour, and \$150 per stanza for C time. These charges will be for time and facilities only and will include use of projection equipment for film shows. Charges for live studio and remote ailers will be determined on an individual basis, depending on requirements of each seg. Discounts as high as 15 per cent will be offered time buyers who sign 52-week deals.

Pix on Det. Video Must Pass Censor

DETROIT, May 15.—Programming of standard feature motion pictures on television, which started several weeks ago as a Sunday afternoon feature by WWJ-TV, falls under local censorship, according to Lieut. Herbert W. Case, in charge of the Detroit Police Censorship Squad. The issue, however, remains fairly academic, according to Case, in view of the rigid requirements of the Federal Communications Commission. Anything acceptable on the air therefore would almost without question be acceptable to the local censor.

Official requirement, however, is that entertainment features must be screened for the censor before public exhibition and given an individual license.

MBS Mulls Radio-TV Version of "Parky's"

HOLLYWOOD, May 15.—Proposal to do a simultaneous radio-video version of the *Meet Me at Parky's* ailer will be discussed with Mutual Broadcasting System Prexy Edgar Kobak when the exec arrives to attend the forthcoming meeting of the Mutual board of directors in Hollywood. Idea is being submitted by Harry Einstein (Parky) and agent Maurice Morton, who have formed a tele packaging outfit to do the show.

Under the Parky plan, show will be done in Hollywood live over Don Lee video outlet KTSL and filmed for syndication thruout the country. The present radio show cast, which includes Betty Rhodes, Sheldon Leonard and Jane Morgan, would be featured in the video version. Deal will be offered either for local co-op sponsorship or across the board to one bankroller.

New Video Company Set Up in Chicago

CHICAGO, May 15.—A new television production company has been started here under the name of Knickerbocker Productions, Inc.

In the company which has been organized as an Illinois corporation, Edward Blonder, principal owner of the Knickerbocker Hotel here and other real estate properties; Mrs. Russ Davis, wife of Russ Davis, WBKB staff member and emcee of the company's first show, a full hour amateur hour which started last Sunday on WBKB; T. H. Murphy, of Moline, Ill.; Verda King, of New York, former fem nitery emcee, and Charles Nixon, wealthy New Yorker with whom Blonder is connected in various ventures.

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Carnation
Contented Hour
 STARRING BUDDY CLARK
 NBC
 MONDAY, MAY 24
 10:00 P.M. E. D. T.

FRANCES LANGFORD
Introducing and singing
 "ONCE UPON A WINTERTIME" from
WALT DISNEY'S
 NEW TECHNICOLOR MUSICAL
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TV-AM Pkgs. Hot Properties

(Continued from page 3)
 prior to the war. Miller is supervising sale of the two packages.
 The method of handling the video now calls for division of the 100 New Stages acting company members into four separate sub-groups, each with an equal proportion of the organization's "names." A separate video director will handle each group, responsible only for one production every four weeks. Each group is expected to specialize in a different type of production. Jones and Miller each will direct one video sub-group, with the other two assignments falling to Ezra Stone and Basil Loughrane, the latter the director of *Light of the World*, NBC airer.

The radio package will offer casts drawn from the New Stages permanent stock company, performing original radio dramas and adaptations of significant novels, plays and stories scripted especially for the series by several of radio's best known writers. Because of the unique nature of New Stages as a co-operative venture, many top-flight authors who previously had been reluctant to have their material used in radio have indicated their willingness to make an exception for this group. Another factor mitigating in favor of the series is the long experience most of the New Stages actors have had in working together, and the opportunities they have for extra rehearsal time.

Included in the permanent acting company as participants in both the radio and tele packages are such broadcasting veterans as Jackson Beck, Peter Capell, Leon Janney, Raymond E. Johnson, Meg Mundy, Hester Sondergaard, Beatrice Straight, Karl Weber and Betty Winkler.

N. Haven WNHC-TV Nearing Completion

HARTFORD, Conn., May 15.—Work is going ahead rapidly on erection of WNHC-TV, New Haven, Conn., television station, with studios in New Haven and transmitter in Hamden, Conn. The outlet will be Connecticut's first operating television unit. The station is expecting to be operating by June 1.

A micro-wave relay booster station is being constructed in Newtown, Conn., to relay DuMont network programs from WABD, New York, to WNHC-TV.

Model Theater Used For Det. Tele Show

DETROIT, May 15.—The newly-formed Theater Model Company here, headed by Svend Plum, design engineer, has adapted to television use scale models of a regular legitimate theater stage complete with scenery and individual lighting. One model is being used in *Bridget and Padgett*, children's video show. The Plum model uses a 28 by 34-foot proscenium and has all equipment in scale size for a fully equipped theater.

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RCA About-Faces on 2-Band TV

Who Will Buy Para's Share of DuMont Is Poser

WASHINGTON, May 15.—The \$10,000,000 question floating around the Federal Communications Commission (FCC) is just who will pay that amount to Paramount Pictures for its stock in DuMont Laboratories. At a hearing this week, Paul Raibourn, Paramount vice-president, said the flicker firm would like to sell out but wants about \$10,000,000 for the stock for which it paid \$164,000 in 1938.

Allen DuMont said he had offered to buy up the stock for \$6,000,000 (apparently the best offer Paramount has so far), the rumors persist among radio legalists that the Columbia Broadcasting System (CBS) might make a better bid.

It appears a foregone conclusion that Paramount will have to shed DuMont under FCC's multiple ownership rule or else face the dismissal of pending DuMont and Paramount video bids.

Programing Revamp Brewing at KFI-TV

HOLLYWOOD, May 15.—A complete revamping of the programing department of KFI-TV will be made shortly by General Manager W. B. Ryan following resignation of Charles B. Brown as program director of the station's AM, FM and video departments. Brown resigned this week to become general manager of Video Broadcasting Company, new outfit granted a construction permit for a tele outlet in Portland, Ore., and currently awaiting tele grants in San Jose and San Diego, Calif.

AM STILL RULES

(Continued from page 18)
 yet the old adage of "keep thy shop and thy shop will keep thee" is still the basis of sound economics. Technical improvements may come and should be used to advantage, yet for the broadcaster in a town of less than 500,000 to install television at this period in its experimental evolution is an unwise investment unless he has financial backing to support a long-range plan—and earmarks sufficient reserves for the coming upheaval that color will bring.

Having been in television for 17 years, I have encountered many who believe such expressed attitudes deny the potential of video, but an analysis of their viewpoint shows that enthusiasm makes up for lack of projected thinking on an economic basis; so far, enthusiasm has yet to balance the accounting ledgers.

ANTA AIDS YOUTH

(Continued from page 3)
 managers and talent scouts. Interest in the notion was attested by the fact that an invitation audience completely filled the theater.

A program of 18 items, conceived and produced by Moe Hack, was put on, ranging from song and dance to drama. Hiram Sherman emceed and Herbert Kingsley was in charge of the music department.

From the reception accorded some of the aspirants, there is no doubt that several did themselves nothing but good as to their legit futures. ANTA intends to make these show-casings a regular part of its activities. Another probably will be given in the early fall.

Summer Revamps Hit Det. TV Shows

DETROIT, May 15.—Reprogramming for the summer is hitting television, with WWJ-TV's *Open House* going off the air this week and at least two more, probably *Circles in Clay* and *Fun and Fables*, slated to be dropped shortly. The latter two will be to enable the solo artists to take their usual summer vacations, in one case, a school teacher taking the entire summer.

Plans are to bring all the shows back on the air in the fall, and it was emphasized that the cut is distinctly not an economy drive.

Bannister of WWJ Lays It on the Line Re Detroit TV Race

Editor, *The Billboard*
 Dear Sir:

Your April 24 issue, Page 14, has a story headed, "ABC Resumes Tele Net Plans, etc." in which the following appears: "From Detroit came word that WXYZ-TV, ABC-owned outlet will be on the air by October 1, supplying that city with its first network-affiliated station."

I recognize in this statement the fine hand of ABC's television director, who, speaking for ABC, has done more talking about television and less actual televising than anyone I know.

Sometimes I think there isn't any such person and that he is just an apparition—an eerie chief of a wraith-like TV network operating in a phantasmagoria of dreams. Believe me, there are more ghosts in TV than one sees on any screen. He started coming to Detroit some two and a half years ago, and periodically for the next year he gave out with such gems as "there will be quite a race between WWJ and WXYZ to see who'll be first in Detroit with TV." . . . Sure, there was a race, but ABC's horse never left the post, while WWJ-TV has been operating for almost 14 months.

Some week-end, when you haven't anything better to do, give the little woman a break and drive out, over the Styx and into Erebus. Look among the manes, lemures and banshees and find ABC's TV director. If you can stop him from talking long enough, tell him for me that we'll bring network TV to Detroit, eons before any protoplasm appears on the aura of WXYZ-TV. You know, of course, we already have signed with NBC.

Cordially,
 HARRY BANNISTER, Gen. Mgr.
 WWJ, WWJ-FM, WWJ-TV,
 The Detroit News.

Hal Roach Studios Form Halro Corp.

HOLLYWOOD, May 15.—Hal Roach Studios last week filed incorporation papers for a firm capitalized at \$2,000,000 under the name of Halro Television Corporation. Hal Roach Jr. told *The Billboard* that the pic producer will take an active part in video, but remained vague as to details of firm's projected activity.

Roach said plans are currently being formulated, and indicated that the firm will invade the telepic production field on a large scale.

Other Biggies Surprise With Upstairs Okay

Sept. Hearing To Be Lively

(Continued from page 4)

appear to be closer to common ground with the Columbia Broadcasting System (CBS) on the upstairs video issue, these two major contestants are regarded as far from being in harmony. RCA dominated the successful opposition last year to CBS's bid to FCC to open up the upper band for commercial color video.

CBS television engineers will be on hand at the September hearing to repeat their arguments for upstairs commercial color video, and these engineers are expected to contest RCA's claim that color video is not yet ripe for all-out use in the upper frequencies. The CBS boys, at the same time, will indicate willingness to accept dual-band television as a transitional step. Altho CBS, since losing the historic FCC decision on upstairs color, has shifted downstairs black-and-white, the network is known to have its ultra-high color video equipment girded for use in any surprise eventuality. RCA and Allen B. DuMont Laboratories are reported to have been stepping up activity on their electronics color video system for eventual upstairs usage, and Maj. Edwin F. Armstrong, inventor of FM, is also known to be occupied with work in the color field.

FCC's position is expected to be made all the more difficult since RCA will argue that upper band video would make available no more channels than are now provided by low-band television. At present it is difficult to see how the commission could authorize either dual television or a shift to exclusive u-h-f, but the controversy is held certain to be a major one from now on.

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Ideas Put Out By 5 to 20 Kw. Radio Stations

(Continued from page 19)

with the mike set up to catch remarks of Conductor Dmitri Mitropolous, and occasional rejoinders from the musicians. Music on show submitted was unusual, in that it was a new symphony by an American composer. The station is non-commercial.

YOUR LONESOME GAL, WING, DAYTON, OHIO. Fem disk jockey is known to local audiences only by this name and even wears masks at public appearances. The gal, Jeanne King, addresses her remarks directly at the individual male listener, using a tender, wistful and romantic approach which is most effective.

CANADA LEE SHOW, WNEW, NEW YORK. An unusual disk jockey airer, with actor-fighter-band leader Lee utilizing a live rhythm section behind his spiels, pitched in the same tempo as the platters he spins, which mainly feature Negro bands or groups.

HAPPY NEIGHBOR, KLOK, SAN JOSE, CALIF. Disk jockey Jose Alvarado plays Latin-American disks and intersperses them with talk to the multi-national listeners of the area about neighborliness and friendship, a laudable project indeed.

MUNZELL AT MIDNIGHT, WTMA, CHARLESTON, S. C. Adrian (Specs) Munzell is the platter spinner on this show, and his humor is on the zany, mad side. Munzell also does a rural characterization in which he heckles himself.

JACQUES FRAY SHOW, WQXR, NEW YORK. Classical disk jockey Fray comes thru with novel and listenable comments on, not only his platters, but virtually the entire range of human affairs. His digressions are as interesting as his record descriptions.

EMERY DEUTSCH PRESENTS GYPSY MUSIC, WQXR, NEW YORK. Still another type of disk jockey, featuring tzigane stuff exclusively, with Composer-Violinist Deutsch spinning anecdotes and presenting background bits about the waxers.

THIS IS AMERICA, WTMJ, MILWAUKEE. Each weekly show is built around a different phase of Americana, with folk tunes used to tell stories as far apart as the growth of the auto industry and American folkways which were inherited from England. Commentary and songs blend into a potent whole.

THE DIXIE PLAYBOYS, WTMA, CHARLESTON, S. C. This live hillbilly musical airer features a trio led by Dub Phillips. It makes the traditional mountain tunes sound strictly from bare feet, and shows its best mettle on the "talking blues" kind of number.

JAMES KING CHORUS, WRUL, KNOXVILLE. The chorus, featured on this airer, does its work with an organ backing. The organist, during

50,000-Watt Programs

(Continued from page 19)

guitar and other string instruments, who also has gained considerable repute as a composer. Ensemble also turns out some heated fiddling on Western type numbers with a girl vocalist helping considerably.

MUSIC TO REMEMBER, WSB, ATLANTA. A variety musical show featuring pianist-organist Bob Van Camp, who plays either instrument capably. Early morning show also has vocals by David Street and Lucille Norman helping in rendering the pop ballads.

FUN BY THE FIRESIDE, WBT, CHARLOTTE, N. C. Family type musical show in which the numerous cast members take solo turns while the others sing behind them. Instrumental trio of piano, organ and guitar comes in with excellent effect.

OLD DOMINION BARN DANCE, WRVA, RICHMOND, VA. One of the many airers presented from WRVA's own theater, featuring a cast of 15. Hillbilly stuff is emceed by a gal called Sunshine Sue, and is a good-humored, neatly tailored package.

JOHAN AARTHUN SHOW, WCCO, MINNEAPOLIS. Young Mr. Aarthun is a young Norwegian lad visiting Minnesota and studying dentistry. He has created a sensation in the smorgasbord belt with his rendition of Scenic songs of the folk variety, with Johan explaining in English what the songs are supposed to mean.

the course of the show, also takes a solo turn and does a better than average job.

IRVING SHARP ENTERTAINS, WDBJ, ROANOKE, VA. Sharp is the whole program and he's a gent with real personality. It's real one-man entertainment, with Sharp handing out a line of folksy patter and novelty singing.

THE CLARK DENNIS SHOW, WENR, CHICAGO. Tenor Clark Dennis sports a voice of brilliant quality and warm expression, and is backed by Rex Maupin's house band. Dennis also turns out the continuity on the airer, too much for any one singer to do.

THE NORTHWESTERNERS, KEX, PORTLAND, ORE. A lively little band featuring Western music with a decidedly modern twist, such as swingish backings to vocals on traditional cowpoke ballads. Nothing hillbilly here. Good humored banter and a one-minute comic adventure strip breaks up the 15-minute show further.

SHOW OF PROMISE, WKY, OKLAHOMA CITY. Simplicity is the keynote of this airer and it's effective. Talk is held to a minimum, with the play given the baritone voice of Tommy Allen with occasional instrumental contributions by pianist Doug Farley. Avoids numbers being played to death by most live and disk stanzas.

THE DANNY PATT SHOW, WTAG, ROCHESTER, N. Y. Danny Patt runs thru 15 minutes across the board playing standards on the Novachord, with an assist from a staff announcer. Show is sold on a participating basis.

GLENN'S GOOD EVENING, WDRG, HARTFORD, CONN. Glenn Rowell, of the erstwhile Gene and Glenn team, has built this airer around Americanism, with song and story geared constantly to patriotism. Rowell plays piano, sings old and current tunes and chats about local places, persons and ideas.

MELODIES TO REMEMBER, WFIL, PHILADELPHIA. A chorus of 25 teen-age girls and an organist present 15 minutes of smooth music, with one of the gals handling occasional solo duties. Tunes are on the sentimental side and the chorus makes them

SWANEE RIVER BOYS, WSB, ATLANTA. Program features a good quartet that functions in a manner and style reminiscent of the Golden Gates. Altho the arrangements are not too tricky, they are stimulating and make good listening.

TIME FOR MEDITATION, KOIN, PORTLAND, ORE. A devotional program, in which the musical end is handled by the Vesper Singers with Gladys Johnson adding violin solos. A local minister offers a brief prayer on each program.

MUSIC TILL FIVE, WOR, NEW YORK. A disk jockey show featuring easy-going platter spinner Jack Les-coulie, whose soothing delivery and patter stresses slowing down and relaxing. Records, mainly slow-paced pop ballads, fit into the mood.

HERE'S HOGAN, WOR, NEW YORK. Sentimental ballads are introduced by disk jockey George Hogan with nostalgic talk about days gone by, forgotten romances and references to events which may be tied up with old records. Occasionally, a single year's output of tunes is stressed along with incidents that occurred in that period.

KATE SMITH SINGS, WOR, NEW YORK. Ted Collins and Kate Smith engage in informal palaver between records, which embrace Smith disks exclusively. Chatter deals mainly with the personal experiences of the duo, with time for only about three disks in the 15-minute stanza.

sound almost religious in this relaxing stanza.

FOOTLIGHT SHOWCASE, WEAN, PROVIDENCE. Records from a different Broadway musical show are featured on each program, with interesting commentary filling in the listener on the action, costumes, sets and dialog of the original, furnishing those outside of New York with a good conception of the show.

PRIMER FOR PARENTS, WNEW, NEW YORK. Brightly conceived, this program represents an astute marriage between use of phonograph records and a wire recorder. Object is to present new records and books issued for kids and evaluate them for parents, with the moppets themselves serving to judge the records. These remarks are taken on a wire recorder at a different school for each program.

MUSICAL DOCUMENTARY, WNEW, NEW YORK. Innovation in documentary programming, this show lets the story come from music rather than narration. Voices of the narrators, working from a near-poetic script, were live, while music was recorded. Show caught dealt with the tragedy of displaced persons and was most effective.

JUKE BOX JURY, WPEN, PHILADELPHIA. This show is one of a series of similar airers being presented on several Eastern stations. In it, teen-agers and top music stars listen to new record releases and rate them.

MUCH ADO ABOUT MUSIC, WQXR, NEW YORK. Four contestants, chosen from a studio audience, are given musical teasers to identify, including voices, melodies, bits of lyrics, musical history, characters from operas, etc. Considerable time given to interviewing of contestants, familiarizing listeners with them.

MAKE FRIENDS WITH MUSIC, WTAG, WORCESTER, MASS. Producer-Narrator-Pianist Thomason tells a weekly story concerning some aspect of music and then illustrates it by playing the piano or running off a record. Airer is dedicated to bringing the younger generation around to an appreciation of better music. Main body of the show may be this one-woman presentation of an opera, etc., and it is effective.

250-1,000-Watt Stations Show Unusual Ideas

(Continued from page 19)

be talking to him and answer questions he, in the flesh, puts to them.

GRANDPAPPY AND HIS GRAMMYPHONE, WSAM, SAGINAW, MICH. Platter-spinner Robert J. Liggett does his commentary with a novel hayseed accent which is exaggerated just enough to be funny. Records mainly are jazz in the old-time style.

JAZZ CONCERT, WGPA, BETHLEHEM, PA. Disk jockey Carl Kenziora plays hot jazz numbers from his personal collection. After playing a record he comments on those portions of the platter particularly worth of note and then repeats that segment.

KAMPUS KARNIVAL, WSAM, SAGINAW, MICH. Another disk jockey show in which the platter spinner utilizes an exaggerated dialect in presentation. This one is done a Mortimer Snerd.

DISC DATE, WNYC, NEW YORK. A pleasant stanza of pop records interspersed with comments by jockey Jack Lazare, who sticks mainly to waxers being aired. Factor in this that the station is non-commercial.

CECIL BROWER'S WESTERN BAND, KECK, ODESSA, TEX. A live and capable six-piece ensemble, this band, which makes the kilocycle jump by going far beyond the usual cowpoke melodies. The band takes on all sorts of tunes with a Western flavor and beats them out with a real swing.

WESTERN MELODIES, KPEN, WENATCHEE, WASH. A record show conducted by jockey Irving Smith under the pseudonym of Colonel Flapdoodle. Besides music of the open plains variety, most are on the novelty or humorous side. Flapdoodle uses a rustic delivery with plenty of gags of the same type.

WHOOPEE JOHN, WTCN, MINNEAPOLIS. Whoopee John Wiffahrt's band has itself a time playing old-time numbers with emphasis on polkas, featuring chimes, slide trombone and funny type vocals. A light hearted stanza.

CHURCH MUSIC APPRECIATION HOUR, WTCN, MINNEAPOLIS. A program of sacred music presented with exceptional taste and talent by church groups made up of amateur singers. Not only standard hymns are used, but such more difficult items as excerpts from Brahms's Requiem. A different church group used for each program.

EXCELLA JUBILEE SINGERS, WGV, CHARLESTON, W. V. A group of spiritual vocalizers who utilize the a cappella style, with the arrangements entirely their own, the outfit does an exciting job, particularly on lesser known numbers.

THE HARMONY FOUR, WMBM, MIAMI BEACH, FLA. A distinctive style combined with real talent marks this Negro quartet, which specializes in spirituals and other numbers of religious or semi-religious nature. One of the quartet handles between songs narration.

TUNE TRYST, CKEY, TORONTO. Stan Patton's small pop combo supplies the tunes for this 30-minute nighttime show aired across the board. Group injects good comedy into the show, by making production numbers out of such pieces as *The Whistler*, in which the radio gumsho gets a confession by making the criminal listen to *Four Leaf Clover*.

BILL HUNDLEY, WGV, CHARLESTON, W. V. Organist Bill Hundley plays his weekly show directly from his home, where he unlimbers on Wurlitzer on near-classics, semi-classics, pop tunes and a hymn.

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SCA Advances On Recognish From ASCAP

Reps' Huddle Set

NEW YORK, May 17.—Long protracted efforts by the Screen Composers' Association (SCA) to get more equitable recognition from the American Society of Composers, Authors and Publishers (ASCAP) reaches its most advanced tack this week when a meeting between ASCAP reps, led by attorney Herman Finkelnstein, and SCA mentors will take place Tuesday (18).

Leaders of SCA are due to arrive in New York Monday to confer with their chief spokesman, Leonard Zissu, prior to tackling the ASCAP brass the following day. The top Hollywood music writers (SCA consists of outstanding film scorers such as Max Steiner, Miklos Rozsa, Frank Skinner, etc.) long have pressed for revised ASCAP consideration of their particular contribution to the Society. The Society's classification system, in their argument, does not take into account the theme writers in to proper regard either on performance or availability factors or on any other basis. Their claim is that their background music is constantly performed in theaters, but ASCAP's performance classification ratings primarily are based on radio airings. In addition, the theme writers argue that if "availability" is disputed, the only way to measure the availability of their music is by checking the sound track of given films.

MBOA Mulling Booking Antics

STANKATO, Minn., May 15.—Bookkeeping practices described as unethical are in for discussion at a regional meeting of the Midwest Ballroom Operators' Association (MBOA) held here, with some 30 operators in attendance.

A resolution was adopted recommending that the MBOA direct its attention toward curbing unethical practices used by some of the bookers. The resolution did not go into any detail as to the practices complained of, but was offered by the operators to focus attention on this problem of ballroom operation. President Larry Geer, of Fort Dodge, Ia., and Otto Weber, Des Moines, managing secretary, attended the meeting to explain the various activities of the MBOA. The meeting was the first of a series of regional meetings set up by the organization. Carl Fox, of Clear Lake, Ia., former president of the MBOA, also attended the meeting.

Dick Jurgens Gets Palladium Release As Cohen Relents

HOLLYWOOD, May 15.—After a cooling of collars, Hollywood Palladium last week decided to grant Dick Jurgens a release from his five-week engagement at the dancery which was to have started September 14. Situation arose when Maurie Cohen, Palladium prexy, learned that Jurgens was committed for a New York-originating Coca-Cola summer air show at a time that would conflict with his Palladium date.

Cohen wired notice to Jurgens, with copies going to Music Corporation of America offices in Beverly Hills and New York, Jurgens's booking agency; D'Arcy Advertising Agency, which handles the Coca-Cola account, and the Hollywood and New York offices of the Musicians' Mutual Protective Association. Wire warned Jurgens that the Palladium would take legal recourse if he didn't stick to his commitment.

Palladium execs told *The Billboard* that the dancery doesn't want to force anyone to play there against his will. However, Palladium brass were burned by Jurgens's negotiations for another deal while apparently ignoring his previous commitments, it was said.

Thornhill Folds Ork for Summer

NEW YORK, May 15.—Claude Thornhill gave his band notice this week prior to disbanding for three summer months. The orkster, who will play his last date June 7, is going to take a Honolulu vacation with his wife, Helen, primarily intent on doing his first composing and writing in better than six years. He leaves for Hawaii June 28 on the S. S. Lurline. Thornhill will return to band activity probably in September and is expected to make his New York return with a Hotel Pennsylvania engagement.

The vacation means giving up a fairly complete warm-season itinerary which included dates at Eastwood Gardens, Lakeside Park and the Surf Club in addition to a string of one-nighters.

Gwartz and Govt. Settle Tax Claim; Jan August Suit Up

NEW YORK, May 15.—Irv Gwartz, prexy of Diamond Records, met with Internal Revenue agents this week and effected a settlement plan by which the diskery would pay off a \$43,000 excise tax lien entered by the federal government. Gwartz, who last went to Arizona because of continued bad health, made the government an undisclosed offer to pay off the indebtedness over a period of time.

The latest wrinkle in the long-drawn-out legal tussle between Gwartz and 88-er Jan August developed this week. New York Supreme Court Justice Edward R. Koch granted the pianist permission to examine Gwartz before trial of Gwartz's suits against August for alleged breach of a waxing and personal management pact. The examination is skedded for Monday (17).

AFM Prexy Puts Standard On Hook With Demand for Accrued Royalty Payment

Ignores Transcription Firms' Case Before NLRB

HOLLYWOOD, May 15.—The American Federation of Musicians (AFM) prexy answered joint legal action taken by the Standard, Associated and Langworth transcription firms by wiring Standard's topper, Jerry King, demanding immediate payment of back royalties under threat of legal action. Completely ignoring the two-pronged move taken Thursday (13) before the National Labor Relations Board (NLRB) in Los Angeles and New York, Petrillo, thru the law firm of Poletti, Diamond, Freidin & Mackay, demanded that Standard pay royalty funds due for the July-December, 1947, period. At 3 per cent of total gross sales for that period, Standard estimated the union's claim would be about \$7,000.

Columbia Nixes Summer Airing Of E.T. Show

NEW YORK, May 15.—The Columbia Record Shop, a transcribed weekly show packaged and sponsored by the Columbia diskery which hits about 600 stations across the country, will go off the air for the 13 summer weeks. Rumors that this diskery promotion was going off the air permanently were neither denied nor verified by Columbia execs. Tradesters, however, figure that the recent disk biz slump might have encouraged the diskery to drop the show as a measure to cut down on much of its \$2,000,000 radio promotion program.

Disk jockey Freddie Robbins has been emceeing the Columbia airer for the past nine months. He was handed his notice without mention of renewal.

ASCAP Ballots To Be Sent Out

NEW YORK, May 15.—The American Society of Composers, Authors and Publishers (ASCAP) will send out ballots early next week for the annual board of appeals election.

Incumbent publisher members of the board, all up for re-election, are Max Mayer and Sam Stept, representing the pop field, and John Sengstack for the standard houses. Opposing are Dave Dreyer, Joe Davis and Jules Von Tilzer for the two pop slots, and Charles Foley for the standard.

Writer incumbents Peter De Rose and Abel Green, pops, and Douglas Moore, standards, are running against pop clefters Benny Benjamin, Sammy Fain, Jesse Greer, John Klenner and standard composers Victor Young and Isadore Freed.

White Inked for Col. Pic

HOLLYWOOD, May 15.—Negro balladist Josh White has been inked by Columbia Pictures to play a featured role in *The Walking Hills*, co-starring Randolph Scott and Ella Raines. This is White's first Hollywood role in several years. He refused previous offers because he was "waiting for a role that would not detract from the dignity of the Negro people." In this film he will portray a guitar-strumming folk singer.

In reply to Petrillo's wire, Standard's attorney, Lewis Teegarden, notified AFM that the plattery would give a definite answer by June 1 as to whether the firm would pay back royalties. Teegarden said Standard would not risk possible criminal action by payment of royalties until a clear definition of obligations under the Taft-Hartley labor bill is made. He claimed that provisions of the T-H law made it a violation to pay back royalties, even tho they were incurred before January 1, 1948. Thus, Standard would await outcome of the pending NLRB case before taking further action.

A check at the regional office of the NLRB revealed that the case had been immediately assigned to chief trial attorney Dan Herrington, who planned to call in witnesses from Local 47, AFM, next week to hear the union side of the squabble. If, after investigation, NLRB feels Standard's case is justified, the government will seek an immediate injunction in U. S. District Court against Petrillo and the union.

King, in commenting on the case, told *The Billboard*: "Filing of this action is an important step, especially if we win our point. We have shown by our turning to Mexico and France as new sources of music that we are determined to provide our subscribers with high-quality library service recordings. We shall continue to record when and where recordings can be made. Naturally, we prefer using American musicians. We will turn elsewhere, if necessary, to protect our business and our customers. It has come to the point where actions speak louder than words—we have taken two affirmative actions."

Here to attend the National Association of Broadcasters (NAB) convention, R. S. Testut, head of Associated Transcriptions, said: "In my personal dealings with Petrillo in the past I have found him to be a gentleman. I feel he is terribly wrong in the position he's taken with respect to transcription companies, which seems designed to close our businesses. I think his judgment is distorted in this case. I had hoped he'd change his position, but since he's not doing so, he'll have to learn the hard way. We have a responsibility to our employees, customers and the public. We have no alternative but to do everything to stay in business. We are fighting for that right, and I can't believe the American public will stand by and permit these small businesses to be closed because of the distorted views of one individual."

MGM Ups Wax to 6 Bits June 1

Follows Victor And Capitol in Raising Price

Last Major Diskery To Yield

NEW YORK, May 15.—MGM Records on June 1 will hike its prices up to the 75-cent level prevalent among the other important diskeries, it was learned this week. After a general series of price hikes some months ago by Capitol and Victor, MGM remained the only top waxer with a 60-cent label. But increasing labor and material costs is forcing the diskery to up its price.

Several of the diskery's artists heretofore have been put out on a 75-cent series. This series will be unchanged in price, so the diskery will be left with a one-price line. To date the firm has put out 10-inch records only. Album prices remain at 75 cents per disk plus 75 cents for the album.

MPCE Sets First Peatman Huddle

NEW YORK, May 15.—A Music Publishers' Contact Employees (MPCE) committee, headed by plugger-pubber Jack Robbins (*The Billboard*, April 24), is skedded to meet with Herman Starr, of the Warners' pub group, in the latter's office Tuesday (18). The meeting marks the first move by the pluggers in their drive to convince music pubbers that the Peatman performance sheet "is detrimental to the music biz."

According to Robbins, Starr, staunch supporter of Peatman, has indicated that he would go along with the pluggers if he could be shown that the sheet could be improved either with variations or creation of a new system.

The MPCE committee, made up of Leo Diston, Mack Clark, Jack Osfeld and Bob Miller, in addition to Robbins, feels other top pubs would fall into line if Starr enters the fold.

Robin Hood Dell Skeds Disk Stars

PHILADELPHIA, May 15.—Hazel Scott, piano-vocal star of the pop field, will make her first visit to the Robin Hood Dell here for the regular summer concert series starting June 21. For the seven-week outdoor concert series, Dimitri Mitropoulos as house conductor, has culled the 90-piece combo largely from the Philadelphia Orchestra. Guest stars from the pop and recording field will include Alec Templeton, Jose Iturbi, Lauritz Melchior, John Charles Thomas, the First Piano Quartet, Robert Shaw, Howard Barlow, plus an *Operetta Evening* led by Sigmund Romberg and an all-Gershwin bill conducted by Sylvan Levin.

Of the 28 concerts listed, 22 will be marked by soloists and other special features, with emphasis on the bookings given to recording popularity of the gueststars. Robin Hood Dell Orchestra, itself, is linked with the Columbia classical label. The coming season will be the 19th summer for the outdoor concert series and the fourth for Mitropoulos.

Countersuit Filed By Lois Against Northern Pubbery

NEW YORK, May 15.—Lois Music, co-defendant with King Records in a suit brought by Northern Music, the Decca pubbery affiliate, for alleged infringement of rights to the tune *I Love You, Yes I Do*, filed a countersuit this week against Northern. Jack Pearl, King veepee acting as attorney for Lois, is asking damages of \$25,000, charging that Northern's suit caused interference with Lois's exploitation of the song and prevented granting of licenses for additional recordings.

Last week Lois denied the infringement charges in toto, maintaining that the tune is in the public domain.

Fed. Court Dismisses Marks' Infringement Suit Against Foullon

NEW YORK, May 15.—The Edward B. Marks Music Corporation infringement suit against Seva Foullon, United Masters, Inc., and the Bard Recording Company was dismissed this week by Federal Judge Henry W. Goddard.

The principal aim of the Marks case was the attempt to pin the infringement action against Foullon personally, with the pub's attorney Arthur Garmaize citing cases where individual defendants were alleged liable for what appeared to be acts of corporate bodies.

In dismissing the infringement allegation, Judge Goddard asserted that while the record shows Foullon as an officer of United Masters, all the manufacturing and recording was done as a corporate action. The court further pointed out that the cases cited by the Marks attorney all concerned individual liabilities where there had been infringement by a corporate body, but that the case in question was void of any element of infringement.

Tho Goddard dismissed the alleged infringement on the merits without cost phase of the action, he assessed United Masters triple damages on the admitted manufacturing and dinking of the Marks tune *Malageuna*. Triple damages awarded the pub were granted under Section 1E and 25E of the Copyright Act on the basis of 2 cents each of the 5,555 platters manufactured by United. The tripling of damages made the total awarded \$330.30.

Bourn Music Claims Tune Property Right To 'Tomorrow Night'

NEW YORK, May 15.—Saul Bornstein, Bourn Music chief, has written Lois Music, affiliate pubbery of King Records, claiming that the ditty *Tomorrow Night* is a Bourn property.

The King disk of *Tomorrow Night*, waxed by singer-guitarist Lonnie Johnson, credits Johnson with sole authorship. The record has been a top seller in the race field.

According to Bornstein, the King version of the tune is identical in title, lyric and music with the *Tomorrow Night* written 10 years ago by Sam Coslow and Will Grosz, and to which the Bourn firm owns the publishing rights. Bornstein says he has received no royalty payments on sales of the King disk.

Continental Having Swiss Cut Masters

In Overseas Scramble

NEW YORK, May 15.—Still another entry in the procession to circumvent the Petrillo ban by recording in Europe came to light this week when it was revealed that Continental Records is arranging to have masters of current pop faves cut abroad for pressing here.

The indie, which has exclusive American pressing rights to the output of the Elite Record Company in Switzerland, has air-mailed lead sheets and arrangements of *You Can't Be True, Dear; Hearts Win, You Lose; Nature Boy, Don't Smoke in Bed* and *Shoemaker Serenade* to Elite for waxing. The Swiss waxery will cut these sides with local talent and air-mail the masters to Continental, which will press and distribute the wax immediately.

Landis New York Bound

Robert Landis, owner of Elite, is on his way to New York to meet with Continental officials to set up means of further facilitating the operation.

The move is the latest in a series by various American firms to keep up with the hits with European-cut records. Victor, Columbia and MGM have imported masters from England via their deals with Electric Musical Industries. Mercury Records has had instrumental masters cut in Europe and vocals dubbed in here.

Also scheduled for release shortly on Continental are the following sides from the Elite library: The Phyllis Heymans record of *Lili Marlene* which introduced the tune to American troops in Europe; the original Swiss ork dinking of *Toolie Oolie Doolie*; an album of Gershwin and Lehar done by Teter Kreuder, Swiss pianist, and *Koom in Meinen Rosengarten*, a top German ballad.

New Savoy Wax Minus Shellac

NEW YORK, May 15.—A new formula for phonograph records that contains no shellac or imported material whatsoever is now being used by Savoy Records.

According to Herman Lubinsky, Savoy prexy, the new compound cuts down considerably on surface noise and wear, and costs less than formulas containing shellac.

Savoy has announced that it will license and supply this material to competitive manufacturers as soon as they get into full production for their own use.

Kassel Quits MCA; Joins M-A Stable

CHICAGO, May 15.—Art Kassel, Mercury band and for the past 22 years an exclusive Music Corporation of America chattel, this week announced his booking switch to the Mus-Art Agency here. Kassel was inked by Howard Christensen, M-A exec who once served as his p. m. during his MCA days.

Kassel will swing into the M-A fold next December, when his MCA paper expires. He signed a two-year paper with M-A.

One Good Metz!

PHILADELPHIA, May 15.—A guy walked into Frank P. Lumbo's Click here and said to the headwaiter, Phil Metz, "I want to see Barbara Bell (bar manager of Louis Prima)." "Who shall I say is calling?" asked Phil.

"Phil Metz," said the man. "Come on now, cut the comedy," said Phil. "I'm Phil Metz."

"So am I," said the man. They exchanged cards and sure enough he was Phil Metz—dance promoter from the Midwest.

Two New Ork Outlets Set For Chi Area

CHICAGO, May 15.—Provisional contractors can come up with necessary construction, two important name band outlets will open in the area about July 1. Art Bloomer, ex-bowling lane op, intends to open a Click-type restaurant lounge, utilizing the second floor which he is now defunct Latin Quarter. Bloomer's spot will utilize 100 bars and seat 500. It will be called the Loop Casino and it's intended to maintain a \$3,000 weekly budget. Bloomer is shopping for a name band to open the spot.

Elmer Bartolo, Springfield, contractor, is setting up a certain town nitery there which will feature name orks and a variety bill in show policy. His Terraplaza will buck the established Lake Club which uses a similar policy.

In a switch of policy, the Blawie, Chi Loop bistro-dancery, this week signed Al Trace's comedy band instead of the usual semi-name band. Trace's spot has used the past five years Op Don Roth intends to utilize Trace 10-piece band as an experiment, in that he feels the pub wants show-type orks. Trace is inked to an MCA management package this week by Cole Keyes. Band formerly booked by Stan Zuckerman, Gotham office.

Distributors To Market Disks to Retailers Via Telephone Sales

CHICAGO, May 15.—Telephone sales of platters to retailers by a tributor has undergone a successful six-week experimental period. In the future, it was learned last week.

Remco, the sales organization taken over by R. E. McGreevy when Majestic folded its operation, tried a two-girl sales force, headed by Betty Dauner, with the gals contacting tailors by phone once every week.

If a retailer wanted to hear a release, it was played via the phone wire also. After the trial period, McGreevy, prexy of the Majestic tributorship, announced that sales results had matched anything accomplished previously by a six-man working 300 retailer shops on road.

ARNOLD DISBANDS ORK

NEW YORK, May 15.—Mick Arnold, former Freddy Martin sideman who has been leading his outfit for the past year, has disbanded, owing to the common complaint, financial difficulties. Arnold's combo was handled by Art.

August Makes Pic For New Flickery

NEW YORK, May 15.—Jan August finished a 10-minute movie for a newly formed local flickery, *Album of Gems*. The short was around August's piano tinny with the 88-er knocking out tunes, *Misirlou*, *Dark Eyes* and *Peggy* in two and a half days' time. The pianist drew a retainer of \$3,500 for his work and holds the flickery for three months to be done within an eight-month period, which calls for scheduled increases in loot. The pic reportedly is negotiating with distributors to distribute the short.

Decca To Close Superbranches

NEW YORK, May 15.—Decca Records busily following thru on its planned distrib network changes will be marked by the closing of a dozen or so of its current branches and the expansion of eight to ten into what is termed "superbranches." To date the diskery has closed its branches in Albany, N. Y.; Providence, Indianapolis, Housatonic, Oklahoma City, Birmingham, San Francisco; Richmond, Va.; Toledo, and Cleveland. At least two more will be closed.

In addition to clipping some of the firm's distrib overhead, the firm claims that the new system will be better equipped to service dealers, and the eight to ten superbranches will handle a complete stock of all the catalog items. Previously, the branches had carried only current releases and had run into difficulty with slow-moving catalog items.

Meanwhile, Decca's sales topper, Roy Kruse, this week was granted a leave of absence of at least six or seven weeks due to ill health. He will remain on the firm's pay roll.

Sam Walker, a Decca veepee who worked in an engineering capacity, is leaving the firm, joining other recent departees Herb Gordon and Ed Man-

Carnegie "Pops" Out Two Weeks in Row

NEW YORK, May 15.—For the second consecutive week, a Carnegie Monday night Pops concert has been canceled. The Spade Cooley music date skedded for Monday was shelved because of poor advance sales, one of the reasons why Benny Goodman stand was blueballed the previous week (*The Billboard*, May 15).

A long-distance phone call with cowboy orkster in Louisville, Mel Rybb, founder-director of the firm, reportedly pointed out that the reason was not a lack of drawing power by Cooley but the over-all biz slump in New York which was hitting the Hall's box-office, especially the Monday night bookings.

Shinner's New Distrib Firm

PHILADELPHIA, May 15.—A new independent distributing firm is being set up here by Ace Leshner, long identified with the diskeries. Formerly associated with Lesco Distributors, Leshner is establishing his own independent Distributors firms for the selling of independent labels. For the start the firm will handle the *Virgo* line, featuring string quartets, and the local *Billboard* label.

Featherbed Case Peters Out

Palladium Plans B. O. Hypo With New Name Policy

HOLLYWOOD, May 15.—To hypo box-office draw, Hollywood's Palladium is kicking off a new policy of supplementing orks with name solo attractions when the dancery brings in thrush Helen Forrest to open with Buddy Rich's band July 6 for a five-week engagement. She is skedded to appear twice nightly, for which she will get \$1,000 per week. Miss Forrest is skedded to get billing over Rich. Both the songstress and band were purchased as a package from the William Morris Agency.

While no other deals have been set, it was learned that negotiations have been going on to secure Peggy Lee, the Andrews Sisters, Perry Como, Frankie Laine, Vic Damone, Andy Russell, Mel Torme, Connie Haynes, the Modernaires, Page Cavanaugh Trio and others.

Idea is to use soloists to supplement bands which otherwise would not promise top b.-o. draw. Palladium officials denied that this means dropping its name-band policy, stating that the new policy was adopted only to boost the b.-o. Furthermore, it was pointed out that the Palladium is currently dickering for such names as Tex Beneke, Vaughn Monroe, Sammy Kaye, Harry James, Gene Krupa, Frankie Carle, Woody Herman and others.

With Coast dancery b.-o.'s generally on the downgrade, the Palladium becomes the second local dine-and-dance location to be going in for adding attraction to regular band offerings. Hotel Ambassador Coconut Grove recently switched to the attraction-plus-band policy when Freddy Martin exited that swankery after a seven-year stint.

Hometown Serves Breach of Contract Suit Against B-VH

NEW YORK, May 15.—A breach of contract suit was served last week on the Burke-Van Heusen pubbery by Sidney Prosen, professional manager of Hometown Music, former B-VH subsid.

The suit arose after Hometown and B-VH severed biz ties in January. At that time, Prosen and Sidney Kornheiser of B-VH worked out an agreement by which purportedly Prosen and B-VH would split copyrights on a 50-50 basis, all Hometown stock would revert to Prosen and the latter would receive a cash settlement on a salary contract which had four more years to run. According to Prosen, neither distribution of copyrights, stock nor cash has been forthcoming.

The original deal between Hometown (folk ditty pubbers) and B-VH called for the latter to advance money and finance Hometown's biz activities, acting as sole selling and licensing agent for the firm. Prosen was to act as professional manager with Kornheiser as the pub's prexy. Stock was split evenly, with a proviso that at the termination of the agreement, the B-VH shares would revert to Prosen.

B-VH wanted out after the waxing ban since Prosen's forte lay with hillbilly disks. The latter has personal management contracts with about 15 folk artists on various disk labels.

Val-Air Dancery, D. Moines, Plans Week-End Policy

DES MOINES, May 15.—Tom Archer, Midwest one-night ballroom op, is changing policy at his Val-Air summer spot here.

The Val-Air will operate week-ends only, with orks playing two and three-nighters. The dancery opens Friday (21), with Shep Fields playing Friday and Saturday. Later dates call for name bands and some semis playing straight across on Friday, Saturday and Sunday.

The Riverview Park here, which in recent seasons has been using a local band with few one-nighters, also has changed policy and now books traveling orks for two-week engagements.

3-Dimensional Tape Recording Set by Camras

CHICAGO, May 15.—Marvin Camras, 31-year-old physicist of the Armour Research Foundation here who holds 38 patents in the wire and tape-recording field, has come up with another tape gimmick, stereophonic sound.

The Camras innovation marks the first time that sound has been recorded simultaneously from three or more sources, and permits it to be played back immediately in perfect synchronization. Camras's device, about the size of a wire recorder, makes it possible to set up three standard mikes before the subject, which may range from full symphony to a single piano, and have the three mikes pick up the music which is recorded on three parallel magnetic sound tracks on the same tape.

On the playback, three standard speakers are placed in similar positions to the mike and each speaker produces what was received by each mike. The "three-dimensional" pick-up marks the first time that three tracks have been reproduced.

The device has already been ordered by several music schools, as it enables listeners to pick out more easily various instruments or sections of an orchestra or chorus. Device, an Armour spokesman pointed out, may prove worth-while for diskeries wishing to make post-ban recordings in hinterland cities with poor pick-up equipment, as the tape could be played back on acetates and recorded on shellac thereafter.

Masters Frames New Ork; 1-Nighters Set

HOLLYWOOD, May 15.—Frankie Masters will return to the band biz in June, it has been learned here. Masters, who disbanded his ork in Chicago last January, is organizing a new crew and will play his first date June 25 at Denver's Lakeside Park.

According to his personal manager, Arthur Michaud, ork will break in with a series of one-nighters prior to the Denver date. Instrumentation will be same as in the former band, five brass, five saxes and three rhythm. Book and style will be the same. Vocalists have not yet been signed.

Hartf'd House Drops Efforts For AFM Test

State Theater Signs Pact

HARTFORD, Conn., May 15.—The State Theater, vaude-movie house here, this week backed down in its effort to pressure the local American Federation of Musicians (AFM) unit into a test case to eliminate stand-by musicians from the theater on charges that this practice violated the featherbedding clauses of the Taft-Hartley act.

The State this week signed a new contract with AFM Local 400 here for next season which calls for the theater to maintain a house ork of six men at all times regardless of whether or not a traveling name ork works the house. The theater's former pact with the local had called for an eight-man pit group on a permanent basis.

Seeks To Withdraw

On completing the new pact, the State's management sought to withdraw its featherbedding complaint which has been under investigation in a series of hearings by representatives of the National Labor Relations Board (NLRB). A hearing which had been skedded this week with the NLRB was canceled when the theater asked to withdraw its charges. But NLRB has not as yet acted on the theater's motion for withdrawal charges.

With the State's management backing down on its charges, the featherbedding clauses of the Taft-Hartley Act as applicable to the theater requirements of the AFM locals remains untested. A number of other cases in the hands of NLRB still are pending, but none to date has set any precedent. The Monarch Theater groups in Ohio has shuttered two of its houses which formerly played traveling orks until the chain receives a government decision on the featherbedding question. But the State's action was the first to get as far as the NLRB hearing stage.

Harding Buys Wahoo Park

WAHOO, Neb., May 15.—Earl Harding, veteran ballroom manager, has purchased Wahoo Park from Mr. and Mrs. Jack Marfisi and renamed the ballroom the Dance Island. Harding takes possession this week.

Harding announced an extensive remodeling program which calls for enlarging the ballroom, adding tables, seating and other facilities.

Harding joined the Surf Ballroom at Clear Lake, Ia., in 1934, when it was owned by Carl Fox and was appointed manager in 1937. He took over management of the Prom Ballroom at St. Paul when it was opened by Fox in 1940, and after the spot was purchased by the operators of the Aragon and Trianon, Chicago ballrooms, in 1946, he continued as manager and later was promoted to general manager of the Prom, Surf and Terp at Austin, Minn.

Touzet To Release Masters to Capitol

HOLLYWOOD, May 15.—Rene Touzet is the latest artist signed by Capitol who offers the diskery pre-ban cut masters. The pact calls for Touzet to turn over eight masters recorded prior to the ban. Touzet platters made available for Capitol release include four sides recorded with solo piano and rhythm and a ditto number of sides with a 14-piece orchestra.

The youngest of the diskeries and not able to lean on as voluminous a catalog as its older competitors, Capitol has shown keen interest in acquiring pre-ban masters meeting with the label's standards. Recently Barclay Allen joined the Cap fold and brought along a batch of masters previously waxed for release by indie Van Ess.

Cohn Cut Off, Signature To Use Four Distributors

NEW YORK, May 15.—Signature Records' distribution in New York, Connecticut and Northern New Jersey, handled until this week by Nat Cohn's Modern Music Sales, is to be split among four distributing firms, Major, of New York City; Dewey Music, Rochester, N. Y.; Walker Distributors, Albany, N. Y., and a Connecticut company not yet specified.

Signature also revealed this week that the W. E. Harvey Company of Detroit and Cleveland was to set up a branch in Cincinnati to distribute Signature disks in Southern Ohio, Southern Indiana and Western Kentucky.

Cohn's was the first indie distributor taken on by Signature after its split with the G. E. Supply Corporation last December.

Distrib Pitch for Race Wax Seen Cause of Bogus Disks

CHICAGO, May 15.—Attempts to gain distribution of leading race platter hits was uncovered as a major cause of the wave of counterfeit disks which has recently hit the market. A major Midwest distributor of indie labels, it was learned this week by *The Billboard*, called two race label proxies during the past two months and flaunted the info that he had sold several thousand more copies of their current best sellers than had the indies' authorized distributors in their particular areas. The unauthorized distributor would not disclose the source of his product (it was learned that the disks were part of the bogus biscuits circulating), but sought to convince the execs to discard their regular distributors in favor of the counterfeit peddler.

Quirk of the situation is the fact that the West Coast indie label proxy, to whom the unauthorized distributor spoke, was so impressed by the sales talk that he started negotiating with the Midwest peddler to the extent that a deal was almost made for the counterfeit disk distributor to take over from the appointed distributor. When the authorized distributor was informed of the impending change, he

Principe To Set S. A. Distrib

NEW YORK, May 15.—Henri Principe, London Records' sales manager for Latin America, has left for South America to set up distributor arrangements there.

London's S. A. headquarters will be Buenos Aires. Already signed up to handle Venezuelan distribution is the Philips Electric Company, of Caracas.

raised such a stink that the deal fell thru.

Indie label distributors recently have been making big pitches to race labels for their lines because of strong contenders the indies are developing. Aside from Julia Lee and Nellie Lutcher (Capitol), Louis Jordan (Decca) and a short spurt by Rosetta Howard (Columbia), *The Billboard's* race charts show a majority of indie label platters popping up, while in the pop and folk field the indie label peddlers are finding that major labels continue their domination.

Duchin's Summer Hiatus; To Resume Dates in Fall

NEW YORK, May 15.—Eddy Duchin's newly re-formed orchestra will disband for the summer after playing the Strand Theater, here, starting Friday (21). The 88-er will again re-assemble his crew after the hot weather months, with a date at the Waldorf-Astoria rumored in the offing.

The 16-piece band, largest Eddy has ever fronted, had a try-out run at the State Theater, Hartford, Conn., over the week-end, minus a gal warbler yet to be decided upon, who will be used at the Strand.

Entin Buys Cleveland House

NEW YORK, May 15.—Lew Entin, who resigned this week as personal manager for the Illinois Jacquet jazz crew, has bought the Metropolitan Theater in Cleveland. He will begin operation July 1 with a Negro attraction vaude policy.

AFM Confab Lists Talk by Sen. Morse

NEW YORK, May 15.—Sen. Wayne Morse (R., Ore.) will headline a list of guest speakers at the American Federation of Musicians (AFM) convention to be held in Asbury Park, N. J., June 7-11.

Some 1,800 AFM delegates and their wives are expected to attend.

Al Rose, Jock, Now Concerto

PHILADELPHIA, May 15.—Al Rose, whose air disk jockeying fashioned around hot jazz platters exclusively, now invades the concert field on his own. To cash in on WFIL billing of *Journeys Into Jazz*, Rose follows the same billing as the jazz stars on deck in person. He tees off his promotions this afternoon (15) with his first *Journey Into Jazz* at the Academy of Music foyer. Headlining the jam session will be P. Napoleon, leader of the original Memphis Five; barrel house Steiny squatter Art Hodes, and the blue singing drummer boy, Freddy (Germouth) Moore. Rose was one of the directors of the local Jazz Festival Society, which staged jazz concerts in earlier seasons here.

HOLLYWOOD, May 15.—Bob Carroll was signed to a personal management contract by Bill Burton marking the first singer brought in the Burton talent fold since the signing of Dick Haymes in 1942. Carroll was signed by Decca last November prior to which he was vocalist with Jimmy Dorsey. Burton will pitch Carroll for screen deals as well as air shows.

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5. Massachusetts Music Distributing Co. 1269 Tremont Boston, Mass.
6. W. E. Harvey Co. 12649 Linwood Ave. Detroit, Mich.

7. W. E. Harvey Co. 234 Walnut Cincinnati, Ohio

8. F & M Distributing Co. 7620 Lexington Ave. Cleveland, Ohio

9. Hurt Sales & Distributing Co. 311 D. N. E. Childress, Texas

10. Harry Fox Associates 2519 W. 7th St. Los Angeles, Calif.

11. Millner Record Sales Co., Inc. 110 N. 18th St. St. Louis, Mo.

12. Master Record Sales Co. 653 Ninth Ave. New York City, N. Y.

13. Ballantynes 7221 N.E. Sandy Portland, Ore.

14. Northwest Music Pierre, S. D.

15. Dunbar Distributing Co. 3004 Ross Ave. Dallas, Tex.

16. W. M. Amann Distributing Co. 115 Olive St. Shreveport, La.

17. Major Distributing Co. 106 DeKalb Ave. Brooklyn, N. Y.

18. Roberts Record Distributing Co. 1615 Main St. Kansas City, Mo.

19. Record Sales Co. 351 Edgewood Ave. Atlanta, Ga.

20. Record Sales Co. 2117 Third Ave., N. Birmingham, Ala.

21. Four Star Records, Inc. Box 9096, Sta. 5 Los Angeles, Calif.

22. Schwartz Brothers 3623 12th St. Washington, D. C.

23. Fortune Record Distributors 11839 12th St. Detroit, Mich.

24. Music Sales Co. 680 Union Ave. Memphis, Tenn.

25. Music Sales Co. 704 Baronne New Orleans, La.

26. Niagara & Midland Co. 881 Main St. Buffalo, N. Y.

27. Davis Sales Co. 1010 Seventeenth St. Denver, Colo.

28. Southland Distributing Co. 441 Edgewood Ave. Atlanta, Ga.

29. Northwest Record Distributors, Inc. 714 N. 34th St. Seattle, Wash.

30. Damon Recording Studios, Inc. 1221 Baltimore St. Kansas City, Mo.

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE, KANSAS CITY, MO.

MPCE Debars Black Indef

NEW YORK, May 15.—The wind-up of songplugger Teddy Black's contract with the Music Publishers' Association Employees' (MPCE) union remains the same. Black's card has been withdrawn and despite reports that he had willingly restated his original complaint (Black first had stated that publisher Saul Bornstein had paid him money for arrangements, but had denied his earlier testimony) finally this week reverted to the original story) MPCE has decided to debar him indefinitely.

Meanwhile, the possibility that Bornstein would face MPCE charges has been dismissed, since union spokesmen indicated that Black's denials had made his testimony worthless.

Phillips Distrib Loses 3,671 Disks in Lewd Case; Ballen Clear

PHILADELPHIA, May 15.—Edd Cohn, Philadelphia independent record distributor, was placed on probation this week for peddling phonograph records adjudged lewd. Judge Stauffer Oliver, in Quarter Sessions Court Thursday (13), also ordered confiscation of the 3,671 records found by vice squad raiders in Cohn's place. Judge Oliver listened to a dozen of the records at the request of defense counsel and ruled that one was obscene.

Cohn, who was hit by the vice raiders earlier in the year, said the records seized were worth \$1,000.

The court discharged Ivin Ballen and Irving C. Leerman, who were accused of making one of the records.

On the Stand

Henry Busse

(Reviewed at Hollywood Palladium, Hollywood, May 5. Personal manager, William T. Black. Booked by William Morris.)

STRINGS: Joseph Pasano, Chester Harris and Vasilios Priakos, violins.
TRUMPETS: Carroll (Cappy) Lewis, and Harold Skeen and Charles Wood, doubling on trombone.

TROMBONES: Eugene Isaett and Phil Gray.
SAXES: Charles Perry, alto doubling flute and clarinet; Donald Baker, alto doubling clarinet; Blake Sherwood, tenor and clarinet; Horace Peruzzi, tenor and clarinet.

RHYTHM: Edwin Sockwell, drums; Roland Wooten, piano; Henry Paustenbach, bass.

VOCALISTS: Betty Taylor and Phil Gray.
ARRANGER: Jack Stern.
LEADER AND TRUMPET SOLO: Henry Busse.

Henry Busse possesses a keen sense of musical commercialism which comes with years on the podium. This is evident at the Hollywood Palladium where he is dishing out a tempo product aimed directly at the cash register. With a knowing eye to the public's changed dance tastes, Busse has trimmed his brass wing, retaining three trumpets (not including himself) and two trams. In place of the brassmen he has added a three-man string section.

Use of violins gives the band's tone the mellowness so much in demand since orkdom's swing to sweet. In addition, Busse has a four-voice tram wing whenever it's needed by having two trumpeters double. Doubling is used generously, thereby giving blends a full-voiced quality while keeping the payroll down for budget-minded ops. Furthermore, Busse voices his fiddle trio in such a manner that it belies the absence of more strings. This, plus toning down the rest of the ork when the melody line goes to the strings, gives violins an opportunity to come to the top.

The beat is held at an easy, toe-

Cap's Plunge Into Magnetic Tape Recording Experiments May Face-Lift Waxery Trade

HOLLYWOOD, May 15.—With an eye to future developments in the recording industry, Capitol has ordered magnetic tape recording equipment to study its possible applications in the wax biz. Plans are to carry on a series of experiments with tape to see how this latest development in sound recording can be used by the diskery. It is believed the Coast

waxery becomes the first to take tape into consideration.

Initial experiments will include simultaneous recording on tape and disk for purposes of studying comparative merits. Equipment will be in Cap's Coast research laboratories with Warren Birkenhead, the waxery's chief engineer, carrying on the experiments. Capitol has purchased Ampex equipment, the same used in recording the Bing Crosby show and now being used by American Broadcasting Company in handling delayed broadcasts out of Chicago and Hollywood.

While Cap has remained non-committal as to what possibilities it sees in tape, some technicians say tape will soon play an essential role in the wax industry by: (1) Allowing diskeries to keep their backlog on tape, thereby eliminating storage space for masters; (2) tape can be kept without danger of injuring recorded matter or its fidelity; (3) tape will facilitate the recording process by making the initial recording on it rather than disk, since editing and patchwork is possible via the new method, and (4) expenses will be trimmed considerably, since the present method requires the throwing away of bad first cuttings while in tape undesirable recordings can be demagnetized and the same tape used.

tempting pace thruout. Sideline sitters are at a minimum. The fastest tempo doesn't exceed the well-known Busse shuffle rhythm. While some may feel this to be a bit dated, it makes for pleasant listening to the knife-and-fork patrons and it draws dance-minded customers to the floor.

The book is well-stocked with standards and Busse faves of Hot Lips vintage in addition to holding a healthy sampling of current items. Ork's vocal department is strong. Betty Taylor possesses a strong, pleasing set of pipes in which she injects a captivating lilt to make her lyric selling as easy on the ears as she is on the eyes. Phil Gray voices his ballads in mike-clinger tradition. Lad may find more promise in his vocal talents than is possible as a sideman.

All in all, the band offers customers their buck's worth in good dance music. It suffers from lack of a strong diskery tie-up. Busse formerly was with Cosmo label. Later he went to Four Star (prior to label's reorganization) and his latest affiliation was with Vitacoustic.

Lee Zhito.

HOLLYWOOD, May 15.—Frankie Carle was inked for two pic shots last week, Warner Bros.' technicolor flicker, *My Dream Is Yours*, now before the cameras, and a Metro-Goldwyn-Mayer Martin Block short skedded to roll in June.

MADDOX BROS. and ROSE

"The Most Colorful Western Band in America"



Topping 'Em All With
"WHOA SAILOR"

backed by

"NAVAJO MAIDEN"
4 STAR RECORD #1209

ORDER FROM



For the Best in Folk Music

210 NORTH LARCHMONT AVE. HOLLYWOOD 4, CALIF.

OTHER RECORDS AVAILABLE BY

MADDOX BROS. AND ROSE

- ★ 1210 MEAN AND WICKED BOOGIE
- ★ 1185 MILK COW BLUES
- ★ 1184 MIDNIGHT TRAIN

IMPORTED
LONDON RECORDS
FULL RANGE RECORDING

SPECIAL RELEASE



"NATURE BOY"

(Instrumental)
Art Young Piano Solo

MANTOVANI
AND HIS CONCERT ORCHESTRA

"RITUAL FIRE DANCE"

No. R. 10,013
List Price \$1.00 plus tax

**"A CHAZENDEL
OIF SHABOS"**

(A Cantor For The Sabbath)

ARTHUR TRACY
"THE STREET SINGER"

"EILI EILI"

No. B. 12,001
List Price \$1.50 plus tax
12" Black Label

"TABU"

TED HEATH
AND HIS MUSIC
with Orchestral Accompaniment

"SABRE DANCE BOOGIE"

No. 222
List Price \$.75 plus tax

At the N.A.M.M. Convention,
Booth No. 1 or Room 531

100 LONDON SQUARE, NEW YORK 17, N.Y.

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 14

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. NATURE BOY | 2 |
| <i>By Eden Ahbez</i> | |
| <i>Published by Burke-Van Heusen (ASCAP)</i> | |
| 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, Musicraft 567; J. Laurenz, Mercury 5134; D. James, Victor 20-2944.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 2. YOU CAN'T BE TRUE, DEAR | 3 |
| <i>Based on a composition by Hans Otten and Gerhard Ebeler</i> | |
| <i>Published by Biltmore (ASCAP)</i> | |
| Records Available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-126; Ziggy Lane, De Luxe 1171; V. Lynn, London 292; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Nouvelle 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, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 3. NOW IS THE HOUR | 1 |
| <i>By Maswn Kaihan, Clement Scott and Dorothy Stewart</i> | |
| <i>Published by Leeds (ASCAP)</i> | |
| Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, 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 Charlottees, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth. | |
| 4. TOOLIE OOLIE DOOLIE (THE YODEL POLKA) | 6 |
| <i>By Vaughn Narton and Arthur Beul</i> | |
| <i>Published by Chas. K. Harris (ASCAP)</i> | |
| 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; J. Day, MGM 10199.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 5. BABY FACE | 5 |
| <i>By Benny Davis and Harry Akst</i> | |
| <i>Published by Remick (ASCAP)</i> | |
| 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; Ziggy Lane-Pat and Penny, De Luxe 1172.
Electrical transcription libraries: D'Artega, Lang-Worth; Lenny Herman Ork, World; Sammy Kaye, NBC Thesaurus. | |
| 6. MANANA | 4 |
| <i>By Dave Barbour and Peggy Lee</i> | |
| <i>Published by Barbour-Lee (ASCAP)</i> | |
| 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-Damiron, Seeco 657.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 7. THE DICKEY-BIRD SONG | 7 |
| <i>By Howard Dietz and Sammy Fain</i> | |
| <i>Published by Robbins (ASCAP)</i> | |
| From the MGM film, "Three Daring Daughters."
Records Available: Blue Barron, MGM 10136; 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 | 8 |
| <i>By Walter Donaldson</i> | |
| <i>Published by Bregman-Vocco-Conn (ASCAP)</i> | |
| Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2002; S. Gibson, Mercury 5085.
Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus. | |
| 9. SABRE DANCE | 9 |
| <i>By Khachaturian</i> | |
| <i>Published by Leeds (ASCAP)</i> | |
| 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 12-0309; Oscar Levant, Columbia 17521-D; Efram Kurts-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427; N. S. Golovanov, Mercury 24600.
Electrical transcription libraries: Freddy Martin, Standard; Rene Savard, Standard; Music of Manhattan Ork, NBC Thesaurus. | |
| 10. MY HAPPINESS | 10 |
| <i>By Betty Peterson and Barney Bergantine</i> | |
| <i>Published by Blasco (ASCAP)</i> | |
| Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; The Martin Sisters, Columbia 38127; The Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-11133; E. Fitzgerald, Decca 24446.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |

THIS WEEK'S **RCA VICTOR** RELEASE

VAUGHN MONROE

Give a Broken Heart a Break

Vocals by Vaughn and the Moon Maids

The Maharaja of Magador

Colorful novelty in calypso tempo. Ziggy Talent's vocal.

RCA Victor 20-2851



SAMMY KAYE

At a Sidewalk Penny Arcade

Vocals by Laura Leslie and Dan Cornell.

Spring Came

Vocal by Dan Cornell.

RCA Victor 20-2886



"WEDDING MUSIC"

Album P-207

Dick Leibert at the organ of the Radio City Music Hall, New York. With Lucile Cummings, Soprano; Glenn Burris, Tenor.

Wedding March—Wagner

Wedding March—Mendelssohn

RCA Victor 20-2844

Oh, Promise Me and Believe Me,

If All Those Endearing Young Charms

RCA Victor 20-2845

I Love Thee and At Dawning

RCA Victor 20-2846

Because and I Love You Truly

RCA Victor 20-2847

COUNT BASIE

It's Monday Every Day and

I've Only Myself to Blame

RCA Victor 20-2850

A pair of slow blues, introducing the Count's new vocalist, Jeanne Taylor.



WAYNE KING

The Things You Left in My Heart

This number's fast becoming a "standard."

My Guitar

A number one plug song, headed for the hit parade.

RCA Victor 20-2840



WATCH THESE "CLIMBERS"!

ERSKINE HAWKINS

Gabriel's Heater

RCA Victor 20-2836

SPIKE JONES

William Tell Overture

RCA Victor 20-2861

THE GEORGIA CRACKERS

Rats In My Closet

RCA Victor 20-2854

DIZZY GILLESPIE

and his Orchestra

A swell re-bop coupling, with Dizzy's sensational West Indian bongo drum player on both sides.

Ool-Ya-Koo

and

Good Bait

RCA Victor 20-2878



ZEKE MANNERS

and his Band.

The Strangest Family

Vocal by Zeke Manners

The Old Piano Polka

Lyrics by the Singing Lariateers.

RCA Victor 20-2875



TONY MARTIN

Begin the Beguine

RCA Victor 20-2814

IRVING FIELDS

Far Into the Night

RCA Victor 26-9026

ALL-TIME HITS RE-ISSUED!

LARRY CLINTON

The Campbells Are Swingin'

RCA Victor 25707

EDDY DUCHIN

Haunting Me

RCA Victor 24841

SIX FAT DUTCHMEN

Harold Loeffelmacher, Director

A new International novelty, that'll pay off in the juke!

Tuba Polka

and

Kristiana Waltz

RCA Victor 25-1118



CHET ATKINS

and his Colorado Mountain Boys (I May Be Color Blind But)

I Know When I'm Blue

Vocal refrain by Chet Atkins

I've Been Working on the Guitar

RCA Victor 20-2876

ERNIE LEE

and his Midwesterners

That's What She Wrote and You Never Grow Too Old to Learn

RCA Victor 20-2877



A SURE HIT!
VAUGHN MONROE

It's the Sentimental Thing To Do

RCA Victor 20-2748

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



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



The
Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Week Ending
May 14



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.

Weeks to date	POSITION		Publisher
	Last Week	This Week	
4	3	1.	NATURE BOY (R).....Burke-Van Heusen
16	1	1.	NOW IS THE HOUR (R).....Leeds
6	4	2.	YOU CAN'T BE TRUE, DEAR (R).....Biltmore
9	2	3.	THE DICKEY-BIRD SONG (F) (R).....Robbins
16	7	4.	MANANA (R).....Barbour-Lee
6	5	5.	TOOLIE OOLIE DOOLIE (R).....Chas. K. Harris
4	8	6.	LITTLE WHITE LIES (R).....Bregman-Vocco-Conn
7	6	7.	BABY FACE (R).....Remick
18	5	8.	I'M LOOKING OVER A FOUR LEAF CLOVER (R).....Remick
4	9	9.	LAROO, LAROO, LILLI BOLERO (R).....Shapiro-Bernstein
3	12	10.	MY HAPPINESS (R).....Blasco
7	10	11.	TELL ME A STORY (R).....Laurel
5	13	12.	HAUNTED HEART (M) (R).....Williamson
3	15	13.	SABRE DANCE (R).....Leeds
18	11	14.	BEG YOUR PARDON (R).....Robbins
14	14	15.	BUT BEAUTIFUL (F) (R).....Burke-Van Heusen

ENGLAND'S TOP TWENTY

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

*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.

Weeks to date	POSITION		Publisher
	Last Week	This Week	
7	1	1.	NOW IS THE HOUR
7	4	2.	THE DICKEY-BIRD SONG
7	2	3.	I'M LOOKING OVER A FOUR LEAF CLOVER
7	5	4.	BEG YOUR PARDON
5	7	4.	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
4	3	5.	BABY FACE
7	8	6.	MANANA
2	9	7.	NATURE BOY
5	9	8.	YOU WERE MEANT FOR ME
7	6	9.	SERENADE OF THE BELLS
1	—	10.	YOU CAN'T BE TRUE, DEAR
1	—	11.	LAROO, LAROO, LILLI BOLERO
2	—	12.	TELL ME A STORY
5	—	13.	BUT BEAUTIFUL
3	11	14.	HAUNTED HEART
2	—	15.	TERESA

CAPITOL'S got the HOT HITS *

* based on actual sales reports

POPULAR

(Rhythm, Ballad, Jazz and Novelty)

**No. 1—The Original
NATURE BOY
LOST APRIL
King Cole** Capitol 15054

- MANANA
ALL DRESSED UP WITH A BROKEN HEART
Peggy Lee Capitol 15022
- NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting Capitol 15024
- BABY FACE
HEARTBREAKER
Jack Smith Capitol 15078
- SUSPICION
FLO FROM ST. JOE, MO.
Tex Williams Capitol 40109
- SUSPICION
CLABBERIN' UP FOR RAIN
Jo Stafford Capitol 15068
- TOOLIE OOLIE DOOLIE (The Yodel Polka)
YOU CAN'T BE TRUE, DEAR
The Sportsmen Capitol 15077
- LAROO, LAROO, LILI BOLERO
TALKING TO MYSELF ABOUT YOU
Peggy Lee Capitol 15048
- HAUNTED HEART
I'M MY OWN GRANDMAW
Jo Stafford Capitol 15023
- I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alvino Rey Capitol 491
- BEG YOUR PARDON
MELANCHOLY
Dinning Sisters Capitol 490
- THE PEANUT VENDOR
THERMOPOLAE
Stan Kenton Capitol 15052
- IT'S MAGIC
SPRING IN DECEMBER
Gordon MacRae Capitol 15072
- CARAMBA! IT'S THE SAMBA
BABY, DON'T BE MAD AT ME
Peggy Lee Capitol 15090

WESTERN

- ANYTIME
I'M WALTZING WITH A BROKEN HEART
Foy Willing Capitol 40108
- DECK OF CARDS
ROUNDED UP IN GLORY
Tex Ritter Capitol 40114
- SIGNED, SEALED AND DELIVERED
EASY TO PLEASE
Jimmy Wakely Capitol 40088
- PEEPIN' THRU THE KEYHOLE
WABASH BLUES
Cliffie Stone Capitol 40083
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson Capitol 40065
- DON'T TELEPHONE—DON'T TELEGRAPH
(Tell a Woman)
BLUE AS A HEART ACHE
Tex Williams Capitol 40081

COUNTRY

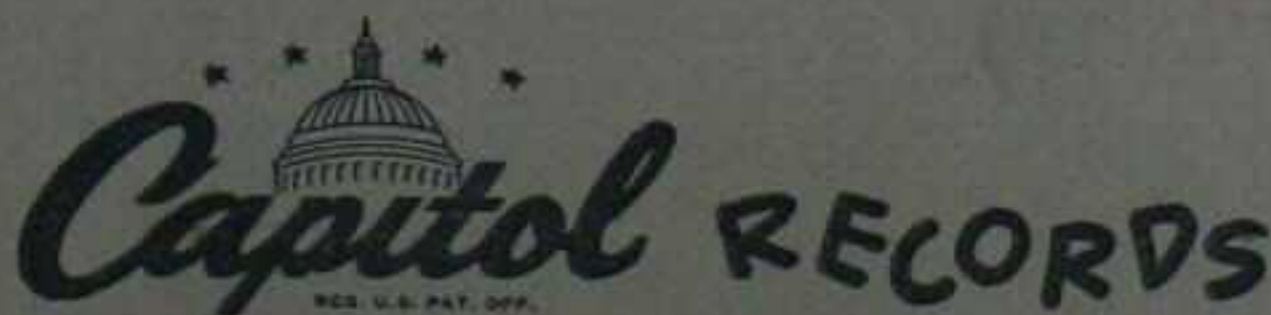
- SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Milo Twins Capitol 40094
- WHAT'S ANOTHER HEART TO YOU?
A PETAL FROM A FADED ROSE
Eddie Kirk Capitol 40092
- RENO BOUND
I CAN'T WIN FOR LOSIN'
Karl and Harty Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith Capitol 40086
- BORN TO LOSE
HOW DO YOU MEND A BROKEN HEART?
Eddie Kirk Capitol 40116

COMING UP FAST

- | | |
|--|---|
| GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer Capitol 15051 | MY HAPPINESS
HIGHWAY TO LOVE
The Pied Pipers Capitol 15094 |
| IT'S YOU OR NO ONE
NOBODY BUT YOU
Margaret Whiting Capitol 15079 | BETTER LUCK NEXT TIME
ROSES OF PICARDY
Jo Stafford Capitol 15084 |
| WHAT'S GOOD ABOUT GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting Capitol 15038 | RHYTHM RHAPSODY
RHUMBA BOOGIE
Chuy Reyes Capitol 15067 |
| BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE
Andy Russell Capitol 15063 | SAXA-BOOGIE
I'LL GET ALONG SOMEHOW
Sam Donahue Capitol 15081 |
| THE WORLD IS WAITING FOR THE
SUNRISE
SHIRLEY STEPS OUT
Benny Goodman Sextet Capitol 15069 | PUT 'EM IN A BOX, TIE 'EM WITH
A RIBBON (and Throw 'Em in the
Deep Blue Sea)
IT'S THE SENTIMENTAL THING
TO DO
King Cole Trio Capitol 15080 |
| ON THE LITTLE VILLAGE GREEN
JALOUSIE
Clark Dennis Capitol 15075 | |

SEPIA

- FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher Capitol 15032
- KING SIZE PAPA
WHEN YOU'RE SMILING (The Whole World
Smiles With You)
Julia Lee Capitol 40082
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher Capitol 40017
- THAT'S WHAT I LIKE
CRAZY WORLD
Julia Lee Capitol 15060
- HE SENDS ME
COME AND GET IT, HONEY
Nellie Lutcher Capitol 15064
- BEBOP BLUES
SHUFFLE WOOGIE
Jos Lutcher Capitol 40071
- NO-NAME BOOGIE
HIT THE BLOCK
Jos Lutcher Capitol 40101





HIT PARADE SHEET

FOR DEALERS AND OPERATORS

A special listing of Signature records based on actual sales reports... be sure to stock these great hits for continued sales.

BEST SELLERS

TEA LEAVES	Alan Dale
MY HAPPINESS	No. 15206
JUST BECAUSE	Al George
You Go To My Head	No. 15207
JUST LIKE THAT	Johnny Long
If I Can't Have The One I Love	No. 15205
I KISS YOUR HAND, MADAME	Larry Douglas
Silver Threads Among The Gold	No. 15203
BAIA	Ray Bloch
Two Guitars	No. 15204
TONY SPUMONI	Monica Lewis
The Gentleman Wouldn't Say Goodnight	No. 15191
HOW HIGH THE MOON	Anita O'Day
Key Largo	No. 15185
I WENT DOWN TO VIRGINIA	Alan Dale
Poinciana	No. 15184
MALAGUENA	Anita O'Day
I Told Ya I Love Ya, Now Get Out	No. 15181
SABRE DANCE	Ray Bloch
Minuet In G	No. 15180
THE ISLE OF CAPRI	Alan Dale
My Guitar	No. 15183
NOW IS THE HOUR	Ray Bloch
Nina Nana	No. 15178
I'M LOOKING OVER A FOUR LEAF CLOVER	Ray Bloch
But Beautiful	No. 15177

ALL TIME SELLERS

YOU MADE ME LOVE YOU	AVE MARIA
WILL YOU STILL BE MINE	THE BELLS OF ST. MARY'S
Connie Haines ... No. 15168	Ray Bloch ... No. 15118
OH MARIE	CELERY STALKS AT MIDNIGHT
SO FAR	IF THERE IS SOMEONE LOVELIER
Alan Dale ... No. 15160	THAN YOU
YOU'LL NEVER WALK ALONE	Will Bradley ... No. 15111
WHEN DAY IS DONE	HEART OF STONE
Ray Bloch ... No. 15149	LAMPLIGHT
HI HO TRAILUS BOOT WHIP	Skinny Ennis ... No. 15061
WHAT IS THIS THING CALLED LOVE	BEGIN THE BEGUINE
Anita O'Day ... No. 15162	HUMORESQUE
SOMETIMES I'M HAPPY	Ray Bloch ... No. 15054
ACE IN THE HOLE	ESPAÑHARLEM
Anita O'Day ... No. 15127	JEALOUSY
ICH VIL SICH SPIELEN	Ray Bloch ... No. 15015
BUTTERFLY KICK	I'LL REMEMBER APRIL
Hazel Scott ... No. 15126	ILL WIND
	Johnny Bothwell ... No. 15003

All records listed \$.75 each exclusive of taxes.



Signature records

Signature Records, 601 W. 26th St., New York

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending May 14

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 7, 8 a.m., and ending Friday, May 14, 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. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman'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	Lic. 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
Haunted Heart (M) (R)	Williamson	ASCAP
Heartbreaker (R)	Leeds	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
Laroo, Laroo, Lilli Belero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	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
Spring in December (Winter in May) (R)	Leeds	ASCAP-BMI
Steppin' Out With My Baby (F) (R)	Berlin	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The Dream Peddler (R)	Peer	BMI
The Feathery Feelin' (R)	Paramount	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
What'll I Do (R)	Berlin	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
Worry, Worry, Worry (R)	Robert	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

A Fella With an Umbrella (F) (R)	Berlin	ASCAP
All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
At a Sidewalk Penny Arcade (R)	Robbins	ASCAP
Better Luck Next Time (F) (R)	Berlin	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Encore Cherie (R)	Miller	ASCAP
For Every Man There's a Woman (F) (R)	Melrose	ASCAP
I'm in Love	Harms, Inc.	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (F) (R)	Remick	ASCAP
My Sin (R)	Chappell	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Saturday Date (R)	Southern	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
The Old Ferris Wheel (R)	Goldmine	ASCAP
There Ought to Be a Society (R)	Dreyer	ASCAP
What Do I Have to Do (R)	Bregman-Vocco-Conn	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Turned the Tables on Me (R)	Sam Fox	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 throughout 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.

Weeks to date	POSITION		Title	Publisher	Lic. By
	Last Week	This Week			
6	1	1.	NATURE BOY	King Cole	Capitol 15054-ASCAP
18	2	2.	MANANA	Peggy Lee	Capitol 15022-ASCAP
4	7	3.	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228-ASCAP
8	3	4.	BABY FACE	Art Mooney	MGM 10156-ASCAP
14	—	5.	NOW IS THE HOUR	Margaret Whiting	Capitol 15024-ASCAP
13	4	6.	NOW IS THE HOUR	Bing Crosby	Decca 24279-ASCAP
10	5	7.	SABRE DANCE	Woody Herman	Columbia 38102-ASCAP
				(Andrews Sisters, Decca 24427; R. Bloch Ork, Signature 15189; The Harmonakings, Jubilee 3905; D. Henry Harmonica Trio, Regent 111; W. Herman Ork, Columbia 38102; M. Morrow-MGM Ork, MGM 30048; V. Young Concerto Ork, Decca 24338)	
3	10	8.	LITTLE WHITE LIES	Dick Haymes	Decca 24280-ASCAP
1	—	9.	YOU CAN'T BE TRUE, DEAR	Vera Lynn	London 202-ASCAP
2	12	10.	MY HAPPINESS	J. & S. Steele	Damon D-11133-ASCAP
3	13	11.	TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca 24380-ASCAP
5	13	12.	SABRE DANCE BOOGIE	Freddy Martin	Victor 20-2721-ASCAP
1	—	13.	BABY FACE	Jack Smith-Clark Sisters	Capitol 15078-ASCAP
4	11	14.	THE DICKEY-BIRD SONG (F)	Freddy Martin	Victor 20-2617-ASCAP
5	8	15.	ST. LOUIS BLUES MARCH	Tex Beneke	Victor 20-2722-ASCAP

DECCA BUYERS GUIDE

WEEK ENDING MAY 19

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

COMING UP!
MAYBE YOU'LL BE THERE
 GORDON JENKINS . . . Decca 24403

BEST SELLERS

- 1 **LITTLE WHITE LIES** *DICK HAYMES and GORDON JENKINS*
The Treasure Of Sierra Madre . . . Decca 24280
- 2 **TOOLIE OOLIE DOOLIE (The Yodel Polka)** *ANDREWS SISTERS*
I Hate To Lose You . . . Decca 24380
- 3 **YOU CAN'T BE TRUE, DEAR NATURE BOY** *DICK HAYMES*
Decca 24439
- 4 **MY HAPPINESS TEA LEAVES** *ELLA FITZGERALD*
Decca 24446
- 5 **NOW IS THE HOUR** *BING CROSBY*
Silver Threads Among The Gold . . . Decca 24279
- 6 **HEARTBREAKER SABRE DANCE** *ANDREWS SISTERS*
Decca 24427
- 7 **THE DICKEY-BIRD SONG** *LARRY CLINTON*
Ooh! Look-a There, Ain't She Pretty? . . . Decca 24301
- 8 **MAYBE YOU'LL BE THERE** *GORDON JENKINS*
Dark Eyes . . . Decca 24403
- 9 **WE JUST COULDN'T SAY GOODBYE** *ANDREWS SISTERS*
The Bride And Groom Polka . . . Decca 24406
- 10 **LAROO, LAROO LILLI BOLERO** *BING CROSBY*
The Story Of Sorrento . . . Decca 24404

COUNTRY SERIES BEST SELLERS } By RED FOLEY

Star of Grand Ole Opry

- | | |
|---|--|
| FOGGY RIVER
LAY DOWN YOUR SOUL
Decca 46024 | NEVER TRUST A WOMAN
A SMILE WILL CHASE AWAY A TEAR
Decca 46074 |
| THAT'S HOW MUCH I LOVE YOU
RYE WHISKEY . . . Decca 46028 | EASY TO PLEASE |
| NEW JOLIE BLONDE
A PILLOW OF SIGHS AND TEARS
Decca 46034 | BACK TO TENNESSEE
Decca 46081 |
| FREIGHT TRAIN BOOGIE
ROCKIN' CHAIR MONEY
Decca 46035 | EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE (Gospel Boogie) |
| OLD SHEP
HONEY, BE MY HONEY BEE
Decca 46052 | RIDE ON KING JESUS
Decca 46115 |
| TOO MANY BLUES
I'LL BE TRUE TO YOU MY DARLIN'
Decca 46058 | RUBY RED LIPS
TELEVISION . . . Decca 46124 |
| LOVE TO YOU IS JUST A GAME
OPEN UP THAT DOOR
Decca 46068 | DON'T MAKE ME GO TO BED AND I'LL BE GOOD
I'M WALTZING WITH A BROKEN HEART . . . Decca 46126 |

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

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Week Ending May 14

PART IV

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 italic.

Weeks to date	POSITION	Record	Label
	Last Week	This Week	
5	1	1. NATURE BOY.....King Cole.....Capitol 15054 <i>Lost April</i>	
7	2	2. YOU CAN'T BE TRUE, DEAR.....Ken Griffin-Jerry Wayne..... <i>Doodle Doo Doo</i>Rondon R-228	
7	4	3. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>	
17	5	4. NOW IS THE HOUR.....Bing Crosby.....Decca 24279 <i>Silver Threads Among the Gold</i>	
17	3	5. MANANA.....Peggy Lee.....Capitol 15022 <i>All Dressed Up With a Broken Heart</i>	
5	6	6. TOOLIE OOLIE DOOLIE...Andrews Sisters.....Decca 24380 <i>I Hate To Lose You</i>	
3	8	7. THE DICKEY-BIRD SONG..Freddy Martin.....Victor 20-2617 <i>If Winter Comes</i>	
8	7	8. BABY FACE.....Art Mooney.....MGM 10154 <i>Encore, Cherie</i>	
6	9	9. ST. LOUIS BLUES MARCH.Tex Beneke.....Victor 20-2722 <i>Cherokee Canyon</i>	
2	13	10. MY HAPPINESS.....J. & S. Steele.....Damos D-11133 <i>They All Recorded To Beat the Ban</i>	
11	10	11. BECAUSE.....Perry Como.....Victor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork-Sunny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068)	

(Continued on opposite page)

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.

Weeks to date	POSITION	Album	Label
	Last Week	This Week	
2	4	1. Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro.....Decca A-1932	
6	1	2. Busy Fingers (Four Records) Three Suns.....Victor P-206	
5	2	3. Rendezvous With Peggy Lee (Three Records) Peggy Lee.....Capitol CC-72	
8	3	4. Down Memory Lane (Four Records) Vaughn Monroe.....Victor P-202	
1	—	5. Songs of Our Times (1929) Album (Four Records) M. Fingerle-A. Schutt.....Decca A-1929	

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.

Weeks to date	POSITION	Record	Label
	Last Week	This Week	
12	2	1. Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director..Victor 20-0209	
14	3	2. Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Eitem Kurtz, conductor.....Columbia 12496	
10	1	3. Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant.....Columbia 17521-D	
136	3	4. Clair de Lune Jose Iturbi.....Victor 11-8851	
23	—	5. Bluebird of Happiness Jan Peerce.....Victor 11-9007	
105	3	5. Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160	

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.

Weeks to date	POSITION	Album	Label
	Last Week	This Week	
8	3	1. Music of Ernest Lecuona (Three 12" Records) First Piano Quartet.....Victor CO-41	
13	—	2. Strauss Waltzes (Three 12" Records) Andre Kostelanetz and His Ork.....Columbia 461	
2	4	3. Tchaikovsky: The Sleeping Beauty (Six 12" Records) Leopold Stokowski and His Symphony Ork.....Victor DM-1205	
26	1	4. Khachaturian: Gayne—Ballet Suite (Three 12" Records) New York Symphony Ork; Eitem Kurtz, conductor.....Columbia MM-664	
8	—	4. Khachaturian: Masquerade (Symphonic Suite) (Two 12" Records); Arthur Fiedler, conductor, and the Boston Pops Ork.....Victor DM-1184	
1	—	4. Tchaikovsky Symphony No. 4, Opus 36 (Five 12" Records) Philadelphia Ork; conducted by Eugene Ormandy.....Columbia MM-736	

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending May 14



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.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists top 30 most-played records.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from opposite page)

Table with columns: Record Title, Artist, Label. Lists best-selling retail records.



She'll fill your till!

DOROTHY SHAY SINGS

"THE SAMPLE SONG" "TWO-GUN HARRY FROM TUCUMCARI"

Orchestra under the direction of Mitchell Ayres Columbia 38140

COLUMBIA'S TUNE TIPSTER

BEST BETS

Doris Day and Buddy Clark

SURE FIRE "Love Somebody" "Confess"

Orchestra under the direction of George Siravo Columbia 38174

Harry James and his Orchestra

WATCH THIS ONE "Love Of My Life"

Vocal by Marion Morgan "You Can Do No Wrong" Vocal by Marion Morgan and Vinni De Campo (Both from "The Pirate") Columbia 38156

Tony Pastor and his Orchestra

COMING UP FAST

"There's A Man At The Door" Vocal by Tony Pastor and The Clooney Sisters "I Wanna Sleep" Vocal by Tony Pastor Columbia 38178



HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

Trade-marks "Columbia" and 88 Reg. U. S. Pat. Off.

a New

KING
RECORDS

KING 706
RED ROSES TIED IN BLUE
backed by
Carolina Waltz
by CLYDE MOODY

KING 4220
DON'T FALL IN LOVE WITH ME
backed by
Siesta With Sonny
by IVORY JOE HUNTER

DOUBLE-HEADER!!

KING
RECORDS

BRANCHES

CHARLOTTE, N. C. 819 W. Morehead	Phone 4-8409
CHICAGO, ILL. 2001 S. Halsted	Monroe 7748
DETROIT 19 Seldon	Temple 2-2560
LOS ANGELES, CALIF. 845 S. Grandview	Fairfax 7572
DALLAS, TEXAS 911 Camp Street	Riverside 2756
NEW YORK CITY (Cincy Records) 762 Tenth Ave.	Columbus 5-7758
ATLANTA 397 Edgewood Ave., S. E.	Alpine 4136
OKLAHOMA CITY 1317 N. Broadway	Phone 3-9913
WASHINGTON, D. C. 2600 Twelfth Street, N. E.	North 5166
ST. LOUIS, MO. 1620 Franklin	Chestnut 0088

Executive Offices
1540 BREWSTER AVENUE
CINCINNATI 7, OHIO
PLaza 2211

A REAL SLEEPER COMES TO LIFE . . .

IT'S SWEEPING THE COUNTRY TODAY

HERE IT IS

"WHERE THE APPLE BLOSSOMS FALL"

WORDS AND MUSIC BY MARILOU DAWN-CARRIE HOFFMAN

MADE POPULAR BY

GLENN DAVIS

AT THE HAMMOND ORGAN

OUR RECORDING OUTSELLS ANY OTHER RECORD OF THIS SONG TODAY

A SURE HIT TO REACH THE TOP

ORDER TODAY

RECORD #S. R. 213

COUPLED WITH ANOTHER GOOD SONG

WRITE FOR OUR LARGE LIST OF SELECTIONS

TERRITORIES STILL AVAILABLE

SKATING RHYTHMS RECORDING CO.

Distributor for Ohio, Michigan, Indiana and Illinois
SHANK-COBLEY, INC.
1017 MADISON ST., TOLEDO, OHIO

Home Office
SKATING RHYTHMS RECORDING CO.
P. O. BOX 1838
SANTA ANA, CALIFORNIA

The **Billboard** MUSIC POPULARITY CHARTS

Folk Record Section

PART VI

Week Ending May 14

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	POSITION		
	Last Week	This Week	
10	1	1.	ANYTIME Eddy Arnold and His Tennessee Plowboys Victor 20-2700
9	2	2.	WHAT A FOOL I WAS Eddy Arnold and His Tennessee Plowboys Victor 20-2700
2	8	3.	TEXARKANA BABY Eddy Arnold and His Tennessee Plowboys Victor 20-2806
1	—	4.	BOUQUET OF ROSES Eddy Arnold and His Tennessee Plowboys Victor 20-2806
17	5	5.	HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
1	—	6.	SUSPICION Tex Williams Western Caravan Capitol Americana 40108
5	4	7.	TENNESSEE WALTZ Pee Wee King and His Golden West Cowboys Victor 20-2880
7	3	8.	DECK OF CARDS T. Tex Tyler 4 Star 1228
39	—	9.	I'LL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys Victor 20-2332
3	6	10.	TENNESSEE WALTZ Cowboy Copas King 696

FOLK TALENT AND TUNES

Rex Allen, WLS, Chicago, and Mercury Records troubador, is dicker with Republic flickers for a major build-up as a horse opera star. . . . Fred Rose, music pubber, turns record artist with a forthcoming Columbia release featuring his vocalizing of his *No One Will Ever Know* and *Don't Feel Sorry for Me*. . . . Tex Williams's Caravan plays theaters in Sioux City, May 21-23; Waterloo, 24-27; Cedar Rapids, 28-30; Davenport, May 31-June 3, with Midwest one-nighters, booked by Mus-Art, in between a week at the Adams, Newark, N. J., starting May 24.

Dude Martin, Victor Western artist, completed 16 years of continuous radio work in California this month. He's currently working the San Francisco area. . . . Carson Robinson is working out his stable of trained horses at his Pleasant Valley, N. Y., home. . . . Russ Pike's Prairie Knights, currently on a Northwestern tour, welcomed back several veteran members with the return of Billy Grey and Jeri Marshall. . . . Dinning Sisters returned to Chicago last week after a week's stay in Hawaii with a Jerry Colonna troupe. . . . Hank Thompson left his Texas stamping grounds to work the Coast on location date.

Patsy Montana opens a series of Eastern park dates June 11, working with her daughters, Beverly and Judy, who have been featured on Chi moppet airshows. After the tour closes August 16, she intends to vacation at her Box R Ranch near Hot Springs. . . . Evelyn Carson, who worked with her sisters, Jenny Lou Carson and Mrs. Red Foley as a member of the Three Little Maids on WLS, Chicago, returns to the station this week as a single. . . . *Anytime*, Eddy Arnold hillbilly hit, is an old music hall tune written 25 years ago.

Station WZIP, Covington, Ky., is pushing live hillbilly and Western shows, utilizing three outfits on a seven-day week schedule. Frank Miller, old-time fiddler, who worked with Pa and Ma McCormack, opens the station mornings with a live-piecer doing hoedowns and hymns. The Western Rhythm Boys, featuring Bob McCarty on steel guitar, work a half-hour show each morning, with the remainder of the personnel including the Monchon brothers, Marvin and Junior, who double on six different instruments, and Ross Hendricks. The Fiesta Gang, which features Shorly Hobbs, long-time *Renfro Valley* comic, and Chuck Swain, WLS favorite, are heard on a noonday show. All get together Saturday nights for a *Jubilee* show, which does two performances, the first of which is aired. WZIP also features its singing folk music disk jock, Roy Scott, who works three shows daily.

Tom Parker is in Hollywood negotiating with the William Morris picture seg for deal on Eddy Arnold for pic production following a tour of Texas by the Tennessee Plowboy. . . . Jimmy Wakely, Capitol balladeer, will byline a column on Hollywood's Western personalities for nine papers in Texas and nearby States under the name, Cactus Pete. . . . KGER, Long Beach, Calif., is putting all its promotional weight behind its hefty Western music sked. Solid block of folk music is beamed from 10 a.m. to 6 p.m. daily, six days per week. Shows include Vance Lane, Western disk jockey; Squawkin' Deacon Moore, Alkali Alex, Carolina Cotton, T-Texas Tyler, and Cottonseed Clark.

Fred Edwards, KRLD, Dallas, platter pilot, has been signed to make his film debut in Monogram's *Silver Trails*, a Jimmy Wakely starrer. Edwards, who made the deal thru Wakely, arrives in Hollywood May 24. . . . Latest addition to Capitol Records folk sector is the Roy Hoagsted Trio, which turned over 20 pre-ban disks to the waxery. Group includes Jean Dewez, accordion; Richard (Rusty) Nitz, bass, and the leader's guitar.

Jolly Joyce Agency, Philadelphia, worked out a deal with Ed Gray, manager for Bob Nolan and the Sons of the Pioneers, to book the Victor platter-cutters in the East from July to September. . . . Roy Seagraves Agency, Philadelphia, has set Spade Cooley for a Western show May 16 at Convention Hall, Camden, N. J. . . . Mac McGuire, (Continued on opposite page)

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Week Ending May 14



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...

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists top 10 folk records.

ADVANCE FOLK RECORD RELEASES

- List of upcoming folk records including 'A New Thrill From an Old Flame', 'Tears Today and Blues Tomorrow', 'Banjo Polka', etc.

FOLK TALENT AND TUNES

(Continued from opposite page)

Folk music disk jockey at WIP, Philadelphia, has added a new audience participation show, Try for Fun...

Cowboy platters soon will release a new band, Polly Jenkins and Her Musical Pals...

Fred the Fiddler, plus Pretty Peggy and Betty Lou, are airing over WTTM, Trenton, N. J. ... Tommy Mason and His Dude Rangers...

(Continued on Page 38)

NOW... for Thousands of Operators!

FAMOUS

PFANSTIEHL

COIN MACHINE NEEDLES



35¢ EACH

1000 OR MORE

PFANSTIEHL Special 100 OR MORE 37c EACH

BEST for light-weight crystal pickups, 1 1/2 oz. or less

PFANSTIEHL (REGULAR) 100 OR MORE 39c EACH

BEST for coin machine pickups weighing more than 1 1/2 oz.

As a token of appreciation to thousands of loyal Pfanstiehl customers... and to introduce these two famous Coin Machine Needles...



YOURS WITH PURCHASE OF EACH 20 NEEDLES

The Ghostwriter

BALL POINT KEY CHAIN PEN

You'll say, too, it's the best ball point pen you ever used. Always as handy as your keys!

Operators!

Wise operators know Pfanstiehl's reputation for longer record life, fewer service calls and better music.

ORDER FROM YOUR SUPPLIER OR USE THIS COUPON

PFANSTIEHL CHEMICAL CO. Metallurgical Division Waukegan, Illinois

Gentlemen: I want to take advantage of your "Friendship Offer." Send me one "Ghostwriter" Ball Point Key Chain Pen with each 20 Pfanstiehl Coin Machine Phonograph Needles...

Name _____

Firm Name _____

Street _____ City/Town _____ Zone _____ State _____

My supplier is _____ City _____

(THIS OFFER EXPIRES JULY 31, 1948)

Hop on the BANDWAGON for the NATIONAL HIT PARADE



The Magic Touch of
ALAN LOGAN'S

"I LOVE MUCH TOO MUCH"
"PIANO FANTASY"

BACKED BY NATIONAL 7021

ALLAN GARARD

Sings Out for WALT DISNEY on NATIONAL 7023

"MELODY TIME"

BACKED BY

"TELL ME WHY"



RAY SMITH'S SENSATION
"HELL'S FIRE"

BACKED BY

"BORN TO LOSE"

NATIONAL 5019



• **JUKE BOX COIN COLLECTORS** •

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

Palda
GIVES YOU
ANOTHER SMASH
RELEASE

**Where the
Apple Blossoms**

Fall

The only popular priced record of "Blossoms" with a vocal. The only record of both tunes with vocal and true instrumental background. Two hits back to back!
Vocal by **ART SIDROE** with
RODNEY DAVIS at the Celeste and Hammond Organ

BACKED BY **Tea Leaves**
(PALDA #1005)

FOR IMMEDIATE RELEASE . . . } **YOU DARLIN'** BY THE (Palda #116)
FERKO STRING BAND with TWO-TIMER

Order from your nearest Palda distributor

PALDA RECORD CO., 8406 Lyons Ave., Philadelphia 42, Pa. Saratoga 9-4137

The Billboard
MUSIC POPULARITY CHARTS

Race Records

PART VII
Week Ending
Mar 14

BEST SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last week	This Week	Record	Artist	Label
1	—	1	TOMORROW NIGHT	Lonnie Johnson	King 4201
1	—	2	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
1	—	3	NATURE BOY	King Cole	Capitol 15054
1	—	4	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032
1	—	5	LONG GONE	Sonny Thompson	Miracle M-126
1	—	6	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
1	—	7	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
1	—	8	MESSIN' AROUND	Memphis Slim	—
1	—	9	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
1	—	10	35-30	Paul Williams	Savoy 661

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last week	POSITION	This Week	Record	Artist	Label
12	2	1	1	TOMORROW NIGHT	Lonnie Johnson	King 4201
15	1	2	2	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
2	7	3	3	NATURE BOY	King Cole	Capitol 15054
10	4	4	4	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
10	3	5	5	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032
4	8	6	6	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
5	—	7	7	35-30	Paul Williams	Savoy 661
1	—	8	8	X-TEMPERANCE BOOGIE	Camille Howard Trio	Specialty SP-307
7	5	9	9	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson	King 4189
2	8	10	10	COME AND GET IT HONEY	Nellie Lutcher	Capitol 15064
1	—	11	11	LONG GONE	Sonny Thompson	Miracle M-126
1	—	12	12	RECESS IN HEAVEN	Dan Grissom	Jewel ON-2004

ADVANCE RACE RECORD RELEASES

- Blue Holiday**
J. Alexander (If I) Capitol 15100
- Chicago Breakdown**
Big Maceo (If You) Victor 20-2910
- Dream Lucky Blues**
J. Lee (Lotus Blossom) Mercury 8013
- If I Should Lose You**
J. Alexander (Blue Holiday) Capitol 15100
- If You Ever Change Your Ways**
Big Maceo (Chicago Breakdown) Victor 20-2910
- I'm Nuts Over You (But You're Just a Teaser)**
Lonnie Johnson (It Ain't) Decca 48078
- "It Ain't What You Used To Be"**
Lonnie Johnson (I'm Nuts) Decca 48078
- Lotus Blossom**
J. Lee (Dream Lucky) Mercury 8013
- Moonglow**
B. Samuels (Stompin' Those) Mercury 8086
- Stompin' Those Blues Away**
B. Samuels (Moonglow) Mercury 8086
- Voo Doo Man**
A. Laurie-P. Gayten Trio (Wondering Blues) De Luxe 1173
- Wondering Blues**
A. Laurie-P. Gayten Trio (Voo Doo) De Luxe 1173

FOLK TALENT AND TUNES

(Continued from Page 37)

Standard Phono Company, New York, has released Clarence Stour's *Old Chiel Walla Hoo* on Grand Records, with the Barry Sisters and Sammy Meade's ork cutting the platter. . . . Johnny Smolen's *Lost on a River of Dreams* was released recently by Melody Trail, while his *Bury Me Beneath the Western Sky*, on an M. M. Cole platter, is skedded for an early bow. Also ready for release are his *Wyoming Sweetheart*, with Rusty Webster, and *Stars-Spangled Prairie*, with Blondie Force.

Kansas City Ramblers Barn Dance recently concluded a successful tour of return engagements at Coleman, Gladwin, Barryton and Kalkaska, Mich., playing to good crowds at each date. Line-up includes Chuck Osborne, emcee; Texas Lil, Jack Tavern, Oklahoma Kid, Gil Harris, Doc Gulick, Irving Lueder, Fiddlin' Joe, Jo Ann, Esmeraldy and Little Willie.

Hank Thompson was married to Dorothy Jean Ray, Waco, Tex., April 14 on the stage of the Arcadia Theater, Dallas. Hank, who airs over WACO, Waco, is currently riding on his *Humpty Dumpty Heart* hit. . . . The WINS, Coshocton, O., *Hillbilly Jamboree*, has moved from local Eagles' Hall to Coshocton Lake Park for the spring and summer.

Lee Penny, the song-spinner, reports that he has formed a new company called the Edlee Corporation together with Smilin' Ed McConnell. The new pubbery has several subsidiaries, including one to publish Catholic hymns and songs, headed by Fr. Patrick Linnemann, of St. John's, Encenitas, Calif. There will also be subsidiaries to publish folk and Western tunes. . . . Ken Curtis has a new ABC network show at 1:30 p.m., CSDT, Saturdays.

Coby Jones, formerly with Texas Jim Lewis, has returned after an absence of two years from Western entertainment, and will now be appearing with Happy Perryman's Band. . . . The Gene Grey Silver Ranch Show goes on a 12-week tour soon. Members of the troupe are Eddie Dean, Carolina Cotton, the McQuaig Twins, the Novelty Aces and Tex Owens. During the tour Miss Cotton will fly back to Hollywood for a part in a film and then rejoin the company on the road.

The Billboard
MUSIC POPULARITY CHARTS
PART VIII
Record Possibilities
 Week Ending May 14

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:

- LITTLE GIRL**.....Guy Lombardo Ork-Lombardo Trio.....Decca 24440
 Oldie that has been in the Lombardo book for some time, shines brightly on wax. Ingredients are typically those of the Royal Canadians: light bounce, twin pianos and choppy trio vocal. Other new disk on the ditty is one by Larry Green for Victor.
- MAYBE YOU'LL BE THERE**.....Gordon Jenkins Ork.....Decca 23864
 Year-old platter of the much disked tune, tastily and beautifully executed by the Jenkins ork with group piping. Platter has been picking up steam in New Jersey and of late is reported spreading out in Buffalo and St. Louis.

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 SOMEBODY.....Doris Day-Buddy Clark.....Columbia 38174
2. PUT 'EM IN A BOX.....King Cole Trio.....Capitol 15080
3. JUST BECAUSE.....Eddy Howard.....Majestic 1231
4. BEDELIA.....Jan Garber.....Columbia 38205
5. IT'S MAGIC.....Gordon MacRae.....Capitol 15072
6. PUT 'EM IN A BOX.....Eddy Howard.....Majestic 1252
7. TAKIN' MISS MARY TO THE BALL...Jack Smith.....Capitol 15073
8. MELODY TIME.....Vaughn Monroe.....Victor 20-2785
9. TEA LEAVES.....Emil Cote Serenaders.....Algene

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. LOVE SOMEBODY.....Doris Day-Buddy Clark.....Columbia 38174
2. PUT 'EM IN A BOX.....King Cole Trio.....Capitol 15080
3. MY HAPPINESS.....Pied Pipers.....Capitol 15094
4. IT'S MAGIC.....Dick Haymes-Gordon Jenkins Ork.....Decca 23826
5. BLUE SHADOWS ON THE TRAIL.....Bing Crosby.....Decca 24433
6. IT'S MAGIC.....Doris Day.....Columbia 38188
7. WILLIAM TELL OVERTURE.....Spike Jones.....Victor 20-2881

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 3,554 of them, the juke box operators think tomorrow's hits will be:

1. LOVE SOMEBODY.....Doris Day-Buddy Clark.....Columbia 38174
2. MY HAPPINESS.....Pied Pipers.....Capitol 15094
3. MELODY TIME.....Vaughn Monroe.....Victor 20-2785
4. PUT 'EM IN A BOX.....Eddy Howard.....Majestic 1252
5. TEA LEAVES.....Emil Cote Serenaders.....Algene
6. TEA LEAVES.....Jack Smith-The Clark Sisters.....Capitol 15192

A NAME OF NOTE!



The WORLD'S FOREMOST ACCORDIONIST



COMES TO YOU ON 3 BRILLIANT
TEMPO CUSTOM-MADE RECORDS

- TR 626 *Mardi Gras*
 Lover, Come Back to Me
- TR 628 *Ritual Fire Dance*
 Come Back to Sorrento
- TR 630 *Down South*
 Pavanne (Morton Gould)

Accompanied by CHARLOTTE LAUGHTON TINSLEY
 at the harp

**NEVER BEFORE HAS THE RICH TONAL BEAUTY OF
 THE ACCORDION BEEN SO SUPERBLY REPRODUCED**



The "Queen Mary" Sails Tuesday—
 The "Queen Elizabeth" Sails Thursday—
 And every day in the week—every week in the month—every month in the year—

THE "QUEEN FOR A DAY" ALBUM

sails on to new heights of popularity!

6 ALL-TIME FAVORITE SONGS

- TR 580 *Wishing If I Had My Way*
- TR 582 *Over the Rainbow Dreams*
- TR 584 *I'm Looking at the World Through Rose-Colored Glasses*
 What a Difference a Day Makes

Sung by
DONALD NOVIS

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JOHNNIE
JOHNSTON
ORCHESTRA CONDUCTED BY SONNY BURKE

STEPPIN' OUT WITH MY BABY

(From the M-G-M film "Easter Parade")

I BRING YOU SPRING

With the Crew Chiefs

M-G-M 10191



BLUE
BARRON
AND HIS ORCHESTRA

YOU WERE ONLY FOOLING

Vocal by the Glee Club

IT'S EASY WHEN YOU KNOW HOW

Vocal by the Blue Notes

M-G-M 10185

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Reviews

Week Ending May 14

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 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



ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

GEORGE PAXTON
(Dick Merrick)
MGM (10192)

Better Luck Next Time
Irving Berlin's newest is pleasingly rendered by this competent dance band.

Rambling Rose
All of this ork's "sound" shows to an advantage on this Western ditty; good all-around job from cleffing to vocal.

HAL McINTYRE
(Frankie Lester)
(MGM 10193)

On An Island With You
Best sounding McIntyre side in some time but the tune drags it down.

Put 'Em in a Box, Tie 'Em With a Ribbon
(Johnny Turnbull)
Good enough to catch some of the heavy coin which should head in this tune's direction.

BETTY GARRETT
(Harold Mooney Ork)
(MGM 10180)

I'm Gonna See a Lot of You
She did it in "The Big City" so they made a record and it may sell some copies but not too many.

Don't Blame Me
Tune's being publisher revived but there are many other waxings which top this newest one.

GENE KRUPA
(Columbia 38212)

Lover
Reissue of a recent Krupa side which has become one of the Drum's identifying cleffings; clean execution at breakneck pace.

Green Eyes
(Anita O'Day-Howard DuLaury)

Another reissue which sounds better today than when it first came out; singing choruses are good enough but it's Roy Eldridge's trumpetoting which makes this a great side.

CLARK DENNIS (Billy May Ork)
(Capitol 15075)

Jalousie
This will make a fine standard item for Capitol; good Dennis singing; schmaltzy, stringy cleffing.

On the Little Village Green
Ork and Clark do a masterful job with some featherweight material.

72 74 71 70

79 81 75 80

69 71 69 67

73 75 71 73

64 64 66 63

60 60 60 60

70 70 70 70

73 76 72 72

75 80 76 69

69 70 68 68

POPULAR

JO STAFFORD (Paul Weston Ork)
(Capitol 15084)

Roses of Picardy
Jo sings the standard in a straightforward fashion; her fans should like this.

Better Luck Next Time
Berlin song from "Easter Parade" is pleasingly done by la Stafford with neat assist from Weston.

THE KING COLE TRIO
(Capitol 15085)

A Boy From Texas—A Girl From Tennessee
Cole has a touch that makes an ordinary song sound better. He applies it here.

My Fair Lady
Everything's all right with this face except the tempo—it creeps.

JOSE MELIS
(Mercury 5131)

Minuet
Flashy Melis pianistics in doodling with the classic at a fast rumba clip.

Eli Eli
May be some sort of sacrilege to set the Jewish folk chant to slow rumba tempo but it comes off exceedingly well in the Jan August "Misirlou" fashion.

JOHN LAURENZ
(Mercury 5134)

Nature Boy
Imported musical background is exceptionally pretty; Laurenz's dubbed-in vocal is good enough; tune already is solid hit.

These Foolish Things
Excellent rendition of the fine standard done similarly to topside.

THE SPORTSMEN
(Capitol 15077)

You Can't Be True, Dear
Group delivers current pop in barber shop choral fashion.

Toolie Oolie Doolie
(The Yodel Polka)
Platter is a bit late on polka pop. Sportsmen again exhibit competent harmony.

THE SQUADRONAIRES
(Jimmy Miller, Dir.)
(London 157)

High Society
The old Dixieland fave swings heavily in this English ork's version.

Barnyard Reel
Yank folk ditty dressed in two-beat scoring is passable.

74 78 74 7

82 83 82 8

83 83 84 8

81 82 80 8

72 74 72 7

80 81 80 7

82 83 83 8

71 74 70 6

66 70 67 6

70 73 69 6

64 70 63 5

66 71 64 6

(Continued on page 124)

Billboard

MUSIC POPULARITY CHARTS

PART X



Album Reviews

Week Ending May 14

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
60-69	satisfactory
50-59	poor

THE CATEGORIES

- | | | |
|--|---------|-----------|
| 1. Production Idea |15 | Max. Pts. |
| (grouping of selections continuity) | | |
| 2. "Name" Value |15 | |
| 3. Caliber of Material |15 | |
| 4. Manufacturer's Distribution Power |10 | |
| 5. Exploitation Aids |10 | |
| (Record company and other advertising, promotion, film, legit and other plugs) | | |
| 6. Interpretation |15 | |
| 7. Record Quality |5 | |
| 8. Manufacturers' Production Efficiency |5 | |
| 9. Packaging |10 | |
| (art-work, binding, wrapping) | | |

TIME PIANO ALBUM 65

Frank Froeba and His Boys (Columbia A-668)
Call You Sweetheart; I'm Alone; I Love You; That Old Gang of Mine; Margie; Ma (He's Making Eyes At My Wild Irish Rose); When I Look In a Little Spanish Town.
Froeba's 88-lb brings back the of the henky tonk piano and piano. He's competent and has chosen a top of standards that lend themselves to his mode of piano maneuver. His range from fast-stepping "Ma Call You Sweetheart" to tear-jerk barroom handling of "I'm Alone" with cover showing old time up-jumps.

JUKES: slow stuff, prove okay. JOCKS: For nostalgic programming.

WONDER WALTZES BY WALD-TEUFEL (4-10") 72

Henry Rene Ork (Victrol S-54)
Violets; The Sirens; Charming; Espana; Dolores; Estudiantina; Golden Rain; The Skaters.
The familiar and lovely Waldteufel waltzes are well executed here by the Rene Ork. Disks ably capture the mood and charm of the composer's works, especially on "Estudiantina Espana" and "The Skaters Waltz." Waxings, designed equally for dancing and listening, are enclosed in handsome album, showing dancing couple in old fashioned scene.

JUKES: Possibly for the spots where the music is played soft and low. JOCKS: Light classical and FM jocks should like.

BRAD MINNEVITCH AND HIS HARMONICA RASCALS 59

Brad Minnevitich & his Harmonica Rascals (Columbia A-236)
On the Loose; Belle De Bois-Bois; Liebestraum (A Dream of Love); Sleeping Beauty; Hora Staccato; Hungarian Rhapsody No. 2.
Talented and usually imaginative Czech harmonica group has gathered up of famed laughair pieces together to exhibit their able union play. Album here is executed well, but arranging (following same pattern of playing in classical fashion then switching to fast-stepping technique) becomes monotonous. Standout, showing group at its "Liebestraum."

JUKES: Nothing much. JOCKS: Might be used for program change.

ARMY MONDAY BLUES 75

Bill Hines and Billy Eckstine (Capitol F-312)
It's Bad and That Ain't Good; I'm Singing for You; Jelly, Jelly; Skylark; Show; Stormy Monday Blues; Water Boy; You Don't Know What Love Is.
One of these sides set Billy Eckstine off on the road to his current high spot in the staging sphere. Today a strong disk session in race locations these waxings the package should prove an enticing item. "Jelly, Jelly," "Falling for You," "Stormy Monday," "Water Boy" make for potent play. All sides are well and most have samples of the Hines trumpet-style piano. Adequate and clear notes.

JUKES: Sides strong in race locations. JOCKS: Sides worthy of a spin on any disk show.

NOLOGY (3-10") 50

George Shearing (Columbia LA 13)
Easy To Remember; Spookie Woogie; I'm for Jay; Blue Moon; I'm So Afraid; Love; Delayed Action.
Enough people in this country know George Shearing to insure this package sort of sales send-off. The blind pianist currently is working over to add in the establishment of a following. This package is a representative offering of the guy's unquestionably talent. Style and tone are a vast thing of many other pianists, but many are original enough to give some of sides distinction. Big "Delayed Action" a touch of the Shearing imagination.

JUKES: of name would thrill. JOCKS: Some sides well worth a spin.

GRIEG: PEER GYNT, SUITE NO. 1, OP. 46 ALBUM (2-12") 86

The Philadelphia Ork-Eugene Ormandy, Dir. (Columbia MX-291)
Morning Mood; Ase's Death; Anitra's Dance; In the Hall of the Mountain King.
Comprising all the prize Grieg items best-known to every adult since his school-day auditorium sessions devoted to musical appreciation, this bids fair to become a best-seller. Ormandy applies sensuous, writhing direction, which makes of the strings a stirring, emotional force. Too common for the collector. "Peer Gynt" retains melodic fascination for the ordinary reserved listener, and that should mean large-scale appeal.

JUKES: Not suitable. JOCKS: "In the Hall," "Anitra's Dance" are library musts.

LITTLE TOOT (1-10") 90

Don Wilson-The Starlighters (Billy May, Cond.) (Capitol DAS-80)
Capitol's one-record unbreakable album wraps up the "Little Toot" sequence from Walt Disney's coming Melody Time. The production, story and music are cinematic, in keeping with the technically-tops Disney touch. The story of a naughty little tugboat who became a harbor hero will be grade-A entertainment for adult and kid. Allie Wrubel's "Little Toot" song is infectious; Allie Livingston's adaptation and Billy May's incidental music are fine. And Don Wilson's familiar voice is cheerily wedded with the old movie-land facility. Sales should soar when film breaks.

JUKES: Not suitable. JOCKS: Kiddies will have a ball.

A PRESENTATION OF PROGRESSIVE JAZZ (4-10") 79

Stan Kenton (June Christy) (Capitol CD-79)
Cuban Carnival; Elegy for Alto; Fugue for Rhythm Section; Impressionism; Lament; Lonely Woman; Monotony; This Is My Theme.
Kenton's following is big and where it is strong this package will probably do very well. But musically this is as mumbajumbo a collection of saxophony as has ever been heard on an unsuspecting public. Much of it is inferior attempt to dip into the realm of the modern classical while the minority is composed of modern jazz sounds, solos and June Christy, who sings badly out of tune once and proves a fifth rate Bernhardt on "This Is My Theme." Most successful side is "Monotony." Neat package.

JUKES: Not suitable. JOCKS: Different enough from ordinary pop to warrant intermittent plays.

HITS OF THE WEEK on M-G-M Records



CONFESS

JIMMY DORSEY and his Orchestra

Vocal by Bill Lawrence, Carol Scott and the Skylarks
IF I WERE YOU
(From the M-G-M film "On An Island With You")
Vocal by Bill Lawrence and the Skylarks
M-G-M 10194

JOHNNIE JOHNSTON

Orchestra conducted by Sunny Burke

STEPPIN' OUT WITH MY BABY

(From the M-G-M film "Easter Parade")

I BRING YOU SPRING

With the Crew Chiefs

M-G-M 10191

HAL MCINTYRE and his Orchestra

PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON

(From the Warner Bros. film "Romance On the High Seas")

Vocal by Johnny Turnbull

ON AN ISLAND WITH YOU

(From the M-G-M film "On An Island With You")

Vocal by Frankie Lester M-G-M 10193

BLUE BARRON and his Orchestra

YOU WERE ONLY FOOLING

Vocal by the Glee Club

IT'S EASY WHEN YOU KNOW HOW

Vocal by the Blue Notes

M-G-M 10185

BETTY GARRETT

Orchestra conducted by Harold Mooney

I'M GONNA SEE A LOT OF YOU

(You're Gonna See a Lot of Me)

DON'T BLAME ME

(Both from the M-G-M film "Big City")

M-G-M 10180

GEORGE PAXTON and his Orchestra

BETTER LUCK NEXT TIME

(From the M-G-M film "Easter Parade")

RAMBLING ROSE

Both vocals by Dick Merrick

M-G-M 10192

THE KORN KOBBLERS

SINCE THEY STOLE THE SPITTOON

(From the Corner Saloon)

THE SAMPLE SONG

Both vocals by Stanley Fritts

M-G-M 10190

JERRY IRBY

with his Texas Ranchers

GREAT LONG PISTOL

49 WOMEN

M-G-M 10188

SAM NICHOLS

with his Melody Rangers

I'M AS FREE AS A BREEZE

TWO WEEKS NOTICE

M-G-M 10189

M-G-M COIN CATCHERS

THE MULCAYS' When Veronica Plays The Harmonica M-G-M 10145

HELEN FORREST'S Worry, Worry, Worry M-G-M 10168

ART MOONEY'S Baby Face M-G-M 10156

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WIZARD OF THE ORGAN
ON RONDO RECORDS

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- 228—You Can't Be True, Dear Doodle Doo Do
(Vocal both sides—Jerry Wayne)
- 129—Donkey Serenade Ciribiribin

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The **Billboard** MUSIC POPULARITY CHARTS
Advance Information

PART XI

Week Ending May 14

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 Little Further Down the Road a Piece
- E. Mae Morse Boogie Woogie Seven (Bombo B) Capitol 15097
- A Tree in the Meadow
- P. Fennelly Ork (Reflections on) MGM 10211
- Baby Face
- Ziggy Lane-Pat and Penny (I Want) DeLuxe 1172
- Baby Your Mother
- Phyllie All Star String Band (You Can't) Apollo 1118
- Bombo B. Bailey
- E. Mae Morse (A Little) Capitol 15097
- *Boo-Hoo
- G. Lombardo (Nobody's Sweetheart) Decca 25381
- Cheap Bananas
- The Park Avenue Jesters (Pasta Fasula) De Luxe 1168
- Cowboy Songs, Volume II Album (4-10")
- Bing Crosby . . . Decca A-658
- A Roundup Lullaby . . . Decca 25346
- Clementine . . . 25020
- Empty Saddles . . . Decca 25346
- The Old Oaken Bucket . . . Decca 25020
- The Singing Hills . . . Decca 25345
- Tumbling Tumbleweeds . . . Decca 25345
- Twilight on the Trail . . . Decca 25347
- We'll Rest at the End of the Trail . . . Decca 25347
- Dena's Lullaby
- D. Kaye (Molly Malone) Decca 24445
- *Don't Blame Me
- Shep Fields (Rippling Rhythm) Victor 20-2945
- Dream On
- B. Hayes (Seven Days) Melody X 1033
- Fiddle Faddle
- D. Henry Trio (Funiculi Funicula) Regent 119
- Fiddle Faddle
- B. Shefter String Octet (Jazz Pizzicato) MGM 10200
- Funiculi Funicula
- D. Henry Trio (Fiddle Faddle) Regent 119
- Happy Feet
- The Don Henry Harmonica Trio (Harmonicas on) De Luxe 1174
- Harmonicas on Parade
- The Don Henry Harmonica Trio (Happy Feet) De Luxe 1174
- Hindustan
- T. Weems (I Wonder) Mercury 5139
- I Wanna Do What I Wanna Do (When I Wanna Do It)
- The Caldwell's (My Man) Victor 20-2906
- I Want a Girl
- Ziggy Lane-Pat and Penny (Baby Face) De Luxe 1172
- I Wonder Where That Man of Mine Has Went
- T. Weems (Hindustan) Mercury 5139
- If I Could Steal You
- L. Stewart (You Can't) Bandwagon 501
- If I Had My Way
- B. Reynolds-I. Miller Ork (Missouri Waltz) Sing-A-Tune 520
- If I'm Elected
- The Three Suns (Lady of) Victor 20-2905
- I'm a Cheer Leader
- D. Franklin Franklins (Just a) Capitol 15099
- I'm Afraid to Love You ('Fraid I Might Like It)
- The Radio Revellers (The Shoemaker's) Columbia 38209
- It's a Most Unusual Day
- R. Noble (Judaline) Columbia 38206
- Jazz Pizzicato; Jazz Legato
- B. Shefter String Octet (Fiddle-Paddle) MGM 10200
- Jipi Japa
- D. Arnaz (Little Romero) Victor 20-2887
- Judaline
- R. Noble (It's a) Columbia 38206
- Just a Girl That Men Forget
- D. Franklin Franklins (I'm a) Capitol 15099
- Lady of Spain
- The Three Suns (If I'm) Victor 20-2905
- Let Me Call You Sweetheart
- T. Dorsey (Walk It) Victor 20-2904
- Little Girl
- K. Kyser (Takin' Miss) Columbia 38202
- Little Romero
- D. Arnaz (Jipi Japa) Victor 20-2887
- Mississippi Mud
- C. McCoy (Oh Baby) Mercury 5136
- Missouri Waltz
- B. Reynolds-I. Miller Ork (If I) Sing-A-Tune 520
- Mm-Mm-Good
- The Modernaires (Pennies From) Columbia 38208
- Molly Malone
- D. Kaye (Dena's Lullaby) Decca 24445
- Muscle for Romance Album (4-10")
- P. Weston Ork . . . Capitol CD-81
- April in Paris . . . Capitol 10129
- Everything I Have Is Yours . . . Capitol 10131
- Gone With the Wind . . . Capitol 10129
- My Romance . . . Capitol 10128
- Orchids in the Moonlight . . . Capitol 10128
- Poor Butterfly . . . Capitol 10130
- Sleepy Time Gal . . . Capitol 10131
- Time on My Hands . . . Capitol 10130
- My Happiness
- E. Fitzgerald (Tea Leaves) Decca 24446
- My Man Friday (On Saturday Night)
- The Caldwell's (I Wanna) Victor 20-2906
- Nature Boy
- D. James (You Can't) Victor 20-2844
- Nobody But You
- L. Paul Trio-C. Hayes (On the) Mercury 5137
- *Nobody's Sweetheart
- G. Lombardo (Boo-Hoo) Decca 25381
- Oh Baby What You Do To Me
- C. McCoy (Mississippi Mud) Mercury 5136
- On the Street of Regret
- L. Paul Trio-C. Hayes (Nobody But) Mercury 5137
- *On Treasure Island
- Bing Crosby (Red Sails) Decca 25380
- Pass a Piece of Pizza Please
- J. Colonna (Where Do) Capitol 15098
- Pasta Fasula
- The Park Avenue Jesters (Cheap Bananas) De Luxe 1168
- Pennies From Heaven
- The Modernaires (Mm-Mm-Good) Columbia 38208
- *Red Sails in the Sunset
- Bing Crosby (On Treasure) Decca 25380
- Reflections on the Water
- P. Fennelly Ork (A Tree) MGM 10211
- *Rippling Rhythm
- Shep Fields (Don't Blame) Victor 20-2945
- Seven Days a Week
- B. Hayes (Dream On) Melody 1036
- *Someday (You'll Want Me To Want You)
- Hoosier Hot Shots-S. Foster (There's a) Decca 46131
- *Song of Songs Album (1-12")
- O. Welles . . . Decca DU-10
- The Song of Songs, Parts 1 and 2 . . . Decca DU-99018
- Songs of Our Times (1936) Album (4-10")
- M. Fingerle-A. Schutt . . . Decca A-1936
- 1. Did I Remember; 2. It's a Sin To Tell a Lie; 3. Until the Real Thing Comes Along . . . Decca 24079
- 1. Goodnight My Love; 2. There's a Small Hotel; 3. Stompin' at the Savoy . . . Decca 24079
- 1. Is It True What They Say About Dixie; 2. South Sea Island Magic; 3. Goody Goody . . . Decca 24078
- 1. It's Been So Long; 2. All My Life; 3. Lost . . . Decca 24078
- 1. Moon Over Miami; 2. Lights Out; 3. In the Chapel in the Moonlight . . . Decca 24077
- 1. The Way You Look Tonight; 2. A Melody From the Sky; 3. Pennies From Heaven . . . Decca 24076
- 1. With Plenty of Money and You; 2. Easy To Love; 3. I've Got You Under My Skin . . . Decca 24075
- 1. Would You; 2. When Did You Leave Heaven?; 3. I'll Sing You a Thousand Love Songs . . . Decca 24077
- Sweetie Pie
- J. Mercer (The First) Capitol 15096
- Takin' Miss Mary To the Ball
- K. Kyser (Little Girl) Columbia 38202
- Tea Leaves
- E. Fitzgerald (My Happiness) Decca 24446
- Teardrops in My Heart
- J. Day (Toolie Oolie) MGM 10199
- The First Baseball Game
- J. Mercer (Sweetie Pie) Capitol 15096
- The Flower Seller
- J. Bradford (Whisper a) Victor 20-2885
- The Shoemaker's Serenade (Ticky Ticky Tee)
- The Radio Revellers (I'm Afraid) Columbia 38209
- *There's a Tear in My Beer Tonight
- Hoosier Hot Shots-S. Foster (Someday) Decca 46131
- Toolie Oolie Doodle (The Yodel Polka)
- J. Day (Teardrops in) MGM 10199
- Until the Real Thing Comes Along
- N. Delano (Don't Blame) Black & White 562
- Walk a Little, Talk a Little
- H. Carroll-The Satisfiers (Takin' Miss) Victor 20-2888
- Walk It On
- T. Dorsey (Let Me) Victor 20-2904

(Continued on page 130)

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VOX JOX
A National Accounting of Disk Jockey Activities

EASTERN BEAT . . . Willis Conover, WWDC, Washington, ran his second in a jam session series Sunday (9) in the auditorium of the National Press Building. Headliners were Wild Bill Davison, George Wettling, Ben Webster and Charlie Ventura's entire group. No. 3 will feature the Ellington ork at the Watergate, outdoor summer site of the National Symphony Ork, in D. C. . . . During the recent flood scare in the West Branch Valley of Pennsylvania, a.m. jocks Everett Rubendall, WRAK, Williamsport; Harris Lipez, WPBZ, Lock Haven, and the early man at WCPA, Clearfield, co-operated to give listeners information on river conditions. Each morning on their early-riser shows they relayed info via telephone conversations while on the air.

STRICTLY FROM DIXIE . . . Bob Watson, WSB, Atlanta, and four other local jocks interviewed Dinah Shore in her suite at the Biltmore when the thrush made Atlanta to accept the 1948 award as "Southern woman of achievement." The boys just happened to bring wire recorders along. . . . At WWL, New Orleans, a fan of Bob Poole's delayed leaving his apartment to hear a gag on Poole's Paradise show. "In that short interval," wrote the fan, "the balcony of the building collapsed. If not for Poole's witty chatter, I would have been buried under all the debris—but good!"

PHILLY PHADDLE . . . Hal Moore, who handles the spinning in the early-morning Bugle Call on WCAU, Philadelphia, has penned a *String Band Polka* which Robbins Music Company has accepted for publication and which the local Hagerman string band will platter. . . . Altho Doug Arthur, disk jockey of WIBG, Philadelphia, has sponsorship from two competitive labels, he was guest disk jockey on the national telephone hook-up show staged by Herb Hendler at the RCA Victor plant in Camden, N. J., each Saturday for the Victor distributors. . . . LeRoy Miller, early-morning disk jockey on WFIL, Philadelphia, made it a party week with his plattering the May 10 week to mark his 12th year on the local airlines as a wax spinner. . . . Mac McGuire, with three platter shows under his wing on WIP, Philadelphia, adds a fourth show, combining audience participation stunts with a daily afternoon *Try for Fun* quizzer. . . . For the two new stations in the East, WBUX, Doylestown, Pa., has taken on Chuck Fairchild and Neal Call for the disk jockeying, while WAMS, new station in Wilmington, Del., has Dick Holmes for the disking.

DETROIT DATA . . . John Slagle, jockey on WXYZ, Detroit, staged a bowling match with a team of youngsters under 10 years of age captained by Fred Wolf, the station's bowling announcer, Thursday. Proceeds of the event to the Crusade for Children. . . . Fran Pettay, night watchman on WJR, Detroit, furnishes the original model for the "night watchman" introduced in the new syndicate cartoon strip, *Secret Agent*. Gordon Gray, who does a later show on WJR as the dawn buster, to be the model for a second jockey to be introduced later into the strip. . . . Bill Handle, jockey on WJLB, Detroit, and promoter of the *Live at the Philharmonic* series, presented a collection of records and books on music to the Detroit Public Library, tying in with a like presentation from Stan Kenton at the opening of his date at the Broadway-Capitol Theater. . . . Van Douglas, of WIBK; Fran Pettay, of WJR; John Slagle, of WXYZ, and Joe Gentile, of CKLW, Detroit, are set for a week at the Broadway-Capitol Theater, opening May 28, sharing headlines with the Harmonicats and Ella Fitzgerald. The jockeys have been booked by Al Borde, of the Central Booking Company, Chicago, for a combined p.a. show, similar to the one Borde produced in Chicago several weeks ago. Salary for the jocks said to be \$400 each for the week. Notable angle is the appearance of Douglas, Negro jockey, making it a distinctly interracial show.

CHICAGO CHATTER . . . Marty Hogan, free-lancer, is doing a race results program over WCFL, Chicago, for a lone company. . . . Dave Garroway reportedly selling his early '30's model Rolls Royce. . . . Bob Earle, WKOW Madison, Wis., jock, married Beulah Kelso, Des Moines, non-pro, last week and may do an "Earle and Duchess" show with her over that station. . . . Milton Berle disk jockeyed \$31,960 into the Chicago Heart Fund treasury on a 15-hour stint on WIND, Chicago, this week. . . . Eddie Hubbard's ABC Club semi-annual poll, aired over WIND, Chicago, found Jo Stafford, Peggy Lee, Margaret Whiting, Dorothy Rae and Dinah Shore finishing in that order in chirp division, with Frankie Laine, Mel Torme, Perry Como, Frank Sinatra and Garry Stevens the male singer rundown. Herbie Fields, Stan Kenton, Tex Beneke, Vaughn Monroe and Eddy Howard finished in that order in the band classification. . . . Hugh Douglas, national secretary of the National Association of Disk Jockeys, back to work on WCFL, Chicago, after a spell in the hospital.

HOLLYWOOD HIGHLIGHTS . . . KECA, American Broadcasting Company's Coast key outlet, kicks-off a new platter show (5-5:30 p.m. across the board) tagged *Billboard Bandwagon*. Seg replaces *Variety Parade*. KECA uses *The Billboard's* Honor Roll of Hits as the final authority for disks used, with station gabbers alternating on the announcing chores. . . . Attention to the collegiates is paying off for Bill Anson, KFWE spinner, who was named by Los Angeles City College students as the "most popular disk jockey." . . . Fred Edwards, KRLD (Dallas) platter plunker, has been inked to a movie pact, making his screen debut in Monogram's *Silver Trails*. Edwards arrives here May 24. . . . A new wrinkle in platter shows is KECA's *Quizzicale*. Voiced by Doug McKellar, seg gives disks to listeners phoning in with the right answer. Last week's special on the giveaway was King Cole's Capitol waxing of *Nature Boy*. The hit platter kept spinning at full speed on other station turntables here. Filling many requests in one swoop, ELAC disk jockey Don Otis went all out for *Nature Boy* one night last week, playing all eight versions consecutively. . . . Alex Cooper, EXLA (Pasadena) twirler who throws full emphasis on the rany side of the wax fence, last week got a press break in Time, with newsmag devoting space to describing manner in which Cooper handles show plus pic of the spinner. . . . To help promote the Stan Kenton concert which Gene Norman is staging at Hollywood Bowl, the KFWE spinner will hold a party Friday (21) for reps of the high school and college press.

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Mexican-Etched Standard Disks Set for Market

HOLLYWOOD, May 15.—Standard Transcription has completed its first foreign recording session since the record ban (*The Billboard*, April 24) and will show etchings at the National Association of Broadcasters convention next week. Jerry King, head of the indie library service, told *The Billboard* that the waxing date, held in Mexico City, proved successful, technically and from the standpoint of musicianship, and promised to follow up with a continuing flow of Mex diskings.

Using 25 Mexican musicians, American arrangers and an American male vocalist (names withheld to protect the artists from wrath of American Federation of Musicians), the session was cut at the Mexico City plant of Columbia Records. Masters are currently clearing the customs office in Los Angeles, and are expected to be ready for processing this week-end. Included in the initial date were the following tunes: *Nature Boy*, *Rhode Island Is Famous for You*, *Haunted Heart*, *My Gal Is Mine Once More*, *Shoemaker's Serenade*, *Why Don't My Dreams Come True?*, *A Little Imagination*, *Love of My Life*, *Crying for Joy* and *The Kiss in Your Eye*.

Obviously pleased with the high caliber of Mex musicians, King said he was prepping a second batch of ditties to be recorded in Mexico City. He saw no reason why Standard should not use Mexican orksters indefinitely, and for that reason, King plans to set up a branch of his recording subsid, Standard Recorders, in the Mexican capital. This office would handle all Standard diskings transcription or recording outfits that may want to record in Mexico.

Eventually, King hopes to use tape recorders exclusively for his Mex dates. The first session was waxed on acetates when delivery of promised tape recording machines did not materialize. Plattery head had previously announced he would shift to tape recorders for American disk dates when record ban is lifted.

European Disks Arrive

In addition to the Mexican venture, King revealed that first European diskings cut to order have arrived

Basie Plans 15th Jubilee Concert At Carnegie Hall

NEW YORK, May 15.—Count Basie will celebrate his 15th anniversary as a band leader at a Carnegie Hall concert October 9. Basie, who leased the hall last week, will promote the affair together with the William Morris Agency.

Basie's first band-leading role was in front of a six-piece unit in Kansas City in 1933. In 1936, using his Kansas City unit as the nucleus, he took over the remnants of the late Benny Moten's band. In 1939, Basie's ork cracked into the spotlight with a run at the Famous Door here. His was one of the first Negro bands to play at a New York hotel location, the Hotel Lincoln.

From Basie's bands have come some of the leading tootlers, including Lester Young, Illinois Jacquet, Ho Lips Page, Buck Clayton, Jo Jones, J. J. Johnson, Earl Warren, Eddi Durham, Don Byas, Walter Page, the late Herschel Evans and Eddi Barefield.

Diskers To Join Dealer Confab

NEW YORK, May 15.—Representatives of the four major record labels (Victor, Columbia, Decca, Capitol) reportedly have accepted invitation to attend the second annual convention of the National Retail Record Dealers' Federation (NRRDF). The get-together is skedded for June at Chicago's Morrison Hotel.

The diskery reps have been invited principally to partake in a discussion with NRRDF members on ways to iron out differences existing between diskeries and dealers. Over 100 members of the association are expected to attend.

and will be released if etchings (a yet unheard) stack up to Standard quality. Eight tunes, recorded in Paris on tape, are included in the batch, using a 55-piece French ork with musickers drawn from the Paris Symphony ork. In the works are other European recording sessions probably in London and Rome.

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Music—As Written

New York:

Nat Cole and Eden Ahbez, *Nature Boy* cleffer, to be featured on *We, the People* soon. Screen rights to *Boy* have been bought by RKO for the movie *The Boy With the Green Hair*. . . Dolph Traymon has fractioned his 10-piece ork to three. Trio opened at Caro's, Manhasset's new supper club. . . Kurt Weill's new American folk opera, *Down in the Valley*, libretto by Arnold Sundgaard, will preem at Indiana U in July, with Marion Bell in the fem lead. Work is being pubbed by G. Schirmer.

Nellie Lucher returns to NY's Cafe Society for 10 weeks starting September 7. . . New York Federation of Music Clubs held its biennial convention at the Waldorf. . . Jerry Colonna and the Dinning Sisters left for Honolulu to take part in Hawaii's 49th State Fair. . . Peggy Lee and Dave Barbour begin their summer tour with two weeks at Chi's State Lake Theater. . . The Three Flames have had their 15-minute transcribed Stamback show renewed for another 26. . . Vivian Gary brought her trio back into the Royal Roost Wednesday (12). . . Edwards Music has bought Jack Edwards's *If I Could Steal You* back from Leeds.

Beverly White, 88-ing thrush, opened at Cleveland's Tia Juana Club Monday (10). . . Harlem's Apollo Theater is installing a cooling system. . . Dinah Washington headlines the opening of Atlantic City's new Hi-Hat Club, the first in a series of name attractions to include the Ravens, Billy Eckstine and Earl Bostic. . . Bibletone Records releasing an album of cowboy hymns May 25, featuring the Texas Rangers, Western song group. . . The Mary Kaye Trio opened at Cleveland's Theatrical Grill for a four-week stint.

London Records is releasing the first strictly instrumental platter of *Nature Boy*. Disk is a piano concerto played by Art Young with the 36-piece Mantovani Orchestra, backed with De Falla's *Ritual Fire Dance*. . . Gracie Fields leaves this week for Italy and a rest at her home on Capri. . . Jim Bray, national sales manager for London, is Toronto bound to promote the diskery's new 12-inch series in Canada.

Johnny Long ork booked into Convention Hall, Asbury Park, August 25-30. . . Paul Gayton moves into the Downbeat, Los Angeles, for a month, starting June 8. . . Woody Herman's Capitol Theater date here set for June 3. . . Carlos Molina ork opens May 27 at the Pier, Galveston, Tex., for two weeks. . . Vincent Lopez ork will do a two-week engagement at the Cavalier Club, Virginia Beach, teeing off July 26. . . Freddy D'Alonso, one-time 88-er with Cugat and Madriguera, opens four-month run with his own crew at Asbury Park's Monterey Hotel, Thursday (20).

George Gilbert has departed from the Robert Music pub scene here. . . Ditto Lou Butler, of the Famous pub staff in Chicago. . . Regent diskery added Penn Midland Sales, Pittsburgh; General Distributing Company, Baltimore, and Klayman Distributing Company, Cincinnati, to its distribber roster. . . Warwick Hotel's Raleigh Room launched experimental L-A ork policy Thursday (13) with Emilio Reyes five-piece rumba outfit. Crew is booked in for two weeks at a reported \$250 weekly.

Cincinnati:

Lew Platt, Akron promoter, in association with Ralph Harrison, chalked another winner with the one-night stand of the Horace Heidt ork and show at the Syria Mosque, Pittsburgh, May 3. Heidt crew grossed \$9,342 in face of competition from the downtown stores which remain open on Monday nights. . . In two performances at Zanesville, O., May 4, the Heidt ork and show pulled an 8G gross. Springfield, O., the following night (5), gave the Heidt combo a scant three-quarter house. At the RKO Albee Theater here, week ended May 12, the Heidt ork and show marked up a healthy \$38,000, about \$1,000 under the record established by Vaughn Monroe. . . The Voca-Tones, Cleveland trio, moved into the 19th Hole Monday (10) for an indefinite stay, set by Sammy Leeds, of the Barney Rapp Agency.

Jerry Wald set for June 25 week at Centennial Terrace, Toledo, by Frank Hanshaw, local GAC bossman. . . Jimmy Lee opened May 10 at Kaysee's, Toledo. . . Pete Rubina's comedy combo opens at Club Riviera, Columbus, O., May 18. . . Tommy Reed ork moves into Idora Park, Youngstown, O., June 5. . . Cliff (Ukelele Iko) Edwards into the Latin Quarter, Newport, Ky., June 18 for a fortnight's stand.

Detroit:

Norman A. Whaler has opened the United States Recording Studio to handle general transcription and recording work. . . Robert B. Abbott is opening an orchestra and cocktail combo booking office in the Fisher Building under the name of General Amusement Bookings, specializing in college work.

Morton Sultan, owner of the Sultan label, is establishing a new line of recording equipment, under the name of Recorder Sales Company, in addition to his disk operations.

Philadelphia:

Earl Bostic starts the summer dance promotions at Elate Ballroom with a June 4 prom on tap. . . Meyer Davis, musical contractor for the Republican convention here, has signed up all available woodwinds and key brass for the duration of the political conclave. . . Trumpeter Lew Sherwood, who last appeared in town with Eddy Duchin at the Old Arcadia, is back with a band of his own at the Cadillac Sho-Bar.

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4-A'S SHUTS OUT SHELVEY

Matt Caught With All His Lawyers Down

Court's Verdict Sweeping

(Continued from page 3)

getting nowhere with the witnesses he called to the stand. A procession of witnesses led by Paul Dullzell, executive secretary of Actors' Equity and Four A's proxy, claimed insufficient knowledge to answer Cowan's queries. Former Justice Samuel I. Rosenman, Four A's lawyer, made numerous objections to Cowan's questions. Most of the objections were sustained by the court.

Time and again the court admonished Cowan to stick to the case and finally it told Cowan that, inasmuch as the witnesses called didn't know the answers, Shelvey should be put on the stand. But before that, the judge asked whether reps from the attorneys of record, Greenbaum, Wolff & Ernst, were present. They weren't. The judge thereupon ordered the plaintiffs to have a senior member of that firm in the court after a short recess.

Ernst Turns Up

After the recess, Morris L. Ernst, just returned from Europe, appeared for Greenbaum, Wolff & Ernst. He denied that he was the attorney of record, tho his name appeared on the subpoenas and he was Shelvey's lawyer in the injunction proceedings which led up to this trial. The court then demanded to know who was the attorney of record acting for Shelvey. No one replied. Arthur Cowan acted as trial counsel, but had no standing in a New York court because he's an out-of-State attorney. Out-of-State lawyers are permitted to practice in New York courts but only if they have a New York lawyer with them on the case.

Samuel Scholer, a New York lawyer seated at Shelvey's counsel table, also denied that he was attorney of record, tho he was advising Cowan on procedure during the trial. Justice Cohalan, looked down at the table, ordered that an attorney of record be present next morning (Thursday) and that Shelvey go on the stand as the first witness. The case meanwhile was recessed.

Next morning it was apparent that Shelvey hadn't found a New York lawyer. Justice Cohalan again asked Scholer whether he represented Shelvey. Scholer again denied that he did. In exasperation, Cohalan said: It is apparent that the attorneys of record have left this case like Mohammed left the coffin—between heaven and earth. I never had a case like this before. I hope never to have another like it again."

Cowan Balks

All during the day it was quite apparent that discussions of a settlement which would give the Four A's everything it asked for were being held. When the proposed settlement was read to the court by Rosenman, new objections were made by Cowan. Certain papers which had to be signed, he refused to sign, tho he had indicated previously that he would do so.

Another dramatic incident occurred after agreement appeared to have been reached. Rosenman asked the court to see to it that certain papers

Text of AGVA Settlement

NEW YORK, May 15.—The following are the settlement and the order in the Matt Shelvey vs. The Associated Actors and Artistes of America (Four A's), case: "... that judgment be entered ... directing that Matt Shelvey, individually and allegedly as national director of the American Guild of Variety Artists ... Allan P. Nickerson, Barney Barnett and Herbert Meyers, each of them and all persons acting under, for or pursuant to their orders, be and they hereby are:

"(A) Enjoined from representing or holding out that plaintiff Shelvey's organization with headquarters in Philadelphia, is the American Guild of Variety Artists and from using said name.

"(B) Enjoined from representing that plaintiff Shelvey is the national director of AGVA or any officer agent, employee or representative of AGVA.

"(C) Enjoined from representing that plaintiffs, Nickerson, Barnett, Meyers or any of them is an officer, agent, employee or rep of AGVA.

No New Org

"(D) Enjoined from forming any new labor association or organization, national or local, under or using the name AGVA, and from representing or maintaining that any organization or association other than the one in which defendants, Dewey Barto, Ray Cook, Angus Duncan, Hyman Faine, George Heller, Florence Marston and A. Frank Reel are the executive committee and the chief executive and administrative officer in AGVA; and

"(E) Directed to surrender forthwith to the aforesaid executive committee of AGVA all property of AGVA of whatsoever kind and wheresoever situated, including without limitations ... all funds, moneys, assets, things in action, documents, membership lists, membership stamps, books, records, offices and furniture now in their possession or control and to account for all such property which formerly was but no longer is in their possession and control; and

"(F) Enjoined from representing to the membership or employees of AGVA or to employers or booking agents of its members or any other person ... that the aforesaid executive committee of AGVA has no authority to act in behalf of AGVA; and

Coercion Barred

"(G) Enjoined from inducing, urging, persuading or coercing any employee or member of AGVA not to obey its executive committee's orders; and

"(H) Enjoined from issuing checks, drawing upon any bank account containing funds belonging to AGVA except for the purpose of complying with the terms hereof;

"(I) Enjoined from interfering with or obstructing in any manner or by any means said executive committee of AGVA in its performance of its duties as chief executive and administrative officer of AGVA or any other agent, representative or employee of AGVA in the performance of its or his duties; and

"(J) Enjoined from purporting to engage or discharge employees for and on behalf of AGVA; and

"(K) Enjoined from soliciting, collecting or receiving from any person, firm or corporation on the purported behalf of AGVA any moneys or other property, including but without limitations upon the generality of the foregoing, dues of members, bonds of employers or contributions; and

"(L) Enjoined from incurring or purporting to incur any liability, debt or other obligation on behalf of AGVA; and

"(M) Enjoined from expending, exchanging or disposing of any property as hereinafter referred to of AGVA of whatsoever kind and wheresoever situated, belonging to AGVA and now in their possession; and

"(N) Enjoined from taking or purporting to take any action whatsoever on behalf of AGVA, including, without limiting the generality of the foregoing, the institution or maintenance of any other action or proceeding in the name of AGVA or any other association using the name AGVA or as any agent, employee, officer, representative or otherwise on behalf of AGVA.

"That the injunctions pendente lite (preliminary to the trial) provided in the order heretofore entered in this action on April 21, 1948, be and the same hereby are vacated.

"That with respect to each and every one of the other plaintiffs named in the complaint in the above action, the action is hereby adjourned to the reserve calendar, special term, of this court for October, 1948.

"Consented to:

Matt Shelvey
Allan P. Nickerson
Barney Barnett
Herbert Meyers."

"Enter

"Dennis O'Leary Cohalan, J.S.C."

in Cowan's possession be turned over to the Four A's before he left the court. Cowan objected that many of these were private papers and privileged documents. The court ruled that all papers dealing with AGVA matters (there were suitcases full of papers in the courtroom) be examined and surrendered; personal papers not pertinent to the case would be released. At this, Barney Barnett, former Shelvey rep from Miami, grabbed two bags and started from

the room. Loud shouts and interference from thesp Henry Dunn stopped him and the court ordered Barnett brought before him. The judge warned Barnett that he would not tolerate such action and threatened him with a contempt of court proceedings. Barnett yielded the bags.

Squabble Over Fee

So ended the case of Matt Shelvey. (See Four A's Shuts on opposite page)

MCA To Open Boston Branch To Meet Law

NEW YORK, May 15.—Music Corporation of America (MCA) will open a new office in Boston June 1, with Dave Whelan in nominal charge. The latest addition is based on two factors. The first is that they feel the Boston area can be developed better with a local office. The second is to abide by the agency employment laws of Massachusetts.

The trade generally believes that the laws now in effect in many States limiting bookings to in-State agents will spread to other States in the next few years. At present the method of booking an act from one State into another by an agent who doesn't have a local employment license calls for the use of a local agent who theoretically issues the contracts. Many of the indies use this method, paying an annual sum to the local agent.

Cut Out In-Between

The establishment of branches in other States by agents would eliminate the in-between percenter and put the office in a position to conform with State laws. Other large talent offices are also considering this, but so far they have not taken any definite steps.

It is understood that if the Boston office works out, MCA will not only move into Montreal but will open additional offices in other cities.

Whelan's big initial job will be to sell bands and arrange one-nighters. He will also represent the other branches of MCA's activities. New York lads will give Whelan and assist and direct him accordingly.

Dave Baumgarten will supervise activities of the Boston office, splitting his time between there and New York. Frank Nichols will replace Whelan as Bill Richards' assistant in the one-night department, moving in from the cocktail department.

60-Day Suspension Threatens New Ops Of Philly Swan Club

PHILADELPHIA, May 15.—The Sciolla family, operators of Sciolla's Cafe-Restaurant, one of the more important nabe niteries in town, expand their operations in taking over the management of another key neighborhood night club in Herbert C. Molter's Swan Club. The new ops will keep same name and policy, calling the new addition Sciolla's Swan Club, with special emphasis on kitchen facilities, new to the room. It is reported that \$25,000 was involved in the purchase.

The Sciollas took over Thursday (13), according to the lease, but there is a matter with the State Liquor Control Board to be settled. At the same time that the purchase was announced, the liquor board announced that the Swan Club's liquor license was to be suspended for 60 days effective May 28. The action was directed against Molter, the original owner, for sales to intoxicated persons, sales to minors and sales of liquor after the legal closing hours. A 60-day suspension would mean losing out on the fat political convention business.

VAUDEVILLE REVIEWS

State-Lake, Chicago

(Friday, May 14)

Capacity, 1,300. Five shows daily, six shows on ends. Admission, 95 cents straight. House booker, Harry Levine. Show played by Brandon house ork.

This one-weeker packs good entertainment, but lacks any marquee worth thru absence of anything resembling headliner class. Henry Brandon's house musicers got off to good mitt, with a medley of current hits, featuring various segments of ork. Brandon continues a great woman, but could use some elocution lessons in making his intros.

Pedro and Durant are back with their wartime turn (Pedro dropped longtime partner, Ray Mott, recently to rejoin his pre-war cohort), which features the blond Durant in sock hand to head lifts and head-to-head balancing. Turn carries an all-around comedy pattern, but highlights are items like Durant's hand-to-head lift with Pedro from a prone position. Walked off to hefty palming. Comedienne Sue Ryan, in a forming gown that isn't for her chassis, played a lusty Hallelujah followed a weak parody on raising kids. It could have been smart if it hadn't been such a harsh burlesque on such a sympathetic subject. Closed with a series of trite impersonations of various singers. Gal could use a good writer. Has the necessary animation and delivery.

Tapster Hay Leroy has done an excellent job of sprucing up his straight act. Opened to jazz standard, followed by a clever series of intricate steps and rhythms picked out on air with a pair of drumsticks that in chuckles and applause. Bowed a salvo after some hokey miscues by drummer Charley Wagner on attempts at ballet leaps.

McCarthy and Farrell, fresh from Palmer House, found the going higher here than in front of the hotel diners. The subtle Max Shubin parodies on radio commercials on deaf ears for the most part, the crew-cut duo socked home standard record panto bits. Lads could have some cornier stuff for side goers who don't catch up with Galman's work. *Johnny Sippel.*

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Roxy, New York

(Wednesday, May 12)

Capacity, 6,000. Price range, 30 cents-\$1.50. Number of shows, five daily; six, Saturdays. House booker, Sammy Rauch. Show played by Paul Ash's house ork.

It is presupposed that a columnist writing for a paper with a local circulation of about 3,500,000 is an attraction and a good buy for a Stem house. Maybe the theory is a good one, particularly when the keyboard pounder doesn't have much to do and doesn't get too much in the way of professional actors. Ed Sullivan has been doing these personals for many years. But he's still not an actor. Bringing him on via pin-point spot intros, showing gals phoning about what a luscious hunk of man he is, "blue eyes—black hair—an Irishman—he's a columnist, not a Communist," is sweet to the point of being saccharine and meant nothing. The "Communist" got a titter because of the picket line in front of the house, the night before, by elements who wanted the pic, *Iron Curtain*, barred.

Encyclopedia Reading

Sullivan's handling of lines is as dramatic as reading an encyclopedia. He showed some animation in his chit-chat with Al Kelly, tho the Al Kelly lines were the standard double-talk stuff he's used with Willie Howard for so many years. It has been sure-fire before. It's still sure-fire today.

In their own spots Bob Evans and Arthur Lee Simpkins did fine jobs. Evans' act with his dummy got some big laughs. Simpkins' chanting of his familiar songs, *Because*, an operatic aria and his closing bounce version of *Alouette* were well received. Incidentally, Sullivan's intro of Simpkins was a masterpiece of condescension. The latter is a good enough performer to stand up on voice alone. The reference to his color was in bad taste.

Evelyn Tyner looked smart in a white gown that must have set her back plenty. Her piano work, sharp, fast and skillful, was backed by a trio (bass, drum, tymbals) dressed in flashy puffed sleeved rumba outfits. The costumes were colorful, but as Miss Tyner did mostly standards, the boys' outfits seemed out of place.

Al Kelly is the same old double talker. He seemed overshadowed by Sullivan but did well. Hollace Shaw, holdover from the past few shows, was competent in the Indian production, also a holdover.

The Paul Ash band is in the pit instead of working from the stage as heretofore. *Bill Smith.*

Hippodrome, Baltimore

(Thursday, May 13)

Capacity, 2,200. Price policy, 40-70 cents. Number of shows, four daily. Booker, Mickey Aldrich. Show played by Jo Lombardi and house band (12).

Coupled with a widely heralded pic, *The Mating of Millie*, the house has come up with a good layout, boasting a bill of plenty of variety and one which should do some business.

Headlining the layout with his comedy efforts is Johnny Morgan. Working to a rather cool audience, the comic scored neatly. His easy delivery put him ahead, and altho a lot of his sharp material was thrown out too fast, it got yocks. His best bit was the used car salesman, and as Morgan got going the house warmed up and the comic bowed to a healthy hand.

Jason and Carroll opened with several tap routines. The pair make a good flash and work hard, but the

Gayety, Montreal

(Monday, May 10)

Capacity, 1,500. Price policy: 30 cents to \$2. Two shows daily; three Saturday; none Sunday. Shows booked by Manager Tom Conway thru A. & B. Dow, New York. Show played by Len Howard's house ork in pit.

The current parlay at this 100 per cent vaude house (no flickers) is strong except for a couple of spots. Topped by old-timers Buck and Bubbles, the layout brought a big response from the stub holders. The Buck and Bubbles turn, next to closing before the intermission, pointed up the showmanship and sock qualities of this team. All the old gimmicks were thrown in—scat singing, riffing, hoofing and gagging—to bring a beg-off mitt.

Ventro Stanley Burns in the five spot socked his material across to good effect. The bit of the dummy acting as ventro, with another dummy on his lap, was clever. The guy is more than ready for any better spot.

Three D's on Bars

The Three D's registered well in a horizontal bar turn which had enough comedy to offset the tensesness. The Day Dreamers (three guys and a gal) also showed sock qualities in close harmony singing. Their numbers—*Civilization*, *Dance at Your Wedding* and some Negro spirituals—were cleverly arranged and won a warm palm.

Ed Tierny clicked in a juggling turn and Grace Johnston, who does the emseeing in smooth fashion, does an okay job with a special material turn.

Jinay Louise, tapster, in the opening spot, needs considerable grooming before she can really click. The routines need sharpening and once she gets costumes that will hide some of her avoirdupois she should be able to do well in production jobs. Chirper Grace Halloway did okay, but could do better if arrangements and projection were sharpened.

Sheila Ryan in the take-it-off spot did well and Len Howard's ork cut the show adequately.

Charles J. Lazarus.

routines were not outstanding, altho pleasing. Numerous lifts and spins were well done but over-all the numbers were just more dancing. However, the pep and personality shown in all numbers rated a good mitt.

Franklin and Moore

Not seen here recently, Cass Franklin and Monica Moore ran a close second for top honors. Billed as the Singing Sweethearts, the couple looked it every minute as they tossed their way thru a well-chosen pop medley and wound up with *I Can Do* with a lot of novel twists. The staging and presentation was tops, and the general appearance clinched it for them.

Paul Remos and the toy boys close with their familiar novelty number. Their routines are too well known to describe again, but they did the usual bang-up job. From the suitcase entrance to the xylophone perch finish every effort drew hands, and they were rewarded with several call-backs. *James A. Carter.*

Four-A's Shuts Out Shelvey

(Continued from opposite page)

former national administrator of AGVA. After the settlement was signed and court orders issued, Cowan and Shelvey said in the lobby that they had had money difficulties with Ernst and that was why Ernst had not taken the case to trial.

Ernst was not available for comment. His associate, Harold Stern, said that the whole thing was Cowan's fault.

"We told him (Cowan) Mr. Ernst would be in Europe and couldn't try the case," said Stern. "He had Mr. Scholer, a good attorney, at his side. Why didn't he retain him. The fact is that Cowan was general counsel and wanted to run everything his own way. He antagonized everybody from the first day of the trial, including the judge."

Stern refused to comment on the reputed fee squabble.

As part of the settlement (see adjoining columns for full settlement), three parties to the action present in the courtroom were given the following: Barney Barnett, \$1,000 (he claimed \$3,000); Allen Nickerson (Philly) \$805 (he claimed over \$2,000), and Herbert Meyers (Philly) \$120 (he asked for \$500.) Shelvey received no cash.

There were several hundred names of AGVA members on a petition asking Cowan to represent them in the case, none of whom was present. The court ruled that these plaintiffs were also entitled to their day in court and their side would be heard next October.

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Latin Quarter, New York
(Tuesday, May 11)

Capacity, 630. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booker, Arthur Fisher. Publicity, Zusman and Bayne. Estimated budget this show, \$8,500. Estimated budget last show, \$10,000.

The basic formula here has been changed. The spot now has an em-see, Joey Adams; and a rumba band, Pupi Campo's, to make with the hip-swivel music. Altogether it's an entertaining package that should do business.

Joey Adams came in with a lot of different material, some of it quite good. He has built on the formula of being the fall guy, working with Mark Plant and Tony Canzoneri, wrapped it up with new pieces of business and fresh gags, selling a package that is funny and commercial. The comic's emseeing, all thru the show, is competent, with the piece de resistance saved toward the tail end of the show. In that he does a new singing bit with Mark Plant, with the latter throwing a punch line that was a masterpiece of timing. The biggest routine is the one with Pupi Campo, which was first caught in Miami Beach when both guys were on the bill. Campo, looking sharp in a pink suit, is the "songwriter" credited with writing hits that date back to The Star Spangled Banner. His dead-pan shy-

NIGHT CLUB REVIEWS

ness mixed with nervousness got yocks all the way.

The Andrea Trio (two boys; one girl) is one of the best sight acts this reviewer has caught in a long time. The gal, a diminutive brunette, does some sensational tricks. Two guys, understanders with muscles, look good in their tails and white ties, working smoothly and effortlessly.

Anne Russell, caught at the Strand a few months ago, is showing gradual improvement. Her voice is fair and her caricatures of names ending with the inevitable Hildegard show promise. The gal, however, is still in need of better material. Anybody who does take-offs today must have more than a pliable mug and a trick voice. After an audience gets over its initial amazement, it wants chatter that is amusing.

Marilyn Frechette is a sweet youngster with looks that should carry her places. Her soprano voice is pleasant, tho not particularly strong. A hooped-skirted costume in her last spot was lovely. Canary is still young. With more experience she should be able to hold any spot.

The Nicholas Brothers (2) got satisfactory results with their unison terps and flying splits. One of the lads now sings a lot, while the other leads the band straight (no comedy). The leader's hands are graceful, tho the singer doesn't mean too much. It is their footwork that makes the duo shine.

Pupi Campo's straw-hat antics in front of his band are eye-catching. His music drew preem nighters on the floor. Vincent Travers' band cut the show with its usual high skill. Bill Smith.

Chase Club, St. Louis

(Monday, May 2)

Capacity, 650. Price policy, \$1 cover. Dancing and floor shows at 8:30 and 11:30. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Maitre d', Hack Ulrich. Booking policy, non-exclusive. Estimated budget this show, \$6,250.

Business in local bistros has been bad, but the current show at the Chase seems to be doing okay, and deservedly so. Dorothy Shay is fast becoming a box-office attraction and she proves it here.

The Nick Stuart band opened the bill with Martha, Aloha, and did an entertaining novelty of tunes featuring color-titles Black Bottom, Beautiful Lady in Blue, Sweet Georgia Brown and Lady in Red. Stuart, former flicker thesp and ex-spouse of Sue Carol, has a good sweet-styled hotel ork with a book loaded with novelty numbers. Stuart acts as em-see for the show and does a capable job. Vocalists with the ork include Jeff Swift, Buddy Tomasso and Stewart Scott.

Pryde and Day, on next with tricky work on unicycles and some fast Indian club juggling, are a fast-moving, flash act. The pair did a neat job to a good reception.

Headliner Dorothy Shay, a sophisticated brunette, has played St. Louis before and is well liked here. She did all her well-known numbers, including Mountain Gal and Treat Me in the Style to Which I Am Accustomed. Her material is clever and seemingly tailor-made for the Shay brand of showmanship and ability to sell a number. She had to beg off.

The Stuart band did a pleasing job on show music and also played for dancing. Abie L. Morris.

Starlight Roof, Waldorf-Astoria, New York

(Thursday, May 13)

Capacity, 498. Price policy, \$3 cover after 10:30. Show at 12:30. Operators, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget this show, \$2,000.

Opening of the Roof brought the chi-chi trade out in droves, despite the poor weather. Not only was the white tie and backless gown patronage present, but more important was the reception which paid off performers with terrific mits.

The room isn't ideal for a show. Only a handful of ringsiders can see it. But the spirit of good-will was so contagious that it spread to the bleachers, where most of the customers sit.

The biggest reception went to Donald Richards, doubling from Finian's Rainbow. The short, good looking lad can sing. He has a powerful bary voice and an ability to project it surprising in one so short. But tho he can belt them out, he paced himself poorly. On show tunes he was familiar with he was terrific. On pops, which need phrasing, he sloughed off the soft notes and just whammed the songs across. What he needs is more heart and less guts. His Nature Boy, with a beautiful fiddle behind him, was wonderful; his September Song wasn't. Instead of getting feeling into it he bellowed it out. There was no doubt that Richards' pals were out front. They yelled requests and howled with glee. Satisfying the requests is sometimes good business, but leaving them wanting more is often better business. Charles Siegel, piano accompanist for Richards, came in for an intro and a short bow. His backing was skillful and added a lot to Richards' act.

Pierre D'Angelo and Vanya also got their share of the heavy mitting, even from those who could only catch a glimpse of their heads. The couple's ballroomology is as graceful as ever, and their routines show real imagination. The team mixed up

Latin Quarter, Newport, R.I.
(Thursday, May 13)

Capacity, 330. Price policy, \$1.50-\$2. Shows at 8:30, 12 and 3. Owner, Tommy Iahsi; general manager, R. E. Durkee; maitre d', George Bosco. Booking policy, non-exclusive. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Current fare is a compact minute revue. Ted Taft and Debs, cute ponies, get things underway with an imaginatively routine Salute to Spring that rates high.

Jules and Joanne Walton's planned and diversified burly rooming set solidly with pay. Built mild palm-whacking into his applause with their zany da stunts, including impress of Be Hutton by the lad and a screw operatic contralto by the gal. Lad got terrific assists from band's trumpeter. Duo pleased on the rec with a jitterbug and topped it with a sock carbon of a Spike Jones number.

Lee Marx, juggler, displayed usual ability with his ball and Indian club tossing. Class rope-skipping and intricate work on the roll globe, including a roll-over teard board, garnered top attention. He works with amazing speed and agility.

Manuel De Silva, billed as "New Voice," loses little time live up to the cognomen. Handsome youth exhibits an excellent choice and his lusty-lunged baritone nets him the show's top mitt. Mages striking nuances with a cult piping of Donkey Serenade and passes this effort with smart sell of Sorrento, Temptation and Wh Irish Eyes Are Smiling. Had to beg off. Lad looks like a comer and shouldn't be long before he's re tops in the field.

Taft and line closed it with a womanlike Parisian prance. Verne Verwerk ork did its usual smooth and dance-cutting job. Bob Doepler

their routine with slow dreamy slow and fast terps, adding tricks and for good returns.

Emil Coleman, an ideal hotel emcee (he's soft spoken, gentlemanly, self-effacing), played for the show with ease and right on the button. Mischa Borr's rumbas seemed to be sufficient beat. The band leans heavily on strings and less tympani. Bill Smith

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N. Y. Reps Set For 1st AGVA Confab in June

Site Park Central Hotel

NEW YORK, May 15.—The long anned convention of the American Guild of Variety Artists (AGVA) will be held here at the Park Central Hotel, June 3-5. The convention, the first in AGVA's history, was decided upon after the Associated Actors and Artistes of America (Four's) won the legal verdict in the New York Supreme Court Thursday (13) over Matt Shelvey, former AGVA national administrator.

The Honest Ballot Association, which conducted the election of AGVA members as delegates to the convention, did not have a complete count of the ballots at this writing. The reason was that an injunction obtained by Shelvey, since vacated, halted proceedings.

However, it was announced officially that returns from four areas had been tabulated and an official count made. These included New York, Buffalo, Baltimore and Boston. The New York delegates elected were Jimmy Lyons, Margie Coates, Jerry Baker, Dewey Barto, Danny White, Henry Dunn, Hal Sherman, Bill Foster, Russell Swann, Joe Smith, Jimmy Hollywood and Marty Barrett.

Other Area Reps

The Baltimore area elected Jack Taylor. The Buffalo district gave the nod to Lenny Page. The Boston area elected Jack Edwards, Ralph Morgan, Harry Creedon and Eddie Lane.

Under the election rules, each delegate will be officially notified and asked to attend. In the event he cannot be present, the next highest nominee will get the job. This process will be continued until a legal number of delegates from a given district have signified their willingness to be present. The choices in every case will be from the certified election lists. If after the final delegate promises to attend, is so accredited and finds later he cannot do so, he may choose a proxy to serve in his stead.

The delegates will draft a constitution, which, after being accepted by them will be submitted to the general AGVA membership for approval, disapproval or amendment. Delegates will also choose a national board and officers also subject to ratification by the entire membership.

The national board, when finally elected, will choose a national administrator.

Flesher, Picture Revival Is Due As Bookers Cheer

NEW YORK, May 15.—Unwinding of the legal red tape in the consent decree which may lead to complete divorcement of theater operations by the major chains also in the picture-making biz has the flesh-selling offices rubbing their hands in expectation of a boom in stageshows.

Agents figure that with chain houses and indies playing flickers day and date the chains will have to give their customers more than a picture they may be able to see in the nabe houses. Already inquiries are coming into the offices asking for shows, prices and plans.

The major obstacle, say trade circles, is the attitude of the various musicians' locals in the different cities. The Monarch Theaters Corporation, operating the Circle in Indianapolis and the Palace in Youngstown, O., are now awaiting a decision on the stand-by problem. Meanwhile both houses are running a straight picture policy.

State, Hartford, Capitulates

The State, Hartford, Conn., which was faced with a demand by the American Federation of Musicians' (AFM) local that it maintain a house band and which brought charges against the union for this stand, capitulated last week when it signed with the AFM. The house agrees to have six men on hand, whether needed or not.

Numerous cities thruout the coun-

New York:

Stem Sinks to 408G; Cap, MH 114 Each; Strand 55G

NEW YORK, May 15.—The threatened rail strike plus a few days of nasty weather hit Stem box offices which even the new bills couldn't offset. The total for the five houses was \$408,000 against the previous week's \$449,000.

Radio City Music Hall (6,200 seats; average \$115,000) took a sudden dip when it counted \$114,000 for its third week with *State of the Union* and a stageshow carrying Bob Williams. The previous week's take was \$126,000 after an opener of \$137,000.

Capitol (4,627 seats; average \$66,-

try are now planning on flesh of some sort. With the quantity of big films still scarce, the feeling is there won't be enough to go around to keep business going. So far none of the major chains—Warner, Paramount, RKO, Loews—has any plans—or if they have any, they're not talking.

Paramount plays spot shows in various cities when available and Fox has opened its house in Detroit for Jack Benny. But besides these one-shotters, the chains are walking softly.

There are rumors in the trade that the Broadway-Capitol, Detroit, and its new competition, the 5,000-seat Fox, will use flesh for at least 10 weeks each. But so far none of these has found confirmation.

000) did the same biz as the Music Hall despite its smaller capacity. For the second week the bill of Xavier Cugat, Harvey Stone, Rose Murphy and *Homecoming* took in \$114,000. The opener and previous chukker got \$134,000.

Roxy Dismal 55G

Roxy (6,000 seats; average \$89,000) wound up its two-weeker with a dismal \$55,000 for Larry Adler, Paul Draper and *Anna Karenina*. It opened to \$72,000. The new bill (reviewed this issue) has Arthur Lee Simpkins, Ed Sullivan, Al Kelly and *Iron Curtain*.

Paramount (3,654 seats; average \$76,000), with Duke Ellington's band, Ella Fitzgerald and the *Big Clock*, went to \$70,000 for the third week against a previous \$81,000 and an opener of \$100,000.

Strand (2,700 seats; average \$40,000) collected only a fairish \$55,000 for its preem week with the Disk Jockies, Sarah Vaughan, Larry Green's band, the Page Cavanaugh Trio and *Woman in White*.

Kaye Boff 26G in Omaha

OMAHA, May 15.—Sammy Kaye and his ork broke the house record for a non-holiday week here (7-13) at the Orpheum Theater. The band drew \$25,997.93.

IN SHORT

New York:

Milt Krasney, GAC Coast topper, heading East for musicians' convention, but already rumors of change in GAC set-up are going the rounds. . . . Dean Martin and Jerry Lewis will go into the Roxy in June or July (will probably double from the Copa) for a sliding salary starting at \$4,500. . . . Maurice Lapue is now in the MCA theater department.

La Directoire will shutter Sundays from now on. . . . Kay Thompson and Williams Brothers asking Latin Casino, Philly, for \$10,000 and a split over \$20,000, or no take the job.

The Royal Theater, Baltimore, recently sold by Sam Stiefel to District Theaters Corporation, which also owns the Howard, Washington, is now booked by Lillian Alpert. Arthur Fisher was the former booker. . . . Jimmy Ritz lost a front tooth at the Harem the other night when Harry Ritz, swinging his hand around, accidentally hit him. . . . Matt Shelvey and his lawyer, Arthur Cowan, are thinking of applying to the CIO for a charter to set up a rival union to AGVA. . . . Curley Miller is not out of the Chanticleer, Baltimore. He's just less active—doctor's orders.

Noble and King get 10 weeks at the Drake, Philly, during the June convention. . . . Ella Fitzgerald set for the Three Deuces starting June 7. . . . Sarah Vaughan will open at the Pittsburgh Copa July 19 for one week, followed by two weeks at the Blue Note, Chl. . . . Majestic Theater, Paterson, N. J., will reopen with flesh in the fall. . . . Xavier Cugat going back to the Waldorf June 3.

West Coast:

Hollywood nitery biz showing signs of revitalization. Slapsy Maxie's, for instance, broke the Saturday night house record, formerly held by Danny Thomas, with current layout which includes Jackie Miles, Desi Arnaz, Helen Forrest and Cole Dancers. . . . Swank Ciro's launched new continuous entertainment policy last week, spotting acts thruout evening, rather than packaging them into two shows nightly. . . . Ed (Archie) Gardner does a stage stint at New York's Strand Theater beginning June 18, marking his first vaude date. . . . Marilyn Maxwell will appear with Jack Benny show on vaude dates in Detroit and Cleveland.

Hoagy Carmichael is latest Hollywoodite to sign for London's Palladium, playing British house in August. . . . Dick Haymas will spend summer doing personals, heading a packaged show being built by William Morris office. . . . Sportsman Quartet will fill in summer layoff with vaude tour. . . . Los Angeles Million-Dollar Theater will bring back vaude from time to time, beginning late this summer, with Frankie Laine and Ike Carpenter's ork definitely set for August 31. . . . Agent Bullets Durgom going to Honolulu with film producer Joseph Pasternak. . . . Tony Martin sails for England next week to fill two-week stint at London's Palladium.

Here and There:

R. J. (Dick) Reed, manager of the Post Street Theater, Spokane, Wash., when it was a vaude house, recently opened Spokane's only booking agency, Dick Reed Attractions, 321 Radio Central Building, and already has two spots taking live talent six nights weekly: The Greek-American Club and the B.O.F., which moves into swanky new quarters May 27. Each currently uses two acts nightly.



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Thesp Orgs Sharpen Tools While They Mark Time

NEW YORK, May 15.—Instead of weeping and wailing for the good old days of stock, the place where most of the old time thespians received the basis of their acting training, the past season has seen the growth of numerous acting groups working independently to help acquire that much needed experience in a variety of roles which Broadway usually doesn't provide. At present, six acting units comprising at least 300 actors are functioning.

The set-up on the Stem is such that, if an actor is lucky enough to work in a hit, he plays the same role for the duration of the run. Otherwise, he doesn't work at all and gets rusty in consequence. Even if he is performing, he is generally type cast because some producers cannot risk putting someone in a role for which he does not seem obviously suited. So to extend their range and keep in working trim, actors have formed their own groups, even paying a small fee to get rehearsal space. Several theatrical orgs have also provided facilities and direction for actors.

Biggest Thesp Names

The unit which contains the biggest thesping names and seems to have the most promise for the future is one headed by Elia Kazan and Cheryl Crawford. It functions with Kazan, Bobby Lewis and Martin Ritt handling the directing chores and Miss Crawford the administrative. There is a possibility that out of approximately 50 actors in the group, a modified version of the group theater may emerge. As material, classics, single scenes and one-act plays are used in combination with lectures by noted theater authorities. Among the actors participating are Marlon Brando, David Wayne, James Whitmore, Margaret Phillips, Karl Malden and Lois Wheeler.

Under the direction of Paul Crabtree, the Theater Guild gives additional acting training to 60 people in their musicals. The performers from *Allegro*, *Oklahoma* and *Annie Get Your Gun* (related thru Rodgers and Hammerstein hook-up) learn about thesping in legit, radio, screen and

15 Shows May Close Without Big Biz Hypo

NEW YORK, May 15.—The past few weeks have been pretty tough on the weaker Broadway shows with about 15 pointed to hit the skids unless biz picks up drastically. As usual, the weather is being blamed, but it is considered normal for grosses to drop this time of the year. However, once the stronger presentations get set there seems more than a good chance they will have a fair summer.

Hotels here are well filled and the fact that Philadelphia will be the site of both the Democratic and Republican conventions during the warm weather is expected to bring biz to Broadway. Legit may even come in for a mild dog-day boom

Wildberg Bids for Gingold

NEW YORK, May 15.—John Wildberg is angling for Hermione Gingold, the English musical comedy star, to do a Stem revue for him in the fall. La Gingold starred in *Sweetest and Lowest* in London during its long run.

Revival of Frederick Lonsdale's *On Approval* opened in New Haven Thursday (13) too late for the review to appear in this section. Review will be found on Page 4.

tele. So far seven boys and five girls have worked on the Guild tele shows, four have worked on the *Theater Guild on the Air* and two have received roles in shows to be done at Westport this season. The participants do about 16 hours of work in the group each week, including rehearsals.

Theater, Inc., Group

Theater, Inc., has a unit of 25 younger people called Studio 63 under the piloting of Alan Schneider. They work chiefly in one-act plays, concentrating on arena staging which seems to help actors acquire naturalness. The group also co-operates with the Theater, Inc.'s, playwriting seminar and reads some of its scripting material for practice. Every so often a demonstration is held and agents invited. Several thespians have got themselves 10-percenters via these presentations.

Among the independent groups, the Six o'Clock Theater, directed by Fred (See *THESP GROUPS* on page 53)

Louisa Horton Battles Agent

PHILADELPHIA, May 15.—It will take Judge Nochem S. Winnet, of the municipal court, another week or so to decide whether Louisa Horton, stage and screen star, should shell out 10 per cent of her salary to an erstwhile friend. Miss Horton, who played the lead role of Sally Middleton in *The Voice of the Turtle*, declared to the judge Tuesday (11) that all she owes Gene Dawley, of New York, her courtroom adversary, is a silver cigarette case.

Dawley said Miss Horton was a "theatrical nobody" when he met her early in 1945. Six months later, thru his influence, he said, John Van Druten, author and producer of *Turtle*, signed Miss Horton as an understudy of Margaret Sullivan. The following December, in Boston, Miss Horton moved into the leading role, and her salary jumped from \$100 to \$350 weekly. The \$350 figure was Miss Horton's salary for the show's run, Dawley added.

Miss Horton conceded Dawley was instrumental in helping her to get the job with Van Druten, but said he agreed first to settle only for a silver cigarette case. Later he tried to borrow \$750, she testified, and turned down an outright gift of \$250.

Raymond A. Speiser, counsel for Miss Horton, stated that if Dawley were a franchised actors' agent, "which he is not," he would be entitled only to a 5 per cent commission.

Flagg and Low To Op Barn

NEW YORK, May 15.—Clay Flagg and Carl Low will produce summer stock at the White Barn Theater, Irwin, Pa. The theater is new, and its building is almost completed. When finished it will seat 400. Its tentative opening date is June 19. Robert Emhardt will direct the resident Equity company.

Record Run by Collegians

SYRACUSE, May 15.—Boar's Head, Syracuse University drama club set an all-time record for continuous collegiate thesping, with a four-week run of *All My Sons* at the University Civic Theater here. Booked for a four-day engagement, *Sons* ran to capacity for a month.



BROADWAY SHOWLOG

Performances Thru May 15, 1948

Dramas

	Opened	Perfs.
<i>A Streetcar Named Desire</i> (Barrymore)	12-3, '47	189
<i>Born Yesterday</i> (Lyceum)	2-4, '46	940
<i>Command Decision</i> (Fulton)	10-1, '47	261
<i>Cop of Trembling</i> (Music Box)	4-20, '48	21
<i>For Love or Money</i> (Henry Miller)	11-4, '47	223
<i>Habimah Players</i> (Broadway)	5-1, '48	17
<i>Harvey</i> (48th Street)	11-1, '44	1,484
<i>Heiress</i> (Biltmore)	9-29, '47	265
<i>Joy to the World</i> (Music Box)	3-18, '48	68
<i>Man and Superman</i> (Hudson)	10-8, '47	253
<i>Me and Molly</i> (Belasco)	2-26, '48	92
<i>Mister Roberts</i> (Alvin)	2-18, '48	161
<i>Play's the Thing</i> (Booth)	4-28, '48	21
<i>Respectful Prostitute</i> (The: Happy Journey From Trenton to Camden, The) (Cort)	3-16, '48	71
<i>Strange Bedfellows</i> (Morosco)	1-14, '48	141

Musicals

<i>Allegro</i> (Majestic)	10-10, '47	251
<i>Angel in the Wings</i> (Coronet)	12-11, '47	179
<i>Annie, Get Your Gun</i> (Imperial)	5-16, '46	836
<i>Brigadoon</i> (Ziegfeld)	3-13, '47	492
<i>Finian's Rainbow</i> (48th Street Theater)	1-10, '47	581
<i>High Button Shoes</i> (Century)	10-9, '47	252
<i>Hold It</i> (National)	5-5, '48	13
<i>Inside U.S.A.</i> (Century)	4-30, '48	19
<i>Look, Ma, I'm Dancing</i> (Broadhurst)	1-29, '48	124
<i>Make Mine Manhattan</i> (Broadhurst)	1-15, '48	142
<i>Oklahoma</i> (St. James)	3-13, '43	2,308
<i>Sally</i> (Martin Beck)	5-6, '48	12

OPENED

Hope Is the Thing (Playhouse) 5-11, '48

CLOSED

Medea (Royale) 10-10, '48 219

Alchemist, The (City Center) Saturday (15) 5-6, '48 13

Alchemist, The (City Center) Sunday (16)

COMING UP

S. S. Glencalrn (City Center) (Week of May 17, 1948) 5-20, '48

Vigil, The (Royale) 5-21, '48

Suit May Shutter Clinton Playhouse

CLINTON, Conn., May 15.—The Clinton Playhouse here, which has been operating for many years as a summer theater, may not open this season. The Wasserman Theatrical Enterprises, Inc., operated by Samuel Wasserman, of New Haven, and the town of Clinton have not got together on a lease of the Andrews Memorial Auditorium.

Wasserman, who operated the strawhatter in 1946 and 1947, claims that the rental included a renewal option for the current year and filed a renewal notice and made a deposition as of February 24. The town counsel subsequently stated the lease was terminated because of "material breach." Wasserman contends an attempt to negotiate a higher rental was ignored and his company is now suing for \$10,000 damages, claiming expenditures for scenery, equipment, etc. It is also asking an injunction to restrain the town from leasing the auditorium to anyone else.

Author Amends "State of Union" Piracy Claim

NEW YORK, May 15.—A suit alleging piracy of her play, *A Lady Goes To Congress*, brought last March by Rose Silverman Millstein in U. S. District Court against Leland Hayward, Inc.—Leland Hayward, John Elliott, Howard Lindsay and Russel Crouse—was highlighted this week when the author filed an amended complaint thru her attorney, M. Rothenberg, and defendants filed answers.

The amended complaint claims that the plaintiff wrote *A Lady Goes To Congress* prior to February 4, 1943, and that it was copyrighted in 1943. She claims that under copyright license, she became sole owner of a dramatic rights in the play. She claims that on or about October 1, 1943, she delivered a copy of the play with notice of copyright to Leland Hayward, Inc., as agents, and that Hayward and Elliott came into possession of it as officers and directors of the agency. Thereafter, the complaint alleges upon information and belief, the agents delivered and imparted the contents of her play to Lindsay and Crouse, and further returned her play to her on November 3, 1943, notifying her that they could not use it. Subsequently, the plaintiff alleges the agency got Lindsay and Crouse to write a new and perfected play based on her own. Upon information and belief the complaint further alleges that Lindsay and Crouse completed their efforts to improve on the plaintiff's play and in May, 1945, came up with *State of the Union*, which she alleges is an infringement on *Lady Goes To Congress*.

Property Destroyed

The plaintiff charges that the defendants acted in concert with full knowledge of alleged infringement. She claims that the value of her property is being destroyed and seeks an injunction and an accounting of profits stemming from the alleged infringement.

The defendants make a general denial of all allegations and ask for dismissal of the action. They allege that the plaintiff is guilty of laches (for failure to bring suit in time) and thereby is barred from maintaining the action. They further allege that the plaintiff waited until March, 1946, instead of starting immediate action upon the presentation of *State*, and declare that the plaintiff's play is not original, substantial parts being appropriated from other works and from material in the public domain.

Markova Ballet Suit Settled for \$750

MOBILE, Ala., May 15.—The \$1,500 damage suit brought January 19, 1948, Mobile Circuit Court against the Markova-Dolin ballet troupe has been settled for \$750.

Sidney F. Pfeiffer had filed the suit for Mrs. W. F. Woods, of Shreveport, La., after the troupe notified her it would be unable to stage a performance in Shreveport as agreed upon. The suit charged breach of contract.

The Markova-Dolin troupe was appearing in Mobile at the time of the suit, and the performance here was temporarily held up when sheriff's deputies served a writ of attachment on the show.

Management of the troupe contended that bus and rail schedules were such that they could not make the trip Shreveport date.

In her suit Mrs. Wood claimed she had spent \$750 in promotion.

BROADWAY OPENINGS

HOPE'S THE THING

(Opened Tuesday, May 11, 1948)

THE PLAYHOUSE

One-act plays by Richard Harrity. Music supervision by Mord Gasser. Lighting by Moe Hack. Narrator, Fred Stewart. General manager, Harold Russell. Production manager, Joe Hack. Press representatives, Bill Dell, Dick Williams, Michael Shea. Presented by Eddie Dowling and American National Theater Academy.

GONE TOMORROW

Muldoon.....Peg Mayo
Lacey.....Ruth Vivian
Ken Terry
Muldoon.....Ralph Cullinan
Canavan.....Barry Macollum

HOME LIFE OF A BUFFALO

Kevin Mathews
Ray Dooley
Eddie Dowling
Leona Powers
Vaughn Taylor

HOPE IS THE THING WITH FEATHERS

E. G. Marshall
George Mathews
Robert Alvin
Philip Robinson
Will Geer
Lou Gilbert
Dan Reed
Fredric Martin
Jabez Gray

Some weeks ago the American National Theater and Academy (ANTA), via the Experimental Theater, Inc., offered a bill of three one-acts at the Maxine Elliott. One of them, *Hope Is the Thing With Feathers*, by Richard Harrity was so outstanding as to call for critical hating. Eddie Dowling saw it. So under Dowling—ANTA sponsorship, *Hope*, packaged with two other Harrity playlets, unveils for commercial consumption at the Playhouse. An evening of one-act plays is generally looked at askance from the theater drawer angle. But if such a combination can click, *Hope* should provide the recipe.

Aside from *Hope*, which already has been reviewed and acclaimed, the important report as to matters at the Playhouse is on the return of Ray Dooley to the Stem after a 14-year absence, to prove that she is still a first-of-the-heap comedienne and an emotional actress of rare skill as well. Her reception must have been heart-warming to her as was her projection to the customers. Mrs. Dowling (nee Dooley) as the half of a vaude team that has never quite made the grade is something to be remembered. Harrity's playlette, titled *The Home Life of a Buffalo*, is a tragi-comic sequence concerning the frustrated efforts of a small-time terping team—husband, wife and youngster—to cling to the belief that vaude isn't dead. Eddie Dowling is the hooper who won't admit failure and Kevin Mathews contributes capably as the lad who thinks an old man is great. There are fine character bits, too, from Leona Powers and Vaughn Taylor. However, Ray Dooley is the real spark to the proceedings. She can make the funniest line or situation poignant and touching.

"Gone Tomorrow"

Gone Tomorrow comes nearer to sketch than a full-blown one-act. Harrity is spotlighting the mental up-pops of a West Side Irish family who are vastly upset by the disasteful intent of a dying relative to will his body to a Presbyterian hospital. Ralph Cullinan and Barry Macollum make some moments of amusing crossfire between the head of the family and an undertaker's bill.

Hope, of course, is the show-piece of the program, in which Harrity has some O'Neillesque eavesdropping on a parcel of bench bums in Central Park and their efforts to scare a duck on the lake. If anything, it comes across with a sharper impact than originally at the Maxine Elliott. The same cast prevails and

HABIMAH IN DAVID'S CROWN

(Opened Saturday, May 8, 1948)

BROADWAY THEATER

A tragedy by Calderon de la Barca. Staged by Alzael D. Bicky. Sets by M. Schmidt. Music by Schlomo Rosovsky. Company manager, Chandos Sweet. Press representatives, Gerald Goode and William Fields. Presented by Theater, Inc.

King David.....Aaron Meskin
Amnon.....Shimon Finkel
Absalom.....Zvi Friedland
Adoniyahu.....Chaim Amital
Solomon.....Raphael Klitzkin
Eliphaz.....Abraham Baratz
Tamar.....Hanna Rovina
Joab.....Joshua Bertonor
Achitophel.....Menachem Beniamin
Hushai.....Shlomo Brak
Simei.....Zvi Ben-Haim
An Ethiopian Sorceress.....Shoshana Duer
A Courier.....Itzhak Shulman
Two Elders.....David Vardi, Jehuda Rubinstein

It has been said that the acting of the visiting Habimah Troupe, the national theater of Palestine, transcends language barriers. Frankly, one non-linguistic reporter doesn't go along with this. The group's second offering, the Hebrew translation of Calderon de la Barca's *David's Crown*, is a tough score to follow even with an English synopsis included in the program.

Roughly, it has to do with David's declining years; the incest put upon his daughter, Tamar, by his son, Amnon; the vengeance taken upon Amnon in behalf of Tamar by still another son, Absalom; the rebellion of Absalom against his father and subsequent death. The finale leaves a grieving David with still two other sons, Adoniyahu and Solomon, stretching covetous hands across their dead brother's body for the crown.

All of this is presented against highly stylized backgrounds. Make-ups are, as usual, completely bizarre and the acting is florid and verbose. It is pictorially effective, but with a persistent quality of unreality. Obviously, without a language bridge, any subtlety remains hidden.

But whatever the style, there is no question as to the excellence of the group's ensemble playing. Each is building modestly for the whole. Nor are moments lacking when individually they arrive at sock theater. Such scenes as those between Hanna Rovina and Shimon Finkel, when Tamar sings to the tortured Amnon, and the baiting of the latter by Absalom during a tempestuous feast, are acting bulls-eyes. Aaron Meskin's patriarchal David is frequently moving.

However, *Habimah* gives off an impression of curious detachment, as if they were playing for themselves in a world of their own. A reporter knows they are good, but he doesn't quite know why.

Bob Francis.

such players as E. G. Marshall, George Mathews, Will Geer, Lou Gilbert and Dan Reed again give wryly authoritative portraits of down-and-outers. It is a perceptive and incisive bit of writing and acting.

Over-all, *Hope* and its companion pieces add up to an evening of rewarding theater. It only goes to show what good writing, fine acting and imaginative staging can offer without backgrounds and with the scantiest of props. Bob Francis.

Gallery Gods Get "Glory"

NEW YORK, May 15.—The Gallery Gods, off-Broadway little theater group, have obtained presentation rights to Michael Hutton's *Power Without Glory* thru Andrew J. Loffler, of Drama Play Service. The Hutton melo premed for a short Stem stay earlier this season. Rehearsals are skedded to start Monday (17) with Lew Weinblatt directing. The group will present *Glory* at their Hudson Guild Theater in June.

BALLET BALLADS

(Opening Sunday, May 9, 1948)

MAXINE ELLIOTT THEATER

Three ballets. Books and lyrics by John Latouche. Music by Jerome Moross. Directed by Mary Hunter. Choreography by Katherine Litz, Paul Godkin, Hanya Holm. Decor and lighting by Nat Karson. Choral and musical director, Hugh Ross. Associate conductor, Gerard Samuel. Pianists, John Lesko Jr. and Mordchai Sheinkman. Production manager, John Elfrat. Stage manager, Don Daroy. Press representative, Bill Doll. Presented by Experimental Theater, Inc.

SUSANNA AND THE ELDERS

Choreography by Katherine Litz
The Parson.....Richard Harvey
Susanna (The Dancer).....Katherine Litz
Susanna (The Singer).....Sheila Vogelle
The Cedar From Lebanon.....Sharry Traver
The Little Juniper Tree.....Ellen R. Albertini
The Handmaidens.....Margaret Cuddy, Barbara Downie
The Elder (Moe).....Frank Seabolt
The Elder (Joe).....Robert Trout
The Angel.....James H. Nygten

WILLIE THE WEEPER

Choreography by Paul Godkin
Singing Willie.....Robert Lenn
Dancing Willie.....Paul Godkin
Cocaine Lili.....Sono Osato
DANCERS: Cecile Bergman, Nora Britow, Mary Ann Cousins, Sandra Lipton, Iona McKenzie, Ross Holland, Jack Warren Konzal, James R. Nygren, William Weaver, Walter Stane, Richard Goltra, Charles Youngue.

THE ECCENTRICITIES OF DAVEY CROCKETT

Choreography by Hanya Holm
Davey Crockett.....Ted Lawrie
Sally Ann.....Barbara Ashley
Indian Chief.....Lorin Barrett
A Backwoodsman.....Carl Luman
The Mermaid.....Betty Abbott
The Comet.....Olga Lunick
Brown Bear.....William A. Myers
Ghost Bear.....Robert Baird
John Oldham.....William Ambler
Sung by.....John Castello
Ann Hutchinson.....Gertrude Lockway
Sung by.....Sharry Traver
Danced by.....Eddie Varrato
Nathaniel Bacon.....Frank Seabolt
Sung by.....Arlouine Goodjohn
Danced by.....Barbara Downie
Grace Sherwood.....Arthur Friedman
Sung by.....Beau Cunningham
Danced by.....Margaret Cuddy, Barbara Downie, Sharry Traver, Beau Cunningham, John Castello, Frank Seabolt, Robert Trout, Spencer Teakle.

THE SINGING ENSEMBLE FOR BALLET BALLADS—Sopranos: Arlouine Goodjohn, Barbara Lewis, Frances Joslyn, Marian C. Covey, Dea Carrol, Manya Kanty. Altos: Carol Nason, Ethel Madsen, Gertrude Lockway, Jane Flynn, Estelle Moss, Joan Bartels. Tenors, Harold Michener, M. R. Aich, Farrold Stevens, Eddie Varrato, Douglas Martin, Kenneth Renner. Basses: Bernard Zwarz, Robert Baird, David Vogel, Lorin Barrett, Arthur Friedman, William Ambler.

For the sixth and final production of its season, Experimental Theater, Inc., has hit the groove which should have been—and likely was—its goal at the start. A few weeks ago they unveiled some one-actors which signposted the way. Now with *Ballet Ballads*, ET comes into its own. *Ballads* probably will not rate as commercial Stem fare. Its appeal is definitely limited. However, as an amplification of dance patterns via dialogue and choral singing it provides a medium which may easily have a salutary and juicing effect on musical comedy futures and upon ballet itself. *Ballads* is sharp and interesting theater—by far the best with which ET has come up to date.

John Latouche has written three sequences. Jerome Moross has shaped music around them. Nat Karson has devised the simplest of backgrounds and lighted it with an imagination that lends enchantment. Three choreographers, Katherine Litz, Paul Godkin and Hanya Holm, are responsible for the stepping patterns and Mary Hunter has seen to it that the staging is an incisive integration of all contributions. Over-all, they have accomplished a small and novel triumph.

"Crockett" High Spot

Since the last shall be first, let it be reported that *The Eccentricities of Davey Crockett* is the high spot of the bill. Latouche has concocted a folk saga of Crockett in Paul Bunyanesque terms and Moross has filed a score to suit. Crockett can do anything from twisting the tail of a comet, or the nose of a grizzly, to twitching a mermaid out of a river. It is all marvelous Americana. It is

ROUTES Dramatic and Musical

Anna Lucasta (Locust St.) Philadelphia.
Apple, Get Your Gun (Philharmonic Auditorium) Los Angeles.
Antony & Cleopatra, with Katharine Cornell (Blackstone) Chicago.
Blossom Time (Cass) Detroit.
Burlesque (Royal Alexandra) Toronto.
Carousel (Music Hall) Kansas City, Mo.
Carte, D'Oyly, Opera Co. (Shubert) Boston.
Harvey (National) Washington.
Harvey (Geary) San Francisco.
High Button Shoes (Great Northern) Chicago.
First Mrs. Fraser, with Jane Cowl (Selwyn) Chicago.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Lyric) Vancouver, B. C., Can., 19-21.
Oklahoma (Biltmore) Los Angeles.
On Approval (Plymouth) Boston.
Private Lives, with Tallulah Bankhead (Metropolitan) Seattle.
Schwartz, Maurice (Studebaker) Chicago.
Show Boat (Shubert) Chicago.
Student Prince (Forrest) Philadelphia.
There Goes the Bride (Walnut) Philadelphia.
Winslow Boy (Nixon) Pittsburgh.

Belasco, Wash., On Way Back

WASHINGTON, May 15.—After more than a year of speculation over the Belasco Theater, it appears that the government is ready to turn it back for legitimate use. W. E. Reynolds, public buildings administration commissioner, said this week that bids to lease the building would be invited "in the near future."

A prospective lessor is Joseph H. Curtis, son of Columbia Pictures President Harry Cohn. Curtis has been interested in the Belasco for two years. Once a bustling playhouse, it has been a warehouse for government files for the last seven years.

Red Barn in Early Preem

WESTBORO, Mass., May 15.—The Red Barn Theater will open its summer stock season earlier than ever this year, with the preem set for Tuesday (18) by operator Bob Daggett. The early opening is possible because of a combination heating and cooling system installed during the winter. This will be the Red Barn's 11th season.

acted, sung and danced effectively by Ted Lawrie, as the redoubtable frontiersman; Barbara Ashley, as the ever-lovin' wife who can't hold him from his destiny, and sundry pals and neighbors. Also scoring amusingly are the mermaid of Betty Abbott and a beneficent bear by William Myers.

Second place on the menu of Latouche-Moross co-operation goes to a song-and-dance background concerning one Willie the Weeper, a small-time schizo addicted to reefers. Robert Lenn chants the fable and Paul Godkin and Sono Osato terp out the matters which transpire in Willie's befogged mind. It is another splendid job, comprising moody blues overtones, superb lyric storytelling and top-flight dancing.

Weakest spot is the opener, *Susanna and the Elders*, a somewhat repetitious and over-long terp and chant rehash of the Biblical tribulations of Susanna and her accusers. Herein, it concerns a revival meeting, text being taken by the preacher and the chorals sung by the congregation. Katherine Litz dances the title role. Her meanie elders are Frank Seabolt and Robert Trout. Some of the dancing is effective and Miss Litz acquits herself splendidly but as a whole lyrics, music and patterns touch the tedious.

However, a 100 per cent score is not to be expected. Two out of three bits of sock theater is a helluvan average. Experimentally, ET is to be heartily congratulated. *Ballet Ballads* is real torch-bearing.

Bob Francis.

Magic

By Bill Sachs

ASKA the Magician (J. J. Musselman), assisted by Pauline, presented his full-evening show as a feature of Shriner's Family Night at Kosair Temple, Louisville, Friday night, May 7, cramming more than 50 major nifties into the two-hour presentation. On the Aska staff are James Cox, director; William Toombs, musical director; William B. Tudor, stage manager; Joseph Melcher, props; Theo Schwaegerle, head mechanic; William Corrigan, electrician, and Alice C. Short, secretary. . . . William C. Turtle, the "Snappy Magician," who toured for many years with his vaude and school show, died recently in his native Portland, Ore. Further details in Final Curtain, this issue.

. . . Theodor Megaarden, who has handled the bookings on various magic turns in the past, has organized the Lazy K Ranch donkey baseball in association with Herman Wolfe, carnival operator. They launch the season May 21 at Inwood, Long Island, N. Y. . . . Richard B. Herman, who for the last 12 years has held the rather unique position of president of Ring No. 6, International Brotherhood of Magicians, and Assembly No. 4, Society of American Magicians, both in Philadelphia, is retiring from the two offices May 21. At a recent election, the Philly IBM-ers elected the following officers: James A. W. Killip (Chang Kuo Lao), president; David Grossman, first vice-president; Dr. Alan Bachrach, second vice-president; Scurti, secretary; Edward Levan, treasurer, and Jack Chanin, sergeant-at-arms. New officers of both the Philly IBM and SAM groups will be installed at a joint installation banquet May 21 at Mosebach's Restaurant, Philadelphia.

DANTE THE MAGICIAN, now back on his California ranch following his recent return from England, where he toured his *Sim-Sala Bim* magic extravaganza in the same houses in which he hung up an enviable record in pre-war days, plans to rest up until the fall, at which time, rumor has it, he plans to take another shot at American legit houses with a new mystery layout geared more along American style of presentation. Dante elected to return to America after finding conditions in England not to his liking. Not only were business conditions off, but transportation problems and lack of suitable accommodations for his troupe were such that all was not always a patch of peonies for the master rabbit-hider. . . . Marion the Magician (Marion Halcomb), of Hamilton, O., assisted by his wife, Esther, are keeping busy on nitery and school dates in the Hamilton and Cincinnati area. On May 8 they presented their magic-mental turn at Castle Farm, Cincinnati, sponsored by the Ima-Hamilton Corporation's engineering department. . . . Rex Billings Jr., magician-hypnotist, has joined forces with Dr. Ronald Clark, M.D., of Detroit, in applying hypnotic therapy in connection with medical practice, and they report unusual success with the experiments. . . . A publicity release from the Barbizon-Plaza Concert Hall, New York, says that Parent Assembly No. 1, Society of American Magicians, will close its season's activities with a show at the Barbizon-Plaza Theater May 22, with Birch and Company as the featured attraction. . . . Paul LePaul is still trouping the South and West with a USO hospital unit.

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Vets in Hospital Do "Mr. Roberts"

WASHINGTON, May 15.—Mister Roberts will be staged in June at a veterans hospital in Sunmount, N. Y., by a stock company of patients, doctors and nurses, the Veterans Administration (VA) announced this week.

According to the VA, the production marks one of the few times that permission has been granted to stage a show simultaneous with its Broadway presentation. Arrangements were made by the VA, Producer Leland Hayward, and Thomas Heggen and Joshua Logan, co-authors of the script.

Stem Ushers Win Pay Hike in Pact

NEW YORK, May 15.—A new contract signed between the League of New York Theaters and the Legitimate Theater Employees (ushers and doormen) Wednesday (12), grants the house workers substantial increases.

Ushers will now be raised from \$18.50 to \$20.50 weekly, directresses from \$20.50 to \$22.50, chief ushers from \$24 to \$27, front doormen from \$33 to \$36, second balcony doormen from \$24 to \$25.50 and backstage doormen from \$34 to \$39.

Finished Packages Stressed To Catch Top Rates on Bow

NEW YORK, May 15.—Intensive pre-testing of programs prior to their debut on the air is becoming a fetish with top producers. The angle, of course, is to bring the show to the listener in as finished a condition as possible. This results, usually, in a better rating almost immediately, and a minimum of on-the-air doctoring. Among practitioners of the pre-testing philosophy are the Columbia Broadcasting System (CBS), now engaged in bringing a flock of packages to the web, and the Lou Cowan package agency, now preparing the *Stop the Music* show for the American Broadcasting Company (ABC).

Examples cited to show that programs can start off with high initial ratings are the CBS packages *My Friend Irma*, *Talent Scouts* and the Goodman Ace show, none of which required on-the-air build-up periods.

Rooney Package

Columbia's Mickey Rooney package is another instance of the web's penchant for pre-testing. It has already had five auditions, the last one cut in Hollywood last week, and a number of changes in script. Current writers are Frederick Hazlitt Brennan and Richard Carroll. The same type of "jewelry work" is being done on the Shirley Booth show, on which three scripts have been re-done. The program now needs a cutting job and is expected to be ready for audition within two weeks.

Web's programmers are also carefully plotting the Morey Amsterdam comedy show, which will probably be auditioned as a half-hour opus before the month is out. Producer Irving Mansfield has signed Sid Zelinka as a script writer and is looking for another writer. Zelinka, incidentally, has worked on the Dinah Shore, Jimmy Durante and other top programs.

Cowan's careful pre-testing of *Stop the Music* is being watched with interest. The show has already had five previews, one of which was for a local test. Following the Syracuse tryout, studio audiences and listeners were polled for reactions.

Burlesque

By UNO

ROSITA ROYCE and her doves and cockatoos are now in Miami. Rosita has sold her Flushing, L. I., home and concluded lengthy tours of West Coast vaude and niteries, South America and Mexico City. She is considering an Ernie Young offer. . . . Jimmie Pinto moved from the Gayety, Norfolk, to the 19th Hole, Manhattan, opening May 14. . . . Sid Cramer and John Sparks, former concessionaires, are chief caterers at McGinnis's New York eatery. . . . Harry Koler, former comic, now with Koler's cigar emporium, was elected to life membership in Keystone Lodge No. 235, of the Masons. . . . Leah Wynn, after a week at the Empress, Milwaukee, is now star strip at Club 26, also in Milwaukee. Co-principals are Buddy Blaine, emcee; Lorraine Cherry, featured with the Dorothy Shay dancers; Gloria Giquere, in charge of the kitchen, and Mary Ann Shay, tapster. Monica Monette closed after eight weeks in headline spot. . . . Jack Birmingham, advance man for the Columbia wheel shows for 22 years, switched from Cole Bros.' Circus to B. Ward Beam's Hell Drivers last week. . . . Pat Galvin is a recent promotion to strip principal with the Hirst shows after five years as chorus captain at the Howard, Boston.

MARGIE HART winds up a lengthy retirement to tour the summer theater circuit in a revised version of Kenyon Nicholson's *The Barker*, under the sponsorship of Bill Doll. . . . Joe Yule will take over the part of Finian in *Finian's Rainbow* June 1 at the 46th Street, New York. . . . Clyde Gordon is guest star with Teddy Wayne's ork in the Circus Room, Hotel Schroeder, Milwaukee, and over WMAW, nightly. . . . Mandy Kay and Charlie Harris are considering offers for a London (Casino) musical. . . . Lucille Baxter, long in retirement thru illness, is on her way back to her Spokane home from the Grand, St. Louis, where she jumped in for a week to help out in a scene with hubby Beeny (Wop) Moore and Mandy Kaye. . . . The Gayety, Washington, folded for the season May 8. The Gayety, Baltimore; Grand, St. Louis, and Lyric, Allentown, Pa., ditto, May 13. All are Hirst circuit houses. . . . Judy Crawford, featured on the Hirst wheel, has changed her name to Ilona Knight. . . . Sam Cohen, manager of the Hudson, Union City, N. J., serviced a station wagon to transport show principals from Pittsburgh in anticipation of the railroad strike. . . . Billy (Zoot) Reed, comic, is now with Raynelle's Girl Show, one of the features of the Cetlin & Wilson carnies. . . . Abe Gore starts his fifth summer July 1 at Fairmount Hotel, Klamasha Lake, N. Y., thru Maurice Kurtz. . . . Jean Mode, former featured strip, now operates the hat check concession at the Cafe Continental, New York. . . . Meyer Harris, ex-burly comic, now an electrical expert, and Louis Yeager, ex-burly house stagehand, were in the group appointed by Theatrical Protective Union No. 1 to serve as delegates in the next IATSE convention in Cleveland August 16.

Conn. Fem Clubs Hit Crime Shows

HARTFORD, Conn., May 15.—The Connecticut State Federation of Women's Clubs has adopted a resolution calling for reform in radio programs for children.

The resolution says that the federation, "cognizant of the fact that the country is suffering from a juvenile crime wave at present, deplors the conditions in the radio industry which

"Ballet Ballads" Set For Move to Stern

NEW YORK, May 15.—*Ballet Ballads* opens at the Music Box Theater Tuesday (18), the third Experimental Theater show to make Broadway this season. The musical is being produced by Alfred Stern and T. Edward Hambleton for approximately 30G, with half the profits going to the American National Theater Academy and half to the cast of once the initial investment is recovered.

A wrangle with the stagehands union was expected to stymie the production, but everything was settled when the producers agreed to build a new set and use the scenery from the Experimental production as a filler until it was ready. The new scenery will cost about \$2,200.

The cast of 60 is getting the minimum, but if less than 12 musicians are used their salaries may be jacked slightly. The show will have a \$4.80 top and can break even at 14G. It can gross 25G at capacity. *Hope Is the Thing*, the second show to go uptown from the Experimental Theater, closes tonight at the Playhouse.

A New Don Wilson Pkge, 'Fortune Train'

HOLLYWOOD, May 15.—A new Don Wilson package being peddled is *The Fortune Train*, audience participation show. Format has 12 contestants riding a train for a 1,000-mile hop with six stopovers en route, paying off at the rate of a dollar a mile. Total giveaway is \$1,000, with mileage tickets for each stop growing progressively higher. The producer is Jack Barnett, writer on the Jimmy Durante and Judy Canov programs. Harry Spears directed.

In addition to Don Wilson, the audition platter includes Jay Stewart an announcer, Alan Reed, Eric Snowden, Lois Corbett, Peter Leeds, Tony Barrett and Irvine Orton at the Hammond organ.

ATAM Pay Demands Due for Arbitration

NEW YORK, May 15.—The request by the Association of Theatrical Agents and Managers (ATAM) that wages of its members be raised 20 percent in all categories—flacks, company managers, house managers, on Broadway and on the road—will not be granted by the League of New York Theaters and is regarded as certain to go to arbitration, altho the league's board of governors hasn't said its final word.

The ATAM claims it needs the raises to keep pace with the rise in living costs, but the producers point out that playing time for shows has decreased and say they can't afford the hikes.

allow sponsors to advertise by such means, and urges that immediate steps be taken to gain the co-operation of individual sponsors to modify or discontinue these programs."



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Gelfman Scores Florence Bow

FLORENCE, S. C., May 15.—Leon who visited Max Gelfman's star Minstrels at their recent engagement here, reports that the organization is doing business in a clean show, with H. C. Gelfman directing the seven-piece troupe. He says the org is doing business despite inclement weather. Gelfman says there are seven girls in line and three comedians, including Sugar Foot Lumkin and Pos-Bilken Grimes in emcee. Line-up also includes Billy and Marion Hill and Al and Vera Gaines, comedians. Leo Nelso is boss canvasman. In addition to Long were Mr. Mrs. David Surlless and John Gelfman, of Winstead's Minstrels.

Org Adds Flesh; Biz Holds Up

COLUMBIA, Mo., May 15.—G. J. Gelfman's Novelty Show, featuring films and animals, soon will add flesh to its outfit. It was disclosed here this week that he plans to stick to playing halls and will store his tent until his fair tour gets under way in August. Gelfman says the weather has not been too good for the org's current trek, but business has been fair, More says.

Arch Filmers Good Tex.; Colo. Next

BERNE, Tex., May 15.—L. L. Arch has his film attraction playing in this area to successful results. Most of the stands have been full for three days. Arch is readying the org for a move into Colorado after June 1.

Kane Big for McCarthy

OKANE, May 15.—Donald L. McCarthy, who recently concluded a successful four-month tour of this territory with 16mm. pix, has made arrangements to move to Central Ontario for a summer town circuit.

Halls Okay for Osgood

FREDERICK, Okla., May 15.—F. R. Osgood has been playing halls in this territory to good business with 16mm. pix, as reported this week. After adding short-cast bills, he will move into Texas.

Unit in Georgia

CINCINNATI, May 15.—Bill Ketter who recently launched his tent tour with one of John Lair's Valley units, has the show playing one-night stands in Georgia territory.

Men Mulls Pic Circuit

WHITEHALL, N. Y., May 15.—Mel Cullen came here recently to make out arrangements to line up a tent for pictures in this territory.

WILKINSON, Ont., May 15.—Tabor's

show, with all units of the org being handled by Tabor and his wife, has been playing this area to good results featuring animals, magic and pix.

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REP RIPPLES

ARNOLD McKENNEY will have 16mm. pix in Eastern Maine after June 1. He recently finished three months in Canada with religious films to good takes. . . . LaTier's Players soon will take to the road, playing their established Illinois territory. . . . Audrey W. Williams has been looking over the area around Norway, Me., for a summer six-week flesh outfit. He plans to play a circuit of halls with a five-people cast. . . . J. S. Finch has been doing okay with pix under auspices around Battle Creek, Mich. . . . Crawford's Show has been around Medicine Hat, Alta., recently. . . . Wilbur Donlin, Brookline, Mass., former minstrel, would like to read the roster of Vogel & Deming's Minstrels, 1905-'06.

H. L. TOBEY will have 16mm. pix in Maine coast towns, opening around Boothbay June 1. . . . Harry O. Brown Show is readying at Amery, Wis. . . . Harry H. Harvey, who has been playing sponsored dates with 16mm. films and vaude in Texas, will take to halls soon and add short-cast bills. Carrying four people, he will make one and two-week stands around Galveston. . . . Flye's Show, vaude-pix, now in the Carson City, Nev., area, soon will add short-cast bills. Penn Players, four people, will play a six-week season of Pennsylvania and New York resort towns with E. F. Hannan's *So It Goes*, under auspices.

ANSWERING a query from Allen Downes which appeared in these columns recently concerning the burial spot of the late Arthur Deming, Timmie Myers advises from his home in Battle Creek, Mich., that Deming died and was buried in St. Louis about 1920. Myers's wife appeared with Deming in the Mound City in that year and shortly after Deming passed away. Myers is assistant manager of the Battle Creek Country Club. . . . Irving Siegel, veteran repster and accordionist, is currently appearing over KNEB, Scottsbluff, Neb. He's also making personal appearances in Nebraska, Wyoming, Colorado and South Dakota.

W. S. SHOLTES pens from Brogan, Ore., that he has had four good months of sponsored pix in Eastern Oregon and will add short-cast bills and play halls during the summer. He will leave his tent in storage at Vale, Ore. . . . Bird's Show, three people, presenting pix and short-cast bills, has been around Enid, Okla., recently. . . . Will and Everett Sharton, who have 16mm. pix in the Manchester, N. H., area, expect to make a summer trek thru Northern New Hampshire and Vermont. . . . Henry Lucey, who has been around Napanee, Ont., is moving toward Western Canada where he will put in the summer in halls. . . . A. F. Gilford is trying to map a pic circuit in the Boone, Ia., region. . . . Nye's Show, films and vaude, is playing around Cripple Creek, Colo.

DIXON PLAYERS, four people, will make a tour of New Hampshire and Vermont resort towns starting last of June. . . . Ralph's Vaude Show, playing New England towns, is using E. F. Hannan's *Ah, There, Professor* and 16mm. pix. . . . Graham's Novelty Show, pix and animals, has been around Trinidad, Colo., lately. . . . Gerald E. Griffin is readying a vaude-pie unit at Sioux City, Ia. . . . Freddie J. Knight is mulling a tent show to play eight weeks of resort towns in Northern New York. . . . Craig Donaldson was in Aroostock County, Maine, recently to close a deal for a summer theater with a local cast. . . . Gitt's Show, films and animals, has been playing Southwestern Kansas the past month to good results. . . . LaVine is in

Central Ontario. . . . Leon Cauley will have a four-people show in Northern Vermont after the middle of June. . . . Harlin G. McCarthy has 16mm. pix in the Binghamton, N. Y., sector. . . . Flye's Show reports fair takes in Dexter, Ore. Org will add short-cast bills to its films for the summer and remain in halls. . . . Ross Peoples and Harry S. McDougal are preparing a five-cast flesh show to play around Alexandria Bay, N. Y. . . . Davies Show is around Emporia, Kan. Wilbur D. Tyson, Potsdam, N. Y., writes that he recently saw the Freeley Novelty Show at Stony Creek, N. Y., and that it is a small, up-to-the-minute show with good film. Freeley will move into Ontario for the summer. . . . Leroy and Dixon will have new pix for two weeks showing in Southern Vermont soon. Outfit will play halls and short-cast bills will be added later.

Thesp Groups Sharpen Tools

(Continued from page 50)
Stewart, has received the most recent recognition. This unit works very loosely and under no supervision. It only performs one-acters and consider problems from the actors' point of view. In its two years of existence it has done 22 plays, each of which is rehearsed about 25 hours. It recently presented a bill of one-acters for the American National Theater and Academy at the Maxine Elliot Theater.

Additional Group
Sidney Lumet, Ted Post, Carl Shain and Alex Gam direct another band of younger actors, 30 of whom participate in 11 hours of acting training to insure their futures. Among the courses offered are ones in body movement, voice and history of the theater. There are many groups of thespis functioning, with a veteran actor or director at the helm giving classes and training to a few favored actors. Lee Strassberg, Uta Hagen, Herbert Berghof, John Reich, Margaret Barker and Wendell Phillips teach a formidable number of thespis. Each group formed generally spurs another band of actors into action and they, in turn, form their own combo to work together and learn their trade, so that when the chance comes they hit the jackpot.

Mandy Green Org Bows at Memphis

MEMPHIS, May 15.—Mandy Green From New Orleans, tent minstrel and musical revue, bowed at the Cotton Carnival here May 8 to good business. Following the local engagement, show will follow its established policy of playing one and two-day stands, Manager Horatio A. Thomas announced. Show is using all new canvas this season.

Carlton Plans Summer Show

WILTON, N. H., May 15.—R. E. Carlton, who has had a religious pix layout in New England for several years, is here dickering for a summer theater in this area.

Pa. Okay for Butler Unit

SHENANDOAH, Pa., May 15.—Butler's Pic Show has been playing this territory for several weeks to reported good returns.

Ind. Youth Org Honors Repsters

INDIANAPOLIS, May 15.—Bournes and Brittain, well-known comic and straight man respectively, were presented with wrist watches by the Indianapolis Young Peoples' Organization at conclusion of their engagement in the Riley Room of the Claypool Hotel here Friday night (7). Awards were made by the local group in appreciation of the charitable work the duo has been doing for numerous local institutions, the show in the Riley Room being the final one. Duo left here for an engagement in Louisville, after which the boys will make an extended rep tour.

Burns, Hiler With Cole

CINCINNATI, May 15.—"Hi Brown" Bobby Burns and Ed Hiler, well known in rep and tent show circles, are with the Cole Bros.' Circus this season.

RICHMOND, Vt., May 15.—George N. Tobey is here planning a circuit of pix for this area.

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ACHRON — Isidor, 55, composer and pianist, May 12 in New York. He appeared in many concerts and at one time accompanied Jascha Heifetz, violinist. His compositions include *Valse Dramatique* and *Valse Intime*.

ADAMS—Max (Whitey), 62, former concessionaire with the Victory Shows on Long Island (New York), May 6 in that city. At one time he owned the Adams Hotel in Miami Beach.

ALLEN — Viola, 78, a leading Broadway star for 30 years before retiring in 1918, May 9 in New York. The daughter of actor C. Leslie Allen, she began in the theater as a leading lady when 15. Her debut was as a replacement for Annie Russell as the lead in *Esmeralda*. From then until 1893 she played all the leading Shakespearean heroines for 11 years. Miss Allen then became leading lady for the late Charles Frohman's Empire Theater Company, appearing in *Liberty Hall*, *The Masqueraders*, *Sowing the Wind*, *The Conquerors* and *Under the Red Robe*. Leaving the company in 1898, she starred in *The Christian*, later toured in Shakespeare and made her last appearance on Broadway in *When a Feller Needs a Friend* in 1918 at the New Amsterdam Theater. Her sister, Mrs. E. A. Hall, and two brothers, Charles and Paul, survive.

AMENTE—Joseph, 52, painter and musician, May 7 in Greenwich, Conn.

ANDERSON—Charles P., 76, credited with inventing the player piano, May 9 in Chicago. Recently he was associated with the J. P. Seeburg Corporation, juke box manufacturer. His widow and son survive.

BELL—Beatrice Emily, 37, daughter of the late Charles W. Bell, Canadian Parliament member and former Broadway playwright, May 10 in Woodford Bridge, Surrey, England. Her father co-authored *Parlor, Bedroom and Bath*. Survived by her mother, brother and sister.

BRIGGS—Byron, 84, former musical director for musical comedies and burlesque, May 9 in North Adams, Mass. He was secretary of the North Adams local of American Federation of Musicians for the past 49 years.

BROWN — Sam, former vaude singer-comedian, known as Al Browning, May 10 in Veterans' Hospital, Murfreesboro, Tenn. Survived by two sisters, Mrs. Philip Lisner and Rhea, both of Cincinnati. Burial in Adath Israel Cemetery, Cincinnati, May 14.

CARROLL—Dr. Harry R., 58, Cincinnati physician and surgeon and well known to showfolks playing the city, May 10 in St. Mary Hospital, Cincinnati. Survivors include a sister, Mary Ellen Carroll, of Barnesburg, O. Burial in St. Joseph Cemetery, Cincinnati.

CASPERSON—Lewis, 55, one-time assistant manager of the Cincinnati Symphony Orchestra, in Los Angeles May 8. He had also operated the Little and Lunken Airport restaurants in Cincinnati, and in recent years had been in the restaurant business in Los Angeles and Carlsbad, N. M.

CHAULSETT — Albert, carnival trouper for 40 years, May 8 in Long Beach, Calif. Survived by a daughter, Mrs. Edris Jorgensen, Long Beach; four brothers, Edward, Elmer and Clarence, also of Long Beach; Theodore, Brookings, S. D., and four sisters, Mrs. Lena Spindler, Brookings; Mrs. Theodore Johnson, St. Paul, and Mrs. O. G. Work and Mrs. J. B. Kneip, Long Beach. Burial in Sunnyside Memorial Park, Long Beach, May 12.

CHESTNUTT—Scott E., 68, Atlanta motion picture salesman for 20th Century-Fox, May 11 in Birmingham. He was previously with Paramount and Gaumont-British.

CONSOLI—Achille, 60, director of the La Scala Opera chorus in Milan, May 7 in Rome, Italy.

COOPER — James, 70, with the Coleman Bros.' Shows some 20 years,

THE FINAL CURTAIN

April 16 in his trailer on the lot at Middletown, Conn., of a heart attack. He had also been with the Virginia Greater and James E. Strates shows. Survived by his widow, Laura; four sons, Elisha, Nelson, Noah and Leonard, and two daughters, Ethel and Florence. Burial in Indian Hill Cemetery, Middletown, April 21.

CORMIER—Charles L., 59, radio actor and comedian, May 4 in New Orleans. Known professionally as Chuck Connors, he recently played Cinders with the radio comedy team of Smoky Joe and Cinders.

DEYO—Hiram W., 77, pioneer in Buffalo radio broadcasting, May 12 in Buffalo. He was president of the Buffalo Broadcasting Corporation and a principal stockholder from its founding in 1928 until dissolution proceedings began a year ago.

ELDER—Raymond E., 70, formerly with the Ringling, Sells-Floto and Gollman-Patterson circuses, May 8 at his home in Quenemo, Kan. At one time he operated motion picture theaters in New York and Louisville. The past few years he had been connected with the Bijou Amusement Company, Nashville. Survived by his widow, Grace; step-son, Adolph Kreuger, Versailles, Mo.; his father, A. P. Elder; a sister, Mrs. George Shader, and a brother, Pierre, Vicksburg, Miss. Services in Ottawa, Kan., May 11.

FAVOREAU—Joseph, 68, circus advance agent, May 9 in New Martinsville, W. Va. His widow survives.

FENNESSY—John J., 77, retired opera and vaude tenor, May 7 in Rochester, N. Y. Besides touring the country in vaude, he sang with the Joseph Sheehan Grand, the Bostonian and the Olympic Opera companies and the Victor Herbert Orchestra of Pittsburgh.

GARDNER — Frank, vaude performer who appeared in the act of Gardner and Vincent, May 10 in Philadelphia. Working with his wife and brother, the team played thruout the U. S. and Europe 25 years ago. He then shifted to legit and appeared with such stars as Gertrude Lawrence and Anderson and Crummit.

GIRARD—Henri R., 55, associated with the French-speaking semi-professional theatrical company, Troupe Talbot, May 12 in Fall River, Mass.

GORDON—Vera, 61, vaude and screen actress, May 8 in Hollywood. She played for a while in Yiddish theater in New York before entering English vaude in a sketch titled *Shattered Idols*. She also appeared in *The Land of the Free*, *Why Worry* and *The Gentile Wife* before going to London to appear in *Business Before Pleasure*. She entered motion pictures in 1919, appearing as Mrs. Cohen in the old *Cohen and Kelly* series. Other picture credits include *Humoresque*, *Abie's Irish Rose* and *Potash and Perlmutter*. Her husband, son and two daughters survive.

GRIFFITH—Jack, actor and playwright, April 11 in Point Pleasant, W. Va.

HARRISON—James, 74, with the Coleman Bros.' Shows the past 11 years, in his trailer on the lot in Middletown, Conn., April 22 of a heart attack. Survivors include six daughters, Phoebe, Virginia, Laura, Patience, Sibbie and Eppy. Burial in the family plot in Kingston, N. Y.

JAWOROWSKI—Leo, 64, James C. Petrillo's assistant, May 4 in Chicago. His widow, three daughters and a son survive.

LAUFFER—Mrs. Vada Kuns, concert pianist, suddenly May 8 at her home in Beechwood, Pa. She appeared in this country and in Europe on the concert stage and maintained a studio at her home for many years. Her husband, Ernst, and a sister, survive. Burial in Philadelphia May 11.

LEACH—Bert, 66, formerly with Happyland Shows for several years,

April 23 in Tampa of cancer. The past few years he had been residing in Gibsonton, Fla. Burial in Myrtle Hill Cemetery, Gibsonton, April 27.

LEIGH—Frank, 60, London legit and pic character actor, May 9 in Hollywood. His widow and two brothers survive.

IN MEMORY

Of Our Dearly Loved Brother-in-Law

DELLARD F. LAMKIN

Who Passed Away May 16, 1947

NORMAN AND CORENIA RADY

MAROZZI—Mariano (Mid), 26, midget auto race driver, May 10 in Bridgeport, Conn., when his car crashed during a qualifying heat at the Candlelight Stadium.

MARSHALL—Arthur B., 62, stagehand at the Shubert Theater, Chicago, for the past 25 years, May 7 in that city. His widow and two daughters survive.

MATHIS — Morris (Slim), 38, midget auto race driver, in Gardena, Calif., May 8 of injuries sustained in an accident during the pre-race trials at Carrell Speedway.

McHANEY—Charles, 62, veteran carnival and park concessionaire, in Los Angeles May 8. He was a member of the Pacific Coast Showmen's Association. Survived by his widow. Interment at Showmen's Rest, Evergreen Cemetery, Los Angeles, May 13.

MINK—Louise, 60, former legit actress, May 7 in Philadelphia. She appeared in musical comedies and operettas, as well as some straight plays with John Barrymore.

MORIN—Paul L., 45, father and former manager of the radio singers, the Morin Sisters, May 6 in Chicago. His widow and three daughters survive.

NASH—John, 29, formerly with the 101 Ranch Wild West Show and widely known circus fan, suddenly May 7 in Cortland, N. Y. He had more recently been associated with the Schine theaters as projectionist.

NICHOLSON—Donald R., 72, for many years secretary-manager of the Sydney, N. S., fair, April 27 at the Masonic Home, Windsor, Ont. Survived by his widow and three sons.

In Loving Memory

OF MY HUSBAND

CHARLES PETERS

who passed away on

May 12, 1947

POLLY PETERS

RADTKE—Bruno, 63, retired wild animal trainer with the Ringling circus, May 9 at his home on the Boston Post Road. His widow, Valeska, a high pole and trapeze performer, survives.

RAY—Roy, 31, concessionaire on Tatham Bros.' Shows since the org's founding, recently in a Danville, Ill., hospital. He had also been with the

George Chisten and Mound shows. Survived by his widow, F. and a daughter, Shirley. Burial Danville.

REILLY—William F., 70, door for many years at the Lookout Hotel, Covington, Ky., nitery, and known many showfolks, May 13 in Gen. Hospital, Cincinnati. He had been doorman at Castle Farm in Cincinnati when it was operated by late A. J. (Toots) Marshall. Survived by three sisters, Mrs. A. Burke and Mary and Catherine, of Cincinnati. Burial in St. John Cemetery, that city.

SCHARY—Mrs. Belle, 73, mother of Dore Schary, executive vice-president in charge of production at Radio Studios, at her home in Wood, Calif., May 3. She also left two sons. Burial in Hollywood, May 4.

SHEEN—Clara L., 66, former vaude performer known as Clara Mott, May 1 in Detroit. She retired when the act was broken up by the death of her mother, Kitty Morton, in 1926.

SMART—James, 64, former wrestler with carnival athletic shows, April 24 in Halifax, N. S. Survived by his widow, three sons and a daughter.

SMYRE — George Herman, Newton, N. C., ring stock handler, King Bros.' Circus, in York, Pa., 12. Burial in Conover, N. C.

SUTTON—George Edwin, singer and former vaude performer, May 10 at his home in Camp Hill, Pa. maintained a voice studio there since 1918. Surviving are his widow, Miriam; one son, his mother and a sister.

THOMPSON — Arley (Flip), with Happy Harrison's Circus several years, May 10 in Chicago. Survived by two sisters, Stella and Mae, both of Chicago.

TULLY—Barney, 80, veteran circus and carnival concessionaire, Los Angeles April 29. He had had concessions with E. K. Fernandez's enterprises in Honolulu some years ago and also was active in parks on the West Coast until 1933. He was member of the Pacific Coast Showmen's Association. No known survivors. Burial in Holy Cross Cemetery, Los Angeles, May 7.

TURTLE—William C., 59, magician and former vaude performer known professionally as Professor Turtle, May 3 in Portland, Ore. In late years Turtle confined himself to playing schools in the Portland area. Burial in the Lone Fir Cemetery, the family plot, Portland, May 5.

VALLES—Frank Leigh, 72, veteran stage and screen actor, in Los Angeles May 9. Known professionally as Frank Leigh, he was a leading name on the British stage before coming to this country in 1926. Survived by his widow, son and two brothers. Burial in Glendale, Calif., May 12.

VALLUZZI—F. S., 54, musician, May 7 in Manchester, Conn. He had been a member of the Foot Guard Band for about 30 years.

WALSH—Ed F., 59, past president of the Pacific Coast Showmen's Association, in Los Angeles May 4 of a heart attack. He was well known to show people on the West Coast where he was manager of the Bristol Hotel, Los Angeles, home of many showfolks. He was president of the Pacific Coast Showmen's Association in 1943. Survived by his widow. Burial at Forest Lawn Memorial Park, Glendale, Calif., May 7.

WHITE—Robert Jesse, 65, former vaude and evangelistic singer, May 6 in Noblesville, Ind. He toured with Keith Circuit from 1909 to 1920 with Buster Keaton and Gus Edwards.

WHITEHEAD—Henry Cowles, program director of Station WTIC, Norfolk, since 1938, and conductor of the Norfolk Symphony Orchestra for the past 14 years, May 6 in Norfolk General Hospital of a kidney ailment. He began his professional music career in 1927 with Montagna's Band at Ocean View Park, Norfolk. Ten years later he played with Frank (See *FINAL CURTAIN* on page 1)

Record Animal Cargo Arrives

Consignment said to be largest ever loaded on one ship—many casualties

SAN FRANCISCO, May 15.—The S.S. Grant arrived here Tuesday (11) from the Far East with what is believed to be the largest consignment of animals ever loaded into a ship.

The shipment, valued at \$35,000, included 2,000 birds; 200 monkeys; cobras, boa constrictors, and other reptiles; 20 gibbon apes, 7 elephants, bears, and 4 Siamese golden cats. The animal cargo will be unloaded at Los Angeles.

The elephants will go to zoos in Los Angeles, New York and Benson, N. M. The birds are for a Southern California bird park. The monkeys are headed for medical research. The rest of the collection is as yet unassigned.

The cargo represented a six weeks' trip into the Siamese jungle by Dr. Rosefelt and Paul S. Hull, of the Panama Wild Life Expeditions, Catalina Island, Calif.

According to Hull, casualties during the trip from Hong Kong included a pair of rare hoopoes, which would have been the first ever brought to this country; nearly 200 other birds out of the shipment of 2,000; a baby Indian elephant, which died of pneumonia; eight gibbon apes and two honey bear cubs.

Rules Brewster Had Right To Lease Grounds

SALT LAKE CITY, May 15.—A ruling by State's Attorney General A. Giles that Sheldon R. Brewster, secretary-manager of the Utah State Fair board, was within his rights in leasing the fairgrounds coliseum to traveling attractions on a percentage basis, cleared the way for the opening of Holiday on Ice, touring ice show, on June 11.

Three attorneys, in behalf of local motion picture houses, dance halls and resorts, questioned the legality of the percentage deals, which were announced as 70-30 with the fair board paying advertising, ushers and ticket takers. The claiming the fair board was "gambling" with tax money on a percentage deal, the complainants admitted their main objection was to the State entering into competition with local amusement enterprises.

The original complaint was registered against Solly Schneider's *Wagon Wheel* of 1948, which closes its two-week run at the Coliseum Sunday (16).

Leonard Traube Forms Own Flack Agency in N. Y.

NEW YORK, May 15.—Leonard Traube, former executive editor of *The Billboard*, and for more than a year vice-president of the Earle Ferris public relations firm, New York, has resigned from the Ferris org to become an independent publicist and public relations consultant. Traube has acquired a full partnership interest in a quiz program, *Lucky Listener*, based on a compulsory listening device conceived by a Boston mathematician.

Jimmy Wood Fears Personal Jinx Paid Him Return Visit

NORWALK, Calif., May 15.—Jimmy Wood, former circus owner who now rents show props to movies and supplies animal acts to California fairs and celebrations, is beginning to wonder if his personal jinx hasn't paid a return visit.

Wood, whose trucks were transporting a lion and a bear and a trailer full of monkeys from a celebration in San Pedro to a similar event in Anaheim, will be long-remembered in this quiet suburban town.

First, the monkey cage broke loose from its truck and caused considerable excitement, though none of the simians escaped. The town had just returned to its placid routine when the air was rent with the angry growls of a bear and the ear-splitting roar of the king of beasts. The trailer-type cage containing Tony, an eight-year-old, 360-pound lion, and Susan, a seven-year-old brown bear weighing 260, overturned while rounding a corner. Residents helped right the cage and heaved a sigh of relief when the menagerie chugged out of the town limits.

Wood is no stranger to trouble. A year or so ago he closed his circus after a series of blowdowns, accidents and heavy rains ruined what promised to be a profitable season.

Indoor-Outdoor Ballroom Ops Organize in Massachusetts

(Continued from page 3)

located in parks, amusement places, towns and cities within a 50-mile radius.

Kahn said that a membership drive would be the first step in the organization's program, and asked all Massachusetts operators to write for details to his office, Room 406, 11 Pemberton Square, Boston.

Kahn told the organizing members that the benefits of organization had been amply illustrated in the past few years of the country's history, and that no industry of such scope as ballroom operators could afford to be without organization and representation. He predicted that within five years a national association would be formed.

Charles H. McGlue, operator of Ocean Gardens at Nantasket Beach, told the assembled operators that rapid strides for the advancement of the industry could be made thru the organization. He pointed out that it was incongruous that baseball and football were permitted on Sundays, while dancing was banned. "Dancing," he said, "is now a social pastime." He predicted that ballroom operators were in for a big season because of terrific popularity of dance band arrangements of the old-time numbers.

Among those attending the organi-

zation session were Ben Babb, Crystal Ballroom, Andover; Leland Harrington and Cedric Marshall, Kimball Starlight, Salem; Fred Hart, Moseley's-on-the-Charles; Johnny Hines, Hines Ballroom, Worcester; Gary Aluisi, Coral Gables, Weymouth; Sam Sholes, Riverview; Eddie Allen, Nuttings; Fred Freeman, Ocean View and Beach View; Ed Warren, Roseland and State ballrooms, Boston; Al Bandera, Convention Hall, Boston; Anthony and John Lachowitz, Roseland, Holyoke; Carl L. Braun Jr., Commodore Ballroom, Lowell.

Ballroom operators in Massachusetts had an association 10 years ago, which was short-lived. The new organization received enthusiastic response from its organizers and expressions of approval, and Kahn said it was obvious that the association will fill a long-felt want in the State and that every ballroom operator will join up.

Some of the matters which operators will discuss at their next meeting include ASCAP, bookings, admissions and legislation.

Completion Date Of Cincy Arena Set for Jan. 1

CINCINNATI, May 15.—Doubt was expressed this week by officials of Cincinnati Gardens, Inc., operating firm of the \$2,000,000 Cincinnati Arena now under construction, whether the building will be ready to house attractions before January 1. That is the earliest possible date by which work can be completed, it is believed.

The statement was made following a directors' meeting which was attended by Frank Selke, of Montreal, executive vice-president of the firm and Arena general manager. He was also here to inspect work on the project and talk contracts for attractions in the Arena.

Professional hockey is definitely set, the firm having obtained a franchise in the American Hockey League. If the Arena is not completed in time for opening of the league, several exhibition games will be played, it was said, and an ice show has been scheduled for the middle of March.

Promotion of basketball games in the Arena has been given to Sam Feinberg, who heads the Queen City Basketball Association. Last year Feinberg promoted college games in Music Hall here. University of Cincinnati athletic officials stated that the school's athletic committee has granted permission for the Bearcat team to play eight games in the Arena under Feinberg's promotion, and there is a possibility that the school may play all its home games there, it was said.

Los Angeles Sheriff's Rodeo Skedded August 22

LOS ANGELES, May 15.—Annual Los Angeles County Sheriff's Rodeo will be held in Memorial Coliseum here August 22, Sheriff Eugene W. Biscailuz, president of the Sheriff's Relief Association, sponsor, announced this week.

Production and general management again will be handled by John R. Ross, who has held the post the past three years. The event last year drew more than 87,000 people.

Close-Ups:

Murray, Adept in All Showbiz, Still Likes To Make With Noise

By Jim McHugh

(This is another in the series of articles on little-known facts about prominent people in outdoor show business.)

NOTED for his longevity, sparkling good humor and capacity for absorbing the good things in life, Fred C. Murray, dean of the nation's pyrotechnicians, has sampled every facet of show business but always returned to alfresco endeavors with particular attention to the dissemination of noise. This, despite his voiced belief that "Fireworks will never mean what they once did. Too many are in the business and there is too much cut-throat competition. Buyers are shopping for quantity, not quality."

Despite his 78 years, Fred's many younger friends and acquaintances naturally call him by his first name without a tinge of embarrassment or a show of disrespect. White hair, a pince nez and the slightly antiquated style of outlining his vest with white piping have not affected his nimbleness of wit and footing.

Altho born in Ireland, Fred manages to give the impression of an English natal background, but he expends no obvious effort in creating or furthering the illusion. His ambitions didn't jibe with those of his parents who wanted him to be a priest and, as a result, he left home while a boy and joined the Lord George Sanger Circus, a one-ring wagon show which, he says, was the leader in the field. The wagons were all hand-carved, depicting great events in tableau, and heavily embossed with gold leaf.

After a season with Womble's Menagerie he was apprenticed to the C. T. Brock Fireworks Company for three years. It was while he was with this company that he assisted in the staging of spectacles at London's famed Crystal Palace. He came to this country in 1893, when he was 23, with a spec called *America*, produced by Abbey, Shoefool & Grau.

However, the lure of fireworks proved too strong and he joined Pains Fireworks Company. "I remained with Pains for 27 years," Fred remembers. "After four years I became their superintendent. After six years I became general production manager. In nine years I was made general manager."

During the slack winter months Fred occupied himself in the legit

(See MURRAY, ADEPT IN ALL SHOWBIZ on page 64)



FRED C. MURRAY



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Motor Speed Round-Up:

Motor City Speedway, Detroit, Bows for Season; Races on Air

DETROIT, May 15.—Motor City Speedway, featuring auto midget races, bows Tuesday (18). Improvements this year include enlarging the grandstand to seat 8,000. Attendance at the park, which hit 300,000 last year, is expected to reach 400,000 this season.

Tuesday and Thursday night programs will be aired by station WJBK, with the feature race at 10 p.m., and the Australian pursuit race following. Al Nagler will handle the program by remote pick-up from the speedway.

Peterson Wins Carrell Event

GARDENA, Calif.—Tex Peterson nabbed the Wednesday (5) 30-lap big car feature event at Carrell Speedway here before 7,125 fans. Slim Mathis and Bud Sennett finished second and third, respectively. The semi-main, slated for 10 laps, was cut to eight because of an accident involving Pat Flaherty and Harry Abajian, neither of whom was injured seriously. Event was captured by Abajian despite the mishap. Kenny Palmer won the trophy dash, and heat winners included Jack Habermehl, Walt James, Mathis and Bayless Levrett.

Lamoreaux Nabs Handicap

LOS ANGELES—Lammy Lamoreaux, capturing the handicap race, and Cordy Milne, nabbing the scratch run, were main winners of the Wednesday (5) motorcycle races at Lincoln Park Stadium here before 7,100 fans. Burton Albrecht and Milne followed Lamoreaux in the handicap event and Peewee Cullum and Jim Gibb finished two-three in the scratch final.

Curry First at Roscoe

ROSCOE, Calif.—Jerry Curry won the main event of the midget auto race program at the 5-H Speedway here Friday (7). Bob Brown was second and Kent Emmerling third. Joe DeHart won the Australian pursuit race and Curry won the trophy event.

7,214 at Huntington Beach

HUNTINGTON BEACH, Calif.—A crowd of 7,214 watched Dick Vineyard roar to a 50-lap main event triumph in the hot-rod races at the oval here Friday (7). A three-car collision interrupted the feature but no injuries resulted. Bill Gregory chalked up a track record in winning the semi-main and Colby Scroggins copped the trophy dash.

Main Event to Steves

SAUGUS, Calif.—Bill Steves throttled off with hot-rod honors at Bonelli Stadium races here Sunday (9) by winning the 40-lap main event ahead of Bob Lindsay and Stan Kroff. Colby Scroggins captured the 20-lap semi while Bud Gregory copped the trophy dash.

Hartford Nixes 10G Offer

HARTFORD, Conn.—An offer of \$10,000 a year for the private use of Municipal Stadium for staging midget auto races made several weeks ago by Alexander Warner has been turned down by the city council. Opposition was voiced by Dr. Wilmer M. Allen, director of the Hartford Hospital, the friends of Hartford and others. Warner operates tracks here and in Springfield, Mass.

West Haven, Conn., Races On

WEST HAVEN, Conn.—Promoter Harry Ryan has inaugurated a sea-

son of midget auto racing at the Donovan Field track here.

4,500 at Cherry Park

AVON, Conn.—George Rice, Milford, won the feature midget race at Cherry Park Speedway Sunday (9) before a crowd of 4,500.

Crash Kills Mid Marozzi

BRIDGEPORT, Conn.—Mariano J. (Mid) Marozzi, Hartford, was fatally injured Monday (10) when the midget car he was driving smashed into another racer during the program at Candelight Park. Marozzi was driving a car owned by Herman Ballman, Milford.

Ted Tappett, Manhasset, L. I., scored his second straight victory in a featured race.

Winston-Salem Preem

WINSTON-SALEM, N. C.—Glenn Dunnaway won the inaugural stock car feature at Capella Speedway Monday (10). An estimated 4,000 attended.

Weatherly Motorcycle Winner

ASHEBORO, N. C.—Roy Weatherly, Norfolk, won the 20-lap feature motorcycle race here Monday (10).

Byron Stock Car Winner

GREENSBORO, N. C.—Red Byron, Atlanta, came home first in the 40-lap feature stock car race at the inaugural meet staged at Wadesboro Speedway Monday (10) before a crowd of about 8,000. Fonty Flock, Atlanta, was second.

The races, promoted by Bill France, were the first to be presented on the speedway which was opened only for horse racing last year.

6,000 at Paterson

PATERSON, N. J.—Bill Schindler, Freeport, N. Y., won the 25-lap feature midget auto race at Hinchliffe Stadium Tuesday (11) before a crowd of about 6,000. Tony Bonodies, Bronx, was second and Dick Dowd, New York, third.

Grim Triumphs

DANVILLE, Ill.—Bobby Grim, Indianapolis, won the 10-lap feature race at the Danville fairgrounds here Sunday (9) before 4,000 persons. Threatening weather held down the crowd. Al Flemming, Richmond, Va., was second; Fritz Tegtmeyer, Elgin, Ill., third; Phil Moecca, St. Louis, fourth, and Al Ketter, Quincy, Ill., fifth. Twenty-six drivers were entered. Deb Snyder, Kent, O., set a new track record of 26.59 seconds for the half-mile. Snyder won a heat and a match race before being forced out by a broken spark plug.

Simms Wins at L. A.

LOS ANGELES — Rod Simms snagged the 100-lap feature which opened midget auto racing Thursday (6) at Gilmore Stadium here before (See SPEED ROUND-UP on page 67)

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 14. 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
Yuma—Yuma Co. Fair Assn. Aug. 16-12. L. E. Fitzgerald.

ILLINOIS
Farmersville—Farmersville Agri. Fair. July 21-22. John E. Murphy.
Moline—Rock Island Co. Fair Assn. Aug. 4-9. George H. Reid.
Monee—Monee-Will Co. Fair. July 1-4. Scott McLaughlin, Joliet, Ill.
Virginia—Cass Co. Fair Assn. Aug. 26-28. E. E. Greer.

INDIANA
Fairview—Fairview Farmers Fair. Aug. 25-28. Earl Furnish, Bennington, Ind.

KANSAS
Alma—Four-H Club Fair Assn. Aug. 26-28. A. J. Pecinovsky.

KENTUCKY
Hartford—Ohio Co. Fair. Sept. 9-11. J. R. Russell.
Whitley City—McCreary Co. Fair Assn. Last week in Sept. George D. Corder.

MICHIGAN
North Branch—North Branch Fair Assn. Sept. 3-6. James Curry, Sandusky, Mich.
Wayne—Wayne Co. 4-H Fair Assn. Aug. 18-21. W. E. Eennels, Belleville, Mich.

MONTANA
Bridger—Jim Bridger Fair & Rodeo. Aug. 28-29. Herman Holsum.
Kalispell—Northwest Montana Fair. Aug. 26-28. Ed. E. Hill.

NEBRASKA
Hyannis—Grant Co. Agri. Soc. Sept. 3-5. Mrs. Earl Hayward.

NORTH DAKOTA
Ashley—McIntosh Co. Fair. Sept. 1-3. Adolph Thurn.
Forman—Sargent Co. Fair. Sept. 7-8. J. W. Bond.

OREGON
Madras—Jefferson Co. Fair. Aug. 12-14. Mrs. E. N. Conroy.
Prineville—Crook Co. Fair. Aug. 20-22. Jerry Bresse.
Saint Helens—Columbia Co. Fair. Aug. 29-31. Ralph Langdon, Scappoose, Ore.

OKLAHOMA
Altus—Jackson Co. Fair. Sept. 16-18. C. G. McMinder, Eldorado, Okla.
Anadarko—Caddo Co. Free Fair. Sept. 14-18. Chas. Stevenson.
Beaver—Beaver Co. Free Fair. Sept. 15-18. Mrs. Lola Benjegerdes.
Blackwell—Kay Co. Free Fair. Sept. 14-18. W. R. Hutchison, Newkirk, Okla.
Boise City—Cimarron Co. Free Fair. Sept. 16-Oct. 2. Rufus T. Dickerson.
Cherokee—Alfalfa Co. Fair. Sept. 13-16. Wayne A. Eakin.
Fairview—Major Co. Free Fair. Oct. 12-14. Harold Miller.
Hobart—Kiowa Co. Fair. Sept. 16-18. J. W. Rempie, Gotebo, Okla.
Hollis—Harmon Co. Fair. Sept. 16-18. Thos. S. Cunningham.
Idabel—McCurtain Co. Free Fair. Sept. 22-25. Ross Dugan.
Oklahoma City—Oklahoma Co. Fair. Sept. 20-22. Harry F. James.
Pond Creek—Grant Co. Free Fair. Sept. 21-24. H. J. Dedrick, Medford, Okla.
Purcell—McCain Co. Free Fair. Sept. 17-18. L. J. James.
Stillwater—Payne Co. Free Fair. Sept. 14-17. D. B. Jeffrey.
Sulphur—Murray Co. Fair. Sept. 21-22. Chas. W. Phelps Jr.
Wadriksa—Jefferson Co. Fair. Sept. 15-18. Hugh DeWoody.

SOUTH CAROLINA
Bowman—Bowman Community Fair. Week of Nov. 15. George W. Oliver.

\$515 Douglas Rodeo Deficit

DOUGLAS, Ariz., May 15.—The financial statement issued by Frank Sharpe Jr., financial secretary of the Douglas Rodeo Association, showed an operating loss of \$811.74 and a cash deficit of \$515.51 for the 1948 show. Expenses totaled \$10,873.92, while receipts were only \$10,062.18. This included \$2,000 underwritten by Douglas businessmen and ticket sales of \$5,965.57.

Plan Fete in Meadow Lake

MEADOW LAKE, Sask., May 15.—Plans are under way for the 26th annual Meadow Lake Stampede. President of the Meadow Lake Racing & Sports Association, sponsor, is A. P. Weber. Bert Bulmer is manager.

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George Hamid's Rise From Rags To Riches Nets Him Alger Award

(Continued from page 3)

chief, and Dorothy Shaver, president of the Lord & Taylor department store.

Rating honorary mention were James V. Forrestal, defense secretary; Paul Hoffman, Studebaker president and ERP head; Sarah Gibson Blanding, head of Vassar College, and Clement Martin, president of the Pennsylvania Railroad.

Hamid, whose 42-year career covered nearly every facet of indoor and outdoor show business, later told *The Billboard*, "I am especially happy that the business I love so well has become the means of enabling me to receive this honor. Altho my career has included trouping with Lou Dockter's Minstrels, Eva Tanguay, Sheridan's burlesque unit, How Thurston, the magician, as well as St. Louis Civic Opera Company, a carnival, my first and last love has been outdoor show business with its parks and circuses."

Hamid Immigrant

The scroll awards state that the winners are "entitled to an enduring place in the history of American business symbolizing the American tradition of overcoming handicaps and achieving success thru industry, sacrifice and ethics."

Credits Friends, Staff

Hamid attributed his success to his friends and his staff which he labels the best in the business. Among the latter are Dorothy Packman, who has been with him for 23 years; Herman Blumenfeld, who has been associated with him thruout his 27 years in the booking business; Joseph Hughes, 20 years; Dave Solti, 15 years, and Leo Grund, 22 years. Frank Cervone, who handles the Pittsburgh office, and Jaey Collier in the Boston office have each been with Hamid 15 years. His indoor circus association with Bob Morton is in its 10th year.

Hamid was represented on ballots as "president of the New Jersey State Fair and owner of Atlantic City's Million Dollar and Steel piers, a talent agency, a Worcester, Mass., amusement park, and the Hamid-Morton Circus, immigrated from Syria, worked as a water boy, acrobat, horseman and slept under the Atlantic City Boardwalk when broke before he owned the famous piers on it."

Hamid also gave a large measure of credit for his success to his wife, Bess, who, he says, has always had a deep understanding and had a real interest in the business and its people. "Other than making the hard work and pitfalls more palatable, her advice has been pretty doggone good," he said.

Upon receiving his award Hamid said, "Free enterprise and opportunities in America are ever present. Many are misled into believing that Lady Luck plays the primary part in the accomplishments and achievements of the successful. Naturally, luck is important. However, more vital is the willingness of persons to seize opportunities which so frequently spring up in this great country of ours. The secret of success is no secret at all. It is the usual story of hard work, vision, confidence, plus true belief in God—in equal rights for all, with the conviction that discouragement, setbacks and heartaches become necessary stepping stones to almost every success."

Opportunity Plentiful

Hamid said there is just as much opportunity today as when he first started in the business. "It was my privilege to hear young fellows question the availability of opportunity," he said. "The outdoor show business field is unlimited and there is a wide field left for young fellows to do."

Dramatize Success

Beebe declared that in these times of national and international adjustment it is fitting to dramatize the careers of the award winners because their successes prove to all peoples that all our government and business leaders were not born with the proverbial silver spoon and that the American system of free enterprise pays off.

"I've helped to organize and streamline the circus, popularize thrill shows and help my carnival friends to progress, and I've imposed every conceivable kind of act on young fellows now have to put their thinking caps preparatory to taking over—and I think they will."

Hamid's son, George Jr., is associated with him in all of his major enterprises.



RECEIVING THEIR HORATIO ALGER AWARDS are, left to right, Col. J. J. Bennett, deputy mayor, representing Mayor O'Dwyer; Earl Bunting, president of the O'Sullivan Rubber Company; George A. Hamid, owner of the Atlantic City Steel and Million Dollar piers, and president of the New Jersey State Fair and booking office bearing his name; Bernard Baruch Sr., financier and philanthropist; and Kenneth J. Beebe, president of the American Schools and Colleges Association who presented the awards. Two other award winners, Charles Luckman and Dorothy Shaver, were unable to be present.

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★ Al Wagner, Cavalcade of Amusements, Mobile, Alabama.

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Cork Gun Corks, 1,000 2.75
Aluminum Milk Bottles, Ea. ... 1.10
Wood Milk Bottles, Ea.50
Worth Baseballs, Doz. 2.15
Case of 15 Doz. 30.00
Weighted Feather Darts, Doz. . 1.20
Dart Balloons (10 Gr. for \$9.00), Gr. 1.00
Knife Rack Rings, 100 3.50
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Mouse Show Equipment, also
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B'ham Rodeo Gross 60G; Like Winner

BIRMINGHAM, May 15. — Jim Like, Kim, Colo., won top money in the Verne Elliott Rodeo at Alabama State Fairgrounds here May 3-8 in connection with the Birmingham Stock Show.

The stock show-rodeo, sponsored by the Birmingham Chamber of Commerce, had Bob Wills and His Texas Playboys as added attraction. Gross for the week was \$80,000, a slump from last year when Gene Autry was in the Wills spot.

Show officials attributed the slump in receipts to the fact that they were bucking baseball games on four of the six nights, with the Birmingham Barons fighting for the Southern Association lead.

Rodeo prize money was \$1,925 for each five events: Brahma bull riding, bulldogging, bareback bronk riding, saddle bronk riding and calf roping. Like took first place in bulldogging and saddle bronk events.

Results:
Saddle Bronk—Like, first; Bill Hancock, Roswell, N. M., second; Gene Pruett, Yakima, Wash., third; Johnny Reynolds, Sherman, Tex., fourth.
Calf Roping—Clark McIntyre, Kiowa, Okla., first; Jess Goodspeed, Wetumka, Okla., second; Shoat Webster, Nowata, Okla., third; Herschel Romaine, Big Springs, Tex., fourth.
Bulldogging—Like, first; Hank Mills, Pueblo, Colo., second; Elliott Calhoun, Phoenix, Ariz., third; Bo Cheason, Beaumont, Tex., fourth.
Bareback Bronk — David Shellenberger, Marietta, Okla., first; Like, second; Johnny Reynolds, third; Jimmy Schumaker, Phoenix, Ariz., fourth.
Brahma Bull Riding—Todd Whatley, Hugo, Okla., first; Bill Weeks, Roy, N. M., second; Johnny Reynolds, third; Bill Williams, Clarksville, Tex., fourth.

25G Open Theater For Worcester Park

WORCESTER, Mass., May 15.—Plans for a 1,200-seat open-air theater at Lincoln Park were announced this week by Frank H. Duffy, park owner and manager. Present plans call for the featuring of name and semi-name bands in one-night stage-shows and boxing and wrestling promotions. Cost of the project which will be ready Decoration Day, is estimated at \$25,000.

The stage will be on the shore of Lake Quinsigamond. Concrete seats will be arranged in a circular manner on a hill facing the water.

Combo Thrill Show Gives Tinty Ranch Flying Start

PLAINVILLE, Conn., May 15.—Joe Tinty, New Britain, Conn., got the second season of Tinty's Flying Ranch off to a nice start Sunday (9) with the presentation of a combined circus, thrill and air show. The Howard Dutton Sky Devils, of Haverhill, Mass., were featured.

Tinty, whose principal business is the operation of a furniture store, also plans weekly boxing programs in conjunction with Raymond N. Sarra, New Britain fight promoter, and motorcycle races.

Wednesday (5) Tinty hosted sports writers and other newsmen at a ranch party.

Colville, Wash., Rodeo Offers \$1,600 in Prizes

COLVILLE, Wash., May 15.—American Legion Post Rodeo here, June 5-6, will offer \$1,600 in prize money. Saddle bronk riding, bareback riding, bull riding, calf roping and bulldogging each will pay \$300, and wild cow milking, \$100.

Entry fee will be \$20 for each main event, and \$10 for cow milking. Entry deadline is 9 p.m., June 4. Vern Workman is general rodeo chairman; Dick Cardwell, publicity, and Merlin Artman, finance. Ring Bros., of Keller, Wash., will furnish stock.

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We will be using TOTO exclusively on our entire trip and will be its biggest booster.

Sincerely yours,
Frank C. Miller

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WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Seat Hype, Pa.,
May 15, 1948.

Dear Editor:

The boss decided to handle his own privileges this year instead of selling them to a bidder. Last year he sold the novelty, cushion, eating and drinking concession to a bidder for \$460 for the season. We learned thru confidential sources that the bidder closed with \$533.60. That showed a clear profit of \$73.60 for his season's work, which is 16 per cent on his investment. When anyone else that invests in anything only makes 1 per cent on his money the show has a bad year and he doesn't get his investment dough back.

This year the concessionaire again bid \$460, but one of his butchers got smarted-up and bid \$461. However, the boss held out for higher bids until the figure came to \$533. That bid was 60 cents short of what the 1947 bidder closed with, and 60 cents on this show is enough money to pay a clown his bonus when the season ends. So, rather than let some outsider carry away 60 cents, the office decided to handle the privileges.

To date the idea has paid off, perhaps not in actual money, but it has given our performers something else to double in besides canvas, concert and chairs. By butchering on the seats our performers have a chance to come in closer contact with their public. After the show is over we often hear a customer boast: "I bought a poke of goobers from the gal that skun the cat on a triple bar, while wearing pink drawers."

We also carry a few professional, but honest, seat butchers. They haven't made much money because of bad breaks. Every day one of them reports that his balloons burst after passing thru the seats and he threw the sticks away or that the ice cream cones melted, which caused him to dump them. Others report that the rain ruined the candy boxes which they left on the lot as unsuitable for sales. The butchers aren't charged with the ruined merchandise. What the office worries about is the time they lose thru such breaks when they could be making money. So far the butchers haven't complained and none has left. The show uses an honor system with butchers. We have eliminated a checker. Had one but he was too weak to carry lumber. The way it stands now every butcher

takes whatever merchandise he thinks he'll sell, and on closing day they will check into the office the amount of their yearly sales minus their commissions.

The only one that the office checks daily is the cushion privilege as our bandsmen, who can't leave the bandstand, are cut in on it. We open the show with the band playing the national anthem. That puts the audience on its feet from three to five minutes. The length of the anthem depends on how long it takes the butchers to put cushions on their chairs while they're standing up. When they feel the comfort of the pad it's 50 cents or else. Before the show's closing act the band again plays the anthem that again puts the audience on its feet long enough for us to collect the cushions to keep customers from carrying them home.

P.S.—Run this ad. Wanted: Swinging ladder girls who know how to prepare and butcher French fried potatoes. Profits will be big as the show is due in the spud country during digging time.

Radiophone System for R-B

CHICAGO, May 15.—Ringling Bros. and Barnum & Bailey Circus has been granted a license by the Federal Communications Commission to use two-way radiotelephone in setting up, dismantling and controlling the show, according to James P. Cody, of Motorola, Inc., here.

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ILLINOIS
Peoria—May 23. Mrs. E. M. Rosser, 711 Sterling Ave.

INDIANA
Fort Wayne—May 30. Mrs. Louise Russell.

MINNESOTA
Minneapolis—May 29-30. Mrs. Robt. T. Strouse, 1225 W. Minnehaha Parkway.

NEW JERSEY
Madison—May 22. Foley, 2009 Ranstead St., Philadelphia.
Plainfield—May 23. Foley, 2009 Ranstead St., Philadelphia.
Westfield—May 21. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK
Garden City, L. I.—May 21. Foley, 2009 Ranstead St., Philadelphia.
New City—May 29. Foley, 2009 Ranstead St., Philadelphia.
Rhinebeck—May 30. Foley, 2009 Ranstead St., Philadelphia.

PENNSYLVANIA
Butler—May 31. Foley, 2009 Ranstead St., Philadelphia.
Sharon—May 30. Foley, 2009 Ranstead St., Philadelphia.



Coming Events

CALIFORNIA
Bakersfield—Patrolmen's Rodeo. May 22-23. George W. Corbin, Box 118.

ILLINOIS
Rockford—Ill.-Wis. Sports & Travel Show. May 22-31. Harry Clark.

INDIANA
Indianapolis—500-Mile Auto Race. May 31. Wilbur Shaw, 444 N. Capitol Ave.

KANSAS
Anthony—70th Anniversary & Home-Coming. May 26-28. Ray Hayter.

MASSACHUSETTS
Boston—New England Home & Food Show. May 24-29. Campbell-Fairbanks, 929 Park Sq. Bldg.

MICHIGAN
Holland—Tulip Time Festival. May 19-22. Willard C. Wichers, City Hall.

MISSOURI
St. Louis—Police Circus at Arena. May 9-23. John A. Harding, 1200 Clark Ave.
St. Louis—Home Builders Expo. May 22-29. J. W. Curry.

NEW JERSEY
Atlantic City—Housewares Show. May 29-June 4.

NEW YORK
Salina, Syracuse—Field Days. May 19-31. Third Ward Men's Club, Syracuse.

OHIO
Cincinnati—Home Show at Music Hall. May 15-23.

PENNSYLVANIA
Eagleville—Firemen's Fair. May 19-29. Wm. E. Koffel.

UTAH
Richmond—Black & White Days. May 19-21. S. Milton Webb.

WASHINGTON
Dayton—Dayton Days. May 31-June 1. Merle Gwinn.
Waltzburg—Days of Real Sport. May 27-29. John W. Reed.

CANADA
Saskatoon, Sask.—Pat Stock Show & Sale. May 27-29. Mrs. Letta Walsh.
Toronto, Ont.—International Trade Fair. May 31-June 12.

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RR Fair Pageant Casting Begins

220 needed to fill roles in Chicago production—800 costumes in wardrobe

CHICAGO, May 15.—It's casting time for *Wheels A-Rolling*, the pageant which will be staged daily during the Chicago Railroad Fair, scheduled July 20 thru September 6.

Maj. Lenox R. Lohr, president of the Lakefront Exposition, has announced a total of 220 men and women are needed to fill roles in the outdoor extravaganza, and that interviews will be held beginning Thursday (20) and running thru Friday (28) at the Museum of Science and Industry. Hours are from 10 a.m. until noon and from 2 to 4 p.m.

At least 800 costumes will be worn by the actors of the production, admission to which will be 50 cents.

The majority of these selected will play four parts each as the pageant portrays the highlights of almost three centuries of railroading progress. Accent is to be on acting skill, as most of the presentation will be in pantomime with the story carried by narrators.

Estimate 12,000 Attend Wheatland, Calif., Cele

WHEATLAND, Calif., May 15.—More than 12,000 visitors are estimated to have attended the centennial celebration here May 8-10. A capacity crowd of 2,500 filled the O. K. Roddan ranch arena to witness the rodeo which concluded the three-day affair.

A parade, horse races, centennial ball and a whiskerino contest were featured in addition to the rodeo during the celebration's run.

Six Trophies, \$300 Awards Donated for Alberta Rodeo

LETHBRIDGE, Alta., May 15.—Six trophies, each accompanied by a cash award of \$300, have been donated to the Southern Alberta Rodeo Circuit by organizations doing business in the southern part of the province.

Prizes will go to the cowboys scoring the highest number of points in the circuit's series of nine rodeos. Herman Linder is staging the rodeos for the circuit.

Jersey Legislators Reject Legal Bingo

TRENTON, N. J., May 15.—The New Jersey State Legislature Wednesday (12) rejected a proposal for a public referendum on legalized bingo which was advanced by a Democratic minority.

The proposed referendum, one of the controversial measures before the Legislature as it sought to terminate its spring session last night (14), failed to be removed from the judiciary committee by a vote of 29 to 14. The vote was followed later by the introduction of an identical bill, which provides welfare and religious benefits, under Republican majority sponsorship.

New Canvas Firm Formed By Campfield

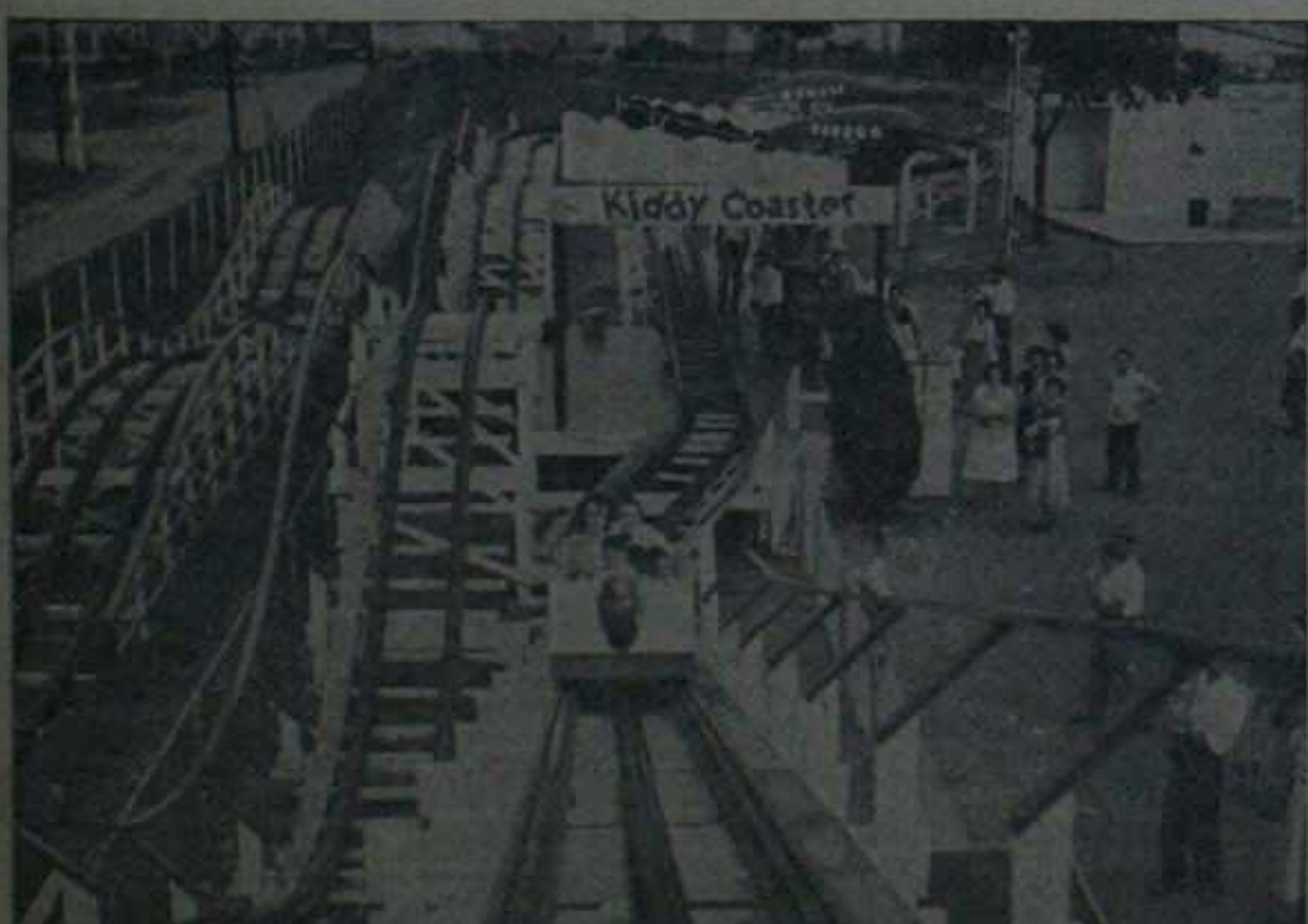
NEW YORK, May 15.—Formation of a new canvas firm under his own name was announced this week by Arthur E. Campfield, who for 24 years has been sales representative for a number of tent houses catering to outdoor show business. Associated with Campfield, who is president, are William Mitchell, vice-president and general manager, and Henry Heil, secretary-treasurer. The firm has its own offices and plant at 145 West 54th Street.

Campfield, who will handle sales, was last with the Ernest Chandler Company. Prior to that he was associated with Baker-Lockwood, Martin, and Max Kunelly. Before confining his activities to the manufacture and sale of outdoor canvas supplies he was associated for 21 years in various outdoor and indoor showbiz enterprises.

Mitchell, who will supervise all manufacturing, also was last associated with the Chandler firm. Before that he was employed by the Fulton Bag & Cotton Company. He has had 30 years' experience in the industry. Heil has been associated with Mitchell for 10 years.

KBD Inks Calgary Pact

SWIFT CURRENT, Sask., May 15.—A contract has been signed with KBD Enterprises, Calgary, Alta., for grandstand attractions at the Frontier Days Celebration, July 1 and 2.



BILL DE L'HORBE JR., sales manager of the National Amusement Device Company, Dayton, O., had the photographer on hand at Dallas Fair Park opening day to catch his firm's Kiddy Roller Coaster, new at the park this year, in action. Ride carried 3,627 passengers opening day, according to de L'horbe. Ride, owned by Sam Bert, was designed and built by Charles Paige of the Dayton firm.

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VAGABOND COACH MANUFACTURING CO.

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FLUID DRIVE!

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MARTIN NEW YORK TENT & DUCK CO., INC.

54 HOWARD STREET NEW YORK, N. Y.

Durante Gets Grandstand at Texas Annual

Acts Not Yet Signed

HOLLYWOOD, May 15. — Jimmy Durante, movie and radio star, and Arthur Michaud, personal manager, jointly have acquired rights to the Texas State Fair grandstand show, Dallas, scheduled October 8-24. Lou Clayton, Durante's manager, has signed papers for the comedian tying him into the deal with Michaud. No acts have been signed as yet for the program.

One of the major shows at the fair,

Regina Board Sets Budget For Harness, Running Races

REGINA, Sask., May 15.—Harness races with pari-mutuel betting will be presented at the fairgrounds here June 2 and 3 under Regina Exhibition Association auspices. A tentative budget of \$3,975 has been set by the fair board, the total to include \$2,500 in purses.

Budget for the running races at the summer fair has been set at \$35,000, a boost of \$743 over last year's expenditure.

Purses will be \$23,500, an increase of \$1,000 over 1947.

the Texas event last year drew more than a quarter of a million persons to a road company staging of *Annie, Get Your Gun*, starring Mary Martin. In 1946, Tommy Dorsey's band attracted more than 175,000 persons,

Pass the Aspirin

NEW YORK, May 15.—Dr. Robert M. Marcussen, specialist of the New York Hospital, spent considerable time at Madison Square Garden interviewing performers of the Ringling-Barnum cirk who specialize in working upside down, as part of his research work on the causes of headaches and kindred ailments.

Among those interviewed were Bob Behee, catcher of the Flying Behees; Ira Millette, head-balancing aerialist; Unus, equilibrist, and Danny Gordon, Jimmy Crocker and Fanny McCusky, trapezists. Clown Emmett Kelly was also consulted, altho he usually works top-side up. Art Eldridge's tail-hanging chimps eyed the doc with suspicion and refused to discuss their head troubles.

King Business Good Thru Virginias, Md.

HAGERSTOWN, Md., May 15.—King Bros.' Circus has been rolling along to good business in spite of some bad weather. At Beckley, W. Va., (4) the show drew two sell-outs and the following day at Hinton, W. Va., (5) the show pulled a three-quarter house at both shows. Show was greeted by showers at Covington, Va. (7), had a late arrival but got two good houses. The following day at Staunton a stringer wagon got lost in the mountains and cut the matinee seating. It arrived in time for the night show which was a sell-out. At Hagerstown (10) the matinee was about a half house.

Inadvertently omitted from the recent line-up was the concession department under Superintendent Arthur Stahlman and assistant Joe Smiga. Menagerie stand, Curly Hayes; cotton candy, Paul Delaney and Frank Rizzo; snow balls, Joe Sudduth; candy apples, Jack Meredith; popcorn, Peanuts Headley; lunch stands, Leo Markowitz and O. Tilker; novelty stands, C. J. Matchett and Curly Hayes; programs, Dorothy and Alvin Parker; seat butchers, William Goodyear, Francis O'Connell, Chuck Taylor, William Shelford Jr., Alvin Parker and Henry Carter; privilege car, Phil Hall, S. Woods and Bob Hall; commissary, Tommy Arenz, and candy pitch, Scott Hall and Porter Goldie Hampton.

LANCASTER, Pa., May 15.—King Bros.' Circus struck a sour note here yesterday when it opened three hours late with 15 spectators in the big top. Rain had turned the lot into a quagmire which delayed start of the show. There were only a few fans on hand at the scheduled starting time and many of them left before the show got under way.

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MATTY MILLER HANK THEODOR ED BERG
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Big Show Contracts Second Philly Date

PHILADELPHIA, May 15.—Ringling-Barnum circus, which for a while was faced with the prospect of being excluded from the Philadelphia area this season, is scheduled for two local appearances. The suburban Upper Darby Township board of commissioners this week granted a license for the Big One to show June 11 and 12 at 69th Street and Marshall Road, just across the city line. The circus will show within the city at 11th Street and Erie Avenue for one week beginning Monday (24).

Waldo Tupper, general agent, agreed to a daily license fee of \$150 for the Upper Darby appearance and Joseph A. LeStrange, township police superintendent, assured the commissioners that the showings would be adequately policed with the aid of Philadelphia police.

Melanson Elected IABB Steward on R-B Advance

NEW YORK, May 15.—Brownie Melanson, Fall River, Mass., was elected steward of the International Alliance of Billposters and Billers (IABB) on the Ringling advance Tuesday (4). He succeeds Eddie Jackson.

Roster of the Big Show No. 1 car: John J. Brassil, manager; James Kennedy, boss lithographer; Edward Riley, boss billposter; Herbert Goerke, boss bannerman. Billers: Joseph Bernstein, Walter Clark, William L. Dowd, Paul Halo, Eddie Jackson, Ben Garrison, Arnold Muller, Joe Nolan, Sam Oken, Arthur Outten, George Kelly, Fred A. Pyne, Roscoe Stevens, Charles Smith, William Schmidt, Eddie Richie. Frank Grove is porter.

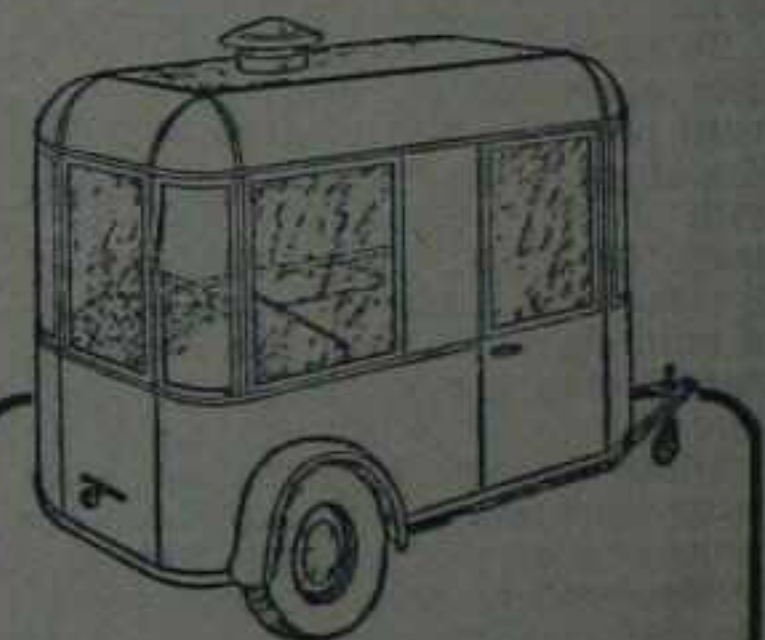
Ohio Valley Shows Awarded Pact for Red Key, Ind., Fete

RED KEY, IND., May 15.—Ohio Valley Shows have been awarded the contract to furnish the midway at the Lions' Club Street Fair here July 7-10. General Agent Bill Harris inked the pact for the org.

In addition to the carnival attractions, the celebration will include band contests, free attractions and the selection of a queen.

R-B New Britain Lot Nixed

NEW BRITAIN, Conn., May 15.—There is a possibility that the Ringling-Barnum circus may have to cancel its scheduled June 17 appearance here. Frank A. Starkel, State police fire marshal, has declared the lot on South Main Street selected by the circus "unsuitable and rejected."



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Take your business where the money is. No rent! Minimum operational cost. Follow the crowds at carnivals, fairs, homecomings, baseball and football games, army camps, etc. We furnish you a business completely equipped for popcorn, frozen custard, hamburgers, juice stands, ice cream, etc. See our newest model—Available Through Our Distributors or Write Dept. B

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Frank Wirth Offers Plentiful Talent at St. Louis Show

By a Staff Correspondent

ST. LOUIS, May 15.—Current edition of the St. Louis Police Circus, entering the last half of its 15-day, 24-performance run which closes Sunday (23) at the Arena here, is a power-packed confection put together with winning effect by Frank Wirth, New York.

Spanning 2 hours and 45 minutes without an intermission, the show offers an array of talent rated every bit as strong, if not stronger than any of its predecessors.

Top-ranking acts stud the program. A rundown of the list demonstrates that Wirth corralled about every top-flight act available at this stage of the circus season. The fact the Barnes Bros. does not conflict, as it did last year, freed many acts for the engagement here.

A large measure of the program's strength stems from acts which recently appeared in the Barnes show in Chicago. Aida, the Girl in the Moon; Terrell Jacobs and his wild animals; the Loyal Repenskys, riding act; Bill Buschbom's Liberty horses; Capt. William Heyer and Starless Night, high-school horse, and the Flying Zacchins, to mention some of the acts on the Barnes Chi bill, are playing here under Wirth.

Other acts provided by the New Yorker also come high in talent. These include the Wallendas, high wire; the Herzogs, trap novelty; the Shyrettos, unicycle act, only recently introduced to the circus field; the Nissens, trampoline, and the Maschino Troupe, tumbling.

Moves at Fast Pace

Caught opening night, Sunday (9), the show clicked solidly. It moved at a brisk pace and, considering the limited rehearsal, with few rough spots.

Stressed as a replacement for the spec presented in 1947, the tournament proved colorful and impressive. Miniature circus wagons are featured, with Jinx Hoagland furnishing 40 head of stock. The costuming is eye-snaring. And there are plenty of animals and people in the tournament giving the performance a strong sendoff.

There is no skimping in talent value thruout. Not one but three funny Fords, for instance, work simultaneously. And three riding acts, the Loyal Repenskys, the Zavatas, and Poodles Hanneford, work together. Similar solid fare is offered in aerial acts, which features the Wallendas, and in acts presented in the three rings and from two platforms.

Bentlage Heads Clowns

Producing clown is Bill Bentlage. Others in clown alley are Happy Kellers, Charlie Frank, Bill Rice, Van Wells, Bill and Al Sweitzer, Paul Basche, James Cogswill, Al Florenz, Henry Boers, Doc Hurlbut, Roy Barrett, Lew Hershey, Hopp Green, George McGee, Sophie Bentlage, Two Klippels, Midget Tony and Lindsay Wilson.

In addition to Frank Wirth, other members of the production staff are John E. Lonergan, assistant producer; Tom Kay, equestrian director; Phil Wirth, assistant equestrian director; George Bauer, superintendent of properties; Izzy Cervone, musical director and George Carson, announcer. The program:

- Display 1—Tournament.
- Display 2—Chick Yale, falling tables; Laddie Lamont, rolling globe.
- Display 3—Terrell Jacobs' animals.
- Display 4—Aerial ballet, with Valencia Trio, Mickey King, Herzog Sisters and the Solis.
- Display 5—Funny Fords, Patterson's, Smith's and Armstrong's.
- Display 6—Woodford's Dashahunds, Goutier's Steeplechase, and Madame Loyal's Dogs.
- Display 7—Clowns, strip-camera.
- Display 8—Maximo, slack wire; Risko and

- Nina, jugglers; Kay and Karol, jugglers; Jack Meyand, unicycle, and Laddy Lamont, jugglers.
- Display 9—Clown walkaround.
- Display 10—Miss Rita, Herzog Sisters, and Miss Vivien, cloud swing.
- Display 11—Frisco's Seals, Wildy's Bears, Tietor's Seals and Snyder's Bears.
- Display 12—Phil Wirth's Riding School.
- Display 13—Clowns.
- Display 14—The Wallendas, high wire.
- Display 15—St. Louis Police Quartet.
- Display 16—Poodles Hanneford, the Loyal Repenskys and the Zavatas, riding acts.
- Display 17—The Shyrettos and Mel Hall, unicycle acts.
- Display 18—Capt. William Heyer and Starless Night, high school horse; the Hoagland Stables and the Rudynoff family.
- Display 19—Clown cannon number.
- Display 20—Ebonys, trampoline; Zoppes, unsupported ladder; the Bricks, trampoline; Monty, trampoline, and the Heerdinks, bar.
- Display 21—Clown walkaround.
- Display 22—Miller's six elephants.
- Display 23—The Great Arthur, the Appollos, the Siegrists and the Alcedos, high pole aerial ballet.
- Display 24—Garland entry, Rudynoff family the Hoagland Stables, and Bill Buschbom's Liberty horses.
- Display 25—Clowns reducer number.
- Display 26—The Flying Zacchins and the George Valentine Troupe.
- Display 27—Clown wedding.
- Display 28—Tien Tai Liu troupe, bar; Seven Brannocks, teeterboard; Ten Karrells, unsupported ladder; Maschino troupe, tumbling, and Chee Hein troupe, contortion.
- Display 29—Clowns.
- Display 30—Aida, the Girl in the Moon.

South Continues Good for Hinkle

DANVILLE, Va., May 15. — Milt Hinkle's Rodeo continued to register good business here this week after a well-publicized showing last week in Raleigh, N. C. No bargain prices are offered, since the scale at Raleigh was \$1.25 general admission for adults and 65 cents for children. Reserved seats sold for \$1.75 and box seats for \$2.

Arnold (Cap) Coffey, publicity director known thruout this section mainly for his work in connection with movies, pulled a nifty stunt in Raleigh when he had Johnny Wise, singing cowboy, and his horse, Bob White, tour the State Capitol corridors. The rubber-shod horse and the rider rated considerable newspaper space.

Stations WPTF, WRAL and WNAO broadcast reports of several Brahma bulls reported on the loose, so the natives were well informed of the presence of the rodeo.

The show opens at the Greensboro (N. C.) fairgrounds Thursday (20) to present night shows thru Saturday (22). A matinee is scheduled for Sunday (23).

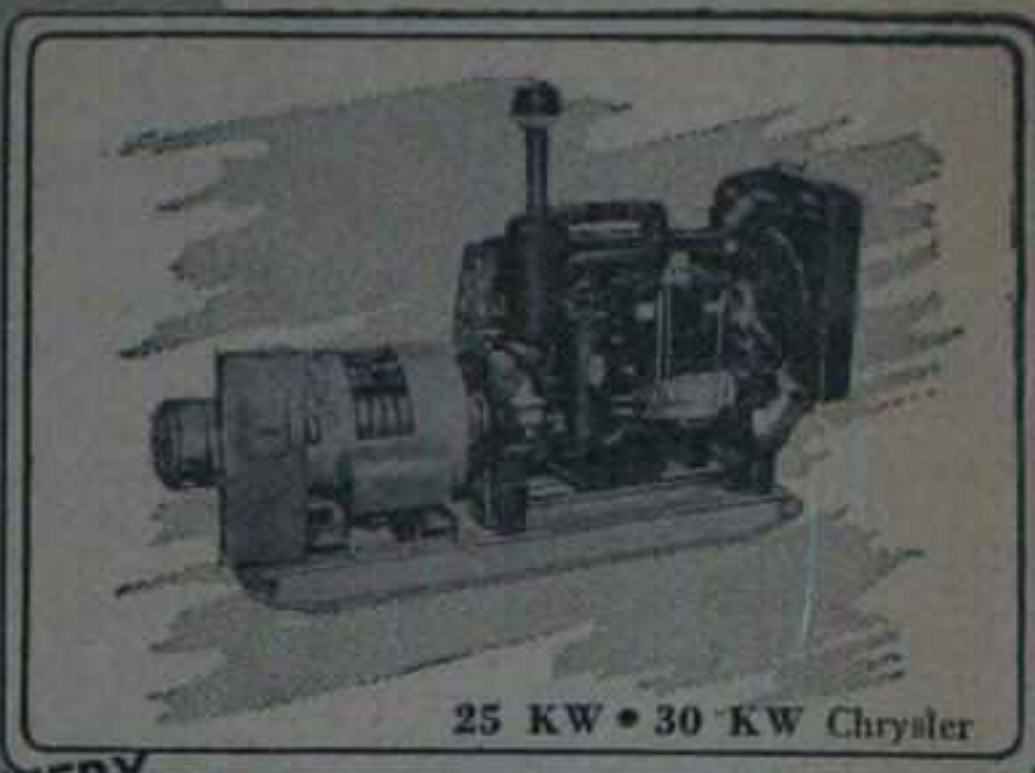
WLWT Cole Airing First in Midwest

CINCINNATI, May 15.—First telecast of a circus in the Midwest and the first ever made from under canvas took place tonight when WLWT, the Crosley outlet, aired the two-hour performance of Cole Bros.' Circus appearing here today and tomorrow.

Circus advertisements in local papers plugged the telecast in addition to the regular live shows at the Cumminsville circus lot, and facilities of the station were devoted to promoting the circus. *Story Time* and *You Are an Artist*, kid shows, gave away 500 circus passes to children attending broadcasts, and other shows and station breaks plugged the airing. Two cameras covered the show. Arrangements were completed by Ora Parks, Cole general press representative, and Chester Herman, WLWT program producer.

Cincinnati dealers installed video sets in local children's homes and orphanages for those who might otherwise have missed the circus. Acts televised included the Cristiani Family and Hubert Castle.

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- 25 KW Chrysler, 3 phase, 60 cycles, 230/440 volts, 1200 R.P.M.
- 20 KW Hercules, 1 phase, 60 cycles, 220/400 volts, 1800 R.P.M.
- 15 KW International Harvester, 1 phase, 60 cycles, 110/220 volts, 1200 R.P.M.
- 5 KW Hobart Witte, 1 phase, 60 cycles, 110 volts, 720 R.P.M.
- 3 KW Witte, 1 phase, 60 cycles, 110 volts, 720 R.P.M.

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The TLT-A-WHIRL Ride

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"Starts with a bang to get money and does just that every day"

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

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Price, ten-unit game, \$2,000.00. Other sizes available. For FREE information write **ELECTRONIC GAMES, INC., Greensburg, Pa.**

Murray, Adept in All Showbiz, Still Likes To Make With Noise

(Continued from page 55)

field, working for the theatrical trust controlled by Charles Frohman, Klaw, Erlanger, Nixon and Zimmerman, and Rich and Harris. He handled the supers and went abroad for special costumes and scenery. "Today," Fred opines, "the job title would be technical director."

During the outdoor season he was occupied with staging *The Last Days of Pompeii*, a pyro show requiring a horde of supers and carloads of scenery. He must have had a special love for that show since he mentions it often. Fred toured the world with this show, including India, Africa and Australia, playing some dates under auspices and others as straight promotion.

Favors Big Specs

Fred always has leaned toward massive production. About 1924-'28 he staged some spectacles for the World Amusement Service Corporation (Barnes & Carruthers, Alex Sloan and Frank Duffield). "With Earl Newberry I produced and staged the largest fireworks spec ever seen in this country. Why, we used more acts than you see in the Ringling show," Fred says. The show was presented in Detroit, Akron and Boston about 1926.

Fred was associated with Henry Rapp's American Fireworks Company from about 1931 thru 1939, when he joined the International Fireworks Company of Jersey City, N. J., the firm he still represents.

It was in between barrages of aerial bombs that Fred sampled other branches of show business. He was at various times associated with medicine shows, motion pictures, circuses, carnivals, the legit field and a showboat. He was the stage manager for Koster & Bial on the site now occupied by Macy's famous department store. They played only imported vaude acts.

"We were the only show ever requested to leave Canada," Fred says of his venture into the carnival business with two partners. "Fortunately we owed the Canadian National Railroad a sizable sum and they arranged with the government for us to finish the season. I can't imagine why they didn't like the show."

Exits Carnival Biz

"After this debacle," Fred continues, "I owned nine rides for a while and several carnivals operated nicely on the money grossed by my rides. When one operator hocked my rides to get a little folding money that finished me in the carnival business," Fred concludes.

Fred's remembered experiences, both good and bad, are nearly as numerous as the days he has spent in the business. Pointing out one of the pitfalls any general agent might encounter, Fred tells of an experience while showing Rocky Point, R. I., with a fireworks spec.

"I was booked in the first week on p.c. The second week the park manager bought the show outright, neglecting to inform me that it was his biggest week with picnics scheduled for each day. I would, of course,

have made much more money on p.c., except that it rained every day! This same manager, after witnessing a blowdown on opening night in which we lost considerable scenery and props, actually requested that we include a blowdown as part of the remaining performances!

How To Get Paid

"Another time we were rained out on Labor Day at a park near New York. The manager refused to pay. I went to his office, which was small, bolted the door and demanded the money or his hide. He was much smaller than I so he paid up.

"Years later I did business with a firm only to find out that this same manager was the person who had to sign the contract. I wasn't anxious to meet him, but I couldn't avoid it. He remembered me and in so doing turned to his assistant, saying, 'I want to warn you to pay this man according to contract every night. He'll stand for no foolishness.' Altho he hadn't forgotten, he had forgiven with true Christian charity."

Perhaps one of his most pleasant dates was played in Jackson, Tenn. "We played for a park on an adjacent lot, which was the only place in town large enough to accommodate us. The operator was the banker, grocer and local financier, owning the electric, water and gas works and the street railway. The town was too small to gross more than half the guarantee but on the last night the operator settled before the show, explaining that he already had seen it twice and was too tired to witness the third performance. He paid his fare on the trolley, bought his own tickets and made his family do the same. It would be a wonderful business if everyone followed his example," Fred muses.

Cheap Labor Rebels

Fred has this one to tell on labor relations. "In up-State New York we picked up a huge hulk of a man who was as strong as an ox. He could do the work of six men. It wasn't until two or three weeks later that I discovered that he wasn't carried on the payroll.

My superintendent explained that the giant was given a quarter for each meal and an extra quarter a day for spending money. Since this arrangement appeared to be satisfactory we did nothing further until we reached Buffalo. Our Hercules disappeared for a day and returned with a lawyer who slapped a plaster on us after it was too late to get a bond so that we could move. As a result we had to pay him full wages for the time he had been with us, the lawyer's fee and the sheriff's costs. The moral to this story is that something you get for nothing always costs more in the end."

A happier recollection is the time the super, one of many in the fireworks spec, *The Relief of Peking*, fell in the mud and was trampled by a troop of cavalry at the height of the action. Fred, envisioning all kinds of lawsuits and claims, was confronted by the muddled and bruised

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Rubber Covered Wire Cable, with Clute, Wood Ball Markers, Master Board; 5 piece layout for 15.00
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super, who apologetically offered to have his costume cleaned and repaired. Fred remembers that he was magnanimous and wouldn't let the man assume the cost.

Spanish-American War

Fred wound up in the Spanish-American War and served two years, 1896-'98, when he visited Camp Shanks, N. Y., one sultry afternoon and partook of some proffered liquor. "When I tried to leave the following morning, I was told that I had volunteered in the 71st New York Regiment. I deserve no credit for that one," Fred states.

After being served a can of tomatoes for breakfast he decided there must be an easier way to fight a war and maneuvered into the quartermaster corps, where he served and was discharged as a sergeant. He added to his military experiences when he joined the First South African Light Horse Brigade after arriving in that country with a shipment of mules and going broke. He was discharged as a sergeant-major.

During the first World War he served the government as a pyrotechnician for a dollar a year and was rewarded with a distinguished service certificate.

Big Dough for Shows

Some of the big pyro shows Fred recalls include the St. Louis World's Fair which staged a two-night, \$65,000 show, and the Hudson-Fulton Celebration in New York. He handled the latter, which was fired from 14 barges off the New York water front at a cost of \$35,000.

Considering that barges rented then as now for about \$100 a night and powder was considerably cheaper than it is now, listeners can disregard Fred's moaning that "We didn't make a dime. There isn't any money in the fireworks business."

In 1939 he supplied 90 per cent of the fireworks to the New York World's Fair, then in its first year, and before and since has had, he says, too many notable shows to single them out. His showbiz exploits have occasioned 27 boat crossings to Europe. He isn't averse to flying either, using that mode of transportation frequently, both for himself and his products.

Fred has done pretty much everything in multiples, including marriage. He has been married three times—to a redhead, a blonde and a brunette in that order. His first wife died, and he is divorced from the others. He sums up his marital experiences with the observation that "a wife is definitely cheaper than a girl friend."

NSA Chaplain

One of his happiest alliances has been with the National Showmen's Association, of which he is chaplain. As one of its most active members, he has been presented with a scroll, a plaque and a life-membership card in recognition of services rendered. He also was one of the founders of the Virginia Association of Fairs.

Fred, whose capacity for potables has caused recognition in some circles, comments, "I don't know much about liquor except that Scotch isn't as good as it used to be." As an afterthought he added, "I'll drink a little rye under protest."

Fred holds licenses to manufacture and display fireworks in Massachusetts, New York and New Jersey. As such, he points out that he is not a salesman but a first-class pyrotechnician.

His associates can vouch for his not being a salesman. Not that he doesn't have the charm, personality and good merchandise, but simply because he gave up pursuing customers many years ago. "I'm available and they'll come to me if they want to do business in a gentlemanly way and on honorable terms," Fred says. And plenty of them do.



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Hincken Named R. I. State Fair Gen'l Manager

KINGSTON, R. I., May 15.—Cort Hincken, a veteran fair official, has been named general manager of the Rhode Island State Fair, James C. Muldowney, president, announced this week.

A native of Brooklyn, Hincken first became associated with agricultural fairs in 1916 when he was named superintendent of the poultry department of the Riverhead Fair, Suffolk County, L. I. He later was appointed secretary-manager in which capacity he served for 19 years.

Hincken retired in 1941 to operate his own farm during the war years, but in 1946 he took part in the staging of the Franklin, Mass., Fair.

Plans for extensive extra-curricular operations were dealt a blow Monday (10), when the South Kingston Town Council denied the fair's petition to hold stock car racing weekly, beginning Wednesday (19), on the grounds of public safety. However, the council did grant permission for boxing and wrestling matches on Thursday nights, beginning June 24.

A recommendation from the tax assessors to grant the fair association tax exemptions on its property was turned down. The council was also informed that the secretary of State's office reported that the fair association was a non-business organization.

50,000 Attend Honolulu Event

HONOLULU, May 15.—More than 50,000 passed thru the gates the first two days of the 49th State Fair which opened Thursday (6) at Kapiolani Park, Waikiki, for a four-day run.

Jerry Colonna and the Dinning Sisters were featured in the free platform show which an estimated 30,000 saw the second night. Admission to the fair was 50 cents for adults and 20 cents for kiddies.

A Miss Hawaii contest was staged, with the winner awarded a trip to Atlantic City.

Rides, concessions and side shows were furnished by E. K. Fernandez.

Survey Recommends Single Agency Boss For Mich. Grounds

DETROIT, May 15.—An extensive survey conducted by the Detroit Agricultural-Industrial Foundation, working in conjunction with the Detroit Board of Commerce, resulted in the following recommendations:

1. Year-around use of the \$15,000,000 State fairgrounds property as an educational facility.

2. The establishment of a new single agency with powers of full control, thereby eliminating politics from the picture.

The foundation was created at the requests of Governor Sigler, Agricultural Director Charles Figy, legislative groups and the Farm Bureau and Grange.

The recommendations are based on responses to questionnaires sent to 2,835 individuals and groups in the survey which was under the direction of Forest H. Akers, president. Akers was assisted by Ben E. Young and Dr. Bruce H. Douglas, vice-presidents; W. A. Mayberry, secretary-treasurer, and H. A. Lyons, director.

Fair Management:

Eye To Needs of Patrons Held Important for Sound Operation

By R. J. Pearse, Fair Designer

THE comfort of the fair patron is just as important as the comfort which is provided for the guest in a hotel, the visitor to a private home, or the patron of a theater. The provision of comfort for the fair-goer is absolutely necessary if the fair is to be fully appreciated and enjoyed.

One well-known hotel chain has made a fortune on the basis of the rule that "the hotel guest is always right." This rule means not only are the guest's wishes considered, but also that the hotel management has spent much time and action in anticipation of the guest's desires.

Thoughtful planning for a guest in the home also is important, for when the guest arrives, he is provided with the best food, the best bedroom, and every courtesy is extended to make his stay a pleasurable and enjoyable one.

Says It's Good Business

The theater world provides for the patron's every comfort with air-conditioning, comfortable seats, clean rest rooms, the best of lighting and every other reasonable convenience. It is good business.

Just as in the above mentioned fields, the comfort of guests at fairs is equally important. Many fair managers are becoming more and more aware of the demands of their patrons and are furnishing facilities for them which make a visit to the fair more enjoyable.

The first of the physical requirements for comfort on fairgrounds is that of providing adequate and clean rest rooms. A tumbled down "Chic Sale" building with no modern conveniences immediately marks a fair as a second-rate organization. Also, adequate rest rooms mean much more than providing one toilet for 250 persons of either sex. (Army regulations base the requirements for toilets as low as one unit for each 40 or less persons.) By dividing the total attendance of an average fair day by the number of toilets provided, the manager of the fair may determine how many more are needed to provide adequate comfort.

Suggested Facilities

The women's toilets should provide, away from the toilets, a lounge room containing chairs, a couch or cots, wash basins, drinking water, mirrors, baby cribs, and other sanitary facilities.

One abuse which should be remedied on fairgrounds is that of letting out the concession for keeping toilets and rest rooms to unscrupulous persons who make themselves obnoxious to the patrons unless a tip is generously given every time the facilities are used. It is a convenience to the patron to have sanitary facilities provided, but slurring suggestions or

3d District Calif. Annual Revived

CHICO, Calif., May 15.—The Third District Fair will be held for the first time since 1941. Dates are May 20-23.

Fair will open with a rodeo. Stock judging will take place on the second morning with a variety show and sheep dog trials in the afternoon. The rodeo will be repeated as a feature the second night. A horse show will be the main attraction the third day. Auto races and a dog show will be held on the closing day.

Donald J. Quinn is district fair manager. His assistant and active manager is Maurice Hogan. Charles Randolph is publicity manager.

sometimes even cursing when the patron does not tip is not to the advantage of the fair.

Drinking fountains are among other top requirements. They need not be placed in front of a drink stand concession, but should be near the entrance of buildings, at junctions of walks, or near benches where patrons pause to rest for a few minutes. The availability of drinking water does not necessarily hurt soft drink concessionaires. It makes for pleased patrons, who, chances are, stay long and consume just as many soft drinks during their extended stay on the grounds.

Shade trees are a requirement for modern fairs. Since more fairs are in operation during late summer or early fall, hot days often are the rule. An ever-increasing number of patrons is used to air-conditioned offices, theaters and buildings, so several hours in a hot exhibition building with no shade outside, does not provide sufficient comfort or enjoyment. Trees should be planted in the open areas between buildings and in open courts in front of the buildings. They should be far enough apart to provide sunny grounds between them, with the limbs trimmed high enough so as not to interfere with patrons passing underneath.

Park benches or settees are a necessity on every fairgrounds. These should be made substantially and should seat three to five people comfortably and economically. During winter months many fairs cast end pieces for benches out of concrete. During the summer, substantial wood, such as two-by-fours or two-by-sixes, is used to fill in between the bench ends to make the seats and backs. All such seats or benches should be well built to eliminate high maintenance costs and should be painted with a waterproof paint once a year.

Can Be Sponsored

Some managers are wise enough to ask some mercantile establishment or manufacturing concern to sponsor such benches, in return placing a suitable sign with the sponsor's name and business on the bench.

As an extreme example of the lack of such facilities, the writer recalls attending a county fair a few years ago where the attendance was over 20,000 people. After roaming around the grounds for a whole day, the only place he could find on which to sit, (See Fair Management, opp. page)

Toronto Fete Lures 1,500 Exhibits From Thruout 28 Nations

WASHINGTON, May 15.—One of the largest trade fairs ever held in North America opens in Toronto Monday (31) for a two-week stand, the Commerce Department announced this week. The fair will embrace some 1,500 exhibits, representing products of 28 nations.

Sponsored by the Canadian government, the fair will be staged in three buildings of the Canadian National Exhibition of Toronto. Over 750,000 square feet of floor space are available.

Over 100 U. S. exhibitors have reserved space. "Never before," said a Commerce Department spokesman, "has there been a fair so close to the United States where an opportunity will be offered our foreign traders to view in a few days such a wide variety of commodities."

Calif. Annual Will Go After Fem Patronage

SACRAMENTO, Calif., May 15.—The 1948 California State Fair will go in heavily for feminine patronage and participation, and the California fashion industry is seeking a permanent building to house its activities when the fair obtains a new site.

Mrs. Gertrude Rossiter, Los Angeles, a member of the advisory committee for the fashion industries exposition at the fair, has been conferring with State officials to that end. She declares there is no valid reason why this industry, which is a half-a-billion-dollar-a-year business in California, should not have its own building.

Harold J. McCurry, member of the State fair board, supported Mrs. Rossiter's contention and said a new plant would be necessary because of public demand.

Twenty-two fashion shows are scheduled in Governor's Hall during the State fair next September 2-12, Mrs. Rossiter reported, featuring California-made clothes and accessories in twice-daily showings.

Plans call for presentation of blue ribbons at a Fashion Industries Day September 3, which will be attended by manufacturers. Clothes in the fashion competition will be judged before the fair by a committee of retail buyers who will see the garments without the maker's labels. Winners will be on display at the fair.

Chambliss Skeds 4 Thrill Matinees for Greensboro Annual

GREENSBORO, N. C., May 12.—Major attractions for the Greensboro Fair, which will operate October 11 thru 16, have all been booked, Norman Y. Chambliss, manager, announced this week.

Stock car races, which last season attracted a pre-opening estimated crowd of 20,000, will be staged on opening Sunday under the direction of Bill France. Jack Kochman's Hell Drivers are set for appearances on Monday and Thursday afternoons. Chambliss is also considering the possibility of adding midget auto races for an additional afternoon thrill presentation. Stock car races are also scheduled for closing Saturday.

George A. Hamid is again providing all grandstand attractions, including a revue, acts and band. Bleacher seats were recently added to boost the grandstand seating capacity to 4,500. Improvements have been made to the track and a new wire fence has been installed.

Mrs. R. G. Troxler has again been named as superintendent of the agricultural department. Mrs. Clyde Kendall is continuing as assistant manager.

George Bruns Band For Oregon Annual

SALEM, Ore., May 15.—A change in policy will find George Bruns and his orchestra, of Portland, playing for the dances and musical revue at the 83d Oregon State Fair here September 6-12. Outstate bands have played this date in recent years, with Buddy Rich here in 1946 and Jimmy Grier in 1947.

Helen Hughes, of San Francisco, again will handle the booking of the nightly revue and the midway free acts.

Last year's attendance totaled 201,171, with revenue and expenditures both exceeding \$350,000, according to Manager Leo Spitzbart.

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**Mississippi Annual
Building, Repairing
For '48 Presentation**

JACKSON, Miss., May 15.—Building, repairing and renovating are underway at the site of the Mississippi State Fair here, readying the grounds and equipment for the 1948 celebration, slated for October 6-11.

First of several new stock barns is expected to be ready for this year's fair, according to J. M. Dean, executive secretary of the Mississippi Agricultural & Industrial Exposition committee, which stages the event.

Barnes-Carruthers Theatrical Enterprises, Chicago, has been contracted for the grandstand entertainment, which will include a chorus, vaude and circus acts and a well-known band.

No changes are planned in the midway site, which will be occupied by Royal American Shows.

**Regina Set To Spend
\$35,000 on Grounds**

REGINA, Sask., May 15.—Directors of the Regina Exhibition Association approved a decision to spend approximately \$35,000 on upkeep and repairs at the fairgrounds before the summer exhibition.

Also approved were budgets of \$11,850 for grandstand attractions and \$16,400 for afternoon rodeo events at this year's show, together with a rodeo prize list of \$5,820.

It was voted that a pony, as well as four bicycles, will be given away at the annual Children's Day grandstand draw.

T. H. McLeod, manager, reported the fair board's recent light horse show had shown a surplus of \$3,529. It is the second year in a row that the event has shown a profit, he said.

Fair Management

(Continued from opposite page)

outside of the grandstand or on the ground, was the steps of the secretary's office. Mothers with babies were sitting on the ground. Old men and women—too tired to stand any longer—were either leaning against trees or resting on the ground.

Such discomfort naturally makes the patron resentful toward the management and keeps him from spending money as freely as he does when he is in a happy frame of mind. The writer left that fair with the firm conviction that he would never again return to that fair—and he hasn't.

These suggested comforts are not in the expensive class. They all can be furnished at a cost less than that of the average small building. By providing these facilities, the fair makes a host of friends, and favorable comment is given to the management. Let us treat our fair patrons as we would treat our guests—or in the manner in which we would like to be treated if we were visiting a fair. Courtesy pays big dividends at the fairs as well as in business. The more comfort we furnish, the more patrons we will have.

**Moose Jaw Exhibition Cards
Lott's Hell Drivers, Fireworks**

MOOSE JAW, Sask., May 15.—Lucky Lott's Hell Drivers have been signed for the Moose Jaw Exhibition June 28-July 1. There will be no harness or running races.

Fireworks displays are scheduled for the first two nights. Farm boys' and girls' camps will be held the final two days. Mrs. Verna Hyland is secretary.

Speed Round-Up

(Continued from page 56)

12,000 spectators. The action-packed URA main event was marred by a serious crack-up in which Walt Faulkner, veteran San Diego driver, turned over on the eighth lap. He was removed to the hospital where he was found to have suffered cuts, abrasions and head injuries. Simms took the lead on the 75th lap after a duel with Bill Taylor, who finished second. Bill Zaring was third. Bob Clemens won the 25-lap semi-main and Roger Ward copped the trophy dash. Heat winners were Clemens, Allen Heath Taylor and Jim McMahon.

Basney Triumphs

ROSCOE, Calif.—Chuck Basney captured the 20-lap main event of the Class C motorcycle racing card at the 5-H Speedway here Tuesday (11). He edged out Fred Ford and Gordon Black before a crowd of 3,500.

4,500 See Agabashian Win

SACRAMENTO—Fred Agabashian, the 1946-'47 Bay Cities Racing Association champion, won the 25-lap main event in Hughes Memorial Stadium here Monday (10) while 4,500 spectators watched. Marvin Burke was the early leader, but lost his place to Agabashian in the 10th lap when Burke got into a tangle with several other cars and narrowly averted a crack-up. Chuck Stevenson finished second and Fred Friday third. Don Smith nabbed the semi-main. Vic Gotelli copped the consolidation race. Heat winners were Bill White, Glenn Erickson, Johnny Baldwin Agabashian and Stevenson.

Mathis Killed

GARDENA, Calif.—A broken steering gear was blamed for the fatal flip of Morris (Slim) Mathis' hot-rod during the pre-race time trials at Carrell Speedway here Saturday (8). Mathis, 38, of Huntington Park, was killed when testing a roadster which never had raced before. He lost control on a turn and crashed into a wall.

Heath Victor

CULVER CITY, Calif.—Allan Heath, Seattle's midget auto race champion, won his first Southern California victory by copping the 30-lap main event at the speedway here Tuesday (11). Troy Ruttman finished second. Trophy event was won by Ruttman who defeated Heath and Bob Barker.

New Speedway To Open

STAFFORD SPRINGS, Conn.—A new fifth-mile midget auto speedway will be opened here May 28, it has been announced by Clarence D. Benton, owner of the Stafford Springs Fairgrounds.

50,000 at Eng. Midget Bow

LONDON—American-style midget auto races, promoted by a syndicate headed by Bob Topping, drew a crowd of 50,000 to the inaugural meet Thursday night (13) at the Stamford Bridge football grounds. Twenty drivers, 19 Americans and one New Zealander, took part.

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Eastwood Park Ordered Closed

Funspot's attorney seeks injunction—says spot to stay open despite ruling

DETROIT, May 15. — Eastwood Park's battle with East Detroit officials to operate this season flared into the open again this week when Mildred Stark, East Detroit mayor, ordered the park closed. On the heels of the mayor's announcement, however, came a statement from attorney George A. Francis, of St. Clair Shores, representing the park, that the funspot would stay open and that he would seek a restraining order in Circuit Court at Mount Clemens.

Since April when the outgoing city council renewed the park's license, a citizens' committee has fought to close the park. A council member and the mayor resigned. With an appointed mayor and one appointed councilman, anti-Eastwood Park forces are in the majority. The council, in a 3-0 vote Monday (10), rescinded approval of the liquor license for Eastwood Gardens in the park. Mayor Stark signed an order Tuesday revoking the amusement license.

The mayor said that Saturday night (8) a police raid on the park resulted in the arrest of six persons on gambling charges.

A. C. Luxury Levy Challenged in Court

ATLANTIC CITY, May 15.—This resort's luxury tax was assailed as unconstitutional before the New Jersey Supreme Court in Trenton last week. The enabling legislation passed by the 1947 State Legislature was attacked as special and local, because it permitted only resort cities bordering on the Atlantic Ocean to levy taxes on tobacco, liquor, hotel rooms and amusements.

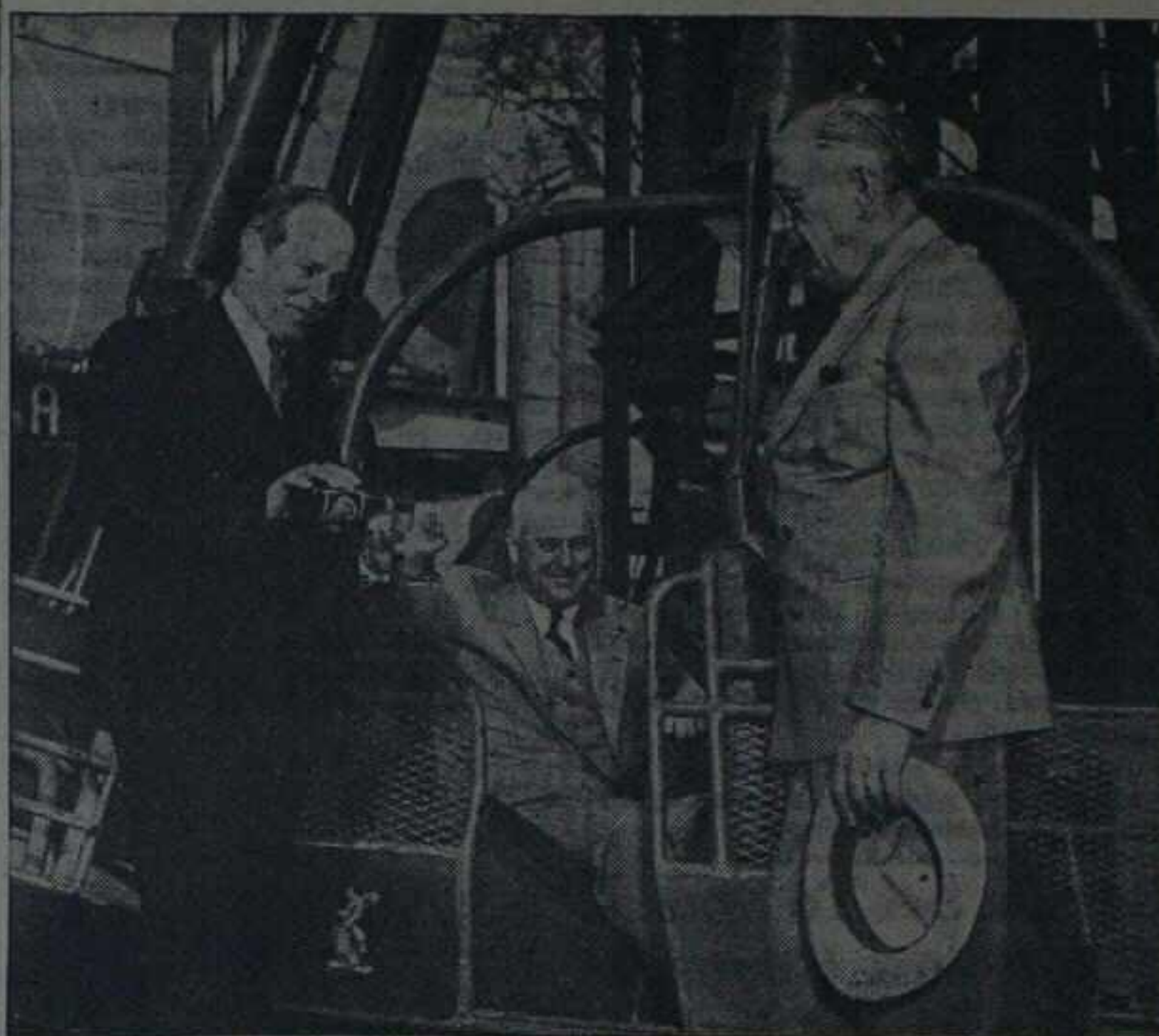
A previous tax, restricted to Atlantic City, was knocked out in 1946 as special legislation, and this city sought the 1947 law extending the taxing power to all seaside cities. The court's decision came as a result of a test case for the New Jersey Tax Payers' Association by Robert Criscuolo, representing Thomas Karins, of this city, who charged there was no relationship between proximity to sea and the right to levy taxes for general purposes. C. H. Sandler, representing the local resort, said no other cities have the beach erosion and economic problems of seashore resorts. Ninety per cent of the levies estimated to yield \$1,125,000 yearly in Atlantic City will be collected from visitors, he said.

Only this resort thus far has taken advantage of the law permitting 11 seaside cities to tax luxuries. The referenda in Ocean City and Ventnor defeated attempts at like levies. The court reserved decision in the test suit.

Ocean Beach Preem Is Set for May 29

NEW LONDON, Conn., May 15.—Ocean Beach Park will stage its official opening Saturday (29), Meredith Lee, superintendent announces. Lee said the occasion will be observed with fireworks, barring a south wind. The beach board noted that a south wind invariably blows sparks into the parking lot, which results in complaints from patrons whose cars are marred.

All but a few jobs in the city-owned park have been filled, Lee added.



WHEN BELMONT PARK, MONTREAL, opened the season May 8, J. W. (Patty) Conklin was on hand to witness the debut of his Hurricane ride. Left to right: Conklin; Norman Bartlett, inventor of the Hurricane, and Rex D. Billings, manager of Belmont Park.

Coney Island, New York

By UNO

Season starts officially at Steeplechase Park for George and Frank Tilyou Saturday (22). Important additions include three television sets supplanting the one used last season in the ballroom and another set for the bathing pool. Also a new ride, the Sea Cruise, a product from West Salem, Ore., to replace the Hoop-La-Plane, relegated to the store room after 51 years of service. Capacity of the Cruise, an eight-car ride over a circular, undulating track, is 32. Other new rides are Pinto Bros. (Coney Island) Scrambler moved over from Surf Avenue and Stillwell, a Kiddie Carousel on the Surf Avenue front, a Kiddie Whip substituted for the Ferris Wheel on the Boardwalk; a Kiddie Yacht, the duplicate of which has been a sensation at Tilyou's Steeplechase Pier in Atlantic City, and another Kiddie Whip for the Bowery front. For the first time in the park's history a female press agent, Suwannee Castle, will take over that department.

New building David Rosen erected across Surf from his Palace of Wonders freakery, extending 200 feet from the 50-foot wide Surf Avenue front clear thru to the 55-foot front on the Bowery, built to house 20 or more individual concessions, has been subtlet to the Whirlwind Amusement Corporation, of which Philip Gould, is prexy. Pleasureland, as the spot has been labeled, stands on the site where the World's Greatest Side

Show was before last season's fire demolished it. Gould plans on making his establishment the show place of Coney.

Newly equipped concessions already rented comprise eight to be operated by outside factions and 12 by the corporation itself. Lighting is served by five continuous rows of neon stretching the entire length of the interior. Two gigantic electric signs for the Bowery and Surf entrances will guide patrons to Pleasureland. In Gould, who has been identified prominently in the amusement merchandise business in Manhattan, Coney will have an entirely new business man. One of the eight privately controlled concessions will be David Keefe's novel Shooter-Photo. Similar concessions are at Playland, Rockaway Park, Savin Rock, Atlantic City and Palisades Park. Each concession is enclosed with plate glass to give unobstructed visibility thruout.

Harry Nelson, the striking hammer king, has erected a 24 by 50-foot cement block building on the Bowery side opposite Steeplechase, newly named Nelson's Corner. Tenating the Bowery front is a bottle game (Continued on opposite page)

Forest Park Highlands Opens Its 52d Season

ST. LOUIS, May 15.—Forest Park Highlands opened its 52d season here May 12. Adrian Ketchum is manager. Concessionaires are E. P. Pratt, Scooter, Cuddle-Up and Tipsey Cavern; Y. N. Yamamoto, games; George Erdmann, Penny Arcade; John E. Miller, Ferris Wheel, and Joe Dobbins, swimming pool.

Desmond Heads Conn. Parks

BRIDGEPORT, Conn., May 15.—The provisional appointment of Thomas M. Desmond, Simsbury, as superintendent of parks for the State park and forest commission was announced this week by George C. Waldo, chairman of the commission. Desmond, for many years a consulting architect for the commission, succeeds Arthur V. Parker, who retired about a year ago.

Belmont Opens For '48 Season Hurricane Bows

MONTREAL, May 15.—Belmont Park here bowed for the season Saturday (8) with many innovations. Rex D. Billings, manager, revamped the front of the dance hall, put a new appearance on the Roller Coaster and made several changes in Kiddie land.

Visitors were plentiful, including Tom Packs, Art Henney, George A. Hamid, Alvin Bisch, Norman Bartlett, Bill Lynch, Bert Thompson, Mr. and Mrs. Al Hamilton and J. W. (Patty) Conklin. Conklin and Bartlett were on hand to oversee the bow of the Hurricane ride, Conklin being owner of the device and Bartlett its inventor. Conklin, with his brother, Frank, operates 12 of the rides in Belmont Park, including Crystal Maze.

Prior to official opening, the management held a preview party Thursday afternoon (6) for members of the press. Scribes were taken on all rides, including the Hurricane. Food and refreshments were served.

Olympic Opens 30th Season

IRVINGTON, N. J., May 15.—Olympic Park, catering to near-by Newark's large population, opened its 30th consecutive season under the owner-managership of Henry Guenther this afternoon. Park staged two week-end previews but today goes into its regular summer schedule with daily circus performances and band concerts.

Line-up of acts for the opening week is the Four Vesses, aerial thrill act; Don Francisco, slack wire; Venti & Ward, acro comics, and Janet's Dog and Pony Circus. Joe Basile's band will again provide music for the circus and concerts in the park's big picnic grove. Bubbles Ricardo, an Olympic favorite, will be vocalist with the band.

Special events skedded for this season include a birthday party and other special features in celebration of Olympic's 30th anniversary under the Guenther banner. As usual numerous big picnics are being set for the park's roomy picnic groves and catering facilities of the park have been expanded to handle the picnic trade as well as to better take care of regular patrons of the fun spot.

All rides and attractions have been overhauled and the park's cafe and cafeteria have been completely renovated and air-conditioned. As soon as the weather is favorable Olympic's big swim pool will be put into service.

Brydon Readies Side Show for Palisades

NEW YORK, May 15.—Ray Marsh Brydon has been supervising arrangements for the big Side Show, which is set to open shortly under the direction of Jimmie Hurd, at Jack and Irving Rosenthal's Palisades Amusement Park on the New Jersey side of the Hudson River.

Brydon is returning to Chicago this week-end to look after his Side Show interests at Riverview Park.

Detroit Zoo Ups Prices

DETROIT, May 15.—The Detroit Zoo, in an effort to stagger the peak business over the week instead of it being concentrated on Saturdays and Sundays, has upped its parking prices from 25 to 50 cents for week-ends only. Price remains at 25 cents during the week. Zoo admission is free.

KLZ Airs Lakeside Orks

DENVER, May 15.—Station KLZ is again carrying broadcasts from Lakeside Park which preemed last night. Hugh B. Terry, station manager, said the broadcasts will originate six nights weekly from El Patio Ballroom. The park is closed Monday nights.

A. C. Luxury Levy Report

ATLANTIC CITY, May 15.—Luxury tax collections in March totaled \$83,424.85. Since the tax was inaugurated June 15, 1947, the resort has collected \$1,349,854.23.

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Place for the season—Seals and Am. Striker, Ice Cream, Novelty, Jewelry, 200 Concessions, Range Gallery, Custard, Basket Ball and small Merry-Go-Round. For Sale—4 Iron Claw and 2 large Hot Air Balloons, mounted in trailer, \$750.00.

Coney Island, N. Y.

(Continued from opposite page) which was substituted for a doll rack pending the granting of a license for the latter. Also in interior, is a Nelson office and a workshop for the building of both hammer and baseball strikers. Another 125 feet of space back of the new structure is occupied by Nelson's tenant concessionaires. Two lofty strikers feature the corner.

McCullough brothers, George, Ted, Jim and Lennie, have gradually razed Coney's landmark, Eileen Villa, the little white cottage that stood on the corner of Surf and W. 15th Street for over a century and which was the home of the Steeplechase Tilyous. A Carousel, three kiddie rides, Dangler ride, an office and a workshop now cover that area. McCullough's other Island possessions consist of another Merry-Go-Round on the Boardwalk and W. 16th, supervised by Jim; still another on Surf and W. 8th, worked by Jim and Lennie; the one on W. 16th, operated by Lennie and George, and two parking lots, also on W. 16th, in charge of Ted. All four brothers are interested in the Dangler and kiddie rides. George, in his new commerce job, is busy pushing a 1948 seven-plank program for local civic improvements.

Tirza's Wine Bath show interior and exterior has been entirely remodeled and equipped with new stage effects, new seats and lounge and new lighting facilities. First show, Saturday (22). . . . A new Howard Johnson eatery and drinkery is being erected on the corner of Surf and Henderson's Walk by Harry Burke and Al Shaw, who started a Johnson establishment last season on Stillwell Avenue. The newcomer replaces the bar and grill operated last season by Dora Witzer and is located on the ground floor of the former Paddy Shea's Gilsey House, later Killarney House. . . . Abe Seskin, who started on Coney as a newsboy and rose to be one of the resort's most prominent business men, will, for the first season in his lengthy Island career, be inactive in the commercial end. His last five seasons have been devoted to the entire Luna Park Surf Avenue front, where, in partnership with Philip Pates and Chick Guelfi, he has rented and operated as many as a dozen concessions. Succeeding Seskin, Pates and Guelfi this season are four others, Carl Clarnet, Frank Russo, H. Schneider and Chicks Sperber.



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Century Flyer Train, 1947 model, like new, National Amusement Co. make, with three cars, engine, pipe frame station, 50 feet long, 15 feet wide, with new canvas canopy, covers for cars, about 1000 feet of 20 pound rail, ties, spikes, fishplates, crossing signs, warning signals; ready to run. Best offer over \$5500. 32 Ft. Black Diamond Van Trailer, with canvas top, in good shape; best offer over \$800. 15 Lasso Shooter Cars, \$150 each; 5 Pretzel Cars, \$350 each; 30 H.P. Variable Speed Electric Motor, with grids and controller, \$350; 2 Caterpillar Blowers, \$100 each; Style 125 Wurlitzer Organ, \$650; 6 Gun A.R.T. Rifle Range, complete, \$1250.

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R-B Tabs 8 Straw Houses In 12 Hub Performances

BOSTON, May 15.—Ringling-Barnum circus, which winds up a six-day (12-performance) stand at the Garden here tomorrow night (16) as against the 10 days (19 performances) skedded last year, is assured of near record business for the date on a daily comparison basis since all remaining performances, beginning with the Thursday (13) matinee are sold out. Reserved seats were scaled from \$1.20 to \$4. Rush seats in the upper balcony were sold for 90 cents. The opening matinee Tuesday (11) drew a hefty 11,500 while the night show was almost as strong. About 11,000 attended each of the two Wednesday (12) performances. The Garden capacity is 13,909.

Today several units of the Big Show participated in a parade inaugurating the Crusade for Children drive and Roland Butler, circus tub thumper, and his associates reaped reams of publicity. An estimated 500,000, many of them children, turned out for the event, the first of its kind in 28 years.

Butler emphasized that the participation of circus units in the parade was not to be construed as a revival of street parades.

A mix-up over the scheduled presentation of a baby African elephant during the parade to Mayor Curley for the Franklin Park Zoo was later straightened out by John Ringling North, circus president, and the mayor, with the promise by North that the city would receive the first elephant to be retired.

Last year, at the time four baby elephants were purchased, the circus promised one to the city. However, three of the group died, leaving the circus with only one. The mayor said he understood that all elephants are trained to perform and that it would be difficult to break up the herd and that he would wait until the herd was augmented.

WASHINGTON, May 15.—With the vanguard of its equipment having rolled into town 10 days before opening date, Ringling Brothers and Barnum & Bailey Circus was ready to stage its scheduled three-day run here next week (18-20). A large part of its outdoor equipment arrived here Sunday (9) from Sarasota since John Ringling North was anxious to avert any possibility of being tied up by the rail strike which was threatening at the time but which has since blown over temporarily.

More than 200 workmen were on the lot at Benning Road, N. E., last Sunday, and no time was lost in pitching the big top. The job was made difficult by the absence of the bulls which were not due to arrive from Boston until early next week, but the circus had an ample supply of bulldozers and the show's own mechanical stake-drivers. W. L. (Willie) Carr was on hand to direct preliminary activities.

The outdoor equipment, including the big top and other tents, pulled in from Sarasota on a 40-car train. They were up by the middle of the week. Ringling's new grandstand seats will be used for the first time when the circus opens. Next week will mark show's first date of the season under canvas.

15 Scandinavian Big Tops on Tour

COPENHAGEN, May 15.—Circus season in the Scandinavian countries is in full swing, with at least 15 tent shows on the road. Two large Swedish circuses, the Zoo Circus and Circus Caravan, are not out this season and one new Danish circus, Circus Dannebrog, has already folded as a result of not being financially solid enough to buck a run of bad weather.

Denmark leads with six well-known circuses on tour and the Circus Schumann is celebrating its 100th anniversary at its indoor arena in Copenhagen. Danish tent circuses on tour are Circus Mische, celebrating its

Kelly-Miller Does OK Biz in Oklahoma, Kan.

WELLINGTON, Kan., May 15.—Biz has been good for the Al G. Kelly-Miller Bros. Circus during its swing thru Oklahoma and Kansas, despite the rain and cold weather which prevailed in several spots.

The org played to a straw here Tuesday night (11) despite cold weather, and attracted near-capacity at the matinee. It was the first circus show here in eight years.

What was termed "the heaviest rain in years" failed to dampen interest at Arkansas City, Kan., when the org played there Monday (10) to a full matinee and an overflow at night.

A matinee only at Newkirk, Okla., attracted a full house, while good weather at Perry, Okla., Saturday (8) brought out a capacity throng in the evening and a three-quarter house for the matinee.

Stillwater, Okla., Thursday (6) and Pawnee, Okla., Friday (7) treated the org well, with overflows at both performances in the latter town.

Showers cut biz at the matinee in Chandler, Okla., Wednesday (5), but a clear night brought out a full house.

Heat and Rain Hit King Bros. At York, Pa.

YORK, Pa., May 15.—The weather 93 above in the afternoon and rain at night, held down crowds when King Bros. played here. Matinee drew about a half-house, with the night crowd being three-quarters.

George Herman Smyre, 40, ring stock handler with the show, collapsed on the lot and died in a hospital shortly after. The county coroner said Smyre died in a diabetic coma.

Hot weather held down the crowd at Frederick, Md., where the show drew a fair matinee house and a strong one at night. A late arrival, due to a truck breakdown, hurt matinee attendance at Covington, Va. Business at night was satisfactory.

Despite rain, show played to capacity at the matinee in Ronceverte, W. Va., and had better than a three-quarter house at night.

80th anniversary, Circus Robert Daniels, Circus Louis, Circus Schmidt Bros., Circus Benneweis and Circus Royal. Schmidt Bros. also have a circus on tour in Finland.

Sweden, which usually has seven or more big tent shows on tour, apparently will have only five this summer, as Trolle Rhodin has farmed out the animals from his big Zoo Circus. Swedish circuses on tour include the big 3-ring Circus Mijares-Schreiber, Circus Altenburg, Circus Scott, Circus Astoria and Circus Rolanda.

Norway has three tent shows on the road, including Circus Berney, Circus Empress and Circus Ikellos.



FRED BRADNA, for many years equestrian director of the Ringling circus, made one of his first public appearances since he was injured two years ago in a Texas blowdown when he attended the Wednesday (5) luncheon of the Sarasota Rotary Club as guest speaker. Altho he still uses two canes to get around, Fred and his wife, Ella, plan to motor to California to catch the Big Show on its Western trek. Indications are that Fred will be sufficiently recovered to be back on his old job next year.

Oakland Again Big for Polack

Mickey Blue's promotion ahead of last year—press and radio publicity good

OAKLAND, Calif., May 15.—Polack Bros.' Circus (Western), playing its eighth annual engagement of Aahmes Shrine Temple, is running neck-and-neck with its business of a year ago. That was a record to beat all records, and whether it will be topped awaits a final accounting at the close of the 11-day run Sunday night (16).

The opening Thursday (6) was big, last week-end was tremendous and this week has been a steady succession of sellouts, with every indication the auditorium arena's 7,500 capacity wouldn't accommodate the crowds at the finish.

Mickey's Blue's promotion was ahead of last year and so was the membership ticket sale, but what remained to be seen was whether the door sales would be sufficient to push the total over the 1947 mark.

As in years past, three morning matinees were packed to the rafters with children. These performances were not open to the public, and no afternoon shows were given the same days. However, the schedule called for two matinees both Sundays, which made a total of 24 performances in the 11 days.

Show was well publicized, with every medium used to the utmost. The Tribune and Post-Enquirer were lavish with space, and stations KLX and KROW gave unstinted support.

Mo. Good to Monroe; Rains Come in Kan.

WELLSVILLE, Kan., May 15.—Monroe Bros. attracted a three-quarter house here Monday night (10) in spite of heavy rains and mud. Weather trimmed the matinee crowd.

However, org played to capacity crowds Wednesday (5) at Platte City, Mo., and at Parkville, Mo., Thursday (6), ideal weather prevailing in both instances. Appearance in Parkville was under auspices of the American Legion post.

Cole's Stand In Dayton, O., Hit by Rain

Nets One Day Biz in Two

DAYTON, O., May 15.—A scheduled two-day stand here for Cole Bros. was hit by rain both days and as a result, org netted only one day of good business.

At Indianapolis, show unloaded a Keystone Avenue and East Washington Street in a light rain, accompanied by a cold wind. Matinee opening day was light, but night crowd was good. Ideal weather the next day gave a near-capacity matinee and a full one at night. Rain started to fall shortly before the night show got under way. Third day's business was good, both matinee and night shows playing to capacity.

It was estimated the three-day stand drew approximately 35,000 persons. Hubert Castle, tight wire performer, suffered a knee injury when he fell during one performance. He was out of action for a day or two but is back on the show.

At Columbus, Ind., Cole drew well in spite of rain. The matinee was strong and a full house caught the night show. It was the first railroad show to play Columbus in 10 years.

Downpours Hurt Biz For Mills Bros. on Illinois, Ind. Tour

BLUE ISLAND, Ill., May 15.—Mills Bros.' Circus was the victim of rain and cold weather which covered Northern Illinois and Indiana most of this week.

Org played here Tuesday (11) under almost intolerable conditions it having rained eight of the 10 previous days. The Kiwanis Club, sponsors of the show, helped out by furnishing a bulldozer, but still it was impossible to present a full show because of the quagmire.

Show went on in a small tent and ran off two short matinees to satisfy children, who had been excused from school for the occasion, and played to about 800 at night.

Bill Lorette, retired clown policeman, who resides in near-by O'Fallon, Ill., visited the org and spent the day renewing acquaintances.

Rain also trimmed biz in Geneva, Ill., Wednesday (12), as it did in Valparaiso, Ind., Thursday (6). Increasingly heavy downpour at Valparaiso found about 1,500 at the matinee and less than 500 at the abbreviated evening performance. Rain was labelled as one of the heaviest in local history. Advance sale, however, was good under the auspices of the Fraternal Order of Police.

Anderson Buys Equipment

EMPORIA, Kan., May 15.—Bud I. Anderson reports recent purchase of remaining equipment of the C. B. Montgomery Circus at El Dorado, Kan., for a new show he expects to take out about June 1. The equipment being moved to quarters here includes a semi truck for poles, office semi, cookhouse truck and equipment, canvas semi, concession truck, the big top of an 80 and three 30' plus poles, stakes and rigging, and miscellaneous equipment. Anderson also reported recent purchase of a bull from Roy Bible. The new Anderson show will carry 30 head of horse and ponies.

Dailey Gets Overflows at Cumberland

Biz Season's Best Thus Far

CUMBERLAND, Md., May 15.—Getting a real break in the weather for the first time this season, Dailey Bros. chalked up what officials said was the best single day's business so far this year when the org drew overflows at both shows here. Night crowd was so big that canvas was spread on the ground in front of the reserved seat sections and hundreds of other persons were given standing room at both ends of the big top.

At Greensburg, Pa., show drew a fair matinee and a full one at night. Org was six hours late arriving from Bridgeport, O., a jump of more than 100 miles. Delay was caused by heavy traffic due to the threatened railroad strike. Arriving in Greensburg at noon, show had a mile to travel to the lot. As a result, the first performance did not start until 5:30 p.m., but was over in time to permit the night show to get under way at 8:30 p.m.

3 Calif. Spots Aid Beatty Big

Eureka and Vallejo register big—weather improves but trains make for late arrivals

NAPA, Calif., May 15.—Aided by excellent weatehr, Clyde Beatty Circus registered a full house at the night show here after a three-quarter matinee. Show officials were well pleased with the turnout but said Eureka and Vallejo proved the best spots in recent weeks.

Despite being four hours late pulling in Eureka, because of the slowness of the railroads, the show did draw business at both matinee and night shows. Originally scheduled for a two-day stand in Eureka, org had to be content with the one day's business. Show was scheduled to arrive in Eureka at 2 p.m. but didn't arrive until 6 p.m., and despite the efforts of the crew it was impossible to get the show up for the opening night. Some 5,000 persons milled around hoping the big top would get up by 9 p.m. Following day the weatherman co-operated and it was a straw at both performances.

At Vallejo, the show registered one of its largest matinee crowds of the season, according to officials. People were on the straw and at night it was an overflow.

Beatty was forced to blow the matinee in Ukiah, Calif., because of the late arrival of the train. Show didn't pull into Ukiah until 5:30 p.m. Night attendance was only fair.

Dales Washed Out In W. Va. by Rain

MULLENS, W. Va., May 15.—Heavy rain forced cancellation of Dales Bros.' matinee here and slashed attendance at night.

Jupe Pluvius also was on hand in Pineville, W. Va., cutting the gate at both performances.

George F. Cable, former advertising manager for Gollmar Bros.' Circus and car manager for the Gentry show, has closed his winter home in Clearwater, Fla., and has left for his summer home at Minocqua, Wis.

James M. Cole, on 23 Trucks, Featuring Elephants, Horses

BAYONNE, N. J., May 15.—James M. Cole Circus wound up a four-day stand here Friday (14) and is heading inland into Pennsylvania territory. Show is motorized, traveling on 23 show-owned trucks and 20 vehicles belonging to personnel. Circus carries a four-pole big top, side show and menagerie tent, horse tent and cookhouse tent. Canvas and equipment are in excellent condition and show presents a very attractive appearance.

James M. Cole administrative staff is headed by James M. Cole, manager; Joe Webb, assistant manager, and Mrs. Dorothy Cole, treasurer and office wagon manager. Line-up of personnel includes Harry Keckley, contracting agent; J. E. Hill, brigade manager; Don Pysker, 24-hour man; Frank Murphy, superintendent of reserved seats and taxes; Louis Welford, tax box and downtown ticket seller; Leon Bennett, side show manager, and Norman Anderson, superintendent of concessions.

Bulls, Horses Featured

Big top staff includes Bert Pettus, boss canvassman; Henry Abbott, property boss; Joseph Robinson, chief electrician; William De Clements and James Lemmings, mechanics; Lou Barton, equestrian director, and George Bell, band director. Jack Priest is steward of the cookhouse. Show carries four union billposters and an apprentice, with three trucks on advance.

Outstanding features of this year's program are the three elephants and the Liberty horses of James M. Cole. Elephants, including a pint-size baby, are capably presented by 8-year-old James M. Cole, 2d, son of the show's owner. Six well-trained horses are put thru their paces by Lou Barton, who also scores with an excellent high school horse number.

The Acevedas are versatile performers, appearing in neat tight wire and juggling routines. The O'Neills click in trampoline number and Jimmy O'Neill does some unusual tumbling and barrel jumping stunts.

High Wire Act

Featured high act is the wire walking of Flora de Lina Ortega, a really good worker. The Martin Duo, equilibrists, are also good, and neat dog acts are presented by the Harders and the Wolfcotts.

Clown alley is headed by Joey Hudson, producing clown, assisted by Cecil Eddington and William Bailey. After-concert is put on by Red Lunceford and his Congress of Rough Riders.

Program

Display 1. Tournament, colorful parade of performers and animals.

Display 2. O'Neills (4), trampoline number.

Display 3. Cole ponies and monkeys.

Display 4. Cole elephants presented by James M. Cole, 2d.

Display 5. Aerial ballet.

Display 6. Clown gag.

Display 7. High school horse ridden by Lou Barton.

Display 8. Acevedas, wire-walkers.

Display 9. Concert announcement—Red Lunceford.

Display 10. Clown gag.

Display 11. Jimmy O'Neill, barrel jumping.

Display 12. Harder and Wolfcott's dog acts.

Display 13. Clown gag.

Display 14. Martin Duo, equilibrists.

Display 15. Concert announcement.

Display 16. Acevedas (4), juggling—clubs and foot routines.

Display 17. Clown gag.

Display 18. Flor de Lina Ortega, wire-walking.

Display 19. Clown walkaround.

Display 20. James M. Cole's (6) Liberty horses presented by Lou Barton.

Side Show and Menagerie

Leon Bennett is in charge, with Dean Hopkins, ticket seller, and Wilbur Gable, boss canvassman. Line-up of attractions: Cleo, mentalist; Professor Bennett, magician; Frank Farrell, ventriloquist and Punch and Judy; Jean Harder, sword ladder, and the Hopkins (5) Scotch Bagpipe Band. Menagerie displays elephants, llama and several cages of animals.

R-B Trims Final Garden Show To Make Hub Matinee

NEW YORK, May 15.—Final performance of the Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden Sunday (9) night was cut radically to permit demounting of aerial rigging and props so that the Big One could make the jump to Boston in time for a Tuesday (11) morning rehearsal. A last-minute change in plans called for the show opening with a Tuesday matinee instead of making its bow on Tuesday night as it was skedded to do and as it usually has done in preceding years.

Sellout house at the wind-up did not squawk at the very evident slashes in the routines of practically all acts and even took in good grace the refusal of Harold Alzana to do his stuff on the high wire because workmen continued their demounting of nearby rigging despite Alzana's blunt warning that he would not attempt to work unless workmen were ordered out of the area over which the Alzana rigging was hung.

Alzanas Bow Out

The Alzana troupe mounted to their platform and, noting that workmen had not halted their demounting operations, turned around and bowed off after making a quick descent. At a \$6 top the sellout audience was given little more than a token performance.

Apparently many of the last-nighters were rabid circus fans who get a kick out of watching the prop men tear down and pack the show's rigging, props and paraphernalia as they stuck to their pews until the last of the rigging was down and guards were obliged to prod them out of their seats. However, considerable annoyance was registered by those who came early to visit the Side Show and menagerie and found animals and freaks were already packed up and gone.

Big Job Well Done

For various reasons the New York run of the Big One is a tough grind and the fact that the show chalked up records in gate and take this year is due to excellent work and remarkable patience of all heads, and the personnel, of all working departments, including Roland Butler and his press and radio staff, Pat Valdo and all performers, Merle Evans and his musicians, Barbette and the participants in the specs, the hard-working clowns, animal men and the prop, ring and wardrobe workers.

Also operating with diplomatic tact and patience were Walter Stebbins, the Garden's house manager, and the ushers, who have a strenuous time handling the swarms of children and



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their escorts and appeasing the holders of none-too-good seats, of which there are still a few despite the show's policy of not selling certain sections of poorly spotted pews.

DRESSING ROOM GOSSIP

Cole Bros.

Event of the week was when we played Peru, Ind., home town of Noyelles Burkhardt, Bobby DeLochte and Otto Griebing. Peru did right by Owner Zack Terrell, giving him a straw matinee. However, a down-pour came along right after the show and as a result there was no night show.

Entertaining was heavy in Peru. Etta Hodgini had a gang out to her place, as did the Weekses and Burkhardts. Nick Carter, the Elks' Club and Fred and Lou Young tossed a three-way party. Nick must have served 100 spaghetti dinners. There were as many home folks around as performers. We on the show want to thank Nick and Dorthia Carter, Fred and Lou Young and the Elks' Club. Most of the folks dropped in on Freeman's manor to give a quick look.

Indianapolis is the home town of Clarence Canary and Grover Nitchman. They had a good time when we played there. Charcoal fires, rubber boots and red flannels were much in evidence in Kokomo.

Our English ballet group is learning our American way fast. Some are even drinking coffee.

Mrs. Charles Luckey recently celebrated her birthday.

Visitors have included Raymond Duke; Nick and Virginia Hinig, who had a big time taking pictures; Vince Pickhard; Phil Fein, husband of our prima donna; Mary Nelp, Rosanna Sullivan, Ted Hodgini, Bob and Caroline Hodgson, Mr. and Mrs. Fred Young, Judge Henry Bailey, Lyman Keyes, Mr. and Mrs. Claude Johnson, Bob Goode, Fred Senger, Gerald Powell, Joe Hoffman, Mr. and Mrs. Bill Brue, Father Weller, Mike Kocuik, Mr. and Mrs. Roy Valentine; Mrs. Christiansen, mother of Roy Allen, of clown alley; Maggie Wise; Mr. and Mrs. Bob Gable, the latter being the former Elsie Griebing, and Anna Knight and her husband.—**FREDDIE FREEMAN.**

Clyde Beatty

Pittsburg (4) and Vallejo, Calif. (5), offered us more visitors from Irv Polack's Western Unit, including Don Dorsey, Harry Dann, Dennis Stevens, Harold Ward, Mildred Keathly, Mr. and Mrs. Ed Raymond, Chiang and Somme, and Clint Barnes, the last with regards from Harold.

The surprise wedding of Rose Lamount and Fay Alexander, of the DeSaynes Troupe, took place between shows in Vallejo. Those attending the ceremonies were Bill DeWayne, Mell Rennick, Gee Gee Engesser and Eileen Marty.

Santa Rosa (6): Here we day and dated the West Coast Shows which were represented at the matinee by Lyle Chappell, Alva and Lavonda Evans, and many others. Also the girls from Finachios came up from San Francisco.

Eureka (7-8): The beautiful trip thru the redwood forests delayed the show, but was enjoyed by everyone. The Log Cabin Inn of the Hotel Vance was the scene of a gala birthday party for Harold Norris of the Rogers bar act troupe. The affair was attended by a host of friends. Misfortune befell Lou Walton on teardown night, when he suffered a leg broken in two places. He tra-

Dailey Bros.

Back to the sordid business of earning a living for the writer, after several weeks of convalescing among flowers, fruits and candy. And it is sordid, considering the weather.

Had a swell lot in Mount Vernon, O., until a water main was punctured by a stake and flooded the big top.

A near-accident took place during the Andrex cloud swing when a strap broke on his leotard. We can always tell when Rube Ray is working his egg gag by the laughter coming from the big top. Walter Powell is doing a bang-up job on the tight wire, his somersault finish always scoring. The riding act (Corky and Norma Plunkett, Rosemary Stock, Larry Cardon, Eddie Murillo, Tommy Junedes, Billy Alexander and top-mounter Charles Beheimer) has given top performance despite insecure footing during most shows. Ed Martin is ringmaster.

Spanish-speaking performers with the org seem to be having so much fun that many of us are considering learning the language to find out what it is all about. Prof. Johnnie Williams and his Side-Show band keep the front in good spirits.

Visitors have included Owner Ben Davenport's mother, Doc Ogden, Doc Waddell's son, Ray Marsh Brydon and party, Don Howland, Ed Hillhouse, Lloyd Bender, Mr. and Mrs. Jackson, H. J. Elson, F. L. McClintock, Don DeWeiss and family, Ed Jones, Tony Leland's son, Al Hatch and wife, Tom Gregory, and Eddie Starr.—**HAZEL KING.**

King Bros.

The yellow fleet continues to roll over hills, dales and mountains from Ohio to West Virginia, to Virginia and then on to Maryland. At Logan, O., we pulled onto a lot that was badly cut up. The natives, however, turned out in goodly numbers. We've had our share of rain and soft lots.

The Cristianis deserve an orchid, not only for their excellent acts, but also for their great personalities. Hit of the dressing room is Teresa Morales's daughter, Cathy. You ought to hear Cathy sing *Manana*.

At Staunton, Va., Specs, the Voice, couldn't resist the military atmosphere and joined the army, so the writer is back at the mike plugging the advertising banners and presenting the feature acts.

On our arrival in Hagerstown, Md., the following were on hand with their cameras: Dick Hempill, Jim Harshman, Sam Murray, Fred Hoover, Ralph Spidel, Jack and Wanda Martin, all CFA'ers, and John Heckman, of the James M. Cole Circus.—**BILLIE BURKE.**

veled on to Ukiah, where he was left at the General Hospital. Osborn took charge of him during the journey and Spenders Cline collected a large sum in donations for his care.

Ukiah (9): Mother's Day and both sides of the dressing room received cards including La Renci Crossee. Lillion Compton rejoined after her recent vacation. At these two stands it was reported customers traveled over a hundred miles, with many forming a line as early as 7 a.m.

San Rafael (10): George Werner taken to a hospital here with a high temperature, caused by an infected finger. Pride and joy of Congo's electrical department is the new double generator wagon that attracts all the crowds near the midway.

Napa (11): Over 1,000 patients of the California State Hospital were entertained at the matinee as guests of the show. Today was wash day and all the flying actors were busy with the buckets, ending up in a water battle.—**DICK ANDERSON.**

Ringling-Barnum

Closing of the Boston Garden stage Saturday (15) found everybody ready for outdoor trouping.

Frank McClosky, assistant general manager, rejoined in New York after getting outdoor equipment on its way to Washington. Bill Fields and Ed Callahan closed in New York and the Flying Behees closed in Boston. Shirley Carroll returned to California. Recent issues of *Look* and *Life* carried circus spreads.

The soccer team beat a crack New York team, 1 to 0, in the season's opener. Lou Jacobs is team manager and Justine Loyal is captain. Hilda Alzana arrived in Boston and received a hearty welcome. Harold Alzana worked the high wire alone during the Boston engagement and gave customers plenty of thrills. Dolly Copeland and Rose Behee celebrated birthdays. Jean Rockwell is a patient in Polyclinic Hospital, New York.

Visitors have included Joe Menchin, CFA; Wald Fawcett; Stanley W. Wathon, booking agent for the London Coliseum; Melvin Hildreth, CFA; John Kreis, Hampton, Conn.; Hy Bishop, Clifton Sparks, Brad Barker, Pete Grace, Don Lang; Ed Howe and Frenchy Snellings, World of Mirth Shows; Fannie McClosky, sister and children, Skee Matausch, mother and sister, Gussie De Long, members of Hunt Bros.' Circus, including Ethyl Jennier and children Willie Krause and family, Emil and Katherine Pallenberg, Ted Williams, Eddie Frolick, Sister Kenny, Rose Behee's family, and Father Ed Sullivan, CFA.

Around the lot: John Reese showing his mother around back stage.

Mars Bennett and Jimmy Armstrong won the jitterbug contest at the going away party given by Bill Ballantine for some 50 members of the Big Show. A Javanese dinner was the highlight. Prince Paul and Jerry Bangs were featured in stories in *The Boston Post*. Flash: Saluto has a new rabbit. Ernie Burch is busy adding plumes to a new wig he wears in the finale. Father Ed Sullivan proved himself the Good Samaritan by doing favors for everyone during the Boston engagement.—**MARY JANE MILLER.**

Polack Bros. Western

Altho historians say Rome's Circus Maximus was presented before crowds of 250,000, we're positive they couldn't have made as much noise as the 9,000 children who invaded the Auditorium-Arena for each 9 a.m. milkman's matinee during this org's run in Oakland, Calif.

There was a blessed event in Mabel Starke's cage opening day with the arrival of three tigers. Ed Raymond, Harry Dann, Leonard Pearson and Dwight Moore's mongrel revue gave an impromptu performance for the Berkley playground project, a system of entertainment designed to keep children off streets. Oakland's Musicians' local afforded Bee Carsey, Rex Ronstrom and Wally Newbury plenty of support with 20 additional musicians necessary for a building of this size. Appearance of Harry Dann's color photo in a recent issue of *American Weekly* marks the third for Harry this season in a major publication, the others being *National Geographic* and *Holiday*. The Ward-Bells also had a prominent spot in the *Holiday* spread.

Mr. and Mrs. Joe Berosini were hosts to dressing room personnel at a birthday party for Josephine May 9. We learn that Billy Barton, DRG scribe for the Eastern Unit, was the hit of that org's Gat Club party with his impersonation of Madame Fifi.

Visitors included Mr. and Mrs. Wyatt Shepherd and daughter, formerly of the Johnny J. Jones Exposition; George Moran, of Moran and Mack; Rube Eagan, Walter Fleck, Paul Conaway, Don and Bell Hammond, Donald Marks and Jimmy Ratliff.—**HAROLD BARNES.**

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MILT HINKLE, Mgr. Show

Greensboro, N. C., now; to open next week, Knoxville, Tenn.

Orrin Davenport

Winnipeg has given us some grand weather and the audiences are tonic. They make performers feel if their efforts are worth while. A free-show Saturday topped off a big week.

Social feature was the big party given personnel by Mr. and Mrs. Frank Simmons at their Winnipeg beach home. Frank also did a swell job as chairman of the Winnipeg Fine Show. The Shindig will be long-remembered by all. Dorothy Simmons and Mrs. George Hanneford helped. Simmons keep the gathering full and happy.

Present were Orrin Davenport, Abby DeKoe, Earl Shipley, George Hanneford Sr. and Jr., Jimmy Davison, Kurt Oranto; F. C. Huyek, Du-... Minn.; Jojo Lewis, Jimmy Olson; ... Paul and Musetta Velarde; ... Lewis; Mr. and Mrs. Parrish and ... Hamerton, Winnipeg; Mrs. George Hanneford, Elizabeth Hanneford Clarke, Naomi Haag, Cleo (Min-...) Fleet, Violetta and Ronnie ... Mr. and Mrs. Rink Wright, ... and Mrs. George Ross, Winni-...; Ethel D'Arcy, Mr. and Mrs. E. J. ... Ethel Smith and Dorothy ... amons, Winnipeg; Leo Hamilton, ... V. F. Onhauser, Tommy Hanne-...; W. A. Scott, Winnipeg; Eric and ... da Oranto; H. O. Buchanan, Du-...; G. Montes and Lola DeOca; ... E. Spears, Winnipeg; Brownie ... ath, Harry Haag, George LaSalle; ... Francis Hanneford, Ruby Haag, ... bert (Mickey) Fleet, Corrine Dearo, ... and Chester Sherman, Bert ... Orrin Davenport on page 102)

Polack Bros.' Eastern

The Emil Pallenbergs have been giving worms at each of the last couple of stops, in anticipation of being trips during the stand which opened in Austin, Tex., May 10.

Wate Lewis is limping around the ... but with good reason. He is a member of the performers softball team, which lost, 30 to 26, to the ... chers in the first game of the sea-... played during stay in Waco. ... e game went 10 innings, with the ... chers slamming out 10 home runs ... the final frame.

Kinko has his baseball pool started and regrets the absence of several members of the Western unit. ... Raymond, please note.

A parade was staged thru the main streets of Waco, with the Shrine ... leading a galaxy of clowns, ... orful floats and elephants. Orchids ... Edythe Boyd for her prowess at ... keyboard of the Hammond organ, ... which was acquired in Fort Wayne, ... Likewise to Harold Barnes, of ... POLACK, EASTERN, page 102)

WANTED FOR MILLS BROS.' CIRCUS

Show Manager, Magician doing Punch and Judy or Ventriloquist or both, Assistant ... in all departments, Riggers, Seat Men, ... Working Men, come on, as per route: ... ay 18, Dubuque, Iowa; 19, Clinton; 20, ... wance, Ill.; 21, La Salle; 22, Peoria; 24, ... oomington; 25, Pekin. ... always use good, reliable, useful People.

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Garden Bros.

It's still a bit chilly in Eastern Canada but there are definite signs of spring. The rains are beginning to fall and, fortunately, we still have several weeks of indoor shows.

The jump from Hamilton to Peterborough was made in good time, the highways being in much better condition than last year at this time. Here's hoping they remain that way, because we are starting our split weeks with overnight treks.

Biz has been slightly off on most opening days but picks up during latter part of runs.

Steve Nickolas, of the bar act, treated many of the org to home-cooked dinners during the stand in Hamilton. The Valtys have purchased a new automobile.

The Olympians' trampoline number catches the fancy of both young and old. Rollini seems to increase his wardrobe daily but still hasn't discarded the black boots. Capt. Johnny Wall appears busier with the arena than in his previous years with the big top. The Flying Melzoras have left for the U. S.

Visitors have included Mrs. Velma Des Lauriers Fonger, Dave's bride of a month; Ted Des Lauriers, Mrs. Ken Good and Mrs. Bill Garden.—DOLLY JACOBS.

Bailey Bros.

The org day and dated Gov. Thomas Dewey in Corvallis, Ore., but there proved enough Democrats in the area to give the show good biz, too. Fishing season hereabouts opened May 1 and the org has formed an Izaak Walton club.

Side Show Manager Frank Forest reports LeRoy Smith, frog boy, and Mrs. Frank Forest, anatomical wonder, have joined.

Other additions include: Paul Thomas, Side Show ticket seller; C. C. Smith, general manager; Ben Thomas, working schools and radio; Frank (Tex) Zehuder, concessions, and B. J. Day, assistant cook.

Two new fire trucks have been added. Luke Murphy, retired Los Angeles Fire Department captain, is in charge. James Carter, Robert Fricker and Jerry McGonical have been on the sick list.

Mrs. Elizabeth Geddis is back with her heel revolves after missing a few days because of a sprained back. Danny Murphy and Buck Leahy celebrated birthdays.

Visitors included Dr. David Reed, CFA; Frank and Vera Zerado, Mr. and Mrs. Andy Dodds and son, and Kay Haralson and Mae Jean McAvoy, the last two named being nieces of Ben Davenport.—RUSTY BADER.

Dales Bros.

Another busy week for Wingy and his winch truck as the org battled the rains and mud of West Virginia and Kentucky almost every day. Show kept on schedule for the most part, with only a few of the matinees delayed.

Bill Dimsdale, Side Show manager, has obtained a set of new banners. Kid Show has shown an unusual pull for a motorized outfit.

Bobby Burns, armless wonder, recently closed.

Because of a truck breakdown which delayed the drum department, Tex Maynard was called upon to sit in with the big show band. He did a good job of pinch-hitting, playing the snare with his right hand, the bass with his left, and banging the cymbal with his head.

The McIntosh - Bentley - Pressley wire act is scoring with a snappy routine and beautiful wardrobe. Johnny Redcap celebrated payday by tossing a beer party on a Sunday lay-off. Speeches were made by Carl Balmer and Ray Altemose. Russ Skaggs, of the Polack Western Unit, visited in Louisa, Ky.—GEORGE HUBLER.

UNDER THE MARQUEE

Ringling-Barnum will show at McCarthy's Island, Syracuse, July 17.

In circus biz you meet a heluva lot of people and forget a heluva lot of names.

Rev. Edward S. (Father Ed) Sullivan, CFA chaplain, greeted the Big One as it rolled off the runs in Boston.

Mrs. Nick Hinig flew to Louisville for the opening of Cole Bros.' Circus and was the guest of Mr. and Mrs. Joe Haworth Sr.

It must have been the first circus press agent on earth who coined the words: "Only big show coming."

Charles and Peggy Kline, with Clyde Bros.' Indoor Circus, open their fair season at Grand Forks, N. D., June 21.

The issue of Look magazine dated Monday (25) includes a number of pix shot at the Ringling Sarasota winter quarters.

Heard that two circus agents sat together in a hotel lobby for two hours without saying a word—but nobody believes it.

Huey (the Clown) Curtis reports a number of bookings to model his joey make-up for well-known California artists.

Poodles Hanneford and family soon will leave their North Hollywood, Calif., home to fill indoor dates in the East.

Lying about Side Show acts from bally stages not only fools the customers, but the actors as well—who also believe talkers.

E. O. Bulick, secretary-manager of the San Diego County Fair, Del Mar, Calif., will stress a circus motif in his Enchanted Land this year.

Jimmy Wood, who formerly operated the Yankee-Patterson Circus and 101 Ranch Wild West Show, has a small unit playing Los Angeles celebrations.

Types of specs and circus performances may change with the times. However, acts that made circuses a tradition will cover for them.

Capt. Eugene Christy opened with the Hippodrome Thrill Circus at Jacksonville, Fla., moved to Charlotte, N. C., and then to Baltimore as free act for a VFW street fair.

Al G. Kelly-Miller Bros.' Circus drew a full matinee and two good night houses at Stillwater, Okla., May 6 and two good houses the next day at Pawnee, reports Bill Penny.

When a circus heads for Rocky Mountain territory there is always one old-timer around to remind you that it was once the Old Yank show territory.

Bob Conner, of the CFA and CHS, visited with Bobo Goody, Capt. Lou Woods and Doc O'Dell when he caught Royal Bros. Circus at Greenville, S. C., March 29.

When the Clyde Beatty Circus played Oakland, Calif., recently, Donald and Isaac Marcks spent three days on the shows visiting and taking pictures of the layout.

In the early days we didn't let eating stand and novelty men cramp circus lots. Bulls and six-horse hitches on wagons broke that up if they appeared in the next town.

Mr. and Mrs. Lewis Nicholson, Erie, Pa., visited the Cole show on their way to the Kentucky Derby at Louisville. They were guests of Joe and Fannie Haworth Sr.

H. J. Wills, of the La Fayette, Ind. schools, recently visited Jackson Kyes and Happy Belisle, of Cole Bros.' band, and Jack Sweetman and Ray Henshaw, of the Mills Bros.' band.

Ben Beno, well-known circus performer and currently with the Douglas Shows in Oregon, recently visited for two days with Harry Chipman at Chipman's Circus Inn, Yakima, Wash. He also visited Louis Roth's new lion farm nearby.

WANTED FOR DALES BROS.' CIRCUS Two or three Clowns with Walkarounds. Also Big Top Boss Canvasman, Riggers and Seat Men. Carl Wyche and Shorty Lynn, answer. Working Men in all departments. Route: Weirton, W. Va., May 19; Washington, Pa., 20; Beaver Falls, Pa., 21; Rochester, Pa., 22; Kittanning, Pa., 24.

CLARINET AT LIBERTY For Railroad or Indoor Circus, Concert Band, Hotel, or Resort. Double alto sax, good tone on both, reed. Neat appearance, clean character, sober, fully experienced. Reliable offers appreciated and answered. Can join on wire. Robert K. Grant, 486 Alter Road, Detroit, Mich.

MECHANICAL CIRCUS FOR SALE Complete with 5 Banner Line, new Canvas, etc. All is in top shape and ready to open season, and is a credit to any Midway, Fair Ground or still spot. Mounted on trailer, and a sacrifice for \$1,200.00 complete. BARRICK & CO., 325 Bankers Trust Bldg., Indianapolis, Ind.

WANTED THRILL SHOWS—RODEOS—NAME BANDS AND BIG TIME ACTS Everybody Write HAROLD CRAVEN JAKE STEELE R. E. LEE SOUTHEASTERN ATTRACTIONS Box 206, High Point, N. C.

SHAKESPEARE SAID: "Imitation is the sincerest form of flattery." Therefore I want to thank all those who tried to imitate me. LUCIO CRISTIANI

SUN, SEDLMAYR, SALLY SHINE

RAS Gets Away to Good Start At Memphis Cotton Carnival

Rand unit unfolds strong, lavish production—flashes potent pulling power — other shows also demonstrate strength—org moves on 50-car, all-steel train

By Herb Dotten

MEMPHIS, May 15.—The sun and Carl Sedlmayr Sr. put on a beaming contest here early this week as the Cotton Carnival swung into high gear. And the proprietor of the Royal American Shows was the winner. Business was good. Weather was ideal. (Even at midnight it was pleasantly warm.) But the thing which gave Carl his biggest glow was the Sally Rand unit—its set-up, its ability to pull and please customers at \$1 per, and his estimate of what he thinks the Rand Gal Show will do this year. The Rand unit is really something. Carl and the hard-working fan dancer spent freely to frame the show and it is, indeed, a lavish presentation. Moreover, it totes plenty of lure on the outside and solid entertainment on the inside.

Plenty of Gals

The costuming hits new highs for a traveling midway org. The gals are bustful, eye-filling and plentiful. The chorus consists of 12 steppers. In addition, there are two man-and-girl dance teams, three men who make with jokes and songs, and Sally herself.

The specialty numbers are better than okay for a unit of this type. And, the whole thing is woven into a fast-paced production, moving without an emcee to music supplied by a Hammond organ.

A crow's nest, mounted on one of the rear tent poles, serves as a perch for the electrician and his equipment, and this enables outstanding lighting. Notable is an arresting black light number. This last features a huge lei and a play on that word.

A lusty note runs thruout, and when caught, the performance, attended by some 1,000 persons, more (See Sun, Sedlmayr on page 86)

Ward Cracks Duluth, Also Contracts Cele At Hibbing, Minn.

CHICAGO, May 15.—The John R. Ward Shows have been contracted to play in Duluth and Hibbing, Minn., Bobby Kline, org's general agent, announced here this week.

The Duluth event is set for June 14-19 at All Sports Stadium. It will mark the first time in four years a carnival has played the city. Duluth engagement is sponsored by the Lakeview American Legion.

The Hibbing stand will run from June 29 thru July 5 for a civic-sponsored July 4 week celebration.

Manning Does Biz At Peekskill Date

PEEKSKILL, N. Y., May 15.—Despite several days of inclement weather the Ross Manning Shows, first carnival to show here in more than eight years, chalked up big business for the week ended Saturday (8).

The novelty of the show, plus good billing and the co-operation of the local paper, resulted in attendance building thruout the week, with the peak being reached on Saturday when 3,800 paid.

Owner Manning returned to New York from here to supervise the auctioning of furnishings of the Radio City Hotel which he had operated for the past several years.

Good Weather Helps Strates In Jersey Date

NEW BRUNSWICK, N. J., May 15.—The James E. Strates Shows scored heavily here for the week ended Saturday (8) when good weather prevailed. Fair weather boosted attendance and gross on Monday and Tuesday (3-4). Wednesday (5), the first Children's Day, was lost thru rain. Rain Friday (7) resulted in only a fair play but Saturday, which dawned cool and clear, was a winner, with the afternoon kiddie play helping considerably.

Owner James E. Strates signed Alexander De Gonslar to produce his *Parisian Life Class*, the first unit of which he presented at the Chicago World's Fair. Earl Fletcher will take an active part in the presentation and is helping design it.

Strates said the show will be designed to cater to the family trade. Four artists, with models, will be at work and 100 pictures will be on display. The advertising will be along educational lines.

Visitors were Ernest Prosser, biller for the World of Mirth Shows, and Schuyler C. Van Cleef, CFA and well-known circus attorney.

Humboldt Fete Gross Up 25%

HUMBOLDT, Tenn., May 15.—The 11th annual Tennessee Strawberry Festival here proved a big success, the gross being 25 per cent ahead of last year. Page Bros.' Shows again furnished midway attractions and resigned for the 1949 event.

Ziegler Org Braves Spokane Decree; Weatherman Helps

SPOKANE, May 15.—Ziegler Shows, first carnival in two years to brave Spokane's tough 1945 ordinance, was welcomed here Monday (3) by firemen and the city chemist, who, in testing the org's flame-proofed canvas, turned a Bunsen burner on the canvas.

Fortunately for Owner George E. Hiscox, the tents were too wet to burn, having been set up in the rain. But the canvas was scorched and Hiscox had to apply a liquid fire-proofing compound after the firemen got thru.

As things turned out, a welding torch couldn't have set the show afire, because old man weather continued to send down rain and by the end of the week the midway was a porker's paradise of ankle-deep mud.

Hiscox was wishing he had applied sawdust to the midway, despite the ordinance which says every crumb of sawdust or shavings must be removed before a show leaves town.

Some 1,000 youngsters ploughed thru the goo at a 9-cent matinee Saturday (8) and a few of their parents came out that night to, as one of the show personnel put it, "look for their daughters' missing wedgies." The monsoon gave way to showers (See Ziegler in Spokane on page 86)

Rain, Muddy Lot Hurts Hennies In East St. Louis

EAST ST. LOUIS, Ill., May 15.—Hennies Bros.' Shows ran into rain, a mired lot and some chilly weather here which held up operations. Shavings were spread in time for the show to open Wednesday night (12), but the weather was not inviting and the walking, particularly in the back-end, was difficult. By Thursday the lot was in good condition, but the air was chilly.

Up for their first time here are the Hi-Ball, owned by Dutch Wilson, and a new Pretzel Ride, owned by Charlie Goss. Moe Epstein joined with the Unborn Show and boat ride.

Cy Freeloze, of Canton, Ill., joined here as press agent.

Little Rock, played prior to this stand, proved disappointing. Weather was okay, but patronage was below expectations. Org's opening stand at Hot Springs, where shows wintered, was satisfactory.

WOM Takes Okay Despite Bad Weather

Rain Kills Three Nights

CHESTER, Pa., May 15.—Satisfactory takes were registered both here and at its opening Richmond, Va., stand by the World of Mirth Show, despite considerable inclement weather. Rain washed out two nights of the Richmond preem, but Frank Bergen, general manager, said that the attendance and gross were okay, particularly in view of the fact that the town had harbored shows each week since the beginning of March.

Monday (10) was lost here due to the late arrival of the show train which was held up in the Potomac yards, Washington, as a result of the threatened rail strike. As a result, only a few of the units were up Monday, altho the haul to the Leiperville lot is only a few blocks.

Thursday night (13) was canceled as the result of heavy rain which turned the midway into a quagmire, despite numerous loads of cinders spread thruout the area. Clear weather lasting thru tonight is expected to result in a heavy play at the scheduled kiddie matinee and final night performance.

The top attraction in the back end, with straw houses the rule, continues to be Dudley's new Minstrel Show. Joe Sciortino's Girl Show got under way here and is shaping up nicely.

Press and radio publicity garnered here by Ed Howe, show tub-thumper, aided considerably.

Cotton Carnival Yields Good Biz For Wallace

MEMPHIS, May 15.—Wallace Bros.' Shows, owned and operated by Ernie Farrell, registered excellent business in the early days of the Cotton Carnival here this week at Beale Avenue Park in the heart of the city's Negro section.

Sunday's (9) patronage was good. Monday's and Tuesday's business was even better, the midway being clogged both nights until the late hours.

Seven major and two kiddie rides are in operation. Mandy Green's Minstrel Show, booked for this engagement only, paced the five shows. The Spitfire led rides.

The Farrell-guided org is in seventh week of its season. Three spots, Hopkinsville, Mayfield and Glasgow, proved good. The other three, two of which were hit hard by rain, were blanks, Farrell reported. The show closes its stand here Sunday (16) and moves to Paducah, Ky.

Besides Farrell, other staff members are Dale Smith, agent; Glen Osborne, legal adjuster; Margaret Miller, secretary; Glenn Edwards, billposter; L. H. Harden, lot man; E. M. Ricken, mechanic - electrician; James Reed, ride superintendent, and Shep Miller, mailman and The Billboard sales agent.

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

**FOR SALE
FLY-O-PLANE**

with or without transportation. Ride and truck in first class condition, now operating. Clarksburg, W. Va., this week; Morgantown, Fairmont, Wheeling to follow.

THOMAS JOYLAND SHOWS

**WANT TO BUY
HIGH STRIKER.
WANT**

Chairplane Foreman, Second Men for all Rides; highest salary.

VIVONA BROS.' SHOWS

BOUND BROOK, N. J.

**WANTED
SIDE SHOW ACTS.**

Front Man that can keep it hot. Man and wife, man to Grind, wife Nurse for new 2-Headed Baby Show. Fire Eater.

EARL MEYER

c/o ROSS MANNING SHOW
MANCHESTER, CONN.

SIDE SHOW

People Wanted. If dissatisfied where you are, Beach season in building, Fairs follow. Mind Act, good spot; Ticket Seller. Other Acts, useful People, write, wire or phone:

Reverse 1927. State all.

O'BRIEN

SIDE SHOW BUILDING
Reverse Beach, Boston, Mass.

SIDE SHOW ACTS

Can place high class Mental Act, Tattoo Artist, one Bally Girl and No. 1 Ticket Seller. All people must be neat and clean. Wire:

SAILOR KATZY

c/o WORLD OF PLEASURE SHOWS
Lansing, Mich.

**CHARLIE A. GRIGGS
BUSINESS MGR.**

Anderson Greater Shows

Needs capable Man to take head of new well-flashed Blower. I have the exclusive on five Concessions on show, Jellico, Tenn., downtown, this week; first show in four years. Wire care of Western Union or come on.

AT LIBERTY

H. N. (FOOTS) REEVES

LEGAL ADJUSTER

Address: c/o Billboard
390 Arcade Bldg., St. Louis, Mo.

WANT

Legitimate Concessions of all kinds playing 2 a week. Good proposition to any Major Ride that can move 2 or 3 times a week. Will buy Kiddie Airplane Ride. All replies to:

POP PORTER

Box 37, New Albany, Kansas

FOR SALE

Eight Motorcycle Sky Flyers mounted on 5x10 factory built two-wheel Tractor. New tires and tubes. Royal Blue Top and Awning, new triple-beary duty AC 150 volt Boosters. Cost \$2,800.00 new; will sell for \$1,350.00 cash. Contact C. BUTTEDAHL, Care Bogie & Race Show, Mountain Grove, Mo., week of May 17; Willow Springs following.

FOR SALE

ONE TENT, 60x120; FIRE-PROOF BAIL RING, 1,000.00; one Tent, 50x75, Fire-proof, Push Pole, 250.00; both like new, used less than two months. Both good.

OPERA HOUSE

Millisids, Maine

**WHITE BUTLER
WANTS AGENTS**

For Hiband-Miss Ball Game, Short Range Lead Gallery, Have exclusive with Miami City Shows—15 Fairs and Celebrations—north and south. (White and Miss Worth, wire me. Good proposition.) Can use good Kiddie Man for Big Down Grab. Address: WHITE BUTLER
Piedmont, Missouri, this week.

**Cavalcade Date
At Evansville
Winds Up Okay**

EVANSVILLE, Ind., May 15.—Cavalcade of Amusements winds up a week's stand here tonight and then moves to Terre Haute, Ind., opening Monday (17). Early part of the local stand was marred by rain and cold, but the weather took a change for the better and business improved.

The previous week at Decatur, Ala., Cavalcade did big business, the stand topping all previous records for the spot. Saturday (8) at Decatur was especially big, being the top day of the week, and the kid matinee brought over 3,500 thru the front gate. Rides and shows had a field day. Night crowd brought the day's total to well over 5,000. Two additional ticket boxes were pressed into service at the front gate Saturday.

Trainmaster Arky Bradford is doing a good job of moving the shows. Evansville newspapers were liberal with space. Bill Naylor, org's press agent, hit the front page in Karl Knecht's cartoon. Al Wagner made Red O'Donnell's *Top o' the Morning* column in *The Nashville Tennessean* Monday (10) with an item about Cavalcade's Tennessee State Fair engagement.

**Weather Holds Down
Imperial Exposition
At Granite City, Ill.**

GRANITE CITY, Ill., May 15.—The Imperial Exposition encountered chilly weather here this week, and thru Thursday (13), the raw night air blighted business. From here the shows move to Bloomington, Ill.

Personnel of the show exchanged visits thruout the stand with folks on the Hennies Bros.' Shows playing at near-by East St. Louis, Ill.

**80 Attend Hannum
Wedding Reception**

CARLISLE, Pa., May 15.—Morris Hannum, owner of the shows bearing his name, and his bride, the former Garnett Palen, show secretary-treasurer, were tendered a reception recently by the show personnel in the Molly Pitcher Hotel. They were married April 23 in Cumberland, Md.

A turkey dinner was served to more than 80 guests, including Mr. and Mrs. John Grant, Mr. and Mrs. Jake Hogan, L. C. (Ted) Miller, Mr. and Mrs. Dallas Duncan, Mr. and Mrs. J. E. Davidson, Mr. and Mrs. Jimmy Gordon, Mr. and Mrs. Lehman Moor, Mr. and Mrs. Joe Sylva, Ray Stevens, Frances Wojtowicz, Billie Fowler, Lee Lamberson, Mr. and Mrs. Jack Perry, F. J. Smith, Harry Kemp, Lloyd Hill, Welton Delawder, Jack B. Fisher, Mr. and Mrs. Stanley Mazurkowitz, John Garrison, Harold Browning, Cecil Newsome, Mr. and Mrs. W. B. Robertson, Willard Stanton, Carl Leon, Mr. and Mrs. Harry Hoffman.

Also Mr. and Mrs. Jack Chicarelli, Herman Rice, Mrs. Marion MacWethy, Bill Meyers; Curly, Jane and Janice Sinko; Mr. and Mrs. H. J. Henry, George Bowen, William Ward, Johnnie Meeks, Sam Russ, Jim Ackley, J. Bellinger, S. Shaw, Stephen Swika, Mr. and Mrs. John Novak, F. J. Long; Mr. and Mrs. Lotton and daughter; Charles P. Jackson, Louise Swertzellers, Connie Phillips, Willie Stevens, Eugene Pelz, Clarence Campbell, Lee R. Yancy, John Scott, Jack Martin, Mr. and Mrs. Harry White, Will Rope, C. Burkel, Matty Noval, Dewey Boggs, Billy Blainche and Charles Reynolds.

RALPH DECKER presents **KIRKWOOD SHOWS** AMERICA'S BEST ADVERTISED MIDWAY

**WANT FOR OSWEGO, NEW YORK, WEEK MAY 24
AND BALANCE OF SEASON**

CONCESSIONS: French Fries, Photos, Candy Floss, any 10-cent Grind Store.

SHOWS: Have complete outfit, including Bus for transportation of people for high-class Minstrel Show.

HELP: Can place Ride Foremen and Second Men that can drive Semis. Top salaries for Experienced Men on Ferris Wheel, Octopus, Roll-o-Plane and Flying Scooter. We pay extra for driving.

Low Alter wants for Side Show—Front Man, Ticket Sellers, Herman Dillon, Jeanie Parsons, wire or come on. Will send ticket. Can use Side Show People, all lines.

Our route carries us until late November, with Fairs starting in August. Address:

RALPH DECKER, Gen. Mgr.

CARBONDALE, PA., this week; then OSWEGO, N. Y.

26th ANNUAL TOUR **JAMES E. STRATES SHOWS** AMERICA'S BEST MIDWAY

TALKER—MUST BE HIGH CLASS FOR THE GEORGIA SOTHERN REVUE. This is the most pretentious framed attraction on the road and talker must have appearance and be able to present shows of this type. State all qualifications in answering. Top salary or percentage to right man. Harry Golub, contact Roy B. Jones immediately.

EXPERIENCED BOSS CANVASMAN—Capable of handling big top. Merry-Go-Round and Hey-Dee Help. General Ride Men of all kinds. Experienced Tractor Drivers.

GLASS HOUSE FOR SALE—Can be booked with show. Or will turn over to an experienced Glass House Operator.

GIRLS—Young, good looking, experienced Chorus Girls who can do specialties. Can also use a good Team that does novelty act for Georgia Sothern Charm House Revue.

NEW LONDON, CONN.
MAY 17 TO 22

PAWTUCKET, R. I.
MAY 24 TO 29

MARKS SHOWS

MILE LONG PLEASURE TRAIL

KINGSTON, NEW YORK, THIS WEEK

BRIDGEPORT, CONN., WEEK OF MAY 24

Can place Legitimate Merchandise Concessions
No P. C. or coupons

Good opportunity for Grind Shows, Glass House, Wild Life, or any other money-getting shows. Address

MARKS SHOWS

Kingston, New York, this week; Bridgeport, Conn., next week; then as per route.

GOLD-BOND SHOWS

GIANT SEARCHLIGHTS
9 RIDES—5 SHOWS

5 LIGHT TOWERS
SOUND TRUCK

LARGE OR SMALL, WE PLEASE THEM ALL

WANT For Choice Route of Still Spots and Celebrations. WANT

FOREMAN FOR 25 WHEEL, LIKE NEW, MUST BE CAPABLE OR DON'T ANSWER.

Concessions—Want Cook House, reasonable rate to good operator. Want Ball Games, String, Bowling Alley, Novelties, Jewelry, Slat, Huckle Buck, Scale, Age, Penny Pitch, Photo, Hoop-La to join at once. Want Man to take charge of two Kiddie Rides, useful Help and Second Men on all Rides. Want Shows at 25%; Motordrome, Mechanical, Glass House, Hibbly or any worth-while attraction. Wire all replies:

MICKEY STARK, Mgr. ROCK FALLS, ILL., MAY 17 TO 23

CROWN AMUSEMENT CO.

WANTS

Heading for Wheat Fields, Oklahoma and Kansas. 6 Modern Rides—6. Fun House, Motordrome. RIDES—Kiddy Airplane, Pony Track, Miniature Train. Must be flashy. SHOWS with own equipment, Side Show, Illusion, Snake, any Pit or Platform Show that can get money. CONCESSIONS—Flashy Bingo, self exclusive Novelties, Cookhouse or Grab, Custard, Ice Cream, Photos, Age, Scales. Agents for Pan Game, Motordrome Rider take charge Motordrome. Will book Cork Gallery, Floss, Bumper, Country Store, Diggers, Jewelry. Ride Help all Rides that can drive semi trailers. Foreman for Smith and Smith Chairplane. Address: BAXTER SPRINGS, KANSAS, THIS WEEK; VINITA, OKLA., NEXT.

MIDWAY CONFAB

Longfellow said: "May is a perfumed word." H-m-m-m!

James H. Drew Jr. reports from Marion, O., that he is out with his concessions again this year.

Mr. and Mrs. Cliff Patton and Paul LaPage recently joined Gulf Coast Shows with two Girl Shows and a Snake Show.

Bobby Fransee and Louis-Louise Logsdon visited Linda Lopez, who is with the L. B. Lamb Shows, at Centra, Ill.

Mr. and Mrs. Frank Long recently went to Hadley, Pa., to attend funeral services for Long's mother.

Mr. and Mrs. Joseph E. Bruneau have left Cavalcade of Amusements to join Royal American Shows.

Mrs. Daisy Mellick, widow of the late H. O. Walters, Detroit carnival supply man for 30 years, is seriously ill in Grace Hospital, Detroit.

They're saving up the good weather so they can give it to us all in one lump Decoration Day.

Phil Brown, who operated a store thrill show in downtown Detroit last year, is off the road this season, working on his dental invention.

Earl Willis cards from Bucknell, Ind., that Dude Brewer has his stands working to good business on the Pleasureland Shows.

Rae Terrill, who will not return to the road this season, hosted a large number of showfolk at the opening of his theatrical costume studio in downtown San Francisco, recently.

Mrs. Neva Lanke, of Veterans' United Shows, wonders why Mrs. Florence Cundiff refuses to give spoons with coffee at the midway cookhouse.

Lee McDaniel is working on the front of Mary Brown's Cotton Club Review on the Johnny J. Denton Shows. He reports the 14-people show is getting some money.

J. G. Tiger reports he has had several good weeks in the Dallas area with his Strange Oddities on the Schafer unit.

When a general agent accepts a committeeman's invitation to go to a night club—guess who gets hooked?

George Vaughn Ice reports that after three years with the Cavalcade of Amusements, he is operating the Zoma Show for T. W. Kelley on the John H. Marks Shows.

During their stand in Washington, the James E. Strates Shows and performers were the subject of a full-page layout of pix in *The Washington Daily News*.

Billy Corlew and Bob Croyan, high act, are on a two-week engagement with the King Reid Shows prior to playing George A. Hamid park and fair dates.

Frank (Scotty) Kean, bagpiper and smoke artist, has opened a plaster shop, manufacturing plaster novelties, at Greenwood Lake, N. Y., and will not return to the road this season.

Myrl Deemer, who recently underwent an operation, is reported making satisfactory recovery and expects to

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.

ADD 'EM UP DICE GAME
Uses numbered dice from 1 to 6. Comes with 8 dice chart on the playing surface and dice box. Can be used with coupons, point system or as a stock store with 3 or 4 dice combination. Clear finish, sponge rubber bottom, screen processed leatherette chart. We have combinations for 3, 4, 6 or 8 dice. Complete \$20.00

ROLL-DOWN TABLES
Made on 13/16 ply limber core. This is the finest lumber that can be bought. With tip-up front using 6 or 8 ball combinations. Made in sets of 2 or 4 to a case. Cases are made to fit in your trunk. Each Table \$25.00

Over & Under Charts and Beat the Dealer Charts. Size 54x72. \$20.00 Ea.

5/8 Numeral Dices. Numbered from 1 to 6. \$3.00 set of 6.

OTHER HANKY PANKS ON HAND
Write for Catalog.

RAY OAKES & SONS
BOX 108 BROOKFIELD, ILL.
Phone: Brookfield 7624

ART WHITE SHOWS

Want Ride Help for all Rides; semi drivers. Harry Miller wants Cook House Help. George and Cert Linder need Agents. All legitimate Stock Concessions open. Want Shows with or without transportation. Want High Free Act or Magic Show. Want Sound Truck and Billposter. Will book Bingo. Need Builder and Painter. We have a complete work shop with this show and our own light plant. Billy Burton, of Mullens, W. Va., please contact. All replies to

ART WHITE
317 Brown Ave. BUTLER, PA.
Phone 25684

GRA-LOY SHOW



CLEAN ATTRACTIONS

WANT—String Game, Bumper, Cigarette Gallery, BB Gallery, Coke Bottle, Cane Rack, Blow-up, Swo-Cones, or what have you?

WANT—Shows with own equipment: Monkey, Snake, Walk-Thru, 5-in-1, or Illusion.

Alexandria, Ind., on the Street, this week; Columbia City, Ind., on the Street, next week; other good spots to follow.

WANTED

FAST STEPPING COUNTER MEN FOR COOKHOUSE. GOOD TREATMENT, LONG SEASON, GOOD SALARY. JOIN ON WIRE.

ADDRESS:

CARL PARSONS
c/o JOSEPH J. KIRKWOOD SHOWS
Carbondale, Pa., this week; then per route.

COOKHOUSE HELP

Experienced Help that can and will take care of Show People. No others needed. Long season. Good salary and bonus at end of season. Joe Smith, Bob Anderson, Mac Maloney, come on.

CORKIE ZIMMERMAN
c/o HILL'S SHOWS PUEBLO, COLO.

WANTED

Side Show Acts, Annex, Mentalist, Bally Girls. Write

WARD HALL — HARRY LEONARD
Fruer's United Shows Ottawa, Kansas

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

WANT AT ONCE

FROZEN CUSTARD, Hoop-La, Basket Ball Game, Coca-Cola Bottles, Penny Pitches, Cigarette Pitches, Bumper Outfit, Cane Rack.

WILL SELL EXCLUSIVE ON PHOTO GALLERY, SCALES AND AGE.

Will book Flashy Penny Arcade, Motor Drome and any other good Grind Show of Merit. Poole, come on back home. Larry Ostrom, let's hear from you.

NOTICE—JIMMIE WINTERS NO LONGER WITH US.

HOPELAWN, N. J., this week; HAHWAY, N. J., next week, in town, two blocks from Business Section. All mail and wires to:

WM. C. (BILL) MURRAY

MERRYLAND SHOWS

K. L. MOYER — Owners — C. N. CRITTENDEN

Show has six beautiful office-owned Rides. Want all Concessions except Pop Corn, Floss, Bluro and French Fries. We want Short and Long Range Lead Gallery. Want Wild Life, Monkey Speedway and Fun House. This Show will play Celebrations and Homecomings in Central and Northern Michigan. Want no gypsies and grift. Few bookings open, July and August. Route given to responsible parties. Committees, contact C. CRITTENDEN, 706 Ashman St., Midland, Mich. Phone 1320-J.

A NEW SHOW, BUT WATCH US GO

WANT CAPABLE AGENTS

FOR TWO WHEELS, PAN GAME, PEA POOL; ALSO EXPERIENCED P.C. DEALERS AND GENERAL CONCESSION HELP. Address:

Dolly Young or Harry (Irish) Gaughn
c/o ROYAL CROWN SHOWS, CHILLICOTHE, OHIO, THIS WEEK.

VAN BILLIARD SHOWS #1 UNIT

WANT CONCESSIONS—Cig Shoot, String Game, Novelties, Scales, Age and Weight, Shooting Gallery, etc. Will book 10c Grind Stores. Will book Shows not conflicting. HELP—Chair-o-Plane, Loop-o-Plane Foreman, Stand and Canvas Man, also Sound Man; semi-drivers preferred, sleeping quarters provided. Office owned. 6 Rides, 2 Shows. Free gate. Seaford, Del., May 19 to 29; Smyrna, Del., May 31 to June 5; Denton, Md., June 7 to 12. Booked solid for season.

New ELECTRIC CORN POPPER



TAVERNS SCHOOLS DRUG STORES BUS STOPS, ETC.

By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. We set you up in business with corn, seasoning, bags, etc., all for \$121.00.

Write Us for Our Amazing Offer

INDIANA POP CORN CO.
MUNCIE, IND.

FOR SALE

Bingo Stand, 18x26, complete, with or without transportation; can be booked with Show. Also 1941 Ford Tractor, 22 Ft. G.M.C. Trailer, can use for Rides or Concessions. Any reasonable offer considered. Contact Frank Westphal, care of Show. Can place Fun House, Mechanical Show, Basket Ball and other Hanky Panky. X sold on Pop Corn, Novelties, Jewelry, Bingo, Mear Outfit, Floss. Don't wire, come on. Sorry, no Rides; we have seven. Playing proven route of Illinois, Iowa, Indiana Fairs and Celebrations.

TRI-CITY RIDES S. C. STONE, Manager
Cuba, Illinois, May 17-22; Wheatland, Iowa, May 28-31.

WANTED FOR BEN FICKLIN PARK

THROUGH LABOR DAY

Two Kiddie Rides, one or two Major Rides. Few Concessions open. COODFELLOW ARMY BASE HERE (approximately 5,000 army personnel)

H. F. MOLLENKOPF
1307 Tyler St. San Angelo, Texas

GREAT BARGAIN FOR SALE

1946 Chevrolet Cabs over Engines. Two speed. Heavy duty rear. Fully equipped. Good as new. Tires, 750-20. Price, \$1,050.00 each. Wire or come at once.

J & S MOTORS
4131 Chestnut St., Philadelphia 4, Pa.
Phone: BA 2-9650

FOR SALE FLY-O-PLANE

Priced to sell; terms to right party, some trade. Transportation optional. Both A-1 shape.

GEO. L. TROTTER
General Delivery, Ft. Worth, Tex.
Phone: 8-9280

FOR SALE

4-30 KW. GENERATOR SETS
In Martin Trailer

RECONDITIONED LAST SEASON, \$4,200.00.

BOX 185, c/o BILLBOARD
390 Arcade Bldg. St. Louis, Mo.

WANT GENERAL AGENT

That knows Kentucky, Ohio, Indiana and Middle West-South. Address:

FRANK W. PEPPERS, Mgr.
Peppers All States Shows
Maryville, Tenn., this week

HELP WANTED

MAN SHOT FROM CANNON—No Experience Required. State age, weight, height. Long season.

F. O. GREGG
PLYMOUTH, WIS.

WANT LOOPER FOREMAN

Account accident. Join at once. Salary and percent.

CETLIN & WILSON SHOWS
HARLAN, KY., now. Wire, don't write.

HERE 'TIS AGAIN
 Corydon, Ind., 43rd Annual Home-Coming,
 JUNE 2 THRU 5, FOUR BIG DAYS
REMEMBER, THEN COMES
 Marengo, Ind., Annual Home-Coming
 June 7 thru 12, 6 Big Days—Car Given Away.
ESPECIALLY WANT—Tilt or Octopus.
 SHOWS—Monkey or Snake, Fun House;
 Moore, contact.
 CONCESSIONS—Cat Rack, Clothes Pin Pitch,
 Dart, Hoop-La, Bumper, Jewelry, Custard,
 String Game, Bowling Alley, Diggers.
Johnny's United Shows
JOHN PORTEMONT, Mgr.
 Red Boiling Springs, Tenn., May 17 thru 22

RIDE HELP WANTED
 Foreman for Tilt, Merry-Go-Round and Loop,
 Second Men for all Rides. Top wages for
 good men. Want Operator for complete
 Side Show, also Girl Show. Will book any
 independent Shows. Can place Concessions
 not conflicting.
 Have 35 Fairs and Celebrations booked.
GREATER RAINBOW SHOWS
 SCHUYLER, NEB., this week.

WANTED WANTED
GIRL SHOW TALKER
 For High-Class Show
The New "Look" Revue
 Also Ticket Seller-Grinder and attractive
 Specialty Dancer. Wire (no collect).
BUDDY BERNSTEL
 King Reid Shows, New York Mills, N. Y.
 — Ford Moves Our Show —

WANT
 Merry-Go-Round Foreman. Agent for office
 Concessions: Roll Downs, Blower, Skillos,
 Razzle Dazzle, Ball Games, Percentage.
 Will place Bingo and Concessions of all
 kinds. We show in the heart of the big pay
 rolls.
Brewer's United Shows
 Canfield & Drew Sts. Houston, Texas

AGENTS WANTED
 For Over 12. No boxers. Good
 territory. Come on to Binghamton,
 N. Y. Apply to:
RIP
 O. C. Buck Shows

DROME RIDER
 Male or Female—Straight Rider. For 17
 weeks in Amusement Park. No tear-downs
 —good wages. Open May 19th.
Wire William Calamari
 RIVERVIEW PARK CHICAGO, ILL.

HENRY HETH WANTS
AGENTS FOR ALL CONCESSIONS.
 Contact at once.
 Simon, come on.
BOWLING GREEN, KY.

JIMMY BROWN WANTS
 Neat appearing couple to operate beautiful
 new Photo Outfit, 50-50 basis. Also want
 Slim Skillo Agent that can produce. Gus
 Poulos and Jimmy Ross, contact me at once;
 excellent proposition. All wire:
JIMMY BROWN
 c/o GARDEN STATE SHOWS
 Eagleville, Pa., Firemen's Fair
 week of May 17th to 22nd.

FOR SALE
 Brand new factory built Petrol Ride, never operated.
WANTED
 Ferris Wheel Operator, Merry-Go-Round Operator,
 other Ride Men.
MOUND CITY SHOWS
 1417 Grattan St., St. Louis 4, Mo.

ACE TURNER AT LIBERTY
 Understand all Fed. Taxes used in Show Business.
 Was the first Secretary (with Treasury Dept. consent)
 to eliminate the keeping of Social Security Records
 for Concessionaires and Independent Ride and Show
 owners in Office Wagon. Also first to eliminate
 keeping records for short term help with Officers.
 Write to:
ACE TURNER, P. O. Box 1012, Atlanta, Ga.

be back on Cavalcade of Amusements
 early in June.

Adrian F. Davis, of Philippi, W. Va.,
 and C. B. Smith caught Gooding's
 American Exposition Shows and the
 Thomas Joyland unit which played
 recent stands at Clarksburg, W. Va.

Mrs. Walter King has returned to
 the Robertson Bros. Shows, having
 recovered from an operation per-
 formed in a Morristown, Tenn., hos-
 pital April 14 while the shows were
 playing that city.

As a rule, showmen offer fair managers
 so much that it doesn't matter what show
 they book—they can't lose.

Mr. and Mrs. Joseph P. White,
 well known in outdoor show busi-
 ness, recently purchased the Orange
 Avenue Trailer Park in Sarasota,
 Fla., which they will operate along
 with their summer resort in Milford,
 Mass.

Stanley Mazurkowitz, who with
 his wife, Virginia, owns and operates
 the Rolloplane on the Morris Hannum
 Shows, celebrated his 25th birthday
 while the org was appearing in Cum-
 berland, Md.

What the local sticks can't understand is
 that when they play for the concessionaire
 they win; when they play their own dough,
 they lose.

Cleo Renee and Theda Brower re-
 port they have their *Night in a Harem*
 on the Florida Amusement Company,
 with Red Tanner on the front and
 Ray Smith and Bob Blaisdell on the
 ticket boxes.

J. Robert and Julienne Ward, in
 Florida for the winter, have returned
 to their winter quarters in North Lit-
 tle Rock. They will have their at-
 tractions with the William T. Collins
 Shows, opening in Alexandria, Minn.,
 May 17.

One thing we give towners credit for is
 that they never give a showman the worst
 of it unless they think the showman has no
 friends in town.

Frank L. Sullivan has pea pool
 with the Don Franklin Shows. He
 would like to hear from Homer Gin-
 ther, Jimmy Ross, Mike Bozeo and
 Richie Keefer.

D. Wade, general representative of
 the W. G. Wade Shows, visited Cleve-
 land on business and then went to
 Parkersburg, W. Va., to visit the
 Thomas Joyland Shows, where he
 has some ride equipment, before join-
 ing the Wade shows at Kalamazoo,
 Mich.

Line-up of Lemke's Side Show on
 Wolfe's Greater Shows includes Jim
 Kuhn, lecturer; George Ewend, fire
 eater; Cloe, sword box; Albert Truso,
 alligator boy; Edwina Meyers, snakes;
 Venus DeLamarr, electric chair;
 Susan and Sammy, chimps; Billy Day,
 tattooer, and Francene, anex attrac-
 tion.

Elmer F. Cote, operator of Cote's
 Wolverine Shows, who was off the
 road last year because of ill health,
 opened Saturday (15) at Utica, Mich.,
 under auspices of the Utica Volunteer
 Firemen's Association.

You can always tell when a midway
 couple is having a big week. She thinks
 he's a big shot and he adores her for her
 ball-game operating ability.

Among guests at a trailer shower
 given by Mrs. Monica Baress for Mrs.
 Ruth Brown when Prell's Broadway
 Shows played Wilmington, Del., were
 Dot Miller, Myrlan Sullo, Ruby Kane,
 Agnes Grosso, Marie Gross, Mrs.
 Teddy Byrd, Mrs. Pat Burke, Mrs.
 Ralph Cory, Mrs. Leo LaSalle, Lil

POPCORN HEADQUARTERS

TOP-POP Hybrid Pop-
 corn is backed by a
 money-back guarantee
 If you are not com-
 pletely satisfied in
 every respect. Send
 your order in today.
 Finest quality roasted
 peanuts—attractive cir-
 cus bags.

5 sizes boxes—cones
 —bags—snow cones—
 floss papers—colors—
 napkins — spoons —
 ready-to-use flavors—
 apple sticks.

Machines — All-rubber
 shock-mounted. Stay
 ahead with Sno-King
 Ice Shavers—capacity,
 500 lbs. per hour. Used
 Popcorn and Peanut
 Machines bought and
 gold. Guaranteed trou-
 ble free. Big money
 makers.

CHUNK-E-NUT PRODUCTS CO.
 Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.	JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.
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JOHN F. REID PRESENTS
Happyland Shows
 THE BEST IN OUTDOOR AMUSEMENTS

INDEPENDENT SHOW OPERATORS
 Get with a Show that has an established route of proven money spots. We carry no
 grift and issue no show passes. We can place a few attractive and worth-while
 self-transported shows at a very low percentage. All Michigan territory.

CONCESSIONS
 Can place Penny Arcade, Ball Games, Hoop-La, Pitch-Till-U-Win, and other 10-cent
 Grind Concessions.

Royal Oak, Mich., until May 29; Pontiac, Mich., Annual Elks' Festival, downtown
 Pontiac, May 31 to June 12; Kalamazoo, Mich., June 14 to 19; Benton Harbor, Mich.,
 June 21 to 26; then Ypsilanti, Mich., big July 4th Celebration, June 28 to July 5.

Address: HAPPYLAND SHOWS, as per route

"Here's Another Big One"
MAJESTIC
 GREATER SHOWS

Can Place For
OIL CITY, PA., MAY 24 THRU 29
 AND OTHER BIG ONES

CONCESSIONS: Arcade, French Fries, Ball Games, and other Legitimate Concessions. Opening
 for few choice Wheels and Grind Stores.
 SHOWS—Mechanical, Fat, Snake.
 HELP—Experienced Wheel Foreman, Second Men who can drive Semis, Grinder, Talker,
 Ticket Sellers for Girl Show, Canvas Man, Talker for Drome, Whiskey Ryan, contact
 Ted Snyder. Polock wants Nail Game Agents. Bill Webb and Thos. Dello, contact
 Address: **SAM GOLDSTEIN, Farrell, Pa., this week.**

BRIGHT LIGHTS EXPOSITION
 SHOWS
 World's Brightest Midway

MOOREFIELD, W. VA., FIREMEN'S CELEBRATION
 Week May 24. Big Parades, Fireworks. An old-time Celebration. Get your spring bank roll here.
 Place Shows not conflicting. Will finance worth while Shows and furnish outfits. Good
 opening for Motor Drome, Penny Arcade or any Shows not conflicting. Working Acts and
 man to make opening for Side Show.
 Place Concessions—must be Legitimate: Photos, Devil's Bowling Alley, Huckley Buck, Balloon
 Darts, Add-'Em-Up Darts, Coke Bottles, Basket Ball, Jewelry, Snow Balls, Bumper, String
 Game, or any Concession not conflicting.
 Ride Help—must be sober and reliable; must drive Semi. Dannie Donnini wants Pin Store
 Agents and General Concession Help. Write or wire:
JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr.
MARTINSBURG, W. VA., THIS WEEK; MOOREFIELD, W. VA., NEXT WEEK.

HERMAN WEINER
CAN PLACE AT ONCE
 Good Wheel Man for Live Dog Wheel, one Bucket Store Agent and one Count Store Agent.
 Address: **MAJESTIC GREATER SHOWS, Farrell, Pa., this week.**

WANT RIDE HELP AT ONCE
 Foreman for Merry-Go-Round, Ferris Wheel, Chairplane. Best treatment, top wages. Good
 opportunity for the right people. Also want Free Act for June 3 to 6 inclusive. High Dive
 preferred. Will consider booking some Legitimate Grind Stores.
PRUDENT'S AMUSEMENT SHOWS
 124 CEDAR AVE., PATCHOGUE, N. Y.

Eddie Young's

Crown

Royal Shows

"AMERICA'S
FINEST CARNIVAL"

**WANT CONCESSIONS FOR BALANCE OF SEASON
AND ALL WINTER'S WORK IN FLORIDA**
Will sell "X" on Custard and Photos. Can place Jewelry, Novelties, Hoop-La, String Game or any "Prize-Every-Time" Concession. Address
E. L. YOUNG, Mgr. Royal Crown Shows
CHILlicothe, OHIO, THIS WEEK

Harry Craig's

HEART of TEXAS Shows

WANT: Foreman for Spitfire and Tilt, Truck Drivers, and Second Men on all Rides.
SHOWS: Acts for Side Show, man to take charge; man and wife to handle Monkey and Snake Show, man to take charge of Front, Working People, Ticket Sellers.
CONCESSIONS: Will book Cookhouse, Scales, Age, Darts, Balloons, Basket Ball, Novelties, Picture Gallery and High Striker. Want Agents for Grind Stores, Bowling Alley and Clothes Pin, Penny Pitch and Ball Games. Will book Train and Octopus. All address:
HARRY CRAIG
SWEETWATER, TEX., this week; then watch route.

IMPERIAL EXPOSITION

WANTS WANTS
ORGANIZED GIRL REVUE
CONTACT:

M. E. ARTHUR, Mgr.
Bloomington, Ill., This Week; Kankakee, Ill., Next Week.

L. P. HETH Shows

cleanest show on earth

SHOWS: Organized Side Show, will furnish complete outfit, low percentage. Hettly Joe Starr, answer. Monkey Show, small Animal Show, Snake Show.
HELP: Foreman for Ferris Wheel, must be Semi Trailer Driver. Colored Musicians and Performers.
CONCESSIONS: Jewelry, Custard, Hoop-La, Glass Pitch, Age and Scales; other Hanky Panks open. All replies:
BOWLING GREEN, KY., now; MADISONVILLE, KY., follows.

JOHNNY J. DENTON SHOWS UNIT #2

WANT WANT WANT
CONCESSIONS: Will sell Ex on Custard, Jewelry, Novelties. Good opening for String Game, Coke Bottles, Pitch-Till-U-Win, Cigarette Gallery or any Concession working for Stock.
SHOWS: Good opening for Motardrome, Fat Show, Unborn Show, Side Show, or any good Grind Show of merit.
RIDE HELP: Reliable, sober Ride Help can be used on all Rides. Prefer Semi Drivers. Can use wives on Ticket Boxes.
IMPORTANT: Ernest Roberts and Bob Edward Mason, contact Bernice Shipman. All replies to:
BOB ROBERTSON
CYNTHIANA, KY., this week.

PIONEER SHOWS

high class midway attractions

NORWICH, N. Y., MAY 24 to 29, in heart of town. Plenty of factories here; big pay days. 100,000 drawing. This is a Top Concession Spot. Celebrations, following with Fairs.
CAN PLACE—French Fries, Popcorn, Candy Apples. All Legitimate Merchandise Concessions open. Shows of all kinds. Sensational Free Act, Fun House, Glass House, Kiddie Rides, Roll-o-Plane, Useful Help. No drunks or agitators. Tom Kubacca Logan, Johnny Eck, answer.
M. PERCELL
CORNING, N. Y., this week.

GRUBERG FUN AND KIDDIE LAND

Located on the Boardwalk at Jackson Boulevard, Long Beach, Long Island.
WANTED—Exclusive on one Flat Ride facing the Boardwalk; Ride must be modern and up to date. I have eight Kiddie Rides. This is one of the finest beaches on Long Island with thousands of people to show to. This is the only amusement spot in Long Beach. Operating 7 days a week. Beach now open. Write:
MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

Sylvester, Dot Oakley, Mrs. Nick Sullo, Gertie Miller, Ada Gerasi and Dot Schumaker.

Max Goodman, former show owner, spent several days at the Memphis Cotton Carnival visiting personnel of the Royal American Shows and then returned to Miami, where he planned to remain for about a month. In Miami he will manage a hotel of which he is co-owner while his partner vacations.

Starlight Amusements

Now Booking for Big Centennial Celebration, Fredericksburg, Tex., June 10 to 13

ANY LEGITIMATE CONCESSION.
SHOWS—Mechanical, Unborn, Fat Show, or any other not conflicting with what we have, with the exception of Sex Shows.
RIDES—Tilt-a-Whirl, Chairplane, Train or any other not conflicting.
Will book Pop Corn and Peanuts for season.
NO CRIFT. NO DRUNKS. NO GYPSIES.
This week, BRIDGEPORT, TEXAS; next week, WEST, TEXAS; then as per route.

TWO RIDES FOR SALE

Cheap for quick sale; also 3,000 feet cable; Big Snake, complete with Front and Banners; Mirror Box, Snake Pit, six Show Tops, 12 good Banners, and miscellaneous Show Paraphernalia. Want Agents for Hanky Panks, Swinging Ball and P.C.

BABE SCOTT
CARAVELLA AMUSE. CO.
Gettysburg, Pa., this week.

MIKE BOSCO A. M. P. SHOWS WANT

Capable P. C. dealers. Curley and Louise from Gastonia, N. C., contact at once. Kenneth Beppler, have P. C. for you. Tamaqua, Pa., week of 17-22; Hazleton, Pa., 24-30.

WALLACE UNITED SHOWS

Want Rides that don't conflict, Foreman for Chairplane, man and wife to handle Auto Ride (come on); Electrician, wire. Showmen with own outfits, wire. A-1 route. Legitimate Concessions of all kinds open. Sell "X" on small Cookhouse, Bingo, Palmistry, Popcorn, Candy Floss, Over and Under, Beat the Dealer, Pan Game open to right party. Address:
Byrdstown, Tenn., this week.

PAT FINNERTY WANTS

Three Clothes Pin Agents, also one Agent for Blower. Answer:

Care PRELL'S BROADWAY SHOWS
South River, N. J.

JOE ANSHER

Wants good Count Store Man. The only Store on the Show.

DAWSON SPRINGS, KY., this week;
then as per route.

GLASS HOUSE

One of the nicest on the road today; must be seen to be appreciated. Playing Illinois territory. Price reasonable.

BOX D-313
The Billboard, Cincinnati 22, O.

J. J. PAGE

EXPOSITION SHOWS

Will book a few more Legitimate Concessions. Good opening for Custard, Photos, Diggers, Bull Martin wants Talkers for 10-in-1. Magician or Novelty Act. Girls for Girl Show. Talkers for same. Billy Middleton, answer. Elmer Reed wants Agents for Fish Pond and other Hanky Panks. Also want capable man to take complete charge of Fun House. Bill McLaughlin wants Roll Down Agents. Can place Jimmie Clark in Skillo. Everybody address:

J. J. PAGE SHOWS, Clintwood, Va., this week

WANT FOR

BARNEY TASSELL UNIT SHOWS

In and around Washington, D. C., practically all summer.

Basket Ball, Devil's Bowling Alley, String Game, Long Range Gallery, Scales, Photos, Gums Your Age, Hoop-La and Novelties. Can also place Ride Help in all departments. Must drive Semi Trailers. Wire or write:

BARNEY TASSELL UNIT SHOWS

Fairgrounds, Culpeper, Virginia, this week.

WANTED

Blower and Alley Men. Can place two Wheel Agents for choice stands, also P. C. Agents at once. Hazleton, Pa., this week; Pottsville, Pa., next week.

JACK GILBERT

Care Endy Bros.' Shows

WANT DROME RIDERS

Especially Trick Rider and Talker

J. R. B., contact me.

G. W. MURRAY

Care Strates Shows

New London, Conn.

FOR SALE

NO. 5 ELI WHEEL

Excellent Condition with beautiful Star and Circle—Can be seen near N. Y. City.

ALSO

Tractor with 24 ft. side board trailer.

Box 321, The Billboard
1564 Broadway New York, N. Y.

WANT OUTSTANDING FREE ACT

Week June 21-26

JOHNNY J. JONES

EXPOSITION

Uniontown, Pa.

CONCESSION MANAGER

WANT capable man to manage 14 office owned stock concessions on eastern carnival. Salary plus percentage. Give full experience. Write Box D-317, The Billboard, Cincinnati, O.

SECOND-HAND SHOW PROPERTY FOR SALE

New Pennant Flags on Streamers. All sizes. Flashy Show in Banner Line. Great for gasoline stations and campaign decorations. Also all sizes American Flags. Special prices to decorators and dealers. Unusual opportunity.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

FOR SALE

Dramatic End Tent, fifty by one hundred and ten feet; Proscenium, Poles, Stakes and Marquee; extra good condition. 225 Two-People Folding Benches, six lengths of Eight-High Board Seats, Masking, Ticket Boxes, Wiring, Globes, Prop Boxes, Trunks, two Semi Trucks and Trailers (one makes stage). No reasonable offer refused. See it set up at Salem, Indiana.

BUD HAWKINS, Salem, Indiana.



PROFITS UNLIMITED!

Polar Pete Snow Cone Machine

Earn 900% In Cool Profits!

Here's how a dime will get you a dollar. Take a look at the figures that prove the 'Polar Pete' Snow Cone Machine is a sure-fire money maker for you. 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 25c. Cups — about \$3.00 per thousand. The 175 snow cones mean \$17.50 in sales. And your total material cost has been \$1.65. That's real profit . . . that's 'Polar Pete' profit. Place your order NOW . . . and make your location pay off with 900% profit!

SNOW CONES SELL!

Because everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. And they sell FAST! One location reported \$600 worth of business in one day. Even cutting that 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



CHECK 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 BIC 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!
- COLORFUL decals . . . large, beautifully designed customer attraction!
- SWITCHES conveniently located to right of operator on back panel!

\$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.

CAPITAL CITY SHOWS

PRESENTING THE THREE FEARLESS STARS NIGHTLY
WANT WANT

SHOWS—Manager for Side Show, have 20x80 Top and 110-Ft. Banner Line. Want someone that can put something inside. Wild Life, Monkey Show. Good opening for Fun or Glass House.

RIDES—Splitfire or Roll-o-Plane.

CONCESSIONS—Few open. Long or Short Range Gallery, Bumper, Basket Ball, Scales, Jewelry, Coke Bottle and String Game.

All replies **J. L. KEEF**
DAWSON SPRINGS, KY., WEEK MAY 17TH.

P.S.: Want good all-round Show Painter.

W. C. KAUS SHOWS

AMERICA'S FINEST ATTRACTIONS

NOW PLAYING CHOICE SPOTS IN WEST VIRGINIA

Can place Ball Games, Duck Ponds, Fish Ponds, American Palmistry. Want Assistant Electrician; good pay for right man. Walter Lark, contact me. Sam Scolnick can use Agents for Ball Game, Dart Store, Pitch-Till-U-Win. Fred Zschille wants Agents for Count Store. Contact:

RUSS OWENS, Manager
VIVIAN, WEST VIRGINIA

Want—LARRY NOLAN SHOWS—Want

FISH POND, PITCH-TILL-YOU-WIN, ANY STOCK STORES NOT CONFLICTING. STRONG FRONT MAN FOR JO-AN HALF-AND-HALF SHOW. (Dr. Barnhardt, wife.) Don't need any other Shows.

SEVERAL MORE RIDES and RIDE HELP. No Mitt Camps wanted. All wire, don't phone:
LARRY NOLAN

Ellis until 19th; Atwood (Rodeo), 20-21-22; Goodland, 24-25-26; all Kansas. N.B.—This Show holds contracts for 14 Fairs and Street Celebrations, including one of the best July 4th spots in Colorado.

CAPELL BROS. SHOWS

America's Cleanest Midway

WANT

PAULS VALLEY, OKLA., THIS WEEK
"ALWAYS FIRST IN"

Want a few more Stock Concessions. Will sell "Ex" on Diggers. Will place a few more nicely flashed Grind Stores. Want Agents for Skillo, Count and Peek Stores. M. A. Allison wants Stock Store Agents and P.C. Agents. Want Assistant Mechanic for 30 Truck Shows. Useful Carnival People, contact:

15 FAIRS AND CELEBRATIONS STARTING IN JUNE. Address:
H. N. (DOC) CAPELL, Mgr., As Per Route

WANT

DICK'S Greater Shows

WEST CHESTER, PA., THIS WEEK

WANT

WANT

RIDES: Roll-o-Plane, liberal percentage.

SHOWS: Iron Lung, Wild Life, Fun House.

CONCESSIONS: Ball Games, Fish Pond, Pitch-Till-You-Win, Balloon Darts, Scales, Photos, Penny Arcade.

RIDE HELP who can drive Semis. Top salaries, paid every week.

R. E. GILSDORF, General Manager

A.M.P. SHOWS

Juggy

Big Decoration Day Celebration in Heart of Anthracite Coal Region

WANT Hanky Panks of all kinds, especially Mug Outfit, String Game, Pitch-Till-U-Win, Watch-La, Dart Store and any others not conflicting. SHOWS—Any Shows not conflicting. Good opening for Wild Life, Monkey or Animal.

Address: This week, Tamaqua, Pa.; next week, Hazleton, Pa.

Contact **A. M. PODSOBINSKI**

FOR SALE

12-foot Road Shooting Gallery built on dual wheeled 12-ft. trailer, 3 moving rows, 2 revolving balls, 4 pull-up rows, 2 rows spinners, 16 ball's-eyes, 500 metal loading tubes, tube loader, 8-foot steel sidewalls, overhead steel counter, awning, holly cloth, wiring, 5 Remington outloading rifles. Ready to operate immediately.

Sickness in family is our reason for selling. Sacrifice, \$1,750.00.

BRINER

5815 S. Broadway St. Louis, Mo.
Phone: PL 2956

WORLD OF MIRTH SHOWS WANT

Tellers for Peep and Girl Shows. Join or wire immediately. Experienced Candy Pitchmen wanted. No drinking tolerated. Loan, wire. Attractive, experienced Chorus Girls and Specialty Dancers wanted for finest venue in the business. All answers to

J. SCIORTINO

WORLD OF MIRTH SHOWS
New Brunswick, N. J., this week; Perth Amboy, N. J., next week.

WANTED

Bingo Counter Man, also Driver and Announcer for Sound Trucks; must be sober and reliable. Apply:

**Harry Lottridge, Mgr.
Harry Lottridge Shows**

La Follette, Tenn., this week;
Big Stone Gap, Va., next week.

RIDE OPERATORS

WANTED

Steady work, no moves—Write,

Wire: Earl J. Redden

PLAYLAND PARK

South Bend, Indiana

WANT TO BUY

Kiddie Rides, all kinds, no junk; also Ferris Wheel. Prefer \$11 or 10, but can use other kind suited for set spot.

Write Only. Cash Deal.

W. PACO

c/o 408 W. Warren St., Calumet City, Ill.

B. & H. AMUSEMENT CO.

Can place following: Photo Gallery, High Striker, Fish Pond or any Concessions working for 10¢. All mail and wires to

W. E. HOBBS

Central, South Carolina

W. E. ATTRACTIONS

Can place Show Concessions of all kinds, including \$1.00 Cash, \$20.00. Agents wanted for office owned Concessions: Ball Game, P.C. and Stock Shows. Man for Photo. Ride that can work. Shows with own outfits, welcome.

Leitch, Ga., this week; Macon, Ga., to follow.

W. E. WEST, Owner

FROM THE LOTS

Utah Exposition

OREM, Utah, May 15.—This date marked the fourth consecutive stand that the shows encountered snow flurries. Plenty of co-operation came from the local press and the Provo, Utah, radio station, but it was too cold for the natives to patronize outdoor shows.

Rides have been held at last year's prices and have been doing okay when weather permits. They include Tilt-a-Whirl, Octopus, Ferris Wheel, Loop-o-Plane, Merry Mix-Up and Merry-Go-Round. For the kiddies there are the Miniature Train, Kiddie Swings, Baby Ferris Wheel, and Drive-Ur-Self Autos.

Concessionaires include Charles R. Thompson, manager and operator of his own as well as the office-owned stands; Mrs. Wayne S. Campbell, Willie Wilson, Frank Navarette, R. E. Gunn, Steve Clark, Jack Huddleson and Prof. Horse Feathers.

Eddie Tompkins has a well-flashed bingo. He is assisted by Cliff Drecto and Harry Butler. Clifford Cox has the digger and grab stands. M. G. Crandall has a grab stand, and Mr. and Mrs. Steve Nalos have popcorn and photo gallery, with the writer and Ernie Wade operating the latter. Louis Wall has a grind store.

Staff includes H. L. Seifer, manager-general agent; Mrs. H. L. Seifer, secretary-treasurer; Thompson, concession manager; Don Echer, ride foreman and R. E. Gunn, electrician. The writer handles Social Security and mail and is The Billboard sales agent.—WAYNE E. MARCY.

Tri-City Rides

KEITHSBURG, Ill., May 15.—Org opened here May 1 for a week. Biz was good despite some rain.

Personnel includes S. G. Stone, manager; Virginia Stone, secretary-treasurer; Mr. and Mrs. Lew Reese and Mr. and Mrs. Marion Fullerlove, Merry-Go-Round and three concessions; Leo Fullerlove, coke bottles; Mr. and Mrs. R. J. Wiggs and son, Roland, new Ferris Wheel; Matt Harvey, Flying Boats; Mom and Pop Howell, popcorn and jewelry; James Schnader, novelties; Mr. and Mrs. Russell Woodward and son, Leon, mug joint; Mr. Wells, cotton candy; Earl Young, penny pitch, short-range gallery; Mr. Quigley, five concessions; Frank Westphal, bingo, assisted by Merlin Kuhn and Marion (Pete) Schmidt; Cecil Picht, ride foreman.

Len Sorrell and his WKAI Radio Entertainers are on the midway. The Stones received delivery on a new house trailer, as did Mr. and Mrs. Russell Woodward. Org has Ferris Wheel, Merry-Go-Round, Loop, Flying Boats, Kiddie Autos, Airplane Swings, Whip, and 30 concessions. The writer is The Billboard sales agent.—FRANK WESTPHAL.

Buffalo

HORNELL, N. Y., May 15.—The org wound up a satisfactory eight-day stand here Tuesday (8). Cold, dry weather prevailed. The kiddie matinee Saturday (1) was a winner.

Recent visitors included Marty and Livona Smith, Earl Leonard; Bill, John and Mabel Morley; William Culleton, Mr. and Mrs. Fletcher Petrie, W. E. Chetney, John Marks, Danny Earilla, William Bowman, Jack Wolfe, Queenie Carensis, Duke Daugherty, Olive Hoffman, Earl Chamberlin and Owners Peck and Santillo, and Fremont W. Smith, superintendent of the Gaiety Shows.

License tags indicate that the personnel hail from Florida, Georgia, Missouri, Michigan, Ohio, New Hampshire, New York, Pennsylvania and California.—HOWARD POTTER.

John R. Ward

NASHVILLE, May 15.—The most successful week of the season was concluded here Saturday (8) and the show remained at the downtown location an additional week. All departments showed grosses comparable with last fall's banner still date here.

The Faith Bacon Revue, under management of Red Marcus and Norman Wolfe, is doing record business. Co-operation by Miss Bacon in connection with civic events has been responsible for much press and radio publicity. Marcus is assisted on the front by Wolfe and Mrs. Marcus has the ticket boxes. Lou Kane, recently imported from Hollywood by Owner-Manager Ward, has done much to improve stage settings, and more talent is expected to join the show in a few weeks. It is planned to add another attraction to the Minstrel Show, now being assembled by Fred Sawyer under supervision of Assistant Manager Cash Wiltse. This will give the midway 14 office-owned shows.

Recent communications reported that the new Fly-o-Plane and Tilt-a-Whirl will be delivered in Peoria, the next stand, giving the show 20 rides. Another major ride will be added before start of the fair season. The Pretzel ride, managed by Mrs. Jack Pugal, continues to top rides. P. J. McLane joined as trainmaster here. Eddie Newcomer, in charge of the advance billing car, is doing excellent work. He and Mrs. Newcomer recently took delivery on a new trailer. Mr. and Mrs. Ward's daughters, Julia and Joy, who are attending Louisiana State University, will spend a two-week vacation on the show before entering a drama school in New York.—BILL CARNEER.

Heart of Texas

BROWNFIELD, Tex., May 15.—Org opened here May 3 with a crowd of good spenders on hand, but biz fell off during rest of stay because of the weather.

The Spitfire and Tilt-a-Whirl are getting top money among the rides, with the Minstrel Show, featuring Tiny Marshall, pacing the shows.

Mrs. Sleep Graham was given a surprise baby shower by the ladies on the shows. She received many gifts. Several members of the Tidwell and Hill orgs have been visitors on the midway. Foots Reeves joined with his concessions, as did Dixie Martin with her girl revue.

Owner Harry Craig's son, Bucky, is having plenty of fun showing Joeko, most recent addition to the Monkey Show, to his friends.

All were sorry to learn from Joe Newstandter, of Lubbock, Tex., a frequent visitor to the show, of the recent death of his wife.

Mrs. Allyce Ivey, of Bainbridge, Ga., joined here as the shows' secretary.—JOHNNY CANNON.

Douglas Greater

SPRINGFIELD, Ore., May 15.—Personnel expected to be day and dated by American United Shows here the week of May 3-8, but AM by-passed the town and we played to fair business despite a muddy lot and rainy weather.

Line-up includes Ferris Wheel, Wally Lamb; Merry-Go-Round, Leon Freethy; Octopus, Lloyd Russell, Tilt-a-Whirl, Morris Bachlor; Rolloplane, Dick Stevens; Fly-o-Plane and Pony Ride and Kiddie Planes, Walter Siegfried. Concessionaires include Ray Holding, assisted by Tiny Star, 3; Harry Goodman, 3; Henry Moore, 3; Jack Schue, race horses; Jack Shattuck, 1; Bud and Bob Douglas, bingo, Snake Show and midget horses, and Bob and Jenny Perry, Motordrome and Girl Show. Ferd Schultz joined recently to take over the Diesel plants. Ben Bend came up from Los Angeles as night watchman.

Mad Cody Fleming

EASTMAN, Ga., May 15.—After a big stand at Waycross, Ga., the first four days here proved a blank, but payday at the factories figure to hypo biz during latter part of run.

The org's debut April 24 in Waycross was under auspices of the VFW and all equipment was in tip-top shape, thanks to the work of Jack McCarty and his crew and painters, Grenade Dorsey and W. A. Nelson.

Show's staff includes Mad Cody Fleming, owner; C. D. Ludwig, general agent; Preacher Leggette, bill-poster; Jack McCarty, general foreman; Emory Paxton, transportation master; Dutch Schilling, lot man; Jim Bridger, light towers and front; Grace Fleming, front gate ticket seller, assisted by Wanda Leggette, and Ginger Schilling, The Billboard agent and mail.

Ride line-up: Foreman, Merry-Go-Round, Albert Popham; autos, Chris Davenport; Ferris Wheel, Jimmie Forbus; Flying Scooter, Este Blount; Caterpillar, Bill Briggs; Comet, Sid Johnson; airplane, A. Nelson, and Chairplane, Ed Sparrow.

Concession operators include George Mitchell, 4; C. D. Dean, 4; Dutch and Ginger Schilling, 2; Mr. and Mrs. Mizzelle, 2; Whittie Hardman, Judge Dowdy, Grenade Dorsey, Bill Atkinson, Charles Walker, Frankie Shelton and Johnnie (Popcorn) Burgess, 1 each, and L. W. Huffman, cookhouse. Precher Leggette has the Funhouse.

Successful stay in Waycross reached a peak Saturday (1). Committee was well-pleased with its take and signed show for 1949.

Birdie Tolosa was unable to make either Waycross or Eastman, but reports she will be on hand with her Midget Village when org opens at Griffin, Ga.

World of Today

HANNIBAL, Mo., May 15.—Here last week under Legion auspices, org marked a good week, altho weather was bad early part of the run. Kid mat Saturday was big; Saturday night attendance was the same. Newspaper and radio were co-operative. Bill Starr is proud of the newly framed concessions on the front, thanks to Mrs. L. C. Reynolds, Mrs. Bebbin, Mrs. Bill Starr, Mrs. John Bradley, Mrs. James Carlson and Mrs. S. J. Carroll. Mrs. Starr was entertained at a birthday party given by Mr. and Mrs. Jim Carlson. Mrs. Starr's sister visited. A new show, Monkeyland, has been added, making 12 shows on the midway.—BILL RAWLINGS.

OHIO VALLEY SHOWS WANT

Shows, Stock Concessions, Photo, Want Agents for Stock Concessions. Wire
ROXIE HARRIS
General Delivery MARION, OHIO

WANTED

Grind Concessions, Photo, American Fabulery, Wheel or Merry-Go-Round Foreman.

MIKE ZIEGLER

Midway Hotel PHILADELPHIA, PA.

RIDE HELP WANTED

Experienced Foreman for 16-Wheel and Merry-Go-Round, Help in all other Rides. No moving, no-need work. Wire, don't write.

GRIFFEN AMUSEMENT CO.

Jacksonville Beach, Florida

NEW BINGO—SET TO GO

Brand New Anchor crane, white pipe frame, 15x15, P.A. set, all brand new, seats 44. Two main crabs set up. 1943 International Truck, A-1, dual headlights, rubber floor, 14 ft. run body with side brackets, Oetli and truck, \$2,000. Selling because of circumstances. A. W. LEWIS, Suite 25, 1224 East 82nd St., Cleveland, Ohio.

KIDDIE RIDES

Any Time—For Sale or Rent.

WALTER W. SCOTT

3945 Fir, San Diego 2, Cal.

Veterans' United

WORTHINGTON, Minn., May 15.—Playing the season's opening stand here, May 3-8, under auspices of Nobel County Fair board, rain and cold weather held down Monday night attendance, but those who did come out spent money. Rain also caused partial loss of Wednesday and Saturday nights. When the weather was fair business was good. Co-Owners J. D. McDonald and Charles Carroll took delivery on a new Smith & Smith kiddie airplane ride here.

Personnel includes Clarence Lanke, electrician; Edward Carlson, kiddie airplane; Beacher Wilson and James Boyer, Merry-Go-Round; Bill Anderson, Ferris Wheel; Paul Ebersole, owner of the Octopus, assisted by Harry Binker, Manard Newman and Jerry Faust; Earnest Yahr, Chairplane; A. B. Cundiff, cookhouse; Gerty Yahr, balloon dart and hoop-la; Pat Coalter, photos and cigarette gallery; Jerry Ramsey, pea pool; Howard Truax, popcorn; Bill Pappas, clothes pins; Gus Pappas, blower; Neva Lanke, penny pitch and *The Billboard* and mail agent; Ben Elson, Funhouse; Bob Clarkson, scales, and Marjorie Clarkson, ball game.—NEVA LANKE.

Morris Hannum

CARLISLE, Pa., May 15. — Fast move brought the shows in here in time to open April 27. William Warner, president of the Friendship Fire Company, congratulated Owner Morris Hannum on shows' appearance. A new lot, situated on the front lawn of the Grand View Hotel, was broken in here and the management was cordial to showfolks during the engagement. Dave Herman visited here.

Shows opened in Cumberland, Md., on time, but the initial week was washed out by rain. Owner Hannum persuaded the city council to permit shows to remain another week, and date proved successful. Mr. and Mrs. Dallas Duncan joined here and a press party was tendered members of *The Cumberland Times*. Secretary White, of the Cumberland Fair, also was a guest. A purse, consisting of 15 per cent of Wednesday night's gate receipts, was turned over to Rae Richards, blind high diver, formerly with Ritchie's Water Circus.

Wolfe Amusements

ROCKY MOUNT, Va., May 15.—Banner week here led to a holdover—the first two-week stand made by the org in several seasons. Capacity crowds Friday and Saturday (7 and 8), after rain and high winds chilled biz earlier in the week, convinced the management and committee a second week would prove profitable. Minstrel Show was top money maker, with the Octopus second.

Red Jurnegan added a balloon dart, Tommy Scott a color game and Simmons will replace Pappas with cookhouse.

The new Merry-Go-Round top and wall is up, having been constructed and delivered in five days by Dize, of Winston-Salem, N. C. Another new top is due soon.—ERNIE SYLVESTER.

Mighty Hoosier State

MADISON, Ind., May 15.—Balmly weather Friday and Saturday in Bedford, Ind., gave shows the biggest week of the season thus far. A fast move to Madison, Ind., saw all in readiness early Monday (3). Shows had a good opening here with more than 3,500 paid admissions.

Hugo Zacchini continues to gather good radio and newspaper notices with his cannon act and, due to the story appearing in *Life* magazine a few weeks ago about the Zacchini family, it has been comparatively easy to make the front pages. Owner W. R. Geren has gone all out on publicity this year, doubling the budget on his advance.

A new Funhouse was delivered here and chalked up good business. Shows left here for Lexington, Ky., for a 10-day stand under American Legion Post auspices. — M. G. STOKES.

Crystal Exposition

MONROE, Ga., May 15. Shows' stand here, April 26-May 1, was off from last year. Located on the fairgrounds, three miles from town, org played to a poor kids' day, even tho 5,000 ducats were given away.

En route from Barnesville, Ga., the Funhouse truck overturned but no one was hurt. A birthday party was tendered Irene Roberts, with all children on the shows as guests. Sam Silvers joined here as general agent. Bill Bunts is doing a good job of laying out the lot. Art Carver is celebrating the arrival of a daughter born in Brooksville, Fla., April 25.—ALTA MAE ROBERTS.

T. J. Tidwell

FT. STOCKTON, Tex., May 15.—Aqua Centennial and Lions Club sponsored the local date and all reported good business. Monkey Show won top money. Members of the bands participating in the street parade were guests of Mr. and Mrs. Tidwell on the midway.

E. P. (Red) James, general agent, spent several days on the shows. Barney and Lottie Rambo were guests of Mr. and Mrs. Tidwell Friday night (7). Committees and local press cooperated. Two rides were added here.—SOPHIA OSBOURNE.

Smith Amusement

HOUSTON, May 15. — Show is spotted on Dallas Highway and business is good. Org chalked up red ones at Pasadena and Dickinson, Tex. From here the show moves to Port Arthur, Tex., opening there May 24.

Eddie Yager is the advance agent. E. Red McFarlin, who has been with the show for two years, is in Veterans' Hospital, Dallas.

New entrance arches for the baby plane and Mix-Up are being constructed by John Henderson. Owner Roland Smith recently added two tractors and a van to the motorized equipment.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

MUSKEGON, MICH., MAY 25-JUNE 5

SHOWS—Fun House, Monkey, Snake, Animal, Crime, Glass House, Wild Life, Mechanical City, and other money getting attractions.

CONCESSIONS—Merchandise Stands of all kinds; good territory for Penny Arcade.

RIDE HELP—For 10 Major Rides, Semi Drivers preferred; Experienced Helper for Truck Mechanic.

This Show plays the cream of Michigan—FIRST.

JOHN QUINN, Mgr. Lausing, Mich. (all this week)

FOR SALE



FOR SALE

Due to new interest, must sacrifice this beautiful mobile diner. No reasonable offer refused. Terms. 8'x8' Grab attachment, seats 32; 20x50 Top and Sidewall, good '41 Dodge Tractor, refrigerated 20-gal. Barrel, Ice Box, 2 7-case Pop Coolers, 200' wire, built-in Kitchen with steam table, stove, griddle. Everything complete and in good working condition. Write or wire:

BOB SAUVE, 1031 Webber St., Saginaw, Michigan

W.G. WADE

Shows



RICHMOND, IND., MAY 24-29

Due to disappointment, can place LIFE SHOW AND MOTORDROME.

Excellent opening for MINIATURE TRAIN.

LEGITIMATE MERCHANDISE CONCESSION Privileges Open.

ADDRESS ALL INQUIRIES

W. G. WADE SHOWS

Battle Creek, Mich., this week; Springfield, O. (Y. M. C. A. Downtown Location), follows Richmond.

WANT NOTICE FOR

BEDFORD LIMESTONE CENTENNIAL

BEDFORD, INDIANA—JUNE 14 TO 19, INC.

The Concessions for the Limestone Centennial have been turned over to me. Do not contact Centennial Committee, they are busy with other duties; those doing so will be ignored. Those now holding contracts disregard this ad.

Those booking with me for Mitchell, May 31st to June 5th, inclusive, and Bloomfield, June 7th to 12th, inclusive (both of these are V. F. W. Annual Celebrations), will have choice locations at Bedford.

Concessions at Bedford must be well framed and stocked, also able to pass inspection. Privilege when given locations.

Concessions Wanted—String Game, Fish and Duck Ponds, Bumper, Ball Games, Devil's Bowling Alley, Guess Age, Guess Weight or any other Concession that gives out stock. Contact

HOMER M. GINTHER Mitchell, Indiana

P.S.: Jewelry Kirby, wire; Blackie Nelson, phone me, my wire was returned. Need good Agents for Balloon Dart and Coke Bottle.

FOR SALE

- NO. 5 ELI FERRIS WHEEL, V-BELT DRIVE, WITH TRANSPORTATION \$2800.00
- 7-TUB TILY-A-WHIRL, WITH TRANSPORTATION 7800.00
- 50 KW. TRANSFORMERS WITH SWITCHBOARD AND 1,000 FT. OF RUBBER CABLE, MOUNTED ON 1 1/2 TON CHEVROLET VAN TYPE TRUCK WITH PORTABLE HIGH LINE TOWER ON TOP OF TRUCK 1000.00
- 1 1/2 TON VAN TYPE 1938 DODGE TRUCK 150.00
- BIG 6 WHEEL WITH CHARTS 15.00
- SEVERAL SMALL WHEELS, EACH 15.00
- ELEC. AUTOMATIC BINGO MASTER BOARD 50.00

All equipment in first-class condition and ready to take out for the season.

Phone: Milwaukee, Wis., Orchard 2982.

ADDRESS: 2315 W. SCOTT STR., MILWAUKEE 4, WIS.

GIELOW RIDES

FOR SALE OR LEASE

RIDEE-O, OCTOPUS, CHAIRPLANE RIDES

All in good condition, ready for operation. Will sell very reasonable or will book with responsible parties. Contact

MORRIS LIPSKY

Care Johnny J. Jones Exposition, Uniontown, Pa., all this week; Bedford, Pa., next.

WANT TO BOOK CARNIVALS

FOR CHRISMAN, ILL., WEEK JULY 12-17; LAWRENCEVILLE, ILL., WEEK AUG. 2-7; WINDSOR, ILL., WEEK AUG. 23-28; MANSFIELD, ILL., WEEK AUG. 23-28; HANTOUL, ILL., WEEK AUG. 30-SEPT. 4.

All sponsored by either Chamber of Commerce, Lions' Clubs, American Legion or Labor Council. Full description, Free info. All Late Free Acts, Auto and Merchandise Drawings. Hantoul, Ill., home of Chamante Field, 15,000 seating. Other dates to complete 8 weeks in the making. Take your choice or all if you have what we want. Contact at once.

CAL RASOR, Tuscola, Ill. Phone 526

WHEELS

Boscars, Carriahs and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blacks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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142 W. 24th Street New York 11, N. Y.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

MAN, W. VA., THIS WEEK

Want Shows with own outfits or will furnish two 50-foot Wagon Type Fronts on Semis for worth while attractions such as Revue, Trained Monkey, Rodeo or Society Circus. We have Minstrel, Drome, Fun and Crystal Maze. Place five more line Hanky Panks; Cookhouse, Custard, Mug, Pop Corn, Bingo, Apples, Floss, Snow, Age, Scale and P.C. are taken. No racket. No gypsies. This Show plays two July 4th spots and 11 proven Fairs.

To Whom It May Concern: We hold contract for return date at Richlands, Va., but due to the fact, we have other places to go, will pass this up if anyone is interested enough to pay Committee \$500 guarantee, "same as last year". Notice: It will not be necessary to tell this Sponsor that we are a bunch of Crooks, under Bond in numerous towns for gambling, operating lewd Shows and beating up the citizens, as they, as well as the Richlands Lion Club, Grundy Rotary Club and other sponsors have investigated this Show and found all such statements false and used in a Childish, Forty-Miler method of opposition. Sorry, do not have time to have our pictures made as we are too busy making money; we do not send a Boy to the Mill here, I go myself so do not have any "Leisure" time.

Man, W. Va., this week; Logan, W. Va., week May 24th; Pocahontas, Va., week May 31.

R. E. (BOB) STEWART, Mgr., Shan Bros.' Shows

MURRAY AMUSEMENT CO.

Want for Rockford, Ill., on West Auburn Street, first and only Carnival this season, and 33 Street Celebrations to follow. WANT Stock Concessions of all kinds.

Will book Octopus or Spitfire at 30%. Must be capable of moving twice a week.

Address:

WASHINGTON, ILL., this week; then the big one, ROCKFORD, ILL., next.

5 RIDES PANAMA CITY BEACH PARK 5 RIDES

PANAMA CITY BEACH, FLORIDA

MAY 29 OPENS — SEASON — CLOSSES SEPTEMBER 8

On the beautiful Gulf of Mexico. Hotels, cabins, 1000-foot pier, boardwalk, casino, dancing, arcade, surf riders, excellent swimming beach.

WANT Flashy Photos, Pop Corn, Fish Pond, Hi Striker, Jewelry, Hoop-La, Clothes Pin Pitch, Bowling Alley, Guess Your Age and Weight, Bumper Store and others. Deposit required to hold space, as it is limited. Privilege reasonable. FOR SALE—Double Loop-o-Plane, in excellent condition, motor, tubs, etc.; new paint job, \$750.00. Set of Five-Tub Venetian Swings, streamlined tubs, all steel, newly painted, a steal at \$500.00. Both up and operating. BUY Merry-Go-Round, 2 abreast, and Kiddy Autos, or will lease for season. Write or wire or phone No. 1

THEODORE MEADOWS TENNESSEE VALLEY AMUSEMENTS PANAMA CITY BEACH, FLA.

M. A. SRADER SHOWS

Can place Photo, Jewelry, Scale, Age and Fish Pond Concessions. Will furnish Top and Banner Line for a 3 or 5-in-1 Pit Show. Jack wants to hear from Blackey Jack Lewis. Dick Pfister, write. Elsie Bow, forward Mary's letter.

M. A. SRADER SHOWS

HASTINGS, NEB., MAY 17 TO 22.

J. R. LEERIGHT SHOWS WANT

FOR PROVEN NEBRASKA, COLORADO AND KANSAS FAIRS AND CELEBRATIONS

Ride Help, Semi Drivers. Shows—Mechanical, Glass House, Monkey, any Show not conflicting. Concessions—Novelties, String, Cork Gun, Short Range, High Striker, Bumper, Duck Pond, or what have you? Agents for office Stock Stores and Ball Games, come on.

Fairbury, this week; Beatrice, next; both Nebraska. NO DRUNKS AND CHASERS. WIRE, DO NOT PHONE.

J. R. LEERIGHT, Mgr.

WANTED WANTED WANTED

Agents for the following Stores: Buckets, Clothes Pin, Razzle Dazzle, Roll Down; also Slum Store Agents.

WE WORK AT ALL TIMES. BEAUTIFUL OUTFITS. LONG SEASON. GOOD SPOTS. No pencil: WIRE OR WRITE

E. H. BROOME or ROY McCURDY

MARYVILLE, TENN.
PEPPERS ALL STATES SHOWS

FOR SALE

1947 MODEL TILT

At a real BARGAIN PRICE. Booked on Railroad Show with good route. This is worth investigating if you have CASH. Contact:

DEL CROUCH

ENDY BROS.' SHOWS, HAZLETON, PA., this week; or per route.

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Bigger, Better, Four Months Play, starting Decoration Day. Free Cafe.

Can Use Shows and Concessions. Wire or phone:

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SALT LAKE CITY, UTAH

W. G. Wade Shows

UNIT NUMBER TWO

RIDES - WANTED - RIDES

ROLL-O-PLANE OCTOPUS SPITFIRE

KIDDIE AUTO RIDE KIDDIE AIRPLANE RIDE

For the following bona fide Fairs and Street Celebrations starting at American Legion Annual Celebration, Vernor Highway and St. Jean, May 24; Wayne, Mich., Annual Civic Celebration, June 22-27; St. Clair, Mich., 22nd Annual Home-Coming, July 1-5; Carleton, Mich., Rotary Club Fair, July 7-11; Cadillac, Mich., 10th Annual Home-Coming, July 12-17; North Muskegon, Mich., Home-Coming, July 20-24; Cassopolis, Mich., Cass County Fair, July 27-31; Greenville, Mich., Centennial, Aug. 2-8; Argos, Ind., Marshall County 4-H Fair, Aug. 10-14; Rensselaer, Ind., Jasper County Fair, Aug. 17-21; Wabash, Ind., Wabash County 4-H Fair, Aug. 24-28; Bay City, Mich., Bay County Fair, Aug. 30-Sept. 4; Fowlerville, Mich., Livingston County Fair, Sept. 6-11; Coldwater, Mich., Branch County Free Fair, Sept. 14-18. Others to follow.

WRITE, WIRE OR PHONE: TYLER 4-2026.

C. D. MURRAY, Mgr., W. G. Wade Shows Unit No. 2

9600 BROADSTREET

DETROIT 4, MICH.

MAY 24 TO DECORATION DAY INCLUSIVE
ON THE STREETS OF NEWARK, N. J.

PRELL'S BROADWAY SHOWS

Concessionaires, wire for your space. All kinds of Grind Stores that can work for 10c. No rackets wanted.

Can place American Palmistry.

Jake Ohrman "Sealo" wants good Side Show Acts.

WANTED—Ride Help, Roll-o-Plane Foreman. Leo Harding, please reply. Rides-O Foreman, a good man to handle Twin Ferris Wheels.

WANTED—Billposter, Tommy Rice, answer. Also good Canvasman for Monkey Show.

Everybody wire, write or phone:

SAM E. PRELL

216 Custer Ave., Newark, N. J. Phone Waverly 3-0436

WANT FOR J. & B. SHOWS

Always a Clean Midway

Want at once—Grab Joint, must be clean; French Fried Potatoes, Apples, Floss and Water Ice. Can place Cork Gallery, Age and Weight. Want one Wheel and Count Store only that will work for stock and take orders. No drunks, please. This week, Sandston, Va.; week of May 24, Blackstone, Va.; week of May 31, Tappahannock, Va.; week of June 7, Bowling Green, Va. All replies to

HAYES AND FLYNN

All mail to Sandston, Va. All wires care Western Union, Richmond, Va. P.S.—No gypsies.

WANTED FOR THE WEEK OF MAY 24 TO 29

Playing Day and Date With Ringling Bros.-Barnum Bailey Circus Rides, Shows and Concessions, Merry-Go-Round, Ferris Wheel, Grind Shows, Candy Floss, Eats and Drinks and Iron Lung. This carnival being run by the P. E. Church of the St. Marys of the Annunciation. All booking done by the church representatives.

JOHN A. QUINN and MAX GRUBERG

P. O. Box 101, Philadelphia 5, Pa.

EVANS UNITED SHOWS

WANT

WANT

Concessions—Candy Floss, Ice Cream, Candy Apples, Scales, Penny Pitch, High Striker, String Game, Bumper, Blower, Short and Long Range Shooting Gallery, Novelties, Basket Ball, Pan Game, Arcade and any others not conflicting. Will book any good Show. Want one good Postmaster Agent.

CONTACT

CLAY M. EVANS, Mgr.

Camden, Mo., this week; Versailles, Mo., next week.
Permanent Address: 3417 Wabash, Kansas City 3, Mo.

WANT RIDE HELP - ALL DEPARTMENTS

Foreman for Merry-Go-Round, one that can get it up and down. Also Foreman for 1948 No. 5 Wheel. Must be good and sober. Following men come on wire: Red Garland, Frank Simms, Eddie Davidson, Harry Zimmerman. Join at 310 Broadway, Toledo, Ohio. Report to JIMMY FISH, Superintendent. All Street Celebrations. Short moves. Stock Stores wanted, except Ball Games.

THE NORTHWESTERN AMUSEMENT CO.

Morris Hannum Shows

A tradition at Veterans' Conventions

BIRDSBORO, PA., MAY 24-29

WANTED, SHOWS—Want organized Side Show. Have complete outfit. Illusion, Unborn, Mechanical City and Arcade.

WANT CONCESSIONS—Guess Weight, String Game, Coca-Cola, Photos, Long-Range Gallery, Novelties, Basketball.

RIDE HELP—Can place experienced people who can Drive Semis.

All replies to

MORRIS HANNUM

Yorktown Hotel, York, Pa., now; Birdsboro, Pa., week of May 24.

PEERLESS CELEBRATION AMUSEMENTS

HIGH CLASS, CLEAN ATTRACTIONS FOR FAIRS AND CELEBRATIONS

—WANTED—

LIONS' CLUB SPRING FESTIVAL

White Sulphur Springs, Va., May 24-29

Good opening for reliable Shows with own equipment. Book Rolloplane, Octopus, and Kid Rides. **WANTED**—Good Ferris Wheel Man, Fred Stockton, wire. Second Men on all Rides who drive. Concessions open—Custard, Photo, French Fries, High Striker, Guess Your Age or Weight, Bowling Alley and other Hanky Panks not conflicting. Boutinghouse wants P.C. Agents. Orville Miller wants Candy Floss Agent. Other good celebrations coming up. Committees in Virginia, West Virginia, Maryland and Pennsylvania, contact. Have few open weeks in July, August, September for Fairs and Celebrations. Wire or write

WM. J. MESPELT, Owner
CHRISTIANSBURG, VA.

Fairway Amusements

TEXAS' CLEANEST, BRIGHTEST MIDWAY

Playing heart of town every week. Need immediately sober, single Wheel Foreman, Semi Drivers, Ride Help, Ticket Sellers and Concession Agents. Come on. Will always place you. No collect wires.

C. A. BAIN

Mineola, 17-22; Winnsboro, 24-29; Gilmer, 31-June 5. All Texas.

ANDERSON'S GREATER SHOWS

THE GRAND OLD SHOW WITH THE FINE OLD NAME

WANT FOR JELICO, TENNESSEE

General Agent who knows Kentucky, Virginia and West Virginia Coal Fields. Fred Albany, can place you. Want capable man for Secretary. Must be able to furnish bond. Can place Slum Stores of all kinds. Good opening for Diggers.

Tom Hale wants Agents for Slum Stores and Stock Stores. Want Bingo Caller and Counter Man. Williams Family, get in touch. Wm. E. Daniels wants Swinger Agents. Little Frankie, can place you.

Address: ANDERSON'S GREATER SHOWS, JELICO, TENN., this week.

Crystal Exposition Shows

WORLD'S GREATEST MIDWAY

WANT LEGITIMATE CONCESSIONS OF ALL KINDS

Diggers, Novelties and Jewelry open. Will book one Mitt Camp. Want Hanky Pank and Percentage Agents. Can place Grind Show with own outfit. Want Man to take charge of Fun House. This show positively carries no grill.

BRYSON CITY, N. C., this week; BLACK MOUNTAIN, N. C., to follow.

JOHNNY GREEN

WANTS

WANTS

Capable Agents for Grind Store, Skillos and one Line-Up Store. This show plays coal fields of Kentucky and Virginia. Also want all kind of Stock Concessions. Wire immediately.

JOHNNY GREEN, c/o Pine State Shows, Johnson City, Tenn., this week.

WANTED TALKER

for

Nate Eagle's Hollywood Midget Movie Stars

WHITEY WOODS, LOU HAMILTON OR RAY DEAN.

Salary and percentage. Wire.

NATE EAGLE, James E. Strates Shows
NEW LONDON, CONN., THIS WEEK

STANDARD AMUSEMENTS

MAY 17 TO 22, BRIDGEVILLE, TENN.

Want Help. Want Ferris Wheel Foreman. Want Foreman and Second Man for Merry-Go-Round. Want Foreman and Second Man for Loop or Big Apple. Want Cookhouse. Want capable Fire Act. Want Concessions and Agents. Will sell exclusive on Scales and Age, Bingo, Custard, Photos, Novelties, Shooting Gallery, Penny Arcade. Will book Stock Stores. P.C. available if you have Stock Stores. **WANT SHOWS**—Must have own outfit and transportation. Mr. Lamb, have complete outfit for your Monkey Show, come on. Excellent opportunity for Glass House or Fun House. **WANT**—Write, phone: **GEORGE YOUNG, Manager, Bridgeville, Tenn.; ALBERT L. ANDRE, General Manager, 1421 Hamilton Bank Bldg., Knoxville, Tenn. Phone 31818.**

Silver STATES SHOWS

Combining Units Nos. 1 and 2 for the Biggest Spring Celebration in Nebraska.

Plum Creek Days, Lexington, Week of May 24th.

HELP AND CONCESSIONS WANTED

Want for this date and 26 Fairs and Celebrations to follow. For Unit No. 1: First and Second Men on Merry-Go-Round and Octopus. Man for Fronts, Stage and Towers. Other Useful Ride Help. Top wages and bonus. Come to Winter Quarters, Waterloo, Neb., before May 22nd, or join Lexington. Need Athletic Show Talent. Can place Sno, Scale, Apples, or what have you? For Unit No. 2: Foremen and Second for Wheel and Mixer, other useful Ride Help. Top wages and bonus. Good spot for Bingo, Cook House, Floss, Novelties, Apples. Will place Merchandise Concessions of all kinds until Fairs and Celebrations at \$16.00. What have you?

RIDES WANTED

We have 10 office owned Rides but will book two more Majors on a good proposition. Our route is excellent Ride territory and this is a real opportunity for a Ride owner.

WRITE, WIRE, CALL, COME ON, To Winter Quarters till May 22; then Lexington. No collect wires or calls accepted.

JIM CARPENTER

119 S. 73RD

Phone: Glendale 7271

OMAHA, NEB.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT CONCESSIONS OF ALL KIND

Good opening for Frozen Custard, French Fries, Candy Floss and Percentage. We have one of the best Fourth of July spots in the East, Oakland, Md., with nine bona fide fairs to follow. Tom Niswander, get in touch at once. Good opening for Rolloplane or any Grind Show of merit. Want Colored Musicians, Trombone and Trumpet preferred; salary out of office. Good proposition to Sound Truck. Tony Pomporoni no longer with this show. All wires to

FRANK HARRISON, Owner and Manager
BUENA VISTA, VA., THIS WEEK; THEN AS PER ROUTE.

Endy Bros. Shows

35 RAILROAD CARS 35

Can place Dark Ride, Glass House, Scooter, Octopus. Ride Help—Looper Foreman, Second Men, Ticket Sellers. Canvasman, come on.

NOW RESERVING SPACE FOR THE GREAT BUNKER HILL CELEBRATION, BOSTON, MASS., WEEK JUNE 14 (SULLIVAN SQUARE).

Also eleven outstanding Fairs in 1948. Want young Girls for new Posing Show. All Address: ENDY BROS.' SHOWS, Hazleton, Pa., this week; Pottsville, Pa., next week.

BULLOCK AMUSEMENT CO.

Clean entertainment for the whole family

WANTS

Agents for Milk Bottles and Penny Pitch, man and wife preferred; one more P.C. Dealer, must be sober and handle your own outfit up and down. Will book Little Train, Snake Show, and a few more Legitimate Concessions. No racket.

KINGS MOUNTAIN, N. C., this week; NORTH WILKESBORO and WEST JEFFERSON to follow; then into the coal fields of West Virginia.

WANT

WANT

WANT

McBRIDE BROS.' SHOWS

Will book any Hanky Panks, Custard, Grind Shows with own outfits, French Fries. H. C. Farrington wants Ball Game Workers, man and wife to work Snow Cone and Beat-the-Dealer. Bill Cruitt, come on. Frenchy Thomas, get in touch with C. L. Ramsey. Also want two Six Cat Agents.

McBRIDE BROS.' SHOWS, Taylorsville, N. C., this week.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

GET WITH A CARNIVAL THAT KNOWS WHERE TO GO AND WHEN. THIS IS THE THIRD BIG WEEK FOR THIS SHOW.

WANT TO BOOK Octopus, Tilt, Roll-o-Plane, Fun House at 25 per cent of your gross. WANT Stock Concessions and Ball Racks; \$21.50 covers all. Will sell exclusive on Custard, Popcorn and Peanuts. Marshfield wants Agents for Lead Gallery, Hit-and-Miss, Ball Rack and Slum Concessions. Address:

F. M. SUTTON SR., Mgr.

Potosi, Mo., this week; Hannibal, Mo., next week.

PAGE BROS.' SHOWS

Can place Slum Concessions of all kind. Will sell "X" on Scales and Age, Cotts Candy and Short Range Lead Gallery. Will book Girl Show; must be first class. Have To-End Banner Line, no Banners. We hold contracts for two of the best 4th of July spots East of the Mississippi River (Martin and Trenton, Tenn.). Have 9 Fairs starting in August.

BROWNSVILLE, TENN., this week; BOLIVAR, next week.

P.S.: Want Asst. Mgr.; must be able to fix for P.C.

WANTED

MAN TO MANAGE LIFE SHOW

Good proposition to right person. Wire or join.

J. SCIORTINO

World of Mirth Shows
New Brunswick, N. J.

FOR SALE

Show and Truck, 1 1/2-Ton Chevrolet, dual wheels, 6 Excel tires, new battery, 1948 Michigan commercial license, loaded with 17x21 new Blue Top and Sidewalls, all center and side poles, stakes, painted banner, etc. Ready to set up and operate. Case for Walzing Mice. Case for Upside-Down Sloth. But the main attraction is a beautiful MOUNTED Baby Calf, born alive near Bradley, Mich., with 8 legs, 4 ears and 2 tails. The only one of its kind in the world. Was in "Believe It or Not." I will sell all the above and more for best offer over \$2,100.00. Will send photo of calf for dime.

T. G. SINCLAIR

119 1/2 Michigan Ave., N.W.,
Grand Rapids, Mich.

**VICTORY UNITED SHOWS
CURLY SMITH WANTS**

Swinger Agent, must stay sober or don't answer. Can place sober Ride Help on Wheel, Merry-Go-Round, Spitfire. Paying top wages. We move twice a week. Have 21 fairs and celebrations. Faulkton, S. D., May 17-18-19; Frederick, S. D., May 21-22-23; Langford, S. D., May 24-25-26.

Florida Amusement Co.

Announcing

JULY 4th DATE—SAULT STE. MARIE, MICH., LEGION CELEBRATION

Want Hanky Panks, all kinds, \$20.00. WANT SHOWS—Pet, Snake, Side Show, Fun House, Arcade, Scale and Age open. Want Foreman for Merry-Go-Round. Gas City, Ind., this week; Auburn follows; then Marshall, Mich. Address:

Howard Ingram

FREE ACT

Join on wire. State lowest. Season's work. All winter in Florida. No chasers, had enough. Wire

HOWARD INGRAM

Florida Amusement Co.
Gas City, Ind.

FOR SALE

1 12-FT. CONCESSION TENT

Good as new, also Portable Frame, \$75.00, 88 Gross No. 4 Dart Balloons at 70¢ a Gross, 3 Roll Down Tables, Charts on Tables, for \$25.00. Wire deposit; will ship at once any of above.

STEVENS NOVELTY CO.

2349 E. Houston, San Antonio, Tex.

RIDE HELP WANTED

First and Second Men for Ferris Wheel. No drunks. Pay as good as you can find anywhere if you are capable. Three more Agents for Percentage and Legitimate Concessions. All answers to:

ALEX HOLYK or SAM THIRO

325 N. MAIN POCATELLO, IDAHO

CLOSING OUT

50 cases of Popcorn Balls. Packed 100 per case. Assorted colors. Reasonable.

PITTSBURGH SNAX CO.
PITTSBURGH 22, PA.

WANT

SHOWS WITH OR WITHOUT OWN OUTFIT. RIDES NOT CONFLICTING, WITH OR WITHOUT TRANSPORTATION.

PAGE BROS.' SHOWS

BROWNSVILLE, TENN.

RIVERVIEW

CHICAGO, ILL.

IS NOW OPEN

PALISADES

PALISADE, N. J.

IS NOW OPEN

CAN PLACE AT EITHER OR BOTH.

SHOWS—Side Show Acts of all kinds. Novelty, Working Acts, Musical Acts, Glass Blower, Tattooer, Magician that can Pitch. Red Friend, or any other that knows the score, wire. A-1 FREAK TO FEATURE. All state your salary or no reply. Write or wire (no collect) to the Show you want to work. Have another Class "A" Park we are framing now to open May 30. Want live wire Side Show Manager to handle one that is tired of mud, etc.

REPLY

RAY MARSH BRYDON

RIVERVIEW PARK
CHICAGO, ILL.

JIMMY HURD

PALISADES AMUS. PARK
PALISADE, N. J.

NEED FIVE TO TEN SIDE SHOWS

For three weeks in Canada, starting July 4th. Interested in Snake Charmer, Fat Woman, Monkeys, Midgets; anything exciting; curiosity. Address

ARTISTIC ATTRACTION

934 St. Catherine, East, Montreal.

WANT—ORANGE BLOSSOM SHOWS—WANT

FOR HARTSVILLE, TENN., MAY 17 TO 22; LAFAYETTE, TENN., 24 TO 29.

CONCESSIONS: Ball Games, Hoop-La, Candy Floss, Short or Long Range Gallery, Guess Your Weight or Age, Novelties, or any Stock Concession not conflicting. RIDE HELP: First Man on Wheel, Second Man on Chairplane, Working Men all departments. Want Man for Front Gate. Agents for Penny Pitch, Pan Game and other Stock Stores. SHOWS: Any Grind Show with own outfit. RIDES: Merry-Go-Round, Spitfire, or any novel Ride not conflicting. Whittie Drennan and Eddy Brown, get in touch with Roy Wilson. All replies to:

A. P. HINNANT or W. H. MYERS

P.S.: Cripp, Pop Pelee said some on, we are playing your territory.

WANT—SOUTHERN VALLEY SHOWS—WANT

CONCESSIONS: Balloon Darts, Coke Bottles, Blower, Snow Balls, Hoop-La, Watch-La, Shine Rack, Devil's Bowling Alley, American Mitt Camp, Photo Gallery. (Julia Stanley, wire!) RIDES: Will book Spitfire, Chairplane and Kiddie Auto Ride.

SHOWS: Any good Shows with own outfits.

HAVE 12 BONA FIDE FAIRS, 6 CELEBRATIONS, BESIDES JULY 4TH CELEBRATION AT CITY PARK, CENTRALIA, ILL. All address:

EDDIE MORAN, Mgr.

Helena, Ark., until May 23; then Forrest City, Ark.

For Sale For Sale For Sale

One brand new Merry-Go-Round, 30-ft., with 20 Jumping Horses, Aluminum, for adults and children; also a 36-Ft. Merry-Go-Round; one 60-Kw. Light Plant, brand new, cost \$3,500.00, will take \$1,000.00 cash; one 20x30 Tent in good condition and Sidewalls and also Poles for \$75.00 cash; Ferris Wheel Seats, Aluminum, \$110.00 apiece—you can buy one to a hundred—fit any size wheel; one Dive Bomber, brand new, pulled by Allis-Chalmers engine—worth \$3,000.00—will take \$1,900.00; one Electric Train—come and get it for \$700.00, with track.

JAY WARNER

BOX 181

PHONE 9121

BAY ST. LOUIS, MISS.

VETERANS UNITED SHOWS

WANT SHOWS: Mechanical, Snake, Monkey or any worth while Show.

CONCESSIONS: Basket Ball, Ice Cream, Jewelry. We need Ball Game and Hanky Pank Agents.

RIDE HELP: Ferris Wheel Foreman for No. 5, top wages; also Second Man on all Rides. We go from here to Wall Lake, Iowa, big Legion Steel Celebration, May 17-19; Lake City, Ia., May 20-22; Fort Dodge, Ia., May 24-29, first in; followed by 21 good bona fide Street Celebrations and 5 Fairs. We are not going north to the money spots; we are already in the money territory.

INTERNATIONAL SHOWS

WANT

WANT

RIDE HELP: Second Men on all Rides who drive Saults. Will book Show Concessions, Darts, Bumper, Hoop-La, Coke Bottles, Duck or Fish Pond, Ball Games. Want High Striker, Candy Apples and Lead Gallery. Will book Fun or Glass House, also Roll-o-Plane. Will book any Show not conflicting. Want Agents for Razzle Dazzle, Roll Down, Skillo and Pin Store. Also want reliable man for best flashed Wheel on the road. All Concession Operators, communicate with CHAS. H. SUTTON, Adjuster. Paul Bejano wants Working Acts and one Feature Freak and Annex Attractions. (Jackie Dale, answer.)

Address: FALLS CITY, NEB., this week; then per route.

FOR SALE

ROCKET

A-1 MECHANICAL CONDITION

Can be seen in operation on the Show. Priced right for cash.

With or without transportation.

DICK'S GREATER SHOWS

WEST CHESTER, PA., this week.

AGENTS WANTED

One Counter Man for Bingo, Percentage Dealer for Pea Pool, a good Wheel Man for a strictly legitimate Stock Wheel.

TED COLE

c/o W. S. CURL SHOWS

Manchester, Ohio, this week; Ripley, Ohio, week of May 24th.

P.S.: The above equipment is all new with Anchor Green Tops.

ATTENTION, MR. SHOWMAN

We Supply Your Wants in Equipment!

ALL SIZES AND TYPES

USED LIGHT PLANTS AND MOTORS

Search, Spot and Flood Lights; new and used Folding Chairs. Hundreds of items . . . Write Us Your Needs!

Commercial Equipment & Supply Service

734 COMMERCE ST. NASHVILLE, TENN.

Phone: 5-5362; Nights and Sundays, 8-3398

PAUL'S AMUSEMENT CO.

Can place Cook House, Shows with own Outfits, Legitimate Concessions—Scales, Age, Hoop-La, Coke Bottle, Balloon Darts, String Game, High Striker, Pitch-Till-U-Win, Cigarette Cork Gallery, Short and Long Range Galleries, or what have you? Ride Help—Need #5 Eli Wheel Foreman, Jinny Foreman. This Show carries 6 office owned Rides, and is booked solid from 4th of July to Oct. 2.

P. A. SCRIMAGER

Pawhuska, Okla., May 17-22; then per route.

RIDE FOREMAN

WANTED

Can place experienced Men on all Rides. Must drive. Don't write, come on. Replies to

Morris Hannum Shows

YORK, PA.

Talker for Mechanical Show

In Amusement Park for season. Memorial Day to Labor Day. Guaranteed salary with percentage. Write:

MR. I. W. LAWLOR
ARNOLDS PARK, IOWA

COOKHOUSE WANTED

MUST BE UP TO STANDARD AND CATER TO SHOW PEOPLE. LONG SEASON—WE CLOSE NOV. 20. Peley, George E. Spatka, Purky Zimmerman, Marie Gibus, wire me at once. Others, don't misrepresent.

PEPPERS ALL STATES SHOWS

Maryville, Tenn.

EDDIE ELKINS

WANTS

Man to drive truck, good salary. Agent for Add-Em-Up Darts, Agents for Swinger. FOR SALE: Small Electric Pop Corn Machine, \$50.00.

EDDIE ELKINS

917 Sheridan Ave., Bronx 56, New York

NOTICE

All Indiana Committeemen looking for a clean, up-to-date Midway featuring 6 Rides, 3 Shows and 30 Concessions to play their proven 4th July Celebration, please contact:

BOX D-315

The Billboard, Cincinnati 22, Ohio

TOMMY RICE WANTS

Ride-O Foreman and Second Man at once. Good salary and percentage or straight percentage. Wire

Western Union, Collegeville, Penn.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Berger, Tex.
Admiration: Cleveland, Okla.
American Beauty: Brookfield, Mo.
American Eagle: Coulterville, Ill.
American Midway: Arkansas City, Kan.
American United: Pasco, Wash., 18-24.
A. M. P.: Tamaqua, Pa.; Hazleton 24-29.
Anderson Greater: Jellico, Tenn.
Babcock United: Yermo, Calif., 17-23.
Badger State: Owatonna, Minn.; Faribault 24-29.
Baker United: Crawfordsville, Ind., 17-19.
B. & C. Expo.: Whitesboro, N. Y.; Geneva 24-29.
Beam's Attrs.: Cairnbrook, Pa.
Becht, Lee: Norwood, O.
Bee's Old Reliable: Winchester, Ky.
Bernard & Barry: Wallaceburg, Ont., Can.; Chatham 24-29.
B. & H.: Central, S. C.
Blue Grass: Central City, Ky.
Bodari: Shawano, Wis.; Oconto Falls 24-29.
Boyle & Reese: Mountain Grove, Mo.; Willow Springs 24-29.
Bohn & Sons United: Sweet Springs, Mo.
Boone Valley: Coon Rapids, Ia.
Borderland: Whitney, Tex.
Borup's United: Princeton, Ky.
Breuer's United: (Canfield & Drew Sts.) Houston, Tex.
Bright Lights Expo.: Martinsburg, W. Va.; Moorefield 24-29.
Brownie's Am.: Fredonia, Kan.
Buck, O. C.: Binghamton, N. Y.
Bullock Am. Co.: Kings Mountain, N. C.; North Wilkesboro 24-29.
Burdick's Greater: Merkel, Tex.
B. & V.: West Haverstraw, N. Y.; South Hackensack 24-29.
Capell Bros.: Pauls Valley, Okla.
Capital City: Dawson Springs, Ky.
Caravella Am.: Gettysburg, Pa.
Carr, Lawrence: Chelsea, Mass.; Medford 24-29.
Cavalcade of Amusements: Terre Haute, Ind.
Cetlin & Wilson: Harlan, Ky.
Cherokee Am.: Caney, Kan.
Cote Am. Co.: Ulica, Mich.
Coleman Bros.: New London, Conn.
Collins, Wm. T.: Alexandria, Minn.
Columbia: Brewer, Me.; Oldtown 24-29.
Continental: Fulton, N. Y.
County Fair: Alliance, Neb.
Crafts Expo.: Shafter, Calif., 18-23; Visalia 25-30.
Crafts 30 Big: Santa Clara, Calif., 18-23.
Craig, Harry: Sweetwater, Tex.
Crown Am. Co.: Baxter Springs, Kan.; Vinita, Okla., 24-29.
Crystal Expo.: Bryson City, N. C.; Black Mountain 24-29.
Cumberland Valley: South Pittsburg, Tenn.
Cunningham Expo.: Middleport, O.
Curl, W. S.: Manchester, O.; Ripley 24-29.
Del-Mar: Bridgeville, Pa.
De Luxe: Wethersfield, Conn.; Southington 24-29.
Dick's Greater: West Chester, Pa.
Deben's United: (Margaret Playgrounds) St. Paul, Minn., 17-23; (Hazel Park) St. Paul 24-30.
Douglas Greater: Medford, Ore.
Downland: (S. 3d & S. Chase Sts.) Milwaukee, Wis.
Drago Am.: Kokomo, Ind., 24-29.
Dudley, D. S.: Lubbock, Tex.
Dyer's Greater: Perryville, Mo.
Eddie's Expo.: Greensburg, Pa.
Eddy Bros.: Hazleton, Pa.
Evans United: Camden, Mo.; Versailles 24-29.
Exposition at Home: Slattington, Pa.
Fairway: Bismarck, N. D., 23-29.
Fairway Amusements: Mineola, Tex.; Winnboro 24-29.
Ferris Rides & Shows: Corry, Pa.
Fidler's United: Joliet, Ill.
Fleming, Mad Cady: Rockmart, Ga.
Florida Am. Co.: Osa City, Ind.; Auburn 24-29.
Fountain of Youth: Moccasin, Pa.; Luserna 24-29.
Francis, John: Havana, Ill.
Franklin, Don: Waco, Tex.; Hamilton 24-29.
Frear's United: Ottawa, Kan.
Garden State: (Firemen's Fair) Eagleville, Pa.
Gem City: Jefferson City, Mo.; Columbia 24-29.
Gentech, J. A.: Hickman, Ky.
Gold Band: Rock Falls, Ill.
Golden Rule: Williamstown, N. J.
Gra-Loy: Alexandria, Ind.; Columbia City 24-29.
Granite State, No. 2: Leominster, Mass.
Greater Rainbow: Schuyler, Neb.
Greater United: Lawton, Okla.
Groves Greater: Church Point, La.
Gulf Coast: Petoski, Mo.; Hannibal 24-29.
Hannum, Morris: York, Pa.; Birdsboro 24-29.
Happy Attrs.: Miles, O.; Greenville, Pa., 24-29.

Happyland: Royal Oak, Mich., 17-29.
Harrison Greater: Buena Vista, Va.
Hartscock Bros.: Mercedosis, Ill.
Haywood, C. P.: Eureka, Kan.
Henson, J. L.: Gideon, Mo.
Heth Expo.: Charleston, Ill.
Heth, L. J.: Bowling Green, Ky.; Madisonville 24-29.
Hill's Greater: Pueblo, Colo.
Home State: Des Moines, Ia.
Imperial: Bushnell, Ill.
Imperial Expo.: Bloomington, Ill.; Kankakee 24-29.
International: Falls City, Neb.
Jayhawk Am. Co.: Burlington, Kan.
J. & B.: Sandston, Va.; Blackstone 24-29.
Jolly: Middleburg, Va.
Jellytime: Cresskoptown, Md.
Johnny's United: Red Boiling Springs, Tenn.
Jones Greater: Smithers, W. Va.
Jones, Johnny J., Expo.: Uniontown, Pa.; Bradford 24-29.
Kaus, W. C.: Vivian, W. Va.
Keeler: Suffolk, Va.
Kilgore: Crockett, Tex.
Kirkwood, Joseph J.: Carbondale, Pa.; Oswego, N. Y., 24-29.
LaCross Am.: Easthampton, Mass.
Lamb, L. B.: Effingham, Ill.
Lane, Sammy, Am. Co.: Branson, Mo.
Lawrence Greater: Salamanca, N. Y.; Jamestown 23-29.
Lee United: Vicksburg, Mich.; Battle Creek 24-29.
Leeright, J. R.: Fairbury, Neb.; Beatrice 24-29.
Lone Star: Farmland, Ind.
Lottidge, Harry: La Follette, Tenn.; Big Stone Gap, 24-29.
Magic Empire: Franklin, Ky.
Magic Valley Am.: Walsh, Colo.
Maine Am.: Kennebunk, Me.
Majestic Greater: Farrell, Pa.; Oil City 24-29.
Manning, Ross: Manchester, Conn.
Marion Greater: Rock Hill, S. C.
Marks, John H.: Kingston, N. Y.; Bridgeport, Conn., 24-29.
McBride Bros.: Taylorville, N. C.
McKee, John: Jackson, Mich., 19-30.
Meritt: West Warwick, R. I.
Merriam & Robinson: Jefferson, Ia.; Albia 24-29.
Merry Midway: Zionsville, Ind.
Midway of Mirth: Barry, Ill.

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.

Midwest: Rexburg, Idaho.
Midwestern Expo.: Nevada, Mo.; Richmond 24-29.
Mighty Hoosier State: Lexington, Ky.; Paris 24-29.
Model: Macon, Mo.; Carrollton 24-29.
Model Shows of Canada: Belleville, Ont., Can.
Murray Am. Co.: Washington, Ill.; Rockford 24-29.
Nelson, George W.: Bethany, Mo.
Nessler's: Clinton, Ill.
New England Am. Co.: Chicopee, Mass.; Ludlow 24-29.
Nolan, Larry: Ellis, Kan., 17-19; Atwood 20-22.
Omar's Greater Am.: Newport, Ark.
Orange Blossom: Hartsville, Tenn.
Page Bros.: Brownsville, Tenn.; Bolivar 24-29.
Page, J. J.: Clintwood, Va.
Palmetto Expo.: Spartanburg, S. C.
Park City: Greenville, R. I.
Paul's Am. Co.: Pawhuska, Okla.
Penn Premier: Matamoras, Pa.; Leighton 24-29.
Peppers All-State: Maryville, Tenn.
Pike Am.: Lebanon, Mo.
Pine State: Johnson City, Tenn.
Pioneer: Corning, N. Y.; Norwich 24-29.
Playtime Am.: Fall River, Mass.
Powlison Greater: McConnelville, O.; Barnesville 24-29.
Queen City: Carlisle, Ky.
Rafters, James M.: Morehead City, N. C.; Washington 24-29.
Red Star Am.: Flowery Branch, Ga.
Reid, King: New York Mills, N. Y.
Robertson Bros.: Cynthia, Ky.
Rockwell: Kingman, Kan., 20-22.
Rogers Bros.: Fergus Falls, Minn., 20-22; Spicer 24-31.
Rogers Greater: Shelbyville, Ill.; Attica, Ind., 24-29.
Royal American: (Grand & Laclede Sts.) St. Louis, Mo.
Royal Crown: Chillicothe, O.
Rupe's Midway for Fun: (Rodeo) Clayton, Kan., 18-19.
Royal Expo.: Greensboro, N. C.
Sam's Funland: Yanceyville, N. C.
Scotty's United: Ankeny, Ia., 17-19; Union 20-22.
Shan Bros.: Man, W. Va.
Shugart & Son: Hooks, Tex.; De Kalb 24-29.
Siebrand Bros.: Provo, Utah.
Silver Slipper: Albany, Ky.
Silver Star: Carson City, Nev.
Smith, Cassy: Snyder, Okla.
Smith, George Clyde: Scalp Level, Pa.; Duncanville 24-29.
Snapp Greater: Independence, Mo.
Southern Valley: Helena, Ark.; Forrest City 24-29.
Sraider, M. A.: Hastings, Neb.
Standard: Alliance, Neb.
Standard Amusements: Briceville, Tenn.
Star Am. Co.: Star City, Ark.
Starlight Am.: Bridgeport, Tex.; West 24-29.
Stebler: Henaker, Va.
Stephens, C. A.: Morristown, Tenn.
Straker, James E.: New London, Conn.; Pawtucket, R. I., 24-29.
Stumbo, Fred H.: Anderson, Mo.; Neosho 24-29.
Sunset Am. Co.: Ames, Ia.; Shenandoah 24-29.
Sweeney United: Hundred, W. Va.
Tassel, Barney: Culpeper, Va.
Tatham Bros.: Falls, Ill.
Texas: Grand Falls, Tex.
Thomas Joyland: Clarksburg, W. Va.; Morgan-town 24-29.
Tidwell, T. J.: Alpine, Tex.; Kermil 24-29.
Tinsley, Johnny T.: Marietta, Ga.
Tivoli Expo.: E. Peoria, Ill.; Viroon 24-29.

Triangle: Charlottesville, Va.
Tri City Rides: Cuba, Ill.; Wheatland, Ia., 25-31.
20th Century: Newton, Kan.
Twin City: La Plata, Mo.
United Expo.: Paris, Tenn.
United States: Princeton, W. Va.
Utah Expo.: Grand Junction, Colo.
Van Billiard: Seaford, Del., 19-29; Smyrna 31-June 5.
Veterans United: Wall Lake, Ia., 17-19; Lake City 20-22; Fort Dodge 24-29.
Victory Expo.: Centralia, Ill.
Victory United: Paulkton, S. D., 17-19; Frederick 21-23; Langford 24-26.
Vivona Bros.: Bound Brook, N. J.; Garwood 24-29.
(See Carnival Routes on page 86)

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Everett, Wash., 18; Mount Vernon 19; Sedro Woolley 20; Anacortes 21; Bellingham 22.
Beatty, Clyde: Alturas, Calif., 18; Klamath Falls, Ore., 19; Weed, Calif., 20; Medford, Ore., 21; Grants Pass 22; Roseburg 23; Vancouver, B. C., Can., 24-28.
Cole Bros.: Ashland, Ky., 18; Huntington, W. Va., 19; Parkersburg 20; Zanesville, O., 21; Columbus 22-23; Springfield 24; Lima 25; Marion 26; Mansfield 27; Warren 28; Akron 29-30.
Cole, James M.: Carbondale, Pa., 18; Pittston 19; Endicott, N. Y., 20; Ithaca 21; Seneca Falls 22.
Dalley Bros.: Sunbury, Pa., 18; Williamsport 19; St. Marys 20; Du Bois 21; Bradford 22.
Dales Bros.: Weirton, W. Va., 19; Washington, Pa., 20; Beaver Falls 21; Rochester 22; Kittanning 24.
Davenport, Orrin: Calgary, Alta., Can., 17-22.
Garden Bros.: Owen Sound, Ont., Can., 20-22.
Gran Circo Americano: Ponce, Puerto Rico, thru May 31.
Hamid-Morton: New Haven, Conn.; Harrisburg, Pa., 24-30.
Hinkle, Mill, Rodeo: Greensboro, N. C., 20-23; Knoxville, Tenn., 26-30.
Hunt Bros.: Nyack, N. Y., 20.
Kelly, Al G., & Miller Bros.: Minden, Neb., 18; Holdrege 19; Kearney 20; Ravenna 21; St. Paul 22; Greeley 23; Spaulding 24; O'Neill 25; Atkinson 26; Bassett 27; Ainsworth 28; Valentine 29.
King Bros.: Bethlehem, Pa., 18; Hazleton 19; Scranton 20; Binghamton, N. Y., 21; Oneonta 22; Cortland 24.
Mills Bros.: Dubuque, Ia., 18; Clinton 19; Keokuk, Ill., 20; La Salle 21; Peoria 22; Bloomington 24; Pekin 25; Beardstown 26; Springfield 27; Jacksonville 28; Alton 29.
Menroe Bros.: Florence, Kan., 18; Canton 19; Gyssum 20.
Polack Bros. (Eastern): (Sportsman Park) Corpus Christi, Tex., 19-22; (Auditorium) Amarillo 25-31.
Polack Bros. (Western) (Auditorium) San Francisco, Calif., 20-30.
Ringling Bros. and Barnum & Bailey: Washington, D. C., 18-20; Baltimore, Md., 21-23; Philadelphia, Pa., 24-29.
Rogers Bros.: Elwood City, Pa., 18; Franklin 19; Oil City 20; Brookville 21; Reynoldsville 22; Curwensville 24.
Wirth, Frank: (Police Circus) St. Louis, Mo., 17-23.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Hollywood on Ice (Rajah) Reading, Pa.; (Strand) Elmira, N. Y., 24-26.
Jewel-Harris Co.: Paris, Tex.
Ketrow's, Bill, Renfro Valley Folks: Newman, Ga., 19; Carrollton 20; Cedartown 21; Dalton 22.
Lacy K Ranch Donkey Baseball: Inwood, N. Y., 21; Franklin Lakes, N. J., 22; Easton, Conn., 23; Bedford Hills, N. Y., 24; Haledon, N. J., 25; Garfield 26.
Pan-American Animal Exhibit: Keokuk, Ia., 17-20; Fort Madison 21-23.

Concessionaires!
PARKMEN
WRITE FOR OUR 1948 Spring CATALOG
and
MERCHANDISE LISTINGS
GIVE YOUR BUSINESS AND REQUIREMENTS
CONTINENTAL DISTRIBUTING COMPANY
822 N. 3rd St. • MILWAUKEE, WISCONSIN



MAKE \$100.00 A DAY ON CANDY FLOSS
This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.
Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.



SPRING MERCHANDISE BARGAINS!

SLUM	BALL GAMES	BINGO
Lead Jr. G-Man Badges \$2.75 Gr.	Ballo, made Lols, Small \$3.00 Gr. Large 6.00 Gr. 36" Swagger Canes, silk tassle 9.00 Gr. RWB Ball Batons \$5.00 Gr. Jumbo Fox Tails25 Ea. Large Round Pin-Up Plaques 2.00 Dz. Small Pin-Up Plaques75 Dz. Yellow Worth Baseballs, #3-1 2.50 Dz. Mexican Cholo Hats, ball fringe 2.25 Dz. 24.00 Gr.	S.D. Lamps and Shades \$.60 Ea. 10.50 Dz. 25" Lamps and Shades 1.75 Ea. 2500 Smokers85 Ea. 54" High 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/backs (2 to a carton) .. 1.50 Ea.
Lead Guns 1.50 Gr. Gold Wedding Bands. 1.00 Gr. Lead Aviator Badges. 2.25 Gr. Imp. Metallic Hats .. 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.	Spanish Hats, ball fringe, \$2.75 Dz.; 30.00 Gr. Cowboy Hats 2.25 Dz. 36.00 Gr. Alpine Hats with feather 12.00 Gr.	

WRITE, WIRE OR PHONE FOR FREE CATALOG!
Wholesale Distributors
720 E. BALTIMORE ST.
BALTIMORE 2, MARYLAND

WANTED NOW
SOBER COOKHOUSE HELP.
Peoria, Ill. W. U. or GEN. DEL.
PARTNER WITH CANVAS
Seats for peanut crop. Old friends, write.
Circus Acts and Concessions.
Write to The Billboard, St. Louis, until Labor Day, then R. F. D. #3, Moultrie, Ga.
LANKFORD'S OVERLAND

AT LIBERTY
Agent-Biller-Contractor, handle press and exploitation. Circus, Carnival, Rep Show experience. Two people, salary \$150.00 per week. Both man and woman. You furnish transportation. Positively satisfied or no notice. Write or wire:
C. HASKILL
2326 CASS AVE. DETROIT, MICH.
or Phone Woodward 50619

DELIGHT SWEETS, Inc. 50 East 11th Street, New York City







GUM JOY Box Ass. Gums & Chews 100 Packages \$6.50
CHEWS Assorted Wrapped 100 Packages .55
MOONLIGHT Choclate Crushed Cherries 100 Packages .55
SUGAR DANDIES Assorted Gums & Chews 100 Packages .55
SMILES Assorted Chews 200 Packages \$5.50

ALL TYPES OF BOXED CANDY—POPULAR PRICES—CHOCOLATES, GUMS, CHEWS—WILL STAND ALL KINDS OF WEATHER—FREE CATALOG ON REQUEST—20% DEPOSIT ON ORDERS.

CONTINENTAL SHOWS, INC.

THE SHOW OF HIGH STANDARDS

WANT

10-Cent Grind Stores of all kind. Can use good Grind Shows with own transportation. FOR SALE: 14-Foot Aluminum Custard Trailer with Custard King Machine. Two weeks old. Can be bought separately and booked on show. Address all inquiries to:

CONTINENTAL SHOWS
FULTON, N. Y., ALL THIS WEEK.

PINE STATE SHOWS

Want for 69th Homecoming Week, Johnson City, Tenn.

Can place Kiddie Rides and one more Major Ride for long list of Fairs and Celebrations. Can use any Slum Concessions: Frozen Custard, Jewelry, Novelties, Ball Games, String, Bumper, Coke Bottles, Duck Pond, Short Range Gallery. A few pieces of P.C. open with other Concessions. Want Manager with two or more Girls to take over beautiful, completely furnished Girl Show. Also want Minstrel, Fun House, Glass House or any worth while Attractions.

P.S.: Johnny Green wants Agents. Chuck LaVine, get in touch with Lester Cole. All wires to:

OWNER JOHNNY CARUSO or FRED WEBSTER
PINE STATE SHOWS, JOHNSON CITY, TENN.

NORMAN C. WOLF

Can place for high class Street of Chinatown, Actor, heavy, capable of doing Chinese Character. Knowledge of Authentic Narcotic Act preferred. (Doc LaMarr, what are you doing?)

Can also place experienced Mechanical Man for Bally. Please state salary. Have opening for two more Attractive Girls. No talent required: I train.

Always glad to hear from former Useful People in all capacities. Robert (Red) Marcus can place experienced Candy Pitchmen for all Shows. Fairs start in June. Proven money route.

Address: c/o JOHN R. WARD SHOWS
Peoria, Ill., this week; Rockford, Ill., next week.

VIRGINIA ROSE SHOWS

Will book Photos, \$20.00. Want Count Store Agents. Jimmy Byrnes and Tommy, get in touch with me. Dennis O'Leary wants Agents for Guess-Your-Age.

FOR SALE—Two 14x20 Cookhouses complete, two Show Tops, 20x30, good condition.

All replies to:

M. F. KAUFMAN JR.

1244 SOUTH THIRD, TELEPHONE: MAGNOLIA 1918, LOUISVILLE, KY.
Next week, May 21-29, LaGRANGE, KY.

WANT LITTLE TRAIN

Will book a little train for 1st of July and for balance of season; all fairs and celebrations till close of season.

Concessions wanted—Balloon Dart, Add 'Em Up Dart, Basket Ball, Scales and Age, String Game, Hoop-La, Bumper, Novelties, Snow Cone, Grab Outfit, any legitimate Concession. Want reliable Ride Help. No drunks, no gypsies or chasers.

Osage Mission 101 Anniversary Celebration, St. Paul, Kansas, May 24 to 29.

JAYHAWK AMUSEMENT CO.

WANT

Experienced Man and Wife to take complete charge of Ice Cream Dips. Excellent proposition. Wire

IVA MORRIS

Care Johnny J. Jones Exposition, Uniontown, Pennsylvania.

Also George Reinhardt wants experienced and responsible party to operate well-framed French Fry Outfit, or will sell same. Contact

Care Johnny Jones Show, Uniontown, Pa., all this week; Bradford, Pa., next week.

WANT WANT WANT AGENTS FOR STOCK CONCESSIONS

Such as Ball Games, Cigarette Shooting Gallery, Coke Bottles, etc. Want to hear from capable Pin Store Man who has his own crew for the only Peek Store on the show. All reply:

D. J. BAZINET, Concession Manager

c/o Gem City Shows, Jefferson City, Mo., this week; Columbia, Mo., next week.

TIVOLI EXPOSITION SHOWS

WANT

WANT

For 40 Weeks' Route in Illinois, Missouri, Iowa, Mississippi, Louisiana, Texas and Arkansas. Nothing but the best in Stock Concessions. Can use a few good Ride Men that drive. Also can place good clean Shows. This Show always first in, 10th Annual July 4, Henry, Ill., with 24 Fairs and Celebrations to follow. Wire or write:

H. V. PETERSEN or M. J. DRESSER, East Peoria, Ill., this week; Virden, Ill., next week.

2—RIDE FOREMEN WANTED—2

For TILT-A-WHIRL and FERRIS WHEEL. Top salary, excellent working conditions. Must be capable and sober.

C. D. MURRAY, Mgr., W. G. Wade Unit No. 2
9600 Broadstreet Phone: TYler 4-2026 Detroit 4, Mich.

Sun, Sedlmayr And Sally Shine

(Continued from page 74)

than pleased the audience. Sparked by striking costuming, the black light Hawaiian number and by the specialties, applause was hearty and spontaneous.

Unusual space limitation here prevented the erection of the entire front for the show. But what was up was plenty powerful. Huge two-sided neon signs jut out from the front to form a triangle, and these emblazon Sally's name so it is impossible to miss it.

The Rand unit netted better than \$2,000 Monday night (10) and more than \$4,000 after taxes Tuesday. Those grosses are rated better than satisfactory for those nights.

Peddled in the top is a souvenir book crammed with pictures of Sally and other gals, and these go for 50 cents per copy, with Sally autographing each copy. A soft drink pitch is also made, with Coke priced at 20 cents. The price of the Coke drew beefs, and one of these landed in the public prints here. Vending is done by two gals, wearing abbreviated costumes.

Leon Claxton again has come up with a power-packed minstrel show, his *Havana in Harlem* offering a large talented cast which gives out with ample entertainment. Similarly, the Circus Side Show, again owned and operated by the Lorow Brothers, and Henry Cramer's Midget Show, are powerful. Other back-end units also pack much strength. Some of these units flash new fronts; others have been redone, and all compel attention.

ZIEGLER IN SPOKANE

(Continued from page 74)

Sunday and Monday (9-10), which kept the show's 11 new Internationals from sinking out of sight.

The Spokane Labor World (AFL) sponsored the shows here and the city council waived the ordinance provision of a \$200 daily license fee.

CARNIVAL ROUTES

(Continued from page 85)

Wade, W. G.: Battle Creek, Mich.; Richmond, Ind., 24-29.

Wallace Bros.: Paducah, Ky.

Wallace, I. K.: Dillwyn, Va.

Wallace & Murray: Asheboro, N. C.

Wallace United: Byrdstown, Tenn.

Ward, John R.: Peoria, Ill.; Rockford 24-29.

Weaver, L. O.: Newton, Ia., 14-22; Afton 25-29.

W. E. Attrs.: Lysterly, Ga.; Menlo 24-29.

West Coast: Vallejo, Calif., 18-23.

Wheeler, Eddie: Cooksville, Tenn.

White, Art: Carnegie, Pa.

White's Rides: Sunbright, Tenn.

Wilson Famous: Gibson City, Ill.

Wolf Greater: Decorah, Ia.; Winona, Minn., 24-29.

Wolfe Am.: Franklin, W. Va.; Hot Springs, Va., 24-29.

World of Mirth: New Brunswick, N. J.; Perth, Amboy 24-29.

World of Pleasure: Lansing, Mich.; Muskegon, 24-June 5.

World of Today: Danville, Ill.

Ziegler: Port Townsend, Wash.

AGENTS WANTED

For Six Cats, Skillo, Hanky Panks and Pans. Wire:

HIRAM BEALL

Lawrence Greater Shows, Salamanca, N. Y.

DON LEWIS, ATTENTION

Have the neatest framed Cook House on the road. Good proposition for you. Wire me at once.

WM. BACON, care of Buff Hottie Show
Box 1025, New Orleans, La.

WANT
OCTOPUS
ROLL-O-PLANE
SPITFIRE

CAN PLACE

FUN HOUSE
SIDE SHOW

MECHANICAL OR ANY
ATTRACTION OF MERIT

CONCESSIONS

WIRE

J. GEO. LOOS

Greater United Shows

Lawton, Okla., this week

WANTED

PHONE MEN, TICKETS,
BOOK, BANNERS

TOM WILCOX

HOTEL BUCKLEN
ELKHART, IND.

AT LIBERTY

BILLPOSTER

Sober, union Combination Biller. Can furnish panel truck and join after May 25. Write or wire

W. E. JACK

Hotel Kankakee

Kankakee, Ill.

AGENTS WANTED

SWINGING BALL,
BUCKETS, STRING GAME

ROY T. DUFFY

LANSING, MICH.

WANTED

Tilt-a-Whirl Foreman, also Second Man. Top salary to capable men. New Ride on Railroad Show. No gilling or truck driving.

Address:

WM. PINK

Mayer Hotel, Peoria, Ill.

WANT CARNIVAL

For Lions' Club Carnival scheduled for Aug. 18-19-20-21, to be held on City Square, bordering Highway 66, in Waynesville, Mo. Bring all Rides and Games you like.

Wire, phone or write:
ED MONEYMAKER, Chairman

DANNY NEWMAN WANTS

Agents for Razzes, Nail Outfit and Swinger.

LAWRENCE SHOWS

Salamanca, N. Y., this week

WANTED

All kinds of Stock Concessions, especially Milk Bottle Ball Game and Mug Outfit. Ride Help for Wheel and Merry-Go-Round. (Would like to hear from Franchie Grebs and Charlie Oller.) Write

JACK WALLACE, Mgr.

Piedmont, Missouri

Bodart SHOWS

THE SHOW BEAUTIFUL

WANTED

Foremen for #5 Eli Wheel, Tilt-a-Whirl, Spitfire and Fly-o-Plane

BODART SHOWS

This week, Shawano, Wis.; next week, Oconto Falls, Wis.

WANTED

MERRY-GO-ROUND

Children's Merry-Go-Round, power or hand; must be in first-class condition. Write details and price to

L. WOLDER

c/o J. Duffy
100 National St.
Rochester 5, N. Y.

WANTED

**Streator Does It Again
American Legion
Homecoming Celebration**

**JULY 3-4-5
Concessions**

E. J. FARMER

309 Hickory St. STREATOR, ILL.

WANTED

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:

JOHN H. GALIVAN

ROUSES POINT, N. Y.

FREAR'S UNITED SHOWS

WANTED

**MANAGER FOR ATHLETIC SHOW.
AGENT FOR BALL GAMES.**

ROY FREAR, Manager
OTTAWA, KANSAS

WANTED

**A Carnival or Independent Rides for
ANNUAL WATER CARNIVAL**

5th of July.

Give proposition and what you have first letter.
H. R. SESSIONS, Chairman
Lake Village Water Carnival, Lake Village, Ark.

WANTED

**FREE ATTRACTIONS
Cicero Fall Festival**

July 29, 30, 31

DONALD D. HOPE, Chairman
Cicero, Ind.

WANTED

**Wheels, Rides, Attractions and Concessions
RODEO & CELEBRATION**

JULY 3-4-5
Atten. Est., 5,000 to 10,000.
HOLY CROSS VETERANS' ORG.
Minturn, Colo.

WANTED

**SHOWS OF ALL KINDS
FOR ANNUAL LEGION CELEBRATION**

JUNE 6-12, both dates inclusive.
American Legion Park, New Bethlehem, Pa.
Contact

B. T. HARRISON, Chairman
MAYPORT, PA.

RIDES WANTED

For 4th of July Centennial Celebration

JULY 3, 4 and 5
Contact: **V. L. DICKINSON, Chairman**
Augusta, Wisconsin

**RIDES AND CONCESSIONS WANTED
FOR 3 DAY PICNIC**

Week August 16.
Sponsored by V.F.W. Memorial Post 7873.
Contact

E. E. MEYERS
Bland, Missouri

CONCESSIONS WANTED

FOR

TEXAS FOREST FESTIVAL

LUFKIN, TEXAS, SEPT. 27-OCT. 2

**PHONE — WIRE — WRITE
FOR SPACE**

LOCATIONS, \$35 AND UP

Apply

ED HOLDEN, Mgr.

**ANGELINA COUNTY CHAMBER OF COMMERCE
LUFKIN, TEXAS**

WANTED

Due to accident, will book Eli Wheel for this season. Can use Spitfire. Want Pop Corn, Snow Kone and Candy Apple. Worth while Attraction for 20x50 Top.

FOR SALE—Complete Custard Trailer, \$1,400.00. Want Fun House.

JOHN L. ROBINSON, MODEL SHOWS

Macon, Mo., this week; Carrollton, Mo., next week.

WANTED

WANT

Cook House or Grab Outfit, American Mitt Camp, Bumper, String, Cigarette Gallery, Add-Up Darts, Pitch-Till-You-Win, Hoop-La, Over Twelve, Watch-La, Heart Pitch or any Stock Concession not conflicting. Will book any well-framed Show with own equipment except Fun House, Unborn Show. Wire

DAVIS S. REESE, Bogle & Reese Shows

Mountain Grove, Mo., this week; Willow Springs, Mo., next week. First Celebration—Jerico Springs, Mo., June 10-11-12.

B & C'S EXPO SHOWS
PLAYLAND ON PARADE

FREE ACT. RIDES—One more major. SHOWS—Working World; Wilson, join. 5 or 10-in-1, Glass or Fun House. CONCESSIONS—Photo, Country Store, String, Coke Bottles, Novelties, Swinger and Nail Outfits or Agents for same. Art Gerwin, contact Duke Dougherty; Keough, contact Bowman. Wire as per route.

**WANTED—SHOWS, RIDES, CONCESSIONS
SAPULPA'S 50TH ANNIVERSARY GOLDEN JUBILEE**

Mammoth Historical Spectacle, produced by John B. Rogers Producing Co., July 2-9 inclusive. Also Creek County District Fair, Sept. 7 to 11.

Wire, write or phone **SAM SHEEHAN, Secy.-Manager**, Sapulpa Chamber of Commerce, Sapulpa, Okla. Plenty of space. All Park Concessions and Rides to go to highest bidder. Estimated attendance, 20,000.

**GET YOUR SPRING BANKROLL HERE
SEVIER COUNTY FARM, HOME AND FOOD SHOW**

JUNE 7 TO 12, SEVIERVILLE, TENN.

Will sell minimum of space to non-conflicting Pitchmen, Demonstrators and Sheetwriters. **WANT CONCESSIONS—Non-conflicting Stock Stores. Want Free Act. Will book Independent Shows and Rides. Wire, write, phone!**
ALBERT L. ANDRE, Manager, General Delivery, Sevierville, Tenn., or 1421 Hamilton Bank Bldg., Knoxville, Tenn. Phone 31815.

WANTED

FOR OPENING, MAY 20, AND ENTIRE SEASON

Shows with or without Top. Ride Help for all Rides. Concession Agents for office owned Stock Outfits. Will book small, clean Cook House or furnish equipment for reliable Agent. Also want to book non-conflicting 10-cent Stock Concessions.

RAINES AMUSEMENT CO.

MENA, ARKANSAS

PHONE: 274

J. L. "JIMMIE" HENSON SHOWS

Can place Bingo, Floss, Snow, Grab, Pan Joint, Bumper, Fish Pond, Ball Games, any Legitimate Stock Concession. Privilege, \$15.00. Free Gate. No Racket. Replies: **GIDEON, MO., this week.**

**B & W
SHOWS**

SO. HACKENSACK, N. J., MAY 24-29

Want Grand Stairs. Want Side Show, have outfit also for others. Want Demo and Fun House. Want Chairplane and Cat Foremen, all other Ride Help.
WEST HAVERSTRAW, N. Y., MAY 17-22.

**NOW BOOKING
BATESVILLE JUNIOR CHAMBER
OF COMMERCE**

FALL FESTIVAL

SEPTEMBER 15-18

WANT RIDES AND CONCESSIONS.

Must be A-1.

Contact:

R. E. STEWART

BATESVILLE, IND.

**MAMMOTH AMVETS
CELEBRATION**

**MAY 29-JUNE 6
LAKEWOOD PARK, YOUNGSTOWN, N. Y.**
Parades, Bands and Nightly Attractions
WANT—Legitimate Concessions of all kinds.
Sold Bingo, Hots, Hamburgers, Waffles,
Candy Apples and Popcorn. Contact:

MR. TRACY

606 102 St., Niagara Falls, N. Y.
Telephone 35066 or

C. H. TOTHILL

Youngstown, N. Y.

WANT

Can place Agents for complete, newly framed Count Store. Only one store of a kind on show. With following route of Fairs and Celebrations.

Hot Springs, S. D. | Mills City, Mont.
Belle Fourche, S. D. | Forsythe, Mont.
Rapid City, S. D. | Sidney, Mont.
Custer, S. D. | Worland, Wyo.

And Others, All Fairs.

H. P. (Punk) Hill, Legal Adjuster, Wire.

Address:

SCOTT LAMB

c/o Hill's Greater Shows
Pueblo, Colo., this week.

**BUFF HOTTLE SHOWS
WANT**

Shows with Own Outfits. Need Ferris Wheel, Merry-Go-Round and Octopus Foremen to join at once. Top wages, long season. New Orleans, La. (Jefferson Highway), this week; Slidell, La., next week.

ADDRESS:

BOX 1025, NEW ORLEANS, LA.

RIDES WANTED

For 12th Annual

LIONS' CLUB CARNIVAL

Four Days, Late July or August

Contact:

JOHN STAGGS, Chairman
Newburg, Mo.

CARNIVAL WANTED

Large, clean Carnival. Must have 5 or more Rides for June or July, 1948. Address all correspondence to

Frank J. Callahan, Adjutant
Veterans of Foreign Wars, Dunlap Brothers
Post #692, 26 Mulberry St., Middletown, N. Y.

**RIDES AND CONCESSIONS WANTED
For Annual 3 Day Picnic**

Week July 26,
Sponsored by Bland Volunteer Fire Department.
Contact

R. A. GROSS JR.

BLAND, MO.

RIDE-O FOR SALE

Or lease with two Tractors and Semi Trailers if desired. First class condition, now operating, or will trade for Merry-Go-Round or other Ride. Would consider leasing Ride in good Park or Beach. Write or wire:

TOMMY RICE

Care General Delivery, Collierville, Pa.

ATTN.: ROY L. SMITH

Can place your Rides on good Show. Real territory. Wire at once:

JIMMIE WILSON

Sweeney's United Shows, Hundred, W. Va.

No. 3 in a Series

25 Factors Govern Biz Volume In Today's Tussle for Dollar; Right Ads Keep Wheels Rolling

By Carl C. Johnson

Owner, Skateland, Denver

TO KEEP a broad subject in hand, I will narrow the topic of advertising to include only the use and purchase of paid space. Every promotional effort, no matter how small, might be classified under the heading of advertising. My first article in *The Billboard* under the heading of the "Speaker System," could thru broad interpretation of the subject of advertising, be rightfully included under this heading, but the speaker system and announcements in the rink are not paid advertising space.

I often hear rink operators say that their good dance skaters are their best advertisement. I'm inclined to agree with them except when I limit the subject of advertising to the use and purchase of paid space, as I'm doing in this paper, for the reason that unless the subject were so limited I could write for the balance of 1948 on the subject and still not do it justice.

My professionals have worked out a five-minute skit which they call

The Evolution of a Skater. In this skit they demonstrate teaching methods and show the difference between sidewalk skating and the safe, smooth rink glide. They demonstrate their methods of teaching a skater to go backwards and to make forward and backward turns. They have worked this out entertainingly with a musical background and both right and wrong exhibits. We clear the floor for this skit whenever there is a big party of newcomers in the rink. This skit is the best advertisement for our classes I have found and serves to keep our beginners' class filled, but under the limits which I have placed on the subject of advertising for this article, it is improperly included. The skit is not paid advertising space.

Emphasize Message

I am guided in my policies governing the use and purchase of paid advertising by the stern teachings of my father, who broke me into the amusement business 23 years ago the hard way—with a broom. My father used to tell me that ads themselves didn't pay; that an ad was merely white space—empty white space—and that the only thing that made that empty white space productive was what the ad said. He emphasized his point with an example I have heard him use over and over again. He said that if he could offer a Cadillac car at the price of a Ford he could run his ad on old pieces of wrapping paper scratched out in broken pencil and get results.

I hear heated discussions now and then between my fellow rink operators on the subject of paying power of this or that form of advertising. They argue the relative merits of this newspaper against that, and the advantages of radio over newspapers, etc. When I hear these discussions I am always reminded of my father's Cadillac story and inject myself into the discussions long enough to make the remark that if you have something important to say, it doesn't make too much difference where you say it. The choice of mediums for your message varies with local circumstances, rates and the relative cost, strength and availability of newspaper, radio stations and other media.

My father has another advertising bromide that has served me well and is in part responsible for our present growth, this year against last. He divided advertising media into two kinds. He called one "signs" and the other "ads." Signs, to him, were directional. That is, he used signs to tell people where they could find him. He used ads to induce people to look for him. And he never bought an inch of ad space which was to be used to induce people to look for him unless he had something important to say. If he had a coming attraction, he bought ads. If he changed prices, he bought ads. If he made an important improvement, he bought ads, but he

Ohio RSROA Sets New Record With 175 in Competition

SPRINGFIELD, O., May 15. — A record 175 contestants competed in the Ohio championships of the Roller Skating Rink Operators' Association of the United States, held May 5-7 in Hodges Bros.' Roller Rink here under sponsorship of the Springfield Skating Club.

Officials of the Ohio Chapter, RSROA, said the meet was one of the best-managed Ohio events held in years and announced that in the future the chapter will turn responsibility of conducting the contests over to clubs under a policy by which clubs will make bids for promotion of the meets.

The caliber of skating in all divisions was high. Outstanding was the five-mile race won by Steve Hromjack, Cleveland Rollerclub, but he was nosed out of the championship in the senior division by Charles Opelt, Sefferino's Rollerclub, Cincinnati, who claimed the highest number of points by virtue of wins in two-mile and half-mile races. Columbus Roller Club dance teams made a clean sweep in the senior division and also captured the intermediate dance title and second place in the novice division. Winners will compete in the Great Lakes Regional championship at Arena Gardens, Detroit, June 7-9.

Cincinnatians Win

Results: Speed skating, senior men, Charles Opelt, Cincinnati; Steve Hromjack, Cleveland, and Harold Slak, Cleveland. Senior ladies, Mary Lou Daurer, Cincinnati, and Ann Shy, Dayton. Intermediate men, Ken Schwan, Cleveland; Max Wisler, Springfield, and Robert Cromwell, Dayton. Intermediate ladies, Janet Dauner, Ann Hundley and Maureen Pliff, all Cincinnati. Junior boys, Lee Roy Hodges, Springfield; Don Hunter, Springfield, and Ronald Wentzel, Cincinnati. Junior girls, Jeanette Porelli, Cincinnati, and Dolores Cherconis, Cleveland. Class A juvenile boys, Don Michael, Lima; Bill Radcliff, Cincinnati, and Bill Graham, Springfield. Class A juvenile girls, Shirley Marino, Cincinnati; Edna Martin, Cleveland, and Noreen Phillips, Cleveland. Class B juvenile boys, Richard Kelly, Springfield; Charles Michael, Lima, and Gary Houck, Dayton. Class B juvenile girls, Arlene Stone, Cincinnati, and Phyllis Markley, Dayton, tied, and Joan Turner, Dayton. Class C juvenile boys, Neil Carroll, Springfield. Class C juvenile girls, Patty Carskadon and Linda Halverstadt, Cincinnati, tied, and Maxine Dorn, Dayton.

Artistic Division

Intermediate dance skating, Harold L. Moore and Beverly Jones, Columbus; Frank D. and Ruth Lintern, Cleveland, and Ray Gaydos and Yvonne Benhoff, Cleveland. Novice dance skating, John Revenaugh and Shirley Obery, Toledo; Robert Rizer and Marjorie Johnson, Columbus, and Charles and Rita Rothacker, Cleveland. Junior dance skating, David Gieger and Beverly Oda, Dayton, and Willard Zickafoose and Joan Giesken, Lima. Juvenile dance skating, Gary Houck and Maxine Dorn,

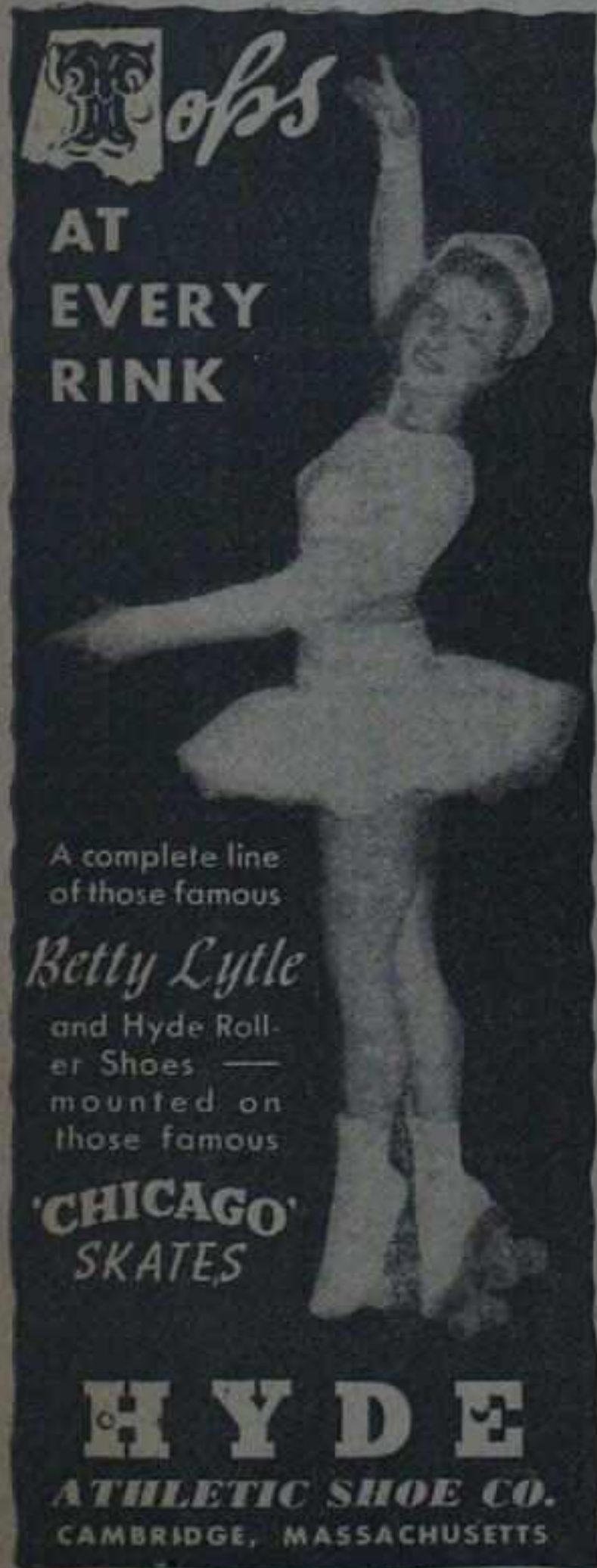
Dayton. Senior men figure skating, John Williams, Columbus, and Robert Allar, Cleveland. Senior ladies figure skating, Marian Fortunato, Cincinnati. Intermediate men's figure skating, Eugene Lohrey, Cleveland. Intermediate ladies figure skating, Arnetta Burnett, Cincinnati. Novice men figure skating, Richard Rasgaitis, Cleveland; Richard Fuerst, Dayton, and John Ravenaugh, Toledo. Novice ladies figure skating, Terry Theisen, Majil Hudec and Clara Masuga, all Cleveland. Junior boys figure skating, Don Michael, Lima. Junior girls figure skating, Doris Kelsch, Cincinnati; Janet Peggoll, Cleveland, and Phyllis Markley, Dayton. Juvenile girls figure skating, Sherry Schroeder, Toledo, and Jacqueline McCormic, Cleveland. Senior pairs, Robert Horschler and Dorothy Santich, Cleveland. Intermediate pairs, Ray Gaydos and Yvonne Benhoff, Cleveland. Novice pairs, Richard Rasgaitis and Terry Theisen, Cleveland; Steve Broek and Majil Hudec, Cleveland, and Jack Everett and Beverly Jones, Columbus. Intermediate fours, Richard Rasgaitis, Terry Theisen, Ray Guydos and Yvonne Benhoff, Cleveland. Novice fours, Steve Broek, Majil Hudec, Robert Horschler and Gwen Brown, Cleveland, and Johnny Williams, LaMonie Karst, Otto Lund and Patty Cavanaugh, Columbus.

DeFilippis Gives Roughhouse Kids Quick Brush-Off

LANCASTER, Pa., May 15.—C. B. DeFilippis, who observes his 38th year of continuous operation of Maple Grove Rollarena here May 27, has devised a method of handling rough skaters that keeps that element to a minimum at the rink.

Upon entering the rink, patrons are given a card containing rules of conduct that forbid backward skating, doing splits, cutting in and out, running or stopping on toes, and spinning without permission.

If skaters persist in skating backward, which DeFilippis compares to driving an automobile in reverse down a crowded street, and breaking other rules, the guilty parties are handed cards bearing the following legend: "This card is handed you to inform you that in the future you will be denied admission. Avoid embarrassment by not returning."



Tops
AT EVERY RINK

A complete line of those famous **Betty Lytle** and Hyde Roller Shoes — mounted on those famous **'CHICAGO' SKATES**

HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASSACHUSETTS

-RINK MEN WHO HAVE ONCE HAD A-



"CHICAGO"
EQUIPMENT
WILL HAVE NO OTHER
THERE IS A REASON.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

never bought blank white space and wondered what he was going to say to fill it.

It seems to me that rink advertising in general is weak because it too often just says, "Come Roller Skating!" By comparison with this bland statement which lacks inducement, consider a circular we are now issuing, headed "Roller Skate Dancing Is Your Passport to Social Independence" (See 25 Factors on opposite page)



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

FOR SALE

Bargain—50 Pr. Chicago Skates with good wheels, ready to use; also one Masco 30 W. Amplifier with two large speakers, 100 ft. cord on one, 50 ft. cord on other; Turntable and Mike, all in large carrying case. This outfit is in first-class condition.
Price, \$300.00 Cash.

ROY SWANSON
General Delivery NEWPORT, TENN.

25 Factors Govern Biz Volume In Today's Tussle for Dollar

(Continued from opposite page)

ence." You can picture the contents of this circular on skate dancing without my quoting further from the copy. To me, that circular says something, even in the heading, and will pay. In pent up, unreleased advertising potential I feel that roller skate dancing has about the same amount of untapped possibilities as the personal solicitation opportunities I discussed in my last article.

Arthur Murray has sold the idea of learning to dance. Every one of his ads say something that makes them pay. Arthur Murray's advertising is the keynote we should hit in advertising the great sales possibilities of roller skate dancing.

We are using an extensive radio advertising program at the present time because we have something important to say. We use streetcar posters exactly as we use billboards, as directional signs. Our radio program, our house organ and a continual stream of circulars constitute our advertising program. Billboards and streetcar posters are merely signs. They tell people where we can be found. If we made the mistake of using our radio time or our house organ or our circulars for this purpose, we would lose money on our investment. Our radio time pays because it says something that induces new business. Every time we are on the air we announce that some new party group is coming into the rink tonight. After months of these announcements, we have created the impression that every big concern and every popular club and big church in town is having parties at Skateland.

Of course, in these announcements we are careful to make it clear that the party group is merely the special guest of the rink tonight and that the public is cordially invited to join the fun. This planned radio program not only helps to sell new parties, but keeps them sold and repeating. It

flatters the party givers to be announced on the air and at the same time associates the name of our rink with the most important institutions in Denver. We share these institutions' good name, pat them on the back and at the same time create the idea that something big goes on here every night in the week. Our radio program was planned and bought with this objective in mind. We didn't buy the space and then wonder what we were going to do with it to try to make it pay.

If we used our radio time merely to make the crass and empty remark that we were running a roller rink and to please come out and skate, our effort would not be successful. To me there is nothing more futile than the hollow statement, "Come roller skating." Altho the two words, "roller skating," are the best copy for a sign and are the most important two words we can put into neon lights, they are the weakest words we can use in an ad. They induce no one to come looking for you and they create no desire. Those two things must happen in order for ads to pay.

This is as far as I intend to go with the subject assigned to me and which I have chosen to limit to paid advertising. But while I have the floor, I am going to ask your attention for a few more moments to remark on subjects which have to do with advertising the rink business as a whole—national advertising and publicity efforts which affect each of us individually and collectively.

"Vanities" Rinkman's Friend

To my way of thinking, the seven-year-old roadshow, *Skating Vanities*, is one of the most powerful factors now in existence for favorably advertising the roller skating sport. It compares second in importance, in my mind; with our national competition. And, I might add, it gets a lot more publicity.

Skating Vanities is a spectacle that should be encouraged and backed by the roller rinks of America in every way possible. Unfortunately, the owners of this show have become discouraged in trying to get co-operation from rinks. At the first, it was the backers' idea that one of their biggest promotional helps would be rinks. After several years, they changed their minds, for rinks turned a cold shoulder to the enterprise. Some rink men even took the narrow attitude that their own box offices might suffer on the nights the show played their town. There are exceptions to this attitude, but I'm speaking generally. As a result, the show now comes to Denver and we are not even offered posters for the rink. We urge our skaters to see the show, but are offered no more choice of tickets than the corner barbershop.

I proposed that when the show goes out on the road for the year 1949 that a definite plan of rink co-operation be undertaken and that the owners of the show be made aware of the rink operators' united desire to help make the show a continued success. The *Skating Vanities* is one of the big things that has been done to popularize this sport in the present decade. Let's not fail to show our appreciation of this fact.

The owners of *Skating Vanities* have within the last year, started an auditorium road ice show. They report that in the first year this new venture is paying off better than the roller show ever did. Let's pledge our support to change this picture before the owners get discouraged by the slowness of their original venture and put all their efforts in back of ice.

While I am on the subject of

traveling shows, let me add that it would be a fine thing for the roller rink business as a whole if our strong association of professional teachers arranged to book attractions into rinks. What we need is to advertise some worth-while coming attractions. No single rink operator can arrange this alone. A circuit of strong rink attractions which demonstrate skating at its best is a move which must be done in association work. Coming attractions put a little foam on the glass which gets stale from too much sameness. There is no tonic for the amusement business like the booking and advance publicity connected with the bringing in of short, showy acts which are good enough to back up the build-up.

I firmly believe that the Roller Skating Rink Operators' Association of the United States did more good to get Denver on the road to being a center of good skating when the association booked the 1940 national champions in my rink than anything that has been done before or since. It was the aim of Fred Bergin and Bob Martin to open the West for the spread of international-style skating, and by their coming that aim was accomplished. I use this merely as an example of the great value of booking worth-while attractions into our rinks.

These scheduled performers need not be amateur performers. They can be new school professionals. We don't want the old-time spinning acts, but what we need on the road is a few Betty Lytles. The visits of these traveling professionals should be accompanied by specialized teaching. An interest in classwork is always vitalized by the visit of a traveling authority.

While I have my sleeves rolled up on this matter of collective advertising and publicity, let me add this thought: Roller skating needs toning up. That is the never-ending job that was started by the RSROA. But many business and social leaders who can and do influence our business, particularly party business, are still inclined to stick up their noses at roller skating. In the winter the best country clubs flood a small pond and it is socially acceptable to ice skate. When the ice melts, the social inacceptability surrounding roller skating doesn't melt with it. We can say, "We don't care." We can say, "It is not that bunch of snobs that count." But just the same, we do care and they do count because these snobs have a wide sphere of influence. Our publicity efforts must be continually toning up our sport.

One effort in this direction can be started right now. I suggest that some good editorial writer on an important magazine like *Life* or *The Saturday Evening Post* be induced to write of a socially prominent and wealthy man who has a private roller rink on his White Mountain estate and another one on his estate in Asbury Park, N. J. The story of Perry B. Rawson has never been told in the big-time magazines and it is worth a series of articles. Here is a man who literally pulled this roller sport up by his own efforts. The story of his hobby and his interest in fine dancing and skate dancing will serve the sport in raising its standards. His story should be broadcast to the house tops and roller rinks all over the nation should buy reprints of the article when it appears and distribute them widely.



RINK DISTRIBUTING CO.
P. O. BOX 267 • CLAYTON 5, MO.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.00 Doz. Sample \$2.47.
★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample \$3.00.
L & L PRODUCTS
7018 Glenwood St. Chicago 26, Ill.
Distributors of Helder Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.
Write for price list.

FOR SALE—COMPLETE SKATING RINK

Building, portable, size 130x49, steel cor. roofing. Floor, hard maple, laid permanent on 2x8 joists, size 120x48, and 10 ft. annex. New Clark amp., Webster changer, 5 10-in. speakers. Also an extra Operadio sound system. Approx. 300 pair Chicago skates, skate grinder and floor cleaner (elec.). Also all new wiring, 2 pop coolers. Doing fair business. Lease on ground good for this season and next. For quick sale—price \$11,000.00.

SPENCER ISOM

6th & Lin Ave. BEDFORD, IND.

SKATING RECORDS

with STANDARD DANCE TEMPOS
Write for Complete List

SKATING RHYTHMS RECORDING CO.

P. O. Box 1838 Santa Ana, Calif.

WE BUY AND SELL

New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
Also Best Price.

JOHNNY JONES, JR.

51 Chatham St. PITTSBURGH, PA.

RIEDEL ★

The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write PERRY B. GILES, Pres. Curvecrest, Inc. Mustagon, Mich. Originator and Sole Distributor.

FOR SALE

One Portable Roller Rink, complete. 33/32 northern maple, 30x100; Campbell heavy duty flange-proof tent, 130 pr. skates, P.A. system. In operation now good location or will move it for you. Must sell, have other interest. No reasonable offer refused.
Call or Write

TOM GUTHRIE, Leachville, Ark.

The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROL-O-WAY Precision Dance Skates with the Patented Cushioning.



ROLLER DERBY SKATE CO.

4533 Payne Ave. Cleveland 3, Ohio

Be Supreme With Sterling



No. 6318 \$20.25 per doz. Men's very popular 14 Kt. rolled gold 5 stone ring. Same style but larger and heavier

No. 8012 \$24.00 per doz.

No. A3-SS SOLITAIRE No. B6-SS WEDDING BAND



Ever popular Sterling Silver 5-Stone Engagement Ring and Wedding Band. \$8.50 per doz. sets (24 rings). These rings also sold separately. \$4.25 per doz.—\$48.00 per gr. SAME STYLE—GOLD FILLED \$10.75 per doz. sets (24 rings). Also sold separately. Solitaire, \$5.25 per doz. Band, \$5.50 per doz.



No. 153 GOLD FILLED \$9.00 Per Doz.

Men's gold filled massive whitestone solitaire. Smooth, modern sides—clear open-back sensation.

Send for free catalog—Be Supreme with Sterling—many styles, \$1.00 per doz. and up. Sample assortment sent for \$10.

STERLING JEWELERS 85 E. Gay Street Columbus 15, Ohio

MANUFACTURER SPECIAL CHINA TABLE LAMPS

Asstd. Colors. Blue, Green, Ivory, Rose, Etc. Complete With Floral Shades.

19 and 20" Tall . . . \$1.25 ea. 21 to 25" Tall . . . 1.50 ea. Slightly Imperfect—Packed 12 Only

OTHER CARNIVAL VALUES PLASTER GLASSWARE Complete Assortment Many Other Items 25% Deposit, Balance C. O. D. Write for Complete Listings

PEYTON'S, Inc. 716 W. MAIN LOUISVILLE, KY.

SPECIALS

- 5 Gross Assorted Wine and Whiskey Glasses for \$12.50
83/1 Worth Carnival Baseball. Doz. 2.50
18" Fell Comic Hat Bands. Per M. 10.00
13/16" Comic Buttons. Per M. 6.50
Paddle and Ball. Gr. 7.20
2-Blade Pocket Knives, irregulars. Doz. 3.50

WRITE FOR OUR NEW CATALOG SAUNDERS MFG. & NOVELTY CO. 708 Frankfort Ave., West Cleveland 13, O.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1755 N. Bronson, Hollywood 28, Calif. ju17

AMATEUR POET AND SONGWRITERS' GUIDE. 54 legitimate markets. Send no money. Pay postman 50c. Prince Charles, 633 Wayne Ave., Dayton, O. my22

FRANKEL'S ENTERTAINERS' BULLETINS—Containing parodies, monologues, band novelties. Five different issues, \$1. Frankel, 1508-B 8, Homan, Chicago 23. ju17

GUARANTEED SATISFACTORY PIANO SCORE arranged from melody, \$6. Orchestration prices quoted. Malcolm Lee, 344 Primrose, Syracuse 5, N. Y. ju15

NEW SONGWRITERS' PUBLICATION—"Plug." Tips, hints, etc. Send stamp for sample. Jos. E. Adams, R. 1, Elmhurst, Ill. my29

RECORDS, TRANSCRIPTIONS MADE—\$6 UP. Vocalist supplied. Music printed. Catalog (stamp). Urab BB, W. 34 St., New York 1, N. Y. my29

SENSATIONAL SONG PARODIES—ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 6, Wis. ju12

AGENTS & DISTRIBUTORS

AGENTS—\$100,000 STOCK, NOTIONS, SUN-dries, Jewelry, etc. 50 to 90 per cent discount. Free price list. Hafner, 227 East 4th St., Los Angeles 13, Calif. my29

AGENTS AND CANVASSERS—100% PROFIT or more aluminumware: 14-Piece Set consisting of 1 10-quart stock pot with cover, 1 6-quart stock pot with cover; 3 sauce pans; 1 quart, 2 quart and 3 quart; 5-in-one combination cooker, bottom 3 quart, inset 2 quart with cover, 8-cup percolator, 3-quart colander and 14 1/2 x 10 1/2 x 2" roast pan made by Mirro Aluminum, Comet brand. \$8.50 per set in lots of 6 or more. Sample, \$7.50. Ideal Sales, 803 Milwaukee Ave., Chicago 22, Ill. my22

AMAZING BIG MONEY MAKER—WATER-proof. Tablecovers, Food Protectors, Garment Bags. Twenty other terrific sellers. Rush postal card for free selling equipment. Star, 261 Fifth Ave., New York City. my22

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only, \$2 brings 5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ju19

BIG PROFITS—AMAZING, FAST SELLING Miracle Polishing Cloth, 50c retailer. Polishes anything. \$24 gross, includes display and samples. 35c for sample. Smaller lots, George's Music Centre, 14 King St., Troy, N. Y.

FACTORY REJECTS—NYLON HOSE, 51-54 gauge, individually wrapped, \$3 per dozen pair. Sample dozen, \$3.25 prepaid. G. M. Miller, 330 Poplar St., Chattanooga, Tenn. my29

FOR CARNIVAL PLASTER—CALL US WHEN in or near Muskegon. Muskegon Plaster Products (formerly Armon Plaster), 650 E. Western Ave., Muskegon, Mich. Phone 265-113. my29

FREE SAMPLE! BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 300 Fourth Ave., New York, N. Y. np

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposures, Secrets. Folio free. Formico-KA, Box 872, Dayton, O. my29

LUCK POCKET COIN—SIZE OF SILVER DOLLAR. Attractively imprinted, 25c coin. Fox Service, Box 332, Cannon Falls, Minn.

MAKE LARGE QUICK PROFITS HANDLING our full Name Key Chain. A quality item. Gold plated, pink or yellow. Priced right. Sell on sight. Your cost, \$2.50. Send \$1 deposit for your name sample. Also ladies' First Name Bracelet finished pink gold. Your price, \$1.25. Gramercy, 27 E. 29th St., New York City. my22

PERFUME—BE YOUR OWN DISTRIBUTOR. Sell stores, jobbers direct. Finchhorn Laboratories, 350 Lincoln Rd., Miami Beach, Fla. my22

MAKE SENSATIONAL PROFITS! NEW, SELL-on-sight plastic line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals. Royalty, Box Y-748, Passaic, N. J. my29

MAKE \$1 SALE—KEEP HALF OF IT. ORDER two samples, \$1. Money back if not fastest seller you ever handled. Martin Products, 4817 Canal, Houston, Tex.

MAKE \$100 WEEK—SELLING LOVELY GOLD Wire Name Pins and Engraving Jewelry. 100% profit. Samples free. Phillips Jewelry, 10464 Taylor Rd., Belleisle, Mich.

MANUFACTURER OFFERS FASTEST SELLING plastic item. Sensational 6-piece Bedroom Scart Set of French lace. Price, \$10.80 dozen; retail for \$1.98. Send \$1 for sample set and particulars. Sues Products Co., 317 E. 169th St., New York 56, N. Y.

MEXICAN DESERT CACTUS PLANTS—BLOOM-ing size, 25 assorted, \$2; 30 in Mexican Picnic Basket, \$3. Mexican Orchid Plants, \$2 each; 8 assorted, \$5 postpaid. General Mercantile Co., Laredo, Tex.

MEXICAN NOVELTIES AND CURIOS—CLAY Mechanical Animals, Turtles, Armadillos, Alligators, moving the head and tail, \$8.40 gross. Mexican Wingly Black Spiders (tarantulas), \$14 gross; lots 5 to 10 gross, \$12 gross. Drum Monkeys, \$18 gross. Snake in Box, \$24 gross. Mexican Slick Cane, \$1, \$12 gross. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT CENTURY RESURRECTION Plants, special for making money, \$20 thousand, \$2.50 hundred, 10 samples, 60c. General Mercantile Co., Laredo, Tex.

RUN MENDERS—BIG YEAR ROUND PROF-its. Full particulars, 5 samples, one of each, \$1. Run Mender Works, Dept. B., Waukesha, Wis. ju5

SALESMEN—\$20 TO \$30 A DAY EASY, SEN-sational new Raised Letter Metal Nameplate, beautifully framed in mahogany. Amazing seller to homes, stores, offices, etc. No deliveries. Get our tested plan. Write Raised Letter Metal Co., Dept. 2068, Fox Bldg., Philadelphia 3, Pa. ju10

SELL TAVERN RECORDS TO JUKE BOX OP-erators. "Meet Us at the Corner Bar," "Just a Barmaid," 79c seller; 10 samples, postpaid, \$4. Territories available. Spotlight Music, Box 942, Baltimore 3, Md. my29

SELL LUXURY PERFUMES FOR PROFITS and repeats. Generous samples, \$1, deductible first order. Edward Lawson, 8-21 Joiner St., St. Augustine, Fla. ju5

SELL JUKE BOX RECORDS TO OPERATORS—"Meet Us at the Corner Bar," "Just a Barmaid," "In a Little Waterfront Tavern." Wholesale, 49c; 20 samples, \$6. Territories available. Spotlight Music, Box 942, Baltimore 3, Md. my29

SELECTIVE MAILING LISTS AVAILABLE OF reliable firms manufacturing diversified products. We sell only bona fide addresses of these firms at low cost. Request particulars. Kelly & Co. (List Brokers), H-9544 Whitcomb Ave., Detroit 27, Mich. my22

SEND US YOUR NAME FOR OUR MAILING list. Fast selling novelties for those who want to make big money. Agents, dealers, write now. C. Dutz Enterprises, 109 S. Sangamon, Lincoln, Ill. my22

SOCIAL SECURITY WORKERS—SEND 25c for sample brass plates. National Sales, Box 115, Sta. A, Brooklyn 6, N. Y. my29

SWEET SMELLING PERFUME BEADS—SELL on sight. Big profit. Gorgeous sample line. Free particulars. Mission, 2328-J W. Pico, Los Angeles 6, Calif. ju8

TERRITORIES AVAILABLE—HIGH TYPE Beauty Preparations, attractive containers, substantial profits. Ladien Greuard, D3, 913 Main, Kansas City, Mo.

TEXAS STEER FOX HUNTING HORNS—HIGH tone, 12", \$2; 14", \$2.50; 16", \$3. Goat Blowing Horns, 14", \$4. General Mercantile Co., Laredo, Tex.

WANTED—AGENTS, JOBBERS, DISTRIBUT-ors, etc. Professional Internal-Carved Plastic Jewelry and Novelties. Over 25 fast-selling items. \$2 brings samples. Write: F. D. Stencil & Co., Sta. A, Box 1292, Bremerton, Wash.

WINDSHIELD SUN VISORS ARE WANTED BY every motorist. You can sell him a set for \$7.95 and make 40% profit. For more details and sample prices, write Thomas Distributing Co., 3812 Motor Ave., Colver City, Calif. my29

(Continued on page 92)



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each \$4.10

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS



LADIES' & GENTS' FAMOUS WRIST WATCHES GRUEN • BENRUS • ELGIN • BULOVA • WALTHAM 7-Jewel Round Case \$9.50

Square & Rectangu-lar Cases. Reconditioned Like New. In Yellow 10-K1 R.G.P. Cases. Rhinostone Dial. \$2 Additional. WHOLESALE ONLY. NONE SOLD RETAIL. 3 WATCHES MINIMUM. 25% With Order—Balance C. O. D. Write Dept. B-22 for Supplement to 1948 Catalog.

Joseph Bros. 59 E. Madison Street Chicago 3, Ill.

A NEW STARR IS BORN! IF YOU WANT BALL POINT PENS THAT WRITE . . . Send \$1.00 for samples and price list. STARR PEN CO. 54 W. Illinois St. (Formerly 500 N. Dearborn St.) Chicago 10, Ill.

FIREWORKS and NOVELTIES! Housewares • Cutlery • Kitchenware • Toys • Wheel goods • Novelties Send for Catalog Order Now • Lowest Prices ACME SALES CO. P. O. Box 53, Sta. D - Atlanta, Ga.

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 dice. 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. Mail With Order—We Pay Postage. 482-B W. 42nd St. New York 18, N. Y. D. ROBBINS & CO.

HERE'S SOMETHING NEW!!!

HAWAIIAN LEIS Made of CELLOPHANE Price \$4.75 per 100 F. O. B. New York. Manufacturers & Distributors U. S. DECORATING SUPPLY COMPANY P. O. Box 262 Madison Sq. Station New York 10, N. Y. Enclose money order with order to avoid delay.



A NEW "SUPER" WINNER

In The PROFIT Race! The "HORSE" Set A NATURAL FOR OPERATORS

Salesboard operators! Here's a brand new item that will pay off better than a 3-horse parlay!

There's a swell, compact AC-DC 5-tube superhet radio housed in the beautiful hand-rubbed walnut case. And topping it off is one of the most gorgeous all-metal horse statuettes you ever saw. Finished in gleaming bronze with all the trappings of a Western mount.

Pick your spots and "The Horse Set" will pay big and fast dividends. Players can't resist its superb beauty, and when they see that it is a radio too — well, they simply go nuts and can't unload their dough fast enough.

Get aboard this hot one—NOW! Order a sample. You'll use 'em by the dozens once you get started.

Write, phone or wire your order.
D. A. PACHTER CO.

America's Foremost Premium Distributor

705 W. Washington Blvd., Chicago 6



WESTERN TYPE SADDLE

STATUARY
BRONZE
FINISH

HAND
RUBBED
WALNUT
CASE

\$25⁹⁷

25% With Order,
Bal. C. O. D.

A BIG FLASH

Over-all height, including horse, 13 1/2". Built-in antenna. Alnico P.M. speaker.



MONEY MAKERS

These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival operators, etc.

AIR CORPS TYPE AVIATION SUNGLASSES

- 22k gold plated frames.
 - Optical lenses, certified and approved by the Bureau of Standards, Washington, D. C.
 - Each pair guaranteed for life.
 - Handsome carrying case with each pair.
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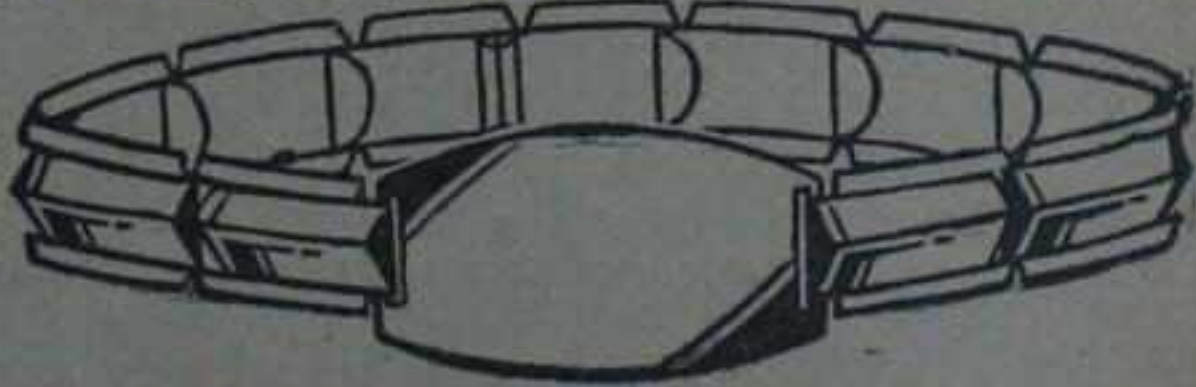
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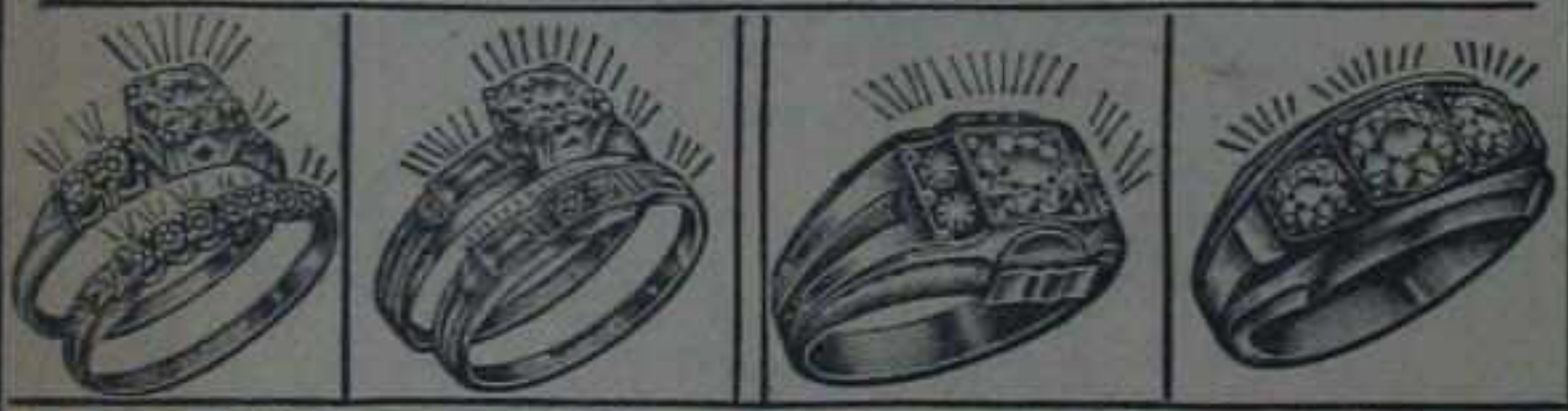


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TRUMPET MAN INTERESTED IN SETTLING down to day job and good jobbing proposition. Write Melodiers Orchestra, Waynesboro, Va. my29

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WANTED—GIRL MUSICIANS ON BRASS, SAX and clar, percussion. State experience, age, height and send photo. Steady, union, travel. Twirlers write. Geo. Bird's Musical Majorettes, 439 Seventh St. N. E., Massillon, O. my29

WANTED—EXPERIENCED MUSICIANS, Prefer vocal double. Steady location work. Leader, Rm. 502, 1002 Walnut, Kansas City, Mo.

WANTED—INSTRUMENTAL DUO OR TRIO, hillbilly acceptable. Must have large repertoire, strong vocal and novelty numbers, stage work. Nineteen week summer tour. Wire Neil Schaffner, Wapello, Ia.

WANTED—TEAM FOR MED SHOW. CHANGE doubles and singles for week. State salary. C. C. Stewart, Box 211, Knoxville, Tenn.

WANTED—TROMBONIST WITH BARIOTONE voice to sing ballads with commercial band on road. Steady work. Send photograph and record of voice with references. Box 176, Billboard, Chicago, Ill.

WANTED—HAND WRITING ANALYST AND Wire Worker for daily excursion steamer operating on Lake Michigan. In replying, give experience and full details. C&B Lines, 333 N. Michigan, Chicago 1, Ill. STAtE 7210.

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13 PIECE COLLEGE DANCE ORCHESTRA—Union. Available June 5 for travel or location. Several years' experience. Write Bob Smith, 424 Melrose Ave., Morgantown, W. Va. my22

CIRCUS AND CARNIVAL

AT LIBERTY FOR SIDE SHOW—CIRCUS PREFERRED. Man and wife. Fire Act and Snake Handler. Will consider good Grab Joint with right party as we do not drink. Wire or write Western Union, or Gen. Del., Ray Garrison, Cincinnati, Ohio.

EFFICIENT CARNIVAL SECRETARY WANTS to make change. Handle all tax reports. Years of experience. Sober and reliable. Mention salary. Allow for mail to be forwarded. No wires. Carnival Secretary, Box 11, Brownstown, Ill. my29

FLAGEOLET PLAYER, BALLY—MACEKCHNIE, Gen. Del., Boston, N. Y.

TROMBONE—WANTS JOB WITH CIRCUS after May 28. Write details to Kelly Love, Yampo City, Miss. my29

WANTED—LIGHT TRUCK WITH OWNER to travel and work with showman. Available June 1st to Nov. 15th. Callus, 1518 W. 20th, Los Angeles, Calif.

MISCELLANEOUS

CAN JOIN ON WIRE—REAL COMEDY TEAM. Vaudeville, good used shows. Sober, reliable, real performers. Man can advance, close contractor. Can produce entire show. Plenty material. Have own transportation. Reliable shows. Friends, wire limit. Ray and Adele Ewing, Albemarle, N. C.

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ACCORDIONIST, GUITARIST, VOCALIST—Duet, both single. Free to travel. Go anywhere. Available immediately. Have car. No drinking. Reliable. Have amplifier, photos, publicity. Consider all offers including strolling. Have large repertoire of thousands of old song memorized. H. White, 2110 Griffith Park Boulevard, Los Angeles 26, Calif.

ACCORDIONIST, STROLLER—AVAILABLE IMMEDIATELY. Does not drink. Go anywhere. Consider room, board, tips, small salary in bar. Write: Ethel Erbaugh, Route 1, Eaton, O.

ALTO-CLARINET MAN—DESIRES GOOD SUMMER location near Michigan. Experienced, union, sober, reliable, good tone, read, fake. No lead. No micky. Please! Prefer big band. Cut or no notice. Write details. Dick Tindall, 1020 Ardmore St., Grand Rapids 7, Mich.

ALTO, CLARINET AND BARITONE—ALSO have studied flute. Member Local 10, available after May 15th. Experienced in large or small unit. Will travel with reliable unit. Contact Lew Raines, Racine, Mo. my22

ANNOUNCER—FOR SUMMER SEASON, experienced showbiz, radio, Arthur E. Winkler, 519 College Ave. Ithaca, N. Y. my29

AT LIBERTY MAY 21ST—VOCALIST, FEMALE, experienced. Interested in small combination or orchestra. Write Box C-22, care of Billboard, Cincinnati, O.

AT LIBERTY BEGINNING JUNE 1ST—TROMBONE, doubles on baritone horn; arranges. Jack Seasey, 1851 N. Topoka, Wichita, Kan. my29

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BARITONE SAX, CLARINET, TENOR—GOOD reader, union, neat and sober. Prefer modern commercial outfit. Available after May 29. George Weimer, 221 Willey St., Morgantown, W. Va. my29

BASS MAN—UNION, SOBER, RELIABLE. Free to travel. 12 years' experience. Night club, radio. Prefer work with combo or cocktail unit. Others considered. Write or wire: Glenn Ritchey, Athens, Tenn., Route 5, Box 3.

CLARINET—AT LIBERTY FOR CIRCUS, concert band, dance, hotel, or resort. Double alto saxophone. Good tone on both, reader, neat appearance, clean character, sober, fully experienced. Reliable offers appreciated and answered. Can join on wire. Robert K. Grant, 486 Alter Road, Detroit, Mich.

COLORS ELECTRIC GUITARIST AND VOCALIST. Good appearance, good habits, read, fake, take-off. Small combination name trio. Experienced. Specialty guitar. Studio, 1968 Seventh Ave., New York 26, N. Y. my29

DRUMMER—AGE 29, TEN YEARS' EXPERIENCE, union, read and cut shows. Would like small jump combo or location. References. Carlos Puert, 227 Columbia, Shreveport, La.

DRUMMER—AVAILABLE IMMEDIATELY, sober, reliable, solid steady beat. Prefer Midwest travel. Bill Conack, Creston, Iowa. Ph. 16R310.

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thru experience. Latin shows, commercial, modern rhythm style; solid, steady beat. Beautiful equipment. No better. Ellis Lee, Duriana Music Shop, Louisville, Ky.

DRUMMER—4 YEARS' ALL-ROUND ROAD experience. Read, play well. Cut or no notice. Age 23, have car. Contact: Joe Fatsco, 115 Home, S. E., Grand Rapids, Mich. Phone 3-9741.

DRUMMER—UNION, AVAILABLE MAY 21ST. Commercial, shows, swing. Phone 2478. Drummer, 431 W. Walnut, Eunice, La.

EIGHT TO TWELVE PIECE COLLEGE BAND—Desires summer location. Union uniforms; sober, reliable; same personnel for two years. Photos and records on request. Available June 1. Write or wire: Jack Young, 620 Crawford, Fort Scott, Kan.

FIDDLE MAN—AVAILABLE AFTER MAY 28. Play commercial, hot, Western, any style. Cut or no notice. Roddy Bristol, 1212 Government St., Mobile, Ala. Phone: 3-1944.

FIDDLE MAN—UNION, SINGLE INTERESTED in Western trio, read, have plenty swing, obligato, any key, double rhythm piano, some vocal. Experience radio and dance band. Write Musician, 284 Golden-gate Ave., San Francisco, Calif.

HAMMOND ORGANIST—NEW ORGAN, UNION, male, white, 40, experienced radio, theater, club. Three years last job, still there. Wants hotel, restaurant, bar, smaller town, congenial surroundings where artistic, effort please, appreciated. Will personally call or send recordings this organ, photos, etc. Yearly contract. Month's notice. Recorder, 863 Roscoe, Chicago 13.

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HAMMOND ORGANIST—SHOWMANSHIP, male. Long experience. Salary secondary, cooperative location. Congenial. Strictly business. Non-union. Box C-26, The Billboard, Cincinnati, Ohio.

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LEAD ALTO—CLARINET, FLUTE, EXPERIENCED. Available immediately, single, will travel. Gene Schutt, 6119 Kenwood Ave., Chicago, Ill. my29

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PIANIST, AVAILABLE JUNE 12—UNION veteran, single. Now in New York City. Trained musician. Professional experience. Billboard, Box C-27, Cincinnati, O. my29

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PIANIST-ORGANIST, COMMERCIAL STYLIST. Fills, solos, read, fake. Drummer also available. Both are young, sober, experienced. Pianist, 10011 Garland Road, Dallas, Tex. Telephone: Fairdale 2-0981.

PIANO MAN—AVAILABLE FOR SMALL combination. Please give details first communication. Allow forwarding. Jimmie Moore, 212 Finley Ave., Montgomery, Ala.

SAX MAN, 4 HORNS, NOVELTY SONGS—AGE 40, available June 1. Prefer combo, location. Answer all offers. Write, don't wire. Musician, Box 435, Columbus, Neb. my22

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STRING BASS, GIRL—EXPERIENCED IN combo, semi-name, symphony; prefers combo. Albany, Catskill vicinity. Box 131, West Coxsack, New York.

TENOR AND GOOD CLARINET—PREFER lead tenor job but will consider combo work. Address: Musician, Y. M. C. A., Room 4, Albany, Ga. my22

TENOR SAX, DOUBLE CLARINET, READ AND fake. Available now. Will accept good offer. State all in first letter. Willie Hodge, 3207 20th St., Gulfport, Miss.

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Whether you sell one or 100 watches a month you are entitled to a good PROFIT. BUY quality at lowest prices from PERLOFF, leaders in the watch business. Marked down to

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Plastic Magnifiers	4.80
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Ambling Alligators, Plastic	22.00
Carded Jack Sets	5.00
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- Wood Milk Bottles, loaded, 2 1/2 lb. Ea. 1.10
- "Worth" Baseballs, Dz. 2.25
- Plaster Doll Assl., 12 1/2 to 15 1/2 in. Dz. 3.00
- Swappers, Full Size, Gr. 5.00
- Plastic Crook Handle Cans, 100 for 15.00
- Balons, Tinsel Head, Gr. 13.50
- Lancaster Balons, With Balls, Gr. 15.75
- Composition Monkey on Stick, Gr. 28.00
- 3" Fox Tail, W/Comic Card, 100 for 5.50
- 20" Jumbo Fox Tails, Dz. 4.50
- Small Lals, Gr. 3.50
- "Jumbo" Lals, Gr. 7.25
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- 3 in. Mottled Balloons, Gr. 7.00
- 3 in. Ast's Decoration Balloons, Gr. 7.50
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- Miniature Spanish Hat, Gr. 21.00
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- White Stone Set Rings, Gold Plate, Gr. 8.50
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- 2-Way Mirror, 100 for 4.50
- 1 1/2 in. "Comback" Balls, Gr. 4.50

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- 8 Oz. Glass Tumblers, Gr. 3.95
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- Glass Ashtrays, Gr. 3.50
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- Glass Dessert Dishes, Gr. 4.50
- Handled Grape Dish, Gr. 4.50

SLUM

- Enamel Tin Cigarette Cases, Gr. \$ 4.00
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- Gold Plated Band Rings, Gr. 1.85
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- Metallic Pin Wheels (Miscrants), Gr. 4.25
- "Kiddy" Sun Specs, Dz. 1.15
- Plastic Bean Blower, Gr. 3.00
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- Min. Metallic Paper Hat 2.00

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- 12x18 in. Printed Muslin Flags, Gr. 21.75
- Rayon Bow Pin, R.W.B. Gr. 1.25
- Metallic Paper Flag Pin, 2x1 1/2 in. Gr. 1.45
- Paper Flag on Wood Stick, 2x1 1/2 in. Gr. .60
- Paper Flag Bow Pin, Gr. .80
- Patriotic Buttons, 1 1/2 in. Per 100 1.75
- Miniature Patriotic Hats (Paper), 4 doz. in box 1.55



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Gordon, Dixie 28c
Keller, Millie 10c
Welsh, Lester 15c
Fata 15c

- Acker, Mrs. D. B.
- Aker, Wally
- Aleido, Alexis
- Allan, Jimmie
- Allen, F. A.
- Allen, Fred
- Allen, Sgt. Gene
- Allen, Henry
- Allen, H. S.
- Allen, Jimmy
- Allen, Leslie
- Ames, Geo. L.
- Ames, Jack
- Anderson, Dick
- Anderson, Dock
- Andrus, Mrs. Nellie
- Ankin, Jr., Geo.
- Ard, Grady Lee
- Arenz, Lucy E.
- Arnold, Phil
- Ashecraft, Mrs. Flora
- Atkins, Robt. E.
- Averill, W. G.
- Avery, Tommy
- Ayers, Flonnie
- Ayers, Mrs. Viola
- Baker, John Wm. & M. Oleta
- Bates, Thos.
- Bayinger, Al
- Beach, Harry
- Beck, Carl
- Belton, Nathaniel
- Beller, Francis D.
- Belllock, Mrs. Sally
- Bengor, Nick
- Benjamin, W.
- Berryhill, Leo
- Biddle, W. J.
- Biggs, L. I. "Slim"
- Blackfoot, Chief
- Blackmar, Mrs. Albert
- Blackmar, Mrs. Rita
- Blair, Jos.
- Boaz, Howard
- Borin, R. C.
- Bowling, Bert
- Boyd, Jennie
- Bradley, Lee
- Brazz, Kelly E.
- Brandt, Mack
- Braunsh, Mrs. M. B.
- Branton, Mrs. W. D.
- Braunstein, Nathan
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- Brisson, H. R.
- Britz, Herman
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- Bryant, Howard
- Buley, David E.
- Burdige, Howard
- Burger, Seymour
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- Burns, Mrs. Evelyn
- Burns, James A.
- Burns, Jimmie
- Burns, Joe
- Burton, Howard B.
- Carlin, Robt.
- Carroll, Thos.
- Carroll, Wm. A.
- Carter, H. A.
- Carter, Jack
- Casminski, Lewis
- Cerroni, Vito
- Chase, Sam
- Chambers, J. T. (Slim)
- Christo, Lawrence E.
- Christo, Tom
- Cibull, Frank
- Clark, Wm.
- Clay, W. M.
- Clay, Wm. (Painter)
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- Colin, F. E. Smokey
- Cole, Richard
- Cole, Vera Ione (Tex)
- Colorite, John P.
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- Couley, Billy
- Conlon, Edw. H.
- Converse, A. L.
- Cooche, J. M.
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- Costello, James J.
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- Conis, Patricia M.
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- Craig, Larry
- Crawford, Robt.
- Crawford, Robt. P.
- Crotcutt, Mrs. Mande
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- Daly, Wm. "Smiley"
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- Davis, Chas. Harmon
- Davis, Delmar
- Davis, Jack Samuel
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- DeFazio, Mrs. Julia
- DePaul, Shannon
- Dezmer, Mrs.
- Delano, Phil
- Dengler, Geo. O.
- Denis, Prince & Ethel
- Denny, Harry
- Devine, Harley
- Discoff, Flo
- DiCorte, David
- Dimsdale, W. C.
- Doolin, Richard D.
- Douglas, Miss Lynn
- Dover, G.
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- Drake, Robt. & Little Jeanie
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- Drum, Mrs. Forney
- Duncan, Dallas E.
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- Engel, Thos.
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- Evans, Frank
- Evans, Mrs. Helen
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- Findley, Geo.
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- Franklin, James B.
- Frudette, Geo.
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- Hardy, Bob "Domino"
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- Hauck, James
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- Hayward, Donald L.
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- Helin, Harold
- Helton, Miss Jean
- Henley, Arrol F.
- Hendley, Laura
- Herman, Lella
- Hershey, Ray-Barney
- Higgins, Raymond
- Hill, Barbara
- Hill, Don
- Hiller, Thos.
- Hilton, Jean
- Hinckley, John J.
- Hinckley, Raymond
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- Hoffman, John
- Hoffman, Ronald
- Hogg, Mack
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- Hovel, Franchy
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- McLaughlin, W. G.
- McMasters, Francis
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- Mack Billy
- Madden, James
- Madeline, Miss
- Malmn, M.
- Malmn, Harry
- Mansion, Mickey
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- Maricle, Axtie
- Marino, Joseph
- Marks, T.
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- Matters, Cliff R.
- Matthews, Mrs. Velma
- Maximo, Wirewalker
- Megull, Frank
- Meller, Robt. F.
- Mel-Rot, Doc
- Memer, Mr. A. G.
- Meyers, Leo
- Miles, Leo
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- Miller, Bob
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- Mitchell, G. L.
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- Mogten, Ricardo
- Mosney, Mrs. J. A.
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- Moore, Irene
- Moore, Louis R.
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- Moore, Wm. B.
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- Morrison, Melvin T.
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- Nelson, Ice Cream
- Nelson, Mary
- Nesbit, Neale
- Newman, Ray W.
- Noel, C. S.
- Norris, Garland
- Obershaw, Paul
- Oden, Wm.
- Ode, Buster
- Ottens, Leonard H.
- Osbourn, Walker
- Owens, Buck
- Pace, Gene
- Palley, Susie
- Parks, Duck H.
- Parkton, Mrs. Loube
- Parsons, F. S.
- Parsons, Jean
- Pat, Madam
- Patton, Mrs. Cliff
- Patton, Frank (Judy Antos.)
- Pen Pool Worker
- Pesce, Lucius DeWitt
- Peck, Louise A.
- Pence, Mrs. Libby
- Penny, A. B.
- Perry, Mrs. Ethel
- Perry, Capt. Robt. St.
- Pitner, Billy
- Plankel, T. Keith
- Plam, Stanley (Butch)
- Pool, Mrs. E.
- Potter, Northan S.
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Pipes for Pitchmen

By Bill Baker

ROSS DYAR . . .
is in Miami taking in the sights and spending much of his time fishing. With him is Pat Smith, brother of Doc Tom Smith.

Work clean and the lucre is yours.

DICK JACOBS . . .
is still in Sarasota, Fla., where he plans to remain thru the summer.

DOC O'NEILL . . .
is reported to be gathering the lettuce pitching health books on the downtown streets of New York.

Hot? Well, you asked for it.

A PROMINENT . . .
Milwaukeean who pitched his way thru medical school is Dr. J. T. Greenwalt, medical director of the Junior League Blood Donor Center in the Beer City.

Best road to success is to know yourself best.

MADALINE E. RAGAN . . .
comes thru with the following from Jefferson City, Mo.: "Have just completed our third week out with our Hygiene Exhibit on the World of Mirth Shows and business has been okay. Would like to know what has become of Doc Crosby, who formerly pitched sex books. We've had a number of pitchfolk visiting us recently, among them being Doc George Ward, Arizona Pete and Little Emmet Smith. How about some more of those interesting pipes from Sid Sidenberg and Tom Kennedy? And how about a line from Paul Hawk with news about organization? I honestly don't think organization will work especially since it couldn't be done years ago when there were plenty of open spots to be worked."

Now's as a good a time as any to start your hustling.

BOB POSEY . . .
in answer to a summons from Al Varner concerning the former's whereabouts, letters from Springfield, Ill., that he's still among the living but that the tripod and keister stands idle in one part of his trailer while he works jewelry. Posey says he'd like to read pipes here from James L. Osborne, Tom Kennedy, Alex McCord, Doc Tom Neeley, Randy Carruthers, Speed Hascal, Lester Kane, Bert Doty, Chief Little Fox, Coy Hammond and Doc DeMills. Posey also wants to know what's become of Guy Warner.

Looks like the day of the easy buck is long gone.

AMONG NEW FACES . . .
of the purveying profession in St.

Louis are Guy Kimbell and Al Weston, who invaded the Mound City for the big doings at the Arena.

SIZZ CUMMINS . . .
reports great gains over last year in stores, with plastic furniture coating.

Let's have more straight dope on open and closed towns.

VIRGINIA MOORE . . .
well known in pitch circles, has joined her husband, Bert Moore, in Milwaukee, where he is playing with the Trovadores Trio at the Wisconsin Hotel.

HENRY H. VARNER . . .
fogs thru another one from Akron, his headquarters: "I recently noted a neat woman worker at the factory entrance to the Enterprise Manufacturing Company with a swell table top display of gadgets, openers and pan lifters. She was making a demonstration in soft voice and came up with a convincing talk. This city likes clean workers. Weather has been good, and altho there's been a few layoffs in the shops, the city rolls merrily along. We have a great many ex-showmen here in prominent positions. On the anniversary of Paul Revere's ride, I motored down to Tony Diano's Buffalo Ranch, south of Canton, O., and Tony had some mammoth buildings and barns in the rolling hills there."

Have you ever considered trying another spot when your sales begin to slump?

JOE SATTLER . . .
comes thru with a timely bit, altho somewhat belatedly, from Keene, N. H.: "It's about time I'm getting around to piping in. After reading the pipes column for so many years, I feel a bit guilty when I realize that I have taken so much out of it and sent so little into the column. Numerous boys are leaving New York for the road. I recently ran into that swell guy and top showman, Charlie McCormick. He's working out in Somerville, N. J., and when I saw him he was awaiting a visit from his daughter who makes her home in Maine. Most of the boys will remember Charlie as the fellow who came out of burlesque to pitch in the summer and returned to the stage in the winter. I enjoyed reading Curis Little's pipe."

Know your business and like it and success is almost a certainty.

BOB WALL . . .
well known to the boys and girls on the pitch and former bell captain at the Hotel Schroeder, Milwaukee, is

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manager of the Circus Room at the Hotel Wisconsin in that city.

DON HARTTARD . . .
Don Trabue, Ralph Hinkle, Harold Matheson and Frank Pups are pitching candy and novelties at the Empress Theater, Milwaukee.

There's no place in pitchdom for the pessimist.

STELLA RUSINSKY . . .
is reported to be making huge pass-outs with corn punk in the Kresge store in St. Louis. Stella has been holding forth in the same spot since January, with business continuing on the increase.

JACKIE DALE . . .
and Bud Wheeler are still in Cleveland, where they wintered, and will not return to the road until the fairs get under way. They report that Madaline Ragen and Ray Herbers are doing well with their new show on the World of Today Shows.

Get up to date. Leave the past alone.

MOE SCHWARTZ . . .
who closed at the Empress Theater, Milwaukee, recently, where he was pitching candy, left the Beer City to join a carnival for the summer.

THEY TELL US . . .
that a few of the boys and girls are working stores in Columbus, O., and that altho none is complaining, some report business way off from a year ago in the same locations. Ralph Gardner reports that Baker is still in the Green store there with foot aids.

The pitchman exploits his pitch with every medium at his command.

WHAT PROMISES . . .
to be a winner for anyone planning to make the event is the annual Cincinnati Zoo Food Show, which again will be sponsored by the Greater Cincinnati Retail Meat Dealers' Association. Scheduled to run from August 24 thru September 6, the event last year proved a red one for the boys and girls who made it. Show, now in its 31st year, always has been a good crowd puller, with numerous exhibitors on hand displaying their wares. Last year's show had 150 booths and officials expect that figure to be surpassed by a wide margin this year, according to E. P. Zachman, general chairman. A. E. (Tony) Scheffer, well known to pitchmen and general manager of the event for a number of years, will not be on hand this year. He retired recently because of ill health.

MORRIS PLOTKIN . . .
former pitchman, now in the insurance business in Milwaukee, tells from the Beer City that his daughter, Shir-

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14K - 1.00 GOLD FILLED CURB CHAIN			BRASS CHAINS Gold and Silver Finish				STERLING SILVER CHAIN	
COP-3 .13 Pt.	COP-2 .24 Pt.	COP-1 .35 Pt.	C-10 .48 Pt.	C-9 .62 Pt.	C-8 .76 Pt.	C-7 .90 Pt.	CS-1 .00 Pt.	CS-2 .15 Pt.

Send \$1.00 for complete new sample assortment of chains and findings

14K - 1.00 GOLD FILLED FINDINGS			BRASS FINDINGS Gold and Silver Finish				STERLING SILVER FINDINGS	
Jury Ring .45 Gr.	Clasp .50 Gr.	Spring Ring .60 Gr.	Jury Ring .45 Gr.	Clasp .50 Gr.	Spring Ring .60 Gr.	Jury Ring .45 Gr.	Clasp .50 Gr.	Spring Ring .60 Gr.

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\$2.15
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1/3 Deposit With Order, Balance C. O. D.

Samples Shipped on Request

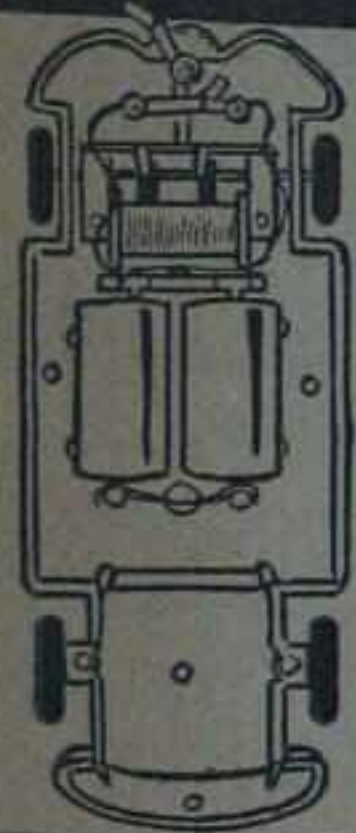
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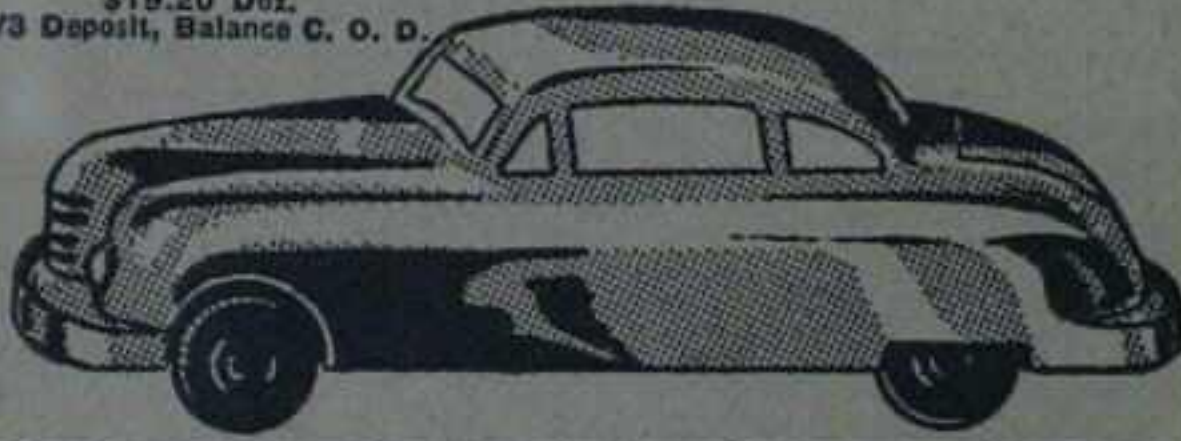


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ATNO ROSARY CO., 197 Lake St., St. Albans, Vermont

ley, recently celebrated her birthday by being crowned queen of the Washington Park Lodge of the B'nai Brith Young Women's Club there. He says that his mother-in-law, Mrs. Beck Kogan, visited him for several weeks, coming in from Chicago.

The fellow who continues to chase the pitch of all pitches will find that some day it will catch up with him.

TOM KENNEDY . . . was sighted in Cleveland recently holding big tips and working from a window in one of the big stores there. He had 'em laughing as usual but when he turned the joint most of the patrons went away from the spot with newly purchased items.

Many of the boys and girls have decided that it won't be a Cook's tour this season.

WALLY HEFT . . . former pitcher, is turning his sales ability to good account at the J. C. Penny downtown Milwaukee store, where he is a junior executive.

SAM BARI . . . ace pitcher, hit nationwide print recently when he posed in a picture to illustrate an article for a purse mag.

The successful pitcher is the fellow who keeps his own house in order. He doesn't have time to worry about what his cohorts are doing with theirs.

"THINGS HAVE BEEN . . . on the quiet side here," cards R. B. Cunningham from Corpus Christi, Tex. "I've been pitching key checks and Social Security plates to some total bloomers. Novelty and jewelry workers also are finding it tough here."

What are the new lines you are trying out this year?

PAUL HOUCK . . . secretary of the recently organized pitch organization, writes from his headquarters at 107 Pacific Street, Knoxville, that the group already has 31 members and it is continuing to grow. Paul points out that no dues are charged and that the organization already has done some good for the profession.

Fancy Freddie says: "The worst mistake I made with that item is that I didn't push it. The lads who did are in the bucks now."

POLACK, EASTERN

(Continued from page 73)

the Western unit, for his reports to The Billboard, which furnishes us with much interesting news concerning our many friends in that group.

Under the heading of "The mails must go thru," comes a postcard recently received by Irene Lafferty from Else Sydney. Else had mailed card to Irene last autumn, when Irene was with the other unit. Latest transportation tally, as reported by Conchita, finds this unit having 17 house trailers and 2 house trucks, in addition to the show's semis. The Malikovas motored to Fort Worth for a visit. Zenka returned with glowing reports.

Del-Ray is on the way to tying Dime Wilson in the hammer-and-nail department. Both are at it constantly. Keenest competition of the season, however, comes in the sunburn department, with quite a few involved in the race to see who burns the fastest and peels the most. Oh, our aching backs!—BILLY BARTON.

ORRIN DAVENPORT

(Continued from page 73)

Dearo, Dorothy Davenport, Mrs. V. F. Onhauser, Mrs. R. E. Spears, Mrs. Ray Hamerton, Margaret Pilling and E. S. Fraser.

Tuesday afternoon (11) the clowns and Harry Haag and his dogs gave a show on the lawn of the hospital for crippled children. Joe and Chester Sherman, Joe Lewis, Earl Shipley, Jimmy Davison and Gabby DeKoe represented clown alley.

Viola Rooks gave the crowd a thrill Saturday night (8). Her rigging slackened unexpectedly and she headed earthward, 30 feet below. She miraculously grabbed her trapeze bar with one hand, thereby saving herself from injury.

All are happy to see the Orantos back with their perch act following a bad spill in Detroit. Augmenting the Davenports for the Canadian tour are the George Hanneford family, Ethel D'Arcy and Leo Hamilton. Lola DeOca has recovered from a knee injury sustained in St. Paul.

Off the griddle: Joe Sherman bought a used Buick. Brother Chester says when Joe learns to drive along Michigan Boulevard (Chicago), he might even buy a new one. Jimmy Davison is teaching Joe to drive. . . . Billy Ward and Jimmy Olson took a 150-mile detour en route to Winnipeg. . . . Naomi Haag is back after a session in school. . . . Ruth McRae, assistant to Hubert Dyer, is displaying costumes by Languay. . . . Eleanor Velarde has natives gasping with her heel-catch finish and wardrobe. . . . Orchids to band leader Frank Cerbonne. . . . Chuck Marine, Max Fischer, Paul Schumacher and Big Joe Re Milletteare, property men, are doing a bang-up job. . . . Mrs. Ernie Clark is also with us. . . . A pat on the back to Patricia O'Malley, of The Winnipeg Tribune, for her fine coverage of the circus. . . . Our slogan is "Join Orrin Davenport and see North America."—DICK LEWIS.

ON APPROVAL

(Continued from page 4)

are excellently cast in the contrasting fem roles, with Miss Forbes doing a top-drawer job as the shrew. Henry Daniell as the egocentric Duke of Bristol is superb; while Hurd Hatfield, playing the very righteous Richard Halton, does a grand job with a part that just doesn't quite fit.

Lex Richards' staging leaves no loose ends, and the play moves as rapidly as can any wordy English drawing room comedy. Louis Kenner's settings are excellent and give the right expensive background to the play.

From its bow-in showing, the revival hasn't too much to offer the present-day theater, and the only conclusion to be drawn is that On Approval should be sent back.

Sidney Golly.

BRAND NEW . . .

"PEE WEE" MIDGET VIEWER . . . SELLS LIKE HOT CAKES!

Colorful girl picture; exciting, thrilling. Laugh provoking—when turning crank fine water stream hits face; safe, harmless. Mechanically perfect, with powerful magnifying lens. Retail \$79c up. Sample dozen, \$5.00 cash with order, shipped prepaid; gross, \$57.00 F. O. B. New York. 1/3 down, balance C. O. D.

Also "Elroy Was Here," plastic statuette, hand painted in 6 gorgeous colors—almost life-like—sample dozen, \$3.00 cash with order, shipped prepaid; gross, \$22.50 F. O. B. New York. 1/3 down, balance C. O. D. (supplies limited).

EASTERN SALES COMPANY
150 Nassau St. New York 7, N. Y.



MEN'S WATCH BRACELETS, \$11.50 per dozen. Yellow, Pink and Nickel . . . Gold Plated fronts. Stainless Steel backs. Guaranteed against mechanical defect. Sample assortment, one of each color, \$3.00; Counter Display Card, two of each color, \$5.75. 25% deposit, balance C.O.D. Made in U. S. A.

DIXON SALES CO., 114 Beaufort St., Providence, R. I.

Communications to 155 No. Clark St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

De Luxe Sales Company, Blue Earth, Minn., recently welcomed back General Manager H. C. Hayes from his travels, during which he visited the Premium Show and the NATD meet in Chicago and attended the four-states regional meeting at the Radisson Hotel, Minneapolis. Hayes is also active on behalf of the affiliated firm, De Luxe Manufacturing Company.

for better board manufacture and quality are always in the making here.

Natchez, Miss., has imposed a tax on punch boards, according to information from there. Boards are taxed under a recent city ordinance; all locations using them are taxed \$25 per month. The city has hired a veteran police lieutenant as a special investigator and tax collector.

Charles B. Leedy, Gardner & Company (Chicago) sales manager, is leaving Monday (17) on a six-week trip to wind up on the West Coast. Journey is a combination business-plus-pleasure jaunt (by air, of course) with stop-offs at Albuquerque and Phoenix en route. Charles states that firm's new Texas representative, Tom Rocky, is receiving some nice customer compliments down that-a way. Also that Larry Guysenir, veteran Gardner man, has returned to the road after an extended absence due to ill health. His friends and customers in the Chicago and Chicago suburban area are giving him some warm handclaps.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, is expected back from his Eastern tour in two weeks. Harold is rolling along in a new Chrysler convertible. . . . Walter McNamara, production head at McNamara Company, pellet board firm, reports addition of four new insert boards at the line-up this week. They are all 1,224-hole jobs, and are called Big Dough Charley (25-cent); Canary Diamond (5-cent); Double Header (5-cent), and Your Choice (10-cent). Firm's sales representatives, Philip and Bill, are currently on the road; Philip is in the Southeast and Bill in the Southwest area. . . . Consolidated Manufacturing Company's (Chicago) general sales manager, Irving Sax, is off on an Eastern trip; left early this week with a two-week tour ahead of him.

Jean Rawlinson, May 8 in Hartford, Conn.

HUGHES-BOICE — Edward Hughes, record salesman for Raymond Rosen & Company, Philadelphia distributor for Victor Records, and Mary Boice, model, May 8 in Philadelphia.

KIST-CARTIER—Virgil Kist, usher on the Ringling-Barnum show, and Patricia Cartier, aerialist on the same show, in Brooklyn May 1.

MEISTER-GOODHART — Frank Meister, kiddie ride owner, and Fern Goodhart, nonpro, April 29 in Reading, Pa.

PAGE-KYLEN—David Page, announcer at KIRO, and Mary Frances Kyles, May 1 in Seattle.

SHANNON-APPLEBY—Jim Shannon, announcer on KQV, Pittsburgh, and Anita Appleby, May 1 in that city.

STEINKAMP-SPRINGER — Raymond Steinkamp Jr. and Lucille Springer, receptionist at KMBC, May 1 in Kansas City, Mo.

UHER-KAYES—Bill Uher, with David LeWinter's ork, and Rosebud Kayes, May 4 in Chicago.

WOLFSON-BOXER—Joe Wolfson, with the theater department of the William Morris Agency, and Jean Boxer, May 9 in New York.

Births

A son, Bobby Lee, to Mr. and Mrs. Denver Crumpler May 3 in Charlotte, N. C. Father is the first tenor of WBT's Ranger's Quartet.

A daughter, Mary Ann, to Mr. and Mrs. W. H. (Heck) Hester April 27 in Savannah, Ga. Father is a concessionaire on the John H. Marks Shows.

A son to Mr. and Mrs. Eddie Abrams April 24 in Pittsburgh. Mother is Regina Peterson, accordionist; father is the former manager of Pittsburgh's Club 413.

A daughter to Mr. and Mrs. Milton Feldman April 28 in Hollywood. Mother is the former Imogene Carpenter, actress; father is an assistant film director.

A son to Mr. and Mrs. Leroy Hillman April 30 in Hollywood. Mother is Joan Barclay, actress.

A daughter to Mr. and Mrs. John Leban April 24 in Pittsburgh. Father is head of WCAE production.

A son, Louis Fenton, to Mr. and Mrs. Charles L. Popp March 16 in Jamaica, N. Y. Mother is Edith Delaney, dancer.

Final Curtain

(Continued from page 54)

Band at Ocean City, Md., and with the orchestra at the Philadelphia Opera House. Survived by his widow.

WOLFINGER—Mrs. Callie Frey, 73, pioneer motion picture character actress, in Los Angeles April 29. She was known professionally as Callie Frey. Survived by a brother and sister. Burial in Forest Lawn Memorial Park, Glendale, Calif., May 4.

YOUNG—Mrs. Mamie, 67, mother of Mrs. William Taylor, who conducts a woman's radio program as Martha Deane, May 10 in Starlake, N. Y.

Marriages

CHAPMAN-OLSEN — Charles B. Chapman and Dorothy Olsen, secretary at the American Broadcasting Company in Chicago, May 13 in that city.

COLEMAN-WARREN — Larry Coleman, composer, and Lynn Warren, vocalist, recently in New York.

CRAVEN-KRAUSS — Robin Craven, now in the cast of Strange Bedfellows, and Babette Krauss May 17 in Philadelphia.

DMYTRYK-PORTER — Edward Dmytryk, film director, and Jean Porter, actress, May 12 in Elliscott City, Md.

DIVELLI-SMITH — Alfred Divelli, Jr., who plays the Poor Jud role in the Oklahoma roadshow, and Barbara Lee Smith, member of the troupe's chorus, recently in San Jose, Calif.

HEEREN-CAPTOR—Vernon Heeren and Florence Captor May 8 in Chicago. Both are with the National Broadcasting Company in Chicago.

HUGH-RAWLINSON—Ivor Hugh, announcer at Station WCCC, and

SALESBOARDS

Holes	Name	Profit	Price
400	5c Dollar Bd., X.Tk.	Def. \$ 7.00	\$.59
1000	25c Charley	Def. 50.00	.79
1440	5c Cigarette Barrel	Def. 22.00	.99
1440	5c Barrel	Def. 18.00	1.15
1440	10c Barrel, X. Tk.	Def. 36.00	1.39
1800	5c Lulu Bd., X. Tk.	Def. 18.00	1.39
1000	25c J.P. Charley, Tk.	Avg. \$52.08	\$.84
1000	25c Action, X. Tk.	Avg. 56.30	1.39
1200	25c Tex. Charley, Seal	Avg. 102.28	1.74
800	25c Jumbo Q.T., X.Tk.	Avg. 65.30	1.59
1000	5c J.P. Asst. Bd.	Avg. 27.00	2.49
1050	5c J.P. Asst. Bds.	Avg. 31.00	2.69

NEW! 6 Tickets Per Hole Boards			
200	25c Kwik Fin	Max. Avg. \$38.50	\$2.45
200	\$1.00 Charley	Def. 50.00	2.45
2170	5c Red-Wh.-Bl. Tkts.	Def. \$39.50	\$1.29
2170	5c Red-Wh.-Bl. Fold Def.	39.50	1.39
200	25c Sure Shot Pad Deal	15.00	.89
1000	25c Kwik Fin Pad Deal	24.50	1.44
120	Tip Ticket Bks., gross, \$18.75; dot., \$1.99		
120	Baseball Tip Bks., Nat., Amer. Dot., 1.85		

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Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.98	1.80
800	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
900	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 28.00	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

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automatic beverage dispenser machines, paper cups. For information write: Haskell Vending Company, Haskell, N. J.

LIKE NEW STANDARD-MAKE BALL GUM MA-
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balls 5/8" gum, \$3.75. Limit, 4 cases per customer. Wm. R. Harris, 1731 Broadway, Paducah, Ky. my28

TOMMY GUN, \$55; KEENEY SUBMARINE,
\$50; Mitoosope Hoekes, \$65; Periscope, \$65; Anti-Aircraft, Keeneey, three, \$35 each; Watling 5c DJ Bell, \$15; Caille Electric Test, \$17.50; Call-o-scopes, \$15; A.B.T. Big Game Hunters, late, \$19.50. Deposit. McLennan, 335 W. Nevada, Detroit, Mich. j65

WANTED—EXHIBIT IDEAL CARD VENDERS,
late models. A. G. Sales, 533 N. 8th St., Philadelphia 23, Pa. my22

WANTED—JACK-IN-THE-BOX STEEL CAB-
inets. State price and condition. Lew Wolf Enterprises, 1022 Main St., Buffalo 2, N. Y. my29

WANTED—VEST POCKETS, STATE MODEL,
cond., price. Square Deal Novelty Co., Manteno, Ill. j65

WE BUY DIGGERS—ANY MAKE, ANY
amount, what have you? Wayland Metal Products Co. j65

5 PORCELAIN NORTHWESTERN 39 PEANUT
Machines, like new, \$45 for the five. T. O. Thomas, Paducah, Ky. j65

12 FLASH HOCKEY MACHINES—SACRIFICE
lot at \$35 each. 1 Tokyo Machine, \$20; 1 World Series Baseball, \$25; 1 Bally Bowling, \$20. Mel, 2216 W. Arthur Ave., Chicago 45. my22

16MM. CONTINUOUS PROJECTORS—COIN
operated. Used. In good condition. Will sacrifice. Moroco, 110 West 42d St., New York 18, N. Y. j62

3,500 BALLS 5/8 BUBBLE GUM AND RE-
conditioned Gum Machine for \$15. 4 deals, \$55. Graeff, 1232 Broadway, Toledo 9, Ohio. my22

ATTENTION! SALESBOARD AND PUSH CARD OPERATORS

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.

**HAVE YOU SEEN
THE NEW
HANDI-BRELLA
PERFUM-ATIC
UP TO
\$500.00 CAPITAL**
Can establish a lucrative business. Earnings upwards of \$200.00 a week. WRITE FOR COMPLETE DETAILS

**RAKE SPECIAL SALE
PURPOSE SALE**
\$25,000.00 SALESBOARD STOCK.
VALUES \$3.25 AND UP.
5c and 10c Jackpot—25c, 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
409 SPRING GARDEN ST. PHILA. 23, PA.
LOMBard 3-2676

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.
801 Wilshire Bldg., 328 W. Superior Ave.,
Cleveland 13, O.

Boston Box Score

Highlights of the Boston pinball situation, in which the Boston Licensing Board and Charles H. McGlue, as administrator of the new city ordinance licensing games for operation, are as follows:

Locations Banned by the Boston Licensing Board: All places licensed to sell food or beverages including bars, grills, taverns, cafes, restaurants, etc.

Approved Locations Under McGlue's Jurisdiction: All places not licensed to sell food or liquor, such as shoeshine parlors, empty stores, theaters, gas stations, railroad stations, bus terminals, public buildings, etc.

Jurisdictional Dispute: Little variety stores which have food, soft drink licenses, known as common victualers, licenses which are issued by the BLB.

Current Status: McGlue, for the city, says Boston will open up June 1. Mary E. Driscoll, chairman of the BLB, says the board will continue its ban on pins in locations under its jurisdiction.

Action: Further meetings between McGlue and the license board to determine whether or not pins will be allowed in variety stores.

Hy Greenstein Buys Bush Distributing in Minneapolis

MINNEAPOLIS, May 15.—Hy Greenstein, owner of Hy-G Music Company, Seeburg distributor in this territory, has purchased the business and three-story building owned by the Bush Distributing Company, Aireon jobbers here, Greenstein announced Thursday (13).

The sale, completed a week ago, became effective Monday (10). Although no figures were made public, it was learned that Greenstein paid Ted Bush, president of the Bush Distributing Company, in the neighborhood of \$100,000 for the business and building.

Greenstein, in the coin machine business since 1931, said that he will move his office, showrooms and service department to the new location at 253 Plymouth Avenue, Minneapolis, by June 1, using his present quarters at 1415 Washington Avenue S. for storeroom purposes. Hy-G Music's SICM division, managed by Greenstein's son-in-law, Al Lieberman, will remain in its present quarters at 1417 Washington Avenue S., Greenstein said.

In taking over the building occupied by Bush, Hy-G Music acquires 30,000 square feet including, in addition to its three floors, a basement and a side-entrance loading dock.

Aireon Deal Out

Greenstein, who has a crew of 13 persons employed at Hy-G, said he will retain most of the 19 employees in

the Bush organization. He stressed that the deal does not include the Aireon distributorship nor the two routes operated by the Bush organization.

Greenstein said that his organization will feature only four lines in the new establishment: Seeburg music, Watling scales and Gottlieb and Chicago Coin pin games. The first three have been under the Hy-G banner and Greenstein acquires Chicago Coin's franchise from Bush. Philco television, which Bush contracted for on a dealership basis, is being dropped, Greenstein asserted.

Greenstein said the only change he contemplates in his new location, is the addition of an air conditioning system which will be installed immediately. He will continue the operation of the record department which has been a mainstay of the Bush organization.

Rose in Charge

Solly Rose has been placed in temporary management of the Bush organization, with Sam Sigal named chief auditor there until the Hy-G firm moves into the new location.

Only last January 1 Greenstein took over sole ownership of Hy-G Music, buying out the interests of his partner Jonas Bessler. Firm has been (See HY GREENSTEIN on page 128)

Aireon Appoints Craig Sales Head; Will Reshape Policies

KANASS CITY, Kan., May 15.—Appointment of Bernard D. Craig as general sales manager of Aireon Manufacturing Corporation was announced this week by Harold Pearson, president of the firm. Craig, who has been associated with Aireon the past six years and for the past five years as an officer of the firm in charge of the finance department, will direct a new general sales management department, it was stated by Pearson.

According to Pearson, creation of the new department was effected in order to co-ordinate the firm's sales facilities, covering not only the phonograph division but all facets of the organization. With Craig at the top, it is the plan of the organization to most effectively use Aireon sales representatives in all fields covered by Aireon.

A three-day sales meeting held the

Boston Pinball Situation Snarled as License Bureau Ignores City Ordinance

Fight Over Location Jurisdiction Boils

BOSTON, May 15.—The snarled pinball location situation in this city continued unsettled this week as Charles H. McGlue, recently named by Mayor Curley as administrator of licenses for pinball machines and other automatic devices, locked horns with the Boston Licensing Board to determine why certain types of locations were included under the ban against the games issued by the latter body.

Basically, McGlue reported, he had no argument with the licensing board ban on the taverns, cafes, bars, restaurants, etc., but was seriously concerned over the extension of the ban to variety stores (which have food and soft drink licenses). While the licensing board has jurisdiction over all places licensed to sell food or beverages (see accompanying chart), and has banned pinball games from those locations under its jurisdiction, McGlue this week reported the city would open up on the games June 1 as planned, with the operators paying a \$30 a year a machine license fee. These locations would include those places not licensed to sell food or liquor, such as shoeshine parlors, empty stores, theaters, gas stations, railroad stations, bus terminals, public buildings, etc.

Arcade Tax

Influx of pinball games into amusement arcades thruout the city, expected when the licenses become effective June 1, has brought up another matter which has yet to be settled. At the present time there is a \$1,000 tax on these amusement centers, so called because they have 50 or more machines on the premises. According to McGlue, now that the ordinance licensing machines is going into effect, it is assumed the tax for amusement arcades will be removed.

"It wouldn't be fair," said McGlue, "to tax the machines on top of the other tax, and now that the machines are to be licensed there is no need for the amusement center (arcade) tax."

Discussing the free-play angle of the new ordinance, McGlue stated: "No one has ever differentiated on free play. There has been no question on free play, and free play will continue."

Will Open Up

"We are definitely going thru with this thing," reported the license administrator, "and Boston will be opened up to pin games in all places under our jurisdiction. That is all I can say at present except that we are continuing our discussions on the matter with the Boston Licensing Board."

The city ordinance under which McGlue is functioning is expected to raise \$40,000 annually (approximately 1,300 machines licensed at the \$30 a year fee) for the city treasury.

The Boston Licensing Board is a (See BOSTON PINBALL, page 128)

C. Schlicht To Key Post At Jennings

With Mills 25 Years

CHICAGO, May 15.—O. D. Jennings & Company has appointed Charles Schlicht, effective Monday (17), to the newly created post of director of sales research, J. Raymond Bacon, firm vice-president, announced yesterday (14).

In his new capacity, Schlicht will spend the major part of his time contacting Jennings division superintendents, and distributors. He will also contact operators in various parts of the country in an effort to smooth out problems peculiar to certain areas.

Prior to joining Jennings, Schlicht was with Mills Industries for 25 years. Joining the firm in June, 1923, when it was known as Mills Novelty Company, he was successively paymaster, auditor, bell sales manager in the Western division and finally manager of the music division.

Leon Maurada, Williams Exec, Dies Suddenly

CHICAGO, May 15.—T. Leon Maurada, general manager of Williams Manufacturing Company, died Monday morning (10) of a heart attack while en route to his office.

One of the industry's top executives for the past decade, Maurada has been with Williams for the past three years. From 1936 to 1942, he was vice-president of Rock-Ola Manufacturing Company. During the 1942-'45 period he served as a member of the War Production Board.

Survivors include his widow, Helen; his mother, Mrs. Elizabeth T. Maurada Spahmer, Philadelphia; a daughter, Olivia, and a brother, Maj. Fred J., U. S., Army.

previous week (6-8) was attended by all regional sales managers of the firm, Pearson reported. Problems confronting the phonograph industry were discussed and promotional plans in this phase of the corporation's activities were reshaped. Advertising policies to be pursued in the future were also formulated.

Meanwhile it was learned that the Reconstruction Finance Corporation (RFC), major creditor of Aireon, and the Federal Reserve Commission (FEC) were both in local courts late this week in an effort to clarify the status of the Aireon reorganization plan. The RFC has urged that Aireon file the plan immediately and that a hearing be set as soon as possible on the plan. The FEC has objected to the RFC plan and has asked that the filing of the plan be delayed several months in order that parties involved may get more operating experience.

N. Y. C. Situation Still Uncertain

NEW YORK, May 15.—Game operation here remains in a state of uncertainty. Little developed last week to indicate what the final outcome might be, whether games would be allowed on location under strict city supervision or be banned entirely. Anxiously awaited is the action to be taken by the city council's committee on general welfare, which is expected to report on its findings on the proposals before it next week. Meanwhile, reports have circulated that the trial in New York County Supreme Court, to determine the legality of police seizure of games, which has been scheduled for next Wednesday (19), may be postponed.

CUP-BOTTLE BATTLE ROYAL

Aggressive Bottle Vender Tactics Slow Cup Growth

High equipment costs biggest factor contributing to slowing down of cup drive—bottlers open aggressive drive with direct-to-location sales of machines

By Dick Schreiber

CHICAGO, May 15.—Cup-type soft drink venders are drawing the short end in their running battle with bottle units to capture existing locations and open potential stops. And the cup industry gradually has come to realize that this competition will be far more intense than had been anticipated. That, at least, is the consensus expressed privately among operators and manufacturers of cup-type units. This attitude is a marked reversal of the situation which existed when post-war production on both types of drink units was started. At that time the cup industry looked to the future with unbounded optimism and that optimism was reflected in the cautious approach many bottle vender manufacturers took to their post-war market.

Bottlers Held Back

At that time, too, many bottlers held down their purchases of bottle machines, fearful that they might be caught when the cup vender manufacturers worked up quantity production. Instead of ordering bottle units freely, to expand their routes, the bottlers themselves expected to jump into the cup operating field.

A number of factors have caused the present situation where bottle venders and the bottlers who operate that type of unit have dropped their defensive tactics and gone off on the aggressive. One of the principal factors has undoubtedly been the high initial investment required to start a route of cup venders. This high cost makes it necessary for the cup vender to maintain high volume, and high volume stops are not too easily come by.

Break-Even Comparison

For example, cup operators point out that they have to sell a minimum of 126 drinks per day to break even; more than that to make a profitable operation. The bottle unit, on the other hand, only needs do 48 sales per day for a profitable operation. This places the cup machine at a decided disadvantage—a disadvantage which can be traced back to high initial investments and higher operating expenses.

More than one cup operator has been startled during the past six weeks to find that a bottler has placed a spanking new bottle machine, complete with coin changer, alongside his cup unit. No matter what gross the bottle machine swings away from the cup unit, this fact remains: The cup unit needs to maintain high volume while the bottle unit can show a profit with much less volume.

Intensive drive which the Coca-Cola Bottling Company has put behind its bottle venders in recent months has had its effect on cup vending. Out to cover the market as rapidly and as thoroughly as possible, Coca-Cola salesmen have been able to deliver and place quantities of bottle machines while cup operators were waiting for equipment. The necessity for finding those necessary high-volume stops, too, has slowed down placement of cup venders, again giving an edge to the bottle unit drive.

Sale of Locations

Exploring every possible market, Coca-Cola has solicited orders direct from locations, selling machines (See *Bottle Vender* on page 111)

Sked Mid-June Production On Kalva Venders

CHICAGO, May 15.—Kalva Venders, Inc., has scheduled mid-June production on its four-flavor bottle vender and improved three-flavor machine, W. J. Tynan, advertising manager, reported this week.

Four-flavor unit, Kalva Quad, debuted at the Atlantic City ABC convention, was originally promised for April delivery, but due to short steel supplies production date was pushed back. Six test models have been on location the last three months, Tynan stated. Production models will include refined cabinet and mechanical design, including divided front door panel (upper half only opening for servicing), coin mechanism and coin box mounted inside on solid panel instead of being a separate removable section of the panel as in first hand-built units. Package unit type condenser in base of machine will be mounted on rollers for convenient inspection. Previous method of vending two flavors thru a single delivery chute is retained. With built-in coin changer, the vender will be price pegged at \$387.50. Capacity will remain as in original models: 10 cases, 144 seven-ounce bottles in vending section and 72 bottles in pre-cool.

Firm's three-flavor vender has a re-designed cabinet top, delivery me-

(See *Production Skedded*, page 111)

N. J. Senate Okays 80% Cut In Cigarette Vender Tax

TRENTON, N. J., May 15.—A measure introduced in the New Jersey Assembly Saturday (8), approving amendment of the State cigarette tax law which goes into effect July 1 and reducing the proposed tax on cigarette venders from \$5 to \$1 per year, was passed by the Senate Wednesday (12). Measure is slated to go to the governor for signature within 10 days.

When signed, the measure will balance to some extent the recent bill pegging a 3-cent tax on a pack of cigarettes which was signed by Governor Driscoll last week. Tax is expected to return about \$14,200,000 in new revenue to the State treasury. While popular cig brands vary in price thruout the State, it is expected

Gum Galore

WASHINGTON, May 15.—Per capita consumption of chewing gum has increased from 39 sticks in 1914 to 130 today, industry figures reveal. The U. S. now consumes seven times as much gum as the rest of the world combined, and all from an inauspicious beginning in 1885 when Americans first adopted the habit from the Indians.

Bulk Drink Sanitation Clinic Set

Cup Machines Major Topic

ANN ARBOR, Mich., May 15.—National Sanitation Foundation (NSF), with headquarters at the University of Michigan, will sponsor the first annual National Sanitation Clinic here June 22-25, NSG Executive Director Walter Snyder announced this week.

Clinic will cover 12 separate subjects dealing with sanitation in bulk liquid dispensing in public places. One discussion will deal with soft drink cup vending exclusively. Six representatives of the drink vending industry, and six public health officials, will be on the panel. These representatives are being selected.

Purpose of the two-day meeting is to arrive at agreements on recommending sanitary standards and codes to local and State officials dealing with same. It is expected that resulting bulk drink dispensing information, sanitation-wise, will promote better understanding by lawmakers of the problems facing the manufacturers and operators of such equipment, plus rendering detailed description of the function and construction of such equipment. Arming both legal and manufacturing groups with all aspects on sanitary bulk drink dispensing will bring about smoother and more satisfactory relations, NSF officials state.

Eastern Sets Kenro Vender Sales Plans

Cade Named Sales Manager

PHILADELPHIA, May 15.—Eastern Engineering & Sales, Inc., here, newly organized firm which will manufacture the Kenro ice cream bar vender, this week reported an experimental run of pilot models completed, with plans for full production in June. Initial production is set for a minimum of 100 venders per day.

James R. Kendig, a graduate of General Motors Institute of Technology and experienced in the refrigeration field, is president of Eastern. Samuel Rogove, former production man for National Cash Register Corporation, is secretary-treasurer. Vice-president and general sales manager is Charles L. Cade, former sales manager for Packard Manufacturing Company. This marks Cade's first trip into the vending machine field after spending 12 years in automatic music as business manager for Music Machine Operators' Association here and also distributor for Wurlitzer and later for Packard before taking a position as sales manager with Capehart's firm.

Machine is designed to dispense chocolate ice cream bars just as they are packed by ice cream companies, for 10 cents. Capacity is 140 three-ounce bars and present plan, Cade revealed, calls for a \$595 list price. Dimensions are 32 by 29 by 66 inches and weight is 325 pounds with a shipping weight, F. O. B. Philadelphia, of approximately 400 pounds. Other features include front loading, all steel cabinet, Duco baked finish, fluorescent light on front, empty indicator light, freon-12 refrigerant, four-inch fiberglass insulation, double lock on front door, quarter horse open-type compressor, thermostat switch, expansion valve and dryer, temperature control, automatic counter and slug rejector. Service guarantee of one year is to go with each machine, Cade pointed out.

Sales Thru Distrib

Sales plans call for Kenro to be sold only thru franchised distributors now being set up by Cade on a cross-country trip. "We will not sell direct to the operator or location owner," Cade declared. "We feel that (See *Eastern Sets* on page 111)

Standard Products Takes Over Sales Of Snead Cup Mch.

CLEVELAND, May 15.—Standard Products Company announced this week the recent completion of negotiations which give them sole sales, distribution, service and manufacture of the Snead automatic cup vender. New arrangement includes the specification that Standard must produce a minimum number of machines to maintain the agreement.

Standard has been manufacturing the Snead machine for Stewart Products, and under the new arrangement will pay a royalty to Stewart on each vender sold, as the latter controls the patents.

Standard's vender operation, formerly based at Marine City, Mich., is now located at the firm's largest division in Port Clinton, O.

**Silver-King's New
2 for 1c
BALL GUM VENDOR**



(PATENTS PENDING)

No mixing—no adjustments.
Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new, improved '48 "Silver-King."

Nut and Ball Gum Vendors, 1c-5c, U. S. and Foreign Coins.

AT ALL THE BEST DEALERS OR WRITE
SILVER-KING CORP.
622 DIVERSEY PARKWAY, CHICAGO, ILL.

ALL SILVER KINGS

Can be bought on
TORR TIME PAYMENT PLAN
16 weekly payments. Write for details.

New Greeting

CAMERA CHIEF

\$19.95

Including 3 Sets of 8 Pictures Each.

Can be bought on Time Payment Plan in lots of 5 or more.



ROY TORR

LANSDOWNE, PENNA.

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.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 35



OPERATORS' CHOICE

One of the best makes on market. Slug proof, all steel, glass or brass, no cast iron or aluminum. As low as \$11.00. Write for prices and circulars. Free.

Address mail to Dept. 6.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky.

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery 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.
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THE "CHALLENGER"

THREE MACHINES IN ONE
The Most Attractive Three Unit
Hot Nut Machine Produced.

TROPICAL TRADING CO.
716 W. Madison St. Chicago 8, Illinois

**Sandusky Kids Eat
Cake; Have It, Too!**

SANDUSKY, O., May 15.—Monthly profits from gum vender commissions are being used by the local Kiwanis Club to provide a free dental clinic for first and second grade pupils in all Sandusky and other Erie County schools. The club arranged for the spotting of 125 ball gum machines throughout the city for the Toledo area distributor.

When the State-owned truck containing dental equipment, X-ray machine, visits Erie County, local dentists board it to give the exams, with Kiwanians footing the bill with their gum fund.

**Bottle Vending
Unit Patented**

WASHINGTON, May 15.—A bottle dispensing unit for use in vending machines was listed in the May 11 issue of the United States Patent Office publication, *Official Gazette*, carrying Patent No. 2,441,519. Patent was granted to Edward A. Terhune, Oak Park, Ill., who made application October 4, 1945, and carries Serial No. 620,325.

Device is described as follows: In a dispensing machine, a plurality of parallel upright magazine compartments, each having an elevator for supporting article to be dispensed therefrom, means for actuating said elevators in consecutive order by step-by-step movement to eject the articles one by one from openings at the tops of said compartments, the ejection openings of said compartments being disposed in cascade relation to each other, and means for bridging each of the lower ejection openings to form a continuous chute for guiding an article by gravity from a higher opening across each lower opening to a discharge station.

**Birmingham Revises
Vending Mch. Taxes**

BIRMINGHAM, May 15.—Merchandise venders located in industrial plants for employee use here will henceforth be taxed a percentage of gross business instead of a per-machine basis as result of recent amendment to the city license code passed by the city commission.

New schedule provides for a fee of one-tenth of one-tenth of 1 per cent on the first \$100,000 or less of gross receipts and three-fortieths of 1 per cent on anything above \$100,000.

Taxes on machines in all other locations remain on a per-machine basis with annual rates unchanged. These are: Penny machines \$1; machines selling merchandise for more than 1 cent, \$7; pay toilets, lockers and hotel radios, \$1 and cigarette machines, \$12.

City was first of any size in the State to make changes required under new State statute that permits venders in industrial spots to be taxed only on a gross receipts basis.

**Runyon Sales Shows
Keeney Cig Vender**

NEW YORK, May 15.—Runyon Sales Company introduced the Keeney electric cigarette vender to the local trade at a showing in the outlet's 10th Avenue store Friday (14).

Showing is scheduled to run thru Monday (17). As factory representatives for J. H. Keeney & Company, Runyon will handle sales of the vender in New York and New Jersey. Barney Sugarman, president, stated.

**Frantz Readies
Coffee Vender;
\$200 Price Aim**

CHICAGO, May 15.—J. F. Frantz Manufacturing Company here will start production on a new coin-operated "urn brew" coffee vender within 30 days, John F. Frantz, firm head, announced this week. Vender, called Aristo Coffee Vender, is designed primarily for industrial type locations and will be available in three, five and eight-gallon capacities. Current plans call for a price tag of \$200 on the vacuum tank with coin mechanism, and if realized will make unit lowest priced in the coffee-vender field.

Frantz stated that the unit will be set for nickel operation, vending a nine-ounce cup. It will be a counter or table model, consisting of a stainless steel vacuum tank (holding the brewed coffee) with a patented coin device which is attached to the dispensing section of the tank. Operator may brew the coffee at a central headquarters, fill his vacuum tanks and deliver these tanks to locations, removing the empty tank from its stand and attaching the coin mechanism to the full tank, Frantz declared. Any standard brand coffee may be used.

Push Type

Coin mechanism will be the push-type, and designed to lock into place on the coffee tank proper. When a nickel is inserted, patron pushes the slide, manually holding a paper cup beneath the delivery spout to receive nine ounces of black coffee. After the nine-ounce portion is vended, mechanism automatically closes delivery valve. According to Frantz, a test model has been on location in a local factory for three months.

Firm also has plans to mount companion sugar and cream venders on same mounting fixture with the coffee vender. At present these are non-coin-operated devices, but may be equipped with a 1-cent mechanism to deliver a measured portion of cream and sugar. A separate paper cup dispenser will also be made available, vending paper cups for a penny each. Entire assembly of four units is to be mounted on a common stand, Frantz stated.

Coffee tank with coin mechanism (one coin device is needed for every two tanks to permit switching of full and empty tanks on location) will be pegged at one price, with the sugar, cream, cup dispensers at additional cost, it was stated. Use of vacuum type liquid containers permits filling at a central spot, delivering to location at a steaming temperature, which will be maintained for over a period of 20 hours, Frantz said.

**All American Names
Nelson Distributor**

SAGINAW, Mich., May 15.—Robert E. Fletcher, president and sales manager of All American Electric Corporation here, manufacturers of the All American shoeshine machine, announced appointment this week of Jack Nelson Company as Chicago area distributor.

Fletcher stated that the firm's shoeshine machine was in full production, with 600 units produced per month. The All American machine is the improved model of the Ace shoeshine machine, latter firm having been taken over last month by Fletcher. New model incorporates a coin counter, fluorescent lighting, enclosed coin box and a light switch. It is available for either dime or nickel operation.

**BACK OF EVERY
KUNKEL
HOT POPCORN VENDOR**
(Automatic-Electrically Operated)
(Machine Listed Underwriters' Lab.)
30 YEARS' EXPERIENCE
in coin-operated machines

Compare These Features
PRICE \$189.50 F.O.B. Los Angeles (5c or 10c Mach. same price)



- ★ Beautiful Baked Enamel Finish
- ★ Sturdy Steel Cabinet
- ★ 99 1/2% Slug Proof
- ★ Low Electric Consumption
- ★ Can Be Filled Without Operator Calling
- ★ Easy To Service and Clean
- ★ 16"x16" Wide, 62" High
- ★ 67 Lbs. Approx. Net Weight
- ★ Practical—Dependable

OPERATORS!
Vend Peanuts in the Shell. You can easily and quickly adapt your Kunkel Model K Popcorn Vendor for vending Hot Peanuts in the Shell with Kunkel Conversion Parts "Kit." Machine easily converted back to vend popcorn.
"KIT" PRICE \$9.95

F. O. B. Los Angeles

Write for Name of Your Nearest Distributor

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Dept. N
356 So. Broadway, Los Angeles 13, Calif.
MADison 6-3746 Cable Address: NOSOAM
Distributor: New York and New England

RONI SALES COMPANY
(Max Weiss and Isadore Bordansky)
4315 Church Ave. Brooklyn 3, N. Y.



**VICTOR'S
MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE, Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
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ALL VICTOR MACHINES

recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 16 weekly payments.
WRITE FOR DETAILS

SPECIAL

Imported—Small Stone Set Rings, 10 Cts. to Carlon, \$12.75. Samples, 25c. Full Cash With Order. Parcel Post Paid.

ROY TORR

LANSDOWNE, PENNA.

CHARMS

- ... that are different
- Curious 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. 1/2 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.


World's Smallest Slot Machine Just Arrived
Brand New
IMPS
\$12.95
Lots of 12 \$13.75
Lots of 5 \$14.50
Sample \$14.50
1/2 or 5/8 Cig. or Fruit Reels



Northwestern
DELUXE
WORLD'S FINEST BULK VENDER
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.



ADAMS 1c GUM VENDOR
The most beautiful machine ever built. It's compact. The latest type mechanism is slug-proof. Capacity: 342 pieces. Size: 17 1/2" high, 10 1/2" wide, 5" deep. Six columns. Color: Red and Blue.
\$24.00 EA.
ADAMS GUM
Per Box of 100, 52¢. Minimum 10 Boxes.



BAT-A-BALL JR.
BRAND NEW
A real money making counter game at a fraction of its original cost. Timed right for the coming baseball season cash in on the interest. Original Price, \$79.50.
WHILE THEY LAST
\$10.00 EA.
In Lots of 10
Sample, \$11.95
Prices Do Not Include Stands.



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.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

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.
MARK 7-3181

March Candy Dollar Sales Increase 13%

Total Hits \$74,729,000

WASHINGTON, May 15.—Dollar sales of candy manufacturers continued to soar, with March sales 13 per cent above the previous March and 4 per cent higher than February, the U. S. Commerce Department reported last week.

Estimated March sales were \$74,729,000. Total for the first quarter of this year was \$212,779,000, an increase of 12 per cent over the same period in 1947.

Despite the increase in dollar value, poundage sales were spotty in March with some lines up and others down. Bar goods sales jumped from 63,516,000 pounds in March, 1947, to 82,070,000 last March. Pound sales of package goods were almost identical for two months. March, 1948, sales were 4,785,000 pounds, while sales for the previous March came to 4,589,000 pounds.

Pound sales of bulk candy, however, were off considerably, dropping from 16,467,000 pounds to 10,218,000 pounds.

Gross income also was spotty for manufacturers around the country. The 22 firms in New England averaged a 50 cent increase over the previous March, while 11 companies in Georgia and Florida reported a decrease of 34 per cent.

In Pennsylvania, 44 firms reported gains of 6 per cent, while the increase averaged 15 per cent for 24 California manufacturers. Eleven candymakers in the corn belt, however, said their sales declined 30 per cent.

New Keeney Cig Mch. Shipped to Distribs

CHICAGO, May 15.—J. H. Keeney & Company, Inc., began shipments of the first production models of its new electric cigarette vender to distributors last week, William Ryan, general manager, reports.

Firm's sales manager, John Comroe, is concluding a tour of the country, during which he demonstrated the new machine to operators. Trip included displays in New Orleans and other Southern areas, and more recently in Columbus, O., Cleveland, Philadelphia and Boston. Latest showing was made to operator groups in New York.

New nine double-column vender features simplified electrical operation and servicing.

New Stamp Vender Debuts in Boston

BOSTON, May 15.—The first coin-operated automatic stamp vending machine, manufactured by Commercial Controls Corporation, Rochester, N. Y., was installed in the main Boston post office this week.

Machine, placed opposite the stamp windows, vends five 1-cent stamps for a nickel; two air-mail stamps for a dime, and five 3-cent stamps for a dime and a nickel.

Frank in New Quarters

ST. LOUIS, May 15.—C. R. Frank, distributor of popcorn and vending machines in this area, has leased a new building at 218 Olive Street and will take over the 4,300 square foot area as his headquarters shortly. Frank will occupy the building for offices, display and warehouse purposes, it was stated.

Jiggle - Jangle No Go for Cigarette Machines, Says Fry

ST. LOUIS, May 15.—Ben W. Fry, president of the National Vending Machine Company here, in a United Press syndicated article, said the average American's short temper has cost the cigarette vending machine industry a lot of money. Fry revealed that National had spent \$250,000 and 11 years to perfect the ultimate in electric cigarette machines which will go on the market soon.

"The outstanding thing about the new machine is the push button," said Fry. "In short, the customer doesn't have to pull a lever or jiggle one. Without jiggling, cigarette machine sales will go up 30 per cent."

The push-button electric machine is not new, having been on public location for more than a year. But the console, scheduled to be unveiled by National in July, according to Fry, includes new improvements and has on it five exclusive patents.

The new vender, said Fry, will take nickels, dimes and quarters, totaling the insertions for the customer in case he is distracted and loses count. A change-maker handles the return of overage payments, i.e., if the cigarettes sell for 20 cents, and a quarter is inserted, a nickel is returned along with the smokes.

"There is absolutely no way the new vender can confuse the customers or make them mad," reported Fry. "They'll probably like it so much they'll buy two packs instead of one just to watch it work."

'47 Penny Scale Shipments Soar

WASHINGTON, May 15.—Shipments of penny weighing scales during 1947 reached a total wholesale value of \$2,582,553 for the highest total in history, the U. S. Commerce Department revealed last week.

This amount was about 50 per cent higher than 1946 figures and some 200 per cent higher than 1939, the last pre-war year for which Commerce has records.

To avoid what Commerce calls "revealing operations of individual companies," no estimate of the number of scales sold was given. There are only 11 firms making this type scale, Commerce asserted.

Steel Lack Delays Automatic Coledrinx

CHICAGO, May 15.—Automatic Coledrinx Company here, manufacturer of the Coledrinx soft drink cup vender, may resume production in the near future if necessary steel supply is obtained, according to firm official George Grant.

Coledrinx Company introduced its first model prior to the war, continuing partial production during first part of the war from parts on hand. Firm's present model, a 350-cup machine, is being readied for re-introduction should the steel situation improve.

New Hume, Hagerson Popcorn Mch. Named

CHICAGO, May 15.—Hume, Hagerson, Inc., here, manufacturers of the new popcorn vender (*The Billboard*, May 15), announced the trade name of the machine this week. New vender is called Pop 'n' Hot and is a de luxe cabinet, large capacity (18 gallon) unit. Jack Nelson Company was appointed national distributor for the machine.

Ask for Prices on Our
NEW ADVANCE SLUG PROOF, FOUR COLUMN, SELECTIVE TYPE CIGARETTE VENDOR



Address mail to Dept. B.
T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.

NEW MACHINE OFFER! RADIANT 1c VENDOR

Beauty in Design—Lasting in Quality—Trouble-Proof. Globe capacity approximately 7 pounds. Handles 140, 170 or 210 balls to the pound. No Adjustments—No Missing—Positive Delivery. Build up your route with Beautiful RADIANT VENDERS. ESTABLISHED PRICE—\$13.95

Until June 1 only, upon the purchase of 10 machines at the special LOW PRICE of \$115.50. F. O. B., we will include FREE 25 pounds of No. 1 (140 Count) Radiant-1c colored bubble ball gum. ACT NOW!
Terms: 1/3 cash with order—or better yet, send full amount and save C. O. D. charges.
ALBERT M. KOPLA
4904 N. Springfield Ave., Chicago 25, Illinois
Telephone: Juniper 8998

VICTOR'S MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE, Chews, 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 38



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 9-0609

JOIN OUR BUYING ORGANIZATION
Co-operative confection distributing. Buy all your supplies at cost plus. Write for full details. Distributorships open for all states. Standard brand candy bars, 12-34 count, also 100 and 200 count vend packs. Popcorn, 100% coconut oil processed and machine. Bulk candies, Fountain groups and concentrates. Large lots of all items available. Immediate shipment. We furnish, finance and supply merchandise and 74-bar U-Select-It Venders for those territories nationally. Write for prices.
Cinephone Confections Distributing Co.
717 W. 119th St., Chicago 28, Illinois

Reconditioned
1c or 5c
**SILVER
KINGS**
Late Model
\$8.95
EA.
Lots of 10
Sample, \$9.95



CAMERA CHIEF
\$17.50
EA.
Lots of 10
Sample, \$19.95



**VICTOR'S
NEW,
SENSATIONAL
CUSTOM BUILT
UNIVERSAL**
1-23 .. \$13.95 Ea.
24 or
More .. 13.50 Ea.
**IMMEDIATE
DELIVERY!**



ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

**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



SPECIAL
25 lb. Case, 3,500 to 3,700 5/8"
BALL GUM, \$5.75
LIMIT 4 TO CUSTOMER
WM. R. HARRIS
1731 BROADWAY PADUCAH, KY.

**VICTOR'S
SPECIAL FINISH
MODEL V**
24 or more .. \$12.25
1 to 23... 13.00
**EMPIRE
COIN
MACHINE
EXCHANGE**
1012 Milwaukee Ave.
Chicago 22, Ill.



**Peanut Price Relief
Hope Fades Away**

WASHINGTON, May 15.—Chief of the peanut section of the Department of Agriculture's Fats and Oils Division, W. T. Parker, recently went on record as stating that congressional supporters of legislation designed to give candymakers relief from high peanut prices have decided there is little chance for such action at this session of Congress.

At a recent meeting here discussion centered on the possible enactment of legislation, proposed by the Committee for the Peanut Industry, which called for "immediate resale by the Commodity Credit Corporation of such peanuts as it purchases, at a loss equivalent to the difference between its cost and 80 per cent of the support price." This would equal 72 per cent of parity.

Parker stated that while the European Recovery Program and military legislation have provided the biggest stumbling blocks to passage of the committee's proposal, enactment of such a bill would "amount to subsidizing one industry and would let the bars down, making it necessary to subsidize them all. . . ."

**Set Up Drink-o-Mat
Distrib in Kentucky**

FRANKFORT, Ky., May 15.—Secretary of State here has issued a charter to the Kentucky Drink-o-Mat Corporation, Elizabethtown, it was announced this week.

According to the papers, 500 shares of no par stock are listed. V. O. and Dorothy Brown, and M. K. and Caroline Loucks are listed as principals in the organization.

Mailomat Locations Gain

ATLANTA, May 15.—A Mailomat, first coin-operated "automatic mailman" to be placed in operation in the South, is located in the lobby of the main postoffice here. Machine, manufactured by Pitney-Bowes, Inc., is also in operation in nine other cities at this time.

Postmaster Lon Livingston, commenting on the addition of the Mailomat, stated: "This machine emphasizes the Post Office Department's policy of extending its mailing service by making it possible for people to mail letters without stamps and after hours. It will cut down wait-in-line (time) when stamp windows are crowded. A letter can be mailed at any hour of the day."

Initial mailing made thru the new machine was a letter sent by Livingston to Postmaster General Jesse Donaldson in Washington.

It is planned to place 50 Mailomats in other cities thruout the country in the near future.

**NEW
MODEL G
5¢
BULK
VENDER**
Operator's
Price
\$8.95
UNIVERSAL
Distributing Co.
Box 1333
Des Moines 16, Iowa



ALL TYPES OF NUTS
Fresh Roasted and Salted To Order
CALIFORNIA FINEST SMALL ALMONDS
Count 48 to 48 Per M
Cashews, Vendor's Mix, Span, Peanuts, Pistachios (Red), Filberts (Small).
Reduced prices. Write for daily quotations.
Interstate Food Products
New York, N. Y.
81 Avenue "C"
GRamercy 5-0123

**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

Manufactured by
ABC POPCORN CO.
3441 West North Ave.
Chicago 47 • DICKENS 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)



**Pre-Popped
POPCORN**
Packed in moisture-proof bushel bags \$1.12
In handy moisture-proof 2 1/2 pk. bags... 70¢
Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)
Also cheese corn, smoked corn for immediate shipment.

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
Uneeda Model 500, 9 Cols., 350 Pack Cap.	115.00
Uneeda 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 Model R, 5 Cols., 150 Pack Cap.	40.00
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
Stewart-McGuire, 8 Columns	35.00
NEW Uneeda, 8 Columns, 510 Pack Cap.	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00

UNEEDA MODEL E SPECIALS
15 Cols., 350 Pack Cap., \$55.00.
12 Cols., 300 Pack Cap., \$52.50.

10c CIGAR MACHINES
7 Column, Capacity 175 \$32.50 | Single Column, Capacity 50 \$22.50
1¢ Stick or Tab Gum Machines, 500 Cap. \$17.85
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

**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.

Atlas
1c ACE VENDOR
ALL PURPOSE, ALL PRODUCT VENDOR
Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11 OHIO
ESTABLISHED 1929
WRITE FOR PRICES AND DETAILS
Jobber Inquiries Invited



PIONEER

**INTRODUCTORY
DEAL
ON
VICTOR'S
SENSATIONAL
NEW CUSTOM
BUILT
ALL-PURPOSE
UNIVERSAL**



6 Victor Universals,
\$83.70, plus 80 lbs.
Spanish Peanuts.
All for **\$95.70**

- Victor Model V—Sample \$12.50
- Victor Model K—Sample 12.85
- 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.

**5/8-140 Ct. Colored
Bubble Ball Gum**
(Makes Colored Bubbles)
25 Lb. Ctns. 28¢ Lb.
100 Lb. Ctns. 27¢ Lb.
(Freight Prepaid)
REG. 5/8 BUBBLE BALL GUM
25 Lb. Ctns. 26¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid)
FULL CASH WITH ORDER

Pos Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
Pos 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.
401 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

**Survey Shows Coin Laundries
Increase Home Washer Sales**

NEW YORK, May 15.—Automatic washer dealers' fears that the spread of commercial half-hour laundries have cut deeply into the sales potential of washers for home use were somewhat allayed this week when the results of a survey of users of Westinghouse-equipped laundries were made public. The survey, conducted by Fact Finders Associates, Inc., indicated that the reverse was true and

that, if anything, the spread of half-hour laundries has aided home sales of automatic washers. An important factor in the trend toward increased home sales, according to the survey, has been the educational value of half-hour laundries. People use them, get to like the service which automatic units offer and, in many cases, purchase units for their own use later on.

**Parrish Firm
In Production
At New Plant**

CHICAGO, May 15.—W. G. Parrish, Inc., here, has completed its move to new quarters at 824 W. Ohio Street and is now in full production on its varied line of bulk column candy venders, W. G. Parrish, firm head, has announced.

New building, owned by Parrish, is three stories high and gives the firm 18,000 square feet of production space as compared with the 2,500 square feet occupied by the Parrish organization at its former Clinton Street headquarters.

Parrish line consists of one, two, three and five-column bulk candy venders.

**Snively Vending Co.
Names New V.-Pres.**

WINTER HAVEN, Fla., May 15.—John A. Snively, president of the Snively Vending & Sales Company, last week announced the election of Arnold G. Peek as vice-president in charge of sales of the firm.

Peek has long been associated with the canning industry, and the past 14 years served in an executive capacity with the Polk Canning Company, Tampa.

The Snively interests include operation of their own groves, packing houses, box factory, canning plant and concentrate plant.

The new Snively Dispense-o-Lator vending machine is now in production, and is expected to help relieve the over-production of fruit in Florida by vending a special blended juice drink for 5 cents.

**Cig Sales Show Increase;
Cigar Consumption Steady**

WASHINGTON, May 15.—Cigarette consumption for the year ending June 30, 1948, will be well ahead of consumption during the 1946-47 fiscal year, while cigar consumption will be about the same, Agriculture Department estimated this week.

Cigarette consumption for the current fiscal year will be between 365,000,000 and 375,000,000 as compared with 361,000,000 during 1946-47, Agriculture said. Cigar consumption is expected to hold steady at 35,750,000, the same as for the last fiscal year.

Agriculture noted that cigars selling at 8 cents and less have experienced a sales pick-up in recent months. For the first three months of 1948, the cheaper brands made up 42 per cent of all cigar sales as compared with 39 per cent for the same period in 1947.

CHARMS Write at once for free details on how CHARMS can double or even triple your profits in bulk venders. Lowest prices on Plastic and Metal Charms, Stone and Canine Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Billbois, Bells and Juggling Beads.
BECKER VENDING SER. BRILLION, WIS.

Only 2 Per Cent Dissatisfied

Interviewers who asked self-service laundry patrons if they liked the way the Laundromat washed their clothes found that 97.7 per cent said yes. Only 1.9 per cent answered no, while 0.4 per cent refused to answer. I. F. Brownson, manager of the laundry equipment department of the Westinghouse Electric appliance division, remarked of these results:

"This level of user satisfaction is much higher from a washability standpoint than we have ever been able to achieve in the domestic field. This is chiefly due to the fact that so many homes don't have good hot, soft water supplies as do the laundries."

The survey disclosed that close to 22 per cent of the patrons owned conventional-type washers, but used the half-hour laundries nevertheless. They gave as reasons that the service offered was faster, easier and more convenient. Some noted that their own machines were broken down or in bad shape. A large percentage of these persons indicated they would buy automatic washers when they could afford to do so.

**Chi Firm Revises
Small Drink Vender**

CHICAGO, May 15.—General Vending Machine Corporation, in announcing production on the new Midget bottle vender, reports minor cabinet design changes in the final production model.

E. A. Terhune, firm general manager, explained that changes consisted of a single, top-to-bottom hinged side panel instead of the former two-piece type, and addition of louvers to be both front and rear of the base of the machine, instead of the mesh screen ventilators on either side only. Bright work has been added to edges of delivery compartment for increased eye-appeal and wearability. Addition of a baffle plate behind the delivery door eliminates possibility of merchandise pilferage.

Firm has plans for introduction of an additional multiple-flavor bottle vender in the medium and small sizes.

**BRAND NEW
1948 SILVER KINGS, \$12.50** In Lots of Ten
Sample—\$13.95



**HOT NUT MACHINE,
Silver King—\$29.95**

Good Substantial Stand—
\$3.50 Each.

CROSS BAR
New design— for 2 machines.
Fits most any peanut ball gum machine. Sturdy, light-weight of aluminum.

\$1.00 EACH

CASH-BOX
Brand New—Just Out. Aluminum molded, for inside base of all Silver-King models except hot nut machine.

\$1.00 EACH

DEVICES NOVELTY SALES CO.
407 N. Milwaukee Ave. CHICAGO 10, ILL.
Exclusive Silver-King Distributors
Chicago and Suburbs

**5c GUM
AND
5c HARD CANDY
AND
MINT VENDORS**



for Charms, Lifesavers,
Gum and similar sized products.

ALKUNO & CO.
408 Concord Ave., New York 54, N.Y.
MElrose 5-7757
Mechanical Manufacturing
Laboratories

Northwestern **IN STOCK!**
6 Lb. Globe
Less than 25 \$11.00
Less than 100 10.75
100 or more 10.50
Write for prices on
Models 33, 39 and
Deluxe Venders.

**EMPIRE COIN MACHINE
EXCHANGE**
1012 MILWAUKEE AVE. CHICAGO 22

**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.

**BUILT for
OPERATORS**



**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
87 EAST ARMSTRONG ST.—MORRIS, ILLINOIS



**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.



**BEAT COMPETITION
WITH
SILVER KING**

2 for 1¢ Ball Gum Venders.
Finest Top Brand Ball Gum,
1 to 3 cases, 3,500 to 3,700
balls, \$10.00 per case; 3 or
more, \$8.75; freight paid.
Shipped day order received.
Other 5/8" gum low as \$6.75
per case. Silver Kings low as
\$10.55.

Address mail to Dept. B
T. O. THOMAS CO.
Phone 2131 Paducah, Ky.
1572 Jefferson

**1948
IMPS**

1¢ or 5¢
Cigarette
or Fruit

\$12.95

Lots
of 12

\$13.75, Lots of 5. Sample, \$14.50.
Here's the Finest Bell in the world.
A brand new Three Reel Counter
Game that is worth its weight in
gold. Finished in brilliant colors.

1/3 Deposit on All Orders.

**SHIPMAN
TRIPLEX STAMP
MACHINE**

Brand new!
Vends 1c, 3c
and 5c Air-
mail Postage
Stamps.

Sluggproof,
compact,
foolproof.

Immediate
Delivery.

Operator's
Price
\$39.50

Write for Catalog on Bulk Venders, Games, etc.

STAMP FOLDERS
For Shipman,
Schermack, Vic-
tory.
10,000 ... \$ 5.75
25,000 ... 13.95

Distributors inter-
ested in selling our
advertised ma-
chines, write for
details.

PARKWAY
MACHINE CORPORATION
623 W. NORTH AVE. DEPT B • MADISON 1947 • BALTIMORE, 17, MD.

MAKE BIG MONEY!
... IN YOUR OWN BUSINESS

START A PROFITABLE ROUTE OF "HI-HO" JUNIOR 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.
760 HAYES ST. SAN FRANCISCO, CALIF.

OPERATORS, NOTICE

Your complete vending needs can be fulfilled by our all-around service.

- Brand New Atlas Vendors... \$12.50
 - Silver King Vendors 13.95
 - A. B. T. Challengers, like new. 24.95
 - Adams Gum Vendors, like new. 17.50
 - Heavy Steel Stands..... 4.00
- 1/2 Deposit—Balance C. O. D.

WE CARRY A COMPLETE LINE OF NEW AND EXPERTLY RECONDITIONED MACHINES. WRITE FOR PRICE LIST.

Danco Coin Machine Co.
1304 E. Baltimore St., Baltimore 31, Md.



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.

FOR SALE 1 Mills Coffee Bar

Used three days—Accepted in trade on KWIK-KAFE.

Priced for Quick Sale.

KWIK-KAFE OF CALIFORNIA, INC.
8439 Melrose Ave., Los Angeles 46, Calif.
Phone: WEbster 3-5313

WRITE FOR OUR CATALOG VENDORS' SPECIALS

- Mdse. Stands, Solid Steel—Weight 25 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 7, Pa.

Bottle Vender Tactics Slow Cup Growth

(Continued from page 106)

to offices and similar spots. Cup operators admit that the great majority of direct-to-location sales have been made to locations where the volume would be too small to profitably support cup machines. But even so the whirlwind placement of bottle units and direct-to-location sales has directly contributed to the slow growth of the cup vender.

Operators who have many years' experience know that the field for cup venders, at present prices, is narrow. The very narrowing of potential locations has been a factor in keeping cup vender production from reaching the kind of quality necessary to effect a cut in prices. This, the operators are quick to point out, is a vicious circle because the cup manufacturer, unable to build and maintain volume of production, can be expected, sooner or later, to hike his price.

Cut-Throat Commissions

To complicate the cup vending picture and give the bottle unit an even further edge, operators on the East and West Coasts are faced with competition—most of it from green hands—which is paying up to 50 per cent commission to the location.

Twenty per cent is the average maximum which experienced cup vending operators say can be paid to locations, which means that anything above this figure must come out of profits. Eventually, experienced operators insist, the firm which pays outlandish commissions will find itself out of business. But meantime, this sort of commission warfare is having a telling effect on the growth of the cup business and aggravates a situation already made serious by the aggressive promotions of the bottle venders.

EASTERN SETS KERNO

(Continued from page 106)

the only way to merchandise coin machine equipment is thru the distributor. There will be no direct selling."

In commenting on the sales potential of the ice cream bar, Cade cited fact that 18 per cent of the bulk sales in ice cream are in ice cream bars, and with the introduction of the vending machines the percentage will increase considerably. As a result, he added, the ice cream industry is most interested in the sales possibilities thru them.

Newspaper Feature Plays Up Venders

TORONTO, May 15.—Phil Gustafson, writing in the *Star Weekly* here, featured two coin-operated devices in a special story called *Into the New Machine Age*. Units used to illustrate the feature story, and included among the new developments in the postwar era were the Shine-o-Mat and the toothbrush vender manufactured by the One-Use Tooth Brush Corporation.

Listing the two units among the achievements of the push-button world, Gustafson said: "High labor and material costs are being licked by industry with machines so fast and highly automatic that they make pre-war tools look like spinning wheels."

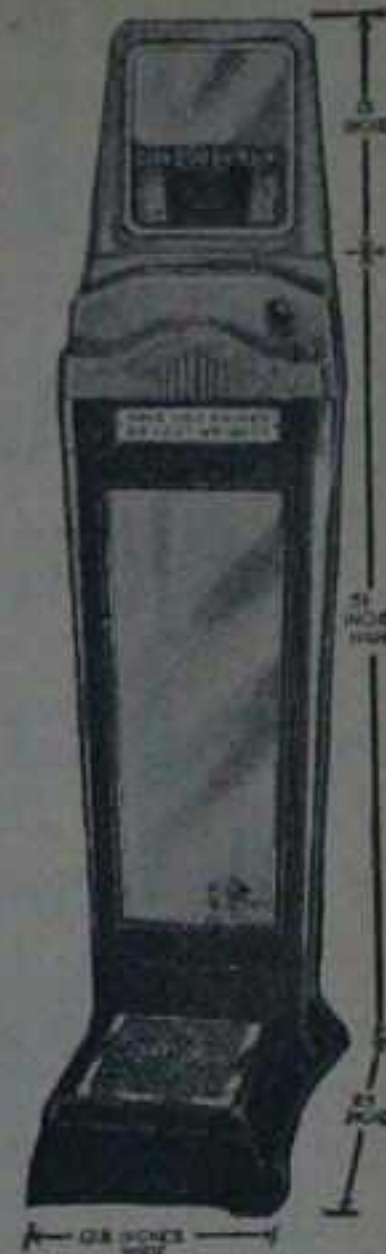
Production Skedded To Start on Kalva Venders in Mid-June

(Continued from page 106)

chanism and method of carrying ready-to-vend and pre-cool bottles. New machine, called Model D-3, retains the dry-cooling principle. One-piece top is retained with new front and rear sides extending thru to the top, thus shortening the lid length. Removable side-panel has been eliminated. Because of the reversal of the vending and pre-cool positions, delivery mechanism now incorporates three fingers, which pushes each bottle on a level delivery to the patron. Moving one of the three vending levers on front of unit moves the delivery mechanism manually. Formerly, the pre-cool was below that of the vending section, thus utilizing a drop-type delivery chute. Bottles for pre-cool are now stored in a special rack above the vending compartment.

The Kalva wet-cooler, designed for reach-in, non-coin use, will continue to be made available in a coin-operated model with addition of a conversion unit. As built and introduced before the war, this remains the same; a rack-like unit which fits into one-half of the merchandise compartment and permit multiple selection of from one to seven flavors. Unit is designed for installation in marginal-type locations where larger, automatic equipment would not be feasible, Tynan declared.

CHICAGO, May 15.—E. J. Brach & Sons in a statement just released to stockholders by Edwin J. Brach, president, announced that operations for 1947, on both dollar and tonnage basis, were the largest in firm's history. Net profit totaled \$3,607,770, equal to \$18.14 a common share; net sales for 1947 amounted to \$42,439,066.



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OPS DISCUSS 10-CENT PLAY

Detroit Juke Ops Test Six For 25c Play

Marston Reports Results

DETROIT, May 15.—The six-for-a-quarter idea on juke box play has been actually tested here by several operators under the watchful eye of Max Marston, of the AMI Distributing Company, who told *The Billboard* the results:

"Six plays for a quarter is a better idea than anything that we can do, unless we get a 6 or 7-cent coin. We have tried it on 50 to 60 locations. Some operators indicated their satisfaction because, even tho there was no increased take, there was a smaller quantity of nickels and more quarters to count. In other words, there was less work for the collector. And I don't think we were driving away any actual business—if a man drops a quarter instead of five nickels, you can't say fewer people played the machines.

"Seventy-five per cent of the operators who tried it reported increases of five to six dollars per week—a very encouraging sign," Marston declared. "However, most operators are reluctant to make the change. If the manufacturer made the change-over at the factory, there would be more success with the six-for-a-quarter idea, rather than leaving it up to the operator to make the switch.

"Location owners like the idea. It has increased their average income a little bit. It is my theory that the oftener a phonograph is played, the more money it will take in in the long run, because that free play will encourage more people to drop more money into it.

"Everywhere it has been tried the operator and the location owner are for it, even if it has not meant an actual increase of business.

"There has not been a single case of loss of business reported on any location where the six-for-a-quarter (See *Detroit Ops Test* on page 117)

Editorial

Let's Look at the Facts

In recent weeks there has been a resurgence of discussion relating to the matter of a 10-cent play. This revival of the issue comes at a time when the operators of music equipment are being affected, seriously so, by regional and industry-wide conditions that have hit them right where it hurts the most—in the pocketbook.

There is no argument that increased income for the operator is the uppermost problem to be solved in the business today. Everyone agrees that in theory the 10-cent play sounds good. So does a guarantee off the top from the weekly take, with commissions over and above the guarantee. So does a higher commission rate for the operators.

But the juke box business is operated on fact—not theory. What might sound good on paper, or in a discussion group, may not work out in practice.

Can it work? The question that must be answered before any industry-wide policy such as a switch to dime play can be formulated, has been left unanswered in much of the recent talk about 10-cent play. Instead, reports have been circulated leading to the creation in some quarters of an erroneous impression that all industry leaders, including distributors, operators and operator associations, are firmly behind a movement to bring about a 10-cent play in the phonograph field.

Actually, these reports are unfounded. True, there are some isolated cases in various sections of the country where 10-cent play has worked out. But they are few and far between, and the circumstances which have made these operations successful can not, and are not, applicable to the general music route.

This is fact—attested to by men whose activities have been synonymous with the coin-operated music machine industry since its beginning. Even the newer members of the industry have but to go back one year in their memory to recall a similar attempt to push 10-cent play, and that memory is not one they readily wish to recall. For it cost many operators hard-earned cash from an already dwindling income (as compared to wartime grosses) to discover that "you don't have to lock the stable door after the horse has run away."

The Billboard has, in the face of these recent conflicting reports, made a spot survey in representative areas thruout the country in an endeavor to present the trade with a factual, responsible view of the situation—a view expressed by the men in the industry who should know whether or not a 10-cent play is feasible now, or in the future. In these columns in this issue, and again next week, detailed results of the survey will be presented.

Every operator has a right to his own opinion. Whether or not he likes the idea of a 10-cent play is not important industry-wide. But whether or not he can make it work is of importance to every other operator in the field. That the majority of them know or feel 10-cent play is not possible can be seen from a sampling of answers to the survey:

"Dime play is not the answer to the music machine business today."

"We doubt very seriously if it would increase the revenue."

"A year ago 10-cent play failed practically without exception. Conditions are even worse today."

"Virtually impossible."

"Just isn't in the cards."

"Would be unprofitable in all locations."

And so on down the line where the average music route is the (See *LET'S LOOK* on page 116)

Many Opposed To Upped Fee At This Time

Ops Take Firm Stand

By Norman Weiser

CHICAGO, May 15.—While there are instances where 10-cent music machine play is not only possible, but is now actually operating at an increased profit to the route owner, the general opinion, based on past experiences, thruout representative areas of the trade, is that the 10-cent play is ill-advised at this time and that such areas as New York, Philadelphia and Los Angeles, as well as Chicago and many other larger cities are definitely opposed to its introduction.

Reasons for the opinions vary according to the area, but basically most operators feel conditions would not warrant an increase in the juke box play price. Many point to the experiments along these lines a year or so ago, when tests ended in a rout, with many of those operators involved chalking up heavy losses. These operators say: "It's too late." Many agree the time to have made an industry-wide attempt to hike the price to 10 cents was during the war years, when most locations had heavy transient trade and regular customers were making and spending more money regularly.

All important in the 10-cent play question, as far as music machine operators are concerned, is the competition factor. Unless all equipment in an area is operating on a dime-play basis, individual operators would not attempt the price increase. In some cities where operator associations are strong enough (due to their heavy memberships) to bring about almost 100 per cent co-operation in a move such as this, the associations, in most cases, are opposed to the price increase because of current business conditions.

In the following, *The Billboard* presents the first part of a spot survey on operator reactions to the 10-cent play question. Next week a similar check with associations will be printed.

(See *OPS DISCUSS* on page 118)

AMI Intros Model B Juke Box

35 Distributors Plan Shows All Next Week

Raise Price on Model A

GRAND RAPIDS, Mich., May 15.—AMI, Inc., will hold simultaneous operator showings of its new 40-selection music machine—the Model B—in the headquarters of its 35 distributors for one week beginning Sunday (23), John Haddock, AMI president, announced this week. Both the Model B and its predecessor, the Model A, are in full production.

Outstanding feature of new model (See *AMI INTROS* on page 117)

Swing Time Music Develops Progress Chart for Routemen

CHICAGO, May 15.—Vince Angeleri, A. A. Swing Time Music here, has evolved a daily route progress chart for each of his routemen that gives a weekly spot-check on business trends. System, put into practice several weeks ago, accurately indicates the rate of play for that section of a route worked on a particular day against collections on the same day of the previous week. Thus each work-week affords a five-section break-down of every route, showing comparable returns from each section of 10 or so machines every day.

Aside from affording week-by-week comparison in increase and decrease (See *Swing Time Music* on page 116)

Tele Sports \$ Woes Up; Next Move Cutback?

Ops Watch Developments

CHICAGO, May 15.—Further crystallizing the sports-in-television picture this week was the settling of the New York boxing situation, wherein the fighters appearing on cards that are televized will receive 25 per cent of the tele take, thus increasing the possibilities of a cut-back in sports telecasts come the fall and the wind-up of the baseball season (*The Billboard*, May 15). Another factor along (See *TELE SPORTS \$* on page 116)

Dennison Quits Videograph Post

NEW YORK, May 15.—H. F. Dennison, former president of the Videograph Corporation, producer of the Videograph combination television-juke box unit, resigned from the company this week and announced that he is forming a new organization to be known as the Dennison Sales Company. The new firm will act as national sales agents for Videograph, except for the New York area, and for the Solotone Corporation, Dennison stated.

Dennison Sales will specialize in coin-operated music and television equipment. It will introduce in the near future a new unit "which will open a large field to profitable operation." But the firm's founder refused to disclose any details at this time.

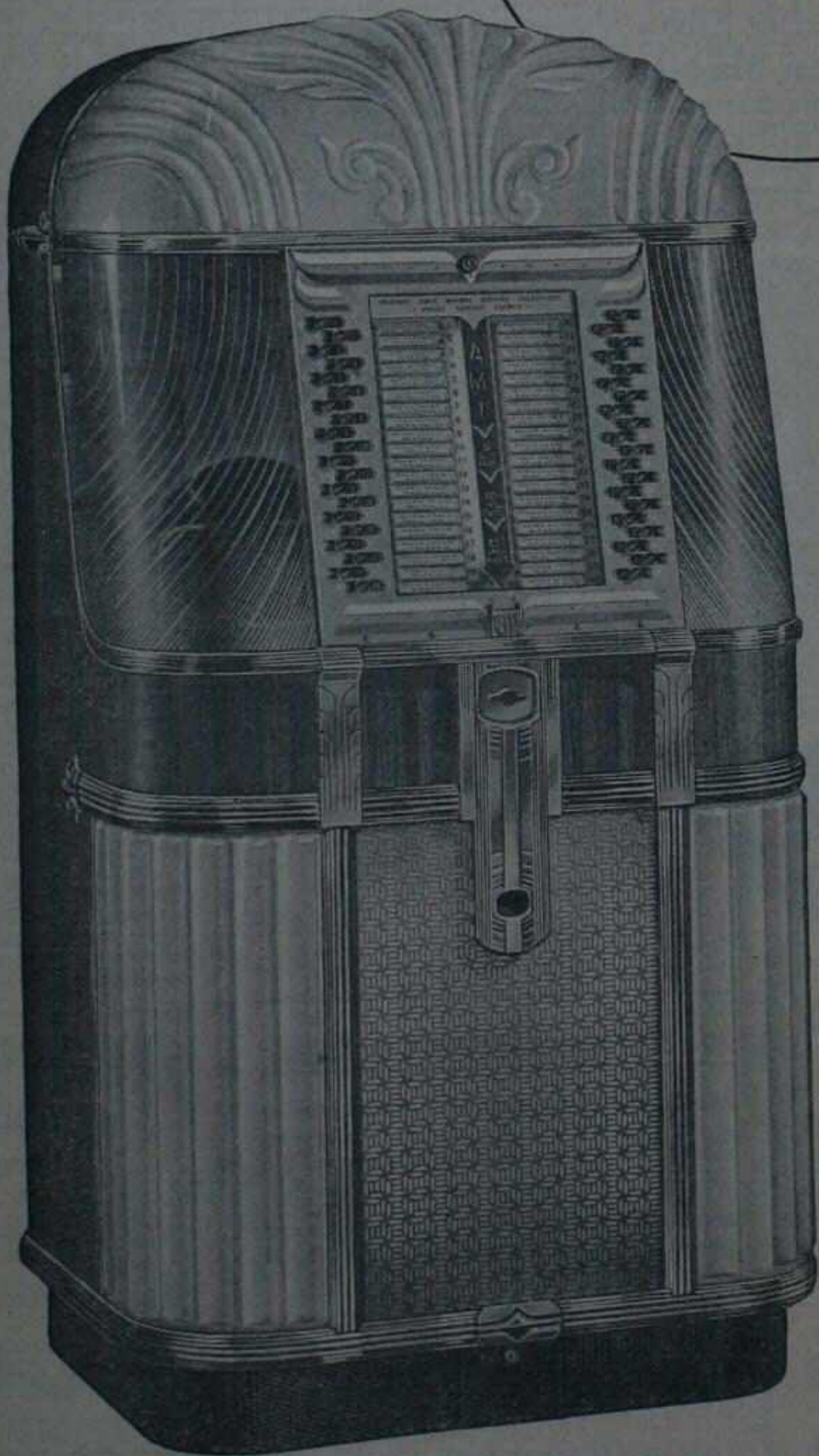
Lou Forman is now president of the Videograph Corporation. Copyrighted material

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AMI's New Model "B"

DELIVERY NOW!

40 selections!

Plays both sides of 20 records.

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Only 64 x 33 x 24

more flash!

In flaming color, visibility of mechanism, more sensational than any phonograph.

quality!

Mahogany plywood cabinet; beautiful tone; precision mechanism; many new features for location and operator.

SEE YOUR AMI DISTRIBUTOR NOW!

AMI Incorporated

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Runyon Sales Starts AMI Service Classes

NEW YORK, May 15.—A bi-weekly servicemen's class, to acquaint operators and mechanics with the most effective methods of maintaining the AMI juke box, has been started by Runyon Sales Company, local AMI distributor. The class, meeting every other Wednesday in the Runyon showroom on 10th Avenue, is taught by AMI factory engineers.

Practical service problems that are likely to be met in keeping routes in top working order are the concern of the class, according to Morris Rood, Runyon executive, with theoretical matters kept to a minimum. Servicemen are encouraged to discuss individual problems with the engineer-instructor. Most questions are answered by demonstrating proper procedure on the juke box itself.

The instruction is available free to all operators owning AMI equipment and will continue as long as interest and attendance warrant.

Two Cities Add Tele Stations

WASHINGTON, May 15.—Operators in New Haven, Conn., will have their first taste of full-scale television this month, when WNHC-TV begins operation. Station is operated by the Elm City Broadcasting Company and will eventually become an affiliate of the DuMont Television Network.

Second station scheduled to begin operations this month is WATV, Newark, N. J. While operators here have been faced with tele competition in the past, as many bars installed sets to pick up New York City sporting events, the addition of a regular outlet in the city, with the resulting publicity, is expected to heighten interest in the public locations sets.

Maport Holds Show For Filben Maestro

PORTLAND, Ore., May 15.—Bob Portale, Maport Distributing Company, played host to a large group of operators at an "open house" here Sunday, May 2. Occasion was the official opening of Maport's new

UST Names Distrib In Salt Lake City

SALT LAKE CITY, May 15.—Arnspiger & Ostler, Inc., has been appointed by the United States Television Manufacturing Corporation (UST), as the firm's distributor here it was announced this week by Hamilton Hoge, president of the manufacturing firm.

Arrangements for the local distributor were completed recently by representatives of the distributor and John Hoge, UST vice-president, who is on an extended trip thru the West. Following the Salt Lake City visit, Hoge continued on to California where he is now making a survey for the firm.

showrooms and the first Pacific Coast showing of the Filben Mirrocle music line.

As this was the first chance operators here have had to see Filben's new Maestro, plenty of coinmen were on hand to inspect it. In addition, the line of games Maport had on hand was the subject of plenty of operator attention.

De LaViez Says Showmanship Is Industry Need

WASHINGTON, May 15.—Lack of showmanship is the chief cause of the troubles of the juke box industry, Hirsh De La Viez, president of Hirsh Coin Machine Corporation, told the Washington Music Guild (WGM) this week.

"The reason for the condition of our business is its operation," he said. "We lack showmanship and our business is show business," De La Viez declared, however, that thru the use of "modern merchandising, scientific marketing principles, and showmanship, the alert juke box operator can combat any competition and more than hold his own."

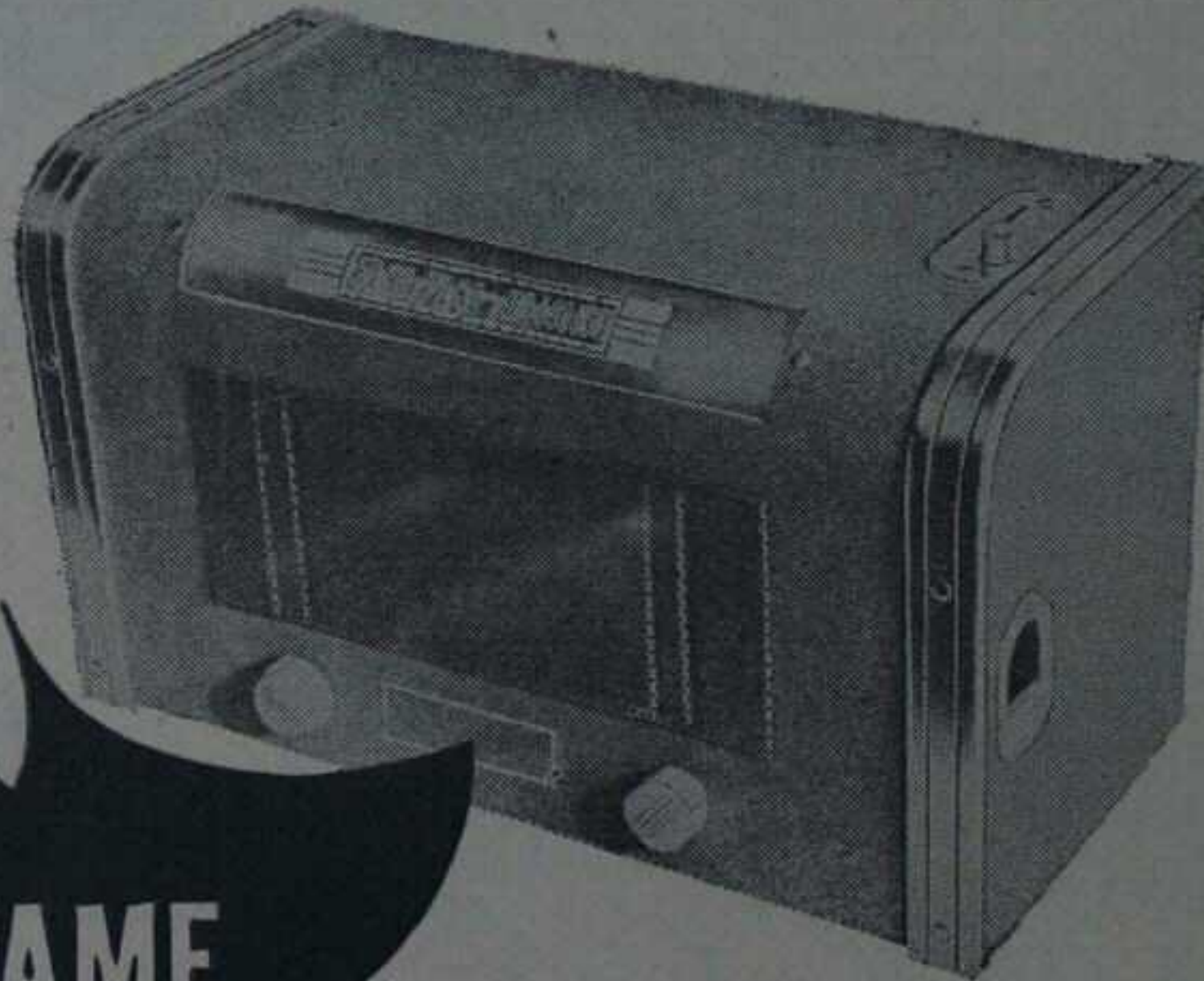
De La Viez went on to say that "individually, operators just gripe and complain, unwilling to face cold facts, reluctant to accept the time-proven truth that advertising and promotion can help them in exactly the same financially profitable fashion as it has all other firms selling to the public."

He plugged the promotion program planned by a New York organization, which started the "hit parade" idea. The firm, he said furnishes posters listing the month's song hits, which are placed on the juke boxes. De La Viez stated that his company has used the service for several months with the result that "we have increased our take anywhere from \$2 to \$8 per week, and the amazing part is that we have saved about 35 per cent on our record purchases. We achieved this saving by following the system of keeping the records on our boxes until the next month's poster is released."

Turning to the subject of operator faults, De La Viez declared: "Operators, and particularly their servicemen, almost completely ignore the demands of the public. Due to high pressure selling methods or other reasons, they load their machines with records that have no chance of becoming popular. They forget that the public cannot be forced into buying anything that is unacceptable."

Another common fault, he said, is that tune titles "are often illegibly written by hand, in many cases so indistinctly that the potential player is unable to read it. Many plays are lost thru negligence of this sort."

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Build Up Your Own NAME AND REPUTATION IN THE COIN-OPERATED FIELD!

The Pioneer Manufacturer of Coin-Operated Radios Offers You Choice of:

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- (2) Standard Model bearing your own name.

1/3 Below List Prices...Immediate Deliveries

OUR STANDARD MODEL...newest in Coin Radios. Has everything necessary for successful public operation and complete protection of profit. Absolutely tamper-proof and trouble-proof, conserving your time and giving the maximum in customer satisfaction.

Has famous ATC TIMER UNIT with . . . (a) Flush button that clears coin mechanism of bent coins and foreign objects (pins, etc.) without costly servicing. (b) Permanent magnet rejects all ferrous slugs. (c) Operates in upright position only. Anti-tilting device guards against recovering coin deposit or extending cycle of play.

20 OUTSTANDING FEATURES INCLUDING:

AUXILIARY VOLUME CONTROL. Limits playing at any hour without disturbance to adjoining rooms. Adjustment made only by owner-held key.

SPECIALLY SELECTED SPEAKER and output transformer, giving magnificent tone as pleasing as console-type radio.

PERFECT OPERATION IN POOR SIGNAL LOCATIONS due to tuned radio frequency stage. Case designed as an electrostatic antenna, giving maximum performance in steel buildings without positioning set. No wires to connect.

ATTRACTIVE MODERN DESIGN. Neutral wrinkle finish with polished metal trim . . . harmonizes with any interior. Slide rule dial and many other features.

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Mobile Taverns Beat Juke Ban by Renting Equipment

MOBILE, Ala., May 15. — Gov. James E. Folsom's much-repeated campaign promise of a person drinking his beer to the tune of some good juke box music has come true in this city, even beyond the governor's expectations. It has been made possible by music machine operators who have closed the coin chutes and are renting their equipment for free-play in the locations. While the juke boxes are playing their songs about *Manana* in at least 60 downtown Mobile cafes selling beer and whisky, the hillbilly bands and the piano players who formerly furnished the musical entertainment in these locations will have disappeared by today (15).

While the Mobile city commission and Mayor Charles Baumhauer continue their stand that juke boxes will not be licensed to operate (by coin insertions) in places selling alcoholic beverages (according to State law each municipality has the right to license or refuse licenses for juke boxes in taverns, bars, etc.), the latest song hits continue to spin on juke box turntables thruout the city, and the operators and locations are satisfied with conditions as they are.

\$10 a Week Plus

Operators are getting \$10 per machine per week rentals and the locations buy their own records. Locations are not complaining at the average \$18 weekly cost (including rental and record fees) as they were shelling out anywhere from \$15 to \$50 per night for the live talent.

Despite Mayor Baumhauer's stand, those units now on location are operating entirely within the law, simply because the coin chutes on the machines are sealed with adhesive tape, and are operating on a completely free-play basis.

"The city of Mobile has no intention of issuing juke box licenses," said Mayor Baumhauer, "but if the machines are giving music without charge the city cannot interfere."

Learning of the juke boxes operating in the city's taverns, etc., County License Inspector Tom L. Holly is checking all machines to determine if they have State and county permits, which cost a total of \$12.50 a year. A spot check revealed that all equipment had the permits posted on the machines. While Holly stated machines would be yanked if they did not have the permits, it appeared certain that all locations would be will-

ing to ante up the additional \$12.50 in fees, in view of the savings effected by eliminating the live talent. A piano player, for example, costs \$15 per night and up. A three-piece hillbilly combo runs upward of \$50 per night.

Many customers frequenting the locations where juke boxes have supplanted live talent apparently have approved the move. A survey made here shows that these locations have shown increases in gross revenues of as much as 300 per cent since the switch was made.

Everybody Pleased

Operators and location owners alike told *The Billboard* they were pleased with the present arrangements. The former get a straight \$10 per machine each week on the rental basis and must service the equipment. But their record costs are eliminated. Locations, while footing the bill for the disks, can make their own selections, and even the cost of the records (which approximates \$8 per week according to the locations, since disks wear white faster from the constant play) makes the entertainment problem a cheaper one here.

Location owners and operators alike reported that if the city does relent, and allows the juke boxes to operate with their coin chutes working, the locations and operators will effect a commission basis for operation to replace the rentals.

Automatic Distrib Opens New Quarters

CHICAGO, May 15. — Automatic Phonograph Distributing Company will hold open house Sunday and Monday (23-24) at the formal opening of its new headquarters at 806 N. Milwaukee Avenue, Mike Spagnola announced this week. Two-day party will be hosted by firm head, Phil Weisman, and Spagnola.

Occasion will also be the official debut of the new AMI Model B phonograph to Chicago area operators. Machine will be introduced on a nationwide scale at the same time, which is designated as National Show Week by AMI.

Spagnola stated that the new offices will be opened first, while the service and parts departments will be put into use May 25. Space for latter departments will be used to accommodate visitors at the formal opening.



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Seeburg 146-W	610.00
Seeburg 146-S	600.00
Seeburg '46 Hideaway.....	389.50
Seeburg 9800—R. C. Lolone...	274.50
Seeburg 8800—R. C. Lolone...	274.50
Seeburg 8200—R. C. Lolone...	274.50
Seeburg 9800—R. C. Hitone...	249.50
Seeburg 8800—R. C. Hitone...	249.50
Seeburg 8200—R. C. Hitone...	249.50
Seeburg 9800—E. S. Hitone...	224.50
Seeburg Colonel	224.50
Seeburg Commander—R. C.	209.50
Seeburg Cadet	205.00
Seeburg Maestro	189.50
Seeburg Commander—E. B.	184.50
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Seeburg Classic	\$149.50
Seeburg Mayfair	139.50
Seeburg Regal	129.50
Seeburg Plaza	124.50
Seeburg Gem	124.50
Seeburg Concert Grand	99.50
Aireon 1200A	249.50
Mills Empress	79.50
Rock-Ola 1422	339.50
Rock-Ola Super '40	164.50
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- RESTAURANTS
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Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators . . . for bigger profits at a smaller investment.

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MRS. HELEN NEW, art instructor at the Albright School, Buffalo, shows one of Al Dorne's drawings used in Wurlitzer ads to two students. Eighteen original drawings used by Wurlitzer to advertise their juke box will be shown in art schools thruout the country in coming months, each school keeping the drawings on exhibition for two weeks.

Southern

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Operators:



See the New AMI Model "B" in our Showrooms week of MAY 23

R. WARNCKE COMPANY

121 Navarro St., San Antonio, Texas • 1217 Taft Ave., Houston, Texas

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SEE AND HEAR THE SPECTACULAR

NEW AMI

Model "B"

IN OUR

SHOWROOMS—WEEK OF MAY 23

NEW features!

NEW small size!

NEW light weight!

NEW color and flash!

Automatic Music System

306 W. BROAD ST.; RICHMOND; VIRGINIA



West

Texas Operators:

THE NEW AMI MODEL "B" WILL BE

IN OUR SHOWROOM WEEK OF MAY 23



Wallace Distributing Co.

212 N. E. FIRST AVE., MINERAL WELLS, TEXAS

Tele Sports \$\$\$ Woes Rise; Next Move Cutback?

(Continued from page 112)

these lines re-entered the picture this week when it was learned that other athletes, including baseball players, were readying moves to collect a slice of the television rights.

With sports the major draw as far as public location tele is concerned (few locations turn on their receivers for any other type of program), operators of music equipment who have been hit by the invasion of tele in their locations, could look forward to some break in the future operations of tele as costs mounted. Sports promoters in this area still consider the "guarantee" basis the only one that will work, and this would hike costs prohibitively as far as the telecasters are concerned.

(Under the "guarantee" plan, tele stations would have to make up any deficit in the box-office for a given event. If the event were financially successful, the station would still be required to pay for the tele rights.)

Baseball Next

Following the settlement in New York of the Boxing Managers Guild's demand for a share in the tele take, it became known that major league baseball players would be the next group of professional athletes to make their demands. Representatives of the major leaguers are scheduled to meet after the All-Star game in July.

Tommy Henrich, bargaining agent for the New York Yankees, reported that men on all of the teams in the American League intend to make a positive demand before the start of the 1949 season. Similar reports were made by players representing the National League players.

Professional wrestlers are expected to follow suit in the future, while football and basketball players (professional) are also indicating an interest in getting some of the tele money. Amateur football and basketball players, however, would have no say in this type of negotiation, and all the monies accruing from tele rights would go to their schools.

Baltimore Ops Plan New Ass'n

WASHINGTON, May 15.—Hirsh De LaVie, founder of the Washington Music Guild (WVG), will help Baltimore operators to form a juke box association to be called Baltimore Music Guild, Inc., it was agreed at the monthly WVG meeting this week. The meeting was attended by 30 Baltimore operators.

The Baltimore operators endorsed WVG's plan involving juke box promotion by the use of posters attached to juke boxes playing up the 10 song hits of the month. Several of the Maryland men declared their intention of using the promotion stunt on their own juke boxes.

Refutes Statement That Servicing Is Problem in Caracas

NEW YORK, May 15.—A letter received here by the American Steel Export Company, export representatives for the J. P. Seeburg Corporation, Chicago, from its distributor in Caracas, Venezuela, takes issue with a statement by Julius B. Kanarek, Caracas juke box dealer (*The Billboard*, April 24), that the most difficult part of operating a music route there is in finding competent mechanics and keeping machines in order.

The letter received by the American Steel Export Company from the Corporacion Americana, read in part, "... on the other hand, all that Mr. Kanarek states (in the clipping) seems to indicate that he does not know the market of the city. In the first place, not only do we carry our own service shop, but there are some other several dealers and service shops who are doing excellent work. On the other hand, juke boxes are already installed in many places and the people know how to operate them and are familiar with them and nobody would tinker with the equipment."

Swing Time Music Develops Progress Chart for Routemen

(Continued from page 112)

crease in play, charts provide routemen with first-hand information on basic play conditions prevailing on their routes. Conditions bringing on lowered play, as well as those resulting in increased play, are more apt to be called to the routeman's attention because of his sharpened interest in his locations, brought on by the weekly charting of his stops, Angeleri believes.

To enable the chart system to be put into effect, the average play for each of the five sections of a route were arrived at by comparing three previous collections from each section. This figure was then used as the zero, or comparison line, on each man's chart. Subsequent collections for each section of a route appear as percentage gains or decreases from the zero point. Normal differences of from 4 to 10 per cent are not considered important, but should play show a serious drop, or a sudden rise for any one section, reason for same is sought immediately and either corrected or used as play-builder material for other sections and routes.

Angeleri states that only a minute or two is required to gather chart information from each routeman as he turns in receipts each day. Charts are posted on a wall in the office daily. "... Not to promote competition but to increase over-all operating efficiency and routeman interest in his locations," Angeleri said.

Let's Look at the Facts

(Continued from page 112)

rule—the specialized route the exception. There is no room for a side-line or grandstand coach in the coin machine field. Long years of experience, active route operation in both good and bad times, and the know-how that comes from earning a living in the trade over a long period of time are the only qualifications that can be accepted in formulating important policies.

Ten-cent play is an important policy. The men whose views will be presented in this study of the 10-cent play question in *The Billboard* are men who qualify as coaches.

AMI Intros Model B Juke Box

Raises Price on Model A

(Continued from page 112)

is its smaller size, measuring a full 8 1/2 inches narrower than Model A. Actual dimensions for the new model are 64 by 33 by 24. Other changes are switching of the selection panel to the center of the cabinet, addition of transparent corner plastic panels to permit patrons to see the mechanism in action and the elimination of much chrome trim. Box will come in both mahogany and blond cabinets. Mechanism in both Model B and A machines is identical. Base price for the new model is pegged at \$885 for the mahogany and \$900 for the blond model.

Principal reason for the smaller size, Haddock pointed out, is that it will make it possible for operators to place the machine in many spots where size is a factor.

Raise Model A Price

In announcing that the Model A also would remain in full production, Haddock disclosed that AMI had found it necessary, because of increased cost of materials, to raise the price \$50 or from \$885 to \$935 for the Model A standard phonograph. New prices for Model A in combination with accessories are: With playmeter, \$945; with small stepper and playmeter, \$998.50; with large stepper and playmeter, \$1,002.50.

AMI distributors scheduled to hold operators' showings the week of May 23 are:

American Coin-a-Matic Machine Co., Pittsburgh; Automatic Games Supply Co., St. Paul; Automatic Music System, Richmond, Va.; Automatic Phonograph Distributing Co., Chicago; Beacon Coin Machines, Inc., Boston; H. W. Dolph Distributing Co., Tulsa, Okla.; Fort Worth Amusement Co., Fort Worth; General Music & Novelty Co., Fond Du Lac, Wis.; H & L Distributors, Inc., Atlanta and Birmingham; Koers Distributors Co., Rapid City, S. D.; Lief Music Distributing Co., Cleveland; Marston Distributors Co., Detroit; Jack R. Moore Co., San Francisco, Portland, Ore., Seattle and Spokane; Murphy Distributing Co., St. Louis; Musical Sales Co., Kansas City, Mo., and Omaha; Pioneer Distributing Co., Charlotte, N. C., and Columbia, S. C.

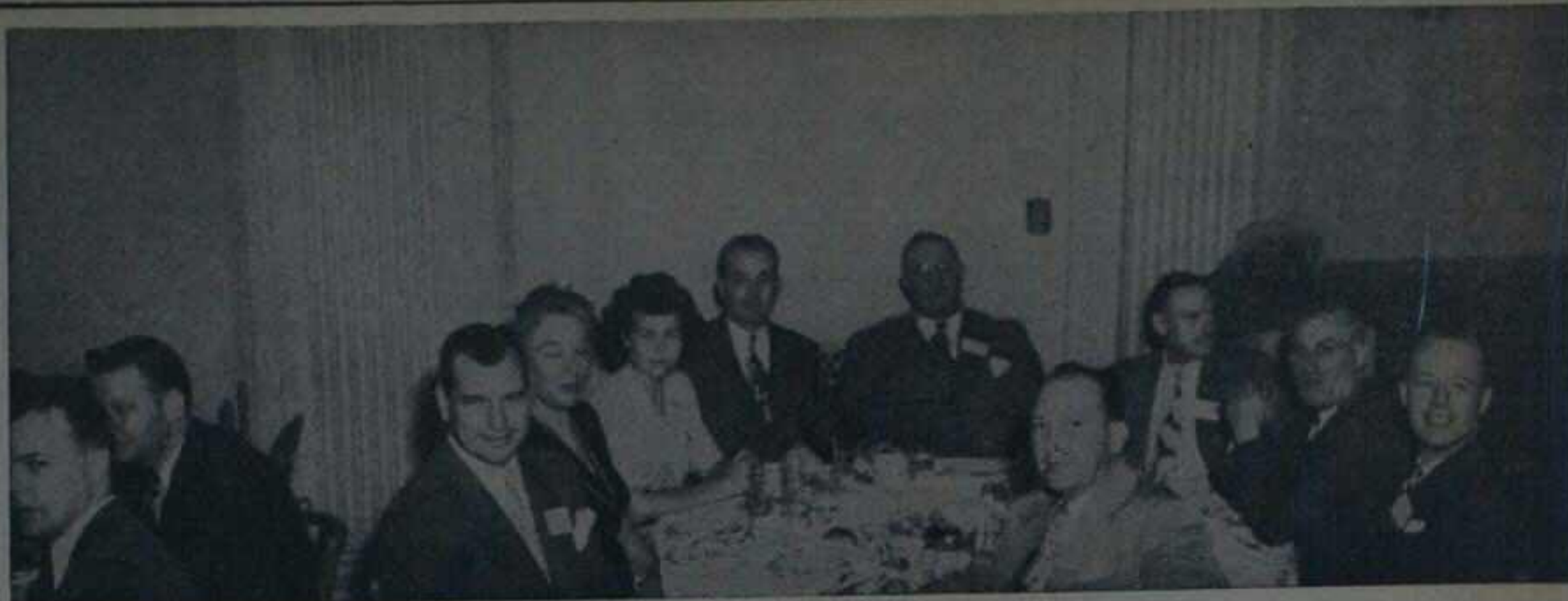
Also Pittmen Distributing Co., Davenport, Ia.; P-J Distributing Co., Indianapolis; David Rosen, Inc., Philadelphia and Baltimore; Runyon Sales Co., New York and Newark, N. J.; Supreme Distributors, Inc., Miami; T & L Distributing Co., Cincinnati; Vogue Western, Salt Lake City; Wallace Distributing Co., El Paso, Amarillo, Big Springs and Mineral Wells, Tex.; R. Warncke, Houston and San Antonio, and M. S. Wolf Distributing Co., Los Angeles.

DETROIT OPS TEST

(Continued from page 112)

went in," Marston pointed out. "This is an important favorable factor. But other plans, such as the dime play idea, have meant an actual drop in total business done.

"The six-for-a-quarter plan also gives the customer the idea that he is getting a little bit extra for his money, a vital good-will builder."



MIDWESTERN GROUP HEARS BANQUET SPEECH. Left to right: Paul Jock, Indianapolis; Margaret Cavanagh, AMI secretary-treasurer; Mrs. Pat Yoe and Pat Yoe, Grand Rapids, Mich.; Tom Crosby, Twin Cities; Paul Nelson, Jim Prendergast; Gib Smith, AMI, and Harry Heim, Indianapolis.



TWO WISCONSIN COINMEN BRING THEIR WIVES to dinner session. Mr. and Mrs. Paul Bleck; Frank VanderVoord, AMI; Mrs. Decker and Frank Decker. Both couples are from Fond du Lac, Wis.



LINDY FORCE, AMI sales manager (right), and Jim Mangan mull sales promotion.



DISTRIBS, FACTORY MEN and guests gather around Fletcher Butler, pianist, for a little close harmony following banquet.



FLOOR SHOW HOLDS SPOTLIGHT. Front row: Jack Sloan, The Billboard; Morris Hankin, Atlanta; Sam Strahl, Pittsburgh; Monty West, AMI. Second row: Jim Mangan; Willie Blatt, Miami; Howard Dolph, Tulsa; John Stewart, CMAC; Max Marston, Detroit; Sam Bushnell, Standard Factors. Back row: H. H. Vanderzee, Bill Kuntz and John Haddock, AMI.

More Coming

Next week The Billboard will present Part II in the nationwide survey of 10-cent play, in which representative phonograph operator associations will speak their piece on the issue.

had been tried in Mobile and abandoned there. The Alabama Music Operators' Association, Hurvich said, has left the price question to individual members "and we have not been able to get together."

Juke box operators are working under a further handicap in Birmingham and many of the surrounding municipalities because local ordinances prohibit music machines in places selling liquor or beer.

"We have to operate 10 machines to get the revenue we would realize if permitted to operate one in drink places," Hurvich said.

Twin Cities Opposed

Dime play in juke boxes never caught on in the Twin Cities area, but it is estimated that some 30 units operate on 10-cent chutes around the State in "very selective" locations.

Twin Cities operators have taken the position, from the beginning of the controversy, that there is too much competition in Minneapolis and St. Paul for dime play to be instituted.

In view of such a situation few operators here are in any position to say whether or not 10-cent juke box play is worth attempting. Several distributors, too, notably the Seeburg wholesaler here, has led the attack against increasing the price from a nickel to a dime. There is no record of 10-cent play ever having been attempted here.

10-Cent Locations

However, the Wurlitzer distributor in this territory reports that a number of country operators have, on occasion, insisted that their machines be fitted with dime chutes. "These country operators have competition, too," a spokesman for the Wurlitzer distributor said, "but they have picked their locations for the 10-cent play and from reports we have received these are working out very satisfactorily."

Indianapolis Speaks

No operator here is in favor of 10-cent play. Operators are taking a loss on practically all locations, ranging from 25 to 40 per cent at this time. They say there are too many idle persons, and the tavern patronage is poor since the lush pay envelopes have dropped about half. The patrons who formerly visited the taverns are gone and no one knows where.

The 10-cent play has been discussed on several occasions with no results. While it has not been tested, operators say the spots will not stand for it. The juke box is known as a 5-cent play. It made its appearance as a 5-cent play and will always be a 5-cent play. Locations will not submit to a 10-cent play and have threatened to have boxes removed should there be an attempt to change or raise the price.

Ops Opinions

Operators here reported that the 10-cent play here is impossible for still another reason. Their costs are far too high at this time, and, according to the same group, equipment costs are also high. Therefore an experiment, such as that involving 10-cent play, is dead in this area and that such experiments, with the resulting chances of losing heavily from the present inadequate income level, will never be attempted.

No Dice in Washington

Ten-cent play on Washington juke boxes appears definitely dead. Idea was tried out during the war years

Ops Discuss 10-Cent Play; Many Opposed to Upped Fee

(Continued from page 112)

Los Angeles Says "No"

Local operators feel that the chance of getting a dime, three for a quarter, for juke box tunes has disappeared permanently. Many would like to get that extra nickel inasmuch as operating costs today have skyrocketed. Those who have tried it, however, rear back at their desks with an "I told you so" attitude and sagely report that the horse has already left the stable. However, in Delano and Inyokern, Calif. (the latter about 160 miles from here), operators are getting boom prices and are having few kicks from customers or locations.

Operators blame their inability to get a dime here two or three years ago upon location owners and fly-by-night operators. A music man, who asked to remain anonymous, said the location owners are often inconsistent in their arguments concerning music commissions. He pointed out that when a \$1,500 installation is made and the location is asked to cooperate to the extent of doing what he can to reduce that figure, the stock answer is that the location's business is selling liquor and not music. Then when the operator starts losing money on the spot and asks for a more equitable percentage the attitude reverses itself and his business becomes selling music with liquor just a side line.

No Competition

Thompson Bros., in Delano, located on Highway 99 in the San Joaquin Valley 140 miles north of here, has been charging 10 cents and three for a quarter for almost a year. A spokesman for the firm said competitors have tried to work into the field with a nickel play but that it had been unsuccessful. The Thompsons do have some 5-cent machines but they are in ice cream parlors and spots patronized mainly by teenagers. Income of this firm jumped 40 per cent when it went to the dime play. The Thompsons are the only music operators in town, however.

In the desert area of the Antelope Valley, Roy C. Jones Jr., an ex-G.I. who was captured by the Japs at the fall of Corregidor, has been operating machines on the hiked basis for almost a year. In the same area Andrew Wheeler and Jimmy Murphy are also operating with this policy. In the near-by towns of Mojave and Lone Pine the operation is 5 cents. Jones said that few complaints have been registered by locations or patrons against the dime play. The take consists mostly of quarters, indicating the patron takes advantage of the three-tune price.

Company Towns

Jones pointed out that in "company towns" such as Trona, 30 miles from Inyokern, a center for naval ordinance, and in Boron, a potash center, operators are getting 5 and 10 cents, but there are more jitney-operated mechanisms than dime ones.

Los Angeles has tried a dime but has gone back to a nickel, feeling that people will not spend more than that for a tune. Bob Bard, who charged a dime in transient spots during the war and got it without a whimper, said that "music is like a package of gum; they don't expect to pay more than a nickel for it."

Ray Eberts, who is one of the largest operators in the city, said he went to 10 cents several years ago but had to go back to 5 cents. He declared that locations claimed the dime policy drove patrons out of those taverns to others across the street where the drinks were similarly priced but where music was cheaper.

Bard's opinion of the situation is similar to that of the location owner and because of it he cut his prices back to a nickel. This operator contends that when he charged a dime it was in places that had a quick patronage turnover. With the tavern returning to its neighborhood standing, Bard doesn't think it wise to try to get a dime a song.

Sammy Ricklin, of California Music, remarked that the dime play was "successful after a fashion" in some machines he had in clubs. He did not try it with boxes in taverns and restaurants. He did not believe, tho, that it would pay off in the general run of spots. At the present time Ricklin has no machines charging a dime.

Ray Suhr said he had never boosted the charge on his machines and did not intend to do so at this time.

Artist Counts

Roy C. Jones Sr., formerly a local operator but now interested in a route in Visalia, stated that he has always operated for a nickel. It is his opinion that operators cannot boost the price at this time for the reason that people do not look upon recording artists as favorably as they did several years ago. He points out that only a few records were available then and that juke patrons were thoroly familiar with the artists. Today, he said, there is too much mediocre talent. People are more discriminating today, he contends. Give them an artist they really like and they will willingly spend a dime.

Jones modified this somewhat in his answer to the question, "Why aren't you charging a dime in Visalia?" There are two types of people in Visalia, he declares, those with plenty of money and those without. Then, he adds emphatically, upper bracket customers don't support juke boxes.

Now conducting business under increased costs, the local music operator feels that more revenue should be coming his way. Ricklin feels it should be money off the top and then 50-50. Anyway it is sliced, the operator could use more money, but many don't believe a dime policy is the answer. Money here is not spent as freely as it was two years ago. The chance to raise the ante is past—there's no use locking the stable now.

Birmingham-Mobile

Harry Hurvich, of the Birmingham Vending Company, pointed out that 10-cent play on juke boxes has not been tried in this area except in some isolated outlying spots where they have dancing.

"The Birmingham territory just won't stand for 10-cent play," Hurvich said. "They're used to paying a nickel and that is all the traffic will bear. It would be like trying to charge more than a nickel for a coke or some candy bars."

"We're working under a hardship too. Operating costs are rising and our price for music has remained the same." Hurvich said that 10-cent plays

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and proved a flop, according to Hirsch de LaViez, president of Hirsch Coin Machine Corporation, which operates 550 juke boxes in the basement now and they are completely worthless," de LaViez said. "Low grosses can be overcome only by advertising and public relations. Doubling the price would drive all the customers away," he stated.

New Orleans Says Maybe

Many New Orleans juke box operators are in favor of 10-cent play, but are skeptical as to its feasibility at this time.

As one operator put it: "It's too late now. When we could have done it we didn't." What he meant, the operator explained, is that things are generally slow in the city and people just won't go for the doubling of the price to hear a tune.

Another, however, feels that 10-cent play might be possible if all operators would co-operate on it. "It is definitely needed," he declared. "Everyone is going broke, but we'll have to wait until they go a little broke before they realize they can't make any money with nickel play."

Operators here also feel, generally, that 10-cent play would not stand up in the face of nickel play and the price hike would have to be general thruout the city to be successful.

Nickel Town

Another drawback for this town especially is that there are practically no dimes in circulation. It is a nickel town, always has been. Reasons for this are rather obscure. There are no dime bus or streetcar fares. Most nickel commodities are still selling for a nickel, and efforts to raise nickel prices have failed in many lines.

Some operators believe dime play might stand up independently in a few high-class locations or in dance spots, but not in run-of-the-mill locations.

A few operators tried dime play for a very short period. Altho their take was somewhat under their nickel average, the main complaint was that locations seemed dead because of the reduced amount of play.

Boston Results Poor

The old question of nickel versus dime play is coming in for considerable discussion by operators here, but little is being done about it, and the nickel play continues in practically all locations.

Dime play was put into effect last year by a number of operators, but after a few weeks they went back to the nickel play because complaints from customers and location owners were too heavy. Another factor against any switch over to 10-cent play exclusively at this time is television, which is being readied for the last of this month. Many locations carrying juke boxes have installed the video sets.

Harrisburg—No

Ten-cent plays for juke boxes just aren't in the cards so far as Harrisburg operators, covering a large portion of Central Pennsylvania, are concerned.

The music machine take, at a nickel a throw, has already dropped below pre-war business in this region. The slump, however, is general in the amusement and night life arena. It is not confined to juke boxes. The high cost of living is seen as the major factor, with less coin going for fun; more for food.

In fact, the operators are looking at the six-for-a-quarter play to drum up a little more business. At one time some years ago operators tried dime machines but soon abandoned them because of small takes.

Several years ago, when immediate post-war spending was at a peak, the distributors of juke boxes were looking with favor on the dime play, but now it's definitely out.

Op Opposed

Frank B. Burkholder said the dime

juke box "is no good now because money is getting scarce for amusement purposes. During the war people didn't care how much they spent, but now they're looking for something for nothing. The six-for-a-quarter play gives them an extra record and should go over big."

Another operator, Richard Miller, of the Pla-Mor Music Company, said, "I like the idea but I don't think the people would like it. A 10-cent juke box would practically kill the play." He added that collections are falling off considerably under the 5-cent play.

Joe Homczyk, of Precise Electronics, declared, "I think the 10-cent play is impractical." He also put in a good word for the six-for-a-quarter machine.

Other operators here echoed the voices against 10-cent plays. They said the coin just isn't there.

Philly—A Farce

Altho operators, association officials and distributors preferred not to be quoted directly, it was the unanimous opinion among local leaders of the music machine industry that 10-cent play is a farce. The dime-play experiment never made any head-start in this territory, and the few that went along with the experiment declared that they were left "holding the bag."

"Dime play is not the answer to the music machine business today," declared one of the city's leading operators. "In fact, there is nothing wrong with the music machine business that lower prices in equipment could not cure." Many operators felt that the dime play was only a smoke screen, and most felt that if equipment dropped in prices they could make a go of things with the straight nickel play.

While there has been no concerted effort on anybody's part to push the dime play in this territory, save for the position taken by the Wurlitzer distributor more than a year ago, the experiment never proved popular with the operator or location owner. None queried could point to any major locations where the increase in revenue compensated the drop in plays. Those few who did try the dime play soon dropped the experiment and all agreed that any attempt to revive it would be "foolhardy."

Price Conscious

All pointed out that the music machine industry was built on a "nickel" foundation, and with the American public today very price conscious, any attempt to increase a price only results in a buyers' strike.

Also significant is that variance in machine play, with the presence of both nickel and dime plays, not only makes for confusion in the public's mind, but more important, encourages price-cutting and all its attending evils. "If the manufacturers couldn't agree," stated one operator, "how in the world can you expect the operators to agree." A few operators admitted that a universal dime play would be a welcome thing for the business, but said that it wasn't in the "works."

Texan Votes Yes

W. H. Crane, ABC Novelty Company, San Antonio, has started a campaign to have manufacturers of music and pinball machines equip all new units with a 10-cent coin chute, with the music machines containing 10-cent, three-for-a-quarter plays only and the games a straight 10-cent play only. Initial step in Crane's campaign is a letter which has been sent to the J. P. Seeburg Corporation and which will be followed by other letters of a similar nature to game and music manufacturers.

Crane's letter, in part, is as follows: "It is our firm belief that if all manufacturers would get together and equip all new music and pinball machines with a 10-cent coin chute . . . it would be the biggest boost the industry could give to the operator. He would and could buy new equip-

ment; he would make more money for himself . . . and for his location . . . and the 10-cent play would be an accepted fact.

"The public will pay 10 cents for the privilege of playing a new machine. If they want to play an old machine they can do so for a nickel. It (would not) be up to the operators . . . there would be no equipping of old machines with a 10-cent coin chute. If the location wants new machines it would have to take the 10-cent machine."

Sandusky Holds Line

Juke box ops here are continuing to hold to the 5-cent play, figuring they will make out better that way. About a year ago there was some discussion about a boost to 10 cents a play but it never went thru.

With several dance halls in the vicinity using name bands for one-nighters, juke ops feel the competition, and are holding to established rate.

Public Must Pay

Ralph Colucci, owner of State Music Distributing Company, Hartford, Conn., told *The Billboard's* Hartford area correspondent that the 10-cent play in juke boxes would be "all right if the public would pay."

Colucci says he would prefer to hold to a 5-cent play. He's heard of the experiences of other operators who have jumped 5 cents in the play. "For a while these operators found they were getting more money than before," he said. "Later, however, their takes dropped considerably."

"It costs \$300 to put a juke box on location," he added. He then listed the following taxes as adding to the box cost: Excise tax at purchase time, State sales tax when bringing box into Connecticut, federal license, city license in Hartford, and finally, personal tax (box assessed as personal property).

Colucci also said he hopes there can be some way to bring the box price down.

He offered the opinion that if some of the taxes on juke boxes could be dropped or at least lowered, the operator would be in a better position to consider such a change as 10-cent play.

As the situation stands now, however, Colucci believes it's better to stay at 5-cent play.

Not Tried in Detroit

Max Marston, of the Marston Distributing Company in Detroit, in discussing the 10-cent play, said:

"The average operator is afraid to try the 10-cent play; he doesn't know whether it is good or bad. As far as I know, no one in Detroit has tried it. Personally, I think it would mean a total drop-off in business. People do not have as much money as they had a year ago and they are not going to spend more money for the juke box."

Grand Forks Report

Coin-operated phonographs with a dime minimum are not popular among the distributors and operators in this vicinity. None has been tried here and they do not care to try any.

With many new models out it would create a problem for customers to place the proper coin in the correct slot. Customers would rebel against putting in dimes, others said, and business would fall off.

Distributors believe dime machines would wreck the coin phonograph business in this area.

Virtually Impossible

Operators in the Nashville area report 10-cent play virtually impossible. The operators themselves have been unable to get together on this subject. Some tried the increased price last year, but the test proved a failure. Operators reported that there are few, and in most cases, no calls for 10-cent play units. Only in private or exclusive clubs is it possible to jump the 5-cent play to a dime.



Chicago:

Jack Nelson Sr., Jack Nelson & Company, reports his firm will shortly be delivering a new popcorn vender incorporating top eye appeal and popcorn capacity. New machine, as yet unnamed, will be manufactured by the newly formed Hume, Hagerson firm here, and Nelson will act as national distributor for the vender.

Among the well-known arcade men calling at Exhibit Supply were Charles Fairchild, Beloit, Wis., road arcade man who is traveling with Skerbeck Shows thru Wisconsin and Michigan this summer; Tom Clute, Jackson, Mich., and Joe Lama, Waukegan, Ill., coinman who has an arcade at Lake Geneva. . . . Shuffleboards are becoming the fad in several of this area's better taverns. At this point it is a question whether established coin machine operators wish to invade this field, but several old-timers have indicated that location owners have shown so much interest in it that shuffleboards may be one of the big things here in the very near future.

R. E. Smith, Buckley Manufacturing Company, reports that Doc Hardin, Buckley's Omaha distributor, was a recent caller. He brought his family along for the combination business-pleasure trip. Other prominent visitors included Maurice Sykes, Baltimore, and A. E. Peckinpaugh, from New Castle, Ind. Latter is brother of the great Roger Peckinpaugh, who starred for so many years with the Cleveland Indians baseball club.

Clarence Bayne, sales manager for U. S. Vending Corporation (USVC), is preparing to make an extensive trip to the East and West coasts for the purpose of interviewing several firm officials who have applied for distributor territories of the USVC refrigerated candy vender. Bayne says his firm's production schedule is now set up to a point where the number of USVC venders on location will grow rapidly. . . . Evelyn Jacobson, who was secretary to Dick Law when he was advertising manager at Mills Industries, is now handling that assignment herself. . . . Dan Gould Enterprises, well-known coin machine parts firm, is getting ready to move to much larger quarters on Clybourn Street. Dan Gould, firm head, says the new address will prove much more accessible to visiting coinmen and the industry in general.

Bowl-a-Line, Globe Distributing's bowling game, is still awaiting a concrete production line schedule, according to Jimmy Johnson.

John Neise is back at the Jennings plant after a brief trip to Montana. Firm added a new Eastern sales staffer this week. Hermann Erlenbach, who was with Rock-Ola for eight years prior to the war. . . . Frank Mencuri left for the East Friday (15) to contact amusement park operators. He will return in two weeks.

Harry Williams, head of Williams Manufacturing Company, arrived at his office after completing a short trip to California. Sam Stern, vice-president, returned from a check on the New York game situation. Firm visitors last week included Sam London, London Distributing, Milwaukee, and Ed Dixon, S & M Sales, Memphis. Williams' new game, Yanks, is first post-war pin game using the baseball theme. Powered flipper action and animated base runners are the features. . . . R. L. Budde, assistant to the president at ABT, reports W. R. Miller, of Miller Harris Instrument Company, Milwaukee, as one of the firm's business callers. Miller's firm is interested in the coin timing device field.

O. O. Malleq, exporter of juke boxes, believes that shipment to South American coinmen will gain sharply before fall. He has returned from a (See Chicago on page 122)

COINMEN YOU KNOW**Indianapolis:**

Senator Homer E. Capehart, of the Packard Manufacturing Company, promised aid in acquiring a chapel for patients at Cold Spring Road Veterans' Hospital, at a program observing National Hospital Day Sunday (9) at the hospital. . . . The Derby Winner Company, with headquarters at 444 Massachusetts Avenue, operated by Banister and Melter, report progress on their new coin-operated device which will soon make its appearance on the market. . . . Due to an application to appoint a receiver, the P. J. Distributing Company has closed its headquarters here.

Peter Stone, Rock-Ola distributor, spent several days in Louisville, in a huddle with Robert (Bob) Anderson, of the Anderson Distributing Company, Rock-Ola distributor. . . . Coin row visitors included George Morgan, Peru; Charles Baker, Wabash Distributing Company, Clinton; Lloyd Anderson, Automatic Distributing Company, Terre Haute, and Tom Burch, Muncie. . . . William Bolles, advertising manager, Packard Manufacturing Company, is in the East and will be there all next week.

San Francisco:

John Pickering, public relations counsel for the CMI, is expected here from Chicago. . . . Marysville, Calif., city council has banned the one-ball machine but permits the operation of the five-ball game. An ordinance to this effect was passed a week ago. . . . Ops here are at a loss to account for the sudden drop in customer playing, with report play off nearly 25 per cent. . . . Walter A. Huber, formerly with the M. E. Wolf Distributing Company, recently joined Jack R. Moore Company as manager. . . . In town last week were Burlia James, operator of the James Music Company, San Jose, Calif., and Tex Mitchell, of the Mitchell Music Company, Fresno, Calif.

Twin Cities:

The Midwest Coin Machine Corporation, St. Paul, now has its field representatives pretty well set, says Jack Karter, firm head, who reports plenty of interest in the Filben, Muto-scope, Marvel and Edelman lines handled by the firm. Sales line-up is as follows: Oscar Schaffer, sales manager; Ted Seligman, who recently joined the firm, is covering North and South Dakota; Bill Davis is contacting operators in Southern Minnesota, Iowa and Nebraska, and Andy (Cap) Lentsch is covering local ops. Cap earned his nickname as a captain of the St. Paul Fire Department. He retired last year to join Midwest.

Cincinnati:

Members of Automatic Phonograph Owners' Association voted \$60 for two busses to carry orphans to and from Coney Island next month when the park is turned over to the orphans for the day. Resolution was passed at the regular monthly meeting of the association held Tuesday (11) at the Hotel Gibson. Group is also working on details for a radio show to garner favorable publicity.

Members attending the meeting were Sam E. Chester, Charles Kanter, Harry Hester, Al Chasson, Ray Bigner, Al Lieberman, Charles McKenney, Lou Schoenlaub, Sam Gerros, John Nicholas, Dave Tavel, Bill Harris and Milton Cole. Guests were: Joe Weinberger, Leonard Goldstein, Joel Stovall, of Station WKRC, and J. Rose, of Rondo Record Company.

Newark, N. J.:

All-State Distributors, Inc., distributors for Mercury Records, Webster-Chicago Wire Recorders and Hallicrafters radios in Northern New Jersey, celebrated its third anniversary last week with a cocktail party at the Newark Athletic Club. More than 600 coin machine operators, record dealers and sales personnel attended. Party was dedicated to Frankie Laine, Mercury recording artist, with Vic Damone, Patti Page and Julian Gould also on hand. John Hammond, Mercury vice-president, represented the recording firm, while Sidney M. Koenig, president of the distributing firm, was the host. Bob Donnalley, Eastern district sales manager of Mercury, also attended.

Cleveland:

William A. Jenkins, Atlas Manufacturing & Sales Company president, starts off on a six-week to two-month trip to the West Coast Friday (28). He will be accompanied by his two sons while on the trip. Jenkins intends stopping off in St. Louis, Albuquerque, taking in the Grand Canyon, and arriving in Los Angeles in time to attend the Kiwanis convention June 6-10. On the homeward trek, he will visit Yellowstone National Park and then Mexico.

Boston:

Harry Poole and Jack Mitnick, who have formed a partnership and opened the Beacon Coin Machine Company, Beacon Street, Boston, beat the ramifications of the railroad strike by bringing in more than 40 machines last week. . . . Mitnick has just returned from a trip to the AMI factory in Grand Rapids, Mich. Company plans showings soon on new models of Chicago Coin, United, Exhibit and AMI.

New York:

Bill Fox, Modern Music's sales manager, left on a trip this week to set up distributors for G&M Records in key cities. Nat Cohn, Modern's president, says Bill will be gone about three weeks and, in the course of his trip, will cover Philadelphia, Baltimore, Washington, Detroit, Pittsburgh, Chicago and St. Louis—among others.

Vending operators are coming into Cameo Vending Service to look over the Revelation cup vender, manufactured by the Interstate Engineering Corporation. Fred Pergola reports that ops have shown interest in the \$60-cup machine, on view for the first time in this area. . . . Harry Siskind, of Master Automatic Music, is down in Florida for a short vacation.

Many local coinmen attended the fund-raising dinner of the United Jewish Appeal last week at the Hotel Commodore. . . . Dick Shaw, of Shaw Music, gets his troubles in doubles. His youngsters, twins, are laid up with scarlet fever. . . . Fred Papoas, of Boston, visited the city last week on biz.

Hamilton Hoge, president of United States Television (UST), says that despite increased production, they have not yet caught up with orders on the books. The latest addition in the UST distribution network, according to Hoge, is the Fred S. Campbell Company, who will handle the firm's public location sets in Northern California.

Lou Forman, Videograph prexy, says that his Boston distributor, Al Dolin, anticipates bumper sales of coin-operated television sets in his area now that tele broadcasts are a reality, in the Hub city. . . . Mac Pollay, United Phonograph Service head, reports that juke box repair jobs are on the increase after a long lean period.

Larry Ash, top-kick of Metropolitan Kwik Kafe, is a man of many activities. Besides operating a successful hot coffee route in this city, he recently took over a large Statler biscuit ma- (See New York on page 122)

Buffalo:

Television is big news on coin row. Regular programming of WBEN-TV started May 14, and many operators have climbed on the bandwagon for the new idea. Location owners have displayed considerable interest in television, and for the next 90 days ops feel coin machine takes may drop due to novelty of sets in taverns. Vic Stehlin, Rex Amusement Company, is selling sets to ops, and the Meyers brothers, Connie and John, are selling to their locations also. . . . Operator Vic Schmitt has opened a television equipment store.

Music op Norman Steinske has returned from a vacation in Florida. . . . Sam Parlato, formerly a Redd Distributing Company employe, has returned to coin biz working for Alfred Sales, Inc. . . . Anita Clark and Bob Bass are still working for Redd Distributing Company here, cleaning up accounts and closing books. . . . Murray Siedman, Capitol Music man here, is visiting relatives in Los Angeles. . . . James Lindsey, Jamestown operator, is getting ready to put out equipment for his Lake Chautauqua summer resort spots.

Davis Distributing Company is remodeling its showrooms to make display space for its new Seeburg industrial commercial music system. Carpenters' strike has put the crimp in the completion. Meanwhile Arnold Moyer, who is in charge of this department for Davis, will exhibit equipment at the Industrial Progress Exhibition at 65th Armory here May 14 to 24. . . . James D. Blakeslee is again putting 25 to 30 novelty amusement machines and a music system into Burkhart's Lake Erie resort for the summer.

Calendar for Coinmen

- May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.
- June 4—National Automatic Merchandising Association (NAMA), Region X, regional meeting, Biltmore Hotel, Los Angeles.
- June 11—National Automatic Merchandising Association, Region XI, regional meeting (hotel to be announced), San Francisco.
- 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 22-25—National Sanitation Foundation (NSF), first annual sanitation clinic (liquid dispensers), University of Michigan, Ann Arbor, Mich.
- 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.

UNITED'S SPECIALS

- BALLY TRIPLE BELLS, 5-10-25 \$550.00
- BALLY DELUXE DRAWBELL (Red Button), 5c 225.00
- BALLY DRAW BELLS (Red Button), 5c 215.00
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Detroit:

Lewis Heidenfelder, who has been operating under the name of the J & L Music Company for the past two years, has gone into partnership with Vaughn J. Roney, a newcomer in the field, under the name of the Wayne Coin Machine Company. They are operating a route of juke boxes and amusement games. . . . Fred Mitchell, head of the U. S. Postage Stamp Machine Sales, reports delay in getting his folders for stamp venders on the market because of slow shipments on cardboard supplies. . . . Nathaniel W. Parker, who has operated under the name of the Parker Music Company, has taken in Larnie Crutcher, a newcomer, as a partner and is rechristening his business the Buckeye Music Company.

Donald J. Maskell and Peter C. Nyvall are going into partnership as the Maskell Music Company. . . . Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), reports new officers will be elected by the MAPOA next month. . . . Donald B. McLouth, of Detroit; William J. Netter, of Gaylord, and Peter Rahilly, of Newberry, are incorporating the U. P. Distributing Corporation, with offices at 302 Newberry Avenue in Newberry, to deal in vending machines. Capitalization is \$25,000.

Thomas G. Jones, who recently went into the juke box business is now operating 30 boxes, besides running a restaurant which he also uses as headquarters. . . . Food Products Vending Company, popcorn machine operators, have been moved to Woodward Avenue, with the addition of William C. Restrict Jr. to the partnership, originally formed by Victor J. DeSchryver and Thomas Kinsworthy. The new location is the office of the Marquette Music Company, oldest Detroit coin operating firm, also headed by DeSchryver.

Max E. Koch, Charles F. Barnes, and Michael J. Stein, who recently formed the Paramount Sales Company, have taken over distribution of the Kunkel popcorn vendor for Michigan, and are also operating a route of the machines. They have also started operation of smaller routes of nut venders and juke boxes in the city. . . . Howard Crawford, who headed the Detroit Product Development Company, which was working on development of a new ice cream vendor, has joined the Bromel-Knapp Corporation, in charge of production. Phil Brown, who has been working for some time on a coin-operated amusement device, on the order of the 10-in-1, has perfected a new dental invention which he is putting on the market for the dental profession.

Emilio Daloisio, who is starting a small route of nut venders under the name of Leo's Vending Company, is one of the few young veterans who have come into the field lately here, operating on a part-time basis. Daloisio plans to add other types of vending machines later, but is sticking to the penny machines at present.

Xenia, O.:

A. A. Vandergriff, owner of the Nickel Bilt Coin Machine Service here, was the subject of a lengthy feature article in the Gazette, a local newspaper, recently. Article, which covered a variety of coin machines including juke boxes, vending machines and amusement devices, was illustrated with photos of the Ace Shoe Shine machine and the Photomatic, both of which were on location in Xenia at the time the article was written. Vandergriff, a pioneer in the coin machine field, was quoted at length on the history of the industry, and oddities encountered in the operation of a coin machine route. The feature was the first one devoted to the coin machine industry to appear in Xenia.

Philadelphia:

Personal appearances of Billy Eckstine at the Tropical Gardens and Cootie Williams at the Powelton Cafe providing excellent tie-ups for operators servicing the race locations.

Jackie Fields, local Wurlitzer distributor, provided material for stories by local newspaper sports writers when Ray Hill, former sports writer and the new campaign director for the Chamber of Commerce, fumbled on a radio quiz show by failing to remember the name of Jackie Fields, one-time world welterweight boxing champ. What made for the story was the fact that Jackie Fields is a close friend. Three years ago Hill introduced Fields to Didi Foret, who is now Mrs. Fields.

Louis Prima's return to Frank Palumbo's Click hypoing his music box play. . . . Music operators, getting in line with Joe Nanni, local Capitol Records branch manager, preparing to cash in on Benny Goodman's return to the band business May 24 at the Click. . . . Local newspapers called attention to the fact that the Eastern Engineering & Sales, Inc., is introducing its ice cream vending machines via placement at Jefferson Hospital, with all profits donated to the Crippled Children's Fund. . . . Apart from the good will engendered, the move is for the first time making other institutions receptive to the placement of vending machines.

Morris Soble, of the Scott-Crosse Distributing Company, was elected president of the non-profit corporation that will establish the Golden Slipper Square Club Camp for underprivileged boys and girls. . . . Frank Engel, who recently sold his Seeburg distributing firm, declares that he has retired from all business activity. . . . Irv Kalin, general sales manager for Movie Supply Company, a division of Y and Y Popcorn Supply Company servicing candy vending machines, is soon to become a father, as is Jack Reutschler, warehouse manager for the Y and Y company.

Los Angeles:

Bill Happel Jr., of Badger Sales Company, taking off for the golf courses during the sunny days that California has been having—lately. . . . Bill Shorey, of San Bernardino, in town on one of his regular trips to buy for the Inland Amusement Company. . . . E. E. Rippee, of Compton, a Pico visitor and stopping off at the Badger Sales Company. . . . Lloyd Dindinger, of Carlsbad, in town for a look-see. . . . Allite Manufacturing Company is moving right along with its new production schedule on the Allite automatic bowling and pin setting game. . . . Tom Lewis, of San Diego, a visitor. . . . J. L. Orr in town from Gardena. . . . Barney Smith, of Long Beach, a Los Angeles buyer. . . . Roy and Dorothy Borton in from the desert town of Coalinga.

Frederick and Richard Gaunt, twin sons of Fred Gaunt, of General Music, marked their fourth birthday last week. Fred threw a big party for them. . . . Aubrey Stemler, of Aubrey Stemler Distributing Company, just back in town from Kansas City, Kan., where he attended the meeting at the Aircon factory. . . . F. E. Wilson and L. B. McCreary, both of Solotons, returned recently from a motor trip to Dallas. . . . Bill Wolf, of M. S. Wolf Distributing Company, in town for a short stay after a visit to his operating interest, California Amusement Company, in San Diego. . . . Roy Jones Sr. returned from a vacation trip to the Grand Canyon, Sequoia and Phoenix. He took along his trailer to spend more time on the road. . . . Ray Suhr is under the doctor's care. . . . Sammy Ricklin, of California Music, is extending his phone system so that he and Gabe Orland can take care of more calls. . . . Charley Robinson back from Nevada. Al Bettelman, his man Friday, is taking his vacation late this summer. . . . Bud Parr spending some time at his local office, General Music.

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COINMEN YOU KNOW

Chicago:

(Continued from page 120)

tour of seven South and Central American countries. . . Jerry Blender, head of Eagle Coin Machine Company, reports that his firm has completed its move to new quarters on Montrose Avenue. Firm manufactures plastics for coin machines.

Harry Hooser, head of Fort Worth Amusement Company, Fort Worth, called on World Wide's Al Stern Monday (10). Hooser was recently appointed an AMI distributor for the northeast quarter of Texas, including Dallas. . . Willie Blatt, Supreme Distributing, Miami, and Morris Hankin, H & L Distributors, Inc., Atlanta, flew out of Municipal Airport here Sunday (9) on the same plane. Both were en route home from the AMI distributor meet in Grand Rapids, Mich.

Sell Service Laundries, Inc., local distributor of Wilcox-Gay coin recorders, had a machine on location in the Oakite booth at the Chicago National Food Show held in the Amphitheater here last week. . . Mike Spagnola, Automatic Distributors, expects to move back to his former Milwaukee Avenue address next week. He claims his present quarters are fine for shipments but not convenient for operators to reach.

H. E. (Tom) Forester, sales manager of Johnson Fare Box Company's vending division, returned from an extensive field trip last week. Firm's sales engineer, Jack Doyle, was involved in a serious automobile accident several weeks back, and is still on the absent list. He will be for a number of weeks yet, Tom says.

E. A. (Terry) Terhune, General Vending Machine Corporation, is setting up facts and figures to prove the value of the firm's Midget bottle vender. Unit should prove of real value in obtaining and realizing a profit from those types of locations too small or restricted to support a larger bottle machine, he says. . . Officials of Crown Implement Corporation, manufacturing the Big-4 bottle vender, have some detailed plans for coin-operated merchandising that, the still in the blue-print stage, may result in some substantial vending advancements.

Fred Mann, Midwest regional manager for Aireon, returned to Chicago last week after attending the three-day sales conference at the Kansas City, Mo., headquarters of the firm. Fred didn't spend much time at home, however, leaving Wednesday for Rockford. He was scheduled to continue on to Milwaukee, Cincinnati and Cleveland next week, and would spend the rest of the month in Michigan and Minnesota. One of the reasons for the trip, according to Fred, was to set up service schools at the various Aireon distributors thruout the Midwestern territory. The first of these schools was held several weeks ago in Milwaukee, with more than 60 operators in attendance. Succeeding schools will be conducted by engineer personnel from the Kansas City factory.

Jack Nelson, head of Jack Nelson Company, observed that Leon Maurada, Williams general manager who died suddenly last week, was one of the trade's finest representatives. Nelson and Maurada worked together at Rock-Ola before the war. . . Miss Margaret B. Cavanaugh, secretary-treasurer for AMI is the only woman holding down an executive post with a major coin machine manufacturing concern.

Jimmy Johnson, Globe Distributing, is the flying figure frequently seen

New York:

(Continued from page 120)

chine operation in New Jersey. Larry also operates a route of coin radios in the Baltimore area. "I've got to do something with my week-ends," he says.

The annual outing of the Automatic Music Operators' Association will be held at the Laurels Country Club, in Monticello, this year. Ops will put business aside for three days of fun. The outing is scheduled for June 25, 26 and 27. . . Edward Baker, a Lakewood, N. J., builder, in town last week to explore coin machine business possibilities.

Telecoin Corporation last week launched its third buy-of-the-month mail order promotion for its 1,300 Launderette stores thruout the country. The current promotion ties in with Fashion-Flo, a Silver City, N. C., mail order house, and offers Launderette patrons special purchases in terry cloth beach robes. Also featured is a twin lens reflex camera.

Walter Harris, president of Boston's Automatic Sales Corporation, was in town last week on biz. With New England franchises for the Bert Mills coffee machine and the Hilco ice cream vender already in hand, Harris is keeping his eyes peeled for new lines. . . Nat Cohn, of Modern Music Sales, is no longer handling Signature Records.

Barney Sugarman, head of Runyon Sales, reports that attendance on the first day, Friday (14), of his showing of the Keeney electric cigarette vender, drew plenty of ops. The show runs thru Monday (17). Meanwhile, Barney is planning for another showing. He will debut the new AMI juke box at his avenue showrooms soon.

Harry Kunstler, president of Kay Distributing Company, is going to specialize in television servicing and installation. He has been selling sets, too, but may give up this end of the tele biz. But with a lot of coin machine experience in back of him, Kunstler is still hankering to get his hands on a good vending line.

whizzing along California Avenue hard on the heels of a fire truck. Seems Jimmy is a confirmed fire engine follower. His electric coin sorter and Lightning changer is continuing to hit the high spots in operator comment, Jimmy says, and is backed up by national distributors Vince and Grant Shay, over at Bell-o-Matic Corporation.

Bally Manufacturing Company callers last week included Ed Heath, Heath Distributing Company, Macon, Ga.; B. Reichel, Reichel Distributing Company, El Paso; David Rosen, Philadelphia, and Clarence Camp, Southern Amusement Company, Memphis. . . Clayton Nemeroff, Monarch Coin Machine Company, reports the traveling arcades are taking an additional coin equipment these days in preparation for the summer ahead.

D. A. Wallach, Marvel sales manager, made a quick trip East last week in the interest of Leap Year and its plus-four coin chute. . . Gil Kitt, partner with Ralph Sheffield at Empire Coin, finally took delivery on a Cadillac after a two-year wait. Howie Freer reports that recent overseas visitors at Empire include Switzerland and South African coinmen. Altho the firm has been doing business with both foreign concerns for the past two years this is the first time they ever called in person. Freer adds.

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See Proposed New York Rezoning As Threat to Broadway Arcades

NEW YORK, May 15.—Arcades in the Times Square area will be only a memory within a few years if a rezoning proposal now before the city planning commission is acted upon favorably. Spurred by a complaint by the Broadway Association that arcades, shooting galleries, souvenir counters and open-air refreshment stands have given Times Square a honky-tonk atmosphere, and created a false impression of the city as a whole for visitors, the commission expects to act on the proposal within a week or two.

If the commission decides to rezone the area, property owners will be enjoined from renting their premises to any business deemed "undesirable." Leases now in effect would be honored until they expire, but could not be renewed, except to businesses on the approved list. Arcades would gradually disappear from Times Square.

An alternative method of eliminating arcades and other alleged undesirable business establishments from the area is by municipal ordinance. The commission is known to be considering this move, as well as rezoning.

Speaking of the rezoning proposal, Robert F. Wagner, chairman of the commission, said:

"The commission is concerned about conditions in Times Square and is sympathetic with the people who want to clean up Broadway."

Arcade owners are keeping a watchful eye on these developments, but point out that before definite action can be taken, all interested parties must be heard at an open hearing.

They have little doubt that at such time their side of the question will receive fair consideration.

Nat Choderker, manager of the 42d Street Playland Arcade, claimed that property owners who now rent space to arcades will be among the most vocal opponents of rezoning. "These property owners now receive rentals higher than they could get from almost any other business," he said. "In general, real estate values in the Times Square area have benefited from the presence of arcades."

Detroit Firm Plans Output Of Golf Game

DETROIT, May 15.—Plans to produce the new nickel golf game for the American market are being completed by Marlo Distributors here, with the American model slated to go into production in about 60 days. The game which was previewed at the CMI Chicago convention in January, is a nickel play device, in which the player directs a ball over a nine-hole golf course in the playing board, with a refund feature for successful play.

It was invented by Ted Tunstall, who recently came to this country from England, where it has been on the market in an earlier model for some time.

Production is being taken over by the newly formed Marlo Distributors under the management of Erry S. Loewenthal, president. The latter was one of the city's largest pre-war cigarette vending operators, under the name of the Acme Automatic Sales Company, but dropped this business several years ago, and became assistant superintendent of the Hudson Motor Company during the war.

Solomon Fetes Ops At Formal Opening Of New Showrooms

COLUMBUS, O., May 15.—With a large crowd of Ohio operators and representatives of several coin machine manufacturers on hand, Central Ohio Coin Machine Exchange celebrated the formal opening of its new headquarters here today (15).

Wolf Solomon, firm head, stated that the move gives his concern a more centrally located address, offers better appointments for the distribution of its wide range of new and used games, bells and music machines. Refreshments and entertainment highlighted the opening festivities' evening program.

Set License Fees For Lincoln Games

LINCOLN, Neb., 15.—Under an ordinance approved by the city council here recently amusement games in areas patrolled by policemen on foot will become legalized May 26.

As specified in the ordinance, operators whose applications are approved by the local licensing authority will be required to pay the city treasury annually for each machine a \$5 inspection fee, \$50 for a game permit and \$50 occupation tax for equipment on more than penny operation. Operators of games on penny operation will pay the same inspection fee, \$25 for game permit and \$25 for occupation tax.

Exhibit Supply Co. Issues Arcade Mch. Catalog, Op Message

CHICAGO, May 15.—Exhibit Supply Company last week began mailings of its color-illustrated catalog of arcade machine equipment and also a pamphlet titled *Why the Penny Arcade?*

Catalog shows 52 illustrations of the well-known Exhibit outdoor equipment line and also describes in detail the operation of the pieces. Other important pictures in the 34-page edition include views of some of the world's leading Penny Arcades and Exhibit Supply's efficient production line. Text, running as a companion piece to the various illustrations and sketches, describes how the firm has simplified the intricate details of setting up well coordinated production schedules and also how the firm makes and handles its publication of cards used in card vendors.

Second Exhibit Supply publication was written by J. Frank Meyer, firm president, traces the early history of the Penny Arcade and points up the entertainment value of Penny Arcades and the amusement machines found in them.

H. Z. Vending Opens Lincoln, Neb., Branch

OMAHA, May 15.—In order to step up its service to operators in the Lincoln area, H. Z. Vending & Sales Company here has opened a branch office and showroom in that city. Hymie Zorinsky, firm president, announced Tuesday (11).

Bob McGinnis, known to Nebraska operators before he joined the armed forces, has been appointed office manager of the Lincoln branch. He was recently separated from the air force with the rank of major.

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Record Reviews

(Continued from page 40)

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ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

RAY McKINLEY (Victor 20-2873) <i>Put 'Em in a Box, Tie 'Em With a Ribbon (And Throw 'Em in the Deep Blue Sea)</i> (Ray McKinley) An ideal marriage of tune and talent makes for a solid dishing with much cash potential. <i>You Can't Run Away From Love</i> (Marcy Lutes) The gal wasn't able to overcome the shortcomings of the tune.	90	90	90	90
TONY MARTIN (Earle Hagen Ork) (Victor 20-2862) <i>It's Magic</i> This version of the flick tune should do right well in the competish; Martin's in fine voice here. <i>It's You or No One</i> From same score, "Romance on the High Seas," Martin treats a more difficult song with ease and much appeal.	85	85	85	85
FRANCIS CRAIG ORK (Bob Lamm) (Bullet 1013) <i>Foolin'</i> Designed as the follow-up to the follow-up "Beg Your Pardon." Ditty styled in accepted Craig manner, not as strong as predecessors. <i>Do Me a Favor (Will Ya?)</i> Lamm again handles vocal chore while Craig displays his ballad boogie technique. Tune just fair.	80	83	79	79
GORDON MAC RAE (Carlyle Hall Ork) (Capitol 15072) <i>Spring in December</i> Mac Rae wraps his romantic tonils about pop lyric emerging with one of best disks to date on tune. <i>It's Magic</i> Warbler does well by haunting ditty from flick "Romance On The High Seas." Hall ork supplies strong assist.	80	81	79	79
SPIKE JONES (The Salt Water Tuffles — Dick Morgan — George Rock) (Victor 20-2861) <i>By the Beautiful Sea</i> Below standard, Jones still is funnier and better than most in his field. <i>William Tell Overture (Doodles Weaver)</i> Spike and Doodles Weaver raise hell with Rossini's classic for some solid yocks.	85	88	86	82
BLUE BARRON ORK (Clyde Burke-The Blue Notes) (MGM 10185) <i>It's Easy When You Know How</i> Clyde and the vocal ensemble do the best they can with this L.A.-flavored rhythm tune. <i>You Were Only Fooling (Clyde Burke)</i> Sweet and sentimental tune gets good chirping and band backing. The Barron uses trombone choir, steel guitar, tinkling 88 to good effect.	64	64	60	67

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

DESI ARNAZ (Desi Arnaz) (Victor 20-2827) <i>In Santiago, Chile ('Tain't Chilly at All)</i> Good rumba orking, only fair Arnaz chanting on an indifferent hunk of L-A material. <i>Rumba Rumbero</i> L-A standard picks up plenty of punch from the ork while Arnaz sings, if not well, with spirit.	65	65	66	63
MEL TORME (Hal Mooney Ork) (Musiercraft 558) <i>Little White Lies</i> A revived hit, Torme takes it at a light jump with solid ork backing. <i>Gone With the Wind</i> S m a r t arrangement which weaves "Adios" in-and-out of melody makes for a fine waxing of the old tune; Torme's in good voice.	74	78	74	70
SHEP FIELDS (Toni Arden) (Musiercraft 559) <i>Baby, Don't Be Mad at Me</i> New plug ballad smacks of race flavor but Fields does good orking job, Arden fine vocal. <i>I Went Down to Virginia</i> (Bob Johnstone) Johnstone sings well, orking is clean on this rendition of the new rhythm ballad.	71	70	72	72
ZIGGY ELMAN (MGM 10179) <i>Zaggin' With Zig</i> Re-make of the Elman riffer with a sharp ork cutting the cleffing; good Elman and tenor rides. <i>My Reverie</i> Elman trumpet solo dominates an instrumental platter of the old and still very pretty Larry Clinton hit.	68	71	68	65
THE JACKIE PARIS TRIO (MGM 10186) <i>I've Got a Way With Women</i> Novelty with whisped unison vocal and the unique Paris sing-shout solo chant might draw some race coin. <i>I've Got a Crush on You</i> Same type treatment on the Gershwin oldie might find some play; Paris has a novel sound.	74	76	72	74
THE KORN KOBBLERS (Stanley Fritts) (MGM 10190) <i>The Sample Song</i> Corn so outrageous it's funny — which is the Kobblers' only intention. They get off some creditable Dixieland, too. <i>Since They Stole the Spittoon</i> Plenty of yocks on the flip.	74	73	69	79
THE ERNIE FILICE QUARTET (Capitol 15082) <i>Street of Dreams</i> After a promisingly weird opening, nothing happens. <i>Woo-Ca-Mu-Choo-Go</i> The quartet gives this new nonsense ditty the jivey bounce treatment with a unison vocal.	75	74	71	80
	74	73	70	77
	71	73	70	73
	55	53	55	57
	68	69	68	68

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Record Reviews

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

ARTIST
TUNES
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OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

JIMMY DORSEY (Bill Lawrence-The Skylarks) (MGM 10194) <i>If I Were You</i> Listless chirping and band work on the pop.	67	69	67	65
<i>Confess</i> (Bill Lawrence - Carol Scott-The Skylarks) Flip has more life and variety, with boy and fem vocals and an alto solo by Jimmy spotted in between.	73	75	70	74
LARRY GREEN (Victor 29-2832) <i>Concerto to the Moon</i> (Concierto En La Luna) Green cuts some enticing piano capers with an attractive melody and adequate ork backing.	76	78	78	73
<i>Mother Nature's Lullaby</i> (Trio) Attractive Green piano in his Francis Craig-Eddie Heywood - "Near You" style with ordinary vocal on an ordinary song.	69	69	69	69
MARGARET WHITING (Capitol 15079) <i>Nobody But You</i> (The Crew Chiefs-Frank DeVol Ork) Maggie and the vocal ensemble on an undistinguished tune. The ork tries to help with a rich, full backing, but it's no cigar.	73	75	70	71
<i>It's You or No One</i> (Frank DeVol Ork) Ditty is a Styne-Cahn opus from the slick "Romance on the High Seas." Sung with nice restraint and taste.	82	84	80	81
SAM DONAHUE (Capitol 15081) <i>I'll Get Along Somehow</i> (Bill Lockwood) Slow ballad, well chirped by Lockwood. Instrumental backing too loud and brassy.	70	68	69	72
<i>Saxa-Boogie</i> A powerhouse instrumental featuring the leader's tenor work, but the band virtually drowns him out.	63	66	60	65
JOHNNY LONG (Signature 15205) <i>Just Like That</i> (The Ensemble) The boys chant it out in "Shanty Town" fashion. Originally the flip for "Easter Parade," side has done well on its own.	85	84	83	87
<i>If I Can't Have the One I Love</i> (Francis Lane-The Beachcombers) Flip is a straight Francis Lane vocal, well-backed. Tune has simple appeal.	81	81	81	82
AL GEORGE ORK (Master 101) <i>You Go To My Head</i> (Jay Jordan) Competent vocal and ork backing in the jazz idiom. Recording job not flawless.	71	70	69	73
<i>Just Because</i> (Hal Kelle-Ensemble) Flip begins in haste jump style, switches to a talking ensemble, then a solo vocal, ends with a sock Dixie ride-out. Tune is riding high, and this side could sell.	83	85	80	85

POPULAR

LARRY DOUGLAS- RAY BLOCH ORK (Signature 15303) <i>I Kiss Your Hand, Madame</i> Ray gives vocalist Larry Douglas superb backing on this fine song.	78	75	76	70
<i>Silver Threads Among the Gold</i> Done straight, the oldie doesn't stand up too well. Would sound better swung or ribbed.	65	65	60	68
JOHNNY LONG (Signature 15196) <i>Poor Butterfly</i> (The Ensemble) More in the talking ensemble style that's Johnny's trademark, but he doesn't make it come alive on the oldie.	73	71	70	76
<i>Night and Day</i> A featureless instrumental arrangement of the Cole Porter classic. All lows, no highs.	58	58	58	58
AL CLOTHIER ORK (The Jibers) (Dana 2019) <i>The Man on the Carrousel</i> Gay, noly, calliope-effect treatment with ork chanting the vocal. Tune shows signs of promise.	85	88	83	85
RAY HENRY ORK <i>Beer Barrel</i> Unremarkable instrumental treatment of the polka standard.	55	57	52	58
DANNY TOPAZ (Coast 8043) <i>I Understand</i> Repetitious organ solo on one of yesterday's pops. Music to yawn by.	30	31	29	29
<i>Ya, Ti-Ya, Ti</i> More organ, this time a traditional Greek air at a lively tempo.	35	35	34	36
HERB JEFFRIES (The Celebrities) (Exclusive 1280-11) <i>Nature Boy</i> Herb does a grand job on the nation's No. 1 hit. A cappella backing is skillful and unobtrusive.	84	85	82	83
<i>Just Noise</i> The limitations of choir support are evidenced here as the beat drags.	72	74	71	71
ALAN GERARD TRIO (National 7023) <i>Melody Time</i> Gerard sounds something like Bing Crosby, circa 1933—not an unpleasant sound, by any means.	68	69	65	66
<i>Tell Me Why</i> Another Bing rendition of a rather fetching ballad in the simple, uncomplicated vein.	73	73	70	76
PATTI PAGE-GEORGE BARNES TRIO (Mercury 5129) <i>Confess</i> An unspecified thrush does an echo chamber obligate in back of Patti's vocal. Sounds like Patti might have dubbed it in herself.	70	71	68	69
<i>Twelve o'Clock Flight</i> Patti sings the mediocre pop okay but Barnes, a fine guitarist, gets no chance to show what he can do on this or the flip.	63	64	63	62

(Continued on page 126)

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Cig Sales Soar in Summer

HARTFORD, Conn., May 15.—According to State Tax Commissioner Walter W. Walsh, consumption of cigarettes hit a peak during the period from June to October, showing that people smoke more during the outdoor months. Statement is based on cigarette tax receipts, a barometer of monthly consumption.

Low months, year in and year out, begin in January and last thru March, tax returns show, Walsh stated. Warm months tend to increase social contacts, which are conducive to more smoking.

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Amber	\$ 29.50	Fast Ball	\$ 29.50	Smarty	\$ 37.50
Big Parade	15.50	Gold Ball	57.50	Spellbound	29.50
Bowling League	85.00	Hi Ride	107.50	State Fair	32.50
Carousel	85.00	Kilroy	49.50	Step Up	30.00
Catalina (Flipper)	109.50	Kismet (P&S)	25.00	Super Score	39.50
Cover Girl (Keoney Flipper)	130.00	Miss America	42.50	Suspense	24.00
Co Ed	97.50	Oklahoma	24.00	Stormy (Flipper)	185.00
Cyclone	59.50	Play Boy	85.00	Tornado	59.50
		Santa Fe	19.50	Tallyho	119.50
		Sea Isle	125.00	Victory	14.50
		Show Girl	37.50	Wagon Wheels	19.50
				Surf Queens	19.50

ROY MCGINNIS CO.

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MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

SPECIAL SALE: 50c MILLS SLOTS—ALL MODELS

WANT TO BUY Total Rolls, Advance Rolls, Bing-a-Rolls, Victory Derbys and Specials; Keoney Super Bonus Bells—Singles, Doubles, Three-Ways; Mills Blue and Brown Front Slots and Vest Pocket Bells.

IMMEDIATE DELIVERIES—ALL NEW EQUIPMENT! WRITE OR CALL FOR PRICES

NEW PACKARD HIDEAWAY 8 New Pla-Mor Boxes, 100 Ft. 30-Wire Cable. Latest Model. Complete	599.50	Tumblers and Boomerangs Upright novelty high score games. New in original cases.	\$129.50	SHOOTING STARS 5-Ball Free Play Game, New, in Original Cases	\$69.50
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RECONDITIONED ARCADE EQUIPMENT—READY TO OPERATE

Batting Practice	\$75.00	Drivemobile	\$119.50	Undersea Raider	\$ 99.50
Bully Torpedo	89.50	104 Gretsch Typex	245.00	Sky Fighter	99.50
Ace Bomber	99.50	Keoney Submarine	64.50	Whizz	49.50
Air Raider	69.50	Liberator-Periscope	69.50	Zingo	69.50
Chieftain Hockey	69.50	Panoram	275.00	Rocket Buster	79.50
Champion Hockey	69.50	Red Ball	109.50	Photomatic	295.00

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOOOIN.

STEEL BALL ROLL DOWNS

Tropicana	\$150.00	Singapore	\$120.00
Bermuda	165.00	Cover Girl	125.00
Gold Mine	125.00	Melody	165.00
Trade Winds	Write	Banjo	Write
Stormy	125.00	Tennessee	Write
Hawaii	80.00	Triple Action	150.00
Lady Robin Hood	150.00	Bubbles	100.00
Sea Isle	125.00	Ballerina	Write

Build Up

WOODEN BALL ROLL DOWNS

Total Rolls	\$ 50.00	Bing-a-Rolls	\$250.00
Advance Rolls	110.00	Chicago Coin Roll Down	125.00
Hy-Rolls	225.00	Williams Box Scores, Original Cases	185.00

1/3 Certified Deposit With Order, Balance C. O. D.

Phone for Quantity Price

DAVE LOWY & CO.

594 Tenth Ave. Phone: CHickering 4-5100 New York 18, N. Y.

850 WURLITZER	\$225.00	SEEBURG REGAL	\$100.00
800 WURLITZER	200.00	SEEBURG ENVOY	150.00
700 WURLITZER	200.00	SEEBURG CLASSIC	150.00
600 WURLITZER	100.00	PRE-WAR PIN GAMES, EA.	10.00

ALL THE ABOVE MACHINES ARE IN WORKING ORDER. SEVERAL OF EACH. One-third deposit with each purchase—balance C. O. D.

BILLET VENDING CO.

310 W. MARKET ST. YORK, PA.

RECORD REVIEWS

(Continued from page 125)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

BUDDY KAYE QUIN-TET-THE TUNE TIMERS
(Artie Malvin)
(MGM 19187)

It's Magic
Characterless vocal with instrumental and singing group backing of fair tune from "Romance on the High Seas" movie.

Donna Bella
Serenade beneath the balcony stuff; the Spanish kick. But the warmth isn't there.

ART LUND (Johnny Thompson Ork)
(MGM 19184)

It Only Happens When I Dance With You
Art does a nice job with the Berlin tune. Instrumental backing is tasty.

May I Still Hold You
One of the ex-Goodman singer's best performances yet. Tune is sweet and melodic, arrangement is first class.

ART MOONEY (Bud Brees-Dolly Galli)
(MGM 19183)

At a Sidewalk Penny Arcade
Dolly's vocal part, done in a childish quaver, is too, too coy. Bud sings it straight, but it's a losing fight.

Bride and Groom Polka (The Galli Sisters)
The Galli's have studied their Andrews Sisters well, but the material just doesn't have it.

ANDY RUSSELL (Paul Weston Ork)
(Capitol 15086)

It Only Happens When I Dance With You
Good Andy with a well-cleffed Western instrumental backing on the Berlin tune.

If I Were You
Ditty, done in a light rumba tempo, a so-so number from the film "On an Island With You." Andy seems unhappy with it.

FRANKIE LAINE (Carl Fischer Ork)
(Mercury 5130)

Baby Don't Be Mad at Me
Oldie-type tune is well-suited to Frankie's jazzy delivery. Should kill the boxes.

Put 'Em in a Box, Tie 'Em With a Ribbon
Frank tries out a bushed crooner style that doesn't suit him. When he holds a note too long, a big quavering tremolo creeps in.

PAT AND PENNY (Michael Chimes Harmonicas)
(DeLuxe 1172)

I Want a Girl
Chintzy vocal dust with harmonica backing. In keeping with the vogue for the corn style of the '20's.

Baby Face
Another musical atavism that could sell juke addicts because of current popularity of the tune.

POPULAR

SNUB MOSLEY ORK (Super Disc 1908)

Pin-Up Girl
Another instance of a small group trying to sound full with a big band arrangement. Balance is poor, vocal indifferent.

Barton Baked Boogie
Dispirited rendition of Snub's pop original in a half-hearted boogie beat.

KING COLE TRIO (King Cole)
(Capitol 15080)

It's the Sentimental Thing To Do
Just a workman-like routine Cole offering.

Put 'Em in a Box, Tie 'Em With a Ribbon (And Throw 'Em in the Deep Blue Sea)
Nat's spirited job, plus the already popular ditty, make the flip a natural.

ARTHUR GODFREY (Archie Bleyer Ork)
(Columbia 38195)

You're Over the Hill
Plimsy material for the "Too Fat" Man.

Mother Never Told Me
Godfrey gets his infectious humor into this bouncy little ballad, done in an ear-catching stop time.

FOLK

RAY SMITH AND HIS PINE TOPPERS
(National 5019)

Born To Lose
Ray sings the folk weeper with mournful sincerity.

Hell's Fire
A Tex Williams-Phil Harris type preachment in the "Smoke, Smoke, Smoke" pattern. Might click in hinterland juke.

SAM NICHOLS AND HIS MELODY RANGERS
(MGM 19189)

Two Weeks' Notice
So-so job on a so-so folk tune.

I'm as Free as a Breeze
Tune is reminiscent of oldie "How Come You Do Me Like You Do." Sam and the boys give it a bright, bouncy treatment.

JERRY IRBY AND HIS TEXAS RANGERS
(MGM 19188)

Great Long Pistol
Jerry and the Rangers get a nice light, polite, country-style swing effect on this.

49 Women
A traditional blues done at a lively tempo.

MAPLE CITY FOUR (Mercury 6084)

(That Gang That Sang) Heart of My Heart
Class harmony on barbershop oldie. Nostalgic accordion and piano solos spotted around vocal.

I'd Love To Live in Loveland
Flip continues tearjerker harmonizing on the familiar gay nineties ditty. Disk could grab nickels in bar juke.

Ten Firms Signed For Beverage Expo

NEW YORK, May 15.—With six months to go before the second post-war International Beverage Exposition convenes in Atlantic City November 15, 10 coin machine firms have already signed contracts for exhibit space. Both levels of the Atlantic City Auditorium will be utilized for the conclave, organized by the American Bottlers of Carbonated Beverages (ABCB) to accommodate an expected record attendance, according to Clapp & Poliak, Inc., managers of the exposition.

Among the more than 200 manufacturers, bottlers and suppliers who have already reserved booth space for the show are these coin firms: Kalva Venders, Inc., Chicago; Portable Elevator Manufacturing Company, Bloomington, Ill.; National Receptor, Inc., St. Louis; American Vendors, Inc., Los Angeles; Drink-o-Mat Industries, Inc., Lawrence, Mass.; General Vending Machine Corporation, Chicago; Vendall Division Hydro Silica Corporation, Gasport, N. Y.; Supervend Corporation, Dallas; Ideal Dispenser Company, Bloomington, Ill., and the Cobbs Company.

Insurance Mch. Firm Issues Annual Stockholder Report

BIRMINGHAM, May 15.—Automatic Business Machines Corporation in a report to stockholders issued by Ernest H. Woods, firm president, announced the re-election of all executives and directors, reviewed the firm's short history and disclosed expansion plans. Concern manufacturers insurance vending machines.

Re-elected officers include Ernest H. Woods, Birmingham, president and treasurer; Ralph W. Brown, Columbus, O., executive vice-president, and William C. Blackwell, Birmingham, secretary.

Directors re-elected were Dr. Neal L. Andrews and Dr. Lee F. Turlington, Birmingham; Woods and Brown. Directors added to the board were Thomas E. Bradford, John S. Jemison Jr., Joe E. King, Charles S. Northern Jr., and Dave W. Wood, all of Birmingham, and Daniel Scarritt, New York.

Present Operation

The company is operating 107 machines at airports in America's major cities and sold more than \$1,000,000.00 of insurance in March. An additional 60 machines will be installed at airports shortly.

Arrangements have been made to install 10 machines in Pacific Greyhound bus stations for trial and experience and plans are virtually complete for installation of about 20 machines in passenger stations of the Chesapeake & Ohio Railroad system.

"After nine months of actual operation at airports over the country, the machines have proved they fill a real need," Woods said.

Until August 1, 1947, the insurance machines were made on a hand assembly basis. Since that time, regular manufacture of the devices has produced 200 machines.

Cabinets for the machines are manufactured at the Alabama Metal Products Company at Bessemer, Ala. The machine assembly plant at Columbus, O., probably will be moved to Birmingham in the near future.

The company's engineering and research department, supervised by W. W. Harper, is located in Birmingham.

Thru the machines it is possible to buy life insurance in amounts from \$5,000 to \$25,000 at the rate of 25 cents per \$5,000. The policy issued by the machine is underwritten by Associated Aviation Underwriters, New York.

Record Reviews

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

FOLK				
CURLEY KINSEY (The Tennessee Ridge Runners) (Mercury 6107) <i>I'm Gonna Do Just as I Please</i> Kinsey reports on his independence from the ladies in a pleasant Arthur Godfrey type baritone.	65	68	60	65
<i>Birmingham Blues</i> Highlight of flip is a gut-bucket piano riding all thru. Curley's casual vocal has little blues spirit.	62	60	60	65
CARL STORY (The Rambling Mountaineers) (Mercury 6106) <i>I'm Gonna Change My Way of Living</i> Revival shoutin', hill style, heavy with the screeching.	40	40	38	41
<i>I Heard My Name on the Radio</i> Orthodox rural spiritual, sung with more cohesion and restraint than the flip.	58	53	55	62
TED STEELE (Saks 5012) <i>Don't Ever Leave Me Again</i> Fair ditty penned by Steele sorely needs full orking, tho the lad tries hard.	53	57	50	53
<i>Schoone Maedel (Pretty Girl)</i> Ted waxes a cappella on Jewish adapted melody. Choral backing under warbler lacks luster.	64	69	61	61
TED DAFFAN'S TEXANS (Curley Borgen) (Columbia 20427) <i>Too Far Gone</i> Routine ballad material and vocal on this Western. Weepy steel guitar effects.	55	58	53	54
<i>Deep Down Inside (George Strange)</i> Warm baritone voice here, better tune—but still short of sensational.	66	67	64	66
SHELTON BROTHERS (Decca 46095) <i>Ace in the Hole</i> An ace-high version of the folk classic. Could click in Western coin boxes.	82	82	80	85
<i>Choo Choo Blues</i> Not a blues, despite its title, but a rhythmic Western stomp. O.K. vocal and string backing.	73	71	71	75
ARLIE HUDSON AND THE WESTERN ACES (Memo 3024) <i>Svenska Schottische</i> The Western Aces are in over their heads on this attempt at a schottische.	25	25	25	25
<i>Pecos Polka</i> Same trouble on the flip.	25	25	25	25
DICK THOMAS (F. Zarkovich Polka Ork) (National 5017) <i>Who Put the Law in Mother-in-Law</i> Bright polka delivery of cute lyrics asking age-old question. Strong Thomas chanting.	74	72	72	77
F. ZARKEVICH POLKA ORK (National Polka) <i>National Polka</i> Fast flying, gay polka treatment. Fair material ably handled.	64	63	62	66

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
 OVER-ALL
 DISK JOCKEY
 DEALER
 OPERATOR

FOLK				
TEX RITTER (Andy Parker-The Plainsmen) (Capitol Americana 40106) <i>Pecos Bill</i> Western novelty from "Melody Time" well suited for the Ritter pipes. Vocal and instrumental backing rates a bow.	85	85	85	85
<i>Egg-A-Bread</i> Bright folk dance ditty with Ritter mixing in patter with piping.	77	78	75	78
BOB WILLS AND HIS TEXAS-PLAYBOYS (Tommy Duncan) (Columbia 38179) <i>Texarkana Baby</i> Tune should be a folk hit. Duncan's vocal in front of gal choral assist easy and good. Chatter asides unnecessary here.	84	86	82	84
<i>New Texas Playboy Rag</i> Instrumental work more impressive than song or vocal.	60	60	55	63
BOB WILLS AND HIS TEXAS PLAYBOYS (MGM 10175) <i>I'll Have Somebody Else</i> Up-tempo snapper with typical vocal. String-guitar work showcased and appealing.	70	73	68	70
<i>Keeper of My Heart</i> Top folk material. Melodic plaintive ballad and repeat-line "whoop" fades. Little heavy on guitar.	82	84	80	82
ROY ROGERS-THE SONS OF THE PIONEERS (Victor 20-5780) <i>(There'll Never Be Another) Pecos Bill</i> Production job on Western rhythm ballad. Pecos dug the Rio Grande and the fans dig Roy.	78	78	74	80
<i>Blue Shadows on the Trail</i> Disney film "plug" in "Last Roundup" vein gets soft Western treatment replete with whistling-behind-chorus effect.	78	79	75	81
EDDIE KIRK (Capitol Americana 40116) <i>How Do You Mend a Broken Heart?</i> Above average folk rhythm lament, good nasal Kirk piping, acceptable band backing.	74	74	70	79
<i>Born To Lose</i> Hillbilly standard with flock of new platters of which this Kirk effort rates high. Polk warbler crosses tear-jerk lyric in sincere mode.	81	83	79	82
PAUL HOWARD AND HIS COTTON PICKERS (Columbia 30428) <i>Drinking All My Troubles Away</i> Bright paced hill country delivery of cute tune.	74	76	70	76
<i>Cotton Pickers' Special</i> Cotton Pickers romp thru ordinary instrumental showing off some fine fiddle, guitar and 88 solos.	72	77	68	72



NOW \$150.00
5c-10c-25c ROL-A-TOP BELLS
 The Above Prices Are Net F. O. B. Chicago
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PHOTOMATICS
 (Post War, in Original Crates) Write Also Factory Reconditioned... Write
 POKERINO, New and Factory Reconditioned Write
GUNS \$75.00 Each: Periscope, Liberator, Radio Rifle.
GUNS \$125.00 Each: Bally Convoy, Defender, Rapid Fire;
 Seeburg Chicken Sam, Parachute, etc.; Mutoscope Sky Fighter, Baker Sky Pilot, Exhibit 2-Pistol Ranges.
GUNS \$145.00 Each: Ace Super Bomber, Bally Under Sea Raider.

EXHIBIT AND MUTOSCOPE MACHINES AND SUPPLIES
 Complete Line at Factory Prices.
 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.
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BRAND NEW
1c BALL GUM IMPS
 Fruit or cigarette reels, 12 or more, each with 1,750 balls of 5/8" gum, \$15.95
 Five with gum at \$16.75;
 single with gum, \$17.50.

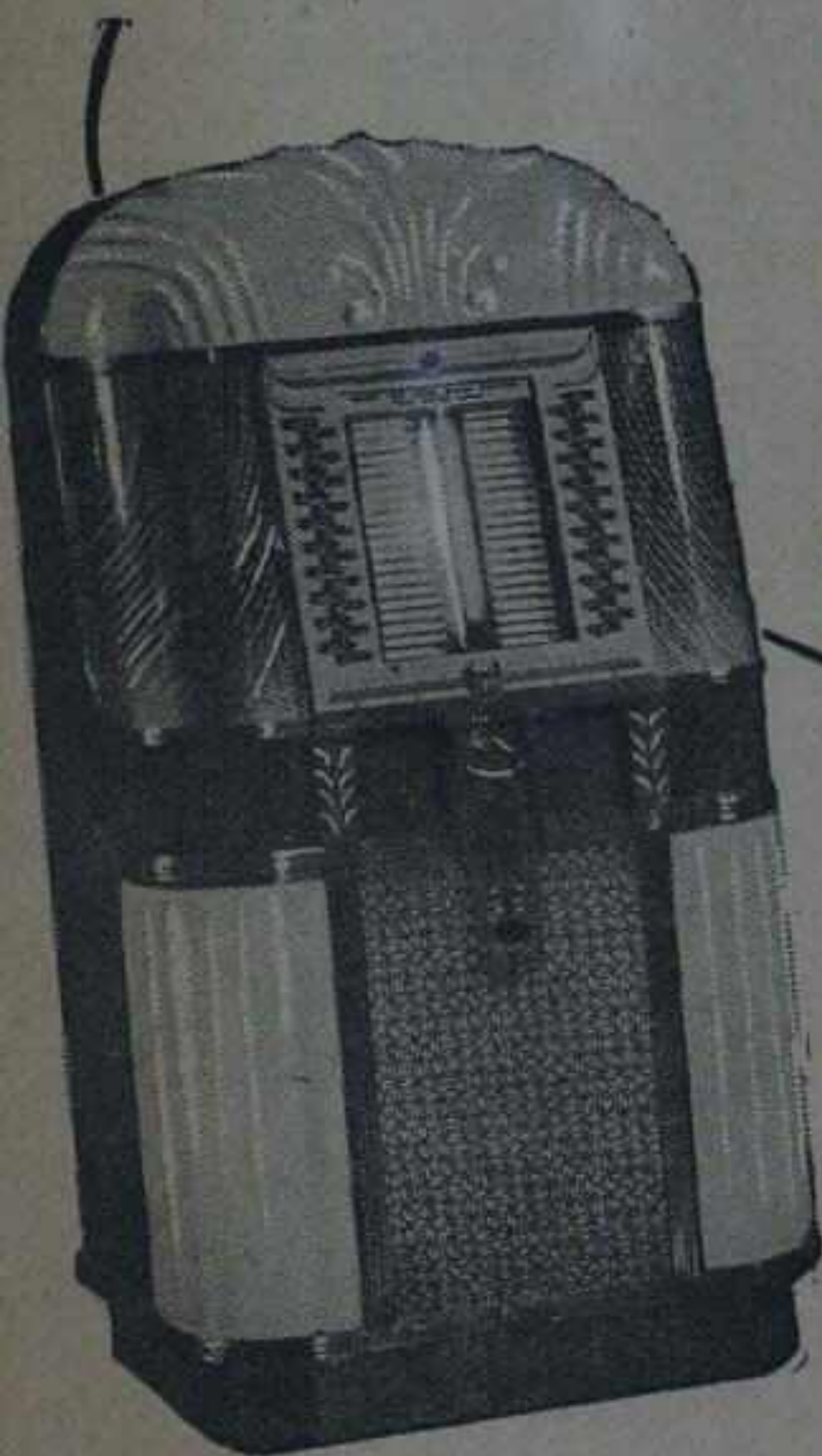
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MODEL**



**40-selection
phonograph**

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phonograph that will
make new profits! Don't miss
this gala showing! Immediate delivery!

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SALES COMPANY**

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Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard.

New Equipment

Bell Consoles, O. D. Jennings, 4309 W. Lake Street, Chicago. Machines distributed in the Western States will bear the name Prospector, while those distributed in the East will be called Monte Carlo; otherwise both machines are identical.

Beverage vender (hot chocolate, soup, coffee), Telecoin Corporation, 12 E. 44th Street, New York.

Beverage machine (two-flavor) Square Manufacturing Company, 3257 N. Broadway, Chicago.

Polar Pete (snow cone machine), Multiple Products Corporation, 3612 Cedar Springs, Dallas.

Pool-o-Game (coin-operated pool table), Pool-o-Game Company, Wayne, Mich.

Pool table (coin-operated), G. F. Perry, Johnston, S. C.

Samba (five-ball), Exhibit Supply Company, 4218-4230 W. Lake Street, Chicago 24.

Shanghai (five-ball), Chicago Coin Machine Company, 1725 Diversey Boulevard, Chicago 14.

Universal (bulk vender), Victor Vending Corporation, 5701-13 Grand Avenue, Chicago 39.

Conn. City Solons Weigh Coin Measure

BRISTOL, Conn., May 15.—Proposed ordinance before the city council here would establish annual license fees ranging from \$5 to \$10 per machine and also call for close supervision of equipment as well as the operators who own them, it was announced last week.

Under the terms of the ordinance amusement games would be licensed at the rate of \$10 each annually and local law enforcement agencies would be empowered to destroy any machines where players were caught gambling on them. Ordinance would require also that operators applying for licenses be at least 21 years old and American citizens of proven good reputation. The chief of police would have the right to approve the location of each machine and certify the moral character of license applicant.

Under the proposed ordinance juke boxes and cigarette venders would pay an annual rate of \$5 per machine.

If the ordinance is approved by the Bristol councilmen violators of its terms would face revocation of license and be penalized.

Boston Pinball Situation Snarled

(Continued from page 105)
State-appointed group of which Mary E. Driscoll is chairman. Miss Driscoll this week stated:

"We are requesting the police either to see that the machines are removed (from BLB licensed locations) or to report any licensees who fail to comply with the order."

Superintendent Edward F. Fallon pointed out, however, that police have no authority to seize the machines even tho Miss Driscoll says they are a violation of the terms of license her board issued. He said all the police can do is to let her know where the pinball machines are in operation.

The State Alcoholic Beverage Commission (from which BLB derives its authority) now bans pinball games in places serving liquor.

New Firms

Fisher Automatic Service Company, Bryan, O.
Francis X. Keaney Vending Company, Detroit.

New Addresses

Coradio, Inc., 212 Broadway, New York.
Eagle Coin Machine Company, 3441 W. Montrose Avenue, Chicago 18.
Dan Gould Enterprises (part suppliers) 1500 N. Clybourn, Chicago.

Personal Notices

Neil Deimling, has severed his connection with the Hawkeye Novelty Company.

William C. Fisher, has formed the Fisher Automatic Service Company, Bryan, O., to operate candy, gum and nut venders within a 25-mile radius.

R. R. (Rudy) Greenbaum and Robert M. Waggener have organized the Production Credit Corporation, a finance company.

Charles F. Haug, re-elected president of the Association of Manufacturers of Confectionery.

A. T. Treganza named executive vice-president of Mills Industries.

Distributor Appointments

AMI, Inc., has appointed two new distributors, Fort Worth Amusement Company, 110 S. Jennings Street, Fort Worth, and Beacon Coin Machines, Inc., 910 Beacon Street, Boston.

Klapper Distributing Company, 1204 Tremont Street, Boston, has been elected distributor for Coradio, Inc., 212 Broadway, New York, in Massachusetts, Rhode Island and the southern half of New Hampshire.

Jack Nelson & Company has been named national distributor for the new popcorn vender by Hume, Hagerston, Inc., Chicago.

Hy Greenstein Buys Bush Distributing

(Continued from page 105)

Northwest Seeburg distributor since 1935

Ted Bush, head of the Bush Distributing Company, who next week will announce his future plans, has been in the coin machine business for 15 years. He started in the field under the name of Acme Novelty Company, which he sold in 1941 to Harold Lieberman. Bush re-entered the jobbing business in September, 1944, and in January, 1946, took on the Alreon phonograph line. He moved to the Plymouth Avenue location in August, 1946. Oscar Truppman, Bush's nephew who has been associated with him for years, said Bush Distributing Company will dispose of its two routes by June 1.

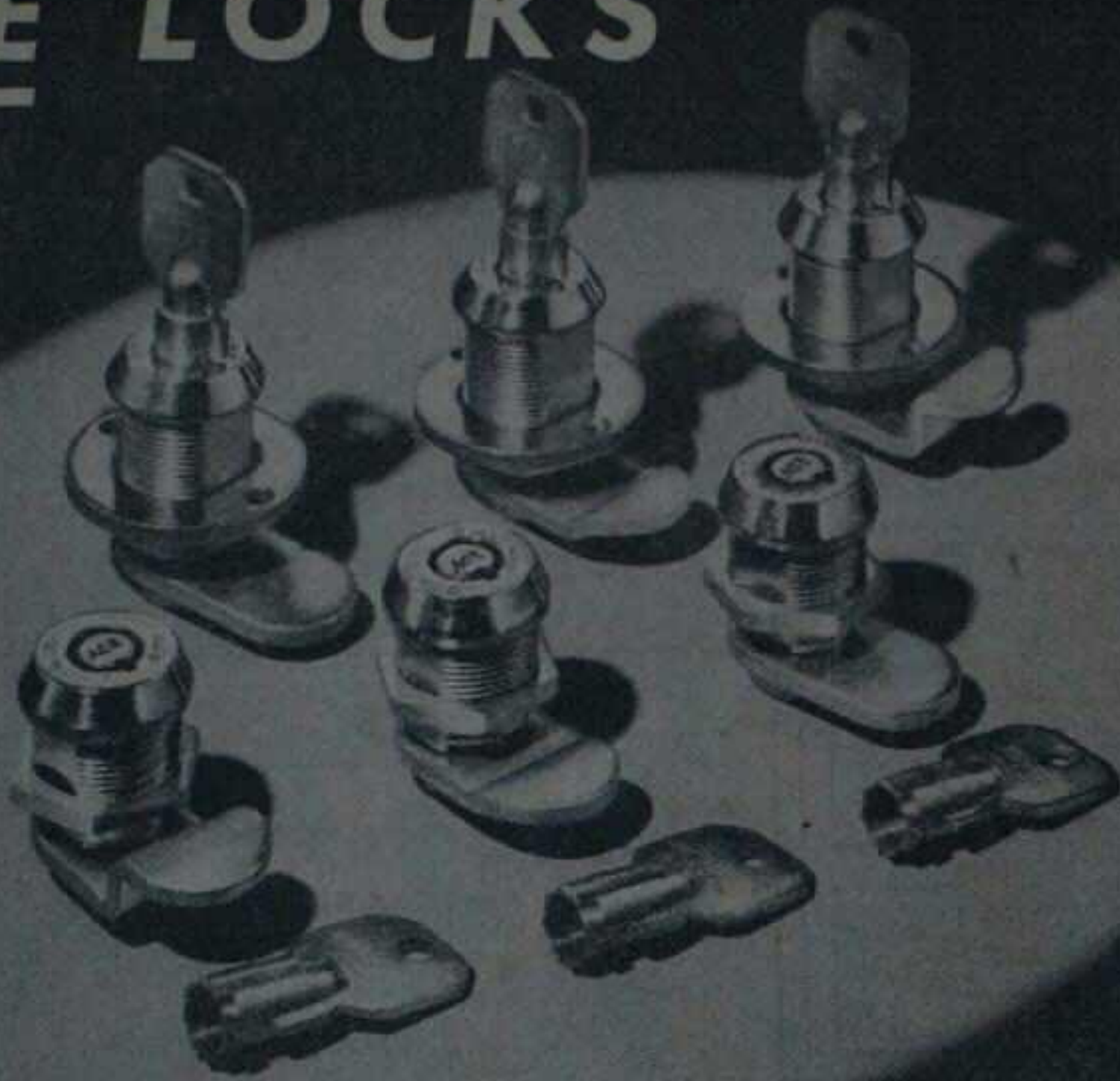
Norwood, O., Mayor Asks Council To License Pins

NORWOOD, O., May 15.—City council here was asked Monday (11) by Mayor R. Edward Tepe to approve an ordinance licensing pinball machines and vesting authority in him to revoke licenses in instances where it has been proven players were using amusement games for gambling.

In asking for regulatory power, Mayor Tepe explained that several unidentified persons "came into Norwood recently and took advantage of the fact that there is no law prohibiting the installation of pinball machines." He also told the council that he felt he should have the power to learn who owns the machines so that he could take proper action if reported gambling on pinballs were substantiated with evidence.

The proposal was referred to the council's law committee for study and a report at the next meeting.

ACE LOCKS



are like money in the bank!

Other CHICAGO Cylinder Locks for coin machines include 11 criss-cross-tumbler models for double-bitted keys, and disc-tumbler models for single-bitted keys.

BETTER BUILT—INSIDE AND OUT

Chicago Lock Co.

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CHICAGO 14, ILLINOIS

• While ACE Locks won't replace the First National Bank, they're the next best thing to protect coin box receipts out on location.

7-pin-tumbler mechanism provides maximum resistance to picking . . . gives you the kind of security **You** want! More than 80,000 key changes. Changes may be registered for your protection. **ACE Round** key defies unauthorized duplication.

Prompt delivery for new and replacement use. For coin boxes and cabinet doors. For wood and metal panels. Simple to install.

When ordering for replacement use, send complete specifications or sample of locks being replaced. Write for free copy of Chicago's complete catalog and price sheets.

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Come One — Come All
To a Really
GRAND OPENING AT

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Grand because:
It will be a pleasure to show the exceptional facilities we have set up to serve you.
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We will have on display the marvelous new . . .

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Exhibit Supply Co. and Chicago Coin Games

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Designed for general location operation

You'll catch 'em and hold 'em with the spectacular FISHING WELL, a solid new game packed with action and constant motion. All the thrills of real fishing with big scores flashing in lights on the background. Operators who have already bought and placed Fishing Well are re-ordering—the best proof it makes money on location.

Another in the great Mutoscope family of profit makers, including . . . Voice-O-Graph, Photomatic, Mutoscope Movies, Postcard Vendors. Specifications: Only 2 ft. wide, 2 ft. 4 in. deep and 6 ft. 6 in. high.

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ACT NOW!

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KEENEY'S NEW CONSOLES

- Twin Head Wild Bell \$800.00
- Gold Nugget 500.00
- Twin Super Bonus Bells 800.00

7 POST-WAR MODELS, SCIENTIFIC POKERINOS, LIKE NEW, \$225.00 Each.

SCIENTIFIC'S NEWEST PITCH 'EM & BAT 'EM List—\$499.50

USED CONSOLES

- 3 Mills 4 Nickel \$125.00
- 4 Bells 95.00
- 2 Bally Club Bells, Comb. 95.00
- 3 Keeney 5 1/2 Super Bells, Comb. 95.00
- 8 Keeney 5-5-5-25 Super Bells 225.00
- 10 Silver Moons, F.P. 89.50
- 2 Bob Tails, F.P. 89.50
- 5 Bally Draw Bells 265.00
- 2 Paces Reels, F.P. Comb. 95.00
- 2 Sun Ray, F.P. 85.00
- 5 Buckley Track Odds, '49 Model 550.00
- 2 Buckley Track Odds, Latest Model 650.00
- 2 Baker's Paces, D.D. 175.00
- 2 F.S. 56 Evans Comb. Racers, 1947 695.00
- 1 BRAND NEW BALLY TRIPLE BELL WRITE
- 4 Keeney 3-Way Super Bonus Bell. . \$695.00
- 4 Keeney 2-Way Super Bonus Bell. . 495.00



SHOE SHINE MACHINE

Already location proven by thousands of satisfied operators. 5¢ or 10¢ operated for one-half minute. NOW DELIVERING—\$189.50.

NEW COUNTER GAMES

- Penny Target \$ 39.50
- A.B.T. Challenger 42.50
- A.B.T. Model F. 47.50
- Kicker & Catcher 35.00
- Champion Basketball 22.50
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- Camera Chief 19.95
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- When Veronica Plays the Harmonica K. Kyser's Campus Cowboys (Woody Wood-Pecker) Columbia 38197
- Whisper a Word of Love J. Bradford (The Flower) Victor 20-3885
- Who But You M. Warnow (Swing Low) Coast 8047
- Why Do You Want To Make These Eyes For? L. Elgart Ork (I Went) Bullet 1023
- Woody Wood-Pecker K. Kyser (When Veronica) Columbia 38197
- Ya, Ti-Ya, Ti D. Topaz (I Understand) Coast 8043
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- You Don't Know What Love Is F. Wayne (If Might) Exclusive 32-X
- You Can't Be True, Dear D. James (Nature Boy) Victor 20-3044
- You Can't Be True, Dear R. Brooks (Yours For) Musicraft 568
- You Can't Stop Me From Dreaming Phillie All Star String Band (Baby You) Apollo 1118
- You'll Always Be My Sweetheart W. Scheff (Don't Let) Universal U-116
- You're Gonna Get My Letter in the Morning G. Lombardo (If I) Decca 24443
- Yours for the Asking E. Brooks (You Can't) Musicraft 568
- You're Over the Hill A. Godfrey (Mother Never) Columbia 38195
- Zaggin' With Zig Ziggy Elman Ork (My Reverie) MGM 10179

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- Rhumbamba J. Morand Ork Musicraft 564
- Say It Over Again J. Bethancourt Ork Musicraft 563
- Spanish Rhapsody J. Morand Ork Musicraft 564
- Zunil J. Bethancourt Ork Musicraft 563
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- Con Maracas J. Morand Ork (Sunday In) Victor 26-9034
- Cosa Buena Damiron-Chapuseaux (La Culebra) Seeco 653
- Crucero (The Cross) Trio Tariaturi (Aunque Pasen) Victor 23-0837
- Cuando Una Quiere (When You Want To Love) Conjunto Casino (A Venezuela) Victor 23-0832
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- En Revancha (In Return) E. Garza (Que Te) Seeco 655
- La Chambelona Septeto Habanero (Muero Por) Victor 23-0831
- La Culebra Damiron-Chapuseaux (Cosa Buena) Seeco 653
- Entre Los Golfos (Amid Sini) Cuarteto Mayari (Yo Yo) Victor 23-0833
- La Inundacion De Acaponeta C. Lemus (El Corrido) Black & White BW-203
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- Wilbur the Whistling Whale The Lady in Blue Mayfair K-110
- Young America Album (2-10") The Lady in Blue Mayfair M-6

(Continued on page 132)

Philly Daily News Helps Ops Promote Monthly Hit Tunes

PHILADELPHIA, May 15.—The Click-Tune-of-the-Month promotions of the Phonograph Operators' Association in conjunction with Frank Palumbo's Click, local name band nitery, became a three-way tie-up this month, with *The Philadelphia Daily News* joining in on the sponsorship. Each month the Click is converted into a milk bar for some 2,000 teen-agers, for whom tickets are distributed by the phonograph operators thru their approved music machine locations.

Highlight of the party is selecting the tune the teeners believe will be the hit of the month. All major record companies submit the songs they wish to be heard and the youngsters, hearing them all played on a juke box, vote for their favorite. Another feature the youngsters look forward to at these monthly parties is the awarding of a juke box which the winning teen-ager must turn over to some school or organization. Local distributors donate the music machines. The teeners also vote for their favorite band. This is part of the recent innovation whereby the music operators and Frank Palumbo will set up a college scholarship fund thru the proceeds of a mammoth dance to be held at Convention Hall early in the fall. The band collecting the most votes at the monthly parties will be hired to play for the dance.

The name band leader appearing at the Click always turns in a guest appearance at the party and the emcee chores are handled by disk jockeys Stu Wayne, of KYW, and Joe Grady, of WPEN's 950 Club. The song voted the Click Tune of the Month gets a No. 1 position on over 4,000 music machines operated by association members in the Philadelphia area.

The addition of *The Philadelphia Daily News* as a co-sponsor of the parties, which have been running successfully for the past year, means that the newspaper will give the events special attention in its news pages. It also means an added dividend for the music operators in what is probably the most successful public relations campaign carried on by the association.

Philly's Germantown Area Testing Ground for Meters

PHILADELPHIA, May 15.—The business section in the Germantown neighborhood will become the first testing ground for parking meters in Philadelphia. Subject to the approval by the entire city governing body, the public safety committee of city council last week unanimously approved an ordinance providing for the installation of 625 coin-operating parking meters in a six-block business section in Germantown.

Viewed as an aid in solving traffic problems, without ultimate cost to the city, the meters will charge 5 cents for parking an hour or a fraction of an hour. They would be installed, under the proposed ordinance, for a six months' trial period.

Owners of the meters would pay the city 30 per cent of the receipts during the six months' trial period, would be responsible for maintenance, and would eventually turn them over to the city after receipts were sufficient to pay for their original cost. In contrast to the sporadic opposition which has developed in other neighborhoods against installation of the parking meters, there apparently was general acceptance of the idea in Germantown. If the six months' trial proves successful, it is certain that other business sections of the city will also ask city council to allow the installation of parking meters.

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Alfred Sales Buys Buffalo Building

BUFFALO, May 15.—Alfred Sales Inc., which was recently appointed Wurlitzer distributor for this area, has purchased the building formerly occupied by Redd Distributing Company, previous Wurlitzer outlet here.

Alfred Bergman, head of Alfred Sales, Inc., is moving to the new quarters and will celebrate his appointment as Wurlitzer distributor by holding open-house Sunday (16). About 400 invitations have been sent out to Western New York operators. Affair will start at 11 a.m. and run thru the evening.

Bergman started in the business as an operator. He also distributed Aireon juke boxes and various games in all of New York State except New York City. Until a new Aireon distributor is appointed he will service old customers with parts.

Ky. Charters 2 Coin Firms

FRANKFORT, Ky., May 15.—The secretary of state here has issued charters to the following concerns: Carter and Horn, Inc., Louisville. Firm will deal in coin-operated machines, capital stock is listed at \$2,400. Officials include Ira M. and Pearl Horn and Gladys Carter. Automatic Amusement Association, Inc., Louisville. Nonstock organization to promote business of membership. Officers are Bernard Berman, Frank Liess and Hyman Marguelan.

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J. Brandmiller's One-Man Nut, Gum Route 21 Yrs. Old

CHICAGO, May 15.—John Brandmiller, with his one-man peanut and ball gum operation here, called John's Vending Machines, has one of the oldest routes of its type in the city. Brandmiller bought out the original operating firm in August, 1947, after he had been in its employ for 20 years as a serviceman.

Using a half-ton panel truck, Brandmiller has scheduled his route calls so that he visits each of his several hundred machines once every three weeks. The venders are installed in every type of retail location, in addition to several units in the city's major railroad stations. According to Brandmiller, the low point in sales is reached during the hotter summer months, with a sharp upward sweep in business during the fall and winter seasons. "Most folks spend much less time indoors during the warmer weather, so naturally potential vender customers are spending a much greater portion of their relaxation hours away from my machines," he states.

Brandmiller's base of operation is equipped to refinish, rebuild or clean venders. A portion of each working day is spent in refurbishing and testing units brought off location for repair. "This is a must, for otherwise I could never keep up with such work if I allowed it to accumulate," Brandmiller emphasized.

Under ordinary operating conditions, indoors, he figures each machine is brought into the shop for cleaning and major repairs every one and a half to two years.

Williams Begins First Shipments Of New 5-Balls

CHICAGO, May 15. — Williams Manufacturing Company is in full production and has made first shipments on "Yanks," its newly developed five-ball game which features baseball action as a theme, Fulton Moore, firm sales manager, announced Wednesday (12).

Using all the latest player appeal attractions, new pinball game has a baseball diamond sketched on its playfield and all bumpers, rollover switches, kickout pockets and bonus score holes have been designated in baseball terminology. Yanks' scoreboard is animated with the result that base runners actually advance when a hit is registered by the customer.

Description of play in the new Williams game follows: Playfield contains five numbered bumpers located in the four extreme corners and at the top center. Each time the patron hits a numbered bumper one run is tallied on the scoreboard. Four other bumpers scattered thru the playfield register a single when hit and advance a base runner one base. Rollover button in upper center of playfield registers single on scoreboard when activated, also adds one run to bonus scoreboard. In all the bonus scoreboard can hold up to 20 runs. Bonus runs are collected by getting a ball in the kickout pocket located in the middle of the bonus scoreboard after the player has made the 1-5 bumper series.

Other scoring highlights of the new Williams game include two rollover switches at the left center and right center of the playfield. These switches are worth three bases if contacted when lit, are lighted after a ball has hit bumpers 2 and 3. When not lit both rollovers advance the runner one

Exhibit Supply In Production On New 5-Ball

CHICAGO, May 15.—Exhibit Supply Company is now delivering its newly developed five-ball game Samba, John Chrest, firm vice-president, has announced. Top feature of the game is a come-back kicker.

Scoring highlights of the new Exhibit product include bumper sequence series, rollover switches and buttons, changing value bumpers, bonus build-up and kick-out pockets, plus flipper action.

Play of Samba is as follows: At the top of the playfield are five numbered bumpers. Bumpers 1-3 have a 1,000 point value until all bumpers in the 1-5 series have been put out. After this is done bumpers relight, have a 5,000 point value and add 5,000 points to the bonus score. Bumpers 4 and 5 have a 10,000 point value at all times. Two outside rollover switches, located at extreme left and right of the playfield's center also change in value when the bumper series have been made. One at left lights when 1-5 series has been hit, changes from 10,000 to 50,000 points when lit. Same action takes place on right outside rollover switch when 6-10 bumper series (bottom of playfield) has been made.

Two additional rollover switches toward the center of the playfield are also affected by making the two numbered bumper series. Left inside, normally a 10,000 point switch is converted to 25,000 bonus points when 6-10 series has been made, same action takes place on the inside right switch when a ball passes thru it after the 1-5 series has been achieved.

Most bonus build-up points are achieved by hitting bumpers 6 and 7 and also 1, 2 or 3 after the 1 thru 5 series has been put out and re-lit. Hitting these bumpers after making the original qualification changes bumper value from one to 5,000 and adds 5,000 more points to the bonus score as well.

To collect bonus score points the player must get a ball in either of two bonus kick-out pocket holes located near the bottom of Samba's playfield. If the player has made the 1-5 bumper sequence and later gets a ball in the left bonus collection hole he receives double bonus score. Same result takes place if player makes 6-10 series and drops a ball in right hand bonus collection hole. Since the player can score up to 100,000 points on the bonus score board, skillful playing can result in a bonus collection of 200,000 points. However, player must make either bumper series before he drops a ball in the bonus collection hole.

Exhibit Supply stresses the appeal of its new come-back kicker feature. This action takes place at the very left bottom of the playfield near the game's out-hole. Main interest for the player is that if he can skillfully guide a ball thru this kicker he can run up many additional points. Game's two sets of flippers (four in all) also are designed to keep player interest to the end of each game.

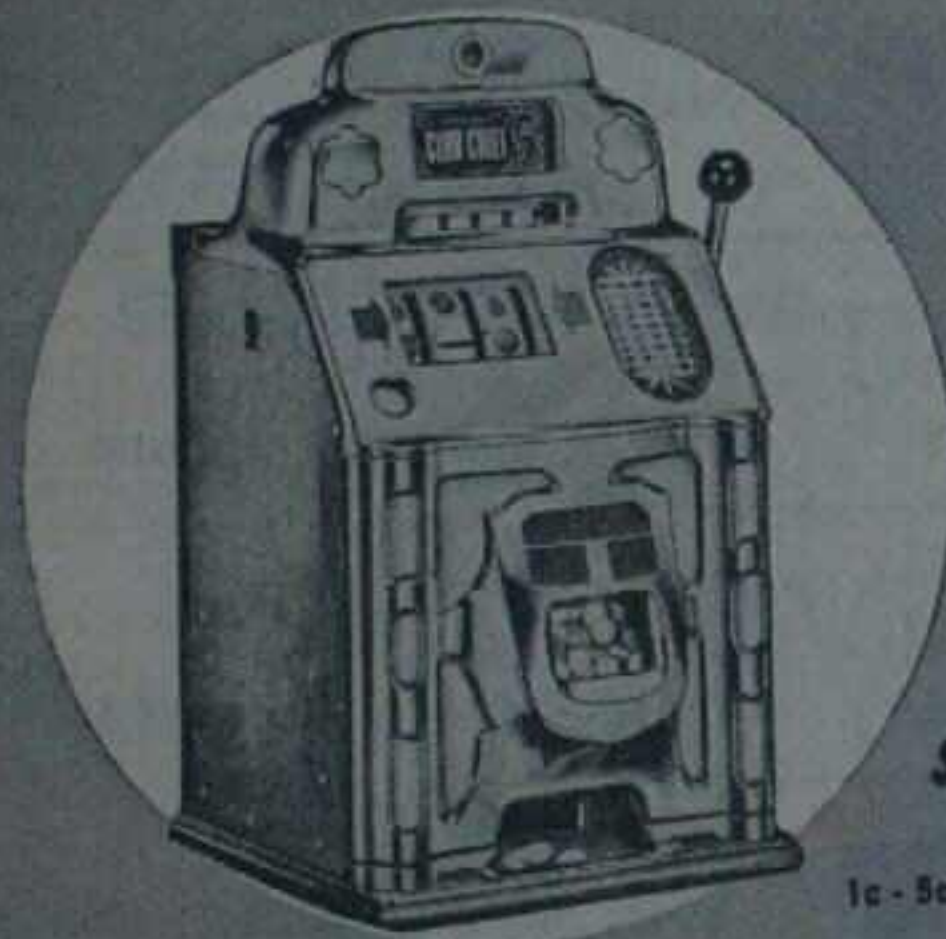
base and advance bonus one run. In order to register a two-base hit, the patron must drop a ball in a kick-out pocket, located in the center of Yanks' playfield. This action also adds two runs to the bonus score.

Yanks' four-powered flippers are all actuated by pressing either flipper control button at the side of the cabinet. Firm has designed its flipper wiring in such a way so that when player presses flipper buttons the flippers give one quick thrust, and immediately return to original position.

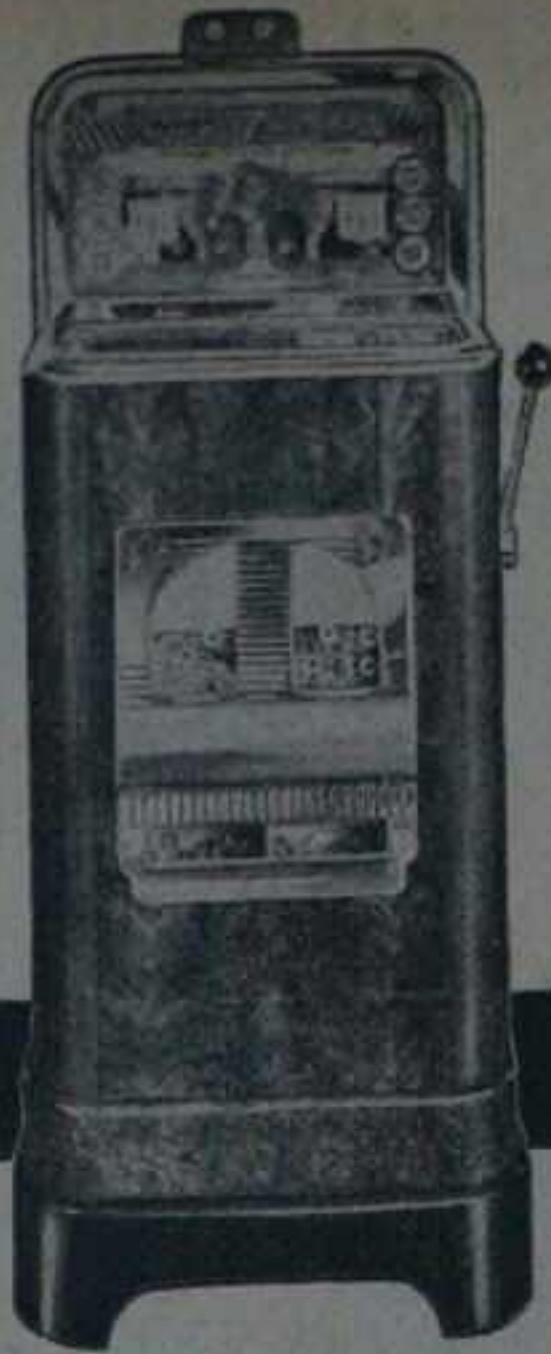


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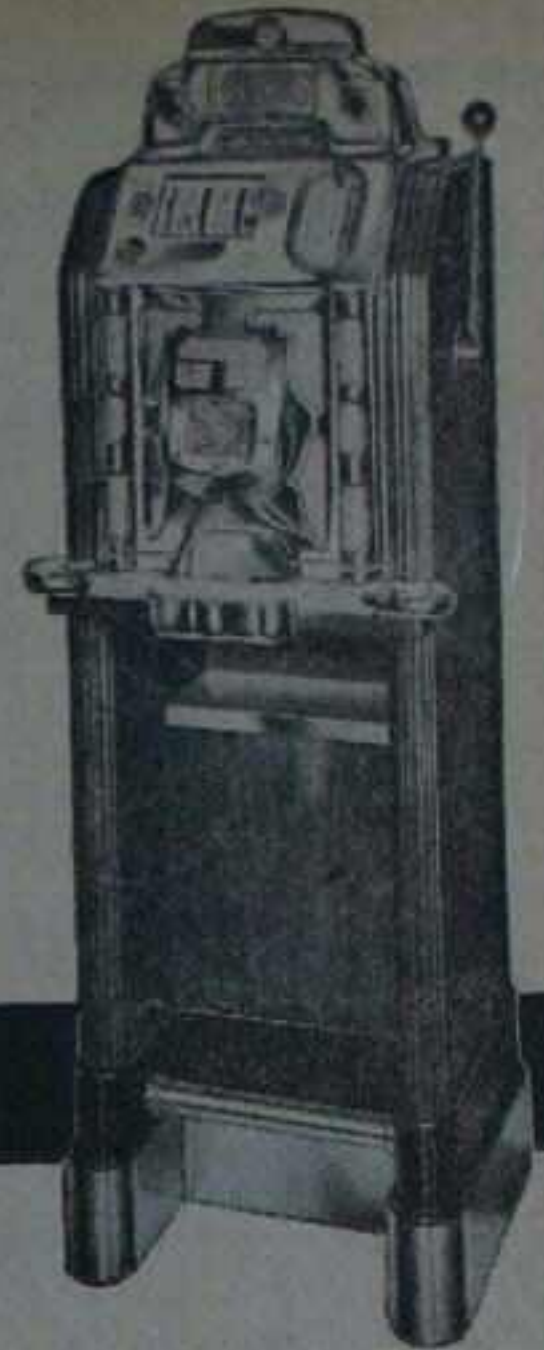
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Mills Silver Chrome, 5¢, 2/5 or 3/5	119.50
Mills Silver Chrome, 10¢, 2/5 or 3/5	124.50
Mills Silver Chrome, 25¢, 2/5 or 3/5	129.50
Mills Gold Chrome, 5¢, 2/5 or 3/5	119.50
Mills Gold Chrome, 10¢, 2/5 or 3/5	124.50
Mills Gold Chrome, 25¢, 2/5 or 3/5	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

FEATHER TOUCH

"Sensation of the Nation"

THE COIN CHUTE THAT IS SWEEPING THE COUNTRY

Finest in Coin Chutes for Pins, Roll-Down, Etc.

NOW BEING USED BY THESE LEADING MANUFACTURERS:

- Bally Manufacturing Company
- Exhibit Supply Company
- D. Gottlieb & Company
- Southern Coin - O - Mat Dist. Company
- Kwik Shoe Shine Company
- Scientific Machine Corporation

Smart operators demand Feather Touch equipped games. Trouble-free operation, satisfied players, no sore thumb gripes, all add up to more coins in the Cash Box. A modern coin chute for modern games. See your favorite distributor. If not available, order direct from us.

FREE PLAY MODEL (Specify Coin) \$3.95 EA.
NON-FREE PLAY MODEL " " 3.65 EA.

WE SPECIALIZE IN COIN CHUTES FOR ALL TYPE COIN MACHINES

WRITE US YOUR NEEDS

AMERICA'S FOREMOST PARTS HOUSE

Heath

DISTRIBUTING COMPANY

217 THIRD STREET

PHONES 2681-2

MACON, GEORGIA



MEMBER

IN OUR TERRITORY IT'S

Williams

YANKS



EASTERN SALES COMPANY

1824 EAST MAIN STREET

ROCHESTER, NEW YORK

SCOTT-CROSSE COMPANY

1423 SPRING GARDEN STREET

PHILADELPHIA, PA.

TRIMOUNT COIN MACHINE COMPANY

40 WALTHAM STREET

BOSTON, MASSACHUSETTS

WALDROP DISTRIBUTING COMPANY

1728 NORTH CHARLES STREET

BALTIMORE, MARYLAND

**A Good Recipe—
"Southern Style!"
"Quality" - "Price" -
"Condition"**

SPELLBOUND	\$29.50	STEP UP	\$ 59.50
SEA BREEZE	39.50	HAVANA	89.50
SUPER SCORE	39.50	HI RIDE	129.50
SUSPENSE	39.50	COVER GIRL	139.50
BAFFLE CARD	49.50	STARLITE	139.50
KILROY	59.50	HUMPTY DUMPTY	169.50

Terms: 1/3 Deposit, Balance Sight Draft.
WRITE FOR COMPLETE NEW LIST OF ALL TYPES
OF EQUIPMENT FOR IMMEDIATE DELIVERY



"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.
242 Jefferson St., Lexington 2, Ky.
1329 S. Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

REBUILT PHONOGRAPHS! UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING

ORDER BUT NOT REBUILT					
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: 5-20-1Z, \$3.95; W5-2Z Wireless, \$19.50; D5-20-1Z 3 Wire, \$15.00.
Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.
TERMS: 1/3 DEPOSIT, BALANCE O. O. D.

DAVIS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

DISTRIBUTING
CORPORATION
SEEBURG
FACTORY DISTRIBUTORS

PHONE SYRACUSE 5-5194
BRANCHES BUFFALO ROCHESTER

IN ALL TERRITORIES IT'S

Williams

YANKS

**THE 100% MECHANICALLY
PERFECT 5-BALL THRILLER**

with

**SENSATIONAL EARNING
POWER!**



Williams
MANUFACTURING
COMPANY
161 W. Huron St., Chicago 10, Ill.

**AT YOUR
DISTRIBUTOR
NOW!**

Statement: May 20, 1948

Thanks for Your Patience!

Bonus Bell Production Zooms!

We want to thank the operators who have been waiting so patiently for Bonus Bells. Frankly, we have been swamped with orders far beyond our normal production. Our distributors are clamoring for Bonus Bells, and they have been besieged by more operators in their territory every time Bonus Bell appears on location.

This condition has caused a great deal of misunderstanding and confusion, but we assure Bonus Bell operators that our Bonus production line is really beginning to click and your wonderful patience will soon be rewarded. Your Bonus Bells will justify your patience and forethought in waiting; your Bonus Bell cash box will prove it!

Each day more Bonus Bells leave our line. We are endeavoring in every way possible to distribute them fairly. We assure you that very soon you will be operating your Bonus Bells.

VINCENT SHAY, *President*
Bell-O-Matic Corporation

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 \$4, 10¢, 25¢ and 50¢ play.



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 \$4, 10¢ and 25¢ play.

WRITE FOR PRICES

IMMEDIATE DELIVERY



MILLS Q T

A "Pony-Size" Bell. Weighs only 85 lbs.

The NEW QT 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 1/8 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is opened by drop flap. Reels can also be instantly covered, automatically covering the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

\$65.00
1/8 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

there will ...
a sweet time
in Dixie



when we display the Marvelous--New...

AMI "B"
MODEL



First Showing In
Georgia and Alabama
Week of May 23rd



DISTRIBUTORS INC.

Morris Hankin Jack Lovelady
708 Spring Street North West, Atlanta, Georgia
1524 2nd Avenue, North, Birmingham, Alabama



JOE ASH

ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BIG HIT	\$24.50	ROCKET	\$44.50
BIG LEAGUE	24.50	STAGE DOOR	
CO-ED	94.50	CANTEEN	24.50
DYNAMITE	29.50	SUPERLINER	24.50
FIESTA	39.50	SUPER SCORE	34.50
KILROY	39.50	SPELLBOUND	29.50
LUCKY STAR	64.50	SURF QUEEN	24.50
RIO	39.50	SUSPENSE	24.50
		TORNADO	54.50

BALLY VICTORY SPECIAL \$144.50

1/3 With Order - Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

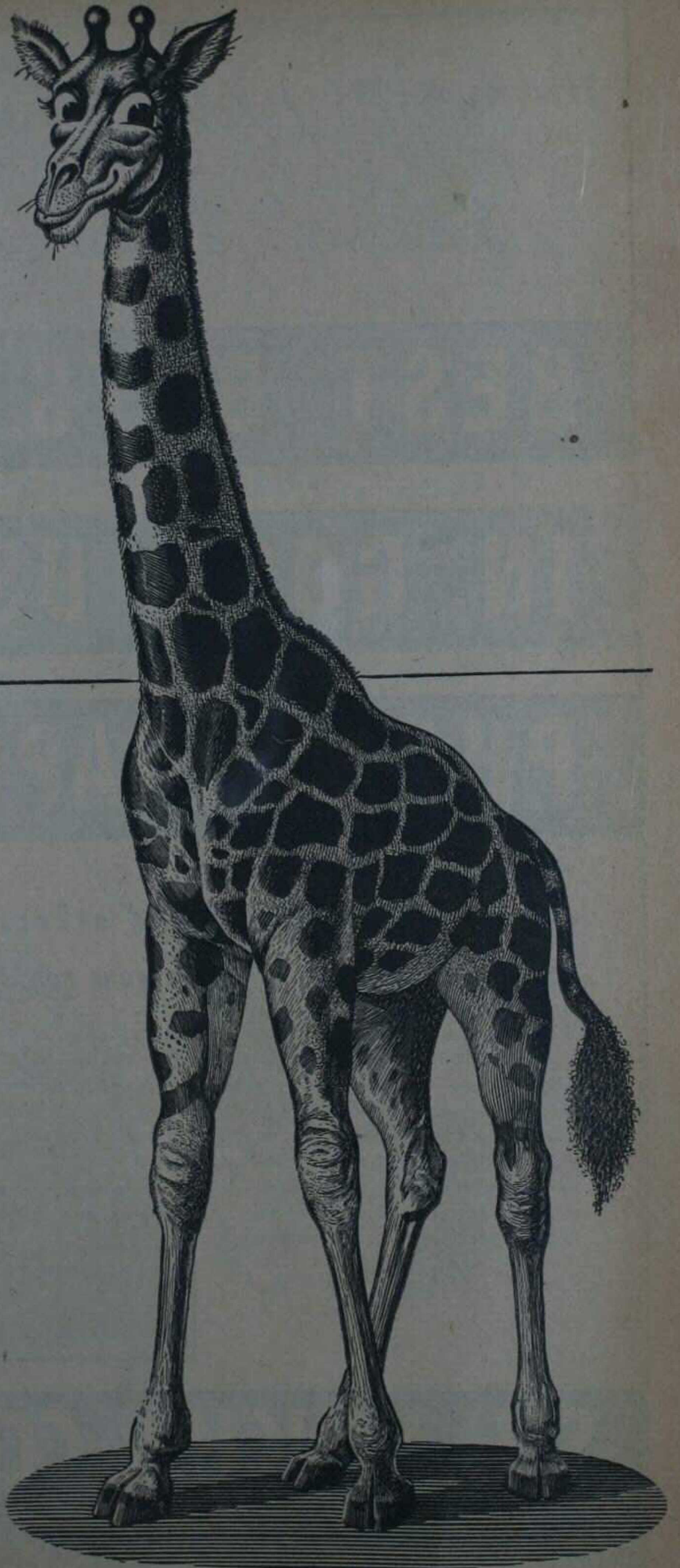
666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

95 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"



LONG *Run*

Mills B-O-N-U-S Bell gives players a long run for their dough. Regular awards are offered plus the frequent and breathtaking 18s whenever B-O-N-U-S is spelled out.

BELL-O-MATIC CORPORATION

*Offered to Music Operators only
S. H. Lynch & Co. features a variety of*

BEST BUYS

IN GOOD USED

PHONOGRAPHS

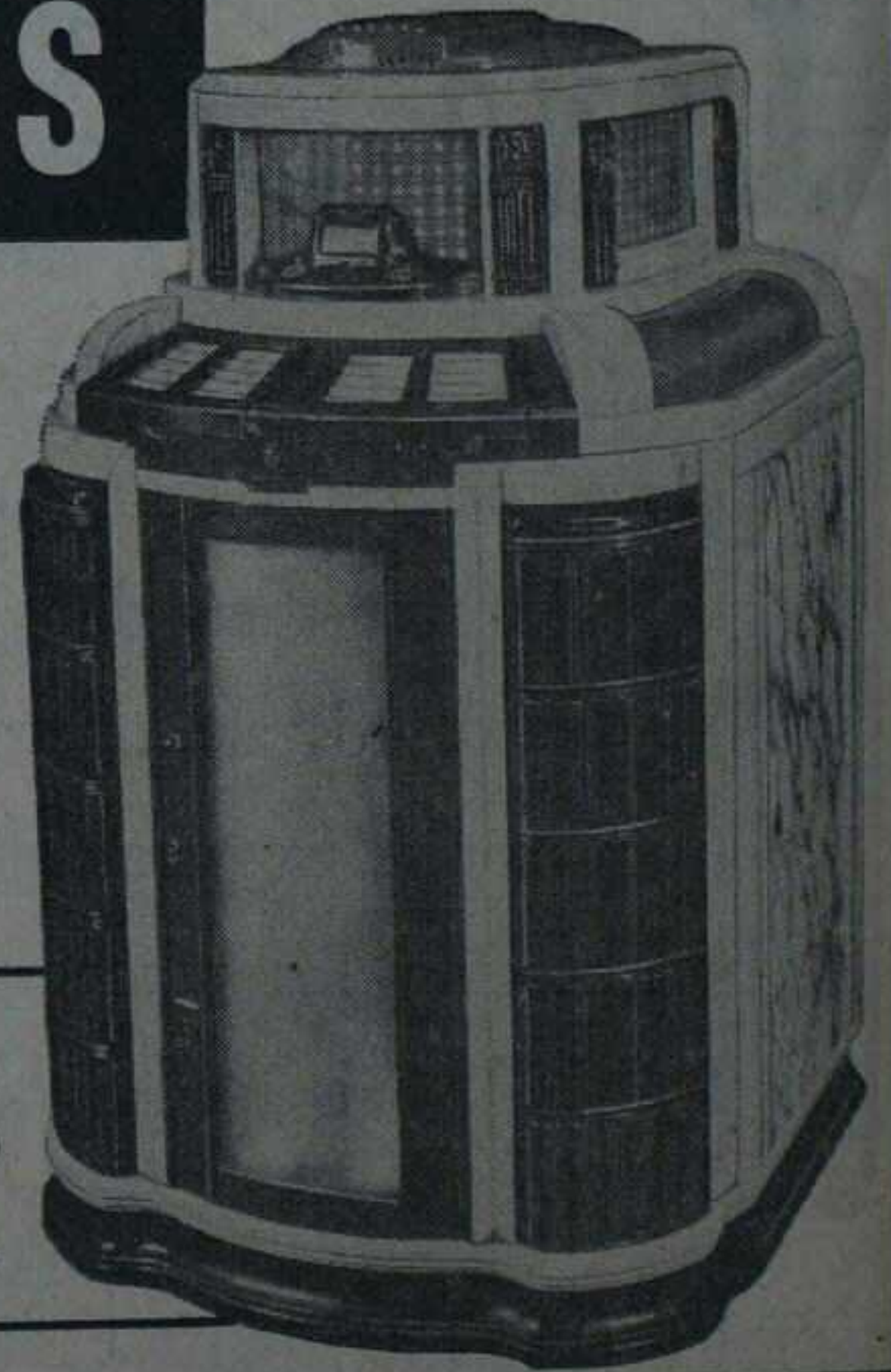
Our stocks of **Seeburg** MUSIC SYSTEMS and others change constantly . . . tell us your needs

The chances are we can supply your particular needs at once . . . since a good selection of wanted models goes through our own shops regularly. All trade-in phonographs are completely repaired to operate properly and refinished to look their best. We consider them the best values, in used equipment of this type, that the market affords. In a few cases . . . minor substitutions of parts are made. Check with your nearest S. H. Lynch office today regarding your requirements.

★ Illustrated:

1941-1942 Seeburg
8800, 9800, 8200 ES \$250

1941-1942 Seeburg
8800, 9800, 8200 RC \$275



S. H. LYNCH & CO.

Exclusive Southwest Seeburg Distributors

Dallas, Pacific at Olive
Houston, 910 Calhoun

New Orleans, 832 Baronne
San Antonio, 241 Broadway

Memphis, 1049 Union Avenue
Oklahoma City, 900 N. Western

TERMS:

5% Discount for cash
OUR SOUTHWEST TERRITORY: 1/3 down - balance 10 months. One-half of 1% per month carrying charge.
OUTSIDE SOUTHWEST TERRITORY: 1/3 cash with order - balance C. O. D., or S/O Bill of Lading attached.
In case you're not on our list of recognized music operators, it will be necessary to substantiate your status as such.

Genco's

Mardi Gras



A BRAND NEW IDEA—A 1 TO 4 ROLL-OVER BUTTON COMBINATION

FLIPPER ACTION, KICK-OUT HOLE, SINGLE, DOUBLE, TRIPLE, BONUS, SUPER HIGH SCORE—7 EXTRA ROLLOVER BUTTONS AND 3 100,000 BUMPERS

EVEN GREATER PLAYING APPEAL THAN TRIPLE ACTION AND TRADE WINDS COMBINED

IT HAS TERRIFIC ACTION WITH *Five* WAYS TO SCORE

OPERATORS ACCLAIM IT, THE PUBLIC DEMANDS IT, IT'S GENCO'S MARDI GRAS

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco

MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



OPERATORS
CAN'T KEEP

COOL-IE



ABOUT—

CHICAGO COIN'S SHANGHAI

The **NEWEST
HOTTEST**



5 BALL GAME TODAY



**LOOK! Still More
TRIPLE SCORING
ROLL "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.



**ORDER
SHANGHAI
FROM YOUR DISTRIBUTOR
TODAY!**

**ANOTHER
WINNER
FOR
CHICAGO
COIN**

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



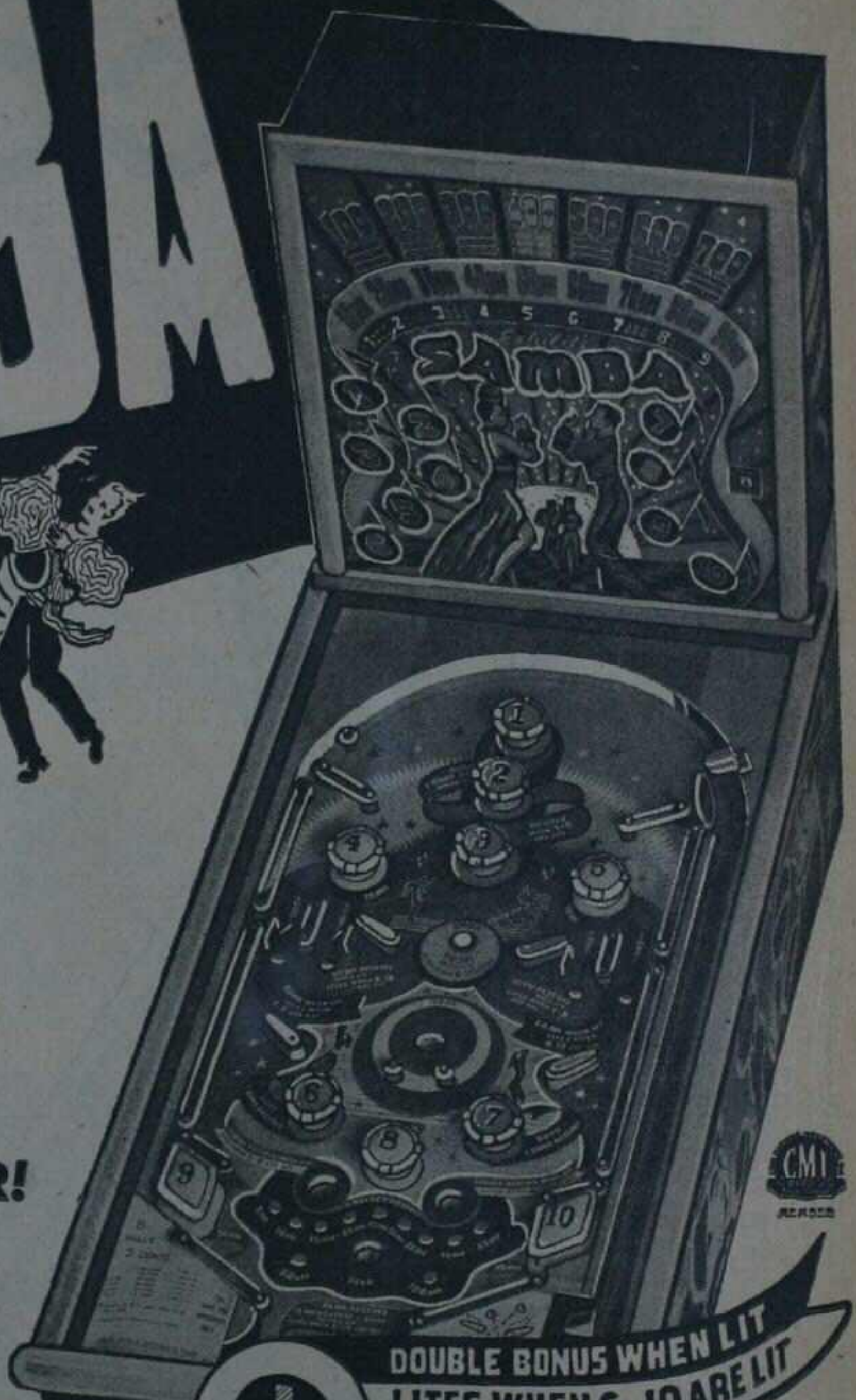
SAMBA



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 100000

5000

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

YOU'RE WAY UP THERE WHEN YOU OPERATE...

JACK & JILL



SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

"There is no substitute for QUALITY!"

PLAY 'N PROFITS
Climb Fast
with
PERFORMANCE
LIKE THIS!

2 COMPLETE SEQUENCES
—"JACK"—"JILL"

BONUS AND BONUS BUILD-UP!
DOUBLE BONUS! ADVANCE BONUS!
HIGH SCORE!

FLASHING EYES ON THE PLAYING FIELD!

Original FLIPPER BUMPERS
(Patent Pending)

AVAILABLE NOW!
GOTTLIEB Original
FLIPPER
BUMPER
(Patent Pending)
KIT

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—

\$4.95

New Price Effective Immediately!
PROMPT DELIVERY

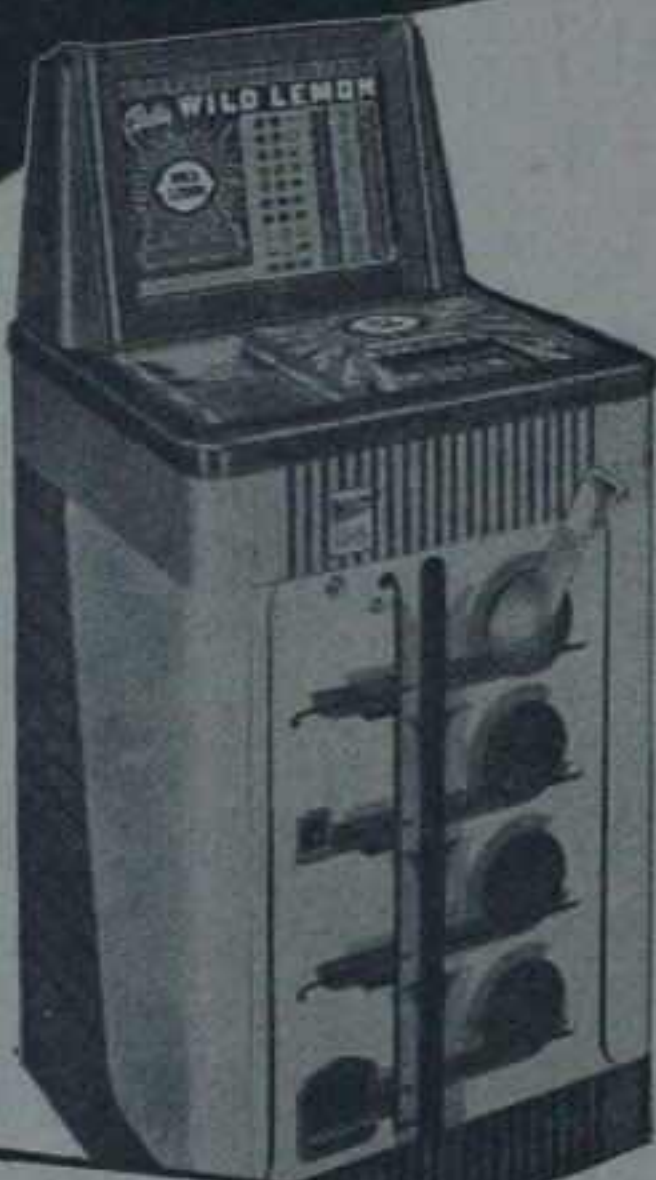
SEE YOUR DISTRIBUTOR FOR EARLY DELIVERY AND GET ON TOP WITH GOTTLIEB

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois



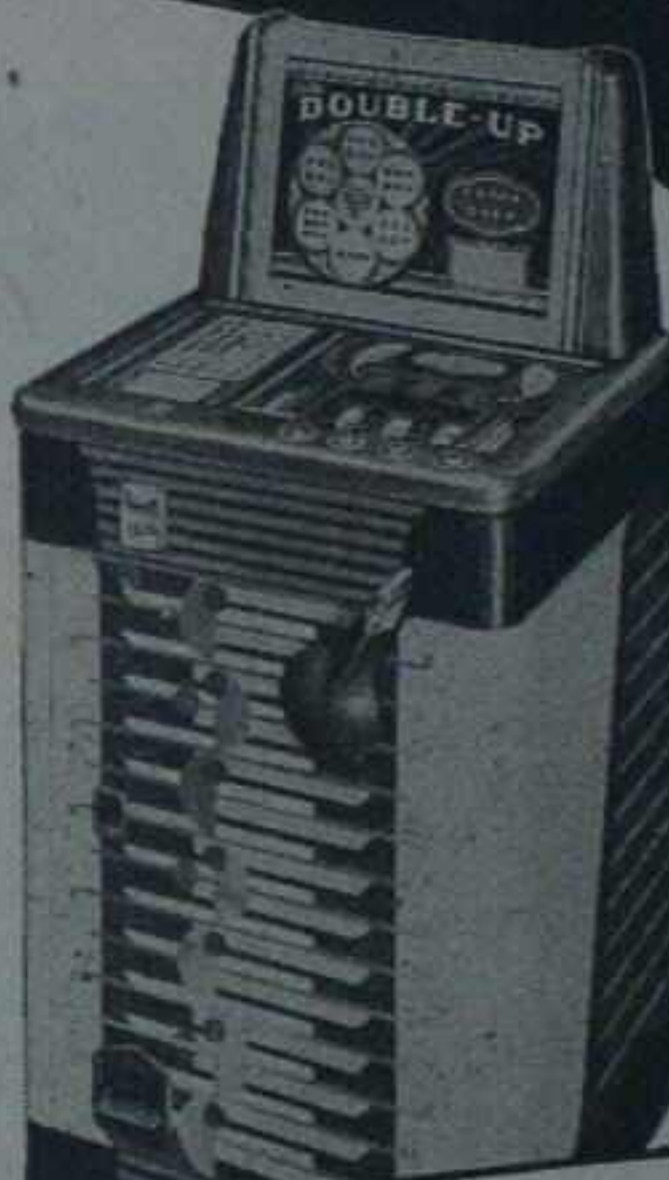
Bally BELL CONSOLES

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

MORE *IMPORTANT* THAN EVER

• Scientific Sound Distribution • Remote control

Competition for the consumer dollar and consumer attention grows keener each day. Couple this competition with an ever-growing cautiousness on the part of all buyers and your problem as an operator of music systems becomes crystal clear.

To derive the maximum revenue from every location you serve, it is more important than ever that you improve the quality of your product.

Your product is music. When it is attractively packaged—reproduced at just the right level of sound—made easy to buy . . . then you can expect a fair return on your investment.

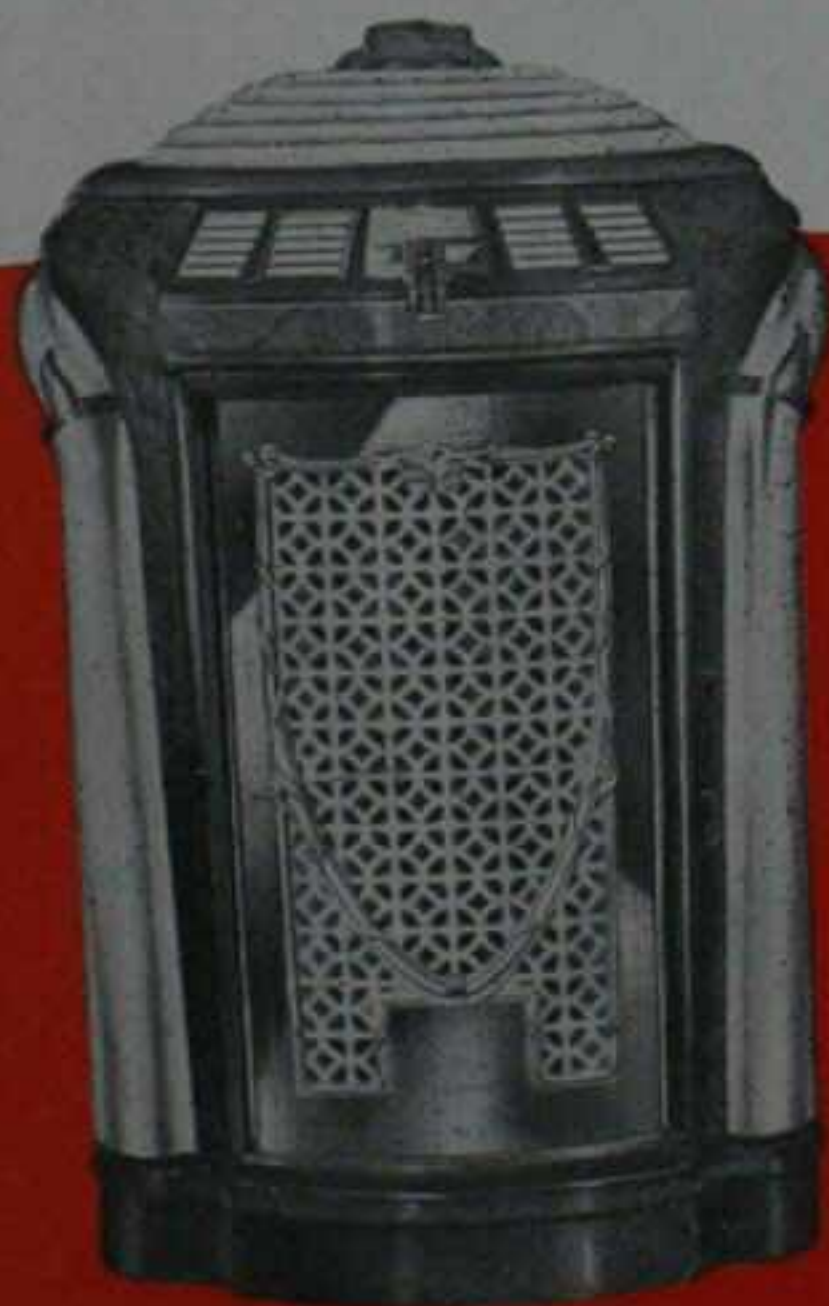
The automatic phonograph business is not static. Just putting a phonograph in a corner—turning up the volume and hoping the novelty would bring in revenue was all that was necessary when the automatic phonograph was in its infancy. But it isn't today. Today the public wants music.

You are in a position to offer the kind of music the public wants. By making full use of Seeburg Scientific Sound Distribution and Remote Control you can "tailor" the system to the exact requirements of any location.

Two Seeburg developments place you in a position to offer the public the kind of music it wants. Scientific Sound Distribution provides music at conversational level—no blare near the phonograph, no fadeaway in far corners. Seeburg Remote Control makes music easy to buy—places favorite selections right at the finger tips of the public.

To claim your fair share of business in today's competitive market, investigate the equipment that is available to you in the complete Seeburg line. Progressive operators everywhere know that the answer to modern music merchandising is Seeburg Scientific Sound Distribution and Remote Control.

*America's Finest
and Most Complete
Music Systems*



"148" Symphonola

Seeburg

1902 · DEPENDABLE MUSIC SYSTEMS · 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22



Wireless and 3-Wire Wallamatics



Auxiliary Remote Control Amplifier



Mirror Tear Drop and Recessed Speakers



Dual Remote Volume Control



Pre-Amplifier and Public Address System

Let us help you
MAKE MORE MONEY
 from your route

Our job, as Wurlitzer Distributors, is to help you make more money by *cutting operating costs and boosting earnings.*

This means trading in, for new Wurlitzer 1100s old phonographs that take in too little, cost too much to service.

By *modernizing* your route with new Wurlitzer 1100s you will increase your earnings in your best paying locations. Then, by moving in later models, *right down the line*, you will increase your profits from *every other location.*

This will cut your operating costs because:

2023 PLAYS ON THE SAME RECORD AND IT'S STILL GOING STRONG!



New Wurlitzer 1100s, with the famous Zenith Cobra Tone Arm and "Quick-As-A-Flash" replacement units, should mean in excess of \$300 saved in four years on record, needle and service costs, in addition to unprecedented earning power.

2

Later model phonographs in your secondary spots should take in more money and cost less to service than the old phonographs you traded in.

IT TOOK ONLY 1½ MINUTES TO TAKE OUT THE AMPLIFIER AND PUT IN A NEW ONE, TAKING THE OLD ONE BACK FOR SHOP CHECK-UP.



With new Wurlitzer 1100s you will protect your best locations, keep them safe from competition. You will provide your top spots with a phonograph that has never been approached for *quality of music—play promoting design—dependable performance.*

Thanks to the Zenith Cobra Tone Arm, records last up to ten times longer—can be played upwards of 2000 times with only 5% loss of fidelity—command top used record prices even after 2000 plays.

Let us help you work out a program that will make your route pay more money.

THIS NEW WURLITZER CERTAINLY GETS A LOT MORE PLAY THAN THE OLD PHONOGRAPH.



Let us Help You with
GENEROUS TRADE-IN ALLOWANCES
 on your old phonographs
EASY TERMS ON WURLITZER 1100s



Model 1100

WURLITZER PHONOGRAPH DISTRIBUTORS

Alfred Sales, Inc.
 881 Main St., Buffalo 3, N.Y.

Brandt Distributing Co., Inc.
 1809-11 Olive St., St. Louis 3, Mo.

Central Music Distributing Co., Inc.
 1523 Grand Ave., Kansas City 8, Mo.
 2562-64 Harney St., Omaha 2, Neb.

Clark Distributing
 413 Brannon St., San Francisco 7, Calif.
 1854 S. Western Ave., Los Angeles 7, Calif.
 906 Elliott Ave., W., Seattle 99, Wash.

Commercial Music Co., Inc.
 726 N. Ervay St., Dallas 7, Texas
 3500 Louisiana St., Houston, Texas
 806 W. Main St., Oklahoma City, Okla.
 901 E. Houston St., San Antonio, Texas

Cruze Distributing Co., Inc.
 105 Virginia St., W., Charleston, West Va.
 407 N. Central Ave., Knoxville 17, Tenn.

Eaton Distributing Co., Inc.
 613 Tenth St., Des Moines 14, Iowa

F.A.B. Distributing Co., Inc.
 1019 Baronne St., New Orleans 13, La.
 304 Ivy St., N.E., Atlanta 3, Ga.
 1628 Laurel St., Columbia, S.C.

G. & S. Distributing Co., Inc.
 415 Fourth Ave., S., Nashville 4, Tenn.

Harvey Distributing Co., Inc.
 521 St. Paul Place, Baltimore 2, Md.
 823 W. Broad St., Richmond 20, Va.
 620 W. Morehead St., Charlotte, N.C.

The Arthur Hermann Co., Inc.
 282 Central Ave., Albany, N.Y.

Illinois Simplex Distrib. Co.
 831 S. Wabash Ave., Chicago 5, Ill.

Indiana Simplex Distributing, Inc.
 2451 N. Meridian St., Indianapolis 8, Ind.

Paster Distributing Co., Inc.
 2218 University Ave., St. Paul 4, Minn.
 2606 W. Fond du Lac Ave., Milwaukee 6, Wis.

Porter Distributing Company
 167 E. Jefferson St., Detroit, Mich.

Redd Distributing Co.
 130 Lincoln St., Allston 34, Mass.

Siegel Distributing Co., Ltd.
 477 Yonge St., Toronto, Ont., Can.
 40 Powell St., Vancouver, B.C., Can.
 853 Notre Dame St., W., Montreal, Que.

Smith & Fields Distributing Co.
 136 N. Fifth St., Philadelphia 6, Penna.
 420 N. Craig St., Pittsburgh 13, Penna.

Sutton Distributing Co.
 650 S. First St., Louisville 2, Ky.

Stirling Service
 Pocky Glen Park, Mead, Penna.

Terra Distributing, Inc.
 2820 N. W. Seventh Ave., Miami 37, Fla.
 90 Riverside Ave., Jacksonville, Fla.

Williams Distributing Co., Inc.
 1082 Union Ave., Memphis 3, Tenn.

Wolf Sales Company
 1932-4 Broadway, Denver 2, Colo.
 626 W. Washington, Phoenix, Arizona
 7401-3 E. Alameda, El Paso, Texas
 278 W. First S., Salt Lake City, Utah

Young Distributing Co., Inc.
 1257 W. Broad St., Columbus 4, Ohio
 707-11 Syracuse St., Cincinnati 2, Ohio
 2445 St. Clair Ave., Cleveland, Ohio

Young Distributing, Inc.
 525 W. 43rd St., New York 18, N.Y.