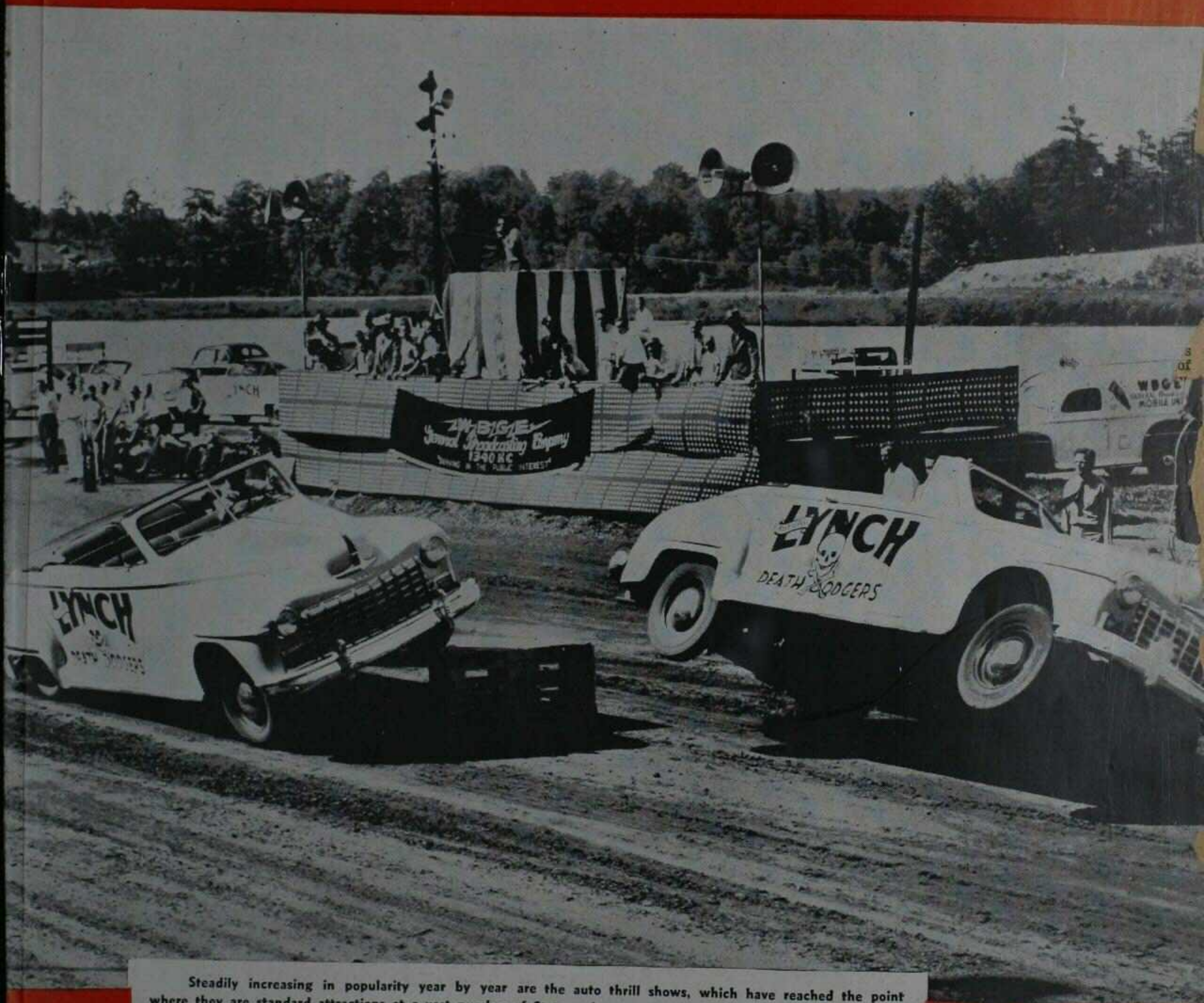


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 29, 1948



Steadily increasing in popularity year by year are the auto thrill shows, which have reached the point where they are standard attractions at a vast number of State and county fairs. One of the top crash-'em-and-smash-'em groups is Jimmie Lynch's Death Dodgers, featuring headman Lynch himself, shown here along with one of the outfit's other car-busters, going thru their paces at the fair at Atlanta, Georgia. The Lynch Death Dodgers, according to managers Jimmie Van Cise and Earl Newberry, have hit a new high in bookings for '48, with more than 250 shows lined up, including stadia and speedway appearances as well as fairs, and topping off the trek with a showing at the Louisiana State Fair on October 30. Station WBCE's mobile unit is remoting performance shown in this photo.

Every band lover



in America...everyone

who has ever thrilled to the full fine sounds of a

great band



playing great band music will

want to reserve a full half hour every Friday



night from June Fourth into September to listen to...

THE NEW CITIES SERVICE

Band of America

CONDUCTED BY PAUL LAVALLE

This brilliant new radio broadcast will feature forty-eight of the finest band musicians in America. It will be organized and conducted by the celebrated maestro Paul Lavalle of "Highways in Melody" fame. The songs...the marches

...the familiar folk ballads to be played throughout this Summer series of concerts will include all of the most-loved...most-requested selections from the pages of American band music.

If you love band music, listen—

EVERY FRIDAY NIGHT AT 8 P.M.—E. D. S. T.—NBC NETWORK

CITIES SERVICE

NAB IN PEACE PIPE CONFAB

Revolutionary Disk Marvel By Columbia

30-Minute High-Fidelity

NEW YORK, May 22.—Columbia Records, Inc., is known to be preparing a brand-new wrinkle in phonograph records that conceivably may exert tremendous influence on the entire industry, from home record players thru library services. Opening gun in an intensive exploitation and promotion campaign on the new product is expected to coincide with the Columbia dealers' convention in Atlantic City the week of June 21.

In the nature of a new disk marvel, the basic gimmick is said to be a micro-grooved vinylite disk in both 10 and 12-inch sizes, which would be aimed mainly at the home record market but could expand readily into other fields. The disks would operate at 33 1/3 r.p.m. and, depending on size would yield from 30 to 45 minutes of high-fidelity, wide-range music on each record (two sides).

Since no home sets are equipped to run at the slow, e. t. speed, the diskery is known to be readying an entire unit for conjunction sale with the hush-hush platters. The unit reportedly will consist of a turntable and motor adapted for the lower speed, complete with a special head (See Columbia's Disk on page 20)

Para Using Records, Radio, Tele Plugs for "Waltz" Flicker

HOLLYWOOD, May 22.—For the first time in its history, Paramount Pictures is incorporating the exploitation powers of tele, radio and records to beat the drum for the Bing Crosby-Joan Fontaine flicker, *The Emperor's Waltz*. Paramount has produced a 16mm film as a tele trailer plugging the world premiere of the pic at the Hollywood Paramount Theater Wednesday (26). In addition, Para's tele outlet, KLTA, will haul its cameras there for a video look-see of the premiere, usu-

ally a crowd-pulling event in film-dom.

To harness the radio medium, Paramount is sending a novelty-type transcribed interview with Der Bingle to 800 stations. E. t. includes a scene for the pic with Crosby and Miss Fontaine, specially prepared question-and-answer chatter, plus (See Para Plugs "Waltz" on page 4)

3 Treaties Drafted To End Double Tax

WASHINGTON, May 22.—Three new treaties to eliminate double income taxes levied on entertainers and others working in foreign countries were sent to the Senate Foreign Relations Committee this week by President Truman.

The treaties were negotiated between the State Department and Denmark, the Netherlands and New Zealand. They provide that U. S. citizens working in these countries less than six months would be taxed only by the U. S. Those working more than six months would be taxed by the foreign country.

Similar treaties with Great Britain, Northern Ireland and Canada have been ratified by the Senate. One affecting France is now pending in the Senate, while a treaty with Mexico is being worked out by the State Department.

Code Passage Augurs Intra Trade Unity

Credit Miller for Gains

LOS ANGELES, May 22.—The newly adopted code of the National Association of Broadcasters (NAB), approved finally this week after months of discussion and revision, will face its first major tests this fall, broadcasters closely identified with the writing of the standards of practice declared here this week. Adoption of the code Wednesday (19) by the NAB board of directors, highlighted a successful and active convention, the 26th such annual session in the organization's history. Total attendance for the management-engineering sessions was 1,400.

Equalling in importance the adoption of the code is the fact that NAB today is more closely knit than it has been in years. At the conclusion of the 1947 convention, in Atlantic City, the organization was split into two (See NAB in Peace on page 5)

Canadian Biz Gets Hypo as 25% Tax Ends

Legit, Niteries, Parks Aided

MONTREAL, May 22.—Show business in Quebec was given a new lease on life this week with the announcement in Ottawa that the 20 per cent federal tax on theaters and the 25 per cent amusement tax on other amusement places would now be a thing of the past.

The lifting of the stiff levy was announced in the annual budget revealed by Finance Minister Abbott in the House of Commons. It still is hard to say what the general effect of the tax removal will be, but coming at the birth of a new tourist (See Canadian Biz on page 45)

Alfresco Straw Hypos Big Top

Circus Boffo At B. O. as It Hits the Road

5 Turnaways at Capital

By Jim McHugh

WASHINGTON, May 22.—Ringling Bros. and Barnum & Bailey Circus played to turnaway crowds at five out of six performances during its initial under-canvas presentation of the season here for the three days ended Thursday (20). As many people as possible were jammed into and strawed in front of the end blues. But the performance, virtually the same as presented indoors at New York and Boston, requires all of the arena area and, thus disappointed fans were turned away by the thousands. This was construed by some officials as a harbinger of the greatest outdoor season in the history of the circus.

Lending further credence to the optimistic outlook is the fact that all (See Straw Alfresco Biz on page 50)

BILLBOARD BACKSTAGE

By Joe Csida

The Awards Racket, or How We Clean Up on Winners

Having walked off to wild applause (well, at least three guys somewhere in the back of the house made some kind of noise with their hands) after our *Backstage* bow last week, the hambone in us is pleasantly agitated and here we go again. No Mullen this time, tho. We have rapped too many poor, defenseless performers for milking the customers to be caught with our bucket under the udder.

And, besides, there are things we want to say about the awards racket. Beefs have been dished up on the chopping blocks of our contemporaries in recent weeks (how did we ever get on this cattle kick?) to the effect that there are too many awards, and consequently they have all tended to lose significance. *Variety* and *Sponsor* offered choice cuts in that vein re radio awards, and a month or so back Lewis Funke, of *The New York Times*, fileted a mignon from the same steer re legit awards.

It will come as no late flash to *Billboard* payers that we make awards in both those phases of show business, as well as others. And while we agree with the general protest that there is an overabundance of plaque (See *Billboard Backstage* on page 13)

Mutual Defies Petrillo; Will Air Interlochen

NEW YORK, May 22.—What was interpreted as a major move to defy James C. Petrillo, president of the American Federation of Musicians (AFM), occurred this week when the Mutual Broadcasting System (MBS) agreed to carry on its web teen-age concerts originating at Dr. Joseph E. Maddy's music camp at Interlochen, Mich. Following the MBS decision to air the concerts, Maddy, with reference to the Lea Act, stated: "I'm glad there's one network that has the courage to give more importance to (See *MUTUAL DEFIES* on page 4)

Engineers Ride Video Beam

RCA and Para Systems Get A Once-Over

NAB, SMPE Probe Future

LOS ANGELES, May 22.—More than ever before, television occupied a key spot in discussions at the second annual engineering conference of the National Association of Broadcasters (NAB) held as part of the NAB's 26th annual convention. The NAB meet was held concurrently with the convention of the Society of Motion Picture Engineers (SMPE) in Santa Monica, with delegates to both huddles getting together to explore latest developments in the new medium.

As usual, when television is on the floor, crystal gazing occupied a large part of the discussions. But at the same time, a more tangible look into the future was made possible by a demonstration of the long-secret Radio Corporation of America (RCA) large-screen theater television system and Paramount's television broadcasting transcription process, probably the high spots of the tele phase of the two meetings.

NAB-SMPE engineers assembled last night (Friday) at Warner Bros. studios in Burbank to witness the unveiling of RCA's secrets. Appearing most advanced was the direct projection system whereby an image was thrown on a theater-size screen (15 by 20 feet) directly off the cathode ray tube. This method, developed during the past two years by RCA in conjunction with Warner Bros. and 20th Century-Fox, was said by engineers to be the most advanced step yet made toward perfection of theater tele. Screen brightness was at a satisfactory level and pic quality was almost equal to a normal tele image (See **ENGINEERS RIDE** on page 7)

In This Issue

Broadway Shows	46
Burlesque	43
Carnival	72-94
Circus	62-64
Classified Ads	97-107
Coin Machines	115-156
Fair List	66
Fairs and Expositions	65-69
Final Curtain, Births, Marriages	49
General Outdoor	50-61
Honor Roll of Hits	24
Legitimate	40-47
Letter List	108-109
Magic	45
Merchandise	97-112
Music	19-40
Music as Written	39
Music Machines	125-136
Music Popularity Charts	24-37
Night Clubs	41-44
Parks and Pools	70-71
Shows for Pitchmen	116
Radio	6-15
Repertoire	48
Reviews: Light	47
Night Clubs	42
Radio-Television	18
Vaudeville	45
Rinks and Skaters	95-96
Roadshow Films	48
Routings: Carnival	90
Circus	90
Legitimate	47
Miscellaneous	90
Salesboards	113-114
Vaudeville	41-44
Vending Machines	116-124
Vox Jox	23

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.

Mutual Defies Petrillo; Will Air Interlochen

(Continued from page 3)

the law than to a union leader's edict." The Lea Act prohibits union interference with non-commercial educational programs. In the past Petrillo has countered this with the statement that Interlochen was on his unfair list as a commercial institution.

In New York, the Mutual-Maddy anchluss was taken as an indication of the stiffening attitude of broadcasters to the AFM. Local 802 spokesmen were rather bitter about the outlook, claiming that Petrillo, in his last negotiations with the networks, had committed the AFM to a three-year pact calling for raises in neither pay nor employment. In return, web execs promised AFM they would "urge" their affiliates to maintain the status quo on employment, and even give thought to hiring additional musicians. Signing of the recent pact was attended by much amity on the part of contracting parties. But now, according to one union spokesman, "You can see what comes of gentlemen's agreements." In other words, the Mutual decision to carry Interlochen is expected to be followed by tougher action by broadcasters to take full advantage of the provisions of the Lea and Taft-Hartley acts.

Mutual's broadcasts of the music camp concerts are scheduled to start Monday, July 5, 9:30-10 p.m. Prior to the announcement of the MBS-Maddy accord, Maddy was reported as having received a letter from a National Broadcasting Company (NBC) exec nixing the series on the ground that nobody would have a program which was on AFM's unfair list.

Sydney's 2d Rink Off To Good Start

SYDNEY, May 22.—Closed since 1939 when it was taken over by the army, the Palais Royal ice skating rink has reopened for biz with Billy Romaine in charge of the rink. The rink is constructed in one of the main pavilions in the Royal Agricultural Society's grounds at Moore Park, where it was very popular before the war. This will be the second ice rink in Sydney and run in opposition to the Glaciarium, which has had a monopoly ever since the war started.

Biz for the week since the opening

Decca Dickers With Majestic; Howard Going?

CHICAGO, May 22.—With Majestic diskery due to file a schedule of publisher and artist royalty liabilities early next week, a curious batch of rumors respecting the waxery artists have arisen.

Informants here maintain that while Decca Records has been bargaining with Majestic for a possible purchase of masters, label rights and artist contracts, one of Majestic's key properties, Rose Murphy, has been tucked away on an RCA Victor contract signed some months back. Whether the Murphy gal's signature is proviso-laden or binding remains unclear. Meanwhile persistent rumors have it that Eddy Howard's reps are talking terms with various diskeries on the claim that they are free to go where they like once the Majestic court litigation is cleared up. Counsel for the diskery this week won a third continuance from Judge Philip Sullivan on a plea by three creditors of the company to switch the firm from Chapter XI, Chandler Act proceedings, into Chapter X.

Meanwhile a unique twist was uncovered when George Olsen, Majestic diskery, told *The Billboard* that he has re-possessed his 16 remaining Majestic masters and has already released the first two sides on his own Primrose label. Altho the company lists these masters among its assets and conceivably they can't be separated from Chandler Act regulations, Olsen said his deal with Majestic was that they would make the records and then give him a \$250 advance plus royalties when the platters hit the market. Majestic had not lived up to the bargain, he said, so he was peddling his own platters.

Chi Hearing on Vitacoustic

CHICAGO, May 22.—In another Chandler Act action in this city, creditors of Vitacoustic Records will be notified shortly by referee Nathan McChesney that a meeting of creditors will be held in the Federal Building here June 10. Creditors will be allowed to discuss Vita's proposed reorganization plan; objections must be filed before June 20. Support for the plan must be indicated before June 17.

night has been tops and the management is delighted. There seems to be plenty of room for two big rinks in Sydney.

Hoagy on Decca

In the Hoagy Carmichael Sings caption on the front cover last week, we slipped and said Hoagy records for Capitol. He doesn't. Decca is his label. Our apologies to the Decca mob and Hoagy (and to Capitol, if they're mad at us too).

N. Y. City Center Self-Supporting

NEW YORK, May 22.—The New York City Center of Music and Drama wound up its 1947-1948 season completely self-supporting, according to a statement made to its incorporators by the chairman of the board, Newbold Morris, at the annual meeting Wednesday (19). The final tally shows an operating profit of \$16,000, with usual deficits via symphony concerts and opera more than made up by balance from other activities. The house unveiled 322 performances over the year to a total of 577,707 customers. The total pay checks divided by nine theatrical unions added up to \$494,455.48.

Re-elected to the Center's board of directors were Richard Aldrich, Morton Baum, Howard S. Cullman, Hubert Delaney, Clarence Derwent, Frederic Ernst, William Feinberg, John Golden, Mrs. Lytle Hull, Robert Edmond Jones, Mrs. Oswald B. Lord, Walter S. Mack, Macklin Marrow, Richard McCann, Joseph McGoldrick, Mrs. Henry Morganthau, Newbold Morris, Jacob Potofsky, Mrs. John T. Pratt, Mrs. Arthur Reis, Mrs. Lawrence Tibbet, Frederick Umhey, Gerald Warburg and John A. Warner.

PARA PLUGS "WALTZ"

(Continued from page 3)

The Groaner doing one of the pic's songs. Waxings will be serviced, to air outlets via exhibitors prior to local openings. This is in addition to the pic getting numerous plugs on Crosby's Philco air show.

To make the Waltz campaign one of the most concentrated pre-release pic exploitation drives in recent years, disk-wise, the flick will have 10 individual pressings plus an album.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans, Pres. & Treas.
Joseph G. Csida, Vice-Pres.
Lawrence W. Catto, Secy.

Editors

Joseph G. Csida, Editor in Chief
C. R. Schreiber, Coin Machine Editor
William J. Sachs, Executive News Editor

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTral 8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUmbar 6450

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



NAB IN PEACE PIPE CONFAB

Indies Score 2d Objective At Conclave: Voice in NAB

LOS ANGELES, May 22.—The "peace pipe" convention of the National Association of Broadcasters (NAB), concluded here this week, saw the independent stations gain the second of their major convention objectives—permanent representation within NAB so that they will have a voice in shaping NAB policies. The first objective had been accomplished in the redrafting of the new industry code so as to make it more equitable for affiliated and non-affiliated stations, alike. Non-affiliate representation will come about thru appointment of a new permanent standing committee, to which will be assigned, as liaisons, two members of the NAB board of directors. This will allow for mutual discussion of problems concerning indies. As is standard procedure, the committee chairman will be advisory to the board.

Pending appointment of the new indie committee was disclosed by NAB President Justin Miller following a lengthy appearance before the board of Ted Cott, of WNEW, New York, and Ben Strouse, of WWDC, Washington. They told the board that the case of the code illustrated perfectly the fact that the indies were not properly represented within NAB. This was a reference to the fact that the indies balked at the code as originally presented to the membership, since it failed to take cognizance of non-affiliated operating problems.

During the NAB board discussion of indie station representation, Paul (Fritz) Morency, of WTIC, Hartford, Conn., asked Ted Cott and Ben Strouse, the indie reps, to stop using the term "independent." "I'm as independent as you are," said Morency—meaning that his affiliation with NAB had no effect on his operation policies.

"Okay," said Cott. "we'll call ourselves non-affiliates. But it looks as tho the independents have something—everybody wants to get in on the act."

The board seemed well aware that the non-affiliates have a club they can swing should they want to, since there were references during the Cott-Strouse appearance to the latter's by-law petition. This was a petition calling upon the NAB board to call for a referendum on changing the make-up of the NAB directorate so as to include two non-affiliate directors. The petition was withdrawn on the request of NAB President Justin Miller, who asked that the matter instead be discussed at the board's post-convention meeting. Cott and Strouse had almost enough votes to bring about the referendum, 5 per cent of the membership being necessary.

Talk at the convention was that the present directors were loath to go ahead with the indie director plan, and offered the standing committee as a compromise, because of possible reaction from the networks. Latter recently withdrew from NAB as full members, are now associate members and have no board representation. It was feared, however, that with indies on the board, the networks might reverse their position.

NAB Coverage

LOS ANGELES, May 22.—NAB convention coverage in this issue was handled for The Billboard by Jerry Franken, radio editor, and Alan Fischler and Lee Zilto, of the Hollywood office.

Scalped

LOS ANGELES, May 22.—Ed Breen, of KVFD, Fort Dodge, Ia., who lost out in his attempt to prevent adoption of an industry code at the NAB convention this week, was asked, after the meeting, how he felt when the members voted against him.

Said Breen, succinctly, "I was massacred."

Code To Become Stiffer in Time

LOS ANGELES, May 22.—Altho the newly adopted code of the National Association of Broadcasters (NAB) is not as strict as the originally proposed standards, delegates to the NAB's convention this week all acknowledged that it would gradually become stricter as time passes. Chief reason for its comparatively relaxed provisions now is fear of increasing competition within the next several years.

NAB President Judge Miller told delegates to the convention that the industry would have to tighten regulations as time passed. In addition, Miller wrote a comment in the code which declares that, "Standards for broadcasting can never be final or complete. It is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change."

Miller also stated that in the future broadcasters would tighten the code by scrutinizing the type of ad copy they accept and emphasizing improvement in program quality. He said it is possible NAB may establish a research project to determine the most effective type of commercial copy.

NAB Hollers for Phila. Lawyer After Breen Submits Petition

LOS ANGELES, May 22.—A loud, trenchant call for a Philadelphia lawyer arose at the 26th annual convention of the National Association of Broadcasters (NAB) following Wednesday's (19) meeting of the board of directors. The problem involved is the status of the newly promulgated standards of practice code as the result of Ed Breen's petition calling for a referendum on the by-laws with respect to the NAB board's power to approve a code. Here's the situation:

A year or so ago, via referendum, the NAB membership voted to empower the NAB board to promulgate a code. Less than a dozen votes in op-

Miller and Breen at Peace After Clash At Opening Session

LOS ANGELES, May 22.—The one criticism of the manner in which NAB President Justin Miller handled the discussion of the industry code Monday (17) stemmed from his refusal to give Ed Breen, of Fort Dodge, Ia., extra time to present his opposing view. Equally, Breen was criticized for his insistence on "unlimited" time, rather than appealing for a stated extra period. Miller, some broadcasters charged, stifled criticism in this instance, even tho it was acknowledged he was on sound legal ground in ruling Breen out of order. Procedure, in this case provided for presentation of Breen's petition to the board, rather than at an open membership meeting.

While there was obvious bitterness involved in the exchange, board members declared that Breen had changed his attitude considerably, following his participation in the board meeting Wednesday (19).

As a newly elected director, this was Breen's first board meeting and he commented after that he was singularly impressed by the careful attention shown to trade problems by the NAB leaders. The careful analysis of the code by the board, just before the code was adopted, led Breen to comment that his sole remaining opposition to the document was because of the time limit on commercial announcements.

Final board vote on the code was 21 for, one against.

NAB Keeps Mum On KMPC Issue

LOS ANGELES, May 22.—The National Association of Broadcasters (NAB) will maintain a hands-off attitude in the case of KMPC, Hollywood, whose owner, G. A. Richards, allegedly ordered slanting of newscasts, Justin Miller, the association president stated here this week.

Replying to a question as to NAB's attitude, Miller declared: "NAB will do nothing . . . we can go no further than an association of newspapers would go in enforcing standards within its own organization. The NAB would not even think of entering an area of enforcement over which the government has control."

position were recorded.

When the code was presented to the convention last year, the board voted for further study, to answer criticism of the code as unfair to independent stations. The issue was finally settled this week.

A few weeks ago, Breen, himself an attorney and owner of KVFD, Fort Dodge, Ia., circulated a petition asking for a referendum on the question of whether the board should retain this power. He obtained 309 signatures, far more than the by-law requirement of 5 per cent of the membership. Wednesday (19) he

(See NAB Hollers on page 7)

Code Passage Augurs Intra Trade Unity

Credit Miller for Gains

(Continued from page 3)

sharply contesting groups, the independent stations and the network affiliates. But while it's true that this year there still remains a minority which is opposed to certain aspects of the code, that minority is not only far smaller than the anti-code was last year, but also the points of contention in the code are far fewer than last year—when virtually the entire document was under attack. The threat of secession which hung over NAB last year—the threat stemming from the independents—has been completely removed.

Miller Gets Credit

Much of the credit for the changed conditions must go to NAB President Justin Miller, who recognized the inequities in the original code and its disregard of independent station operating problems, and took steps to remedy them. In addition, Judge Miller himself did a final draft of the code, which with certain changes, the draft was approved and his speech Monday provided wavering delegates with a final clincher (The Billboard, May 22).

Another development tending toward further amity within NAB is the fact that the independent stations gained in their proposal to get permanent representation within the organization. This has been accomplished by creation of a new standing indie committee (see separate story).

Discussion of the code Monday (17) produced a dramatic moment when Ted Cott, vice-president of WNEW, New York, who had led the fight against the original code, as presented to the membership last September, offered a resolution endorsing the code and calling for the members to ask the board of directors to promulgate the code at their Wednesday (19) meeting. Cott commented that while he had criticized the original standards, the team play within NAB since

(See Code Passage on page 7)

Miller To Name Code Observance Comm.

LOS ANGELES, May 22.—Justin Miller, president of the National Association of Broadcasters (NAB), will shortly appoint a committee to study means of encouraging "observance" of the new NAB code. Designation of such a committee was voted by the NAB board following its adoption of the code Wednesday (19).

NAB originally used the term "enforcement" in connection with the code, but for various reasons, among them a disinclination to attempt any policing and a fear of involvement in censorship, has adopted a policy cued to "observance."

Definition

LOS ANGELES, May 22.—One broadcaster succinctly defined the new broadcasters code in two words.

Calls it an "artificial conscience."

RADIO WARNED ON FUTURE

Biz Squalls Ahead, Warn Key NAB Men

Promotion Big Requirement

LOS ANGELES, May 22.—Two key officers of the National Association of Broadcasters (NAB) warned delegates to the 26th annual NAB convention here this week that the outlook for AM radio is a gloomy one. One statement, made by President Justin Miller, was an open admission that trouble lies ahead. The other, coming from Kenneth H. Baker, NAB research director, was somewhat guarded, but backed up by facts and figures, was perhaps more ominous.

Miller's comment came during a post-convention discussion of the new code in which he said that "as radio stations (meaning AM operations) fail," the code will be tightened. The open admission by broadcasters' official spokesman that the industry looked forward to increased voluntary deletion from the spectrum because of tightening conditions within radio was especially significant.

Baker's forecast warned broadcasters that "the record is full of alarm, admonition and advice." In 1947, he said, stations turned in their licenses at the rate of three a month in AM and two in FM; in 1948, they've been dropping out at the rate of six a month (AM) and eight in FM. The totals on the air have only remained about the same because new stations are coming on. In 1947, there were a total of 36 and 26 AM and FM deletions. So far, for just four months, the totals are 22 and 32, respectively. In addition, Baker noted, FM authorizations are not developing as quickly as expected, while the AM saturation point will be reached sooner than expected.

Baker also warned broadcasters to increase their efforts at audience promotion, noting that even the multiple set ownership has increased, listening has not kept pace, indicating decimation of audiences. He said that promotion expenditures were "pitifully" low, and that by far too large a number of people are uninformed about radio's offerings. Splitting the audience into smaller pre-station groups, as new transmitters go on the air, means that sponsors will re-examine rates, he warned, and only increasing per-listener tuning in, and attracting non-listeners, will meet the problem. This requires promotion, he declared.

On the encouraging side, Baker observed that listeners have shown, thru surveys, that they have a keen loyalty to radio and that there remains a vast untapped number of potential advertisers who need radio. This calls for aggressive promotion and aggressive selling, he said, and increased efficiency thru-out broadcast operations. Only in this way, he concluded, can radio meet its economic challenge; "the days of the blue sky in radio are rapidly disappearing. . . ."

HOLLYWOOD, May 22.—Modernaires, vocal group currently on an Eastern theater-nitery tour, have been signed to return to Campbell soup's Club 15, replacing the Pied Pipers on the five-a-week airshow series August 2. Deal was set between Diana Bourbon, Coast radio head of Ward Sheelock Agency, and Tom Shells, Modernaires P.M.



Distinguished News Woman

LUCILLE HASTINGS

For three successive years Lucille Hastings has walked off with top honors in the National Press Women's contest for the best prepared radio newscast. For KLZ she edits prize-winning newscasts every day.

KLZ, DENVER

100 Stations Sign To Back Promotion Pic

LOS ANGELES, May 22.—About 100 stations have already signed to share in the costs of the National Association of Broadcasters (NAB) All-Radio Presentation, a motion picture film being produced to sell broadcasting to advertisers. Every segment of the industry, stations, manufacturers, talent agencies, package producers, station representatives and networks, is due to participate.

Film will cost around \$200,000 with the webs kicking in with around \$12,500 each and the stations in accordance with their gross income. Broadcasters will, all told, assume around \$150,000 of the entire costs. Film will premier in New York around January 1, 1949, and will be made available to all participating stations, as well as social and educator groups. It is also hoped to produce a short for general picture house exhibition.

Preview of the project was shown to the National Association of Broadcasters' (NAB) convention and created a terrifically favorable reaction. Produced by Vic Ratner (Columbia)

Burros, Babes and Beer Make For Boff 20G Kent-NAB Brawl

LOS ANGELES, May 22.—From the social standpoint, there is no question that this year's annual NAB convention was the most successful the industry has had, with a fabulous party, given by A. Atwater Kent, retired radio manufacturer, topping the list. From reports, the shindig cost Kent between \$15,000 and \$20,000.

It was the sort of an affair which could happen only in Hollywood. Kent lives in a huge mansion perched on top of a small-type mountain in Bel-Air, and a bus and limousine service shuttled the 1,500 guests to the joint. The newly redecorated shack was decked out in a Spanish motif, including a Spanish orchestra, amiable burros, most of which had atrocious manners, and cigarette girls

NAB Members Fail To Share Coy's Enthusiasm for FM

LOS ANGELES, May 22.—The marked divergence between broadcasters and Federal Communications Commission (FCC) Chairman Wayne Coy on the future of FM was shown clearly during the NAB convention, when radio men answered Coy's plea for FM action by indicating that few thought FM would eventually supplant AM radio. Speaking at a luncheon meeting, Coy categorically stated, "To me, in the light of what we know today, it seems almost inevitable that FM will, within a generation, largely replace AM." Broadcasters, however, disagreed with Coy's prediction. During a

FCC's Coy Joins Peace Pipe Ritual At NAB Gathering

LOS ANGELES, May 22.—FCC Chairman Wayne Coy charmed broadcasters with a sharp-witted references to the new NAB code when he addressed a luncheon meeting Tuesday (18).

Referring to the portion of the new industry code which outlaws "disrespectful portrayal of law enforcement, and characterization of the officers of the law as stupid or ridiculous" he said he hoped this would include the FCC. In return, however, he said future FCC dealings with the industry should respect another code provision, one which outlaws "brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly."

Clincher, however, was Coy's opening. Radio chief of The Washington Post interests prior to his recent FCC appointment, Coy opened up by saying, "It is now five months since I dropped out of sight."

FCC chairman got an enthusiastic reception from the NAB—a marked contrast with previous NAB conventions, which heard severe criticism of the industry by the then incumbent chairman.

the film will tell the story of radio as a medium by contrasting present days with pre-radio days.

In addition to elucidating on radio as an educational and sales force, the film will help broadcasters to sell non-radio advertisers and to meet the promotion efforts of newspaper and magazine publishers.

panel on television, AM, FM and facsimile, operators of joint AM-FM stations were asked if they thought their FM operation would replace their AM stations. Of the hundred or so operators present who managed dual operations, less than a dozen felt that FM spelled the end of AM broadcasting. This show of hands came after the panel had devoted considerable discussion to selling and promoting FM, with a strong pitch put in by Everett L. Dillard, president of Frequency Modulation Association (FMA).

Coy told broadcasters that the FCC's FM allocation plan for the use of the 88-108 MC. band would be on a planned basis, contrast to the "topsy-like" growth of AM broadcasting. Moreover, the FM allocation plan would provide for uniformity of power within given areas of the country, thereby eliminating the present competitive inequality that exists between AM stations.

Coy further told broadcasters that it would be a "red letter day in the history of American broadcasting when you broadcasters make up your minds you can provide a superior aura broadcast service thru the use of FM."

The FCC, said Coy, is determined to provide enough nationwide FM channels to set up a truly competitive system.

FMA's Everett Dillard called on (See Coy's Enthusiasm on page 7)

BMI Set Up for TV, Haverlin Tells NBA; Pubbers Give Okay

LOS ANGELES, May 22.—Carl Haverlin, president of Broadcast Music, Inc. (BMI), told NAB delegates that the music org is now geared for television, having received rights from publishers to use all music in BMI catalog on television as well as radio. Haverlin said BMI would make no distinction between television and radio in formulating long-range video plans. BMI television contracts will be similar in terms and conditions to standard radio contracts now in effect, calling for same percentage of revenue from the sale of time for both video and radio use.

Haverlin told the convention that BMI had increased performances from 5,000,000 in 1943 to 11,000,000 in 1947, with average performances per stations up from 5,000 to 8,000 yearly. BMI catalog has grown to 125,000 listings of over 107,000 titles, with 30,000 compositions available on recordings. BMI now has a total of 2,151 licensees in the United States and Canada, he added.

Explaining that BMI asked for renewal of contracts more than two years in advance of termination date, Haverlin revealed that more than 1,642 renewals have been signed to date, accounting for 95 per cent of the dollar volume of the industry. Further renewals were expected to bring the total up to 100 per cent of BMI membership.

dressed in boleros, who gave out free smokes and were involved in more passes than a dozen crap games.

Broadcasters milled around the joint happily swigging free drinks; trampling on the lush landscaping, which runs down half the side of the mountain; rubbing elbows with movie stars; gandering the superb scenery and throwing cigarette butts on the carefully clipped lawn. A few cynics sneezed at the joint, since it had only one tennis court and one swimming pool (with boat). The afternoon was topped off by a free meal of meat balls and spaghetti, which taste the same on top of a mountain as in a pizzeria and by a typical Hollywood touch supplied by Harry Maizlish, of KFWB, Hollywood. He had an airplane skywrite a welcome to the NAB and a thanks to Kent.

NAB Notes

JUSTIN MILLER added a new flock of doodles to his collection during the convention. The NAB prexy collects such scribbles as a hobby. . . . Dinah Shore, gracious as ever, didn't forget her old pals at WSM, Nashville, when she warbled at the NAB banquet, giving Jack Harris and the rest of the WSM alumni a special "hiya" from the floor. . . . Convention delegates took time out Tuesday to catch a glimpse of Don Lee Broadcasting System's new \$3,000,000 plant. Web topper Lewis Allen Weiss picked up lunch tab for more than 1,000 visitors.

John Shepard, of Yankee Network, turned up at the Atwater Kent party in a canary yellow jacket and red—get that—red slacks. . . . Jan King announced his resignation as a partner in KECK, Odessa, Tex., during the convention. . . . Jim Gaines, WNBC, New York, sported a peeling forehead from the California sun. . . . Wilt Guntzendorfer and his frau, Hatalie, of KROW, Oakland, Calif., among the early arrivals. . . . Johnny Gillin, WOW, Omaha, looking fit after his recent operation. . . . Busiest guy at the confab was Bob Schmidt, MBS veepee in charge of station relations. Natch, with all those affiliates.

Martin Block tossed a party at L'Aiglon, new Beverly Hills eatery. Other party givers included C. P. McGregor, Don Thornburgh and Dick Pack, latter of WNEW, New York. . . . Hoyt Wooten, WREC, Memphis, on hand with a new collection of dialect stories. . . . C. E. Hooper took in the convention, pitching his new station measurement service. . . . Press matters ably handled by Bob Richards and Jim Sawson, NAB staffers. . . . Niles Trammell, NBC prexy, lammed to San Francisco before returning to the home office. . . . Harry S. Goodman, transcription producer, beefed his head off when the Biltmore management refused to let him bring in a movie-trained pony as a promotion gimmick. When he couldn't sell 'em the idea, Goodman switched to a few good looking babes, in brief cowboy costumes. Most delegates seemed to prefer that. . . . Ad agency contingent included Linnea Nelson, J. Walter Thompson; Frank Silvernail, BBD&O; Burt Oliver, Foote, Cone & Belding; Gert Scanlan, BBD&O.

Jerry King, of Standard Radio, scored a neat beat when he transcribed the NAB banquet show on Ampex tape and played it back to demonstrate the system's high fidelity. . . . Jose Quinone, WAPA, San Juan, Porto Rico, had a long haul to get to L. A., but made it. . . . Ex-New Yorker Bernie Wilkins, now of KFWB, Hollywood, gladhanded his erstwhile Manhattan gin rummy victims. . . . Leonard Marks, Washington radio attorney, up for the meeting. . . . When Vic Sholtis, of WHAS, Louisville, was told that Ed Petry was registered at the Biltmore, he took his six-foot display sign from the second floor down to the room clerks. They believed him, then, even tho it was 2 a.m. . . . Austin Everett (Al) Joscelyn was named to new post of director of KNX operations for CBS Hollywood outlet. Joscelyn was formerly manager of CBS's WBT, Charlotte, N. C., and WCCO, Minneapolis. . . . Arthur Westlund, KRE, Berkeley, Calif., owns a crematorium.

NAB HOLLERS

(Continued from page 5)

presented this petition to the board. Meanwhile, the board has okayed the code, and the questions involved now include:

Will the board still be required to go back to the membership via Breen's proposed referendum? And if the board does so, and the members vote to take the code-passing power away from the board, does the code still stand? This is the basic

Engineers Ride Video Beam

Code Passage
Augurs Unity

(Continued from page 5)

then had produced compromises satisfactory to the various trade elements. Only one vote opposed Cott's resolution.

Miller-Breen Tussle

The same session, however, saw a bitter exchange between NAB President Miller and Ed Breen, newly elected non-affiliate director of KQVD, Fort Dodge, Ia. With all speakers limited to three minutes, Breen, who opposed the code, started off by asking for unlimited time, noting that Judge Miller's opening address (*The Billboard*, May 22) had taken an hour and since it was pro-code, he felt entitled to more than the limit. A sharp exchange between Miller and Breen finally resulted in a show of hands by which the members supported Miller's maintenance of the time limit. Before the vote, however, Miller, in reply to Breen's statement that he (Breen) was a lawyer, tartly observed that he hoped Breen would "live up to those high standards."

Breen's position was based on the fact that he has obtained 309 signatures in support of a petition which would deprive the NAB board of its powers to approve a code. Now, since the code has been passed, and Breen has submitted his petition to the board, in accordance with by-law requirements, the situation has become somewhat confused (see separate story in this issue).

Passage of the code raises many questions, among them the effect it will have on programing, its observance by membership and industry measures to obtain that observance and how workable it will be when put to the test this fall. The code goes into effect July 1, subject to existing contracts, with all contracts to be made to conform by May 19, 1949. Thus the test of the code will involve elimination of cow-catcher and hitch-hike commercial announcements; elimination of double spot announcements; reduction, in some instances, of commercial announcement time, and the dramatization of political issues, heretofore prohibited.

Broadcasters Support Code

Broadcasters were virtually unanimous in support of the code. This included, oddly enough, Breen, who stated during the board meeting that following a word-by-word analysis with the other directors, his only remaining opposition was to the section limiting the amount of commercial time within given program periods. Breen's objection to these provisions is based on his feeling it places a handicap on non-network stations.

One of the first to formally okay the new standards was Niles Trammell, president of National Broadcasting Company (NBC), who declared that NBC would revise its own code to include not only the new NAB regulations but the higher standards NBC adopted in 1934. He noted that NBC proposed more stringent regulations last year but nevertheless hailed the NAB standards as a step in the right direction.

conflict. Judge Justin Miller, NAB president, declares that irrespective of the outcome of the referendum, the code is now on the books. Breen says that should he win in the referendum, the code would be nullified. Breen's position will come up for action at the board's next meeting in November.

General answer here of most delegates on the issue was "that Catalina Island is sure a swell spot."

Now, Be It . . .

LOS ANGELES, May 22. — Resolutions passed by the NAB convention here this week did the following:

Supported the regime of NAB President Justin Miller.

Approved Miller's campaign for free speech on the air.

Opposed copyright changes proposing royalties on recordings.

Endorsed activities of the Advertising Council.

Urged measures to include questions about radio ownership in the 1950 census.

Commended the Industry Music Committee.

Commended Broadcast Music Inc. (BMI) for its services to broadcasters.

Coy's Enthusiasm
Not Shared by
NAB's Members

(Continued from page 6)

the FCC to promote FM by setting a time limit on the filing of new AM applications. "The very day that FCC refuses to accept further new AM applications, FM will surge ahead in a manner and degree never before achieved in radio history," Dillard declared. He supported Coy's prediction that FM would eventually supplant AM radio.

Tele's role was outlined by Coy in his talk when he touched on the forthcoming high frequency television hearing set for September 20. Coy said the FCC was going into the hearing with its mind open, fully aware of progress made since tele allocations of May, 1945. It was obvious, however, he said, that the FCC could no longer delay in planning for adequate television channel availabilities.

Interest in television, which gave smaller AM broadcasters much to talk about, was the prime topic of the panel discussion. Three industry leaders, Mark Woods, president of American Broadcasting Company (ABC); Lewis Allen Weiss, chairman of Mutual (MBS), and Charles Mortimer Jr., vice-president of General Foods, told broadcasters that television and AM can live in the same radio world. They assured AM-FM operators that video will not supplant the aural broadcasting industry, predicting that tele will grow, but not at the expense of AM. Broadcasting toppers warned that tele would be too costly for penny pinching operations. Operators of AM-tele operations must be resigned to pouring their AM profits into video for the next five years, Weiss declared.

Other participants on the panel were Dr. Frank Stanton, president of Columbia Broadcasting System (CBS); Noran Kersta, director of television operations, National Broadcasting Company (NBC); Fred Gamble, president, American Association of Advertising Agencies; Clair McCulloch, WGAL, WGAL-FM, Lancaster, Pa., and H. J. Hoffman, Hoffman Manufacturing Company, Los Angeles.

Martin Quits CBS;
Ackerman Succeeds

HOLLYWOOD, May 22.—Harry Ackerman, executive producer for Columbia Broadcasting System (CBS) in New York, this week was named to succeed Ernest H. Martin as director of network programs in Holly-

RCA and Para
Systems Get
A Once-Over

NAB, SMPE Probe Future

(Continued from page 4)

seen on a home receiver. Also demonstrated was RCA's film recording equipment, whereby a telecast is photographed on film, processed and projected later on the theater screen. For last night's demonstrations, KTLA's relay races were blown up for the large-screen instantaneous projection and later projected on the same screen via the filmed process. According to Col. Nathan Levinson, head of Warner Bros.' sound department and chairman of the session, a tele show recorded on film can be projected in the theater 71 seconds after time of telecast, indicating the swift processing possible with the RCA system. Off-the-air recording was made on 16mm. reversal film. This method differs from that employed by Paramount recently in New York (and demonstrated here earlier in the week before a NAB session) in that Paramount uses 35mm. film. However, RCA sticks to 16mm. reversal film since this eliminates one step in processing the film by printing directly on a positive.

Tone of the session at Warner Bros. was that demonstrations were merely intended as a means of showing engineers how far advanced direct projection tele is at present and not intended to mean that this system is practical for general theater use today. According to Colonel Levinson, direct projection equipment demonstrated would cost a theater exhibitor approximately \$75,000.

Other noteworthy tele factors considered during both the NAB and SMPE confabs included James D. McLean's (manager of Philadelphia's WPTZ) call for a series of auxiliary video outlets surrounding a central tele station which would allow that station's telecasts to cover a greater area and thereby reach more viewers. According to McLean, limitations in tele's range will increase the cost per viewer to a point where tele may become too much of a load to be carried by advertisers. Newly developed microwave relay equipment will make such "little networks practical."

RCA Veepee W. W. Watts told the opening sessions of SMPE that tele will bring Hollywood its most prosperous years. Mushrooming of the tele industry will result in the largest demand yet made on Hollywood for its film product, he said. Watts predicted that tele stations and webs will need more than 1,000 two-reel subjects and 14,000 15-minute shorts. Ralph Austrian, Foote, Cone & Belding's tele veepee, told SMPE delegates that video will cause a reduced pic house b. o. at first, basing his talk on a survey made in New York City of 415 home set owners.

wood. Martin this week submitted his resignation, effective June 15, to concentrate on a legit musical which will open this fall. He has directed a number of CBS shows, including the Mickey Rooney opus, which, according to trade reports, may exit shortly. Ackerman quit an executive post at Young & Rubicam January 1 to join CBS.

How important are 25 years?

ONE LONG-TERM MEASURE of an advertising agency is its ability both to change and to resist change.

In striving ever to improve the quality of its work, it must be party to the myriad inventions—intellectual and material—by which progress is measured.

But in preserving the character and integrity of its work, an agency must resist all efforts to change those basic qualities on which its reputation and its inspiration are founded.

If, by preserving the latter, it impels the former, each year becomes more useful than the last.

In the year of our twenty fifth anniversary—which we celebrate this May—Young & Rubicam publicly restates some of the beliefs we live by.

Y&R's philosophy



1. An agency must excel in Ingenuity, thoroughness, restlessness

Ingenuity—the resourcefulness to command a bigger proportion of the public's attention for a client's advertising than his competitors are getting for theirs.

Thoroughness—the ability to completely surround and penetrate a selling problem.

Restlessness—a state of mind that compels an advertising agency to seek a still better way to do a job, after a good way has been found.



2. A job must satisfy not only the client—but Young & Rubicam

Good advertising cannot thrive in an atmosphere of "pleasing the client at any cost."

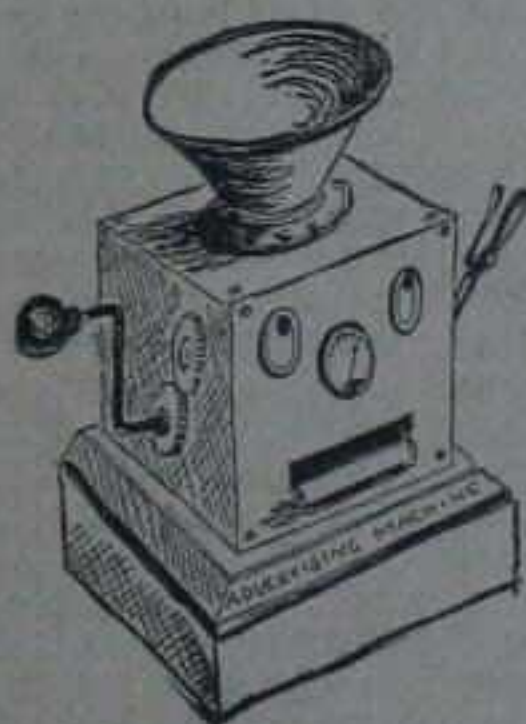
We want the client to believe in the advertising we prepare for him. But—equally important—we must believe in it ourselves.



3. "Brass hat" doesn't mean brass knuckles

Any executive of Young & Rubicam can lose an argument to a subordinate.

For it is Young & Rubicam's belief that problems are solved better with reason than by coercion; that the agency will profit most from a man's mind if he feels free to express his honest convictions in any situation.



4. There is no such thing as an "all-round" advertising man

It is our belief that an outstanding advertising man may be capable in many phases of advertising, but that he will excel in one.

Letting each man devote his entire ability to the thing he does best has proved to be one good form of insurance against undernourished thinking.



5. "Formula" is another name for "rut"

We believe that the sales problems of products are as individual as eyesight, and that advertising should be fitted to them as carefully as glasses are fitted to the eyes.

Any attempt to formularize advertising places too much responsibility on experience, and too little on original thought.



6. An agency should be alive to the world outside of advertising and business

It should study the things that appeal to people in the field of politics, news columns, movies, the stage, the pulpit or fiction.

And it should be able to apply its findings to the constant improvement of the advertising it prepares.



7. It is more important to develop present business than to get new business

The reward of ownership in Young & Rubicam has been given for the ability to serve business rather than to get business.

In each Young & Rubicam office, one man devotes part of his time to soliciting new accounts.

The inference

25 YEARS AGO THIS MONTH, Young & Rubicam was an advertising agency which had some definite convictions—but no business.

We still have the convictions. And we believe sincerely that because we still have them, the following businesses have chosen to advertise through Young & Rubicam, Inc.

Clients of Young & Rubicam, Inc.

Following is a list of companies whose advertising is handled—in whole or in part—by Young & Rubicam. The companies are listed in chronological order.

1924

General Foods Corporation

1926

International Silver Company

1927

The Borden Company
Johnson & Johnson

1930

The Travelers Insurance Company

1931

American Home Foods, Inc.
Cluett, Peabody & Co., Inc.

1932

Gulf Oil Corporation
The Rath Packing Company
The Personal Products Corporation
Packard Motor Car Company
Parke, Davis & Company
Northern Paper Mills
The Centaur-Caldwell Division
of Sterling Drug, Inc.

1933

Bissell Carpet Sweeper Company
Frankfort Distillers Corporation

1935

General Aniline & Film Corporation
The National Sugar Refining Company
Bristol-Myers Company

1936

Life Savers Corporation
Drake Bakeries, Incorporated

1937

Motor Wheel Corporation
The Singer Sewing Machine Company
Metropolitan Life Insurance Company

1938

Thomas J. Lipton, Inc.
Time, Inc.
The Drackett Company

1938 (Continued)

Sanforized Division of Cluett,
Peabody & Co., Inc.
Cannon Mills, Inc.

1939

Simmons Company

1940

Hotels Statler Company, Inc.
American Can Company
Royal Typewriter Company, Inc.
Lever Brothers Company
John F. Jelke Company

1941

The Pullman Company
Celanese Corporation of America

1942

Consolidated Vultee Aircraft
Corporation

1943

Good Housekeeping Magazine
Petri Wine Company
The Goodyear Tire & Rubber
Company, Inc.
General Electric Company

1945

Duffy-Mott Company, Inc.
Hunt Foods Inc.
Purity Bakeries
Hammond Instrument Company

1946

Pepsi-Cola Company
(Evervess Sparkling Water)
O'Cedar Corp'n.
Chester H. Roth Co., Inc.
Dictaphone Corporation
Northam Warren Corporation

1947

The Permanente Metals Corporation;
and Permanente Products
Company
Bigelow-Sanford Carpet Co., Inc.
Seovill Manufacturing Company
Jos. Schlitz Brewing Company

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

Pubserv Competition Idea Digest

250-1,000-Watt Stations Offer Good Gimmicks

I WITNESS DEATH, KLAC, LOS ANGELES. Reduction of traffic accidents is the intent of the program. To accomplish this, station has its special events reporter tour L. A. in a police car equipped with a wire recorder. Listener gets first-hand accounts of accidents caused by intoxicated drivers, carelessness, etc.

JOHN DOE, JUNIOR, WBNS, COLUMBUS, O. Program is dedicated to the teen-ager—what he thinks about, his interests and activities. Irwin A. Johnson, station pubserv director, makes an interesting session of this by talking to the youngsters—one at a time, in a personal way. His manner is conducive to free expression on the part of the teen-ager.

SCHOOL OF THE AIR, KWVL, WATERLOO, IA. Program focuses attention on educational problems and school activities. This is accomplished via broadcasts from schools, with students doing the broadcasting. Program undoubtedly accomplishes its purpose inasmuch as great listener appeal is assured on the home front because of parents' interest in kids doing turns at the mike.

FOCUS ON '48, CKEY, TORONTO. This show considers aspects of current literature, music, stage, screen, science, etc. Method entails interviews with leading reps of the different arts and sciences.

HOW TO BE A STATISTIC, TOO, CKEY, TORONTO. A program which aims to cut down accidents on the water. Clever script has a housewife admonishing her vacation-bound husband to take care and avoid becoming a statistic. Voices repeat her list of safety aids.

LIGHTHOUSE, WBNS, COLUMBUS, OHIO. Lighthouse emphasizes the values of inter-racial amity and understanding. Series uses guest speakers to further this cause. A chorus of 16 voices, *The Lamplighters*, adds a strong touch of entertainment to the educational message.

YOU BE THE JUDGE, WISH, INDIANAPOLIS. A discussion program which keeps listeners informed on local matters. Speakers on program reviewed, for instance, considered the topic: "Should Farm Co-Ops Pay Income Taxes?"

HIGH SCHOOL PARADE, KAYX, WATERLOO, IA. Series informs listeners on school activities. Program, made at different schools, has wire recorded interviews with education officials, teachers, pupils. Expense borne by Iowa State Teachers' College.

YMHA RADIO WORKSHOP, WSCR, SCRANTON, PA. YMHA Radio Workshop, a community chest organization, shows its members at work as actors, directors, writers, radio technicians. Behind-the-scenes stuff made possible by station co-operation.

CRIPPLED CHILDREN, WGBF, EVANSVILLE, IND. Aimed at encouraging sale of Easter seals. Program offers recorded interviews with crippled children.

WHAT DO YOU THINK? WGBF, EVANSVILLE, IND. Discussion program considering the problems of an expanding city. Matters examined have to do with need for improved post office service, traffic problems, (See 250-1,000 Watts on Page 14)

Here's the Why of "Digest"

NEW YORK, May 22.—Presented on this page is an "idea digest," the purpose of which is to show how stations conceived and executed the public service programs which were entered in *The Billboard's* competition. The treatment is necessarily brief, but it is given herewith in the hope that many station managers and public service program execs will gain by seeing how other personnel handles pubserv programming.

Only a small proportion of those programs entered in the competition could win awards, but many of the non-winning programs were intelligent in conception and extraordinary in production and impact. The idea digest gives readers a chance to familiarize themselves with both winning and non-winning pubserv programs.

50,000-Watt Category

CAVALCADE OF AMERICAN POLITICS, WCAU, PHILADELPHIA. Show traces the heritage of American politics, highlighting our democratic processes. This is accomplished thru dramatization and narration of early colonial incidents. Particularly timely in view of the forthcoming political conventions in Philadelphia.

NEITHER FREE NOR EQUAL, WCCO, MINNEAPOLIS. Program hits at racial prejudice, showing how it militates against freedom and democracy. Traces causes of prejudice and how it is detrimental to the American tradition. Production technique involves drama and narrative.

TENTH OF A NATION, WINS, NEW YORK. Series gives voice to the needs of a minority group. This specific program, for instance, analyzed employment conditions affecting Negroes in Harlem. Program producers made up a panel including reps of *Amsterdam News*, Mayor's Committee on Unity and Uptown Chamber of Commerce.

THE UNDISCOVERED, WTOP, WASHINGTON. Program is an educational device which has as its purpose the eradication of venereal disease. This is done by pointing out, via drama and narrative, the damage created by the "undiscovered"—those who go without treatment. Production makes excellent use of recorded interviews with hospitalized patients, stressing curative therapies.

THE FOUNTAIN SPEAKS, WKY, CINCINNATI. Program builds civic consciousness and pride via recounting of incidents in the past history of Cincinnati. Good production angle is the re-creation of old-time atmosphere by means of summaries of the theatrical life of the time, sports events, popular music, et al.

NAME YOUR POISON, WOR, NEW YORK. A documentary detailing the dangers inherent in unsanitary food conditions at restaurants. Case histories are given plus wire-recorded interviews with patients, doctors. Production includes an on-the-scene recording of a restaurant inspection.

CAREER FORUM, WCAU, PHILADELPHIA. Series is designed to help high school students select careers. To accomplish this the station corrals top men and women in various lines of endeavor. These executives meet the students, advising them on advantages and pitfalls to be faced.

CONQUEST, KFI, LOS ANGELES. A series dramatizing the fight against disease. Done via dramatizations of cases of those afflicted. Exposition on how medical science tracks down the causes and cures.

SO YOU KNOW RADIO, KNX, HOLLYWOOD. A quiz about radio, which tries to be informative to the listener and at the same time plug CBS programs. The quiz contains

such angles as a guessing game, a sort of Who Am I? with clues, puzzle of the week, et al. The answers center around CBS talent.

IT'S OUR TURN, WMAQ, CHICAGO. Program designed to give voice to the thoughts and needs of teen-agers. This is done via a panel of six high school students, plus a moderator. They sound off on pertinent topics of the day. A production fillip is a prize awarded by three judges to the youngster who was most articulate.

TIME FOR SAFETY, KCMO, KANSAS CITY, MO. Program promotes safety. A device whereby this aim is aided is a slogan contest—\$25 being paid for 15 words or less. Production includes warbling of safety jingles, and music by a lively trio, the Keystones. Program has tie-in with the Kansas City Safety Council.

MONROE COUNTY MEDICAL SOCIETY, WHAM, ROCHESTER, N. Y. Program tells of developments in medicine and details facilities for treatment. Thus, the specific show caught told of detection of early pregnancy, cancer, etc., and informed listeners on how to get an appointment for examination. A good production device is a salute to the scientist of the week.

FOR AMERICANS ONLY, WOR, NEW YORK. Points up the necessity for national security via an explanation of how six foreign agents planted atomic bombs in the U. S. Comparable to the Orson Welles Martian invasion program in its sensational treatment.

THIS WEEK IN STATE HOUSE, WLAW, LAWRENCE, MASS. Designed to give listeners a review of pending legislation and activities of the State government. This is done via commentary on such State matters as aid for schools, teachers, et al.

THE FBI IN ACTION, WGY, SCHENECTADY, N. Y. Show aims at fighting crime, juvenile delinquency, et al., and is aired in co-operation with the FBI. Technique is dramatization.

D. C. DATELINE, WTOP, WASHINGTON. D. C. Dateline tries to improve the health level of the nation. Program caught, for instance, was dedicated to National Negro Health Week and pointed up the possibilities for co-operation between Negro organizations and governmental health associations.

PENNY FOR YOUR THOUGHTS, SPOKANE. This program is designed to get an expression of public opinion on various topics. Station uses a mobile unit, whose staff picks up the interviewees. One-dollar giveaway for (See 50,000 Watts on Page 12)

Bright Approach By 5-to-20 Kw. Radio Stations

FEATURE STORY, WJJD, CHICAGO. This series attempts to maintain public interest in the Community Fund thruout the year, so as to lessen inertia to fund-raising drives. It also attempts to tell people how the Community Fund money is spent. Format involves use of recorder in the various agencies benefiting from Community Fund contributions. Facts brought out in interviews contain plenty of drama.

A CHILD STANDS ACCUSED, WOWO, FORT WAYNE, IND. Program combats juvenile delinquency via dramatizations of case histories showing the motivation of youthful crime. Good production device is a panel of authorities who consider the problem following the dramatization.

AMERICAN HERITAGE, WNEW, NEW YORK. Points up the American heritage of free speech, liberty, et al., via dramatizations of incidents leading to the formulation of the great American documents. Superior production, using top acting and musical talent.

THE SPOKEN WORD, WNEW, NEW YORK. Series consists of recordings of literature's classics. The station delivers the most enduring thoughts of civilization to its listeners at low production cost. With names too. For instance: Paul Muni, Charles Laughton and Bing Crosby, respectively, reading the Tom Paine's *The Crisis*, *The Gettysburg Address* and *The Star-Spangled Banner*.

THE TENTH MAN, WNEW, NEW YORK. Purpose of the program is to campaign for a revision of archaic legislation regarding mental illness. Dramatization is the method used.


BREAKING THE TRAFFIC JAM, WNEW, NEW YORK. A series tackling the traffic problem. Program reviewed gave background of traffic jams in general and New York's in particular, with suggested solutions. Production devices were exceptional, such as a description of traffic jams in ancient Rome, where vestal virgins had the right of way. Also the reading of New York headlines on traffic conditions in 1922 and '23.



HELL OR HIGH WATER, KOIN, PORTLAND, ORE. A documentary dramatizing the necessity of maintaining the fertility of country's land. Script accomplishes this by dramatizing the damaging effects of improper agricultural methods—which account not only for floods, dust-storms and famines, but which have actually wrecked civilizations.




THE EDITORS SPEAK, WKY, OKLAHOMA CITY. Program gives its listeners a digest of State-wide editorial opinion. It does this by culling the news from dailies and weeklies.

A HOME TO LIVE IN, WMCA, NEW YORK. Series designed to expose and point a remedy for the housing crisis in New York. Done via open letter technique to high city officials, stressing failure of administration to adequately cope with problem. Program succeeded in getting positive results; namely, action by the city administration.

CREED, COLOR AND CO-OPERATION, WKY, OKLAHOMA CITY. A program pointing the way toward improved race relations. Speaker tells (See Bright Approach on Page 12)

 "New York's most dynamic
radio station"

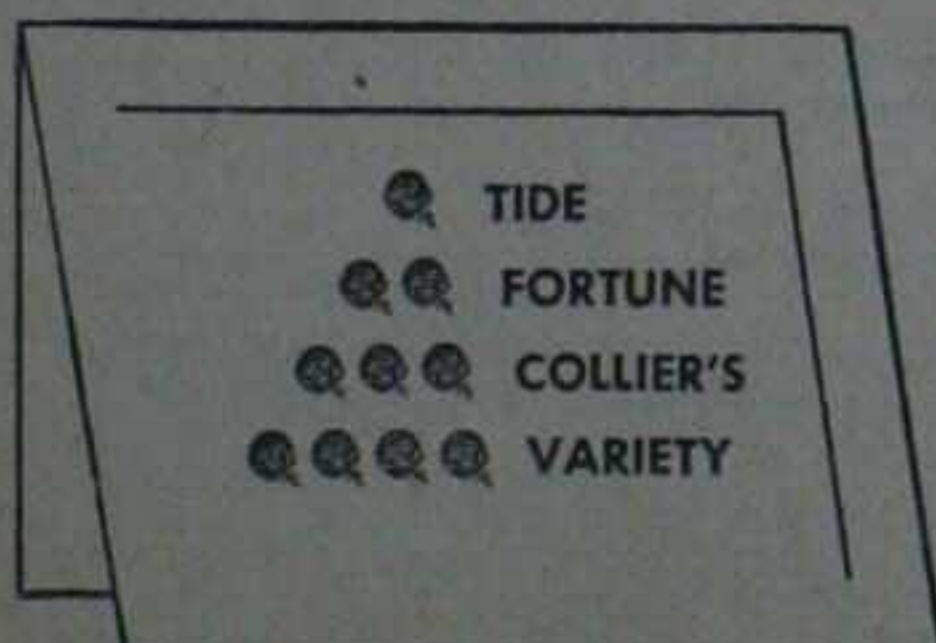
  "A serious competitor of
the biggest networks"

   "Perhaps the most successful
enterprise in radio"

    "A fabulous operation"

Bouquets for Us...

mean New York's No. 1 buy for You—



Represented by John Blair & Co.

WNSW

ON THE AIR 24 HOURS A DAY

1130
ON YOUR
DIAL

250-1,000 Watt Stations Offer Good Gimmicks

(Continued from Page 10)

etc. Representatives of business interests discuss civic projects.

OPINIONS UNLIMITED, WKMH, DEARBORN, MICH. An earnest inquiry into race relations and the causes of race friction. Clergymen and laymen present their views and detail techniques used to further accord between races.

QUEENS COLLEGE FORUM, WNYC, NEW YORK. A forum-type program on questions of social interest. On show caught, for instance, discussion centered around "new Americans"—problems of immigrants, what is being done for them.

A CHILD IS LOST, KTUC, TUCSON, ARIZ. Done in connection with the Easter seal campaign, this program tells about the work of the Arizona Society for Crippled Children. Techniques are dramatization and narration. Wire recorder used effectively. Theme is that many children can be saved, provided they get proper treatment.

IS CONGRESS DOING THE JOB? WINX, WASHINGTON. This series is an inquiry into the doings of Congress. Lawmakers are brought to the mike for extensive question-and-answer sessions—all of which keeps the WINX listener up to date on the activities of the legislators.

PULSE OF A NATION, WJBK, DETROIT. Presented by Wayne University students, and sponsored by Auto-

50,000-Watt Category

(Continued from Page 10)

questions used, such as: Should we have an auditorium or a stadium?

LIFE WITH REGGIE, KHQ, SPOKANE. Husband-and-wife show, detailing experiences of a married couple. A traffic accident raises the matter of safe driving.

MARDI GRAS, WWL, NEW ORLEANS. One of a series of carnival broadcasts giving the listeners the atmosphere of the New Orleans Mardi Gras. WWL did 31 carnival broadcasts covering all aspects.

AS THE TWIG IS BENT, WCCO, MINNEAPOLIS. Program probes reasons and remedies of juvenile delinquency. Pitched on an intelligent angle—that youngsters are the country's best resource. Technique involves examination of case histories, including home environment, physi-

cal defects and other factors affecting the personality.

motive Manufacturers' Association, series is intended to re-enact social and economic changes in America since the introduction of the auto. Program caught, subtitled *Lives for Sale*, was a study in carelessness, depicting tragedies resulting from traffic accidents.

OUR TIME IS YOUR TIME, WMID, ATLANTIC CITY. Series' intent is to give free time for the expression of opinion. People individually, and organizations, get a chance to unburden themselves.

DEATH ON WHEELS, WWDC, WWDC-FM, WASHINGTON. Theme is accident prevention. Safety angle is impressed on the listener by drama-

(See 250-1,000 Watts on Page 12)

cal defects and other factors affecting the personality.

HOMETOWN, OHIO, WGAR, CLEVELAND. Each program pays tribute to a different Ohio city within listening area, giving history and news of the town. Promotes civic pride. Considerable use of the wire recorder for interviews.

SERMON OF THE WEEK, WOR, NEW YORK. A program which attempts to make religion more listenable than it usually is on the air. Successfully accomplished this with a reading by a guest speaker (Walter Abel) on a religious theme.

CRIME IS A LOSING GAME, KCMO, KANSAS CITY, MO. Intent of this program is implicit in its title. Case histories of offenders are dramatized. Point stressed is that parents should not neglect early symptoms of waywardness in children.

Bright Approach By 5-to-20 Kw. Radio Stations

(Continued from Page 10)

what is being done in various communities to promote amity.

UNIVERSITY REPORTS TO THE PEOPLE, KUOM, MINNESOTA. Program illustrates the close integration between the work of the University of Minnesota, which operates the station, and the listeners. Series tells of new developments in industries of importance to the listeners, such as mining and dairy farming.

YOUTH VIEWS THE NEWS, KOMO, SEATTLE. Program is intended to give voice to the opinions of American youth on topics of the day. Done via interviews taken with wire recorder at different schools.

TO YOUR INDUSTRIAL HEALTH, WWJ, DETROIT. Series dramatizes occupational hazards and points out safety measures. Method used is dramatization, following which is given a series of safety points.

PRESS CONFERENCE, WTCN, MINNEAPOLIS. Program uses a novel way of presenting important news developments to its listeners. The method is the press conference, wherein three reporters fire questions at an authority on some aspect of public affairs. To the trade there's nothing new in press conferences, but such a mode of presentation would have a novel aspect to listeners.

THE KINSEY REPORT, WMCA, NEW YORK. An example of radio's newly found freedom in the matter of sex education, this program was intended to give listeners an evaluation of the much-discussed tome, *Sexual Behavior of the Human Male*. A panel of experts in psychiatry and the social sciences discussed the Report, assessing it in terms of its relation to marriage, morals and legislation.

IN OUR TOWN, WMAQ, CHICAGO. Program gives brief insights into the life of Chicago. For instance, a trip to the board of trade, where the program narrator gives a fascinating talk on the history, traditions and workings of the board.

DIVORCE, KLZ, DENVER. Probes causes and maladjustments leading to divorce, which has become one of the major social ills of the nation. Production uses the documentary technique, analyzing such divorce factors as alcoholism, sexual maladjustment, incompatibility, etc.

JACKSONVILLE UNLIMITED, WPDO, JACKSONVILLE, FLORIDA. Program stresses civic enterprise thru a discussion of Jacksonville problems.

Specific show caught, for instance, discusses the bringing of new industries to the city, involving such matters as financial aid, local labor conditions, et al.

FOR THIS WE FOUGHT, KFVB, HOLLYWOOD. Program considers the war's aftermath and its many international and domestic problems. It's also a study of the American scene as it fits into the world-wide mosaic for universal peace. Each week an authority is brought to the mike to analyze problems falling within his ken.

BOY OF THE BUNCHGRASS, KWSC, PULLMAN, WASH. A series of documentaries on the Grand Coulee Dam. An ambitious attempt to turn a theme like this into good radio, program made up of both the human and statistical elements.

IT'S LABOR, WADC, AKRON. Program uses radio as a public relations weapon. Series, documentary in nature, presents the point of view of the United Rubber Workers of America. Political action on the part of the listeners is urged. Talent on the show, incidentally, is volunteer and amateur.

LIFE OF FRED B. SNYDER, KUOM, MINNESOTA. A review of the life of the chairman of the board of regents of the University of Minnesota, Fred B. Snyder, honoring him on his 89th birthday. Done by an educational station, program included much local history. Student actors used in the production.

THREE MEN ON A LIMB, WMT, CEDAR RAPIDS, IA. Show's purpose is to provide a panel program on topics of local, regional and national interest. Idea for this rose out of feeling of local clergymen and educators, who make up the panel.

IT'S YOUR MOVE NEXT, WCOP, BOSTON. Program considers world problems and their possible solution via a panel discussion. Produced in co-operation with the Boston United Nations Association. Panel included Boston newspapermen and an Australian war bride.

TUESDAY FORUM, KSOO, SIOUX FALLS, S. D. A forum discussing problems of local significance, such as fire prevention. Panel included superintendent of schools, fire department exec and a mother.

I WANT THE POLICE, KOMO, SEATTLE. Program, produced in co-operation with the police department, emphasizes the law's fight against crime. This is done via dramatization of case histories.

THE LOST SHEEP, WRC, WASHINGTON. Series details use of psychiatric methods to unearth causes of juvenile delinquency. Noted psychiatrist breaks into the program to interpret the early life history of the personality being considered on the program.

MILWAUKEE SPEAKS, WTMJ, MILWAUKEE. A discussion program designed to keep the listeners informed on civic matters affecting them. Thus, on program caught, discussion centered around whether voters should vote yes or no on a referendum dealing with six bond issues on various civic programs, as housing, express highways.

WHAT DO YOU THINK?, WSAZ, HUNTINGTON, W. VA. Program intention is to air views of officials and laymen on important local problems. For instance, mayor of the town and a mother gave their views on the question: "Should there be a full-time public health unit?"

THE AMERICAN TRADITION, KECA, HOLLYWOOD. This program is devoted to various issues of public interest. Show caught was in the nature of a salute to the United Nations, giving historical background and stressing the need for such an organization.

DOCTOR'S ORDERS, WONS, HARTFORD, CONN. A health education program. Early portion (See 5,000-20,000 Watts on Page 14)



No More
"Knot-Holes"

The old days of peering through "knot-holes" are gone—for good. This season, baseball-crazy Detroiters are going to see 27 Tiger home games from the comfort of their arm-chairs at home, through the eyes of WWJ-TV's cameras. The above scene shows the new unbreakable glass "window" installed behind the batter's box to give the cameras a "box-eye" view of the entire playing field. With the familiar voice of Ty Tyson at the mike, and the skilled hands of WWJ-TV's experts at the cameras, Detroit's 6,000 television sets will be right on top of every play. WWJ-TV, Detroit's only television station, will also cover many other sports events. Just watch the sales of television sets soar in Detroit! Why not join the many WWJ-TV advertisers who are benefitting from the progressiveness of WWJ-TV in its second year of operation.

Associate AM-FM Station WWJ

WWJ-TV

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

BILLBOARD BACKSTAGE

—By Joe Csida—

The Awards Racket, or How We Clean Up on Winners

(Continued from page 3)

parties, we don't like being tossed in with all the others. This Backstage saga, then, is an attempt to secure out.

Lonesome Wives

About a week ago, late on a Thursday night, the good wife of one of our radio guys visited her old man at his spot in the mines. Having disposed of the business at hand she left, husbandless, and we happened to go down on the elevator with her.

"You look unhappy, kid," we said. "What's the matter?"

Unfolded then a tale of how lonesome she is because friend mate is working all the time. (It should be inserted here parenthetically that our radio guy and this little lady are newlyweds. After a while *The Billboard* wives either convince their men they ought to have a more civilized job or they sever the knot, or, if they're real gals and like the guy, they figure what the hell, he likes it, and I guess I can put up with it.)

True Confessions, forgive us. We don't mean to muscle in. This romantic episode from real life is tossed in to make a point about *The Billboard* awards. The reason our radio guy was jeopardizing his happy home life even more than usual was that (in addition to covering his regular news beat) he was up to his ears in listening to transcriptions of local radio programs submitted by stations in *The Billboard's* Local Program Competition (as have all our radio guys been for some time). There were 890 such programs submitted, and we run our competitions on the basis that every entry deserves and gets a full hearing. Figure it out: 890 shows, ranging from 15-minute to full-hour stanzas. If we hadn't flunked math 1 we could make this really impressive, but you get the idea.

Promotion Problems

Take another *Billboard* radio competition, the promotion awards. In this one we try to unearth the best promotion done by networks as well as stations in all power classifications in the United States and Canada. There were 281 stations (and three of the four national webs) that submitted entries in the '47 promotion competition. Did you ever see a radio station's (not to mention a net's) presentation of all the promotion it has done in a one-year period? Lots of stuff. And stuff you can absorb and report upon only after the most concentrated kind of study and thought. Takes hours, days, weeks, months. Our radio guys pored over every one of those 281 entries. (Sometimes we wonder why they don't all quit and go to work for Manny Rosenberg.)

Then there are our Donaldson Awards in legit. We don't do much here. Just publish a booklet giving full cast and credits of every show on the Broadway boards for the entire season. In this book, too, we include debut performances for the season, first plays, and a full line-up of the winners of previous Donaldson Awards. The reason for the book is to help people in the theater cast their votes for *Best Play*, *Best Performance*, etc., as intelligently as possible. The book, with a ballot, is sent to everybody in the theater we can locate, thru every available source, from deckhand thru Anderson, Cornell and Evans. That's how the winners in the Donaldson Awards are selected. By a democratic vote of the people in the theater. And so far (after five years) we haven't heard any of the kind of criticism about the Donaldson Awards such as you keep hearing about the picture academy's Oscars.

But we can hear the side-of-the-mouth set rasping right now: "Don't let 'em kid you, bub. They slug the winners in all those competitions for ads, and they clean up." For the information of these insiders we have news. *The Billboard* is in business to make a buck, and the way we make it is by selling advertising. But we sell it only to people we think can get some value out of it and we don't mix editorial (awards or otherwise) with advertising. We don't think a legit actor who wins a Donaldson Award can do himself much good by advertising his award in *The Billboard*, legit operating as it does. So we have a flat rule that no Donaldson Award winners, actors, producers or others, may buy advertising in *The Billboard* on the awards.

On the other hand, when a radio station or a network wins a program or promotion award in a competition run like ours are run, we think it makes one helluva fine sales story for that station or web. And we know we've got the circulation in radio to whom that story ought to be highlighted. So Haps Kemper and his advertising guys do the best they can to sell such award winners some advertising. The same goes for our various music awards, again simply because in the music business a band leader or a publisher or a record company has got him or itself a solid selling theme when he cops a *Billboard* kudo, and the circulation that will respond to that kind of sales pitch is there, ready and willing to be sold, week in and week out. But nobody has ever won a *Billboard* award because he's an ad buyer or lost one because he's not.

"See, they do clean up," says side-of-the-mouth, always a character difficult to convince.

We'll Split the Profits

All right, let's see. Our guy who keeps the books tells us the advertising department sold about six and a half pages of ads to winners in the last radio promotion competition, for a total of about \$2,790. And that includes a half page (\$210) from CKLW, Windsor, Ont., who didn't win an award but took the space to say: CKLW salutes *The Billboard* for its contribution to the radio industry in sponsoring the annual radio promotion survey. (Nice guys, that Campeau crowd.) On the debit side that was roughly 281 manpower hours (we're being conservative allowing an hour per presentation, tho it takes a lot more). Some 5G to publish and distribute a book called *Radio Promotion, U. S. A. and Canada, 1947*, which contained a full and detailed outline of every presentation submitted and was given to radio people for free. Another G or so for plaques, scrolls and the rental of the Waldorf-Astoria's Wedgwood Room, where the final judges (11 top national advertiser executives and 14 equally top agency men) were deservedly

(See *Billboard Backstage* on page 46)



for excellence in

★ PROGRAMMING

★ PROMOTION

★ SERVICE TO THE PEOPLE

In recent weeks, Westinghouse stations have won fifteen commendations for excellence and effectiveness in the three major facets of broadcasting . . . programs, promotion, and service in the public interest.

The decisions of the Award Judges, we might add, reflect the opinion of the listening audiences in the six great market-areas which these stations serve: Philadelphia, Pittsburgh, Boston, Fort Wayne, Portland (Oregon) and Springfield (Massachusetts).

For advertisers who want good programs in these markets . . . effectively promoted to large and receptive audiences . . . Westinghouse stations can do an outstanding job. Our national representatives have the details.

Westinghouse Radio Stations Inc 

KDKA • KYW • KEX • WBZ • WBZA • WOWO

National Representatives, NBC Spot Sales • Except for KEX • For KEX, Free & Peters

Use Low Cost PERSONALIZED POSTAL CARDS

Keep your fans happy!

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

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

Prices quoted are FOB Fort Wayne, Ind.

Write for free samples—no obligation.

YOUR COST PER 1,000

In stated quantities	New	Reprints
1,000 per subject	\$10.50	\$7.50
2,000 per subject	8.25	6.25
3,000 per subject	7.50	5.85
4,000 per subject	7.15	5.65
5,000 per subject	6.90	5.50
10,000 per subject	6.45	5.25

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

FORT WAYNE PRINTING CO. FORT WAYNE, IND.

FIRST ANNUAL LOCAL PROGRAM COMPETITION

THE WINNERS

NEWS

50,000 Watts

FIRST PLACE, **WMAQ**, CHICAGO, FOR "REPORTER AT LARGE"
I. E. Showerman, Vice Pres. and Gen. Mgr.; Jules Herbuaux, Prog. Dir.
SECOND PLACE, **WOR**, NEW YORK, FOR "NEWS ON THE HUMAN SIDE"
Theodore C. Streibert, Pres.; Don Hamilton, Acting Prog. Dir.

5,000 to 20,000 Watts

FIRST PLACE, **WLAM**, LEWISTON, ME., FOR "MAINE TOWN NEWS"
Frank S. Hoy, Gen. Mgr.; William Finkeldey, Prog. Mgr.
SECOND PLACE, **WNJR**, NEWARK, N. J., FOR "WILLIAM G. HETHERINGTON, SIZE-UP OF THE NEWS"
Otis P. Williams, Gen. Mgr.; William Fariss, Prog. Dir.
THIRD PLACE, **WRBL**, COLUMBUS, GA., FOR "NEWS AND VIEWS"
Jim Woodruff Jr., Exec. Mgr.; George A. Gingall, Prog. Dir.
THIRD PLACE, **WSAI**, CINCINNATI, FOR "JOSEPH GARRETSON AND THE NEWS"
Robert M. Sampson, Gen. Mgr.; James Leonard, Prog. Dir.

250 to 1,000 Watts

FIRST PLACE, **KECK**, ODESSA, TEX., FOR "WEST TEXAS ON PARADE"
Ben Nedow, Pres.; Mike Shapiro, Mgr.
SECOND PLACE, **WSAM-WSAL**, SAGINAW, MICH., FOR "THE TENTH COUNCILMAN"
Milton L. Greenebaum, Pres. and Gen. Mgr.; Jack Parker, Prog. Dir.
THIRD PLACE, **WJTN**, JAMESTOWN, N. Y., FOR "JAMESTOWN'S PASSING PARADE"
Jay E. Mason, Pres. and Prog. Dir.; Si Goldman, Gen. Mgr.

COMMENT

50,000 Watts

FIRST PLACE, **WHAM**, ROCHESTER, N. Y., FOR "EDITORS FOUR"
William A. Fay, Gen. Mgr.; Charles W. Silverson, Prog. Dir.
SECOND PLACE, **WOR**, NEW YORK, FOR "ROBERT S. ALLEN"
Theodore C. Streibert, Pres.; Don Hamilton, Acting Prog. Dir.
HONORABLE MENTION, **WBBM**, CHICAGO, FOR "EDWARD HOLLES"
Frank Falknor, Gen. Mgr.; Val Sherman, Prog. Dir.

5,000 to 20,000 Watts

FIRST PLACE, **KXOK**, ST. LOUIS, FOR "INSIDE THE HEADLINES"
C. L. Thomas, Gen. Mgr.; Elmer Muschany, Prog. Dir.
SECOND PLACE, **WOV**, NEW YORK, FOR "LISA SERGIO"
Ralph N. Well, Gen. Mgr.; Arnold B. Hartley, Prog. Dir.

250 to 1,000 Watts

NO AWARDS

THIRD PLACE, **WKNA**, CHARLESTON, W. VA., FOR "DATELINE, WEST VIRGINIA"
John T. Gelder, Gen. Mgr.; Frank E. Chaffer, Prog. Dir.
HONORABLE MENTION, **WROW**, ALBANY, N. Y., FOR "590 COVERS THE NEWS"
Dr. John K. Quinlan, Pres.; Johnny Lee, Prog. Dir.
HONORABLE MENTION, **WTHI**, TERRE HAUTE, IND., FOR "DON SHERWOOD NEWS REVIEW"
Joseph M. Higgins, Gen. Mgr.; Arnold C. Johnson, Prog. Dir.

NBC IN DEAL TO SELL KOA

Rumored Fox Chain Ogles 3 Mil \$ Outlet

Sale Would Solve Problems

LOS ANGELES, May 22.—National Broadcasting Company (NBC) is now negotiating a deal with the Fox Intermountain Circuit whereby the chain (Skouras) would buy NBC's owned-and-operated 50,000-watt Denver outlet, KOA, it was reported here this week at the National Association of Broadcasters (NAB) convention. The chain, it is said, would then affiliate with NBC, both in AM and television, presupposing approval of a pending application, filed under the corporate name of Aladdin Television.

The transaction, if consummated, would solve a number of problems for NBC. As matters stand now, NBC has five television stations, the maximum permitted. Thus, it would have to have, in Denver, a TV outlet other than KOA, which would place it in the position of one NBC station competing with another. By disposing of KOA, NBC would thus have one AM-television outlet in that city.

In addition, however, the sale of KOA would pave the way for NBC's on-again-off-again purchase of G. A. Richards's KMPC, in Hollywood, of which Frank Mullen, now NBC executive vice president, is to become president July 1. It is believed that the Federal Communications Commission (FCC)

250-1,000 WATT

(Continued from Page 12)

tization of case histories of traffic accidents.

JUNIOR TOWN MEETING, WABY, ALBANY, N. Y. Discussion type program giving teen-agers a chance to express themselves. Done via tape in co-operation with schools. Topics, such as juvenile delinquency and need of religious training, appeal to all age groups.

WHAT'S ON IN TUCSON, KTUC, TUCSON, ARIZ. Series gives a straight-forward account of activities and functions in the city, touching cultural, sports and entertainment high spots. No phase of civic life is given the brush.

SPRINGFIELD SPOTLIGHT, WTAX, SPRINGFIELD ILL. Program salutes industries which helped build the city, and thereby creates civic awareness. For instance, history of railroads in Springfield was treated on program caught. Wire recorder was used effectively for interviews with railroad personnel.

CALL TO ORDER, WTOM, BLOOMINGTON, IND. Discussion of local problems. Disk caught considered ways and means of checking gambling in the city. Panel made up of a clergyman, professor and attorney.

would not permit the web to grab an additional owned station, but this objection would be removed if NBC divested itself of KOA.

Price for the Denver outlet is said to be in the neighborhood of \$3,000,000. It is planned to place a TV booster on Pike's Peak to enable coverage of Colorado Springs. The proposed transmitter site is Lookout Mountain.

Rexall To Take Over Fitch Spot; Keeps Wed. Slot

NEW YORK, May 22.—Rexall this week arranged to take over the Fitch 7:30 Sunday period on the National Broadcasting Company (NBC), beginning next Sunday (30), while simultaneously maintaining its 10:30 Wednesday period until the Jimmy Durante show there folds after the June 23 broadcast. Phil Harris and Alice Faye, who have filled the Sunday slot for Fitch, wound up their series last Sunday (23), and will return to the stanza next fall under the Rexall banner.

Starting next Sunday, Rexall will put its Pat O'Brien-Virginia Bruce

5,000-20,000 WATTS

(Continued from Page 12)

dramatizes an ailment, with latter half of the show devoted to interviews with medical men.

OPERATION, QSO, BALTIMORE. A special program produced with the intention of acquainting the listener with the phenomenon of shortwave radio. The possibilities inherent in this type of communications are dramatized in sequences illustrating use of shortwave in time of emergency, etc.

replacement into the Harris-Faye period. O'Brien and Bruce originally were slated to replace Durante, but Rexall will let the Wednesday time period lapse when the Schnozz bows out. NBC had no immediate plans for the slot. Fitch's reason for quitting radio after 14 years was rapidly rising talent costs.

Tune in
Carnation
Contented Hour
STARRING BUDDY CLARK
NBC
MONDAY, MAY 31
10:00 P.M. E.D.T.

The
ANDREWS SISTERS
Sing and Narrate the story of
"LITTLE TOOT" FROM--
WALT DISNEY'S
NEW TECHNICOLOR MUSICAL
MELODY TIME
RELEASED BY
RKO Radio Pictures

NEWS, COMMENT WINNERS

Program Competition

In 250-1000W News, KECK Tops WSAM

WJTN, WKNA Tie for 3d

NEW YORK, May 22.—West Texas on Parade, over KECK, Odessa, Tex., a dramatic and imaginatively produced news program, was awarded first place in the 250 to 1,000-watt category of The Billboard's First Local Program Competition. The runner-up was The Tenth Councilman, an objective, detailed report on civic activities, broadcast over WSAM-WSAL, Saginaw, Mich., once a week by Robert Liggett from a scrip written by the news staff. Two stations tied for third place: WJTN, Jamestown, N. Y., with Jamestown's Passing Parade, an eminently listenable and newsy program on a local level, and WKNA, Charleston, W. Va., with Dateline, West Virginia, a sound, objective round of local, State-wide and national news.

Entries in this low-power category were indicative of one outstanding fact. That is, newsmen working this section of the radio spectrum, really work. They are necessarily committed to coverage of the local scene and cannot draw much of their material from the wire services. This means much individual digging of news.

KECK's winner, West Texas on Parade, is particularly commendable for its smart news styling and its dramatic technique which is almost in the March of Time fashion. The use of sound effects and bridges on this show is a measurable aid.

"Councilman" an Example

WSAM-WSAL's Tenth Councilman is a particularly fine example of reportage and objectivity. Its approach is strictly down to earth, and the items making up the program's content are close to the lives of Saginaw residents.

Jamestown's Passing Parade, the WJTN program, which ties for third, misses little significance, and while it dips into sensationalism somewhat, it nevertheless hews close to the chief measure of a news program—news-worthiness. WKNA's Dateline, West Virginia, too, covers its territory with a fine comb, and while its news coverage includes reports from Washington and State-wide news, the strictly local items are given prime position.

Two stations merited honorable mentions in the low-power category. One of these, WROW, Albany, N. Y., produced, 590 Covers the News, an efficient job of coverage of world and local levels, with pick-ups from neighboring Troy and Schenectady included. The other, Don Sherwood News Review over WTHI, Terre Haute, Ind., is a local and regional summary which is particularly strong on human interest.

WEXL Rejects Union

DETROIT, May 22.—A National Labor Relations Board (NLRB) election at WEXL and WEXL-FM has resulted in a narrow victory for the management. The company has been in negotiation with the union since November on the union recognition problem.

Program Competition

Disqualifications

NEW YORK, May 22.—As in previous categories, some entries in the news and comment division of The Billboard's First Local Program Competition were disqualified by the rule whereby only programs which began their careers after January 1, 1947, were eligible. The wording of this clause was ambiguous enough to confuse several stations which interpreted it wrongly to mean that regardless of the starting date of the series, any individual program of the series aired after that date was eligible. For this confusion, the editors and judges plead guilty and promise that there will be no doubt left by the wording of the announcements in future competitions.

Among the stations deprived of awards because shows they entered were found to be too old was WLW, Cincinnati, with three airers which would otherwise have been worthy of a second and two honorable mentions. Other stations with top shows likewise ruled out were KTUL, Tulsa, Okla., and WTAG, Worcester, Mass., otherwise good enough for a first and a second, respectively.

Program Competition

WLAM Beats Out WNJR on 5-20 Kw. News

WSAI and WRBL Tie for 3d

NEW YORK, May 22.—The top award for news programs in the 5-20,000 watt category on The Billboard's First Local Program Competition went to WLAM, Lewiston, Me., for its truly local show, Maine Town News. Judges awarded second place to WNJR, Newark, N. J., for William G. Hetherington's Size-Up of the News, shortwaved from Rome, and two stations tied for third, WSAI, Cincinnati, with Joseph Garretson and the News, and WRBL, Columbus, Ga., with News and Views.

Entries in this power category were strong on local coverage, and some displayed considerable showmanship in presenting their news. The winner, Maine Town News, aired over WLAM, scored on the basis of intensive community coverage, the program content including a melange of names, places and events full of meaning to the citizenry, such as school holidays, high school sports, club meetings and local drama activities.

Hetherington Second

WNJR's William Hetherington took the second place award on the basis of the newsman's series on the Italian elections, shortwaved from Rome. Covering that momentous event for both the station and The Newark News, Hetherington imparted an arresting picture of the tension existing in the Italian capital prior to the election. It's particularly commend-

(See WLAM Tops WNJR, page 17)

Program Competition

Lack of Development Makes Commentary Award Sparse; WHAM and KXOK Win 1sts

Only 4 Shows Win; None in 250-1,000-Watt Category

NEW YORK, May 22.—The selection of prize-winning programs in the field of comment in The Billboard's First Local Program Competition pointed up dramatically the rela-

tive lack of development of this type of airer in the period since the war. Of the dozens of programs entered in this category, the judges found comparatively few of a quality worthy of an award. This is not so much a reflection on the stations as the result of a natural sequence of events flowing out of the current historical period.

With the war, reportage and commentary reached their highest peak of quality. The most capable personnel achieved recognition and continue on the air at present. Inasmuch as The Billboard's competition is restricted to programs which commenced about the beginning of 1947, it would, therefore, be logical to expect that the vast majority of capable commentators had long since been unearthed and placed before a microphone. The number of qualified, capable analysts to begin their careers in recent months would necessarily have been limited.

Category's Limits

Another factor pointed up was the limited nature of the category, where musical airers, public service shows and even straight newscasts can develop original formats and techniques, the possibilities of developing anything striking in the way of a comment show are patently limited.

The limitation of quality, too, was underlined with the airing of lower wattage entries. Clearly, while the higher powered stations often made potent attempts to supplement or even compete with network commentators, the wee watters found considerable difficulty in developing personnel with the proper background and abilities to handle the chores adequately.

For these reasons, the number of awards made in this category were held down sharply by the judges, only four programs earning kudos. No awards were made in the 250 to 1,000 watt bracket.

WHAM Tops 50 Kw.

Among the 50,000 watters, WHAM, Rochester, N. Y., took top honors for its Editors Four, in which four staffers capably and thoroly cover a wide range of topics, including national and foreign news, sports, agriculture and feature stuff. Second place went to WOR, New York's Robert S. Allen, (See Lack of Development, page 17)

Program Competition

WMAQ, 1st in 50 Kw. News; WOR 2d Place

No Entry Good for 3d

NEW YORK, May 22.—Judges in The Billboard's First Local Program Competition awarded first place in 50,000 watt power classification of the news program division to WMAQ, Chicago, for the station's Reporter at Large show with Jim Hurlbut. Second place went to WOR, New York, on the basis of its Human Side of the News. No other entry was adjudged good enough for a third.

Entries in the 50,000 watt category reflected a number of weaknesses and strong points in treatment of news. Chief of the failings, perhaps, was the tendency on the part of many outlets to handle local news in a brief, unsatisfactory manner, while on the other hand giving great attention to developments on the international and national levels. This of course, resulted in many programs having a peculiar unbalance with regard to content. The winners, it will be noted, showed a marked awareness of the necessity of sizing up the local, as well as the national and international scenes.

Balance of News

Jim Hurlbut's Reporter at Large, over WMAQ, is a prime example of this commendable balance between local and world news. Thus, on the program submitted, he first summarizes national and world developments and then launches into a painstaking piece of reportage anent an explosion in a Chicago furniture shop. It's obvious Hurlbut does a lot of his own legwork in addition to broadcasting the news, and his manner, while objective, is that of the reporter whose familiarity with his material is based on first-hand contract rather than secondary and tertiary sources. In an age of mechanical and routinized news coverage, the true reporter's touch is rare.

WOR's Human Side of the News bankrolled by the Studebaker Corporation, is exceptionally well-written, and Lyle Van gives it a terse, punchy delivery. Its all-around excellence is abetted by the use of wire-recorded interviews on newsworthy subjects with authorities in different fields.

HOUSE REPRODUCTION

GENUINE HIGH GLOSSY PHOTOS 5 1/2" EA.

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

NO NEGATIVE CHARGE—NO EXTRAS

24-HOUR SERVICE ON REQUEST

8x10's: \$2.49 per 100; \$55 per 1000
 Fan Mail Photos (5x7): \$36 per 1000
 Postcards \$23 per 1000. Mounted Enlargements (30x40): \$3.85

Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART Photographers
 Plaza 1-0233
 165 West 46th St.
 New York 19, N.Y.

WE DELIVER WHAT WE ADVERTISE

Review of Winning Programs in Billboard's

NEWS 50,000 Watts

Reporter at Large

First Place—WMAQ, Chicago
 Producer: William Ray
 Newscaster: Jim Hurlbut

Jim Hurlbut does a worth-while news program which maintains a balance between national and international news on the one hand and local news on the other. Thus, after a summary of world news, he launches into a description of an explosion in a Chi furniture shop which rates tops in reporting. Hurlbut apparently does his own legwork, for his account of the explosion included reports of interviews with injured persons, detailed accounts of the wreckage—the appearance of the building, sidewalk, et al., as well as authoritative comment on the cause of the disaster. Really good reporting, with the personal touch, a type of coverage not often found in radio. This, plus the fact that a balance between local and world news is maintained, makes this an outstanding job.

News on the Human Side Second Place—WOR, New York

Writer: Edward Higgins
 Newscaster: Lyle Van

Lyle Van, via his rapid-fire delivery of a terse and punchy news script, is able to pile up a tremendous number of news items in this six-a-week 15-minute news summary. It is exceptionally well written, and tailored to sound considerably different from the usual news summaries. Van also, on occasion, includes transcribed comments on newsworthy subjects by outsiders. On this show, after discussing the status of legislation affecting the relative prices of butter and oleomargarine, Van played an e. t. of New York City Market Commissioner Schultz, who said that oleo is every bit as healthy as butter and costs only half as much. Van's scripts are highly personalized.

NEWS 5,000 to 20,000 Watts

Main Town News

First Place—WLAM, Lewiston, Me.

Sponsor: Lindsey Trask, jeweler
 Writer: Cliff Gove
 Announcer: Les Hubley
 Newscaster: Cliff Gove

A really local news show, consisting of news and notes of the community events within the listening area of the station. These include such items as school holidays, meetings of clubs and committees, births and deaths, comings and goings in the towns, high school sports and activities (including the complete cast of characters in a play), lost and found, missing persons (including one described as having two tattoos on the left arm and no teeth), etc. This is the closest thing to the crossroads weekly paper or the bulletin board. It's filled with names and dates and places that mean something to the

local listeners and should be considered important from a local programming standpoint.

William G. Hetherington—Size-Up of the News Second Place—WNJR, Newark, N. J.

Writer-Newscaster: William G. Hetherington

Hetherington short-waved this program from Rome, where he covered the Italian elections for WNJR and *The Newark News*. The particular disk submitted was of a date prior to the elections, the commentator giving a clear picture of the tension in the Eternal City, where Communists and anti-Communists were engaged in pre-election maneuvers of top interest to the entire world. Hetherington managed to impart a good idea of the feelings of the opposed sections of the populace, and the implications of the troubled times. His style was rather measured, words carefully chosen. A good job.

Joseph Garretson and the News Third Place—WSAI, Cincinnati

Sponsor: Shell Oil Company
 Agency: J. Walter Thompson
 Producer: George Palmer
 Announcer: Don Webb
 Writer-Newscaster: Joseph Garretson

Joseph Garretson, in his 15-minute show aired across the board, puts his emphasis on crime stuff. He talks about incipient gang warfare in the city, about a new proposed Cincinnati ordinance which would have felons register upon arriving in town. Garretson also places considerable stress upon scandals and divorce suits, such as those involving Carole Landis and Andrew Jergens. Other topics of greater national and international importance are treated less fully, with local items getting top billing.

News and Views

Third Place—WRLB, Columbus, Ga.

Writer-Newscaster: George Theeringer

George Theeringer slants his program strictly on the local level. His material is made up of the warp and woof of local community life—such problems as traffic, the purchase of beds and springs for the fire department, authorizations by the city commission, storm and sewage projects, et al. Even when he touches on national affairs, Theeringer gives it a local slant by quoting a State politico. Much of Theeringer's material is, of course, of little interest to the non-Columbus resident, but to the Columbus listener he probably is synonymous with very full, local news treatment. In addition, Theeringer gives an additional local touch by quoting local residents on political matters. A good program.

NEWS 250 to 1,000 Watts

West Texas on Parade

First Place—KECK, Odessa, Tex.

Producer: Bill Chambers
 Writers: Jim Anderson, Bill Chambers
 Newscasters: John Vacca, Roy Elsner, Tom Magowan, Jan King, Ron Dunn, Frank Allen

An imaginative program, showing how a small station can present a news show in dramatic, almost *March of Time*, fashion. Good use of recorded sound effects and musical bridges makes this show jump. Episodes are very brief and punchy, and deal almost entirely with local news. They range from public service stuff, like keeping dogs tied or leashed, to the opening of the local baseball season. Unsanitary cesspools giving rise to the danger of a typhoid epidemic also were dramatically exposed. This is smart news styling, done economically to meet local needs and conditions.

The Tenth Councilman Second Place—WSAM-WSAL, Saginaw, Mich.

Producer: Bill Lofback
 Newscaster: Robert Liggett

The Tenth Councilman is a dispassionate inquiry into civic activities. Treatment is as objective as possible—the program operating on the theory that there are two sides to each question. On program caught, Robert Liggett spoke about the proposed grand jury investigation into gambling in Saginaw, and the proposed municipal income tax for a public improvement program. His treatment of both subjects indicated considerable reporting, inasmuch as his statements presupposed wide knowledge. On the tax problem, for instance, he quoted information derived from the citizens' tax study committee to ascertain whether tax monies had been hidden or squandered. At first blush this type of program may seem dull, but to residents of Saginaw it is distinctly a public service news program of a high type; one that will measurably aid in keeping the listeners informed on current events and act as a positive influence for good government.

Jamestown's Passing Parade Third Place—WJTN, Jamestown, N. Y.

Producer-Writer-Newscaster: Ray Finch

Newscaster Ray Finch airs this show weekly and does a punchy job on discussing local events of major significance. Thus, he goes into the political situation in the city, raids on bookie joints, the story of a local killing, the probe on operations of the highway department, the rulings which prevent regularly scheduled passenger air flights out of the city, etc. These all are certainly newsworthy, and have civic importance. That some items have touches of sensationalism as well does not point down the listenability of the program, which is considerable. Finch has a direct, newsy approach.

Dateline, West Virginia

Third Place—WKNA, Charleston, W. Va.

Sponsor: Laird Office & Equipment Company
 Newscaster: Bob Provence

This is a good local news program. Included are strictly local and State news items plus reports from the station's Washington bureau. The announcer delivers the local matter as tho it were of top significance, which, frankly, it is. Such material as a grave removal project, damage to communications by inclement weather, local politics, local air line improvement—are all of prime interest from a local point of view. The delivery is straight rather than interpretive, and impresses as a sound, objective round-up. The program, significantly, is spotted rather well from a news point of view. *World News* airs from 7-7:05 p.m.; *Dateline, West Virginia* follows, and closing the block is Elmer Davis at 7:15-7:30 p.m. Such a time block means the listeners get complete news coverage, with the local scene definitely in the picture. *Dateline* sponsor's (office supplies) plugs are hard hitting.

590 Covers the News Honorable Mention—WROW, Albany, N. Y.

Producer-Director-Writer: Bill Thompson
 Newscasters: Bill Thompson (Albany), Bob Campbell (Schenectady), Deake Rossel (Troy)

Thoro international, national and local news coverage, with the latter covering not only Albany, but neigh-

boring Troy and Schenectady happenings as well. Newscaster Bill Thompson leads off with the foreign and domestic news briefs, and then goes into an Albany newscast. This is followed by Deake Russell reporting from Troy studios on news in that community, and Bob Campbell does the same for Schenectady happenings. A weather report on the region from the Albany weather bureau fill in listeners on that angle, and the show is topped off with 30 seconds of late foreign and national news. This program puts plenty of emphasis on names and addresses and such items as complaints about dirty back yards. An interesting feature is the station's awarding of \$30 weekly to listeners who phone in the best local items.

Don Sherwood News Review Honorable Mention—WTHI, Terre Haute, Ind.

Sponsor: McKee Rogers, Ford Dealers
 Announcer: John Byers
 Writer-Newscaster: Don Sherwood

This is a weekly local and regional news review, a summary of news aired during the previous five days. Includes a lot of human interest stuff, like the yarn about the three Boy Scouts who armed themselves and took off for Canada, and of two other youngsters, juvenile delinquents, picked up on the way to Mexico. On the political side, Sherwood talks about the conflict over legality of the city's board of health, with the mayor and the Circuit Court having different ideas on who should sit. Outstanding part of the show submitted was a description of the dispute between the Terre Haute mayor and two neighboring townships over fire protection by the city's fire department, with the outlying areas resisting the mayor's attempt to obtain certain sums for service. Two wire-recordings on the subject were made by the mayor the day of the broadcast, and undoubtedly was hot stuff locally.

COMMENT 50,000 Watts

Editors Four

First Place—WHAM, Rochester, N. Y.

Producer: Homer Bliss
 Writers-Commentators: Bob Turner (Sports), Tom Murray (Farm), Homer Bliss (Odds and Ends)

This news and commentary program covers four facets: Jack Ross, WHAM newscaster, does a news round-up stressing international and domestic developments; Bob Turner, sports editor, covers that field; Tom Murray gives an account of pertinent agricultural developments, such as livestock expositions, and Homer Bliss rounds it all off with a number of odds and ends culled from cities thruout the country. A rather thoro job. This reviewer thought that one element was lacking: More emphasis on news of a strictly local nature. Aside from this, the reporters cover a wide range and serves station's listeners well.

Robert S. Allen Second Place—WOR, New York

Producer: Dave Driscoll
 Writer-Commentator: Robert S. Allen

Allen's program is a combination of news and commentary. He has a breathless, vibrant style and is a good reporter. This combination of qualities makes for a very listenable program. Another fact: Allen is courageous. He names names and shows no hesitancy in placing blame for ineffectual foreign policy where he thinks it should be placed. Opening session of the program is straight news, with Allen—who airs from Washington—

SEND ONE HOME TO MOTHER

Not even your own agent will appreciate your wonderful Moss photo as much as your Mom will. Send her a photo, huh?

8x10's, 5c ea.
 (in Quantity)
 POSTCARDS, 2c ea.
 (in Quantity)
 Mounted Blow-ups on
 heavy board, 20x30, \$2 ea;
 30x40, \$3 ea. (+ shipping)

Write for
 FREE Samples,
 and
 Price List B.

MOSS PHOTO
 155 W. 46th St.
 Plaza 7-3520 N. Y. C. 19



News, Commentator Program Competition

detailing developments in Athens, Ankara and other capitals. Later section of the program is more in the nature of commentary on the national scene, with numerous sidelights on the fumbling of politicians at the helm of the government.

Everett Holles
Honorable Mention—WBBM, Chicago

Sponsor: Standard Oil Company
Agency: McCann-Erickson
Producer: Lyle Barnhart
Writer-Commentator: Everett Holles

Holles's commentary on this program is a rather dramatic one—the downfall of democracy in Czechoslovakia, which recently fell into the Soviet orbit. Holles points up the poignancy of the situation, stressing that democracy in that country was really born in the United States in 1918. Midway in the program a transcribed version of a short-wave broadcast by CBS's Howard Smith brings the listener first-hand account of conditions in Prague. Dramatic, inasmuch as police and troops were

guarding the very building from which Smith broadcast. Of course, it should be borne in mind that Howard K. Smith is a CBS rather than WBBM man.

COMMENT
5,000 to 20,000 Watts

Inside the Headlines

First Place—KXOK, St. Louis

Sponsor: Sidney Weber Company
(Dodge-Plymouth Dealer)
Agency: Ruthrauff & Ryan
Producer: Elmer Muschany
Writer-Commentator: Bruce Barrington

Bruce Barrington, KXOK news editor, goes into the background of the struggle for Trieste, and the significance of this struggle in the over-all Soviet-Western picture. Barrington's analysis is clear and precise. He shows a good grasp of historical background and current developments. From this analysis, which takes up about one-third of the disk, Barrington switches to the coal strike

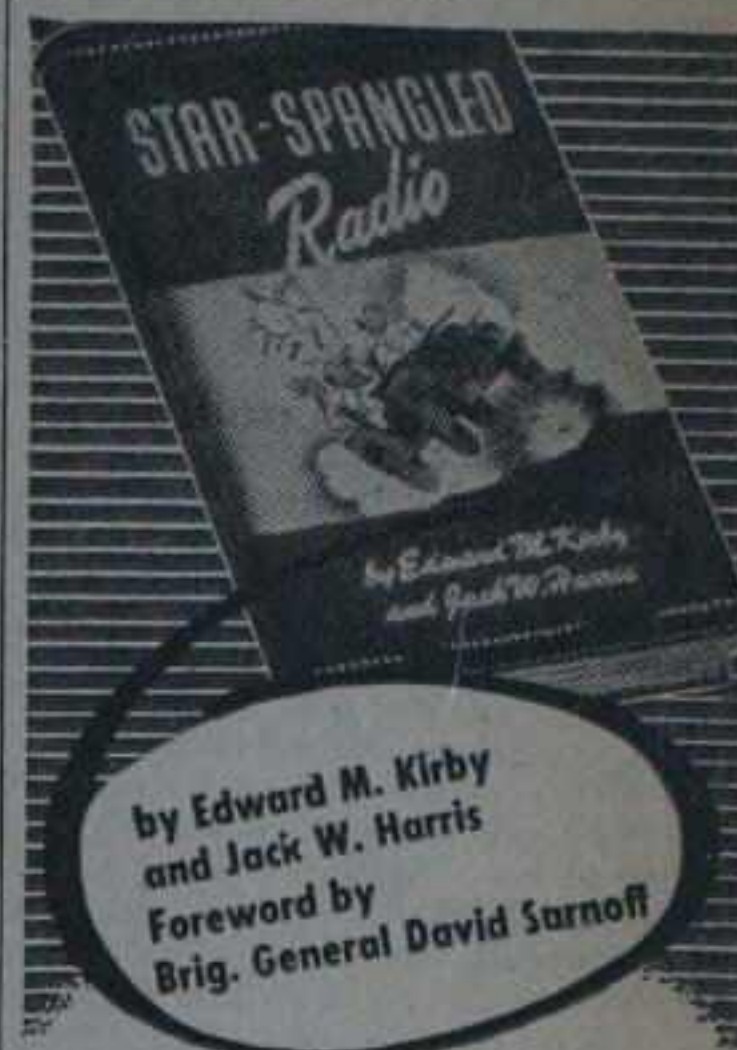
crisis in the United States. Then he considers the military draft, et al. The impression is that Barrington chooses his material carefully, giving rather full treatment to most important topics, rather than trying to cover a mass of subjects briefly or carelessly. The method of selectivity seems a good one. Commercial pattern fairly strong, but in good taste.

Lisa Sergio
Second Place—WOV, New York

Writer-Producer-Commentator: Lisa Sergio

Miss Sergio, who returned to the air over WOY in 1947 after racking up considerable of a reputation elsewhere, remains one of the most cogent and provocative thinkers on the air. She has a wide range of European experience to draw on for her background, and virtually every topic she touches upon shows this savvy and keen analytical abilities. Show submitted dealt mainly with the prevalence of war talk among high U. S. officials while European nations are making all sorts of efforts to find an

East-West meeting of minds. Miss Sergio also is heard over WOY in an Italian commentary. Here is a welcome voice of sanity.



Lack of Development Makes Commentary Award Sparse

(Continued from page 15)

an exponent of the high blood pressure-type of comment. Allen, who formerly teamed with Drew Pearson before he went off to the war, has returned with the sustained, driving type of delivery which may have defects in the sphere of objectivity and dispassionate consideration, but which has paid off Hooper-wise, to judge from the examples of Pearson and Walter Winchell.

Honorable mention among the 50,000 watters was made to Everett Holles, of WBBM, Chicago, who possesses a cogent and interesting style. A portion of Holles's show, however, consisted of a shortwave rebroadcast from Czechoslovakia by a network correspondent, and tho it undoubtedly adds to it, it renders the show difficult to assess against the purely local productions. Others in this power bracket who gained favor with the judges were Clifton Utley, of WMAQ, Chicago, and William R. Wilson, of WRVA, Richmond, Va.

KXOK Wins in 5-20 Kw.

Inside the Headline, featuring Bruce Barrington, of KXOK, St. Louis, was chosen as the top airer in the 5,000 to 20,000 watt class. Barrington avoided the pitfall into which so many gabbers fell: That of scattering his remarks on a dozen topics, rather than concentrating fully on a few. Lisa Sergio, veteran femme analyst who returned to the air over WOY, New York, took second place. Miss Sergio draws her calm but provocative analyses from a wide range of European political experience, and her reflective air was a welcome relief from the near-hysteria manifested by some spielers. Altho there were no honorable mentions in this division, the judges were impressed by the ability of David Brinkley, of WRC, Washington, to turn out a feature-type story, as in his coverage of how John L. Lewis was served with a subpoena.

No 250-1,000-W. Award

None of the 250-1,000 watt shows were considered adequate for an award. Several, however, did show certain interesting qualities. These included *Letters to the Radio News Editor*, of WROW, Albany, N. Y., in which the listeners, thru reading of

the comments, did the editorializing. Ken Dalton, of WBET, Brockton, Mass., airing as *Your 990 Commentator*, showed particularly good handling of local events. And Frank Edwards, of WISH, Indianapolis, proved that the days of muckraking are not dead by his indignant attacks on what he considered local injustices, with objects of his wrath including the local gas company and the State Supreme Court.

P&G To Grab Skelton's Tab?

HOLLYWOOD, May 22.—A deal is reported boiling this week for Procter & Gamble (P&G) to pick up the tab on Red Skelton for next season. The comic's contract with Brown & Williamson (Raleighs) is not expected to be renewed next season. Skelton is under personal contract to Freeman Keys, who has been dickering with P&G recently, with negotiations now reaching the climax.

Should the P&G deal go thru, Skelton undoubtedly would be yanked from his current 10:30 p.m. Tuesday slot on the National Broadcasting Company (NBC). Lever Bros., a competing bankroller, airs *Amos 'n' Andy* and Bob Hope over NBC preceding Skelton. A P&G switch to another web is reported highly possible.

WLAM TOPS WNJR

(Continued from page 15)

able that a local station had the initiative to cover the event via shortwave—even granting that Hetherington did the stint for his newspaper as well as station.

The two programs tied for third were both strong on local news. The Joseph Garretson series, sponsored by Shell Oil over WSAI, Cincinnati, managed to impart punch to topics of strictly community interest. *News and Views*, aired by George Theeringer over WRBL, Columbus, Ga., is of a quieter sort, his news reflecting the warp and woof of community life.

Nets Join Probe Of Polk Murder

WASHINGTON, May 22.—Representatives of the four major webs were among those appointed this week to a committee of the overseas writers which will endeavor to "uncover the whole truth" about the slaying of George Polk, Columbia Broadcasting System (CBS) correspondent in Greece. Polk's bound body, with a bullet wound in the head, was found in Salonika harbor. Altho the Greek government immediately blamed Communists for Polk's murder, fellow correspondents pointed out that Polk's dispatches had been increasingly critical of the anti-Communist government.

On the committee of inquiry, which will be headed by columnist Walter Lippman, will be CBS analyst Joseph C. Harsch, commentator Morgan Beatty, of National Broadcasting Company (NBC); commentator Elmer Davis, of American Broadcasting Company (ABC), and Washington news bureau chief, Albert L. Warner, of Mutual Broadcasting System (MBS). The representatives assembly of the New York Newspaper Guild this week also demanded a joint on-the-spot investigation by newsmen and the American government.

CBS To Unveil Two New P'kgs.

NEW YORK, May 22.—The Columbia Broadcasting System (CBS) will shortly unveil two new CBS packages. *Sing It Again*, a full hour musical, debuts Saturday (29), in the 8-9 p.m. spot formerly held by *Suspense*. Produced by Lester Gottleib, *Sing* is a musical quiz, with correct answers via telephone meriting cash awards. No merchandise will be given away. Talent includes Dan Seymour as emcee, vocalists Alan Dale, Patti Clayton and Bob Howard, the Riddlers Quintet and Ray Bloch's orchestra. Rocco Tito directs.

Cabin B-13, a half-hour dramatic series written by John Dickson Carr, is tentatively scheduled to debut Monday, July 5, 8:30-9 p.m. A CBS package, this will be the eight-week summer replacement for *Talent Scouts*. The producer is Harry Ackerman, web exec producer. Direction is by John Dietz.

RADIO PERSONNEL!
... do you know how
MUCH you did to
win the war?

At Last... your own war record in book form! The exciting, documented story of the glorious job American broadcasting delivered from Pearl Harbor to V.J. Day—with the names and experiences of the radio people (you know them all) who threw themselves into the war effort, as well as station identifications at home and abroad.

STAR-SPANGLED RADIO reveals hitherto untold facts about the selfless, often heroic actions of stars, writers, technicians, directors, correspondents, and station owners during the war.

Full of the anecdotes covering brushes with the "brass," comic situations, personal exploits, reactions of G.I.'s in camps, battle fronts, ships and hospitals the world over.

As important to Radio personnel as any G.I.'s "Division History," STAR-SPANGLED RADIO is a forecast of radio's job in any coming emergency. You'll want copies for yourself, your friends, for advertisers and civic leaders. 16 pages of Photographs, with an appendix including Radio's Roll of Honor. Regular Price \$3.50. Quantity discounts on request.

STAR-SPANGLED Radio

MONEY BACK GUARANTEE
ZIFF-DAVIS PUBLISHING CO.
185 N. Wabash Avenue
Chicago 1, Illinois
☐ Enclosed is \$3.50 for one copy of STAR-SPANGLED RADIO. I understand I may return it in five days for full refund if not satisfied.
☐ I may want a number of copies. Send me your quantity discount.

Name.....
Address..... State.....
City.....

ZIFF-DAVIS Copyrighted

TO THE HILLS, APPLICANTS!

100 Bidders Back Out in Five Months

Cite Economic Conditions

WASHINGTON, May 22.—There has been a record-shattering total of nearly 100 withdrawn bids and canceled permits for AM and FM stations since January 1, according to a survey of Federal Communications Commission (FCC) records.

To FCC economists the development is of major significance because most of the AM withdrawals are occurring in small towns, marking the first important reversal of a trend detected over a year ago in a frenzied rush of bidders for grants in sparsely populated hamlets. The slew of back-outs also represents the first major reversal of a trend of FM bidders. Most of the FM withdrawals and canceled permits have occurred this year in cities over 50,000 population.

Belt-Tightening

The withdrawals and cancellations for both AM and FM bids are viewed as all the more significant because they represent part of what FCC-ers describe as "a larger picture of what is happening in radio"—a tightening of the belt economically and also an attempt by numerous construction permit owners to cash in on the present market. Not shown in FCC's records of withdrawals and cancellations are scores of construction permits which are known to be on the market but which, according to FCC, have not yet reached the commission's official attention by way of formal applications.

According to one FCC source, a local broker alone is said to have dozens of cp's for sale. This source emphasized, however, that most brokers are practicing fair ethics by handling only transactions of stations actually on the air. Indicative of the FCC's avowed determination to keep closer watch over all sales was its recent warning that license revocation might result if station transactions were completed before being referred to the commission for approval.

Highly speculative is the exact number of grantees who are no longer interested in going into radio but are hopeful of selling their cp's. In government and trade circles, guesses on the number vary from a low of 200 to a staggering high of 800. While the FCC in its recent pessimistic economic report had anticipated the current reversal of the trend of bidders for stations, some FCC officials are concerned tho not surprised over the number of backouts, but most are even more gravely troubled over the numbers of cp's which are known to

Fate

LOS ANGELES, May 22.—Capitol Transcriptions had only honesty for its consolation when the wheels of fortune awarded attendance prizes at its NAB exhibit to reps of competitive e. t. firms. With an eye toward attracting station men, Cap converted an enlarged transcription platter into a roulette wheel and called its little game spin-and-win. Station ops spun, but the prizes, portable transcription players, went to Lewis Teagarden, of Standard Transcriptions, and Lang-Worth's Pierre Weiss. Only station owners winning were Charles P. Manship Jr., WJBO, Baton Rouge, La., and Carl E. Raymond Sr., KIT, Yakima, Wash. (What were they doing in there in the first place?)

be up for sale but not yet recorded with FCC as being on the market.

35 AM Bids Dismissed

The portion of the picture which is clearest to FCC is the trend of outright bona fide back-outs. AM bids dismissed at the request of applicants this year have reached a total of 35, while another 14 authorized permits have been canceled, and one station, KBNE, Boulder City, Nev., gave up the ghost after being on the air for two years (*The Billboard*, February 21). On the FM side, 21 applicants have dropped their bids, while the holders of 23 FM cp's have been canceled by the FCC at the request of the permittees.

FCC rules do not require that a bidder asking to back out give a reason, but several have gratuitously informed the commission they felt it unwise to go ahead with a station in view of present economic conditions.

A run-down of the towns where applicants have abandoned AM permits shows most of them to be of small population. For example, permits have been canceled in Ephrata, Wash. (2,500); Antigo, Wis. (9,000); Fallon, Nev. (2,000); Eagle Pass, Tex. (6,000), and Fayetteville, Tenn. (4,700).

A few canceled AM permits, however, were for larger communities like Utica, N. Y. (100,500); Topeka, Kan. (67,800), and Mobile, Ala. (79,000). In these places the number of stations already authorized was presumably a factor in the back-outs. Utica has three AM stations and one FM; Topeka, four AM's, two FM's, and Mobile five AM's, two FM's.

Complete List

The complete list of AM construction permits canceled at the request of the applicants follows: KSMR, Douglas, Ariz. (8,600); KUIE, Ephrata, Wash. (2,500); WFRN, Orangeburg, S. C. (10,500); WRFA, Antigo, Wis. (9,600); KFAK, Flagstaff, Ariz. (5,100); WEKR, Fayetteville, Tenn. (4,700); KNEV, Fallon, Nev. (2,000); KXEG, Eagle Pass, Tex. (6,000); WFRB, Utica, N. Y. (100,500); KAWM, Topeka, Kan. (67,800); WTVN, Johnson City, Tenn. (23,000); KXSA, San Angelo, Tex. (25,800); WROE, Mobile, Ala. (79,000), and KTMP, El Dorado, Kan. (11,000).

FM construction permits were vacated by the following: Herman Radner, Dearborn, Mich. (63,500); Topeka Journal, Topeka, Kan. (67,800); Jacksonville Broadcasting Corporation, Jacksonville, Fla. (175,000); Asheville Citizen-Times, Asheville, N. C. (51,000); West Central Broadcasters, Peoria, Ill. (106,000); Tri-State Broadcasting Company, Evansville, Ind. (97,000); Medford Printing Com-

WROL Seeks To Halt Hooper With Injunction

KNOXVILLE, May 22.—WROL, Tuesday (18), took action to halt operations of C. E. Hooper, Inc., in Knoxville by obtaining a chancery court injunction to prevent release of Hooper's audience report for this area without including WROL. The action was taken, it was stated, after Hooper had notified the station that the WROL popularity rating would be eliminated from the December-April survey on the Knoxville area. Hooper dropped WROL, according to S. E. Adcock, station owner, because of the station's *Don't Say Hell* program, in which prizes were given listeners who answered phone calls from the station with an advertiser's slogan. Adcock explained his station for three weeks used "I'm listening to WROL" as the gag line, but that the key phrase subsequently was changed to "Drink Dr. Pepper" and "Eat Swan's Bread."

Pressure on Hooper?

WROL claims that such a program is not a violation of the Hooper code of ethics and that Hooper had been "pressured" into dropping WROL. WROL additionally claims that Hooper is discriminatory and his action constitutes an indirect censorship of programs, "since other Knoxville stations have the same types of programs to which Hooper objects and the highest Hooperatings are on network shows having gimmicks of this exact type, i.e., Miss Hush, Walking Man, etc." Further, WROL cites these telephone gimmick shows heard over other stations: *Crazy Quiz*, *Melody in Sports*, over WKGN, a Mutual Broadcasting System station; *Just Say Hello* and *Dialing for Dollars*, over WBIR, an American Broadcasting Company (ABC) affiliate, and *It Pays To Say Hello* and *Know Your America* over indie, WBK.

WROL also indicates that Hooper has been doing business in Tennessee without having qualified as a foreign corporation, under the code of Tennessee. Joe C. Carr, Tennessee Secretary of State, is quoted as warning Hooper that a penalty for noncompliance carries a fine of not less than \$100 nor more than \$500 for each day during which business was transacted.

pany, Medford, Ore. (11,000); Merchants Broadcasting Company, Minneapolis (492,000); Parker Brothers, Ahoskie, N. C. (2,000), and Southeastern Massachusetts Broadcasting Company, New Bedford, Mass. (110,000).

Also: Associated Broadcasters, San Francisco (650,000); Southern California Broadcasting Company, Pasadena (82,000); Stephen Detzer, Hermosa Beach, Calif. (7,000); Potomac Broadcasting Company, Alexandria, Va. (33,000); the Journal Company, Green Bay, Wis. (23,000); North Shore Broadcasting Company, Salem, Mass. (41,000); Newberry Broadcasting Company, Newberry, S. C. (7,500); Mercury Broadcasting Company, San Antonio (253,000); Airplane and Marine Instrument, Inc., Clearfield, Pa. (3,000); Fred Jones Broadcasting Company, Tulsa, Okla. (194,000); Civic Broadcasting Corporation, Syracuse (207,000); Sooner Broadcasting Company, Oklahoma City (205,000); Winchester Sun, Winchester, Ky. (8,600), and Telair Company, Detroit (1,625,000).

Worry Warts

LOS ANGELES, May 22.—Stars on the entertainment menu for the NAB banquet missed no bets in putting across to broadcasters that artists, too, have their worries. Abe Burrows, commenting on casualties in radio quipped:

"The fact that you don't have a high Hooper doesn't mean you have a bad show—it just means you lose your job."

To this, Danny Thomas, whose sting left radio execs loudly singing his praises, added:

"I wish my sponsor would drop me—or pick me up. I can't stand this being suspended in mid-air."

E.T. Firms Haul Out Showmanship In Hawking Wares

LOS ANGELES, May 22.—Flair of showmanship and a touch of the Old West flavored exhibits at the NAB convention here. Display most successful in luring delegates was staged by Commodore Productions, transcription firm plugging its *Hopalong Cassidy* platter series. Room was set as a gambling casino, complete with slot machines and card tables. Delegates thronged to the Commodore room, pumping their nickels, dimes and quarters into the one-armed bandits (proceeds will go to charity). Strung up by the neck in a corner was a mannequin dressed in cowboy garb with a note reading: "He didn't buy *Hopalong Cassidy*." The walls were decorated with "Wanted for Murder" signs, listing such "desperadoes" as Justin Miller and other top broadcast officials.

Capitol Transcriptions used a roulette wheel to attract visitors. Each person who entered Cap's display room got a spin on the wheel for a chance on a portable transcription record player. Standard Transcriptions gave delegates their first hearing of platters disked in Mexico with non-AFM musicians plus a look-see-and-listen of the Ampex tape recorder. Standard also handed out double entendre disks labeled "A Standard Production."

Associated Program Service used the facilities of FM Station KKLA to demonstrate its platters. Delegates who wanted to hear Associated's platters could listen to them played via KKLA, with station dedicating each disk to the delegate involved.

NEW YORK, May 22.—The Columbia Broadcasting System (CBS) has signed *Daily News* columnist Ed Sullivan as emcee and producer of a *You're the Top*, tentatively scheduled to bow on CBS-TV Sunday, June 20, 9-10 p.m. The show would be a revue, with night club, vaude, stage and film talent.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO
BRIDGEPORT 8, CONN.

Quality Glossy Prints

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

100—8x10's for \$ 6.50

500—8x10's for 27.50

1000—8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42

Wichita, Kans.

OBERSTEIN LEAVES VICTOR

Agents Race After Beneke; MCA in Post 1?

NEW YORK, May 22.—Late week reports indicated that both the Music Corporation of America (MCA) and the William Morris Agency (WM) were racing to grab the Tex Beneke ork away from the General Artists Corporation (GAC). The reports further indicated that MCA was on the inside track.

The Beneke pact with GAC expires sometime next month, it is understood. It was renewed with GAC last June for one year when the agency delivered the Chesterfield Supper Club summer replacement spot for the ork.

The three agencies involved have admitted that contract negotiations for the ork have been going on, but Don Haynes, who personally manages the band, could not be reached at press time for further details.

Godfrey Files Suit Versus Crown on Contract Breach

NEW YORK, May 22.—Arthur Godfrey filed suit this week in U. S. District Court against the Crown Recording Corporation for alleged breach of contract. Asking damages of \$20,000, an injunction and an accounting, Godfrey's complaint states that he contracted with Crown April 29, 1947, to make some sides for them and to deliver the masters of two sides he had previously recorded. According to the contract, Crown allegedly was to market and sell these in an album of three double-faced disks, paying Godfrey a sum equal to 5 per cent of retail sales.

Godfrey alleges that altho the albums were released and exploited, he received neither royalty statements nor payments. He asks that the court rescind the contract and order the defendant to return the two masters Godfrey gave him.

Crown is owned by Nicholas Wells, one-time president of the now-defunct Cosmo Records. Godfrey currently is a Columbia Records star property.

Allegro Will Use Distrib But Keeps Viny Wax at 99c

NEW YORK, May 22.—Claiming inability to cope with growing orders for its kidisk wares, Paul Puner's Allegro diskery has abandoned its direct-selling policy and will work only thru distributors hereafter. According to Puner, his viny platters will continue to be marketed at 99 cents list, despite the merchandising change.

In New York, Chicago and Hollywood, a previous tie with Vox diskery distrib outlets will be continued. In Hartford, Conn., territory Seaboard Distributors will handle; in Boston, Music Suppliers and in Seattle, Zoo-brist Distributing. More distrib will be added until national "coverage" is considered complete. In Canada, Allegro's wax has been placed in Simpson's Toronto catalog and will be sold thru that store. Canadian list stands at \$1.25, necessitated by 20 per cent import and 8 per cent sales tax.

Tracey Suit Reversed by Circuit Court

NEW YORK, May 22.—The reversal of a lower court decision by the U. S. Circuit Court of Appeals solved at least one of the main problems now confronting Eugene A. Tracey, topper of Majestic Records and Majestic Radio & Television Corporation, as well as other directors of Automatic Products Corporation which holds controlling interest in the Majestic firm.

Reversing an original decision (which held Tracey and other directors liable for triple-derivative payments on the sale of stock which [\(See GENE TRACEY SUIT, page 38\)](#)

Capitol Records To Hypo Music Pubbing Operation; Goldsen's Five-Year Pact

Cap. Songs Exec To Be Paid Pub Expert; Keeps Own Firm

NEW YORK, May 22.—Marking a significant step by Capitol Records, Inc., Hollywood, to dip directly into the music publishing business, Mickey Goldsen, of Capitol Songs, Inc., here, has revealed that he has been named to head up a new publishing venture by the diskery, effective July 1.

Goldsen has signed a five-year contract with the Coast waxery on a guaranteed fee basis (reportedly in the neighborhood of \$20,000 a year). He will work in concert with Capitol's repertory and license department, advising them in matters of music composition and royalty problems and generally will guide a vitalized pub scope of operation.

The new pubbery idea represents Capitol Records' intention to take advantage of its control over some 200 manuscripts acquired in connection with recorded and e.t. library originals and material. In addition, the record company is looking to financial returns from future copyrights it may be able to control.

Needed Diskery Adjunct

Altho Glen Wallich, Capitol Records prexy, and Johnny Mercer and Buddy De Sylva, three dominant stockholders in the Capitol waxery,

long have been co-partners with Goldsen in Capitol Songs, the record company's copyrights could not readily be associated with Capitol Songs. The reason for this is that Capitol Records is a public stock corporation, whereas Capitol Songs is individually controlled by the Capitol Records biggies.

Goldsen, who will move with his family to the Coast as soon as he has arranged his domestic affairs here, will retain his interest and activity in the Capitol Songs pubbery. The firm will maintain its regular offices in New York, with Leonard Hodes in charge of publishing, shipping, billing and office affairs.

Capitol Songs is 50 per cent owner of three subsidiary pubberies—Tex Ritter, Barbour-Lee and Leslie—the latter being Stan Kenton's publishing outlet. Until January 1 of this year, Capitol Songs had a similar arrangement with King Cole Music. Under the terms of their split with Cole, the Capitol pubbery retains an interest in the future profits from mechanical and foreign sales as well as synchronization and performance rights on all King Cole copyrights acquired prior to January 1.

Starr Against All Sheets, Pub Committee Heartened

NEW YORK, May 22.—Apparently confident of support from Herman Starr, veepee and boss man of the Warner Bros. Music Publishers' Holding Corporation (MPHC)—one of the most powerful pub groups in the business—the Music Publishers' Contract Employees (MPCE) union committee, headed by pubber Jack Robbins, has mapped out a drastic new program. The MPCE group will press not for mere improvement or elimination of the Peatman Sheet but seek to secure the elimination of all performance sheets in the music business.

The MPCE committee conferred with Starr earlier this week. In response to queries from *The Billboard*, Starr adamantly declared that he was in favor of eliminating sheets entirely. "It is about time," he said, "that the music publishers run their own business." Rather than having artists and radio officials grade publisher efforts on a mathematical formula—which he felt was severely injuring pub efforts—Starr felt the ideal solution would be to discard all sheets and revert the biz back to the system where "we would take a song [\(See STARR FAVORS on page 20\)](#)

Part of Overseas Master Supply Firm, Atlantic Sound; Form His Own Waxery Later

To Sell Foreign "Masters" Here; Plant Deal Cooks

By Joe Carlton

NEW YORK, May 22.—Eli Oberstein this week-end resigned from the position of artists and repertoire director for the RCA Victor record division. Officially effecting a move which had been bruited thru the trade for weeks, Oberstein today (22) decided to hand in his resignation, effective June 1. The immediate reason is, Oberstein said, "I am primarily a recording man and I want to record." Oberstein's future plans clearly depict a business structure which, despite the Petrillo ban, will give him latitude to "do lots of recording." At the same time it is expected that a full-scale American recording biz will ultimately burst out under Oberstein's aegis either directly following the lifting of the Petrillo ban or after a reasonable interim-period.

Atlantic Sound, Inc.

According to Oberstein, he is going into business with a firm called Atlantic Sound, Inc. (offices at 521 Fifth Avenue, NYC). Other officers in the corporation will include one Alfred McGrath as executive vice-president and one George Kieffer. Atlantic Sound intends to operate on a vast, international scale for the purpose of supplying masters to be used by any and all American companies for the duration of, and beyond, the Petrillo ban. Plans call for Oberstein to directly supervise recording sessions abroad. "studios are available in England, France, Spain, Italy. . ." and if necessary fly in masters to the U. S. "overnight." From Oberstein's position, his masters will offer these advantages to prospective customers: (1) During the Petrillo ban, the mere factor of American coverage on "new hit material"; (2) allegedly, masters can be delivered at a price equal to the American cost of making masters (shipping costs and profit-taking will be mitigated by cheaper recording scales abroad); (3) artists overseas will be recorded at flat-fee basis so that masters will be delivered here "royalty free," except for copyright fees.

Beyond the world-wide recording service Atlantic Sound intends to implement, indications are that Oberstein within several months intends to plunge directly into the American retail-record biz with large-scale promotion and backing. Reputedly, an important bank and several leading industrialists (staying behind the scenes at present) are helping to finance projected biz operation.

Topic of the Week

NEW YORK, May 22.—Eli Oberstein's drift away from the RCA Victor Company automatically becomes one of the most-discussed news items of any week. If nothing else (and there was usually plenty), Oberstein thru the years had maintained the gift of being a "much talked about guy."

This week's departure actually represents Oberstein's second Victor exit; in fact, many tradesmen had regarded his reign since 1945 as some sort of "vindication" of his first association with Victor. From 1928 until 1939, it is recalled, Oberstein had worked for RCA, departing from the company finally under conditions which some observers explained as "vaporous." Many were the gestapo tales of the "dossier on Eli." When Victor rehired [\(See ELI OBERSTEIN on page 20\)](#)

COLUMBIA'S DISK MARVEL!

High Fidelity Viny Platter Plays 30 Mins.

Will Revolutionize Biz

(Continued from page 3)

within an extra-light pick-up arm which is designed to fit the micro-grooved disks. This company adapter unit attaches quite simply to conventional phonographs and radios and will retail at about \$300. It is understood that the combination of the unique pick-up arm and micro-grooved viny virtually eliminates all surface noise and affords tone reproduction superior to anything heretofore sold.

Columbia Records pitch to melt consumer resistance to the added expense probably will pursue the lines of "a trifle costly for the initial investment but a bargain in the long run because of the low price of the new records." The retail price of the disks is expected to run about \$5 per for 12-inch (45-minutes) disks and about \$3.50 for the 10-inch (30-minute) platters. Since these are made of special quality viny and compare favorably with the high cost of symphonic albums on the market today, the diskery feels it can legitimately merchandise a sock "consumer bargain." One of the special 12-inch disks, it is pointed out, gives the equivalent of nearly six 12-inch orthodox record sides.

Speculation

With Columbia execs maintaining complete silence on the entire project, observers are speculating as to the scope and potential revolutionary changes it may wreak on the industry. A disk which plays for 45 minutes can yield an entire symphony. A full-length opera can be grooved on four such platters. Inducements such as these can quite conceivably change the buying attitudes of collectors and delegate present modes of purveying recorded classical music to limbo. The new disks used in a library service for bars and restaurants, and other public gathering places could give wire services a wicked fight. Even juke boxes might be adapted, with juke records cut 5 to 10 selections on a side. The better production attainable on these disks could be a threat to wire and tape recording.

At the same time, adding weight to the possibilities of the new scheme, a leading radio manufacturer is understood to be all set to market a phono combination which will run at both speeds and obviate the need for an adapter unit. The tremendous implications of such an innovation in phonograph and record manufacture can only be guessed at right now. And right now the trade is more than curious to see how far Columbia's campaign is going to go when it does up.

'Tain't Billboard

A w.k. licensing organization has its statistician busy investigating the validity of a certain trade paper's polling methods.

The trade paper, meanwhile, unbeknownst to the licensing firm is investigating the latter's logging system.

Eli Oberstein Leaves Victor; Own Disk Firm Seen in Offing

(Continued from page 19)

him in '45, considerable eye-lifting ensued, but in the course of his latest three-year stretch, most complaints and controversy involving Oberstein were answered by RCA brass with the expression: "He sells records . . . where could we get a better man?"

Running his own disk biz will come as no new experience for Oberstein. In 1939 he formed the U. S. Record Company which included a pressing

plant (Scranton Records, now controlled by Capitol Records) and went on from there to form the Hit and Classic labels which brought forth the big-name status of Louis Prima and the Three Suns. Eventually, this company was peddled to Ben Selvin and then in turn to the Majestic Record Company.

Obie's Holdings

Thru the years Oberstein has amassed holdings and properties whose exact extent has been a popular gossip subject for music publishers, songwriters and rival record execs for years. It is known that he holds interest in several pressing plants, an album and sleeve manufacturing factory with a "paper" outlet, property in up-State New York, several theaters thru New York, New Jersey, etc. He has acted as consultant for various indie labels, has written songs under various nom de plumes and withal has sized up as one of the most powerfully rated record men in the biz.

Oberstein's Victor vamp figures to start a stream of applicants swarming after the job. The popular a-and-r post with the largest diskery of all stacks up as a coveted post with attendant attraction in the form of publisher and agency respects. It is almost certain, however, that Victor officials have not considered a possible replacement as yet. James W. Murray, vice-president in charge of the RCA Victor record division, was due to leave for Chicago today (22), to attend a distrib and field-men's conclave. Presumably he will not take up the a-and-r question until his return.

Sonora Plant Deal

NEW YORK, May 22.—It is understood here that the Sonora record-pressing plant in Meriden, Conn., has been sold to Milton Benjamin and Marie Reubens (Mrs. Benjamin), officials in the virtually inactivated Sonora Record Company. The Benjamins reportedly have a deal on tap whereby Oberstein eventually will be supplied with pressings at a specified low rate for which the Victor exec will guarantee a given amount of capital against orders.

Bop Comes Home To Roost; Monk, Dizzy—Ooh, Vop!

NEW YORK, May 22.—Bop seems to have found a home on Broadway. The Royal Roost restaurant-nitery here which has conducted regular weekly bop concerts will book the diminished-fifth stuff as regular nightly musical fare starting Friday (28).

First offering will be the five-piece crew of Thelonius Monk plus Charley Parker's six-man combo. Following will be Dizzy Gillespie and his 15-piece aggregation, booked for two weeks beginning June 15. Charley Ventura and seven sidemen come into the Roost sometime in July.

The nitery will up its minimum starting with the Gillespie date, from its present \$1.50 to either \$2 or \$2.50. The Tuesday night bop concerts will continue under direction of jockeys Symphony Sid and Monte Kay.

Apollo Exits: Prexy Siegal And Schneider

Exec and Fiscal Shuffle

NEW YORK, May 22.—Apollo Records underwent a major executive and financial face-lifting this week which led to the exits of Prexy Hy Siegal and an original partner, Sam Schneider. Bess and Ike Berman, who along with Siegal and Schneider founded Apollo some five years ago, bought out their partners for an undisclosed sum.

The Berman-Schneider-Siegal triumvirate formed the diskery at the outset of the last recording ban, headquartered in the Rainbow Music Shop in Harlem. It made enough strides in a couple of years to become one of the leaders in the race and jazz field. Recently the firm expanded its policy to include popular and international lines.

Complete details of the changes expected at the diskery as a result of the Berman purchase are being withheld until they have been aired and approved at a board of directors meeting skedded for next week. The board also will appoint a new prexy to replace the departing Siegal.

Meanwhile, the Apollo sales picture, headed by Ralph Berson and Irving Katz, has gradually reverted to a network of independent distributors with the diskery now operating its own offices only in New York and Atlanta. At one time the firm had owned eight of its distrib outlets.

802 Erupts on Kayo of 3 Unity Men From Jobs

NEW YORK, May 22.—Political turbulence at Local 802, American Federation of Musicians, erupted this week when three members of the Unity party, due to oppose the Blue administration ticket in the coming local elections, were removed from their jobs with the union. The three axings included Henry Maccao, from the theater department and from his position as head of the tax department; Al Manutti, from the theater department, and Max Arons, from his job as secretary of the recording and e. t. fund. All three reportedly are key candidates for the Unity slate.

One Unity man styled the job terminations as "retaliation." According to his statement, last Monday at the local, a meeting was called for the purpose of investigating the catering industry and to appoint a committee to handle the recording and transcription fund.

President Richard McCann called off the meeting, it was alleged, when he decided there was no quorum present. Reportedly, he would not entertain a motion to extend the meeting to another day. Opposition to the Blue ticket claim they took a count later and tallied some 473 men present. They continued that if McCann and other Blue officials had remained, a quorum would have present.

Efforts to reach McCann or Charles Luceri, secretary of the local, were unsuccessful at press time. (Righted material)

Behind the Disk Ban Scene; Peace Rumors Are Persistent

NEW YORK, May 22.—Speculation regarding an early settlement of the Petrillo recording ban continues to swell amidst a rash of denials by top record brass.

Informants insist that an "important announcement concerning the possible termination of the recording ban will be forthcoming soon, possibly next week."

Claim is that James C. Petrillo, prexy of the American Federation of Musicians (AFM), is in possession of a "loose" plan for settlement as proffered by a pool of record company lawyers. The informants bolster faith in the possibilities of the plan's acceptance by insisting that AFM counsel Milton Diamond, over two

weeks ago, conferred with the diskery attorneys. They think some word may be delivered by Petrillo at the coming Federation convention in Asbury Park the week of June 7.

Insistent Denials

But just as insistent are the many denials of these speculations. None of the key record men nor Milton Diamond has indicated that a basis of "acceptability" has been reached and most stoutly deny the existence of a plan.

Altho Diamond says that he "did not meet with the record people," it was revealed this week that the AFM counsel had huddled with Dan Creato, RCA Victor lawyer, and lawyers from other diskeries, about three weeks ago. Trade savants say that the waxery lawyers at that time presented a plan to bring about an amicable ban settlement at this meet. They further report that the lawyers had at least one other meeting since the initial conclave. All this, too, is denied.

Just what the settlement plan, if any, constitutes, the savants won't say. There is a plan, they say, and it is in line with the Taft-Hartley Act and it would avoid government charges of collusion against the diskeries. Collusion charge stemming out of direct diskery contribution to non-performing musicians is moot, but the diskers are wary of Congressman Fred Hartley, who has indicated he will resist any "by-passing" of the Taft-Hartley Act. Petrillo is rumored ready either to approve or to turn down this plan next week.

That something is in the wind is (See AFM-DISKERS on page 38)

Despite Act Hypo Rich Ork Billed As Palladium Lead

HOLLYWOOD, May 22.—Despite previous reports, the Palladium Ballroom's new policy of hypoing ork attractions with name acts isn't playing down the maestri. According to the William Morris Agency here, the Buddy Rich and Helen Forrest package which bows into the Palladium July 6, still accords headline billing to the band. The chirp probably will be marquee'd as "extra added."

Meanwhile, Rich this week signed to return to the Paramount Theater in February, 1949, at a 2G raise over his theater price this year.

Dennis Day

introduces

THE GREATEST SONG OF OUR DAY

"SLEEP MY CHILD"

(Shloof Mein Kind)

A lullaby for a displaced child

• Watch for the Victor Record of

"SLEEP MY CHILD"

by Dennis Day

Other releases soon to follow

JEWEL MUSIC

1674 Broadway

Chicago

New York

Hollywood



"YOURS"

for the asking... and
YOU'RE asking for it!

INDEX

TITLE	NUMBER	ARTIST
<i>Yours</i>	Victor 26384	X. Cugat
<i>Yours</i>	Decca 25121	J. Dorsey
<i>Yours</i>	Columbia 36067	B. Goodman
<i>Yours</i>	Columbia 37995	Eddy Howard
<i>Yours</i>	Victor	V. Monroe
<i>Yours</i>	Capitol 10112	Andy Russell
<i>Yours</i>	Victor 27410	Tito Guizar
<i>Yours</i>	Decca 3913	N. Brandwynne
<i>Yours</i>	Decca 25205	E. LeBaron
<i>Yours</i>	Black & White 3005	G. Carter
<i>Yours</i>	Tempo 598	B. Light
<i>Yours</i>	Decca 3790	Roy Smeck
<i>Yours</i>	Decca 18159	R. Armengod
<i>Yours</i>	Dance-Tone T7	Phil Reed
<i>Yours</i>	Coda 5004	Cuba Libre 6



They're all **"YOURS"** — Get **"YOURS"** now!

EDWARD B. MARKS MUSIC CORPORATION · R.C.A. Building · Radio City · New York

HAROLD LEE
Copyrighted material

It's Organizing Time in N. Y.!

15 Distributors Weigh Merging

Indies seek hypo on sales, credit, shipping operations—must have diskers' okay

NEW YORK, May 22.—The projected merger of 15 indie record distributors belonging to the New York Record Distributors' Association is being considered by members here.

The merger plan, suggested at the association meeting Monday (17), was introduced with a view toward facilitating credit, selling and shipping operations. Any such step, however, would depend on the approval of the record manufacturers as well as the distributor members; it was admitted by Jerry Blaine, association president.

Regardless of whether the merger idea goes thru, the association approved a project to take over a building into which members would move their offices and stock rooms, and from which they would operate their own trucking service, the expense to be shared by the distributors. A building has already been tentatively selected.

It was also agreed at the meeting that members would not solicit business from each other's manufacturers and would stop the practice of giving free disks to Broadway music shops and juke operators for promotional purposes. Furthermore, members agreed to ask the manufacturers with whom they deal to cut down the

Platter Salesmen Huddle To Form New Association

NEW YORK, May 22.—Formation of a disk salesmen's organization similar to those of indie label distributors and retail store operators was launched this week at a meeting held at the Manhattan Center here. In attendance were some 20 salesmen from local distrib outlets.

The new association, labeled the National Record Salesmen Organization (NRSO), appointed Al Pasternak, formerly with distrib John Le Mar, as chairman, and set up a committee of five members to draw up the org's by-laws.

Pasternak told *The Billboard* that the prime purpose of the group is to create closer harmony among the distributors, dealers and salesmen and co-operate with both on merchandising and promoting disks.

The 20 pioneers of the org were addressed by Charles Rozelle, founder of the National Record Retailer Federation (NRRF). Rozelle told the salesmen that the NRRF would help all it could, providing the NRSO proved itself to be "a clean, earnest group."

number of releases each month. With disks moving slowly from retailers' shelves, the association feels that to glut an already satiated market doesn't do anyone any good. The distributors feel that the emphasis should be fewer releases and more concentrated promotion.

Queens Retailers Unite Vs. Bruno

NRRDF local seeks to force nix of delivery charges on shipments to Borough

NEW YORK, May 22.—Some 35 record retailers from the boro of Queens, members of the New York local of the National Retail Record Dealers' Federation (NRRDF), pledged themselves to cut down orders of Victor platters this week in an attempt to force Bruno (RCA Victor distrib here) to abolish delivery charges on shipments to Queens. Other local NRRDF members (reportedly numbering more than 150) have pledged a sympathy boycott along with the Queens contingent.

At a meeting this week, dealers charged that Bruno was the only big label distributor charging for delivery within the city. The NRRDF says that Bruno's only explanation is that it's always been their custom to charge for Queens deliveries. Queens dealers concede that charges average only some \$40 yearly, but they remonstrate with the practice of coughing up any shipping fee.

Morris To Hear Tucker

NEW YORK, May 22.—William Morris Jr., topper of the booking agency, and his mother leave for London Wednesday (26). They will attend Sophie Tucker's opening at the Palladium Theater there May 31.

Griffin, Yankovic Close To Inking GAC Mgt. Deals

NEW YORK, May 22.—Organist Ken Griffin and Frank Yankovic and His Yanks, featured on two of the current sleeper disk hits, this week were close to signing management contracts with the General Artists Corporation (GAC). Griffin, who made the original organ version of *You Can't Be True, Dear*, is believed to have granted the agency a 90-day authorization to book him, while Yankovic, who cut the version of *Just Because* (for Columbia) which has caught on, is believed about to sign a regular management paper.

Meanwhile, the Mus-Art Agency has been reaping a harvest of bookings for John and Sondra Steele, the team which made the original *Damon* waxing of *My Happiness*.

BMI Claims Pubs' Case Insufficient; Seeks Fed. Court

NEW YORK, May 22.—Bob Burton, attorney and veepee of Broadcast Music, Inc. (BMI), this week answered the complaint of Perry Alexander, Crestwood Music, Shermack and Mello Music pubs filed in New York State Supreme Court by attorney David P. Siegel (*The Billboard*, April 17). Burton's reply declares that the complaint does not sustain facts sufficient to cause action by this court and, moreover, asks the case be transferred to a Federal Court, claiming (See BMI on Pubs' Case on page 38)

★ Two Smash Tunes on the **PALDA** Label . . . Back to Back ★

These "LEAVES" and "BLOSSOMS" Rake Up a Pile of Operator* and Retailer Profits

Where the Apple Blossoms Fall

BACKED BY

Tea Leaves

Vocal by **ART SIDROE** with **RODNEY DAVIS** at the Celeste and Hammond Organ

PALDA #1005

Dealers and operators in the Northwestern Pennsylvania area and New York State (exclusive of Metropolitan New York City) order from your exclusive Palda distributor . . .

MIDTOWN SALES

378 GENNESEE ST.

BUFFALO, NEW YORK • PHONE: MADISON 1392

* Operators in the below-mentioned area . . . contact Midtown Sales for Special Deal on Your Initial Order of This Number.

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.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GLEANINGS . . . Paul Whiteman's record show will fold June 25. . . George Shearing, the English 88-er who's been killing the 52d Street cognoscenti, guests on jock shows at Newark's WAAT and WNJR and Philly's WPEN this week. . . Another bistro enters the disk jockey lists. Bill Miller's Riviera, Fort Lee, N. J., features a record show with vet vaudevillian Benny Rubin at the turntable. . . Shelly Rothman, program builder at WINS, did a two and one-half hour scripted show of Decca's *Songs of Our Times* albums. . . Vic Damone will guest on Geoff Davis's *Singing Battle Royal* show over WINS May 9.

ROCKS AND ROSES . . . Len Bennett, WBIB-FM, New Haven, Conn., says: "Surprising how many badly cut disks are turned out by some major firms while a comparatively small outfit like Tempo gets such superb quality into their waxings. Tempo Records take plenty of wear and tear, too." . . . Hank Jacobsen, WKDK, Newberry, S. C., thinks Frank De Vol deserves a slice of credit for the Nat Cole *Nature Boy*. "Take away Frank De Vol, and what have you?" Hank wants to know. "Altho King Cole does a fine job, I think the record was made popular by the excellent orchestrations of Mr. De Vol."

SWITCHES . . . WAMS, of Wilmington, Del. (with Jack Gibbons as program director and Dick Holmes top jock), and WBUX, Doylestown, Pa., with Irv Smith p. d. and Chuck Fairchild and Neal Call the tallow turners, are brand new watteries. . . Norm Prescott, formerly with WHEB, Portsmouth, N. H., is now spinning them at WHDH, Boston. . . Peggy Wagner, WNJR, Newark, is doing *Jr. Miss and Jr. Mister Dateline* three times a week. Show consists of teen-age talk with announcers Bob Hamby and Ed Kobak. . . Red Benson is the latest addition to WAAT's (Newark) jock roster.

GIMMICKS . . . Bill Barron, KXGI, Fort Madison, Ia., runs a Saturday guest jock show, with high school kids taking part. Feature is the selection of a record of the week from the guest jock's high school. . . Ted Harding, KBTM, Jonesboro, Ark., dreamed this one up to see how many listeners he had on his Saturday morning show: He wrote a romantic short made up of tune titles, read it over the air and asked his audience to send in a correct count on the number of titles. A surprise prize was offered, and answers poured in from all over his coverage area.

IGNORANCE . . . In Hartford, Conn., at a meeting of the board of education the other night, a communication with the words "disk jockey" was received. Two board members unblushingly admitted that they didn't know what the term meant. Local dailies put the story on front pages.

MIDWEST MAKE-HAY . . . WCSI-FM, Columbus, Ind., is skedded to transcribe interviews with all band leaders appearing at the Indiana Roof, Indianapolis. E.T.'s will be played back over the teen-age disk show, *The Music Makers Club*.

PHILLY PHADDLE . . . Ramon Bruce, the *Ravin' With Ramon* spinner on WHAT, takes his plattering out of the studio for a Thursday morning breakfast stint in the Club Zelman and a joint sponsorship between Quaker Oats and Parkway Bread to carry the half-hour weekly load. . . Joe Nanni, Capitol Records branch manager, gives local disk jockeys a two-week exclusive over the rest of the country for Jack Smith's all-vocal plattering of *Highways Are Happy Ways*, an old fave with local string bands, and *Tea Leaves*, penned by Philly tunesmiths. . . Stu Wayne, spinning the platter each morning on the *KYW Musical Clock*, gets another participating sponsor in the Zehner Tire Company, distributor of U. S. Royal tires, for two quarter-hour periods a week, set for 52 weeks by the Joseph Lowenthal Agency. . . Buddy Greco came to Philadelphia last week to play host to the city's disk jockeys at a cocktail party at the Hotel Senator Rendezvous to help launch his latest Muscraft release of *Baby, I'm True to You*, pre-released for Philadelphia. Ronnie Graham, writer of the song, was also on tap, as were the local Kayler distributing firm executives handling Muscraft waxes. . . A new type of jockey show, called *Adventures in Music*, launched on KYW for a weekly ride on Monday evenings, placed for 52 weeks by the Land Title Bank & Trust Company, local banking concern. In addition to pop platters, emphasis will be on the classical and semi-classics. Platter spinning is in the keeping of Major Key, name adopted for the diskings by Norris West, assistant program director of WCAU and identified with the radio programs of the Philadelphia Orchestra. . . Joe Niagro, disk jockey at WDAS, inaugurated a new *You Asked for It* spinning session, running two hours long and starting at noon each day. It's entirely a request show, with listeners dedicating the songs to their friends and all coming in for air mentions in the listing of names and addresses.

ENTERPRISE AND EXPANSION? . . . The jocks are really angling into the music biz these days. To wit: Eddy Manson, who is branching out as the pop harmonica virtuoso of the era with his *Rainbow* record; Bob Steele, the Hartford spinner, who has just waxed *Uncle Bob's Automobile Race*, a kiddie item, also for *Rainbow*, and Alix Blake, WENT, Gloversville, N. Y., jock, who recorded (pre-ban) an album of Elizabeth Browning's *Sonnets From the Portuguese* for release soon. With their own shows to promote and exploit their disks, the boys should be away to a flying start. Of course, the Linn Burtons, Red Bensons and Ted Teeles jockeyed into the performer racket quite some time ago.

NEW ENGLAND WHIRL . . . In New Britain, Conn., Ralph Morse, WKNE's host to semi and classical listeners, teams up with pop jockey Bernie Moore to make with the gags on the daily participation show, *Breakfast at the Sheraton*. . . Bill Hadley, ex-spinner of KXLR in Little Rock, returns to his home territory to join the WPJB staff in Providence. Also making the trip will be the 1,500-pound, 5,000-disk Hadley record collection.

FEEDBACK . . . Freddy Krell, WSAM, Saginaw, Mich., after spinning a Ken Griffin platter of *You Can't Be True, Dear*, without vocal, announced

he was going to play it again and sing with it. He then played an almost identical disk, except that this one had a Jerry Wayne vocal. Came a phone call from an irate fan: "Why is it that when you do get a good number on your show you always louse it up by trying to sing it? You are odoriferous." . . . Bill Guy, KATL, Houston, got a similar reaction when he interpolated his own zany and irrelevant lyrics into Freddie Stewart's *Sincerely Yours*. An inebriated listener phoned in and made some salty remarks about Bill's "loushin' up the mos' booful volsh inna worl'," and concluded with the announcement that he was on the way up to the studio to knock Bill's block off. Bill mentioned the incident on the air and was deluged with offers of protection.

PRECOCIOUS PLATTER PILOT . . . Eleven-year-old Frankie Farnham debuted as a disk jock over Boston University's WBUR, using a script he wrote himself and platters from his own collection.

WESTERN WAX WHIRL . . . Chuck Ney, KWWL, Waterloo, Ia., interviewed the Harmonicats on tape for a playback on his *Kaper Kat Club*. . . KVOG, Ogden, Utah, which debuted March 25, has four request platter shows going: Don Flinder's *Alarm Klock Klub*, Uncle Jerry's *Western Party*, Van Welch's *kiddy show*, and Ken Curtiss's *All Alone Club*.

GRIPES AND SWIPES . . . Says Bill Lohmeier, WSLI, Jackson, Miss., "With *Nature Boy* riding the crest and Kenton's new album coming, perhaps we're getting away from the 'new' 20-year-old tunes. Put me down for this trend." . . . Alix Blake, WENT, Gloversville, N. Y., tells us we went astray in the May 8 issue when we credited the transcribed interviews he's been running to RCA Victor. Alix recorded them himself, and wants us to know: "I wouldn't ordinarily mind giving them credit for my hours of blood, sweat and so forth, but they don't service me with records—so why should I write up their material?"

TUNE TOUTING . . . Jimmy MacDowell says that the other side of Ken Griffen's *You Can't Be True, Dear* is the No. 1 request at his wattery, WHFB, Benton Harbor, Mich. It's the *Coo Coo Waltz*. Also the Don Henry Harmonica Trio's *Turnpike Polka* is coming fast. . . Jim Hawthorne, KXLA, Pasadena, Calif., is plugging *Heartbreaker* into prominence on the West Coast.

EASTERN BEAT . . . Walter Nielsen, program director of WCCC, Hartford, Conn., is a busy man. In addition to piloting half a dozen jock shows daily, he's become sports commentator for the station. . . Dave Scott, WKNE, New Britain, Conn., is back on the job after a long bout with illness. . . Dave Felder, WOTW, Nashua, N. H., will confine his jock activities to records from here on in. Dave, out riding his first cayuse last week, was thrown for a substantial loss.

GIMMIX . . . C. B. Caudill, WGTL, Kannapolis, N. C., ran a Christmas show last week on his 870 Club. With the temperature at 89.6, he advertised only 188 more shopping days until Christmas and his sponsor's offer of Christmas specials. Listeners took up the play by responding with calls saying their driveways were choked with snow. Local merchants even called to enter floats in the Christmas parade. . . Bill Potter, WCCM, Lowell, Mass., runs a swap shop on his platter show, acting as a clearing house for traders. So far Potter has handled items ranging from an old English concertina to an ox yoke. . . A spontaneous cancer fund drive racked up \$50 at WHAB, Stroudsburg, Pa., when station engineer Walt Smith and announcer Carl Lloyd bought a disk for play on Carl's jock show. When other jocks on the station spun the platter, Carl and Walt charged them a nickel per play to make up the purchase price. Joe Webster announced the gag on his Club 840 show, asking listeners to send in nickels for Walt and Carl, with the balance to go to a cancer fund. Jock Syd Jaffe made the same request on his eye-opener show. Result: A \$50 sock for the fund. . . Hal Miller, morning man at KIOX, Bay City, Tex., does a hillbilly show utilizing three characters: Hal, Grandpappy and lawyer Simpson. Hal handles all three roles.

CHICAGO CHATTER . . . Al Stevens, WITH; Al Ross, WBAL; Marvin Ellin, WCAO; Slim Stewart, WBAL; Ed Fenton, WCBN, and Henry Hickman, WFBR, all Baltimore jocks, are heading the bill at the Hippodrome with a set of variety acts. . . Eddie Hubbard set for the emcee spot at the Chicago-emanated ABC net show, *Stars in the Night*, which will feature live disk talent, with the Dinning Sisters a weekly feature. . . Jack L. Cooper and Al Benson, Negro jockeys, emceed Lionel Hampton's concert May 23. . . Al Benson, an ex-minister, took time off from mike duties recently to perform a wedding. . . Winners in Bill Evans's WCFL Wax and Needle Club poll were Herbie Fields, swing; Eddy Howard, sweet; Mel Torme, male singer, and Peggy Lee, chirp. . . Joe Keith, KLIF, Dallas, has put his progressive jazz show on the 14-station Liberty Broadcasting System, running five days per week. Al Benson has turned over part of his heavy mike schedule to McKie Fitzhugh, dance promoter from the Savoy Ballroom. . . Washington Music Guild, association of juke box ops, has secured co-operation from WTOP's Ed Gallaher and WDDC's Herman Paris, who correlate platter selections with what the ops find is hot in jukes. In return, ops put stickers on boxes, calling attention to the boys' shows.

CONTESTS . . . Victor Records sponsoring a contest-within-a-contest, offering a \$50 bond to the jock who runs the most interesting competition based on the Ray McKinley disk, *A Man Could Be a Wonderful Thing*. . . Hal Tunia, WAAT, offering prizes to the best letters from his listeners completing the song title *You'll Always Be My Sweetheart* because— . . . KAYX pulled more than 500 letters and cards with a contest based on the question "How many Capitol Records has Stan Kenton made?" A housewife hit it on the nose—96.

TUNE TOUTING . . . Graeme Zimmer, WCSI, Columbus, Ind., and Bettylou Purvis, WPGH, Pittsburgh, both have kind words for the Teddy Phillips waxing of *Yes Sir, She's My Baby*.

JOE BURKE

Composer of ...

Carolina Moon

Oh, How I Miss You Tonight

For You

Dancing With Tears In My Eyes

In A Little Gypsy Tea Room

Moon Over Miami

and many others.

has NOW written a **NEW TUNE**

with LYRICS by

JOE McCARTHY, Jr.

Published by

LAUREL MUSIC CO.

1619 Broadway • Plaza 7-8387 • New York 19, 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 21

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

By Eden Ahbez

Published by Burke-Van Heuzen (ASCAP)

Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 567; J. Laurens, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013.

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

2. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten and Gerhard Ebeler

Published by Biltmore (ASCAP)

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 262; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, 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

By Maewa Kaihau, Clement Scott and Dorothy Stewart

Published by Leeds (ASCAP)

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 Charlotiers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24278.

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

4. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

By Vaughn Norton and Arthur Beul

Published by Chas. K. Harris (ASCAP)

Records available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5565; 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

By Benny Davis and Harry Akst

Published by Remick (ASCAP)

Records available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25358; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10130; 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 650; Ziggy Lane-Pat and Penny, De Luxe 1172.

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

6. LITTLE WHITE LIES

By Walter Donaldson

Published by Bregman-Vocco-Conn (ASCAP)

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

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

7. THE DICKEY-BIRD SONG

By Howard Dietz and Sammy Fain

Published by Robbins (ASCAP)

From the MGM film, "Three Daring Daughters."
Records available: Blue Barron, MGM 10138; Larry Clinton, Decca 24361; 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. MY HAPPINESS

By Betty Peterson and Berney Bergantine

Published by Blasco (ASCAP)

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Martin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Falda 1004V; J. & S. Steele, Damon D-1123; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurens, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17.

9. SABRE DANCE

By Khachaturian

Published by Leeds (ASCAP)

Records available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30043; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-6209; Oscar Levant, Columbia 17521-D; Efram Kurts-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427; N. S. Golovanov, Mercury 24000; T. Heath, London 222.

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

10. MANANA

By Dave Barbour and Peggy Lee

Published by Barbour-Lee (ASCAP)

Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Less Ork, Victor 20-2819; The Woodland Serenaders, Bandwagon 401; Chapuseaux-Damiron, Seeco 857.

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

Copyrighted material

THIS WEEK'S **RCA VICTOR** RELEASE**PERRY COMO**

with Russ Case and his Orch.
2 sure-fire hits from Irving Berlin's new movie, "Easter Parade" (M-G-M).

**Better Luck
Next Time**

and

**It Only Happens When I
Dance With You**

RCA Victor 20-2888

**THE THREE SUNS**

Two more top tunes from Irving Berlin's "Easter Parade."

**A Fella With An
Umbrella**

and

**Steppin' Out With
My Baby**

RCA Victor 20-2863

**WATCH THESE "CLIMBERS"!****VAUGHN MONROE**

The Maharajah of Magador

RCA Victor 20-2851

LOUIS PRIMA

Betty Blue

RCA Victor 20-2763

CHARLIE SPIVAK

**This is the
Inside Story**

Ernie Day sings the lyrics.

Lonely

RCA Victor 20-2874

**WAYNE KING**

"Brahm's Waltzes
For Dancing"

Album P-208
Vocals by Nancy Evans
& Billy Leach

Let Your Heart Lead the Way
Anna Rosa RCA Victor 20-2857
There Was Moonlight in Her Hair
Do We Have to Say Goodnight?

RCA Victor 20-2858

Far Into the Night
Cling to Me

RCA Victor 20-2859

When the Nightingale Sings
No More, No Less

RCA Victor 20-2860

**EDDY ARNOLD**

Texarkana Baby

RCA Victor 20-2806

PEE WEE KING

Oh! Mon'ah

RCA Victor 20-2841

HENRI RENÉ

Toolie Oolie Doolie

RCA Victor 25-1114

SPADE COOLEY

(King of Western Swing)

Oklahoma Waltz

and

**That's the Last
Straw**

Vocal refrain by
The Spadettes

RCA Victor 20-2866

**DAVE DENNY**

with String Orch.

If That's the Way You Want It
(That's the Way It's Gonna Be)
and

Who Cares, Who Cares?

RCA Victor 20-2890

**BUCHANAN BROTHERS**

and The Georgia Catamounts

**The Steam
That Blows the Whistle**
(Never Turns the Wheel)
and **Would You Cry?**

RCA Victor 20-2891

**ALL-TIME HITS RE-ISSUED!****ARTIE SHAW**

Shadows

RCA Victor 20-2865

LONE STAR COWBOYS

Just Because

RCA Victor 20-2941

Latest International Hits!

— IRISH —

JOHN McGETTIGAN

Me Husband's Flannel Shirt

FRANK QUINN

Paddy McGinty's Goat

RCA Victor 26-7502

— ITALIAN —

NESTOR CHAYRES

with Taldore Handler and his Orch.

Torna Piccina

Cara Piccina

RCA Victor 25-7092

— LATIN AMERICAN —

JOSÉ CURBELO

and his Orchestra

La Ruñidera—San Mantuna (Wanna Lot o' Love)

Tu Sonrisa—Bolero Beguine

RCA Victor 26-9036

— POLISH —

WALTER OSSOWSKI

and his Instrumental Quartet

Jenny Polka (Janio)

Fireman—Mazurka (Strażak)

RCA Victor 25-9185

ILLINOIS JACQUET

and his Orchestra

Jet Propulsion and

Try Me One More Time

Slow blues with Russell Jacquet's
vocal.

RCA Victor 20-2892



— BLUES —

SONNY BOY WILLIAMSON

Blues Singer

With Harmonica; Guitar; Piano; Bass; Drums.

Alcohol Blues and **Apple Tree Swing**

RCA Victor 20-2893

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**



FRANKIE LAINÉ

HITS

CATCHING NICKELS
EVERY WEEK



MERCURY
records

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Week Ending May 21

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	Week	This Week	Song	Publisher
5	1	1	1	NATURE BOY (R)	Burke-Van Heusen
19	1	2	2	NOW IS THE HOUR (R)	Leeds
7	2	3	3	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
10	3	4	4	THE DICKEY-BIRD SONG (F) (R)	Robbins
7	5	5	5	TOOLIE OOLIE DOOLIE (R)	Chas. K. Harris
8	7	6	6	BABY FACE (R)	Remick
5	6	7	7	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
5	9	8	8	LAROO, LAROO, LILLI BOLERO (R)	Shapiro-Bernstein
4	10	9	9	MY HAPPINESS (R)	Blasco
6	12	10	10	HAUNTED HEART (M) (R)	Williamson
4	13	11	11	SABRE DANCE (R)	Leeds
8	11	12	12	TELL ME A STORY (R)	Laurel
17	4	13	13	MANANA (R)	Barbour-Lee
19	8	14	14	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
1	—	14	14	HEARTBREAKER (R)	Leeds
19	14	15	15	BEG YOUR PARDON (R)	Robbins

ENGLAND'S TOP TWENTY

Weeks to date	Position	Week	This Week	Song	English	American
4	1	1	1	GALWAY BAY	Box and Cox	Leeds
11	2	2	2	GOLDEN EARRINGS	Victoria	Paramount
6	3	3	3	TERESA	Leeds	Duchess
21	4	4	4	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
7	4	4	4	SILVER WEDDING	Unit Pubg. Co.	*
13	5	5	5	CIVILIZATION	Edwin Morris	E. H. Morris
19	6	6	6	NEAR YOU	Bradbury Wood	Supreme
15	7	7	7	SERENADE OF THE BELLS	Edwin Morris	Melrose
4	8	8	8	WISHING WALTZ	Noel Gay	Leeds
2	9	9	9	DREAM OF OLWEN	Lawrence Wright	*
2	12	10	10	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
21	10	11	11	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
13	14	12	12	WHEN YOU WERE SWEET SIXTEEN	Darewski	Shapiro-Bernstein
9	13	13	13	TELL ME A STORY	Irwin Dash	Laurel
14	11	14	14	ONCE UPON A WINTER-TIME	Cinephonic	Southern
6	15	15	15	REFLECTIONS ON THE WATER	Peter Maurice	Peter Maurice
5	16	16	16	OH! MY ACHIN' HEART	Campbell-Connelly	Mood
4	18	17	17	HOW SOON?	Bradbury Wood	Supreme
7	17	18	18	MY COUSIN LOUELLA	Francis Day	Shapiro-Bernstein
3	19	19	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	Week	This Week	Song
3	7	1	1	NATURE BOY
8	1	2	2	NOW IS THE HOUR
8	2	3	3	THE DICKEY-BIRD SONG
6	4	4	4	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
5	5	5	5	BABY FACE
8	4	6	6	BEG YOUR PARDON
2	10	7	7	YOU CAN'T BE TRUE, DEAR
8	3	8	8	I'M LOOKING OVER A FOUR LEAF CLOVER
8	6	9	9	MANANA
2	11	10	10	LAROO, LAROO, LILLI BOLERO
3	12	11	11	TELL ME A STORY
8	9	12	12	SERENADE OF THE BELLS
6	8	12	12	YOU WERE MEANT FOR ME
1	—	12	12	HEARTBREAKER
4	14	13	13	HAUNTED HEART
6	13	14	14	BUT BEAUTIFUL
1	—	14	14	YOU'RE TOO DANGEROUS, CHERIE
6	—	15	15	PIANISSIMO

Hey! **DISK JOCKEYS, JUKE OPS and RETAILERS**

"Clover" and "Baby Face" brought you something new and unusual in records, - and they were both terrific money makers.

NOW

...HERE'S ANOTHER ART MOONEY SMASH THAT'S COMPLETELY NEW and BEAUTIFULLY DIFFERENT in MUSICAL STYLING...



Bluebird of Happiness

Vocal by Bud Brees and The Galli Sisters
Poem Recitation by Art Mooney
backed by
SUNSET TO SUNRISE
(ART MOONEY'S THEME)

ART

ON
MGM
RECORD #10207

MOONEY

and his Orchestra

OPENING
JUNE 1
BILTMORE
Hotel
NEW YORK, N. Y.

EXCLUSIVE MANAGEMENT
ASSOCIATED BOOKING CORP

NEW YORK, N. Y. 745 FIFTH AVE. PL. 5-5572

CHICAGO, ILL. 54 W. Randolph St.

JOE GLASER, President

A TOP RECORDING by
A TOP ARTIST . . .



**BLUE
BARRON**

and his Orchestra

**"YOU WERE
ONLY FOOLING"**

backed by
**"IT'S EASY WHEN
YOU KNOW HOW"**
M-G-M 10185

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The
Billboard

MUSIC POPULARITY CHARTS

PART
III

Radio Popularity

Week Ending
May 21

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 14, 8 a.m., and ending Friday, May 21 5 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. Pentman's Audience Coverage Index. The index is projected upon radio logs made available to Pentman'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.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Bed of Roses (R)	Johnstone-Montel	BMI
A Fella With an Umbrella (F) (R)	Feist	ASCAP
Baby Face (R)	Remick	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Don't Blame Me (R)	Harry Warren	ASCAP
Encore Cherie (R)	Miller	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
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Love of My Life (F) (R)	T. B. Harms	ASCAP
Matinee (R)	E. H. Morris	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
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
Toolie Oolie Doolie (The Yokel Polka) (R)	Chas. K. Harris	ASCAP
When You're Smiling (R)	Mills	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 23 Songs of the Week

Beyond the Sea (R)	Chappell	ASCAP
Bride and Groom Polka (R)	George Simon	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Fool That I Am (R)	Hill & Range-Mutual	BMI
I Wish I Knew the Name (R)	Leeds	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (F) (R)	Remick	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Manana (R)	Barbour-Lee	ASCAP
My Fair Lady (R)	United	ASCAP
My Gal Is Mine Once More (R)	Crawford	ASCAP
My Sin (R)	Chappell	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Someone Cares (R)	Campbell-Porgie	BMI
Thoughtless (R)	Feist	ASCAP
The Loveliness of You (R)	George Simon	ASCAP
The Thousand Islands Song (R)	E. H. Morris	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What Do I Have To Do (R)	Bregman-Vocco-Conn	ASCAP
What's Good About Goodbye (R)	Melrose	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	Last Week	This Week	Title	Lic. By
7	1	1	NATURE BOY	King Cole—Capitol 15054—ASCAP
4	8	2	LITTLE WHITE LIES	Dick Haymes—Decca 24280—ASCAP
5	3	3	YOU CAN'T BE TRUE, DEAR	Ken Griffin—Jerry Wayne—ASCAP
9	4	4	BABY FACE	Art Mooney—MGM 10156—ASCAP
19	2	5	MANANA	Peggy Lee—Capitol 15022—ASCAP
14	6	6	NOW IS THE HOUR	Bing Crosby—Decca 24279—ASCAP
3	10	7	MY HAPPINESS	J. & S. Steele—ASCAP
15	5	7	NOW IS THE HOUR	Margaret Whiting—Capitol 15024—ASCAP
11	7	9	SABRE DANCE	Woody Herman—Columbia 38102—ASCAP
1	—	10	NATURE BOY	Frank Sinatra—Columbia 38210—ASCAP
2	9	11	YOU CAN'T BE TRUE, DEAR	Vera Lynn—London 202—ASCAP
1	—	12	LOVE SOMEBODY	Doris Day—Buddy Clark—Columbia 38174—ASCAP
5	14	13	THE DICKEY-BIRD SONG (F)	Freddy Martin—Victor 20-2817—ASCAP
2	13	14	BABY FACE	Jack Smith—Clark Sisters—Capitol 15075—ASCAP
4	11	15	TOOLIE OOLIE DOOLIE	Andrews Sisters—Decca 24280—ASCAP

TRY TURNOVER

*at Special
Pre-Publication
half-price rates*

FIRST ISSUE FEATURES

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

REGULAR MONTHLY DEPARTMENTS

NEWS ROUND-UP—from the manufacturer, distributors and dealers

LOOKING AHEAD—Trends to help plan future business moves with greater certainty and success

SELLING POINTERS ON CURRENT RECORD ALBUMS

BEST SELLERS OF THE MONTH

HEADED FOR HITDOM

PERSONAL APPEARANCE CALENDAR

ADVERTISING AND PROMOTION REVIEW

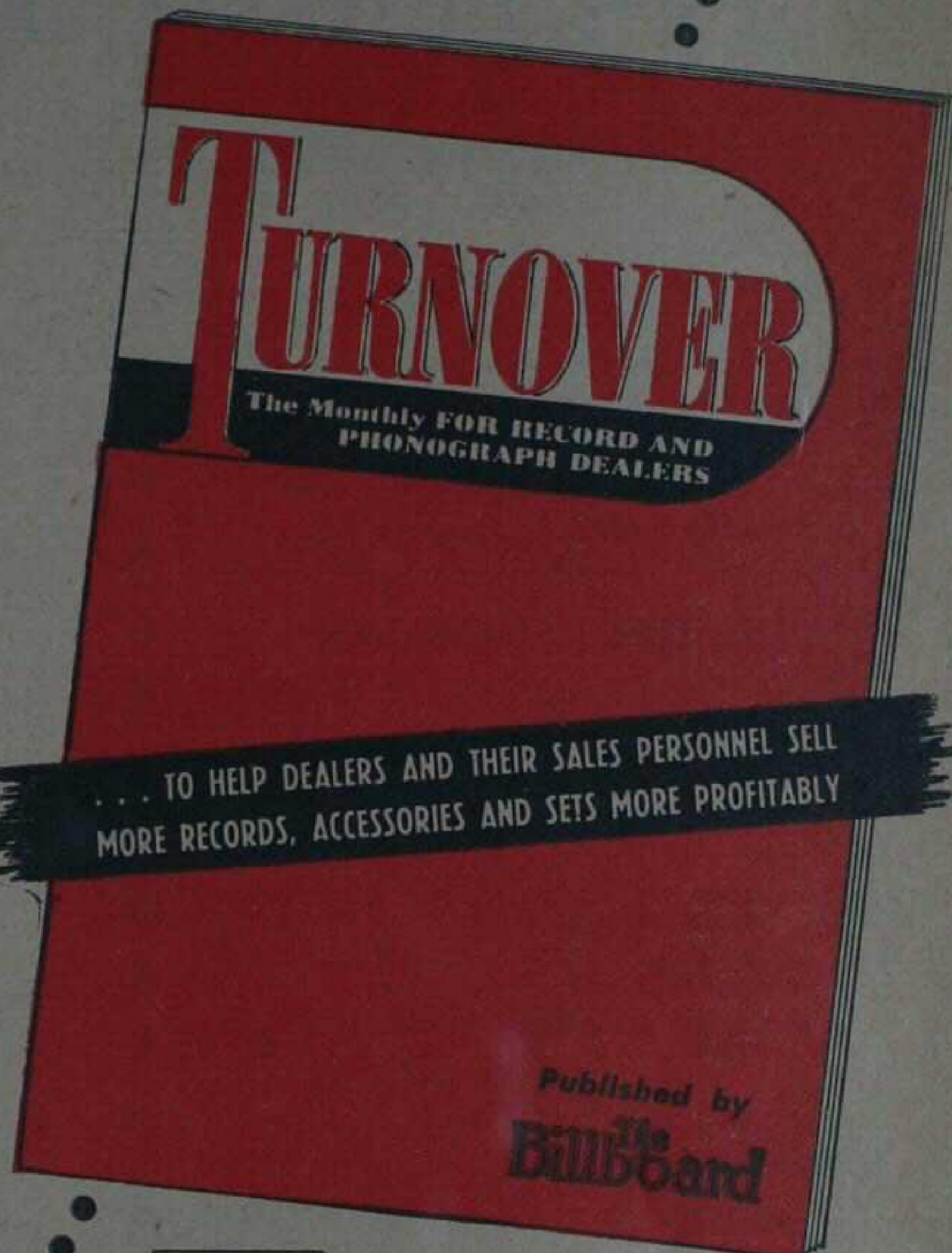
SALES TIPS IN BRIEF

DISTRIBUTOR DOINGS

MERCHANDISING AIDS

THE DEALER FORUM

STUFF ABOUT SALESPEOPLE



*Two subscriptions
for the
price of one*

**TESTED
SELLING**
BY
**ELMER
WHEELER**

**PLUS FREE BOOKLET
"TESTED SELLING"
IF YOU SEND CASH
WITH ORDER NOW**

**SAVE 50%
NOT ONE—
BUT TWO
SUBS**

(one for you and one
for your sales clerk)

**FOR THE
PRICE OF ONE
\$AVE 50%
MAIL \$1 ONLY**

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

OKAY, count me in with the FIRST issue

TURNOVER 529
2160 Patterson Street
Cincinnati 22, Ohio

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

☐ TWO SUBS (one for my sales clerks and one
for me) for the next six months PLUS
FREE BOOKLET.

☐ Only one sub for one year. I do the selling
as well as the managing. Free book offer
applies ONLY to two-sub order.

Name _____

Name of Store _____

Address _____

City _____ Zone _____ State _____

**\$AVE 50%
MAIL
THIS
COUPON
\$1
with
TODAY
\$AVE 50%**

DECCA BUYERS GUIDE

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

A NEW HAYMES HIT!

"IT'S MAGIC"

DICK HAYMES . . . Decca 23826

TEN BEST SELLERS

- 1 **NATURE BOY** **DICK HAYMES**
YOU CAN'T BE TRUE, DEAR Decca 24439
- 2 **LITTLE WHITE LIES** **DICK HAYMES**
The Treasure Of Sierra Madre Decca 24280
- 3 **MY HAPPINESS** **ELLA FITZGERALD**
TEA LEAVES Decca 24446
- 4 **NOW IS THE HOUR** **BING CROSBY**
Silver Threads Among The Gold Decca 24279
- 5 **THE DICKEY-BIRD SONG** **LARRY CLINTON**
Ooh! Look-a There, Ain't She Pretty? Decca 24301
- 6 **TOOLIE OOLIE DOOLIE (The Yodel Polka)** **ANDREW'S SISTERS**
I Hate To Lose You Decca 24380
- 7 **IT'S MAGIC** **DICK HAYMES**
It's You Or No One Decca 23826
- 8 **MAYBE YOU'LL BE THERE** **GORDON JENKINS**
Dark Eyes Decca 24403
- 9 **HEARTBREAKER** **ANDREW'S SISTERS**
Sabre Dance Decca 24427
- 10 **SOMEONE CARES** **MILLS BROTHERS**
CONFESS Decca 24409

COUNTRY SERIES

- SEAMAN'S BLUES** **ERNEST TUBB**
WAITING FOR A TRAIN Decca 46119
- DON'T MAKE ME GO TO BED AND I'LL BE GOOD** **RED FOLEY**
I'M WALTZING WITH A BROKEN HEART Decca 46126
- MAMA BLUES** **SALTY HOMES**
JOHN HENRY Decca 46116
- WHEN MY BLUE MOON TURNS TO GOLD AGAIN** **DICK THOMAS**
BORN TO LOSE Decca 46127
- COOL WATER** **SONS OF THE PIONEERS**
TUMBLING TUMBLEWEEDS Decca 46027

SEPIA SERIES

- BEAMS OF HEAVEN** **SISTER ROSETTA THARPE and MARIE KNIGHT**
PRECIOUS MEMORIES with SAM PRICE TRIO, Decca 48070
- DIDN'T IT RAIN** **SISTER ROSETTA THARPE and MARIE KNIGHT**
STRETCH OUT with SAM PRICE TRIO, Decca 48054
- WHAT COULD I DO** **MARIE KNIGHT and SAM PRICE TRIO**
I MUST SEE JESUS Decca 48072
- SERVES ME RIGHT** **BUDDY JOHNSON**
YOU CAN'T TELL WHO'S LOVIN' WHO Decca 48060
- HE'LL UNDERSTAND AND SAY WELL DONE** **FOUR KNIGHTS**
LEAD ME TO THAT ROCK Decca 48018

All Records Listed \$75 Each, Exclusive of Taxes

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending
May 21

Billboard
TRADE
SERVICES
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION					
Weeks to date	Last Week	This Week			
6	1	1	NATURE BOY King Cole	Capitol 15054	
			<i>Lost April</i>		
8	2	2	YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne		
			<i>Doodle Doo Doo</i>	Rondo R-228	
8	3	3	LITTLE WHITE LIES Dick Haymes	Decca 24280	
			<i>The Treasure of Sierra Madre</i>		
6	6	4	TOOLIE OOLIE DOOLIE Andrews Sisters	Decca 24380	
			<i>I Hate To Lose You</i>		
4	7	5	THE DICKEY-BIRD SONG (F) Freddy Martin	Victor 20-2617	
			<i>If Winter Comes</i>		
3	10	6	MY HAPPINESS J. & S. Steele	Damon D-11133	
			<i>They All Recorded To Beat the Ban</i>		
9	8	7	BABY FACE Art Mooney	MGM 10156	
			<i>Encore, Cherie</i>		
7	9	8	ST. LOUIS BLUES MARCH Tex Beneke	Victor 20-2722	
			<i>Cherokee Canyon</i>		
18	4	9	NOW IS THE HOUR Bing Crosby	Decca 24279	
			<i>Silver Threads Among the Gold</i>		

(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.

POSITION				
Weeks to date	Last Week	This Week		
1	—	1	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records)	
			Stan Kenton	Capitol CD-79
3	1	2	Songs of Our Times (1932) Album (Four Records)	
			Carmen Cavallaro	Decca A-1932
9	4	3	Down Memory Lane (Four Records)	
			Vaughn Monroe	Victor P-262
2	5	4	Songs of Our Times (1929) Album (Four Records)	
			M. Fingerle-A. Schutt	Decca A-1929
1	—	5	Songs of Our Times (1928) Album (Four Records)	
			B. Fomeen Ork.	Decca A-1928

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION				
Weeks to date	Last Week	This Week		
13	1	1	Khachaturian: Gayne Ballet Suite—Sabre Dance	
			Chicago Symphony Ork; A. Rodzinski, director	Victor 20-0209
137	4	2	Clair de Lune	
			Jose Iturbi	Victor 11-8851
11	3	3	Khachaturian: Gayne Ballet Suite—Sabre Dance	
			Oscar Levant	Columbia 17521-D
15	2	4	Khachaturian: Gayne Ballet Suite—Sabre Dance	
			Philharmonic Symphony of New York; Efram Kurtz, conductor	Columbia 12498
112	—	5	Warsaw Concerto	
			Boston Pops, Arthur Fiedler, conductor; Lee Litwin, pianist	Victor 11-8863

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION				
Weeks to date	Last Week	This Week		
3	3	1	Tchaikovsky: The Sleeping Beauty (Six Records)	
			Leopold Stokowski and His Symphony Orchestra	Victor DM-1205
27	4	2	Khachaturian: Gayne Ballet Suite (Three Records)	
			New York Symphony Ork; Efram Kurtz, conductor	Columbia MM-664
1	—	2	Khachaturian: Gayne Ballet Suite No. 2 Album (Two Records)	
			E. Kurtz, director; Philharmonic-Symphony Ork of New York	Columbia MX-292
61	—	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records)	
			Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann	Victor 1075
5	—	2	Student Prince Album (Three Records)	
			Nelson Eddy and Rise Stevens	Columbia MM-724

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
May 21

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to Date	Position Last Week	This Week	Record	Label
7	1	1	YOU CAN'T BE TRUE, Ken Griffin-Jerry Wayne.....	Rondo R-228
3	4	2	DEAR NATURE BOY.....King Cole.....	Capitol 15054
15	2	3	NOW IS THE HOUR.....Bing Crosby.....	Decca 24279
7	3	3	TOOLIE OOLIE DOOLIE.....Andrews Sisters.....	Decca 24380
9	5	5	BABY FACE.....Art Mooney.....	MGM 10156
3	7	6	LITTLE WHITE LIES.....Dick Haymes.....	Decca 24280
17	6	7	MANANA.....Peggy Lee.....	Capitol 15022
3	10	8	MY HAPPINESS.....J. & S. Steele.....	Damon D-11133
7	8	9	ST. LOUIS BLUES MARCH.....Tex Beneke.....	Victor 20-2722
4	12	10	JUST BECAUSE.....Frank Yankovic and His Yanks.....	Columbia 38072
			(J. Gumin, Chord 864; Eddy Howard, Majestic 1231; Sheriff T. Owens and His Cowboys, Mercury 6086; P. Zajo Polkateers, Continental C-1228; D. Stabile Ork, Decca 25376)	
16	17	11	NOW IS THE HOUR.....Gracie Fields.....	London 110
9	15	11	SHINE.....Frankie Laine.....	Mercury 5091
			(E. Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24302; Quintet of the Hot Club of France, Victor 20-2760)	
14	18	13	NOW IS THE HOUR.....Eddy Howard.....	Majestic 1191
3	16	14	TELL ME A STORY.....Sammy Kaye.....	Victor 20-2781
			(Ames Brothers, Decca 24329; Vic Damone, Mercury 5120; King Gilson Ork, Majestic 1238; B. Houston, MGM 10144)	
5	13	15	SABRE DANCE.....Woody Herman.....	Columbia 38102
3	11	15	THE DICKEY-BIRD SONG (F).....Freddy Martin.....	Victor 20-2617
1	—	17	BABY FACE.....Sammy Kaye.....	Victor 20-2879
9	14	18	BECAUSE.....Perry Como.....	Victor 20-2653
			(D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1008)	
1	—	19	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....	Capitol Americana 40082
6	8	20	SABRE DANCE BOOGIE.....Freddy Martin.....	Victor 20-2721
1	—	21	YOU CAN'T BE TRUE, DEAR.....The Sportsmen.....	Capitol 15077
1	—	22	THE DICKEY-BIRD SONG (F).....Larry Clinton.....	Decca 24301
3	21	23	HEARTBREAKER.....Andrews Sisters.....	Decca 24427
			(Aqua String Band, Victor 20-2759; S. Browne, London 200; Ferko String Band, Palda 109; Phillie All-Star String Band, Apollo 1111; The Philadelphia 50-Piece String Band-B. Wood, Dir., Tempo TR-656; J. Saunders, Rainbow 10043; M. Scott Ork and Chorus, Universal U-101; Jack Smith-Clark Sisters, Capitol 15078; R. Temple, De Luxe 1145; J. Wayne-The Dell Trio, Columbia 38150)	
1	—	24	BABY FACE.....Jack Smith-Clark Sisters.....	Capitol 15078
2	28	24	SABRE DANCE.....Andrews Sisters.....	Decca 24427
3	27	25	BABY FACE.....H. King.....	Decca 25356
3	19	26	TOOLIE OOLIE DOOLIE.....V. Horton and His Polka Debs.....	Continental C-1223
2	22	28	JUST BECAUSE.....Eddy Howard.....	Majestic 1231
			(See No. 10)	
2	30	28	LAROO, LAROO, LILLI BOLERO.....Peggy Lee.....	Capitol 15048
			(S. Browne, London 191; Frankie Carle, Columbia 38130; P. Como, Victor 20-2734; B. Crosby, Decca 24404; Vic Damone, Mercury 5121; S. Fields Ork, Musicraft 546; B. Houston, MGM 10166; E. Howard, Majestic 1234)	
16	24	30	BEG YOUR PARDON.....Frankie Carle.....	Columbia 38036
			(Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339)	
2	24	30	TIME OUT FOR TEARS.....Savannah Churchill.....	Manor 1116
			(R. Temple, De Luxe 1145)	

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from opposite page)

12	11	10	BECAUSE.....Perry Como.....	Victor 20-2653
			If You Had All the World and Its Gold (D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1008)	
2	—	11	TOOLIE OOLIE DOOLIE.....V. Horton and His Polka Debs.....	Continental C-1223
18	5	12	MANANA.....Peggy Lee.....	Capitol 15022
			All Dressed Up With a Broken Heart	
6	13	13	SABRE DANCE BOOGIE.....Freddy Martin.....	Victor 20-2721
2	15	14	JUST BECAUSE.....Frank Yankovic and His Yanks.....	Columbia 38072
			A Night in May (J. Gumin, Chord 864; Eddy Howard, Majestic 1231; Sheriff T. Owens and His Cowboys, Mercury 6086; P. Zajo Polkateers, Continental C-1228; D. Stabile Ork, Decca 25376)	
1	—	15	YOU CAN'T BE TRUE, DEAR.....Vera Lynn.....	London 202
			Once Upon a Wintertime	

INSTALL 'EM ALL AND NAB THE NICKELS!

THE HITS THE WHOLE NATION IS SINGING

A parcel of hand-picked discs built to
popularity by a tremendous series of
radio and newspaper plugs!



"LOVE SOMEBODY"

and also

"Confess"

DORIS DAY and BUDDY CLARK

Orchestra under the direction of George Siravo

Columbia 38174

"WOODY
WOOD-
PECKER"Vocal by
Gloria WoodKAY KYSER
and his Orchestra"When Veronica Plays the
Harmonica"
KAY KYSER'S Campus Cowboys
Columbia 38197"YOU'RE
OVER THE
HILL"

also

"Mother Never Told Me"
(It Was Anything Like This)

ARTHUR GODFREY

Orchestra under the direction of
Archie Bleyer
Columbia 38195"I'VE GOT A
CRUSH ON
YOU"(from "Strike Up
The Band")

also

"Ever Homeward"
(from "The Miracle of the Bells")

FRANK SINATRA

Orchestra under the direction of
Axel Stordahl
Columbia 38151"SUNRISE
BOOGIE"

also

"Moondust
Rhapsody"

FRANKIE CARLE

and his Orchestra

Columbia 38175



HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

Trade-marks "Columbia" and "The Big Red U. S. Pat. Off.

KING GIVES YOU TWO MORE TERRIFIC HITS!

A "new" and different styling - by

Another smashing "smoother" by

IVORY JOE HUNTER
DON'T FALL IN LOVE WITH ME
BACKED BY
SIESTA WITH SONNY
KING 4220

LONNIE JOHNSON
IN LOVE AGAIN
BACKED BY
I WANT MY BABY
KING 4225

KING RECORDS

EXECUTIVE OFFICES
1540 BREWSTER AVE.
CINCINNATI 7, OHIO
PLaza 2211

CHARLOTTE, N. C.
819 W. Morehead
CHICAGO, 2001 S. Halsted
DETROIT, 19 Seiden
LOS ANGELES
845 S. Grandview
DALLAS, 911 Camp

BRANCHES

NEW YORK CITY, 762 10th Ave.
ATLANTA, 392 Edgewood, S. E.
OKLAHOMA CITY,
1317 N. Broadway
WASHINGTON, D. C.
2600 12th N. E.
ST. LOUIS, 1620 Franklin

DISTRIBUTORS

PIERRE, S. D., Northwest Dist. Co.
SEATTLE, WASH., Vogue Dist. Co., 2300 1st Ave.
SALT LAKE CITY, UTAH, El Rancho Cordova, 543 W. 3rd N.
EL PASO, TEXAS, Sunland Supply Co., 120 Durango St.

GET THESE

3 Quality Features

IN YOUR RECORDS

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

Have your records made from



Now available

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

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

Make these tests yourself!

Write us on your business letterhead for free sample biscuits.

BINNEY & SMITH COMPANY, 41 East 42nd Street, New York 17, N. Y.

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

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Week Ending
May 21

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	Record	Artist	Label
11	1	1. ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2760
3	3	2. TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2866
2	4	3. BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
18	5	4. HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40665
8	8	5. DECK OF CARDS	T. Tex Tyler	4 Star 1228
5	7	6. TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
2	6	7. SUSPICION	Tex Williams Western Caravan	Capitol Americana 40108
10	2	8. WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
17	—	9. SIGNED, SEALED AND DELIVERED	Cowboy Copas	King 658
15	—	10. BUBBLES IN MY BEER	Bob Wills and His Texas Playboys	MGM 10176
2	—	10. SEAMAN BLUES	Ernest Tubbs	Decca 46119

FOLK TALENT AND TUNES

Johnny Bond, script writer and character actor on NBC's Gene Autry show, came up with his own network program over ABC May 22, when he did the first of a series of 15-minute segs of the *Hitching Post*, a Saturday afternoon ailer. Johnny intends to vacation soon at his Oklahoma ranch. . . . Jack Staap, producer of the *Grand Old Opry*, WSM, Nashville, in Los Angeles for two weeks in connection with the National Association of Broadcasters' convention.

Denver Bill (William J. Clarke) reports that he is fronting a six-piece combo over WKRZ, Oil City, Pa., known as the Colorado Ranch Hands, comprised of Johnny Holtz, fiddle; Montie Kellogg, accordion; Curley Evans, Hawaiian electric guitar; Smokey Wagner, Spanish electric guitar; Phil Kerr, bass, and the leader's guitar. They are also heard on WISH, Butler, Pa. . . . Duke de Keno, formerly with WLW, Cincinnati, has joined Uncle Harve's Ragtime Wranglers and the Florida Barn Dance, Miami.

Bill Monroe will be the guest star on the NBC Prince Albert seg of the *Grand Old Opry* June 5. . . . Roy Acuff is set to head a jamboree package unit at a Memphis auditorium June 23. . . . Cowboy Copas set to head one-night unit at Constitution Hall, Washington, June 19. . . . Two tent shows from WSM's *Grand Old Opry* have started playing dates, with Ernest Tubb and Radio Dot and Smokey heading one, while Bill Monroe and His Blue Grass Boys and the Kentucky Twins, Mel and Stan, spearhead the other.

Jim Allen reports that Rosalie Allen has moved her nightly folk music disk jockey show from the New York studios of WOV to her Long Island home. Rosalie is expecting a child, but will continue her shows from her home. Rosalie just opened the first all-folk music record shop in Manhattan on the corner of 53d and Broadway. Shop is called the Rosalie Allen Hillbilly Music Center.

A new promotion combine for staging folk music shows in New Jersey has been organized in Philadelphia, with Bill Borelli, agent and radio personality; Jimmy Meyers, Cowboy label exec, and MacMcGuire, leader of the Harmony Rangers, co-operating. Their first date was staged May 16 in Convention Hall, Camden, N. J., with successive Sunday night jamborees to be staged at War Memorial Theater, Trenton, N. J., and the Armory, Vineland, N. J. Big hillbilly and Western names will headline, with the Harmony Rangers as house band. It's possible that a network show will be worked out of the Jersey Jamborees. . . . Esmerelda headed the first vaude show at the Steel Pier, Atlantic City, last week.

Shorty Warren now has his own live show on WNJR, Newark, N. J., every Sunday afternoon. . . . Carson Robinson, MGM disk-cutter, has started his own weekly barn dances in Poughkeepsie, N. Y., plus a new disk jockey show, which utilizes hillbilly and Western platters exclusively, over a Poughkeepsie station. Carson also operates his own horse ranch at his home in Pleasant Valley, N. Y. . . . Doc Cassidy writes that Roy Starkey has added another show, the Circle Star Ranch, a show designed for kids, to his schedule over WHAS, Louisville.

Murray Nash, Mercury Records' new folk music chief, reports at length on the hillbilly activity at WNOX, Knoxville. The *Midday Merry-Go-Round*, noontime two-hour live folk music feature, has been going continuously since 1936. Units on the show and also the big Saturday night Tennessee Barn Dance include Buster Moore and Bonny

(Continued on opposite page)

The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Folk Record Section

Week Ending
May 31TRADE
SERVICE
FEATURE

BEST SELLING FOLK RETAIL RECORDS

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

Weeks to date	Last Week	This Week	
2	1	1	ANYTIME Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
3	2	2	TEXARKANA BABY.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2806
3	5	3	BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2806
3	3	4	DECK OF CARDS.....T. Tex Tyler.....4 Star 1228
3	6	5	TENNESSEE WALTZ.....Pee Wee King and His Golden West Cowboys.....Victor 20-2680
3	4	6	HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys
3	8	7	SUSPICION Tex Williams Western Caravan
1	—	7	WHAT A FOOL I WAS...Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
3	9	9	SWEETER THAN THE FLOWERS Moon Mullican.....King 673
2	7	10	I'LL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332

ADVANCE FOLK RECORD RELEASES

(I Got) A New Thrill From an Old Flame
D. Groom and His Texans (Don't Be)
Mercury 6108

Banjo Folks
Tex Williams Western Caravan (Pretty Red)
Capitol 15101

*Careless Love
L. Morse (Sing Me) Decca 25383

Chinese Laundry
E. (Chong) McMullen-C. Gregory (Ring Down)
Penguin R-506

Cocaine Blues
R. Hogged (Fishtail Boogie) Capitol Americana 40120

Don't Be a Baby
D. Groom and His Texans (A New)
Mercury 6108

Drinking Gin (Is a Dreadful Sin)
T. Dee McAn (That Country) Holiday 102

Fishtail Boogie
R. Hogged (Cocaine Blues) Capitol Americana 40120

Girls Don't Nag Your Husband
Lonzo and Oscar and Their Winston County Pea Pickers (There's a)
Victor 20-2908

I Don't Know Why I Love You So
Lonnie Glosson and His Railroad Playboys (West Bound) Mercury 6109

In the Pines (The Longest Train I Ever Saw)
Texas J. Robertson-The Panhandle Punchers (Tears Today) Victor 20-2907

Navajo Maiden
Maddox Bros. and Rose (Whoa, Sailor) 4 Star 1209

Pretty Red Lights
Tex Williams Western Caravan (Banjo Folks) Capitol 15101

Ring Down the Curtain
E. McMullen (Chinese Laundry) Penguin R-506

*Sing Me a Song of Texas
L. Morse (Careless Love) Decca 25383

Sweetheart of Yesterday
Stu Davis and His Northwesters (Too Far) Victor 20-2909

Tears Today and Blues Tomorrow
Texas J. Robertson-The Panhandle Punchers (In the) Victor 20-2907

That Country Over There
T. Dee McAn (Drinking Gin) Holiday 102

There's a Hole in the Bottom of the Sea
Lonzo and Oscar and Their Winston County Pea Pickers (Girls Don't) Victor 20-2908

Too Far Apart
Stu Davis and His Northwesters (Sweetheart of) Victor 20-2909

Two Weeks' Notice
S. Nichols (I'm Free) MGM 10189

Until We Meet Again
D. Reinhart (Oklahoma Blues) Columbia 20433

West Bound Rocket
Lonnie Glosson and His Railroad Playboys (I Don't) Mercury 6109

When the Work's All Done This Fall
J. Dale-Prides of the Prairies (Don't Make) Continental C-8036

Whoa, Sailor
Maddox Bros. and Rose (Navajo Maiden) 4 Star 1209

Who Cares, Who Cares?
D. Denney (If That's) Victor 20-2890

Would You Cry?
Buchanan Brothers-The Georgia Cata-mounts (The Steam) Victor 20-2891

Yodeling Blues
R. Lunn and His Talking Blues Boys (I Want) Mercury 6104

Yodeling Folks
Spade Cooley Ork (Hide Your) Columbia 20431

Your Lies Have Broken My Heart
J. Osborne (My Heart) King 715

You're Gonna Be Sorry (Some of These Days)
J. Guthrie and His Oklahomans (Bow Down) Capitol Americana 40118

*Re-issue.

FOLK TALENT AND TUNES

(Continued from opposite page)

Lou, who recently inked a pact with Mercury. Coming from WPTF, Raleigh, N. C., in late 1947, this foursome, Lloyd Bell, guitar; Willie G. Brewster, fiddle, plus Bonny Lou's guitar and Buster's mandolin or banjo, feature hillbilly ballads and hymns. Carl Story and the Rambling Mountaineers, who line up with Claude Boone, guitar; Hack Johnson, guitar; Clyde Johnson, tenor guitar; Cotton Galyon, steel guitar, and the leader's fiddle and guitar are another Mercury property on WNOX. Carl and his boys headline a big hillbilly jamboree set for Pennington Gap, Va., July 4, where they'll appear along with Lester Flat and the Foggy Mountain Boys.

One of the original WNOX acts, which has remained with the station since the Knoxville outlet started live hillbilly shows, is Archie (Grandpappy) Campbell and His Old Timers. Unit features Campbell's comedy impression of the ancient character, Grandpappy, as well as Red Kirk's guitar and baritone vocalizing, plus Speedy Krise's steel guitar plucking and renditions of the standard hill ditties. Chet Atkins, Victor artist, and his Colorado Mountain Boys are a recent addition to the WNOX staff. Besides his vocalizing, Chet is a top electric guitar man and has appeared on many record sessions with the biggest names in the

(Continued on page 34)

WAAT HAPPENS???

HAL TUNIS

In Newark Hal's "Band Review" is a big thing over WAAT. He pulls lots of mail, is much in demand for emcee jobs, and is a crack announcer to boot. Prides himself on his talent judging ability and for good reason; he knows his business.



ALAN DALE

on Sig 15206

TEA LEAVES

MY HAPPINESS

With The Moonlighters and Alan Schackner, Harmonica



* Selected by The Ohio Automatic Phonograph Owner's Association as The Hit Tune of The Month for June.

FLASH

FLASH

In a recent poll of listeners to the popular "Singing Battle Royal" show on New York's WINS, emcee GEOFF DAVIS announced the results as follows:

1. Frank Sinatra
2. ALAN DALE
3. Vic Damone
4. Perry Como
5. Andy Russell
6. Bing Crosby

Alan Dale is an exclusive Signature artist

Signature
records

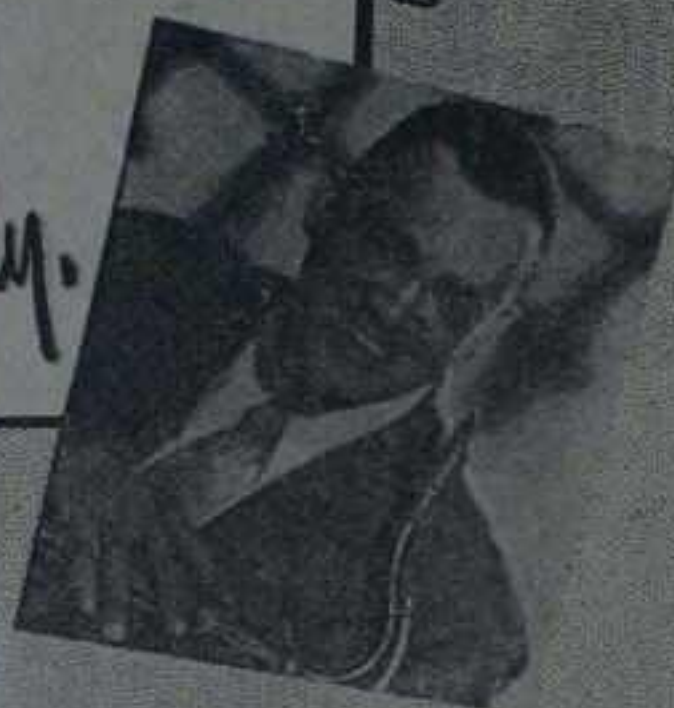
Signature Records, 601 W. 26th St., New York

Many thanks to...

Disc Jockeys, Record Distributors
Juke Box Operators and...
Record Dealers for your
wonderful support and
pushin' my Apollo records
to the top!

yours
Musically.

Arnett Cobb
and orchestra



60 R&D 60 • DUTCH KITCHEN BOUNCE • NO. 778

APOLLO RECORDS, INC.

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

REGENT RECORDS NEW

3 SMASH RECORDS

Regent No. 117

"YOU CALL EVERYBODY DARLIN'"

"LINGER AWHILE"

● AL TRACE and his orchestra

Regent No. 118

"MONEY, MONEY, MONEY"

"I WAS LUCKY"

● DOLLY DAWN and the Dawn Patrol

Regent No. 119

"FIDDLE FADDLE"

"FUNICULI FUNICULA"

● DON HENRY HARMONICA TRIO

By Special Request

ORDER FROM YOUR NEAREST DISTRIBUTOR

REGENT RECORDS 1184 ELIZABETH AVE. ELIZ. 4, N. J.

The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

Race Records

Week Ending
May 21

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	
2	1	1	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
2	2	2	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
2	3	3	NATURE BOY.....King Cole.....Capitol 15054
2	6	4	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189-4213
2	5	5	LONG GONE.....Senny Thompson.....Miracle M-126
2	7	6	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082
2	4	7	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032
2	9	8	I LOVE YOU, YES I DO.....Bull Moose Jackson.....King 4181
2	8	9	MESSIN' AROUND.....Memphis Slim.....Miracle 125
1	—	10	WRITE ME A LETTER.....The Ravens.....National 9036

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	This week	
13	1	1	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
2	10	2	LONG GONE.....Senny Thompson.....Miracle M-126
5	6	3	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
16	2	4	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082
3	3	5	NATURE BOY.....King Cole.....Capitol 15054
1	—	6	MESSIN' AROUND.....Memphis Slim.....Miracle 125
1	—	6	THAT'S WHAT I LIKE.....Julia Lee and Her Boy Friends.....Capitol 15080
11	4	8	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189-4213
1	—	9	MILKY WHITE WAY.....Trumpeteers.....Capitol 15032
11	4	10	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032

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

Money Is Honey
The Bandana Girls (Part Time) Decca 48079
Moonglow
B. Samuels (Stompin' Thore) Mercury 8086
Part Time Papa
The Bandana Girls (Money Is) Decca 48079
Stompin' Thore 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 33)

hillbilly field. Appearing with Chet and also in their own spot are the King dinking duo, Homer (Henry D. Haynes) and Jethro (Kenneth C. Burns), while Archie Burns handles the bass assignments.

Art Wood of the North Carolina Ridge Runners, Lancaster, Pa., reports that his Mt. Gretna Park operation opened May 2 with the largest crowd in the 15-year history of the park. The following week-end the crowds were even better, so Art is expecting a bang-up season. He has the Georgia Crackers set June 13, with Grandpa Jones, whose show pulled the second largest crowd last year, coming in August 8. Art has his own record label, Artwood, with his latest platter, the Ridge Runners' cutting of I've Loved and Lost, Little Darling and Brown Eyes. The group is made up of Lester Miller, fiddle; Ola Belle Campbell, banjo; Johnny Miller, steel guitar and fiddle; Alex Campbell, guitar; Earl Wallace, bass, and the leader's guitar. Before coming to WLAN, Lancaster, Pa., they worked at WDEL, Wilmington, Del.

The first Louisiana annual State-wide folk festival was held May 23 in the Municipal Auditorium, New Orleans. Organizer Uncle Gus Foster, who formerly operated a barn dance and radio show, emceed. Nearly 300 entertainers from Louisiana and some from Tennessee, Texas and Alabama worked, with such people as Bill Dobson, Wayne Singleton, Texas Red and His Red Hats and the Ozark Catfish in attendance. Contests included yodeling, stomping, hoe-downs, hymn singing, Western and hillbilly singing and comedians, with prizes going to winners in each division.

The
Billboard

MUSIC POPULARITY CHARTS

PART
VIII

Record Possibilities

Week Ending
May 21Billboard
TRADE
SERVICE
FEATURE

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:

CARAMBA! IT'S THE SAMBA Peggy Lee-Dave Barbour Ork...Capitol 15090
"Samba" gets a top-flight Lee vocal loaded with humor and infectious toe-tapping rhythm. Dave and a Brazilian rhythm group lay down the highly danceable beat. Side is a likely successor to "Manana." Peggy gives "Baby" her inimitable subtle treatment. Tune is in the simple, nostalgic torch vein of yesteryear. Disk looks like a double-header biff.

WOODY WOODPECKERKay Kyser Ork.....Columbia 38197
A delightfully wacky novelty production. Scored around the gargling call of the familiar cartoon character, Woodpecker, with the ork and fem chirper picking up the call in a repeated refrain, this one is going to make 'em chuckle and forget their troubles.

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 1,300 of them, the disk jockeys think tomorrow's hits will be:

1. WOODY WOODPECKERKay Kyser.....Columbia 38197
2. PUT 'EM IN A BOX.....King Cole Trio.....Capitol 15080
3. TEA LEAVESEmile Cote..(No Number Available)
4. MELODY TIMEVaughn Monroe.....Victor 20-2785
4. WILLIAM TELL OVERTURESpike Jones.....Victor 20-2861
6. IT'S MAGICGordon MacRae.....Capitol 15072
7. IT'S MAGICDick Haymes-G. Jenkins Ork....
.....Decca 23826
8. PUT 'EM IN A BOXDoris Day.....Columbia 38188
9. BETTER LUCK NEXT TIME.....Jo Stafford.....Capitol 15084

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. WILLIAM TELL OVERTURESpike Jones.....Victor 20-2861
2. WOODY WOODPECKERKay Kyser.....Columbia 38197
3. PUT 'EM IN A BOX.....King Cole Trio.....Capitol 15080
4. PUT 'EM IN A BOX.....Eddy Howard.....Majestic 1252
5. A FELLA WITH AN UMBRELLABing Crosby.....Decca 24433
6. MELODY TIMEVaughn Monroe.....Victor 20-2785
7. CONFESSPatti Page.....Mercury 5129
8. BLUE SHADOWS ON THE TRAIL.....Bing Crosby.....Decca 24433
9. MAHARAJAH OF MAGADORVaughn Monroe.....Victor 20-2851
10. YOU CALL EVERYBODY DARLING.....Al Trace...(No Number Available)

THE OPERATORS PICK:

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

1. PUT 'EM IN A BOX.....Eddy Howard.....Majestic 1252
2. MELODY TIMEVaughn Monroe.....Victor 20-2785
3. SUNRISE BOOGIEFrankie Carls.....Columbia 38175
4. FOOLIN'Francis Craig.....Bullet 1013
5. I HATE TO LOSE YOU.....Andrews Sisters.....Decca 24380
6. IT'S MAGICGordon MacRae-G. Jenkins Ork..
.....Decca 23826
7. MELODY TIMEHal Derwin.....Capitol 15071
8. PUT 'EM IN A BOX.....King Cole Trio.....Capitol 15080
9. WOODY WOODPECKERKay Kyser.....Columbia 38197

IT'S A MOST *UNUSUAL* SONG*IT'S A MOST *UNUSUAL* COLUMBIA RECORD*Listen to **RAY NOBLE**

introduce his COLUMBIA RECORD version of

IT'S A MOST UNUSUAL DAY

(from M-G-M's "A Date With Judy")

Vocal featuring ANITA GORDON

on "THE CHARLIE MCCARTHY SHOW"

N.B.C. • 8:00 P.M. EDST • Sunday, May 30th



it's a
most
Unusual
day

COLUMBIA RECORD 38206

*The most unusual record of this or any season. For the first time on a single record release, you'll hear an entire Broadway musical production treatment of a pop song. Ray Noble's inimitable technique with Anita Gordon's vocal sets a new style in interpretation.

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, New York 19
MURRAY BAKER, Gen. Prof. Mgr.

Suite 908
1650 Broadway
New York City

**METRO
NEWS**

EXTRA

VOL. I No. 1

JUNE 1948

METRO label to be ME-RO

New METRO
(ME-RO) Releases

M-7464
"Let's Go Around Again"
M-7467
"Here's A Rose"

DISTRIBUTORS
WRITE FOR SAMPLE
DISCS

Hit Metro Record M-7465

**"YOU'LL ALWAYS BE MY
SWEETHEART** with Bob Stewart
To be known as **ME-RO M-7465**
Effective after July 1, 1948

A Few Choice Territories Still
Available for Distributors

ME-RO RECORDS, Inc.

1650 Broadway New York, N. Y.
Suite 908, Phones: PL 7-6983, CO 5-9894

This record, already a hit
in New York (thanks to
F. W. Woolworth and
Kresge stores), will be
identical. The only change
is in the label METRO to
ME-RO.

"A MAN COULD BE A WONDERFUL THING"

by Leo Corday and Leon Carr

... can be a wonderful thing for your show.

From The Billboard, May 15

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:

6. A MAN COULD BE A WONDERFUL
THING Ray McKinley Victor 20-2765

From Variety, May 12

A MAN COULD BE A WON- DERFUL THING ...

... As cooked up by Mc-
Kinley and his staff chirp-
er, Marcy Lutes, it's about
the cleverest piece of tease
dueting that's come off
the etching table in some
time. Number could catch
on in a big way. A blend
of charm, verve and
humor.

From The Billboard, May 15

ARTIST
TUNES
LABEL AND NO.
COMMENT

A Man Could Be a
Wonderful Thing
(Ray McKinley-Marcy
Lutes)
Excellent boy-girl vocal
between Ray and Marcy
with quality band back-
ing. Tune and lyrics at-
tractive—could add up to
a hit.



RITCHIE MUSIC CO., INC.
N. Y. 19, N. Y.

1619 Broadway

The
Billboard

MUSIC POPULARITY CHARTS

PART
IX

Record Reviews

Week Ending
May 14

TRADE
SERVICE
FEATURE

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 disk 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 ad'l's-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST
TUNES

LABEL AND NO.
COMMENT



POPULAR

VIC DAMONE
(Mercury 5135)

Rosa
(Camarata Ork)
Da Moan sings this me-
lodious tango with custom-
ary restraint and sensi-
tive shadings. Top grade
backing by Toots Cama-
rata's ork.
I Don't Want To Meet
Any More People
(Glenn Osser Ork)
Another appealing job by
Vic, also well-supported
by the Glenn Osser ork.

83 85 84 82

TED WEEMS
(Mercury 5139)

Hindustan
(Elmo Tanner)
The jazz oldie in rumba
tempo with a whistling
chorus by Elmo.
I Wonder Where That
Man of Mine Has
Went
(Shirley Richards)
Hillbilly style comedy
number. No great shakes
for Weems.

78 79 75 80

DINAH SHORE
(Sonny Burke Ork)
(Columbia 38191)

Better Luck Next Time
Dinah does a sterling job
on one of the top Berlin
"Easter Parade" tunes.
Sonny Burke's crew backs
her beautifully.
Steppin' Out With My
Baby
La Shore struts her stuff
on the Berlin rhythm
tune and gets fine back-
ing from the Burke ork.

83 83 82 85

THE MARLIN SISTERS
(The Columbians)
(Columbia 38211)

Tootie Oolie Doolie (The
Yodel Polka)
Already a hit via the
small label route, the
Swiss novelty gets com-
petent yodeling from gal
trio.
(The Marlin Sisters-
Eddie Fisher)
You Can't Be True,
Dear
(The Columbians)
Eddie Fisher joins the
sisters on the current
waltz pop. As with most
other versions, treatment
here is suitably
schmalzy.

74 72 73 75

BRAD REYNOLDS-
IRVING MILLER ORK
(Sing-a-Tune 515)

Maybe
Tenor takes oldie a bit
faster than most, then
switches to labels' stand-
ard formula of inviting
listener to sing with art-
ist doing harmony.
When It's Springtime in
the Rockies
Reynolds displays nice
tenor tonality as this side
pattern of flip.

71 74 67 71

72 74 70 72

ARTIST
TUNES

LABEL AND NO.
COMMENT



POPULAR

KAY KYSER
(Gloria Wood)
(Columbia 38197)

Woody Woodpecker
A waxy laughing phrase
is echoed by vocalist and
sections to furnish the
"Woodpecker" theme. A
catchy novelty that could
score.
When Veronica Plays
the Harmonica
Another novelty, but it
doesn't pack the origi-
nality and zest of the
flip.

91 93 90 90

JACK SMITH
(The Clark Sisters-
Earl Sheldon Ork)
(Capitol 15073)

The Flower Seller
The smiling Smith style
deftly executes sugary
pop with Clark gals sup-
plying competent har-
mony.
Takin' Miss Mary to the
Ball
From new flick "On an
Island With You," Smith
chuckles way thru pert
novelty. Horse hoof beats
in arrangement effective.

80 82 79 78

82 85 80 91

ALAN LOGAN
(National 7021)

Piano Fantasy
Rumba piano solo with
rhythm backing. Tricky
runs and arpeggios in the
Jan August manner.
I Love You Much Too
Much
More rumba piano, this
time with less frills and
a steeper beat.

73 71 71 74

75 74 73 77

LARRY STEWART
(Bud Lorraine Ork)
(Bandwagon 501)

You Can't Be True (Du
Kannst Nicht Treu
Sein)
Accordion featured ver-
sion of hit waltz, with
Stewart delivering un-
distinguished vocal with
a bit of the German lyric
thrown in.
If I Could Steal You
Dull waxing here, both
in the warbling and in-
strumental department.

65 68 61 67

39 45 34 37

BERT SHEPHER
STRING OCTET
(MGM 10200)

Fiddle-Fiddle
Number's a clinch to be-
come a famous program
piece. This is fair enough
rendition.
Jazz Pizzicato: Jazz
Legato
Love those plucks on Le-
Roy Anderson's w.k.
pieces, but there have
been better and fuller-
bodied jobs done on
these.

81 82 80 80

76 82 70 75

(Continued from page 150)

Billboard

MUSIC POPULARITY CHARTS

PART
XI

Advance Information

Week Ending
May 21TRADE
SERVICE
FEATURE

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

All for the Love of Lil
L. Jordan (Run Joe) Decca 24448

Ciribiribi
K. Griffin (Donkey Serenade) Rondo 129

Come Back to Sorrento
Gallarini (Ritual Fire) Tempo TR-628

Donkey Serenade
K. Griffin (Ciribiribi) Rondo 129

Down South
Gallarini (Pavanne) Tempo TR-630

Herthquake Boogie
M. Herth Trio (Twelfth Street) Decca 24450

Hildegard Sings With Buddy Clark, Guy Lombardo, Carmen Cavallaro, Percy Faith Album (4-10")
Hildegard . . . Decca A-673

And So To Speak . . . P. Faith Ork
Decca 23760

I Haven't Got a Worry in the World
P. Faith Ork . . . Decca 23768

I'll Be Yours (J'Attendrai) . . . C. Cavallaro . . . Decca 23544

I'm in the Mood for Love . . . C. Cavallaro . . . Decca 23544

I've Told Every Little Star . . . Buddy Clark . . . Decca 23662

June Is Bustlin' Out All Over . . . G. Lombardo-The Song Spinners . . . Decca 23428

This Was a Real Nice Clambake . . . G. Lombardo-The Song Spinners . . . Decca 23428

Why Shouldn't It Happen to Us . . . Buddy Clark . . . Decca 23661

*Just Like That
J. Long (The White) Decca 25382

Let a Smile Be Your Umbrella
Uptown String Band (That's My) Erantz K-1023

Lover, Come Back to Me
Gallarini (Mardi Gras) Tempo TR-626

Mardi Gras
Gallarini (Lover Come) Tempo TR-626

Pavanne (Morton Gould)
Gallarini (Down South) Tempo TR-630

Rambling Rose
B. Eberly-R. Morgan (So Tired) Decca 24449

Ritual Fire Dance
Gallarini (Come Back) Tempo TR-628

Run Joe
L. Jordan (All for) Decca 24448

Sabre Dance Boogie
T. Heath and His Music (Tabu) London 222

So Tired
R. Morgan (Rambling Rose) Decca 24449

Songs of Our Times (1922) Album (4-10")
B. Grant Ork . . . Decca A-1922

1. A Kiss in the Dark; 2. Wonderful One; 3. Three o'Clock in the Morning . . . Decca 24020

1. All Over Nothing at All; 2. Some Sunny Day; 3. Somebody Stole My Gal . . . Decca 24021

1. Carolina in the Morning; 2. 'Way Down Yonder in New Orleans; 3. Lovin' Sam . . . Decca 24021

1. Chicago; 2. Toot, Toot, Tootsie; 3. Mister Gallagher and Mister Shean . . . Decca 24023

1. Kitten on the Keys; 2. Stumbling . . . Decca 24022

1. Lady of the Evening; 2. Crinoline Days; 3. A Pretty Girl Is Like a Melody . . . Decca 24020

1. My Buddy; 2. Blue; 3. In the Little Red Schoolhouse . . . Decca 24022

1. Rose of the Rio Grande; 2. Who Cares; 3. China Boy . . . Decca 24023

Souvenir Album (4-10")
L. Hampton . . . Decca A-589

Air Mail Special, Parts 1 and 2 . . . Decca 18880

Chord-a-Re-Bop . . . Decca 18830

Flying Home No. 2 . . . Decca 23639

Hamp's Bally Blues . . . Decca 18830

Punch and Judy . . . Decca 23639

Tempo's Birthday . . . Decca 23698

The Fencil Broke (and That's All She Wrote) . . . Decca 23698

Tabu
T. Heath and His Music (Sabre Dance) London 222

That's My Gal
Uptown String Band (Let a) Krantz K-1023

*The White Star of Sigma Nu
J. Long (Just Like) Decca 25382

Twelfth Street Rag
M. Herth Trio (Herthquake Boogie) Decca 24450

Two-Timer
Perko String Band (You Darlin') Palda 116

You Darlin'
Perko String Band (Two-Timer) Palda 116

RELIGIOUS

Be Still My Soul
All-Girl Choir-F. Shackleton (Cleanse Me) True Tone 1045

Cleanse Me
All-Girl Choir-F. Shackleton (Be Still) True Tone 1045

Dig a Little Deeper
Rainbow Four (If I) Rainbow 60001

If I Could Just Make It in
Rainbow Four (Dig a) Rainbow 60001

If You Have Retreated From God
Bailles Brothers (Sinner Kneel) Columbia 20429

May the Circle Be Complete
The Johnson Family Singers (Somebody's Waiting) Columbia 20426

Sinner Kneel Down and Pray
Bailles Brothers (If You) Columbia 20429

Somebody's Waiting For Me
The Johnson Family Singers (May the) Columbia 20426

The Old Rugged Cross Album (4-10")
R. Ford . . . True Tone T-6

After . . . True Tone 1013

I'd Rather Have Jesus . . . True Tone 1030

In the Garden . . . True Tone 1030

My Home Sweet Home . . . True Tone 1013

The Church By the Side of the Road . . . True Tone 1029

The Haven of Rest . . . True Tone 1013

The Old Rugged Cross . . . True Tone 1029

The Uncloaked Day . . . True Tone 1013

The Church in the Wildwood and other Hymns of the Heart Album (4-10")
The Harmonizers . . . Victor P-211

Have Thy Own Way, Lord . . . Victor 20-2882

I Love To Tell the Story . . . Victor 20-288

Just as I Am . . . Victor 20-2883

Let the Lower Lights Be Burning . . . Victor 20-2884

Rock of Ages . . . Victor 20-2881

Softly and Tenderly . . . Victor 20-2884

Tell Me the Old, Old Story . . . Victor 20-2881

The Church in the Wildwood . . . Victor 2883

*Re-issue.

LATIN-AMERICAN

Cometelo To' (Give Me a Little Bite)
C. Pozo Ork (Paso En) Coda 5053

Mish-Mash (Hubba, Hubba, Rhumba)
D. Rivero Ork (Wha' Happen) Coda 5055

Nino (The Great Yacovino)
R. Hernandez Ork (Pedro Piper) Coda 5071

Paso En Tampa (Wha' You Say)
C. Pozo Ork (Cometelo To') Coda 5053

20-2883

Pedro Piper (Peter Piper)
R. Hernandez Ork (Nino) Coda 5071

Perfume De Gardenias
N. Morales Sextet (Silencio) Coda 5074

Silencio
N. Morales Sextet (Perfume De) Coda 5074

Wha' Happen (Que Faza)
D. Rivero Ork (Mish-Mash) Coda 5055

*Re-issue

CHILDREN'S RECORDS

Goldilocks and the Three Bears
Uncle Henry . . . Adventure A-10

Jack and the Beanstalk
Uncle Henry . . . Adventure A-8

Three Little Pigs
Uncle Henry . . . Adventure A-9

MOVE OVER, NATURE BOY!

You've Got To Make Room for

"WHERE THE APPLE BLOSSOMS FALL"

By

America's Newest and Greatest
Writer-Composer Team

CARRIE HOFFMAN and MARILOU DAWN

(Published by Vogue Music Corp. Edwin H. Morris & Co.,
Sole Selling Agent)

The Whole World
Is Singing Their Song
and Listening to It on

Two Brilliant Tempo Records

Instrumental:
Featuring

Tempo's Ever-Popular
**HAMMOND AND
NOVACHORD DUO**

Herb KERN & SLOOP Lloyd
(TR #1052)

Vocal:
Featuring

Tempo's Mistress of Melody

ANITA BOYER

with

The Men of Tempo

Opposite Side:

Another Marilou Dawn "Boff" Ballad

IS IT TRUE?

By

Marilou Dawn and Owen Flynn

Two Wonderful Versions of This One, Too!

(Published by Mellin Music, Inc.)

Sheet Music on Both Numbers Available
From the Publishers

**COIN MACHINE "OPS"—RECORD
DEALERS**

**CLIMB ABOARD FOR
THE RIDE OF YOUR LIFE!**

Get in Touch—Now!—With

**Tempo Record Company
of America**

ATLANTA:

P. O. Box 225
Avondale Estates, Georgia

HOLLYWOOD:

8540 Sunset Boulevard
Hollywood 46, California

PHILADELPHIA:

76 West Chelton Avenue
Philadelphia 44, Pa.

KEEP YOUR

jukes
jinglingwith top talent,
tunes,
noveltieson **Capitol**
RECORDS

THE

MERCURY WALTZ

140,000 records sold in
Detroit alone!

Don Pablo & Orchestra

"The Most Danceable Music
in America"

DECCA #18559-A

VARGO #29006-A

SOUTHERN MUSIC PUB.

1619 Broadway New York City

★ MIRACLE ★
PARADE OF HITS

'LONG GONE'

PARTS 1 and 2

Sonny Thompson with

the Sharps and Flats

and

Eddie Chamblee, tenor

M-126

MIRACLE RECORD
COMPANY
500 EAST 63RD ST. CHICAGO 15, ILL.

VITA

MEANS

"LIVING SOUND"

FOR THAT OCCASION!

THE WEDDING SONG

IRVING FIELDS..... VICTOR 26-9035

ANN SHELTON..... LONDON®

MGM®

Available Soon

EMPIRE MUSIC CORP., 1674 B'way, N. Y. 19

RECORDING EQUIPMENT

All Types and Accessories
BOUGHT • SOLD
Write Your Needs and Offerings
Electronic Division

SONGCRRAFT, INC., 1650 B'way, N. Y. 19

GIVE TO THE
RUNYON CANCER FUND"Nature Boy"
Infringe Claim
Finally Filed

NEW YORK, May 22.—With all the fanfare gone before, the alleged *Nature Boy* infringement suit finally got around to being filed Thursday (20) in United States District Court here. Launched by the J. & J. Kammen music firm, publishers of *Schweig Mein Hertz*, the suit asks for an injunction and damages against the Edwin H. (Buddy) Morris Company, the Crestview Music Corporation; Burke & Van Heusen, Inc., and Eden Ahbez. Papers were entered by attorney A. Edward Masters on behalf of Herman Yablekoff, Jack and Joseph Kammen and J & J Kammen Music.

According to the complaint, Yablokoff penned *Hertz* in October, 1935. Between 1935 and April 29, 1948, he complied with the 1929 Copyright Act and secured exclusive rights. In 1935 Yablokoff assigned the exclusive selling agent rights to J. & J. and the song was pubbed that year.

Masters told *The Billboard* he will endeavor to prove that the Ahbez song infringes, not only on the music, but on the lyric as well. He avers that the English translation of *Hertz* concerns a little foreign boy who wanders over countries telling mythical tales.

The defendant's reply will be drawn by Lee Eastman, attorney for the Morris firm. The latter is the selling agent for the ditty, receiving the sales rights from Burke & Van Heusen, which in turn acquired sales rights from Crestview. The Crestview firm is co-owned by Carlos Gastel and Nat (King) Cole.

Dana Invades
Kidisk Field

NEW YORK, May 22.—Dana Music, one of the leading indies in the polka field, invades the kidisk realm June 1 with the release of the first two in a series of unbreakable vinylite 10-inch singles for tots. The disks will retail at 98 cents per copy.

Albert Gamse, who composed the music and wrote the lyrics for the series, has already scored in the kidisk field with his *Kiddie Classics* and *Songs for Little Folks*, released on the Mercury label. Gamse also co-authored such pop hits as *Amapola* and *Managua, Nicaragua*.

20 Disks in Series

Titled *Song Stories*, the series will run to 20 records, each packaged in an envelope with pictures descriptive of the enclosed sides. Stories are based on nursery rhymes, folk literature and traditional children's legends. Music for the disks will be provided by harmonicas and a capella.

Two initial couplings will be *Three Men in a Tub*, backed with *Let's Dance to the ABC* and *The Counting Song*, and *Tom, Tom, the Piper's Son*, backed with *The Boy Who Cried Wolf*.

New Presser

Pressings for the series will be made by the newly organized Connecticut Record Manufacturing Company, which filed a certificate of organization this week with the Connecticut Secretary of State's office. Officers are Sigmund Millau, president; George H. Bell, vicepres; Clinton M. Bell, treasurer, and William R. Berkson, secretary, all of New York. The firm's office address is c/o Robinson, Robinson & Cole, Hartford, Conn., law firm.

Gene Tracey Suit
Reversed by Court

(Continued from page 19)

would have gone over \$700,000), the circuit court ruled that the defendants were liable only for the profits received from such sale. This will cut the original judgment to approximately \$200,000. The case was remitted to district court for further proceedings.

If the plaintiffs, stockholders in Automatic Products represented by attorney Abraham Marcus, elect to accept the damages—profits formula—then a special referee will likely be designated to determine the amount of profits the defendants made from the stock deal which led to the filing of the initial action. Otherwise, an appeal to the Supreme Court may delay final adjudication.

The circuit court judges ruled that there was no conversion of incorporate securities but concurred that there was a misappropriation of corporate funds.

Tracey now is involved in trying to salvage the Majestic diskery which is operating under Chapter XI of the Chandler Act.

The defendant's appeal had been conducted by attorney Robert P. Patterson, former Secretary of War, as well as by the law firm of Sylvester & Harris. Abe Marcus, of the Zissu & Marcus law office, represented the original plaintiffs.

AFM-Diskers
Peace Rumors
Are Persistent

(Continued from page 21)

made more apparent by half-shaded contradictory "can't talk" statements from various diskers. It was reported that the record men met again Wednesday (19). Two diskers said there was no meeting. Two said there was a meeting. Those that said there was a meeting indicated that Frank Walker, MGM Records topper, participated. Walker hasn't taken active part in the Petrillo conferences since the early days of the Industry Music Committee at the beginning of the ban. This, the informants point out, might further indicate that a major decision is in the making. They say that Walker would not have participated otherwise.

The diskers who put down the new flow of speculation as gossip claim it all probably dates from an accidental meeting some three weeks ago between Jack Kapp, Decca Records topper, and Petrillo in a Waldorf-Astoria Hotel elevator. It is reported that the conversation ran something like this:

"When are we going to be able to do business, Jimmy?"

"Whenever you guys present a plan for my boys to get their money."

Meanwhile, a coincidental, altho possibly innocent, exodus of major recording execs this week-end was noted. Victor's Jim Murray left for Chicago for a distrib-field men's conclave; Capitol's Walter Rivers took off for Chi on business; Frank Walker, of MGM, is out of town, said to be attending his son's graduation somewhere in Pennsylvania; Decca's Milton Rackmil is just "out of town."

BMI ON PUBS' CASE

(Continued from page 22)

ing the N. Y. court has no jurisdiction over the case.

The complaint filed by Siegel contended that according to their interpretation of BMI contracts, the four pubbers were entitled to share in public-performance monies collected from non-radio sources such as night clubs, hotels, etc.

BMI's answer alleges that the



AS ONE ARTIST TO ANOTHER!

If you are proud of your talent, why keep it a secret? Your photographs are as important as your art, continue to material, one GENUINE HARBENT HIGH GLOSS.

PHOTOGRAPHS

For Lobby Displays—Fan Mail—

Publicity Releases—Agents & Sponsors

We can reproduce in all sizes, including mounted blow-ups, from your photo or negative. 24-hour service on request. Write for free Samples and Price List to Dept. BL.

HARBENT, INC.

507 5th Avenue • New York 17, N. Y.
MU 7-0380-81 VA 6-2550

CORRECTION!

Due to a typographical error in the May 15 issue of *The Billboard*, the number of

"PIN UP POLKA"

by Lenny Herman on Manor Records, appeared incorrectly. The correct number

MANOR #1119

TWO MORE

DEFINITELY ESTABLISHED TOWER-IFIC HIT
RECORDS

JACK OWENS' HUKILAU SONG
TOWER No. 1436

EDDIE BALLANTINE'S POPCORN POLKA
TOWER No. 1296

Reliability — Quality
RECORD PRESSING

10" or 12"

RESEARCH CRAFT CO.

1226 E. 8th St. Los Angeles 21, Calif.

Nation-Wide
SALESMEN WANTED

For our coming hit record

HI-DE-HO for IDAHO

SALARIES to proper persons

MUSIC-MART

510 15th St. Oakland 12, Calif.

ROSALINDA

Decca 46114 Dick Thomas
Rainbow 10033 Red Benson
Embassy P-1005 Al Stuart
CHERIO MUSIC PUB., INC.
1585 B'way, New York 19, N. Y.

Alexander group is not representative of some 1,330 BMI affiliate pubs. Alexander, on the other hand, claims he has letters from over 100 of these pubbers giving him authority to represent them in this matter.

Copyrighted material

Music—As Written

New York:

Emile Cote is now New York rep for Algene diskery. . . . Harvey Schwartz, veepee of English Decca, due here this week. . . . Gordon V. Thompson Company, Canadian representative for many local pubs, moved into its own building this week at 902 Yonge Street, Toronto. . . . Morty Palitz back on the Coast to take up his artist and repertoire activities for Decca. . . . Dave Kapp planed to Chicago this week because of his father-in-law's death.

Lawrence Welk ork has re-signed for the Hotel Roosevelt next year; he figures to build another Lombardo tradition at the spot. . . . Ottawa branch of the Federation of Musicians is skidding free longhair, band, and pop music concerts this summer. . . . Carl Kress's nitery-restaurant, Clef Inn, on Long Island, debuts Thursday (27). . . . Thirty-first annual series of the Guggenheim Memorial Concerts, in Central and Prospect parks, tees off June 18.

Lani McIntyre's ork replaces Johnny Pineapple's at the Hotel Lexington May 26; Pineapple was there for two years, three months. . . . Harry (the Hipster) Gibson is re-signed by General Artists Corporation for a one-year period. . . . Singer Del Casino will join with comic Steve Murray to build a singer-comedian pair aimed along Dean Martin and Jerry Lewis lines under the GAC aegis.

Johnny Bothwell is re-forming his full-sized ork after working with an octette for a while; the big band is set for Welk's in New Hampshire from July 3 thru September, working four days a week with the off-days to be filled in by GAC's one-nighter department. . . . Ray McKinley's ork set for one week at the Click in Philadelphia beginning July 26. . . . Guitarist Billy Bauer, bassist Arnold Fishkin and chirp Muriel Jayne this week joined the Benny Goodman Sextet which debuted at the Click Monday (24) eve. . . . Wyatt and Taylor, the piano-organ duo, opened Thursday (20) for four weeks at the Zodiac Room at the Chase Hotel in St. Louis; the team is handled personally by a new personal management set-up, Permanagement, Inc., headed by Ginger Johnson, of Jingle fame, and Mike Levin, former Downbeat staffer.

Now they've got a theme song for the Southern revolt against present Democratic leadership. It's called *Let's Send Harry Back to the Farm*, words by William L. Daniel Jr., exec sec to Governor J. Strom Thurmond, of South Carolina, music by Major Robert Crawford, cleffer of the famed *Army Air Corps* song. . . . Pleasure Beach Ballroom, municipally-operated dancery at Bridgeport, Conn., opens this week with Dick Jurgens. Policy continues with name bands on Sundays and holidays and a local during the week. . . . Izler Solomon, conductor of the Columbus (O.) Symphony, has left by plane for Palestine to serve as conductor for the Palestine Philharmonic. . . . Rainbow Records is out with a new red and white series, featuring hillbilly and corn, to retail at 75 cents per.

John Murdock and Jane Clark, penners of the ditty, *Mother Never Told Me It Was Anything Like This* (recorded by Arthur Godfrey), are actually W. Clark Harrington, for 18 years manager of Columbia Broadcasting System's music copyright department, and his wife, Amber. . . . Tenor Al Garr has been signed to cut a series of religious disks for Sacred Records.

George Furness taking over the plugger duties of Walter Fleischer at BML. . . . Larry Shayne returned to the Coast to start duties as West Coast professional manager of Famous-Paramount.

Bobby Byrne ork signed with the William Morris Agency. . . . Tony Pastor to play Convention Hall, Asbury Park, N. J., the week of July 7, replacing the previously skedded Art Mooney.

Charlie Shavers rejoined the Tommy Dorsey trumpet section. . . . Music Corporation of America signed the Korn Kobblers to a five-year paper.

Apollo Records set three new distribs for Los Angeles (Central Record Sales), Salt Lake City (Radio Supply Company) and Nashville (Tennessee Music Sales). . . . William Morris Agency offering a new one-nighter package consisting of Frances Langford and hubby, Jon Hall, along with the bands of either Buddy Rich or Bobby Byrne. . . . Rustic Cabins in Englewood Cliffs, N. J., returned to a full-week ork policy.

GAC Veepee Milton Krasny, due into town next week, reportedly may stay in New York for several months since West Coast biz is slow. . . . New music men's lunch hour meeting place is Phil Calvano's, a golf pro with headquarters around the corner from the RKO Building. Among the clients are Harry Meyerson, Eli Oberstein, Mitch Ayres, George Pincus, Dick Voltter and others. . . . Pubber George Simon due in town next week; he leaves for England with Tony Martin the following week. . . . Tunesmith Allie Wrubel is in town. . . . Sam Donahue's ork into the Paramount Theater in July on the Jo Stafford bill.

Sonny Dunham is booked into the Claridge Hotel, Memphis, for three weeks starting July 30. . . . Ina Ray Hutton's eight-week stand at the Latin Quarter here opens June 20. . . . The Korn Kobblers are to do a stint in Ken Robey's forthcoming Broadway revue, *Hilarities of 1948*. . . . Longhair conductor Etrem Kurtz left for Europe Friday to conduct symphony orks in France, England and Switzerland. . . . Warbler Ralph Young's next platter for Jubilee label is skedded to be released soon. Young is former chanter with the Les Brown and Shep Fields orks.

Chicago:

Art Satherlee, Columbia folk music chief, cut Gene Autry on four sides against a background of harmonicas. . . . Irma Green, wife of Mercury Prexy Irv Green, recovering from surgery at Augustana Hospital. . . . The Harmonicats cut to their original threesome, with singer Kappy Lafell now heading a cocktail unit at Al Finston's Nob Hill Lounge. . . . Joe Glaser looking over prospects to head his projected West Coast office.

Second edition of the disk jockey package at the State-Lake Theater tentatively set for June 11, with Rose Murphy inked in. . . . Ken Griffen, the *You Can't Be True* organist, has signed an exclusive paper with General Artists Corporation. . . . Herb Hall, ex-exec in the Sonora Record branch, has opened an advertising and public relations office. . . . Signature will release the Johnny Engrs Sextet masters which he got back from Chord.

THERE IS ONLY ONE!

Sensational Smash Hit
Recording of

"MY HAPPINESS!"

Jon and Sondra Steele's

Damon Record D-11133

Demand the ORIGINAL Vocal Duet and Piano With
Reiser-Meyers Brilliant Instrumental

NOW THE INTERNATIONAL FAVORITE

Order the ORIGINAL From Your Nearest Distributor

It's Damon D-11133

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVE.

KANSAS CITY 6, MO.

IT'S NEW!
IT'S NEWS!



PERMO POINT

ROUND WITH THE NEW PERMOMETAL (OSMIUM ALLOY) TIP

Under like conditions, this Permo Point Round

WILL OUTWEAR . . .

WILL GIVE LONGER RECORD LIFE . . .

WILL BE MORE DEPENDABLE . . .

WILL BE MORE ECONOMICAL . . .

THAN ANY OTHER CONVENTIONAL COIN PHONO NEEDLE MADE!

the same price

since 1938 . . .

1 to 10—35c each

11 to 99—32c each

100 or more—30c each

MORE PERMO NEEDLES SOLD THAN ALL OTHER LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. RAVENSWOOD

CHICAGO 26

\$300 BUY

We will press for you 500 Disc Jockey records in black or color vinylite PLUS 1,000 high quality shellac 10" records. Rigid inspection and careful packing. Offer limited.

NEW YORK RECORD CORPORATION

107 LORIMER ST.

Evergreen 7-0241-0232

BROOKLYN 6, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

Barnaby RECORD DIES

Speed—Precision—Economy!

... as the die is formed, so also is the quality of your product created! Barnaby Dies for Tilting Head, Book Type and Fixed Head Units. • One of the fastest dies on the market. • Used by major record companies in the East. • Special tool steel. • Flaws in tooling eliminated. • Carefully machined. • Sizes 4", 6", 7", 10", 12" and 16". • For vinylite, shellac, laminated paper.

Complete Stock of All Accessories: Outer Clamp and Inner Cut-Off Rings, Center Plates, Center and Knockout Pins, Center Pins Sizes 2.750 and 2.712. Immediate Shipments.



BARNABY MANUFACTURING and TOOL COMPANY
70 KNOWLTON STREET - BRIDGEPORT 8, CONNECTICUT



Dies designed to your specifications and pressed. Send specifications or record for quotations.

Philly Distribbs Latch on Video

PHILADELPHIA, May 22.—With the television audience growing in leaps daily, distributors of both Victor and Columbia records have lined up video shows to bally their products. The Motor Parts Company, linked with the Columbia label, buys a quarter-hour on WCAU-TV, Friday at 7 p.m., to present Melvin K. Whiteleather's news commentary, starting May 28. Whiteleather is a former war correspondent and is news columnist for *The Evening Bulletin*, which operates the video station.

The Raymond Rosen Company, Victor distributor, ties in closer with disks for its video show in giving local tele its first disk jockey. Presented under the sponsorship of the Big Ten Dealers' Association, taking in as many of the town's major record shops, the Rosen firm also buys WCAU-TV for a weekly half-hour ride Wednesday at 8 p.m., starting June 9. The disk jockey show, produced by Contemporary Enterprises, local tele producing firm, will feature Doug Arthur, popular jockey on indie WIBG here, interspersing the spinning with dance acts and settings for home community sings with the recordings of the Victor artists.

Dale Evans Signs Victor Disk Pact

HOLLYWOOD, May 22.—Sagebrush thrush Dale Evans was signed here last week to an RCA Victor recording pact. She was formerly under the Majestic banner. It's understood that terms of the contract will make her available for a cappella recording should the diskery choose to put her on wax prior to lifting of the disk ban.

Coincidental to her latest entry into the Victor fold, is the diskery's re-issue of the Abe Lyman yesteryear plattering of *Help Me*, which features Miss Evans as vocalist. While her warbling in the latter is in the pop vein, the diskery will continue to cash in on her Western wares characterized in her oater pix.

Kenton Turns Mercenary

GALVESTON, May 22.—Stan Kenton departs from his much-publicized "concerts only" policy when he opens the Pleasure Pier's Marine Room here for a three-night dance stand, Friday (28).

Other name bands scheduled to follow the progressive jazz pundit at the Pier, which extends nearly four blocks into the Gulf of Mexico, include Carlos Molina with songstress Dolly Dawn, May 31-June 14; Sunny Dunham and Mel Torme, June 15-25; Johnny Long, June 26-July 9, and Joe Reichman, August 10-September 6.

Prices at the location will be \$2 a person opening night and Saturdays; \$1 week nights and Sunday.

N. Y. ROOMS TO SHUTTER

NEW YORK, May 22.—The Century Room of the Hotel Commodore here will shutter for the summer as a name band operation following the closing date (June 12) of the current ork, Boyd Raeburn. The room will reopen in the fall, probably with Vaughn Monroe.

Meanwhile, the Cafe Rouge of the Hotel Pennsylvania will shutter sometime in late summer or early fall for redecoration and replacement of furniture. Elliot Lawrence opens the room Monday (24); his five weeks will be followed by Skitch Henderson's ork.

Hilarious Temperance Song of 1850 DRINKING GIN IS A Dreadful Sin

Sung by New Western Star

TOM DEE McAN

And His Guitar—75¢ List Plus Tax

BACKED BY
"THAT
COUNTRY
OVER
THERE"
IT'S TERRIFIC!

#102-A
HOLIDAY
RECORDS
Grass Valley, Calif.



THANKS
GENE EMERALD
KRNT
DES MOINES

FROM THE "CATS"
BONNIE
& MILT
SCOTT
Universal
Records
20 NORTH WACKEL CHICAGO

Hop on the BAND WAGON for the NATIONAL HIT PARADE

NOW ON
SALE

The Magic Touch of Alan Logan's
I LOVE YOU TOO MUCH
PIANO FANTASY #7021

ALAN GERARD sings out for Walt Disney
"MELODY TIME" and "TELL ME WHY" #7023

Ray Smith's Sensational
HELL'S FIRE and BORN TO LOSE #5019

• ALL JUKE BOX COIN COLLECTORS •

NATIONAL
Records

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

WE ARE HAPPY TO ANNOUNCE THAT BLASCO MUSIC, INC.

Is the Publisher of the Smash Hit

"MY HAPPINESS"

Lyrics by Betty Peterson, music by Borney Bergantino.
Introduced by Jon and Sandra Steele on Damon Record No. D-11133.
ALL MATERIAL AVAILABLE

BLASCO MUSIC, INC.

LOUIS BLASCO, President

1221 Baltimore, Kansas City 6, Missouri

BULLET IS NOW ACCEPTING CONTRACT PRESSINGS

For full information, write or wire

BULLET RECORDS

P. O. BOX 1002, NASHVILLE, TENNESSEE, OR TELEPHONE: NASHVILLE 6-7744.

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St. New York 7, N.Y.
Barclay 7-5371

10 INCH RECORD PRESSINGS

Shellac or Vinylite
Fast Service—High Quality
Small or Large Quantity

Labels — Processing — Masters

SONGCRAFT, INC.

1650 Broadway New York 19, N. Y.

Recording?



on top of the OPERA BUILDING
in chicago

PHOTOGRAPH MASTERS • PROCESSING • PRESSING

Attention! Juke Operators!



YOU CAN GET YOUR

PERMO
POINT
NEEDLES

FROM YOUR

LOCAL DISTRIBUTOR OF

Capitol RECORDS

WATCH! WAIT!

ANIMAL POLKA

IT'S GREAT!

WANT RECORD PRESSING

10-inch shellac, good materials. Will ship anywhere upon your order truck or express. 10 years' experience in pressing records. Fast service. Good packaging and inspection.

Grady S. Gardner Leonard H. Maston
Nashville Plastics
1724 Ordway Place Nashville, Tenn.
Phone 3-2853-J

I'M A LONELY
LITTLE PETUNIA
(IN AN ONION PATCH)

Tyro Nights, Hooch Prizes Out in Philly

Liquor Board Hits Niteries

PHILADELPHIA, May 22.—Gravely concerned about the state of the city's morals, in face of the coming Democratic and Republican political conventions, the State Liquor Control Board has invoked a long-standing edict nixing amateur nights, champagne nights and similar attendance-attracting stunts in spots licensed to sell liquor. The crack-down is a blow to the midnight zone, which in recent months has been overcrowded with talent guests and amateur nights.

The liquor board further reminds that kids under 21 must not share a roof with the oldsters when the hooch is being dispensed and says that the A.M. fests, while bringing in business, brought in many who had no business being either on stage or at the ringside. Moreover, State law prohibits any "inducements" for liquor purchases, and the board says the cash prizes for amateurs and the champagne magnums for fancy rumba dancers fall into this category.

Victory for Pros

It's no secret that the town's talent agents, alarmed as the amateur and contest trend spread, were none too happy over the free talent's being tapped by the regular act buyers. They beefed to the liquor board in no uncertain terms. On top of that, there is much concern here over the influx of the professional street molls with an eye on convention coin who might use the amateur nights at the niteries as excellent smoke screens. Police vice squad in recent weeks have been working overtime rounding up gals and breaking up newly opened brothels, of which the town has been rid for many years.

The amateur and talent craze was not limited to the second and third-rate rooms. Two of the town's smartest spots found such doings great for the tills, but had to quit in spite of its restricted character. The ultra-swank Drake Hotel invited only the social register folk to try their talents at theatricals, while the classy Chateau Crillon Rumba Room jam-packed the boite each week with patrons participating in rumba contests.

Newport Revises Its Nitery Fees

NEWPORT, Ky., May 22.—City commissioners this week adopted a new night club ordinance regulating the hours and fees charged for operation of night clubs after midnight. Under the new ordinance, operators who pay an annual fee of \$6,000 will be permitted to remain open until 5 a.m. Newport is said to be the first Kentucky city to take this step, expected to increase city revenues by \$25,000 annually.

License fees set forth in the new ordinance are as follows: Cafes remaining open until midnight, \$500; night clubs remaining open until 2 a.m., an additional \$500; those staying open until 3 a.m., \$2,000; 4 a.m., \$4,000, and 5 a.m., \$6,000. All cafes and night clubs may reopen at 6 a.m., except on Sunday, when they must remain closed until 1 p.m.

Sponsors of the ordinance contend that it will close many honky-tonks which have been operated all night. They believe that operators paying high fees will demand the closing of places not holding proper licenses. Four major niteries, the Yorkshire

FUSS OVER AGVA DELEGATES

What! No More 25% Bite? Canada Looks for a Boom

MONTREAL, May 22.—A new era began for Canadian niteries Wednesday (19) with removal of the 25 per cent federal amusement tax which has been imposed during wartime. The dominion government announced in its annual budget the lifting of all federally imposed amusement taxes, which means a respite for legit theaters, movie houses and all other amusement places as well as niteries. (See story on Page 3.)

Coming in the wake of a blue-nose campaign and police department shake-up which has plagued the night club industry in this province for many months, the tax removal was hailed by all branches of the industry—operators, employees, performers, musicians—as a big boost to club attendance.

No More \$3 Out of \$10

The only tax remaining now in Quebec is the 5 per cent hospital levy. Before the removal of the 25 per cent bite, \$3 of every \$10 tab went for taxes.

An odd angle of the tax lifting is the fact that Armand Marion, heading the local branch of the American Guild of Variety Artists (AGVA), only last week sent a petition (in AGVA's name) to the federal finance minister asking him to remove, or reduce, the 25 per cent tax, since it was responsible for declining nitery biz, which was in turn responsible for increasing unemployment among nitery employees, performers and musicians. (The Billboard, May 15.)

It is not known whether the petition was responsible for the tax removal, or whether the federal tax action was a predestined move. However, Dave Fox, national executive secretary of AGVA, said in New York Thursday: "All we know is that the petition had the desired effect and we're very happy about it."

From the performers' employment viewpoint, removal of the tax is likely to have two results: (1) With the hoped-for boost in business, the nitery ops will be able to loosen the show

budgets; (2) cocktail lounges, like the Tic Toc and Maroon Club, which shied away from regular shows because of the tax, will install regular shows.

Another aspect of the tax elimination is the fact that the action came at the start of a new tourist season. In recent years, the tourist with limited coin thought twice before he went to a club, because of the heavy bite. Now, with performers like Miltzi Green, Georgie Price, Buddy Lester, Joey Adams and Company, appearing at the Normandie Roof and El Morocco, and with the quality of shows equaling those seen at home, the visiting fireman may be more willing to attend a Canadian nitery.

It's also expected that niteries with adjoining cocktail lounges will now tear down the walls which separate the bar from the main room. The old law said that bar tabs were subject to the 25 per cent bite if the show was visible from the lounge.

Combos Claim Bigger \$ Thru Direct Booking

NEW YORK, May 22.—The cocktail picture has improved with Philadelphia touted as the city where many units will be spending part of their summer. The conventions will steam up many rooms which normally would be quiet during the warm weather there.

However, conditions for the lower priced combos are not so hot. In fact, many of them are down to booking themselves because they cannot get the prices they want. Their chief gripe is that agents are doing a better job for owners than they are for them. This past winter several well-known trios handled themselves and claim they raised their own prices.

A detailed complaint about the conduct of many agents is that the percenters play stooge for the operators, advise them on the placing of tables, where the bandstand should be located, the service in the room, how long an act should work and how long it should stay. In general, acts state the agents try to sell operators a bill of goods that they know more about his biz than he does.

Agents Dilemma

Of course, the agents are on the spot because there are only so many rooms that can be booked, and they are up against heavy competition. There are plenty of acts available, so that they inevitably choose those that work cheaper, thereby strengthening their position with owners, it's claimed.

Units point out that acts working exclusively for an agent are sometimes used by him to beat down prices. Because the act is under an exclusive management, it is offered less dough which it must take or else not work. The favorable deals the flesh peddlers secure this way, they claim, are also another means of cementing relations with operators and trimming the competition.

Direct Booking

All this has led to some performers booking themselves. In certain areas, this isn't practical, but combos claim they know where their style can fit. (See Direct Booking Pays on page 44)

Proxy-Grabbing Charges Rife

First convention in history of union gets preview of possible dissension

NEW YORK, May 22.—The first convention in the history of the American Guild of Variety Artists (AGVA) is already causing pre-convention complaints from members who ran for delegateships but weren't in the running when the final tallies were made.

According to the instruction sheet issued by AGVA, all elected delegates were to notify the New York office of AGVA of their acceptance or rejection. Where an elected delegate couldn't attend, the member with the next highest votes would get the job and so on down the line. In case the delegate did accept and subsequently couldn't attend, he could turn his proxy over to any other delegate from his area.

During the week at least two problems were posed with insinuations made that there was some proxy grabbing by delegates instead of permitting the candidate with the next highest votes to take the office.

Barrett's Case

Marty Barrett, nominee from New York, was elected but, having a job in the Chicago company of *High Button Shoes*, couldn't go. There was some talk of his accepting and later turning his proxy over to some other candidate.

Arthur Ward, an alternate in the voting and the man next in line to get the nod if any of the 12 elected delegates stepped out, heard about the rumors. Dewey Barto, the AGVA rep on the committee which took over after Shelvey was removed, said that the rules had been misinterpreted. On later study it was decided that Ward would replace Barrett. Hy Faine, chairman of the committee, said there had never been any intention of by-passing the rules.

A similar situation occurred in Detroit, where Larry Kent was elected and couldn't attend. But the Barrett-Ward incident created a precedent, and Ted Stanley, next in line, got the election, tho he hasn't yet signified his intention.

Dick Jones a Thorn

The Dick Jones situation created another problem. Jones, executive secretary of Philly Local No. 6 (the only local in AGVA), has consistently refused to recognize either Shelvey or the Associated Actors and Artists of America (Four A's). He claims that the election of three delegates is illegal and that he will have an election of his own. According to a 1939 constitution, which Jones quoted, delegates may be elected on a basis of one for each 25 members. He said he would come in with such elected delegates, tho he admitted he had doubts of the delegation's being seated.

Hy Faine said that the 1939 constitution was no longer operative. He also pointed out that the election rules call for one delegate per area for every 200 members. He also said that Jones, who had been elected by a large write-in vote, would be permitted to serve but not while he was an officer or an employee of the union.

List of Delegates

Returns from the rest of the country show no differences of opinion. The following areas have been off- (See BIG FUSS OVER on page 44)

Ciro's, Philly, Plans Names

PHILADELPHIA, May 22.—The click of a name attraction at Frank Palumbo's *Ciro's*, class cocktailerie in the midtown sector kicks off a parade of names for the room. The terrific draw of Cab Calloway, coming in with a seven-piece unit of Cab-Jivers, gave the room a terrific lift, and Palumbo, who buys the name bands for his Click, is lining up the attractions with marquee value for his *Ciro's*. Following Calloway, Palumbo next week brings in Harry the Hipster, with Louis Armstrong's band set to follow.

Davises Plan H'wood Spot

NEW YORK, May 22.—Danny and Kitty Davis, who sold their Miami Beach Airliner last winter, plan to open another spot in Hollywood, using the name *Kitty Davis Airliner*. The room is a rotisserie and will operate as a straight restaurant featuring American and Jewish food. If things develop a show may be used later.

Grill, Merchants Club, Flamingo and Glenn Rendezvous, are expected to be among the few purchasing licenses for the 5 a.m. closing.

Frank Palumbo's Theater-Restaurant, Philadelphia

(Monday, May 10)

Capacity, 550. Price policy, no minimum, no cover. Shows at 8 and 12. Owner, Frank Palumbo. Manager, Walter Palumbo. Booking policy, non-exclusive. Estimated budget this show, \$3,200.

Jumping the political convention season with an eye to making this mass-appeal nitery the meeting and greeting place, Walter Palumbo, who manages the room for frere Frankie, has upped the show ante to allow for the buying of name quality talent. And with Alan Gale for the draw, the Palumbo policy is paying off—considering that the large room was comfortably filled when caught on an off night.

It's 100 minutes of show, and Gale clocks at better than one-third of it. A nimble wit with a variety of material at command, Gale makes the spot resound with his roundelay of character gags, brute impersonations with Charles Boyer and Ted Lewis bearing the brunt, and his songs of all nations. Looking more like a musicomedy juvenile, Gale gives out fast and sustains the lively comedy clip thruout.

Jack Curtis, handsome in phyz and pipes, handles the emcee controls in giving the act introductions and uses bary range to good returns for a medley of musical comedy and pop favorites. Fine dramatic force and romantic appeal in his lyrical projection makes for a highly pleasant song interlude.

The Unabelle Howard dancers (six ponies) prance sprightly to set the stage for opening of the youthful terp team of Rita and Allen. Airy-hoofed, the dance duo impresses with its standard ballroomology and wraps it up with a melange of old-time step. (See Frank Palumbo's on page 44)

Walnut Room, Bismarck Hotel, Chicago

(Wednesday, May 19)

Capacity, 255. Price policy, dinners starting at \$2.50. Shows at 7:30, 9:30 and 11:30. Owner, Otto K. Eitel. Booker, Lucille Ballantine. Publicity, Bill Harsho office. Estimated budget last show, \$2,200. Estimated budget this show, \$2,300.

This show more than makes up for its shoddy predecessor, with both the new band and the single act fitting the room's requirements like a glove. Billy Bishop's band has dropped three sidemen, but the maestro is getting about the same amount of music, as he now has four men who double reeds or strings. Ork's book will meet all requests from diners here, for Bishop has all the newies plus a huge stock of standards and light classics. Major items of importance are the leader and his frau-vocalist, Alice Mann. They are a personable pair who double in table hopping when the band is on intermission. Bishop contributes congenial stick waving, first-class 88-ing of show numbers and first-rate vocalizing, while la Mann makes (See Walnut Room on page 44)

TOM McDERMOTT DUO



TOM McDERMOTT

Sensational Singing Star, His Piano and Hammond Solovox

CARLOS VACCARO

Acc Drum "Rhythmist"

"Truly an outstanding team"

—New Orleans Picayune

Fifth Solid Week **CABIN CLUB** Montana
Contact: **FREDERICK BROS. AGENCY, INC.**
New York Chicago Hollywood

NIGHT CLUB REVIEWS

Lenox Lounge, New York

(Wednesday, May 12)

Capacity, 140. Price policy, no minimum, no cover. Shows continuous, beginning at 10 p.m. Operator, Ralph Greco. Estimated budget this show, \$650.

This is another effort to lure some of the downtown trade uptown, but if it is to have any chance of success, the presentations must be stronger. As it is, the entertainment only stacks up as fair even in the vicinity of 125th Street.

Helen Humes, the top act on the bill, works hard at selling a song but needs more variety in her choice of numbers. She has a thin pair of pipes and must depend on material especially tailored for her style. The thrush opened with *Somebody Loves Me* and followed with *Mad About You*. Her best number was *Took Everybody Down But Me*, the type of song where the lyric predominates, and she is at her best.

Brannon Trio

The Teddy Brannon Trio (Brannon on the piano, Dickie Thompson on electric guitar and Gene Groves on the bass) back her up capably and show ability as a unit in their solo. Their musicianship can't be denied because of nice clean arrangements, hot guitar and teamwork. Thompson and Brannon both do solos and blend voices on several numbers. However, this combo also needs specialty material if it is to go places. Their top tunes were *Jelly*, *Guitar Boogie* and *Temptation*.

The solo 88-er here is Bill Goodin, who is a very capable pianist but mugs much too much. He plays a hot piano especially in a boogie beat and should stay with that kind of music.

The operator has done a fine job of redecorating, and the room really has class. *Leon Morse.*

Le Ruban Bleu, New York

(Tuesday, May 18)

Capacity, 150. Price policy, \$3-\$4 minimum. Shows start at 10:30 and continuous until closing. Operator, Anthony Mele. Booking policy, non-exclusive; publicity, Charles Dreyfus. Estimated budget this show about \$1,400. Estimated budget last show, about \$1,300.

The present show is distinctive for three new acts, each showing promise, and two standard acts—standard for intimate rooms.

The King Odom Quartet, four part harmony, sound a little like most of the other Negro quartets around. When they do *Shadrack*, they resemble the Golden Gate boys; other times they remind of the Ink Spots (particularly when the tenor lets go). The four lads blend their voices competently, look nice and sell fairly well, tho they need better numbers. Their *They Put John on the Island* and *I'm Living Humble*, both of which they've done for Musicraft, are okay but aren't projected with enough bounce for a visual audience. However, the lads sing well enough at present and with more experience will probably acquire a selling style to make them distinctive.

Delora Buena

Delora Bueno, a very pretty slim brunette, showed a caressing voice full of rich deep tones which should be translated into box-office some day. Her routine is a combo of poly-lingual songs, French, Portuguese, Spanish and English, each done in good fashion tho she seemed to be underselling too much. The gal accompanies herself on the piano in okay style good for intimate rooms. She'll have to get some music behind her and not do her act off a stool, if she wants to graduate. She already has the natural equipment. Now she needs production.

Patricia Bright is probably one of the brightest (no pun intended) satire merchants around. Her take-offs on (See Le Ruban Bleu on page 44)

Silver Frolics, Chicago

(Wednesday, May 12)

Capacity, 325. Price policy, \$1.50 minimum. Shows at 10, 12 and 2. Operators, Ben Orloff and Irv Singer. Booking policy, exclusive thru Sid Harris, Mutual Entertainment Agency. Estimated budget this show, \$2,500. Estimated budget last show, \$1,800.

Hiked budget here has paid off, with three of the four acts ringing the bell with sock performances. The fourth, comic Stan Erwin, got results but had to resort to smut to do it. After a cold opening, Erwin, collegiate-looking funster, resorted to the gutter groove and remained there almost all the way. He has an insipid stage laugh that's a drawback. Ruined a parody on *Manana*, with more foul lyrics. Despite the filth, he pulled hefty response.

Conjurer Earl Morgan went well with his *Rhapsody in Smoke*, an eight-minute turn in which he continually turns up lighted cigarettes in between other bits of topnotch prestidigitation. His soap bubble illusion, from which he produced a giant electric clock in mid-air, sent him off to a rousing mitt.

Diminutive Judy Manners kept show pace at its peak, offering a brace of novelty ditties, interspersed with some top comedy monologs. Gal packs good material and a winning smile, which broke down a cold audience, and sets the stage for better reception of the remainder of the show. Her impresoes of contemporary chirps was high caliber stuff and won her two callbacks.

Day, Dawn and Dusk stopped the show, as they always do in Chi. Negro trio went thru its standard routine of kidding the classics and the old English folk tunes, with Dusk spearheading a display of showmanship, vocal ability and strong material that reaped show's strongest reward. Dressed up their familiar material with bits of business that won chuckles all the way.

Johnny Sippel.

Helsing's Vodvil Lounge, Chicago

(Wednesday, May 19)

Capacity, 325. Shows at 10, 12 and 2. Price policy: Drinks start at 50 cents. Owners, Bill and Frank Helsing. Exclusive booker, Frank J. Hogan, Hogan-Lyte Agency. Publicity, Sam Honigberg. Estimated budget this show, \$1,600. Estimated budget last show, \$1,450.

If each of the three acts working here could pick up at least three more original pieces of material, this show would be in the \$2,500 to \$3,000 bracket instead of its present figure. The Honeydreamers, radio network Vitacoustic platter harmony fivesome, have finally gained the exuberance of delivery that will make the youthful, handsome quintet a standout if they can come up with some smart specialty songs to fit their personalities. Their baseball parody and their *Oklahoma* bit are good and their harmony is distinctive.

The same holds true for comic Dick Gale, who continues to spruce up his act but has yet to find the stuff that is dished out by four-figure comics. Gale gets chuckles all the way, but he needs standout repartee (See Helsing's Vodvil on page 49)

Slim Gaillard Trio

(Reviewed at Toddle House, Culver City, Calif., May 12. Booked thru Music Corporation of America.)

With Slim Gaillard on the stand anything can happen—and does. He gives customers an evening of impromptu side-splitting comedy, coupled with a hefty helping of fine music making. Trio is composed of Gaillard on guitar; George Bledsoe, piano and vocals, and Robert Ross handling the hides. There's consider- (See Slim Gaillard Trio, page 41)

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, May 12)

Capacity, 550. Price policy, cover charge weekdays, 75 cents; week-ends, \$1. Publicity, Marjorie Winston. Production and act booking, Dorothy Hild. Band booking, Bill Burnham. Estimated budget this show, \$5,500. Estimated budget last show, \$4,800.

Highlight of these monthly openings continues to be the outstanding efforts of Dorothy Hild, whose productions are matched with good acts. La Hild opened with a timely routine built on *Nature Boy*, with a green-garbed nymph dancing in front of a background of sprites. Her closing show boat production, an idea often (See Marine Dining Room, page 48)

Blue Angel, New York

(Wednesday, May 19)

Capacity, 150. Price policy, \$3.50-\$4.50 minimum. Owner-operators, Herbert Jacoby and Max Gordon. Bookers, non-exclusive; publicity, Ed Weiner. Estimated budget this show, \$2,500. Estimated budget last show, \$2,500.

The present show is the same groove set here since the room opened. It has the same fine singing, a good novelty, and the comedy is sly rather than obvious.

Nan Wynn, looking mighty good, has apparently gotten a shot in the arm since last caught. She now stacks up as one of the finest stylists around. Using standards most of the way and working around rather than into a mike, the gal sells so competently with so much delicacy that she hushed the room right from the (See Blue Angel, N. Y., on page 48)

Versailles, New York

(Wednesday, May 19)

Capacity, 300. Price policy, \$3.50-\$4.50 minimum. Shows at 9:30 and 12:15. Operators, Nick Pronis and Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$2,000. Estimated budget last show, \$2,500.

Suzy Solidor, latest French importation, who was at the Paris La Vie Parisienne for 15 years, was brought in because of customers' requests. Miss Solidor can sing, showing an intimate style favored by many Gallic singers. But if she can sing—using a middle register practically all the way—she'll never win any beauty contests or be mistaken for a *Jeune Fille*. She's a big woman with shoulder-length platinum hair and apparently doesn't know a word of English. She did lots of American chatter in an effort to interpret her French songs, reading her lines from a piece of paper, with an accent so (See Versailles, New York, page 49)

Samovar, Montreal

(Monday, May 10)

Capacity, 275. Price policy, \$1.50 minimum. Manager, Carol Grauer; publicity, Marc Thibault. Booking policy, non-exclusive. Estimated budget this show, \$1,100. Estimated budget last show, \$900.

It's not a good policy to prejudge Samovar shows on the basis of looking at the budget, because the low nut is certainly no yardsick of the quality of the entertainment.

This time, for example, finds major (See Samovar, Montreal on page 44)

— — — FEATURE — — —

Exotic ATTRACTIONS

★ SEN LEE FU

"Chinese Exotic Star"

★ KAYREEDA

"Dancing-Exotic"

★ PATTI O'DAY

"The Petti Girl"

Write for our list of "Exotics" and "Features"

BILL MATHEWS AGENCY

Phone Dearborn 9031—Suite 400
54 W. Randolph St.
Chicago 7, Ill.

Hippodrome, Baltimore

(Thursday, May 20)

Capacity, 2,200. Prices, 40 to 70 cents. Number of shows, four daily. House booker, Mickey Aldrich. Show played by Jo Lombardi and the house band (12).

This, the house's first attempt at a disk jockey show, measures up pretty fair because of local appeal. Tagged *Radio Stars on Parade* and consisting of 10 acts, it's a bit long, and altho determined efforts on the part of all concerned are evident, there are only a few standouts in the show.

Emcee chores were handled capably enough by Al Ross, but the lad suffered from poor material which just didn't seem to get response.

Slim Stuart, in Western regalia, got by with some prairie vocals and top-notch yodeling to a fair hand, and Joe and Loe, jitterbug team registered in a couple of offerings. If that wasn't enough on the variety side, Johnny Faust brought on his marionettes for a sketch with very little continuity, entitled *Alice in Philcoland*, which is by way of saying, buy a new Philco. Good handling and a few laughs, but not much else.

Ellin, Stevens, Fenton

Certainly the high spots as far as radio personalities go were Marvin Ellin, Al Stevens and Eddie Fenton. Ellin, currently being given the nod by Columbia for his recent rediscovery of the hot Selvin platter, *You Darlin'*, showed a sharp line of patter and some new gags, helped along with easy, informal delivery, which drew plenty of laughs. Following thru on the disk angle, Ellin introduced Terry Grue, local chirp, who did all right for herself in looks and voice with a couple of pleasing numbers, winding up with an outstanding arrangement of the featured disk, *You Darlin'*. Al Stevens satirized his own telephone quiz show with a toy phone and some funny bits, and drew some hearty laughs for his exaggerated versions of contestants' reactions. Perhaps the best hand of the show came when the phone squirted water at him to wind up a brief but entertaining skit. Eddie Fenton, local sportscaster, did a bit a la Bill Stern with a Babe Ruth story to musical backing. Intense dramatic delivery did an amazing job in hushing the house, and netted Fenton excellent response.

The Metronomes, recently spotted as Arthur Godfrey's contest winners, drew terrific mits on all numbers. The trio (guitar, marimba and bass) did a beautiful *Stardust*, with a high-class vocal by one lad, and a couple of novelties, but scored best with a clever platter number, bringing in impersonations of top stars. Each of the lads was spotted and over-all did a fine job.

Closing the show was Henry Hickman, assisted by the others in a give-away session, with four contestants up to be quizzed for an armload of prizes. Hickman's pleasant personality and ability to keep things going at a rapid rate put this one over.

Pic, *The Adventures of Casanova*.

James A. Carter.

NICK LUCAS

Now Appearing

KEN MURRAY'S BLACKOUTS**EL CAPITAN THEATER**

Hollywood, Calif.

THE GREATEST ACT
of its kind and time**FREDDIE LEWIS***wizard of the musical saws*Management - SEYMOUR SHAPIRO
32 W. Randolph St. Chicago, Ill.**VAUDEVILLE REVIEWS****Radio City Music Hall,
New York**

(Thursday, May 20)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows, four daily; five, Saturdays. House booker, Leon Leonidoff. Show played by Alexander Smullen's ork.

The new show has many pleasant moments, but they're lost in over-long routines by specialty acts. Thru judicious pruning these acts would get top hands instead of wearing out their welcome.

Rudy Cardenas, for example, is a fine juggler. He handles balls, hats and other objects with a disarming ease, with his mouth-wand catching of balls being particularly adept. But the lad is on for so long he grows monotonous.

The Ruddells (3), a trampoline act, is always good for sight values, but here, too, there is a stretch-out that seemed needless on the show caught. The team's comedy bits are cute and good for laughs, but they're not that good that they can be pulled out to the point of ennui.

The Leonidoff productions with Bruno Maine sets are excellent. The first production is the ballet featuring the house staff, Patricia Bowman and Rudolf Kroeller, with choreography by Florence Rogge. The scene starts with a scrim showing applauding hands, while an off-stage voice announces a ballet done in the gaslight era. The scrim parts and shows an onstage scene behind the foots looking out front, while the corps de ballet go thru their routines. This has been used here before, but it's always good for top applause. Toni Grunschlag, gal pianist, did a Chopin piece from the pit as the chief accompanist for the ballet.

Rhine Gardens

The second scene shows the Rhine Gardens in Cincy back in 1861, complete with beer mug toting waiters, brass band and table squatters. While the set was good, the idea wasn't too well handled. The glee club, who pose as musicians on the stand, come down front for a meaningless vocal based on musical instruments. The over-all effect desired wasn't reached.

The finale shows a movie set with boom mikes, spots, camera, director and a boy-girl scene based on a musical comedy motif. The big number in this one was *You Ought To Be in Pictures*, segueing into the well-known precision work of the Rockettes, winding up to the now accustomed big hand.

Pic, *The Pirate*. Bill Smith.

Strand, New York

(Friday, May 21)

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

This is a spotty show with Eddie Duchin and his 15-man ork, hardly enough to satisfy any but Duchin fans. Aside from Duchin and his girl vocalist, the bill has two other acts when another could have been added for substance. The fact that the ork is still mainly a dance band strong on brass doesn't help too much in giving variety to the bill.

Band opens with *Great Day*, featuring Duchin on the ivories in an interesting arrangement. The front-er's personality comes thru in appealing fashion, and his piano tinkling wins rapt attention. One specialty number, *The Peanut Vender*, was favorably received and he could have done more. Otherwise Duchin concentrated mostly on standards with a few pops thrown in.

Jerri Kever, Vocalist

Jerri Kever, band's vocalist, is a good-looking blonde with potentialities. She has a big, brassy voice and really does a selling job. Both her

Paramount, New York

(Wednesday, May 19)

Capacity 3,654. Price range, 55 cents-\$1.50. Four shows daily; five Saturdays. House booker, Harry Levine. Show played by name ork on stage.

The show is equally divided between whimsy and sly humor, with only the singing in between failing to register. The whimsical part of the bill is held up by the Wiere Brothers, who go thru their standard act with skill, building gradually for adequate returns. Main difficulty here is inability to see them to good advantage. The three lads look best against a drop of some sort. Here, the presence of the band on stage almost camouflages them. If the band could be blacked out while the Wieres work in white spots, this condition might be removed.

Henry Youngman carried the ball for the real belly laughs. His in-offensive, non-tumult delivery built from titters to giggles ending in yocks which came from all over the house. For his current date, Youngman opened his act with a rib at *Nature Boy*, wearing a wrap-around leopard skin. The visual effect was funny by itself; with it he threw in a lot of new gags that hit the audience's funny bone. The tall comic wound up with his *Life Story*, also refurbished with new gags, winding up way ahead.

Lina Romay

Lina Romay had trouble practically all the way. In her first theater date as a single, the gal was handicapped with a bad throat. Choice of songs was good, but her throat was so bad that delivery meant less than nothing.

Buddy Moreno's band (14) is a pleasant enough outfit, with the ex-band chanter making a good appearance up front. But if looks were okay, the material chosen showed poor judgment. A *Hawaiian War Chant* opening, tho fast and in keeping with a tradition to open with something bright, was meaningless. Moreno has a nervous quality, possibly due to over-anxiety, that stymied him almost every time he attempted a vocal. In his one effort to inject some informality in a bit with his band canary, Perry Mitchell, he missed by a mile. Impression was that a private party was going on, rather than an act for the customers.

Perry Mitchell, gal singer, showed a nice pair of pipes but little flair for selling. Tempo was strictly that of a band singer, with phrasing almost non-existent.

Pic, *Sainted Sisters*.

Bill Smith.

numbers, *My Mamma Says No* and a jazzed-up version of *Take Me Out to the Ball Game*, got fair hands, but with stronger tunes she would ring the bell.

While Perry Franks and Janyce, a handsome dance team, have an idea in combining taps with conventional ballroomology, the execution is off. With a bit more sharpening the team could be better. Franks, the tapper, is the better dancer of the two and should also develop his talent for cleating to South American music as shown in his *Begin the Beguine* number.

The set-up of the show is a natural for a comic, and Artie Dann takes advantage of this to get by with gossamer thin material. Dann has a pleasing personality but builds most of his act on his large schnozz. While his nose gags may be good for a few yocks, the routines are hardly enough for a sock act. If Dann had better material he might really rate, because he gets the audience from the time he's on.

Pic, *Silver River*. Leon Morse.

State-Lake, Chicago

(Friday, May 21)

Capacity, 2,800. Price, 95 cents straight. Five shows daily, six shows week-ends. Exclusive booker, Nate Platt. Show played by Sammy Kaye's band.

Tho Sammy Kaye has always played local houses with about the same program format, each new visit carries innovations in showmanship that add zest. Along with spruced-up repartee by Kaye, new gimmicks, such as having the Kayedets, harmony unit, do a time step while backing crooner Don Cornell, plus the old Kaye tricks, resulted in the show getting lusty response.

Dick Edwards, pianist and tenor vocalist, is a recent acquisition who fits into the Kaye scheme. He has a straight classic voice that puts over *Because and Now Is the Hour*. De-mure Laura Leslie and Don Cornell rated their usual encore hands on a pair of numbers by each. Tho "so you want to lead a band" has been around a long time, Kaye's handling of participants makes it substantial entertainment.

Olsen and Joy, contortion and tumbling team, lived up to the Kaye standard, offering a continuous display of flips and twists that rated a callback. Cy Reeves, deadpan comic, was fortunate to work in front of an audience largely made up of pew sitters who had not yet caught his turn. Reeves hasn't changed but three gags since his last appearance. If he's banking on a future in show business, he'd better buy some life insurance in the form of gags. He's no ad libber. Johnny Sippel.

**Evelyn
WEST***America's Most Publicized
Exotic Star*

DIRECTION

ALEXANDER CHARLES
601 SO. VERMONT • LOS ANGELES, CALIF.**America's
Newest
Foreign
Grotesque
Sensation****KARL
LASSEN***Hilarious Danish Comique Stylist*Held over third week at New York's
HOFBRAUBooked thru KURTZ AGENCY
1674 Broadway, New York 19, N. Y.
CI-rcle 6-8960

Presenting

DIRECT FROM HOLLYWOOD

In Person

Bob Nolan and His

SONS OF THE PIONEERS

COMMENCING JULY 10—LIMITED DATES.

JOLLY JOYCEWrite
Wire
Phone
WAInut 2-4677 Earle Theater Bldg.
WAInut 2-9451 PHILADELPHIA, PA.



SELAN'S
World's Largest
Creators of
HAIR STYLED PIECES
Write For
FREE CATALOG
Our Hair Goods are all
expertly made of the
finest first quality
HUMAN HAIR.
Write for our FREE
CATALOG and
WHOLESALE PRICE
LIST on latest style
Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

• Waterfalls • Braids
• Chignons • Page-
boys • Top Curls
• Switches • Trans-
formations • Wigs
• Toupees

Always - THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms
with bath and radio

"Everything New but the Name"

ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles
FRANK WALKER, General Manager
formerly at the OLMSTED
Cleveland, Ohio

COMEDY PATER. FUN-MASTER

"The Show-Biz Gag File"

Nos. 1 to 22 @ \$1.00 Ea.
10 Parodies for \$10.00.

"How To Be an Emcee"

\$3.00, Including 2 Gag Files.

Send for list Comedy Material, Parodies,
Comedy Songs, Minstrel Patter, Black-Outs,
Bits, Skits, etc.

No C. O. D.'s.

PAULA SMITH

200 W. 54th St. New York 19

SINGERS — EMCEES — COCKTAIL UNITS — ORIGINAL SOCKO MATERIAL —

Band Novelties — Comedy Songs
PARODIES

Sample parody and Catalog, 10¢

MACK MUSIC COMPANY
808-B Hoffman Bldg. Detroit 1, Mich.

HOWLS!

Comedy material sale: Punch Lines gaffles
1 to 6—\$1 per file. Original bellylafts on
many topics • COMEDY TEAM CROSS-
FIRE \$2 • Comebacks to Hecklers (or-
iginals) \$2 • Topic monologues, original
POLITICS \$2, BABYSITTERS \$2 •
LAPFILE collection of jokes \$1 • Special
Introductory offer: Order \$3 worth of ma-
terial and get 6 parodies free plus our latest
gaffile. Or order \$10 worth and we'll write
6 gags especially for you, any topics.

LAUGHS UNLIMITED
276 W. 43rd St. New York City

Calling All Comics!

Laughing Stock Series, Nos. 1 to 5 \$1 Each
Master Monologues, Nos. 1 to 4 \$2 Each
Hits & Bits, Nos. 1 to 3 \$1 Each
Rapid Fire Routines (Acts), Nos.
1 to 3 \$2 Each

SAM PERRY Room 301, 1650 Broadway
New York, N. Y.

ACTS WANTED

Outdoor and indoor of all kinds. For night-
club, theater, convention, banquet and out-
door bookings now. Write, wire, come in!

RAY S. KNEELAND

AMUSEMENT BOOKING SERVICE

75½ West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 30 N. Dearborn St.
CHICAGO 2, ILL.

LOOK!!! A Secret in Hair Curling

FOR THAT NEW LOOK—COIL CURLERS—The new easy to use curler
has no equal in setting beautiful curls that stand combing for days. So quick
in action. So good you need no permanent. So light and comfortable to sleep
on. So easy on your hair. Such lush natural curls, waves and ringlets! No
heat, no chemicals. COIL CURLERS do not show. Your hair looks curled
while COIL CURLERS are working. Millions sold. Illustration is guaranteed
an actual photograph of Coiled Curls. Don't miss this!!! Order your Bonus
package today. 48 curlers, \$3.00 postpaid.

HUMPHREY PRODUCTS CO.
1931 THIRD AVE., DETROIT 26, MICHIGAN

YOU WILL BE
DELIGHTED

New York:

Stem, 410G, Upped by Roxy, 115G; Cap 95G, Para 60G

NEW YORK, May 22.—The jump in the Roxy grosses for the first week was responsible for the slight lift in over-all takes this week to \$410,000 from last week's \$408,000. Business in the rest of the Stem presentation houses was off from normal—due to natural fading of holdovers—to plain bad in the case of the Strand.

The major reason for the Roxy take was the intense publicity it got for *Iron Curtain*. The leftists and the opposition picketed the house all week. A riot which broke out got plenty of space in the local papers, and the box-office profited.

Roxy (6,000 seats; average \$89,000) attracted a whopping \$115,000 for its preem week with the Ed Sullivan-Arthur Lee Simpkins show onstage and *Iron Curtain* on the screen.

MH Closes With 100G

Radio City Music Hall (6,200 seats; average \$115,000) wound up its four-weeker with \$100,000. The bill had

State of the Union and Bob Williams. The new show, reviewed this issue, has the Rudells, Rudy Cardenas and *The Pirate*.

Capitol (4,627 seats; average \$66,000) pulled \$95,000 for its third week, with Xavier Cugat, Harvey Stone, Rose Murphy and *Homecoming*. The previous frame saw \$114,000, and the opener was \$134,000.

Paramount (3,654 seats, average \$76,000) exited with \$60,000 for its fourth and last week with the Duke Ellington band, Ella Fitzgerald and *The Big Clock*. The bill opened to \$100,000 followed by \$81,000 and \$70,000. The new show, reviewed this issue, has Henny Youngman, Lina Romay, Buddy Moreno's ork and *Sainted Sisters*.

Strand (2,700 seats; average \$40,000) ended its two-stanza frame with a poor \$40,000 versus an opener of \$55,000. The new show, reviewed this issue, has Eddy Duchin, Artie Dann and *Silver River*.

SAMOVAR, MONTREAL

(Continued from page 42)

domo Carol presenting a solid and varied layout topped by Imogene Coca, who finds this arty room perfectly fitting to her format.

Miss Coca did okay in all her numbers, which were neatly thumbnailed into a concise and smartly patterned routine. All her stuff got howls—particularly the take-off on the fur fashion show, a satire on the current fad of East Indian dancing and like numbers. She had to beg off.

Don Dennis, in the tee-off spot, set the patrons in an attentive mood with a Tony Martinish style of singing and presentation. He's okay on looks and paced his act well with a variation of ballads and more serious items.

Dennis garnered a warm mitt with a neat arrangement of the oldie, *Bye, Bye, Blackbird*.

The new ballet terp team of James and Evelyn showed good possibilities and worked well together, but the projection will have to be sharpened for more commercial appeal. Their work is actually a series of pas de deux, with plenty of toe spinning being featured.

Bill Skinner's ork backed the show pleasingly and Carol emceed acceptably. Charles J. Lazarus.

SLIM GAILLARD TRIO

(Continued from page 42)

able switching on instruments, with Gaillard showing off his multi-talent musical personality, changing from guitar to bass to piano to drums. Bledsoe shifts from piano to bass. In putting on the show portion of the night's offering, the group remains a threesome. While playing for the dancing, saxman Bumps Myers joins.

The jamnistics flow like wine as the group lays down the infectuous beat with Gaillard's guitar conceptions and Myers' expert sating providing ear interest. Best in the book is his version of *Ole Buttermilk Sky*, in which he uses that ditty as the pivot in a medley. A top-notch showman, Gaillard holds the audience in the palm of his hand. Moving easily from the zany (he is dropping vouty roony patter and is about to give birth to a "new language") to the serious, Gaillard scores solidly in both. George

Bledsoe is outstanding on vocals. Lad possesses a Nat Cole quality in his voice while still retaining a song style of his own. Spot's op, Johnny Toscano, has switched the policy from burly to variety shows to jazz with Toddle House becoming one of the two sole swing houses left in a town where they once flourished.

Lee Zhitto.

DIRECT BOOKING PAYS

(Continued from page 41)

they know the prices operators can pay by comparing notes and even how well they can do in certain spots. So now when they get calls from operators asking who is doing their booking, they deal directly.

FRANK PALUMBO'S

(Continued from page 43)

ology that takes in the Castle walk, honey bug, cake walk, et. al.

Also for dance designs it's the mixed team of Wade and Wade. Once the gal gets over her throaty piping, the boy and belle give out with lively and rhythmic heel-and-toe work. It's tuneful tapping, singly and collectively, all the way.

For added comedy measure, Mousie Gardner, as the loony piano virtuoso, has an easy time of it with his slapstick Steinwaying. The line of girls winds it up in bright fashion. It adds up to a show with mass appeal for the family trade and visiting fireman alike who inhabit this theater-styled and terraced room.

Rocky Valentine's music (8) is still on tap to give the show stellar support, with pert rhythms for the dancing on stage. The Versatile Trio (3) makes the music continuous.

Maurie Orodener.

WALNUT ROOM

(Continued from page 42)

with specialty lyrics in a manner that would make her a fit tutor in salesmanship for most chirps. Bishop should drop the musical cocktail routine he's featuring the boys in the band on during the floorshow in favor of something more original. A comedy number by his impressive glee club might better take up this spot.

Florence and Frederick were limited to three numbers when the fem came up with a ripped skirt. A Parisian duo only 16 weeks in the States, their lifts and whirls bear a distinctive trade-mark and are accomplished with an ease that should put them into the name class. The male's handling of the fem in difficult moves brought mits from this sedate crowd during each number. Johnny Sippel.

Big Fuss Over AGVA Delegates

(Continued from page 41)

ficially heard from and the delegates are as follows: Figures in the brackets show number of delegates to which an area is entitled:

Baltimore (1), Jack Taylor; Boston (4), Jack Edwards, Ralph Morgan, Danny Creedon and Eddie Kane; Buffalo (1), Lenny Paige; Chicago (7), Dick Ware, Jack Gwynne, Charles Weaver, Joe Wallace, Bert Davis, Jane McDonough and Bee Haven; Cincy (2), Bob Edwards and Lester Lake; Cleveland (2), Bob Ellsworth and Al Sterling; Columbus, O. (1), Bill Ogden; Dallas (1), Sherry Lynn; Denver (1), Lester Harding; Detroit (3), Russ Wright, Al Tucker and Larry Kent; Houston (1), Cal Emmett; Kansas City, Mo. (1), Joe Paige; Los Angeles (6), Jean Arthur, Eddie Rio, Rex Weber, Danny Beck, Frank Evers, Harry Mendoza; Miami (1), Buddy Walker; Montreal (1), Tom Auburn; New Orleans (1), Earl Warner; New York (11), Jerry Baker, Henry Dunn, Dewey Barto, Hal Sherman, Danny White, Russell Swann, Phil Foster, Margie Coates, Jimmy Lyons, Joe Smith and Jimmy Hollywood.

New York alternates are Arthur Ward, Chi Darrow, Frank Ross, Phil Irving, Phil Carter, Jackie Bright, Francis Carlisle, Jack Guilford and Murray Lane; Phoenix (1), Bob Roberts; Pittsburgh (2), Lois Donn, James Flannery; Philadelphia (3), Alan Gale, Eddie White and Frank Arena; Portland, Ore. (1), Phil Downing; St. Louis (1), Al Mack.

All delegates who receive credentials will get their round-trip fares, hotel lodgings and \$6 daily for expenses while away from home.

It is planned to have an official luncheon for delegates June 4 with all sorts of trimmings.

LE RUBAN BLEU

(Continued from page 42)

Hildegard are particularly devastating. The rest of her act is in the same vein. She shows a mastery of the rapier that is almost sadistic but gets howls. Unfortunately her material is too limited except for the so-called chi-chi audiences in intimate rooms. The gal has been around for some time which probably means that she's taken for granted. Some day she'll be "discovered" and, if it isn't too late, might get out of the East side.

Muriel Gaines showed a lot of promise when she started. But somewhere along the way she lost it. She's getting heavier and her selling style lacks enough authority to hold an audience.

Fletcher and Sheidy

Fletcher and Sheidy have a good idea and a good act. One lad does vocals while other does an accompanying panto. The effect is funny, and their appearance (one kid's short, the other is tall and lanky) heightens it. A Bette Davis bit was another yock puller. The boys look as if they're fresh out of college, tho they need better clothes. With proper handling and spotting, the team should do okay here for some time. With more commercial material, they'd fit in a hotel room.

The Normann Paris Trio (bass, guitar, piano) are lost on the bill. They back up Miss Gaines nicely, but that's about all.

Julius Monk emsees in haughty fashion but apparently gets the desired results here. Bill Smith.

Central Philadelphia CLINTON HOTEL SPRUCE

200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned
COCKTAIL LOUNGE
WALKING DISTANCE OF ALL THEATRES

Burlesque

By UNO

ARABELLA ANDRE and Johnny Del Mar, warbler and straight man, finished the season on the Jack Kane circuit at the Grand, Youngstown, O., May 15, and will return to niteries. . . . Jess Mack opened May 29 with George White's Scandals at Florentine Gardens, Hollywood. . . . Cleo Canfield left the Binder-Rosen unit on the Hirst wheel to manage the Canfield Cafe in St. Louis. . . . Sammy Price and Betty Morgan opened at the Roxy, Montreal, May 21. Thence for a return to niteries. . . . Sammy Spears, after a week at the Grand, Youngstown, O., shifted to the Roxy, Cleveland, for May 28 opening. . . . Maurice Kurtz plans to install a Jewish Gay '90's show for the summer in the Kentucky Club, Woodbridge, N. Y., on the Borscht circuit. . . . Ted Wayne and ork move June 5 into the O'Henry ballroom, Chicago, after a record run in the Circus Room, Wisconsin Hotel, Milwaukee, where Bob Stevens' ork, booked thru Bill Schwartz, substitutes until Wayne's return in August.

DAWN BROTHERS, whistlers, open early in July in Springfield, O., for 10 consecutive weeks of fair dates over the Gus Sun time thru Ben Shanin. . . . Helen Bride, ex-Hirst circuit principal, was parted by friends on her marriage to Robert P. Raab, auto merchant, in New York last week. . . . Karl Lassen, Danish folk lore singer, held over a third week at New York's Hofbrau. . . . Tina Mix is the new straight fem for the comedy team of Binder and Rosen. . . . Nat Ozman, house singer and character man at the Hudson, Union City, N. J., was taken ill last week. Pinch-hitting for him were, in the scenes, the ballroom dance team of Lowell and Marvelle and, in vocals, Dick Allen, from local niteries. . . . June Stevens, new strip principal on the Hirst wheel, is a graduate from the Troc, Philadelphia, chorus. . . . Jessica Rogers is at the last Frontier Hotel, Dallas. . . . Dr. Simeon Steves is on a motor trip to Los Angeles, San Francisco, Reno, Salt Lake City and St. Louis. . . . Zany-Acks musical trio, opened at the Dawn Lounge, St. Paul, following a week in the Violina Room, Kilbourne Hotel, Milwaukee. . . . Paul DeSavino, electrician at the Hudson, Union City, was birthday-feted by the chorines May 15. . . . Lou Powers, comic, is under medical treatment at the Bridgeport (Conn.) Hospital. He had to leave the Hirst circuit last November. . . . Illona Knight (formerly Judy Crawford) has switched mascots, going from a Chihuahua (Bambi) to a German shepherd (Peggoty). . . . Red Lieb, burly show promoter, is the new owner of a cruiser he has named Rags Ragland after the recently deceased comic. . . . After a nine-week stretch at the Empress, Detroit, Joe Hammond, Frances Merrill and Diane Morgan have returned to their native Buffalo for a brief vacation. . . . Harryetta Trieger, Spanish dancer, is playing a return engagement at the Band Box, Chicago.

VHCS Gets "Turn to Right"

NEW YORK, May 22.—Turn to the Right, which was produced by the Equity Library Theater several weeks ago, is going out on a one-week try-out tour of hospitals for Veterans Hospitals-Camp Shows, May 29. Next fall the show will be on the veterans' circuit for six months. The play was directed by Edward Ludlum and among the actors are Louis Wilson, Michael Cripanuk and Jean Barker.

CLOWNS' — BURLESK COMEDY PROPS

Wigs, Costume Accessories, etc. (Assortment, \$5.00. No C. O. D.'s)

FREE LISTS.

"HAPPY" MORGAN'S CLOWNSHOP
2404 N. 15th St.,
Philadelphia 32, Pa.

Canadian Biz Gets a Hypo As 25% Tax Is Knocked Out

(Continued from page 3)

season it is certain to benefit all branches of showbiz.

Altho the tax removal is applicable thruout Canada, the effect will be felt only in certain provinces. During the war the federal government, by order-in-council, forced the provinces to vacate certain fields of taxation, the amusement tax income being lost by the provinces.

Only Quebec and Alberta?

After the war the tax issue became a hot political potato, with provinces trying to reclaim the vacated tax fields. Now that the federal government has left the amusement tax field and the provinces are again in, the benefits are certain to be felt by only two provinces—Quebec and Alberta—which have announced that they will pass on the benefits of the federal action intact to their citizens.

In Ontario the provincial government will levy the 20 per cent tax let go by Ottawa, and in Manitoba the government will not only take over the amusement taxation field but will hike all amusement taxes to the 25 per cent level. British Columbia is ready to proclaim its own amusement tax. What the other provinces will do is unannounced as yet.

Not Everybody's Happy

With tax taken off all amusements—including niteries and pari-mutuel tickets—Quebec was well off, but not everybody was happy. First to voice opposition to the tax removal was The Montreal Daily Star which editorialized:

"... Surprise will be expressed at the tax relief accorded night clubbers and race-track bettors. Certainly there exists no more legitimate target for the tax gatherers' attention than these. There is no valid reason, at a time when there is a large amount of luxury spending, why night-club patrons and racing enthusiasts should not contribute substantially to the cost . . . of new health schemes, hospital construction and the cause of welfare generally."

While the removal of the tax is encouraging, the amusement industry, along with other industries, are disappointed that the government could not see its way clear to reduce income taxes. On the whole, however, the average citizen will feel much more like going to amusement places now that the heavy tax has been removed. Here's the situation:

NITERIES

In the nitery field removal of the tax will be especially beneficial (see full story in Night Club Department). Loss of business because of the tax has been big, and the end of the bite may mean a complete realignment in show policies on the part of clubs.

LEGIT

Lifting of the levy from legit ducats probably will mean a hypoing in Canada of legit b. o. and an increase in Montreal in the number of road companies that want to show their stuff. It has been well known that many a road company has decided to by-pass Canada because of the heavy amusement bite. (The D'Oyly Carte Gilbert and Sullivan troupe didn't show up here for that reason.) With the reduction in ticket prices, road companies will now be encouraged to come to Montreal more often.

CONCERTS, BAND ONE-NIGHTERS

Sponsors of longhair and band personal appearances are particularly overjoyed. Here also it was necessary until now to set tickets at a high price in order to take care of the tax. However, the end of the levy means that the impresarios will not be afraid to go out and book the bigger

stars, since with the tickets reduced in price, the chances of getting off the nut will be that much easier.

UNIT SHOWS, SPORTS, PARKS

Removal of the tax will also have a beneficial effect on circuses, roller and ice shows, baseball and hockey games, wrestling and boxing matches, amusement parks, etc. In general it means that promoters are now anticipating larger crowds (with ticket prices down) and with the increased revenue they will be able to provide more stellar attractions.

For example, the top movie houses have already cut their top ducat price from 67 cents to 57. When the same principle is carried right thru the amusement industry, the effect will be an over-all boost in b.-o. receipts which will, in turn, result in better quality entertainment.

The budget generally, aside from removal of the admission tax, had no special good news for the amusement industries. Such imports as are still permitted into Canada after the embargo on many items to reserve Canada's dwindling U. S. dollar supply, will still retain their present prices, if not go higher, since there has been no pronounced change in the tariff scale.

AEA Regular Ticket Gets No Opposition

NEW YORK, May 22.—The regular ticket of Actors' Equity will have no opposition next week at the May 28 quarterly meeting of the union at the Hotel Astor. This means that Edith Atwater, Sidney Blackmer, Clay Clement, Edith Meiser, Eddie Nugent, Erin O'Brien Moore, Barbara Robbins, Bill Ross, Loring Smith and Ann Thomas, the regular Equity slate, are certain of election to the council for five-year terms. Basil Rathbone is also assured of a third vice-presidency for one year, since he was also nominated on the regular ticket.

The fact that no opposition slate appeared in the 30 days granted for a petition to appear by Equity regulations is regarded as a sign of unity within the union. The fact that the president of the Stage Managers' Club, Bill Ross, will now sit on the council should help their cause greatly.

Much of the discussion next week will center about recommendations for the pact to be negotiated with the League of New York Theaters in the fall. Whatever the new demands of Equity are, the union, it feels, will find the League putting up a strong front against any kind of wage increases, as other legit unions have discovered recently.

Jugglers' Conclave At Jamestown, N. Y.

JAMESTOWN, N. Y., May 22.—The first convention of the International Jugglers' Association, 100 members strong, will be held here June 27-30 in the Hotel Jamestown, reports George DeMott, publicity chairman.

All jugglers and all who are interested in juggling are invited to attend, DeMott says. A special program and banquet are planned. Harry Illions, operator of Celoron Park here, has offered free parking facilities for those attending in trailers.

The association's officers include Art Jennings, president; Eddie Johnson, vice-president; George Barvin, secretary, and Roger Montandon, treasurer. The convention committee is headed by Dr. William H. Crosby, general chairman, with Vice-President Barvin in charge of program.

Magic

By Bill Sachs

G.RAY TERRELL, assisted by Judy and Jack, have been handed a holdover at the Edgewater Beach Hotel, Chicago. . . . John Prince Mendez, former This Is the Army magicker, played the Bushnell Memorial, Hartford, Conn., May 11, sponsored by the Hartford Policemen's Mutual Aid Association. Jack W. Gordon, Hartford, made the booking. . . . W. C. (Dorny) Dornfield has set Stuart Cramer's Chan Wing Chinese turn for the forthcoming annual Chicago SAM show. Cramer, who hails from Cleveland, will take with him two assistants, and the trio will make the hop to Chi in a new Hudson 8 which magic bought. Oddly enough, one of Cramer's assistants is really named Bob Wing. . . . Milbourne Christopher scribbles from Port of Spain, Trinidad, under date of May 12: "Did a guest shot with Fu Manchu's show at the Carlos Gomez Theater in Rio on my last night there. Performed my rope tricks in his Magic Bazaar scene. . . . Lucille and Eddie Roberts, magical mentalists, return to the Cottillion Room of the Hotel Pierre, New York, June 1, for the fourth time. They're in for four weeks this trip."

MCDONALD BIRCH comes thru with the word that, despite all the talk about a slump, his business is holding up well, and that the season, which winds up in another week, will be one of the best he's ever experienced. After a date at the Barblizon Hotel, New York, for the Parent Assembly of the Society of American Magicians, Birch and his wife, Mabel Sperry, will hit out for Birchwood, their summer home at Malta, O. Mack and Mabel recently were made honorary members of the Oklahoma City Magicians' Club, with the members also tossing a steak dinner in their honor. The Little Rock IBM Ring recently tendered the Birches a party at which they presented Birch with a beautiful wand and Mabel with a box of candy. In Fort Worth, Ren Clark, president of the International Brotherhood of Magicians, entertained them at his home. . . . Jay Palmer and Doreen, who have been keeping busy with their comedy magic on private club dates in and around New York the last several months, will resume for Camps Shows on the veterans' hospital circuit at Topeka, Kan., June 28. Writing from the Big Town under date of May 13, Jay says: "Our Magic Kettle and other tricks with the comedy angle are just what the bookers want. On our coming hospital tour we undoubtedly will meet up with a lot of the boys who saw our act in Europe and the Far East. We can't get to New Orleans for the IBM convention but will make the SAM conclave in Atlantic City in June. We were hoping to get bookings in England but the difficulty of taking money out of England and other red tape chilled us on the idea. The hospital tour will keep us busy all summer."

COSTUMES

Rented, Sold or Made to Order for all occasions. Custom MADE GIFTS. Send 25¢ for Sequin and Hat Hair Ornament and receive Circulars FREE. THE COSTUMER 235 State St., Dept. 2 Schenectady 5, N. Y.



WANTED

EXOTIC DANCERS & STRIPS For Theatres and Clubs from New England to California.

Be a Booster for

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

WANTED

Burlesque Performers.

Specialty and Semi-Nude Dancers. Write

PRESIDENT FOLLIES

San Francisco 2, Cal.

E. SKOLAK, Mgr.

Barns Spurn Unit Packages, Prefer Single Guest Star

NEW YORK, May 22.—Resistance among summer stock operators to unit package shows has virtually killed them off. Except for one or two plays, most of the packages traveling the silo circuit this season will consist of a star and perhaps one other thesp. Last season there were many packages playing haylofts with practically full casts, but the barnyard impresarios have decided not only that they want to put their own shows on but also that they want to put their resident acting companies to work.

The styling this season will be to use one star backed by the resident company. Among their partial packages will be Mr. and Mrs. Brandon Peters in *Life With Father*, Glenda Farrell in *The Fatal Weakness*, Lillian Gish in *The Marquise*, Virginia Gilmore in *John Loves Mary*, Richard Arlen in *Made in Heaven*, Conrad Nagel in *Berkeley Square*, Leo Carillo in *The Bad Man*, Richard Ney in *Candlelight*, Hazel Dawn and her

daughter in *Years Ago* and Mady Christians in the *Constant Wife*.

Edward Everett Horton

Among the remaining full pages will be Edward Everett Horton in *Springtime for Henry* and Joan Caulfield and John Payne in *Voice of the Turtle*. Incidentally, the revolts of the summer stock managers resulted in *Turtle's* being made available to all barn theaters even if they didn't want to buy the package being offered by H. Clay Blaney and Charles Russell. The prices for these units range from \$1,250 to \$3,500 guarantee plus percentage.

Last season many Hollywood stars came East for the season and made a potful of dough. Lucille Ball, for example, cleaned up in *Dream Girl*. This year with the British picture ban relaxed and film activity starting up again on the Coast, the pixers are loath to leave Hollywood.

Several legit agents have worked out summer stock deals for picture names and even booked them for several weeks, only to find the film stars backing out at the last minute. The Hollywoodians are interested in legit work but don't want to be booked until about June 15, much too late for a prudent manager to set his schedule.

Many legit stars are offering hayloft producers not one script but several to pick from. Sidney Blackmer is willing to play in *Years Ago*, *Chicken Every Sunday* and *All My Sons*. Eddie Nugent and Lois Wilson can troupe in *George Washington Slept Here*, *Male Animal* and *Junior Miss* and Eugenie Leontovich wants to play in either *20th Century* or *Years Ago*.

Several packages are being brain-trusted with new scripts. Elissa Landi and Tom Rutherford will act in *After Aurora Sings*, which she wrote with Curtis Thomas, and Ronald Graham will play the lead in Richard Diamond's Chinese operetta, *Ting Ling*, which Ogunquit has already booked.

"Children of Vienna" To Star Canada Lee

NEW YORK, May 22.—Eugene Sharin and his London partner, Bernard Goodman, will present Canada Lee in the dramatization of Robert Neuman's novel, *Children of Vienna*, early this fall. The production will be taken later to London. Lee will play an American army chaplain dealing with war-uprooted orphans.

Shortly after *Vienna*, Sharin-Goodman will unveil Louis Lynch's D'Alton's *They Got What They Wanted*. *Wanted* has already been on the Abbey Theater's Dublin rep. Possibly the author will be imported for the lead slot.

New Experimental Group Bows June 15

NEW YORK, May 22.—The newest off-Broadway experimental theater group gets under way at the Provincetown Playhouse June 15 with Jean Cocteau's *The Infernal Machine*. The group, styling itself The Inter-players, comprises 25 actors, directors, playwrights, designers and technicians.

The org's objectives will be modeled on previous approaches of the group theater and the Provincetown Players, developing talent in a permanent troupe via continuous experience in roles ranging from leads to bits. The troupe will experiment primarily with the works of unknown playwrights.

BILLBOARD BACKSTAGE

By Joe Csida

The Awards Racket, or How We Clean Up on Winners

(Continued from page 13)

wined and dined after working all day to pick the winners. Not to mention incidentals, of which there are plenty, in running any kind of a competition legitimately.

On the Donaldson Awards we also have committees to keep us on the right track, make with ideas for improving the set-up, etc. We hold a Sardi cocktail klatch with the over-all committee (producers, actors, designers, et al.), and another with the stage managers before preparing the book and ballots each year. Naturally we pick up the tab.

Let us spare you any more of the details. Take our word for it that the Donaldson thing costs us another conservative 5 to 6G, all told. And that's the one (we repeat for the hip circle) on which we won't take any ads.

Why Do We Do It?

Same thing applies, give or take a G or two, for any of our other competitions, and we're looking for anyone who wants to split the profits and losses on these deals. Drop in *Backstage*. Then why do we do it? Simple. In the long run it helps us make that buck we were talking about. (1) It makes top-grade reading. (2) It does the winners, and the losers, plenty of good. (3) It spurs and stimulates better efforts in the phase of the business covered.

And in walks the guy with the rasp in the voice again: "Aaaahhh. Look at all the promotion you get." (The Donaldson Awards' ABC network show, newspaper and magazine pick-ups, etc., the guy means.) Sure, we get promotion out of it, and we like it, and it helps. But by no means directly in the dollar department. We don't want non-trade people to read this sheet. Can't get a high enough ad rate, the business department tells us, to let circulation run out of hand, particularly nonpro circulation.

But, like we said, we think it's the kind of stuff our readers like to read; we think it helps the business in an important way. Excuse, please, now. We gotta go talk to Bob Francis about this year's Donaldson Awards, and Jerry Franken is due back from Hollywood any minute and we wanna get together with him to tie up the loose ends on the rest of this program competition. And Joe Carlton has his '48 disk jockey survey staring him in the face. And Bill Smith wants to start a thing in the Night Clubs-Vaude Department.

Those circus and carnival and coin machine guys! No imagination.

No Philly Legit For Party Meets

PHILADELPHIA, May 22.—Whatever else Philadelphia is putting on for the entertainment of the convention delegates to the Republican and Democratic get-togethers in June and July, it won't be wooing the out-of-towners with legit stage fare. Among the four legit houses in town, all operated by the Shuberts, the Shubert has been in storage for the summer for weeks, the Forrest and Walnut shuttered last Saturday (15) and the Locust calls it quits next Saturday (29) after a fortnight stand for *Anna Lucasta*.

It's the earliest curtain for the legit season in years and an indication of the kind of business the playhouses have turned in all year.

"Annie" Closes in Melbourne

MELBOURNE, Australia, May 22.—The musical comedy, *Annie, Get Your Gun*, concluded a 44-week season at his Majesty's Theater here May 12, which constitutes an all-time record for musical comedy in Melbourne. The previous best was *Rose Marie*, which ran for 39 weeks some years before the war. One of the stars of the performance was Webb Tilton from the United States. The cast has gone to Adelaide, South Australia, for a month's season before opening in Sydney, where it is expected to break the *Rose Marie* record again.

No New Seats for Westport

WESTPORT, Conn., May 22.—High construction costs have killed plans for enlarging the Westport Country Playhouse. Last season was a banner one and as it was impossible to accommodate all ticket seekers during most of it, it had been planned to add 250 seats. The house now is a 500-

"Satanic Symph" Boomed in Bremen

BREMEN, Germany, May 22.—Revival of *Satanic Symphony*, 20-year-oldie, drew audience boos and cat-calls at its first performance here recently. Produced by Frederic Melling, German-born U. S. civilian, who was formerly theater control officer for the U. S. military government in Berlin and later transferred to the Bremen port of embarkation, *Symphony* is a bad follow-up to Melling's beautiful local production of Thornton Wilder's *Our Town*.

German taste evidently no longer goes for a decadent tale of heaven and hell couched in obscene dialog. Consensus is that *Symphony* never should have been taken from the library shelf.

Jed Harris Plans Revival Of "Green Bay Tree" in Fall

NEW YORK, May 22.—Jed Harris has tentative plans to revive Mordaunt Shairp's *The Green Bay Tree*, which he originally produced in 1933, if he can't find a new script to do by September. Basil Rathbone would play the leading role. Fred Finklehoffe would act as co-producer and the production would be mounted on the Coast and brought eastward.

Harris is also considering another script in which Walter Huston would be starred but no definite plans have been made.

seater. Lawrence Langner, Armina Marshall and John C. Wilson will again operate the house, and Martin Manulis will return for his third successive year as managing director. The 10-week season starts June 28.

BROADWAY SHOWLOG

Performances Thru May 22, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire.....	12- 3, '47	197
(Barrymore)		
Born Yesterday.....	2- 4, '46	968
(Lyceum)		
Command Decision.....	10- 1, '47	269
(Fulton)		
Cup of Trembling, The.....	4-20, '48	31
(International)		
Suspended for one week		
For Love or Money.....	11- 4, '47	231
(Henry Miller)		
Habimah Players.....	5- 1, '48	20
(Broadway)		
Harvey.....	11- 1, '44	1,502
(48th Street)		
Heiress, The.....	9-29, '47	273
(Biltmore)		
Joy to the World.....	3-18, '48	76
(Music Box)		
Man and Superman.....	10- 8, '47	261
(Hudson)		
Me and Molly.....	2-26, '48	100
(Belasco)		
Mister Roberts.....	2-18, '48	109
(Alvin)		
Play's the Thing, The.....	4-28, '48	29
(Booth)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The.....	3-18, '48	70
(Cort)		
Strange Bedfellows.....	1-14, '48	149
(Morosco)		

Musicals

Allegro.....	10-10, '47	259
(Majestic)		
Angel in the Wings.....	12-11, '47	187
(Coronet)		
Annie, Get Your Gun....	5-16, '46	844
(Imperial)		
Brigadoon.....	3-13, '47	500
(Ziegfeld)		
Finian's Rainbow.....	1-10, '47	589
(46th Street Theater)		
High Button Shoes.....	10- 9, '47	260
(Century)		
Hold It.....	5- 5, '48	21
(National)		
Inside U.S.A.....	4-30, '48	27
(Century)		
Look, Ma, I'm Dancin'..	1-29, '48	182
(Broadhurst)		
Make Mine Manhattan..	1-15, '48	150
(Broadhurst)		
Oklahoma.....	3-13, '48	2,316
(St. James)		
Sally.....	5- 6, '48	20
(Martin Beck)		

OPENED

Ballet Ballads.....	5-18, '48	7
(Music Box)		
S. S. Glencairn.....	5-20, '48	4
(City Center)		
Vigil, The.....	5-21, '48	3
(Royale)		

CLOSED

Hopes the Thing.....	5-11, '48	7
(Playhouse)		

COMING UP

(Week of May 24, 1948)		
Seeds in the Wind.....	5-25, '48	
(Empire)		

BROADWAY OPENINGS

S. S. GLENCAIRN

(Opened Thursday, May 20)

CITY CENTER

Four one-act plays by Eugene O'Neill. Staged by Jose Ferrer. Sets and lighting by Herbert Brodtkin. Costumes by Emeline Roche. Company manager, Ben Ketchum. Stage manager, Phil Stein. Press representatives, Jean Dalrymple and Marian Graham. Presented by the New York City Theater Company.

MOON OF THE CARIBBEES

Yank Richard Coogan
Driscoll George Mathews
Olson Ralph Roberts
Davis Ray Walston
Cocky Kenneth Treseder
Smitty Robert Carroll
Paul Leonardo Cimino
Ivan Harold J. Stone
Scotty Winston Ross
The Donkey Man George Coulouris
Big Frank Stanley Carlson
Dick Bobby Busch
Max Mack Busch
Paddy Harry Radison
Bella Juanita Hall
Pearl Mildred Joanne Smith
Violet Rena Mitchell
Surie Catherine Ayers
The First Mate Charles Summers

IN THE ZONE

Smitty Robert Carroll
Davis Ray Walston
Olson Ralph Roberts
Scotty Winston Ross
Ivan Harold J. Stone
Yank Richard Coogan
Driscoll George Mathews
Cocky Kenneth Treseder

BOUND EAST FOR CARDIFF

Yank Richard Coogan
Driscoll George Mathews
Cocky Kenneth Treseder
Davis Ray Walston
Scotty Winston Ross
Olson Ralph Roberts
Paul Leonardo Cimino
Smitty Robert Carroll
Ivan Harold J. Stone
The Captain Ralph Sumpter
The First Mate Charles Summers

THE LONG VOYAGE HOME

Fat Joe, Proprietor of a Dive Jose Ferrer
Nick, a Crimp Victor Becroft
Mag, a Barmaid Phyllis Hill
Olson Ralph Roberts
Driscoll George Mathews
Cocky Kenneth Treseder
Ivan Harold J. Stone
Kate Phillippa Bevans
Freda Nan McFarland
Two Roughs Robinson Stone, Bobby Busch

The New York City Theater Company, for the second stanza of its rep at the City Center, has gone back to the halcyon days of Eugene O'Neill and the Provincetown Players. Four one-acters, *Moon of the Caribbees*, in *The Zone*, *Bound East for Cardiff* and *The Long Voyage Home* have been again grouped as a single bill, titled *S. S. Glencairn*. Aside from some excellent direction and some ditto acting, one reporter will stick his neck out far enough to say that the quartet might just as well have been left on the library shelf. The old *S. S. Glencairn* should long since have been consigned to the maritime boneyard and Professor O'Neill came into literature bloom long after its launching. After seeing and hearing the current *Mr. Roberts*, *S. S. Glencairn* is just a feeble beep on a steamship whistle. This is likely sacrilege, but it is nonetheless one opinion as to the reception of the revival by City Center audiences.

It must be reported, however, that Jose Ferrer has accomplished an exceptional job of staging and that there are a half dozen or more performances of merit. Herbert Brodtkin's sets and lighting are top-drawer and Emeline Roche's costumes add properly to the backgrounds. George Mathews as the tough deck hand, Driscoll, has a role that is made to order for him to dominate all four acts. He is excellent thruout, whether he's making a play for a tart, comforting a dying shipmate, trailing a German spy or just on a shore bender. Richard Coogan contributes a sharp portrait of a lad who dies on the way home to Cardiff and Kenneth Treseder is fine all the way thru as a Cockney seaman. There are likewise excellent character essays by Ralph

HABIMAH

IN

THE GOLEM

(Opened Saturday, May 15)

BROADWAY THEATER

A play by H. Levit. Staged by B. Varshilov. Sets by J. Nievinsky. Music by M. Milner. Company manager, Chanda Sweet. Press representatives, Gerald Goode and William Fields. Presented by Theater, Inc.

Maharal Shimon Finkel
His Wife Tmima Judelevitch
Debora Tamar Robins, Shoshana Duer
Tanchum Zvi Ben-Haim
Golem Aaron Meskin
Elijah the Prophet Zvi Friedland
The Messiah Hanna Rouina, Aaron Kutai
Tadeush, the Inquisitor Joshua Bertonov
Don Pedro, the Monk Raphael Klatzkin
The Beadle Shlomo Brook
A Red Jew Abraham Baratz
The Tall Man Ari Warschauer
The Blind Woman Tmima Judelevitch
The Old Woman Hanale Hendler, Shoshana Duer
A Water-Carrier Raphael Klatzkin
The Yellow-Haired Maid Nura Shein
Woman With Child Inna Gervinska
Young Woman Bath-Zion Rubenstein

The Golem, the third production in the Habimah's repertory, is a script that steadily makes sense to an audience even with a foreign language handicap. In addition, a splendid production by the Habimah gets the most out of this piece of stage-craft.

The legend upon which the play is based originated in Prague and has a rabbi bring a clay figure to life to protect the Jews against their persecutors. The Golem does this, but the succeeding drama stems from his efforts to continue living once his task is finished. He finally is destroyed.

The cast is uniformly good, with outstanding efforts by several. Aaron Meskin, in the roll of this predecessor of Frankenstein's monster, conveys the strength, the brutishness and the desire for life of the Golem. In the part of Rabbi Maharal, Shimon Finkel more than matches his playing. Zvi-Ben-Haim gives the customers the chills with his very realistic playing of an insane man. Joshua Bertonov makes a satisfactory inquisitor, Zvi Friedland an impressive prophet and Raphael Klatzkin an agitated monk.

The staging by B. Varshilov is unusually good. J. Nievinsky's several settings are very much in the mood of the script, with the nod going to one of a tower. M. Milner's music is helpful to the production.

Leon Morse.

Roberts as a dumb Swede and Harold Stone, whose comic dialect possibilities are too often passed over by producers.

Ferrer in Small Part

Jose Ferrer has cast himself in only a small bit as a dive-keeper in the last item. He makes, however, more of it than the O'Neill lines warrant—a splendid piece of character acting. A bow goes, too, to the dreary saloon tramp of Nan McFarland.

All of which is decidedly on the good side of the ledger. However, the over-all comes across as something promising, but amateurishly arty, smacking of the dear, dead days of long-hair discussions of drama futures around a Greenwich Village table with a candle stuck in a bottle. When it comes to seeing and hearing ships' companies give off with theater, this reporter will by-pass the City Center for the Alvin.

Bob Francis.

Schoenzeit Options Script

NEW YORK, May 22.—Lou Schoenzeit has optioned a new comedy for fall production. The script is a situation comedy by an unknown author and is untitled as yet. Schoenzeit has signed Paul Stewart to direct and Ralph Alswang to do the two sets.

THE VIGIL

(Opened Friday, May 21)

ROYALE THEATER

A play by Ladislav Fodor. Staged by Alexander Markey. Set and lighting by Yellenil. General manager, Robert Milford. Stage manager, Tom Donovan. Press representative, Wolfe Kaufman. Presented by Alexander Markey.

Violet Louise Jones
Mr. Woods John Seymour
Judge Edward Van Sloun
Court Clerk Tony Dowling
Court Stenographer Lee Baxter
Courtroom Guard Rand Elliott
Prosecutor Henry Wilcoxon
Counsel for Defense Ian MacDonald
The Gardener Tom Fadden
Assistant to the Prosecutor Andrew George
Assistant to the Defense Tom Donovan
Esther Mary James
Lucius Dennis King Jr.
Mr. Pinchas Joe E. Marks
Joseph of Arimathea Lauren Gilbert
Lady Procula Muriel Hutchinson
Pontius Pilate Guy Spaul
Saul of Tarsus Milton Parsons
Beulah Helen Seamon
Sadoc King Donovan
Susanna Ann Pearce
Prof. Thaddens Dan Reed
Mary Magdalen Maria Palmer
Simon Walter Palance

Ladislav Fodor's excursion into the pros and cons of the Resurrection is something that should not be dismissed lightly. Its backbone is jointed to pack interest and occasionally moments of sharp impact come out of it. However, *The Vigil* delves into an extremely touchy subject, one which may well be offensive to religious groups, both Catholic and Protestant. Usually when the theater toys with matters of churchly faith, commercial disaster is in the offing. It would seem that despite some good scripting and superior playing, *Vigil* is slated to wind up behind the financial eight-ball.

Fantasy Trial

The Fodor conceit has to do with a fantasy trial which might be held in any courtroom during an Easter week-end recess. The accused is Joseph of Arimathea's gardener, charged with removing Christ's body from the tomb and burying it so that the legend of a resurrection may spring up. Prosecution and defense witnesses are called, including a legionary guard, Arimathea, Pilate, Saul of Tarsus, a detective for the Sanhedrin, a barmaid, a Greek professor, Simor-Peter and Mary Magdalen. All testify one way or the other. The finale leaves the judge charging the audience-jury to make up its own mind on the basis of the evidence. Since most of them already have definite beliefs on the subject, it is fairly obvious that a lot of them are going to be offended.

Sharp and Clear

It must be admitted, however, that Alexander Markey has staged more than intermittently interesting theater and that the characterizations—altho mostly confined to bits—are sharp and clear. Henry Wilcoxon and Ian MacDonald fence effectively as prosecutor and defense attorney. There are good contributions from Tom Fadden, as the gardener; Dennis King Jr., as the legionnaire; Muriel Hutchinson and Guy Spaul, as Pilate and spouse; Milton Parsons, as Saul, and Walter Palance, as Peter. The high spot is Maria Palmer's portrait of Magdalen, and runners-up are a splendid chore from Dan Reed and another from King Donovan.

Unfortunately good acting and thoughtful production can't save controversial subject matter. With all its good points, *Vigil* seems ill advised.

Bob Francis.

"Okla." Quitting at 2,202

NEW YORK, May 22.—After a record-breaking run of 2,202 performances, *Oklahoma* finally bows out of the St. James Theater Saturday (29). The troupe will open a three-week stand at the Boston Opera House Monday (31) and thereafter head for a summer stop-over in Atlantic City.

Subsequent plans call for booking the New York company on a country-wide tour.

Off-Broadway

DANNY LARKIN

(Opened Saturday, May 8)

LENOX HILL PLAYHOUSE

A play by James Vincent McGee. Directed by Carl Shain. Stage manager, Joseph Leon. Produced by Monroe Back for the invitational series of the Experimental Theater. Old Man Henry Sharp
Maggy Grania O'Malley
Mrs. Larkin Agnes Young
Danny John Sylvester
Lefty Maurice Shrog
Gretel Susan Douglas
Bruce John J. Martin
Gorsky Jonathan Harris
1st Woman Barbara Winchester
2d Woman Carrie Bridwell
Detective Michael Wyler
2d Detective Tom Grace
Passer-By Sherman Lloyd
The Child Danny Sonny Curven
Michael Kenneth Walken
Altar Boy Barry Laflan
Altar Boy Bobby Gushoff
Priest Homer Alberg
John the Greek Arny Freeman
Al Maria Greene
Aristides Charles Mayer
Student John Fiedler

In presenting *Danny Larkin* via its invitational series the Experimental Theater has done a service both to the theater and to playwrights. This is a work of artistic integrity which up to now failed to gain a hearing, tho it did win second prize in the Charles M. Sergel play competition. Whether *Danny* can make the grade on Broadway is open to conjecture, but there is no conjecture as to its merits. The writing is imaginative, the dialog poetic, the characters unusual and the situation is probed with insight. James Vincent McGee is a fresh young talent and deserves encouragement.

His *Danny* is a young man struggling to adjust himself to a world for which he has no sympathy. *Danny's* ma is sick and he needs money to take her to the country, so he robs a coffee pot. The police catch him and the results are tragic. Interwoven in this dramatic cloth are scenes which are striking and individual.

Production Triumph

The production was a triumph considering the obvious handicaps of ET's invitational series. Actors are not paid and scripts are done without scenery. *Danny* is a play that was written and planned for backgrounding, a lack of which was frequently felt.

In the title role, John Sylvester handles himself well, tho missing a poetic quality called for by the script. Susan Douglas, as his girl friend Gretel, had already proved herself an actress of ability. She hits exactly the right note as a naive sweet girl. As *Danny's* mother and his aunt, Agnes Young and Grania O'Malley are assets to the play. Two standout thesping bits are turned in by Henry Sharp and Jonathan Harris. Sharp makes a gem of a small role and gets vivid theater into what could be pure ham. Maurice Shrog, Michael Wyler, Sonny Curven and Arny Freeman in lesser bits reveal solid acting values.

Carl Shain's direction helped the play to keep a footing in reality. He should also be given credit for some sound casting.

Leon Morse.

ROUTES

Dramatic and Musical

Annie Get Your Gun (Philharmonic) Los Angeles.
Anna Lucast (Locust St.) Philadelphia.
Burlesque (Shubert) Boston.
Blossom Time (Studebaker) Chicago.
Cowl, Jane (Selwyn) Chicago.
Carousel (Orpheum) Omaha, 24-26; (KERT Radio Theater) Des Moines, 27-29.
Harvey (Geary) San Francisco.
Harvey (National) Washington.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Metropolitan) Seattle.
Oklahoma (Biltmore) Los Angeles.
On Approval (Plymouth) Boston.
Private Lives (Mayfair) Portland, Ore., 23-27; (Auditorium) Sacramento, Calif., 29.
Sleepy Hollow (Majestic) Boston.
There Goes the Bride (Walnut St.) Philadelphia.
Winslow Boy (Royal Alexandra) Toronto.

McKennon Holding Company For Multi-Show Operation

ABILENE, Tex., May 22.—Joe McKennon, veteran rep showman, announced plans here for formation of the McKennon Shows Company of Texas, a holding company under his sole ownership and management, for the operation of one or more summer tent theaters and special stage attractions in auditoriums in winter.

McKennon, who recently returned here from a trip to New York, where he gathered ideas and read plays, reported that he bought all equipment of the Harley Sadler Show in April. This will be combined with equipment of the Marian McKennon Players to form what is believed will be the largest tent show on the road. Its title will be announced later. McKennon, who was associated with Sadler last year, said this year's show will feature straight Toby bills.

Winter quarters have been built on McKennon-owned property that was formerly part of Camp Barkley near here. Workshops and scenery lofts are now completed and erection of canvas and chair storage buildings has started. A truck repair shop will be completed by next winter.

Summer Stock Set at Adrian

ADRIAN, Mich., May 22.—Featuring melodrama of the Gay '90s, Fred and Lillian Wood have set Decoration Day for the debut date of a summer stock company under canvas at Seven Acres here in the heart of the resort district.

The company is supported by Ledale Medvecz, owner of the Seven Acres Tavern, and the Adrian Players, consisting of Beatrice Hambrook, Lavern Webster, Jack Kerens, Claude Sorgenfried, Joyce Hambrook, with the Woods in character leads.

Orchestral chores will be handled by Bernice Kiser, piano; Mary Grubbs, drums; Lillian Wood, bass; Fred Wood, trumpet and violin, and Joyce Hambrook, clarinet. Opal Kettle and Jean Sorgenfried will be cashiers, and the line of chorus girls for specialties will consist of Jean Walters, Betty Youtzy and Doris Marquis. Canvas will be handled by Bennie and Eddie Medvecz.

Bryan Visits Plunkett Show

DEADWOOD, S. D., May 22.—Teddy Bryan, retired trouper of this city, reports he caught the May 3 opening of the Plunkett Show at Dumas, Tex., terming it a meritorious and well-framed attraction. The show carries a 60-foot round top with dramatic end and three 30-foot middle pieces. No blues are carried, everyone being seated on chairs. The night caught a three-act farce was presented with good specialties between, including a juggler, trapeze performer, a fast-moving dog act and a trampoline turn. The show also carries a seal act.

Lippincott Joins Fortner

BILLINGS, Mo., May 22.—Billy Fortner, owner-manager of the Orpheum Players, reports Lippincott, magician, recently joined the show which is touring under canvas thru old Missouri territory it played 28 years ago. The company also offers a 16mm. film program.

50G Drive-In at Omak, Wash.

OMAK, Wash., May 22.—Immediate construction of a \$50,000 drive-in theater with 250 individual car speakers is planned here by Adolph Verelman, Mansfield theater operator and rancher, and Guy Bishop, retired Omak orchardist. It will be the first drive-in theater in the Okanogan Valley.

Rep Ripples

DORAN'S Show is having satisfactory biz with pix and small animals in halls in Southwestern Kansas. Writing from Chester, N. Y., Allan F. Furberg says: "Have finished trek from Tampa, playing 47 stands on the way up with my film show. Bought late film from H. F. Milton, Toronto, and will go there within a few days to take it over. I have sold my 16mm. film to J. B. Hawley, who will take it thru Maryland and Southern Pennsylvania this summer. Will open the new show near Toronto and work west in halls. Biz was only fair en route from Florida, and the Carolinas and Georgia are well supplied with pic shows. Will take some short cast bills after I get going in Ontario." . . . Charles E. Cobb, Rockland, Me., states that he is getting his four-cast flesh show ready for six weeks of dates in Maine coastal towns, using short-cast bills and specialties. He recently concluded a good season with 16mm. pix in Knox County, Maine, and has worked 25 religious pic shows under sponsorship. . . . Gitt's Show, Russellville, Ark., has had only fair biz the last three weeks, due to weather. Three nights had to be canceled due to wind storms. Raley Murdock joined recently to do magic, specialties and parts.

HAYES GRIFFETH, of the old-time team of Griff and Hi, is trouping with the Bud Hawkins Players thru Indiana. . . . Bailey's Texas Show, in Oklahoma, will continue in halls and leave the tent in storage. Unit has magic, animals and 16mm. pix. Says T. T. Bailey: "I like the 16mm. films as part of the show, as we get increased kid biz and do a special show now and then. . . . W. K. Keller writes from North Alexander, N. Y.: "I have been going along the past three months with religious pix but will have regular films after June 1 and play Northern New York spots and work some short-cast bills. Have made about 40 sponsored dates with religious pictures. Jack and Ella Lewis will join for the summer trek." . . . The Neil and Caroline Schaffner Players were the subject of a feature article in the June issue of *Holiday*. . . . Harry Eavens is playing a circle in the Deadwood, S. D., area, according to Teddy Bryan, retired trouper of that city.

CRETE PLAYERS, who have been showing around Denver, will play Colorado resort spots for six weeks. . . . Gates Family Show will play three months of three-day stands in halls in Eastern Oregon and Washington, using E. F. Hannan's bill, *When Cherries Are Ripe*, and has added 16mm. films. Org has been playing all pix in Idaho to fair returns. . . . Harry Freeland has opened his summer show, pix-vaude, at Elmira, Wash., playing halls. He also has small animals and Earl Rose, magician. He made religious pic dates in Florida the past winter to less returns than in former years.

MARINE DINING ROOM

(Continued from page 42)

used, was made refreshing with the insertion of two excellent specialty acts.

Duray Sisters, garbed as a pair of Topsyies, went thru two minutes of extra-fast tumbling, while Prioska, a Parisian import, displayed some startlingly agile ballet acrobatics that should make him worthy of a longer solo spot in the show.

Johnson and Owen got immediate response for thrilling horizontal bar work, interspersed with enough comedy to keep the pace high all the way. G. Ray Terrill, who hasn't worked locally in some time, offers a top magic turn. Won hushed attention and a hand that matched the biggest given any entertainer in this room in the past year. Johnny Sippel.

Schaffners Set Annual Junket Thru Midwest

WAPELLO, Ia., May 22.—In rehearsal here for their 23d annual tour, the Neil and Caroline Schaffner Players expect to hit the road soon for their established territory in Iowa, Missouri and Illinois. As usual, the show will be headed by Toby and Susie, of radio note.

Male leads will be in the hands of Norman Krohn, with Margaret Peachey in fem leads. Others making up the troupe are Dick Ellis, juveniles; Dorie Fields, ingenues, and Robert Brewer, characters and director. Rome Schaffner will join the show at the end of the University of Iowa term to handle light comedy parts. Music will be under the leadership of Lowell Ketch. Malcom Nelson will be treasurer.

The outfit will travel on six trucks with trailers and will again be in charge of Scotty Greenhagen and Orville Speer, with a crew of four canvassmen.

Plays for this year, all from the pen of Neil and Caroline, will be *Once in a Blue Moon*, *His Other Wife*; *That Girl*, *Rebecca*; *Mr. Wimple Has a Dimple*, *Toby Hops Along* and *Silk Nightgowns and Long Underwear*.

BLUE ANGEL, N. Y.

(Continued from page 42)

start. Much of her projection comes from an assumed intimate pose, working most of the time with one elbow leaning against the piano. During her act the lights go on and off with perfect synchronization, making a picture that has visual as well as ear appeal.

June Richman is almost a carbon copy of Martha Raye (without the blue lines) and Jan Murray. Her vocal double-takes on special numbers got some healthy titters. She takes advantage of her size, poking fun at it in good-natured fashion, which in itself is good for laughs.

Robert Lamouret projects here as well as he did at the Roxy and the Waldorf. The way he handles that dummy duck of his is remarkable. For a puppet with a dead expression to give an impression of coyness is a feat that only outstanding manipulation is responsible for. But if Lamouret's handling is deft, his biggest results come from panto. The main handicap is Lamouret's lack of enough English to do lines.

Phil Gordon has been reviewed here on previous occasions. He grows better each time around.

Bill Smith.

FOR SALE

16mm. Motion Picture Sound Projectors, new and used; Victor, Holmes, Ampco and Bell & Howell.

Projection, Exciter, Pilot Lamps, Screens (all types), Record Players, Microphones, Stands, Speakers and Amplifiers. All at sacrifice prices. SPECIAL: 1 Holmes 16mm. Sound Projector, demonstrator, like new, big discount. 1 used 9x12" Beaded Screen, on spring roller and heavy plank, excellent condition, \$65.00. Wire or mail deposit today if you want either or both of them.

FILM FOR RENT

101 Latest Releases—101 New Prints—Action, Western, Musical and Color Features; 8 Serials; 20 Laurel & Hardy Comedies; 15 2-Reel Musicals, including Name Bands; 200 Cartoon, Sport, Adventure, Musical and Travel Subjects.

Wire or write today for catalogue and prices.

SELECT MOTION PICTURES
1326-A Oak Street Kansas City 6, Missouri

FOR LEASE

Large Tent seating 1200, Stage, Light Truck, or will book small company, 5 or 6 people, to put on short cast hokum bills. Will be ready to open June 21. Want pretty Vaudeville or Toby Comic. 3-day stands. No collect wires, no drinks or disorders. State all in first letter. Concho Singers, univers. TENT SHOW of Elmer Southard, 1811 Sheridan St., Anderson, Ind.

Bardex Minstrels Want

Colored Trombone Player, also a Bass Player, Opening for a Dancing Comic and a Ballad Singer. Show now open . . . 2 and 3 week stands. Outdoor FREE Platform MED SHOW. Write to DR. MILTON BARTON, General Delivery

ROADSHOWMEN

Our special 9' x 12'
LITE-TIGHT
CLOTH SCREEN
at only \$16.95

is ideal for your outdoor shows. It's in stock for immediate shipment at all three offices of

EASTIN PICTURES

Dept. BQ

707 Putnam Bldg., Davenport, Iowa
Colo. Sav. Bank Bldg., Colorado Springs, Colo.
630 Cherry Street, Chattanooga, Tenn.

BIG BOX OFFICE ATTRACTIONS FOR SALE, IMMEDIATE DELIVERY, \$17.50

NO INDIANS, PLEASE—Abbott & Costello, LOUIS-WALCOTT FIGHT, GENE AUTRY in two smash hits: WESTERN SONG and HORSES & GUNS. All 400 ft. 16mm. sound. Price \$18.50. WORLD'S GREATEST SELECTION OF NEGRO FEATURES AND SHORTS for sale or rental.

16 mm. Film Exchange

Eugene M. Wilson, Sales Mgr.
302½ South Harwood St. Dallas, Texas
Tel.: Riverside 5650

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

BEAUTIFUL THEATRE CHAIRS

Rebuilt, Refinished \$3.95 UP
Send for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.
S. O. S. CINEMA SUPPLY CORP.
New Address: 902 West 52d St., New York 18, N. Y.

DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

ACE CAMERA SUPPLY
150 N. Irby St. Florence, S. C.

JOE MCKENNON ANNOUNCES

The opening of America's largest and most beautiful Tent Theater in West Texas the first week in July. Can use useful Repertoire People in all lines. MUST BE SOBER. Need two outstanding Vaudeville Acts with changes for week to feature. Everyone write. Do not wire. State everything, including salary, if you want an answer.

Write JOE MCKENNON

3601 EDGEWOOD

ABILENE, TEXAS

THE FINAL CURTAIN

BELDING—Mrs. Mollie, 80, mother of Don Belding, chairman of the board of Foote, Cone & Belding, national advertising firm, in Long Beach, Calif., May 14. Burial in San Bernardino, Calif., May 17.

In Memory of
Our Nephew
CHARLES BELLUCK
Passed Away June 2, 1947
GIL AND PEGGY COHEN

COTTON—Ellen L., 41, wife of Don Cotton, associated with Kiddie Playland, El Paso, Tex., May 9 in Austin, Tex. She also leaves her mother, Tena Skidmore, Lincoln, Neb. Burial in Lincoln.

FISCHER—Charles L., 69, musician, May 17 in Kalamazoo, Mich.

FORD—Annie P., 76, mother of Marion Ford, of the former comedy team, Cornell and Ford, May 11 at her home in Baltimore. Survivors include a daughter. Burial in Mount Auburn Cemetery, Baltimore, May 15.

GOLDFIELD—Henry, 51, for the past five years leader on his own ork, Goldie's Laugh Band, May 19 in Irvington, N. J. He joined Jan Garber's orchestra in 1920 and left in 1924 to play trumpet for Paul Whiteman. He formed his own ork in 1943. His widow, son, three brothers and two sisters survive.

GOODMAN—Jack, 58, med show operator, recently in Fort Worth of a heart attack. Survived by his widow, Effie; two sisters, Mrs. Jeanne Webster and Betty, and a son, Bill. Burial in Muskogee, Okla.

GOODWALT—Mrs. mother of Sidney Goodwalt, cookhouse operator on the O. C. Buck Shows, May 18 in Brooklyn. Her brother, Sam Bibring, concessionaire, also survives.

GREGORY—W. W., 64, vice-president of Station WWGP, Sanford, N. C., May 16 in Rocky Mount, N. C. Surviving are his widow, a daughter, three brothers and one sister.

HARRIS—Joseph, 61, concessionaire on the Metro American Banner Shows, May 15 in Providence of a stroke. Survived by his widow, Leona, and three sisters, of Boston.

IVEY—Arthur G., *The Billboard's* Jacksonville, Fla., correspondent, May 11 in that city. Survived by his widow.

KAARUP—Adolph, 52, ride operator for many years, recently in Tampa of coronary thrombosis. Survived by his widow, Amanda; a stepson, Francis Anderson, Clearwater, Fla., and a sister, Mrs. Carroll Armstrong.

LARKE—Andrew A., 65, broadcaster and former newsman, May 19 in Toronto. He broadcast over a Canadian Broadcasting Corporation Ontario-Quebec network on Sunday mornings.

MCCARTHY—Foster J., 48, former leading man and radio announcer known as Foster Williams, May 14 in the Bronx, New York. The son of comedian Tom Williams, he made his first appearance at the age of eight in 1907 with Virginia Harned in *Anna Karenina*. In the early 1900's he appeared in some 500 plays with various companies. During this time he appeared with Grant Mitchell, Louise Groody, Belle Bennet, Margaret Anglin and Eveta Nudsen. In 1936 he played in New York in *O Evening Star*. His early radio appearances included shows on WEAS and WFBL, later joining the announcing staff of WINS. In 1945 he worked for the Skouras theaters and later worked at Station WPAT in Paterson, N. J. He was a member of the Lambs Club. Burial in Resurrection Pine Lawn, Farmingdale, L. I., N. Y.

MILLER—Wendell P., former manager of the National Theater, Detroit,

April 30 in Veterans' Hospital, Bronx, N. Y. Survived by his widow and one child, of New York.

MUTTERER—Charles, 62, veteran stage electrician at the Stanley Theater, Pittsburgh, May 1 in that city.

POLK—George, 34, chief Middle Eastern correspondent for the Columbia Broadcasting System, May 16 in Salonika, Greece.

ROYAL—Carrie N., 62, former circus rider and widow of Rhoda Roy Royal, who at one time operated a circus bearing his name, April 4 in St. Vincent Hospital, Toledo. She also leaves a brother, Clifford Norenberg, and three sisters, Mrs. Gertrude Bresnahan, Mrs. Bessie Gerwin and Mrs. Ruth Tierney, all of Toledo. Burial in Forest Cemetery, Toledo, April 5.

ROYSTER—Charles G., 77, an organizer and first president of the Oxford (N. C.) Amusement Company, May 18 at his home in Bullock, N. C. He was a former president of the Citizens Bank & Trust Company, Clarksville, Va. Surviving are his widow, five daughters and a son.

RUPE—W. R. (Rex), 53, owner-manager of Rupe's Midway for Fun, May 31 in Oakley, Kan., of a heart attack. At one time he was with the Sunflower State Shows. Survived by his widow, three brothers and three sisters.

SPENCER—Janet, 74, early Victor recording artist, in Hollywood May 19. Born in Boston, she made her debut as a singer at the age of 16 when she appeared with the Boston Festival Orchestra. Later, as a concert singer, she toured the United States and Europe. She made 12 appearances in Carnegie Hall, New York. Survived by two sisters. Burial in Glendale, Calif., May 21.

SPOTSWOOD—Otis C., 40, manager of the Radio Club of Chicago, May 11 near Elgin, Ill. His widow survives.

STOKOWSKI—Mrs. Olga Samaroff, 65, piano recitalist, writer and teacher, May 17 in New York. She made her American debut with the New York Symphony and later played with many leading orchestras. At one time she was chief music critic for *The New York Post*. The former wife of Conductor Leopold Stokowski, she also wrote several books on music. Her daughter and brother survive.

TAYLOR—Mrs. Joseph, 52, one-time stage and screen star under her maiden name of Una Trevelyn, in Hollywood Hospital, Los Angeles, May 14 of a heart attack. She had been ill for a year. A native of Memphis, she went on the stage and achieved fame on Broadway and in early silent films with such stars as Lois Weber. She was married to Joe Taylor, retired Los Angeles chief of detectives. Survived by her husband and a daughter.

WHITE—Leslie A., showman with the Ross Manning Shows, May 16 in Hartford, Conn.

WIRTH—Jack, formerly with the Ringling Circus and for many years with the Happyland Shows, May 9 in Grand Rapids, Mich. Survived by a brother, Oscar, of Erie, Pa.

ZIMMERMAN—Frances, mother of Les Zimmerman, in charge of publicity of the William Morris Agency, May 17 in New York.

Marriages

ANDERSON - WANGER — John Hardy Anderson and Diana Wanger, daughter of Joan Bennett, film star, in Los Angeles May 8.

BURMEK-SWIETZER—Cliff Burmek, booking agent, and Lillian Swietzer, singer, May 22 in Milwaukee.

CAIRNS-LANGLEY — Jimmy Cairns, head of the Chicago licensing

department of Broadcast Music, Inc., and Lanore Langley, May 14 in Chicago.

KUTCHUK-HUTCHIK — Benny Kutchuk, vaude and nitery agent, and Dorothy Hutchik, May 7 in New York.

MARTIN-CHARISSE—Tony Martin, singer and Cyd Charisse, film actress, May 15 in Santa Barbara, Calif.

O'CONNOR-PETERSON — Daniel Patrick O'Connor, employed in Washington television, and Lenka Peterson, legit actress, May 8 in Omaha.

YOUNG-McCURDY—Alan Young, film and radio comic, and Virginia McCurdy, singer, May 11 in Tijuana, Mex.

Births

A son to Mr. and Mrs. Paul Raymer May 2 in New York. Father is head of Paul H. Raymer Company, station rep firm.

A son to Mr. and Mrs. Jerry Riley April 28 in Hollywood. Father is a publicist.

A daughter to Mr. and Mrs. George Zachary May 2 in New York. Father is the producer of the *Ford Theater* radio program.

A son, Barry, to Mr. and Mrs. Jesse D. O'Dell in the Sikeston (Mo.) General Hospital April 24. Father has the Snake Show, Funhouse and Side Show on the Great Sutton Shows.

A daughter to Mr. and Mrs. George Wirth recently in Sydney. Father is co-owner of Wirth's Circus.

A son, Lloyd Delvyn, to Mr. and Mrs. Mel Hales April 14 in Canton, O. Father is sales representative at Station WHBC there.

A son, Robert Franklin, to Mr. and Mrs. Michael Sillerman April 12 in New York. Father is with Keystone Broadcasting Company.

A son to Mr. and Mrs. William Burton in Los Angeles May 3. Mother is Margo Woode, film actress; father is an actor's agent.

A daughter to Mr. and Mrs. Marvin Peck May 9 in Hartford, Conn. Mother was formerly secretary to Robert Manby, manager of Station WONS.

A daughter to Mr. and Mrs. Syd Magidson May 6 in Pittsburgh. Parents comprise the dance team, Sydney and Ames.

A son to Mr. and Mrs. Howard (Buddy) Robbins May 10 in New York. Father is vice-president of J. J. Robbins & Sons, music pubbers.

A son, Michael Albert, to Mr. and Mrs. John Tyers May 11 in New York. Parents are musical comedy players. Father is now featured in *Inside U. S. A.*; mother is Helena Bliss, seen last on Broadway in *Gypsy Lady*.

A son to Mr. and Mrs. Joe Haworth Jr., at Davis Hospital, Statesville, N. C., May 12. Father has been in legal department of Cole Bros.' Circus for several years and is the son of Joe Sr., legal adjuster of that show.

A son to Mr. and Mrs. Al Gordon at Cedars of Lebanon Hospital, Los Angeles, May 7. Father is news director and night manager of Station KFWB.

A son to Mr. and Mrs. Arthur I. Appleton May 12 in Evanston, Ill. Mother is former actress Martha O'Driscoll.

A son to Mr. and Mrs. Robert Cameron May 10 in Chicago. Mother was formerly with the Mus-Art Agency; father is with the Ralph Sterling ork.

A daughter to Mr. and Mrs. Russell Crouse May 12 in New York. Father is a playwright-producer.

A son to Mr. and Mrs. Earl Donaldson May 8 in Salt Lake City. Mother is a singer, known professionally as Elaine Darrell; father is head of the music department of Station KALL.

A son to Mr. and Mrs. Gene Filip May 9 in Chicago. Father is in the WGN publicity department.

A daughter to Mr. and Mrs. Ed-

ward Mack May 4 in Pittsburgh. Father is a Playhouse and radio actor.

A daughter to Mr. and Mrs. Marvin Mann May 9 in Chicago. Father an advertising exec; mother is a former radio actress.

A son to Mr. and Mrs. Leon Roth May 6 in New York. Mother is the former Miriam Wolf, radio writer; father is national promotion manager of United Artists.

A son, Richard Thomas, to Mr. and Mrs. Charles J. Correll, May 14 in Hollywood. Father is the Andy, of the radio team, Amos 'n' Andy; mother is the former dancer, Alyce McLaughlin.

A daughter to Mr. and Mrs. Floyd Richards May 15 in Hartford, Conn. Father is announcer at WTIC, Hartford.

A son to Mr. and Mrs. Walter Gregory May 12 in Hartford, Conn. Father is engineer at WHTT-FM, Hartford.

A son to Mr. and Mrs. George Koehler May 13 in Philadelphia. Father is publicity director of WFIL and WFIL-TV, that city.

A daughter, Margaret Charlotte, to Mr. and Mrs. Charles McGee May 10 in Philadelphia. Father is one of the partners in McGee's Club 15, Philly nitery.

A son to Mr. and Mrs. Al Breeze May 14 in Philadelphia. Father is trombonist with Louis Prima's orchestra.

Divorces

Mrs. Upton Close, from Upton Close, radio commentator, in Los Angeles April 20.

Margaret Sullivan, stage and screen star, from Leland Hayward, actors' agent and Broadway producer, in Hollywood April 28.

Margaret Mayer, from Louis B. Mayer, film producer, in Los Angeles April 28.

Laura M. Cohn from Ralph Morris Cohn, film producer, in Los Angeles April 30.

VERSAILLES, NEW YORK

(Continued from page 42)
deep that even that needed interpretation.

But allowing for her shortcomings, the French canary is a seller. Working without a mike, she sold every number to terrific mits. The audience was predominately French, or understood the language, so could appreciate her. But even those who couldn't understand her could get her shadings. Her voice is pregnant with meaning and her projection was exceptional. She did about eight numbers, with the requests shouted from all around the room. She was forced into at least two beg-off speeches—at least they sounded like beg-offs, judging from the crowd's reactions and what this reviewer could remember of his high school French—and could have done more.

With a clientele which understands Miss Solidor she'll have no trouble. With others she'll register on voice and styling.

Bob Grant's ork gave her superb backing. Panchito did the rumbas.

Bill Smith.

HELSING'S VODVIL

(Continued from page 42)
that provokes bellyocks. His dialects in Yiddish and Irish stand out and more concentration on them might help.

Marv Himmel, six months out of the Make-Believes, disbanded record panto trio, is doing a good single, but he needs platters that no one else is doing to be a standout. He can't excite too much interest with the oft-used Jo Stafford *Temptation* disk and Schnozzle Durante waxing. Himmel caught some good response with his talk between records. He has enough natural ability to score if he'd work more gags into his act.

Johnny Sippel.

Communications to 155 No. Clark St., Chicago 1, Ill.

STRAW ALFRESCO BIZ FOR R-B

Big Season
Is Indicated

5 turnaways in D. C. —
Mobile stands prove practical—big top blue and red

(Continued from page 3)

but a few of the initial 65 performances at the preem Madison Square Garden date were sell-outs, as were eight out of 12 of the Boston Garden showings. With the completion of this date, the Big Show has adequately sampled the lucrative Northeast and can reasonably expect a similar hefty play for a large segment of its operating season, as New England dates, other than Boston, always A-1 in the past, are again included for the first time since the 1944 Hartford circus fire.

Straw Biz

Altho used to big grosses, since the org is so geared that it couldn't operate without them, officials were audibly impressed as they viewed the 100-yard long queues of patrons vying for a few remaining general admission tickets, the last of which was peddled fully an hour before show time for the performances caught here Thursday. Grosses here were said to be nearly equal to the Madison Square Garden take, but even if somewhat short, the management will wind up with considerably more folding money since it doesn't have to contend with anything akin to the tremendous Garden rental bite. Reserved seats were \$3; general admission, \$1.50 for adults, 90 cents for kids.

Principal innovation was the first-time use of the new mobile grandstands as devised by Arthur M. Concello, general manager. The 18 compact units were divided between the side arenas, with blues still in use for end arena seating. Steps in the rear of each grandstand leading outside the tent under the side wall apparently eliminate the need for other than narrow aisles for access from the track. The seats, cushioned with sponge rubber, are bolted to sheet metal flooring to provide safe, comfortable accommodations. The first row of seats is placed on the ground, followed by a portable section of some five rows before the grandstand proper is reached.

New Seats Okay

Altho the practicality of new units will have to undergo more rigorous proving than they were put to here, indications are that they will aid the mobility of the show considerably, as well as create a favorable impression with patrons. There was no evidence to substantiate advance reports that the pitch of the stands was inadequate, as the audience was obviously pleased.

The new big top was widened to accommodate the depth of the new grandstands. However, the show is more compact, as the interiors of the wagons supporting the grandstands are used as dressing rooms, thus eliminating the former tops used for this purpose, other than a half dozen small units used by as many acts. The wagons proved entirely adequate (See *Straw Alfresco Biz* on page 62)

Demand Big Dough
For Wild Animals

WASHINGTON, May 22.—Current asking prices for zoo and show animals, according to a bulletin recently issued by the National Geographic Society, include \$4,000 for South African baby elephants, and \$5 to \$10 per foot for pythons up to six feet. Duckbill platypuses are quoted at \$1,600.

The association did not even venture to guess at the cost of an orangutan, which sold for \$3,000 before the war, or of a pair of giraffes, which used to sell for \$7,000.

Chicago Show Folks Slate
Dance, Smorgasbord June 5

CHICAGO, May 22.—Show Folks of America will present a dance, floorshow and smorgasbord Saturday, June 5, at Central Masonic Temple, 912 North La Salle Street.

Tickets are \$5.50, including tax, with proceeds going to the organization's building fund.

Burlington Inks
R.R. Fair Acts

Union Pacific tells plans for
Chi event—Eastern group
vetoes name acts idea

CHICAGO, May 22.—Plans are progressing at a steady clip for the Chicago Railroad Fair, July 20 thru September 6, with three rail groups virtually completing their entertainment and exhibit presentations during the past week.

The Burlington Railroad, in conjunction with the Great Northern and Northern Pacific, signed a contract with the Boyle Woolfolk Agency for eight acts, with which it will carry out a corral and Yellowstone Park theme.

Burlington plans call for the installation of a miniature railroad, running from the front gate to the south end of the huge Lake Front lot where its exhibit and display space will be located.

Upon arrival there via miniature (See *BURLINGTON INKS*, page 56)

N.E. Tracks Close
As Rival Drivers
Fight for Control

BOSTON, May 22.—The long awaited show-down between the Bay State Midget Racing Association (BSMRA) and the American Automobile Association (AAA), came to a head Wednesday (19) when seven New England operators announced that their tracks would be shut down until enough AAA entries for eight-race programs are received.

Action followed the picketing of the Westboro, Mass., track Tuesday night (18) by 175 BSMRA members. Rain washed out the program, for which only eight cars showed up.

Programs were also canceled at Lonsdale, R. I.; Groveland, Seekonk and West Peabody, Mass., and Manchester, N. H. Three tracks, Medford, Dracut and Hudson, N. H., did not sign with AAA and will continue to hold BSMRA races.

John Whitehouse, BSMRA president, said, "We'll have our own six-track circuit by June 2." Meanwhile, he threatened to picket all attempted AAA midget meets.

AAA Membership Open

Norman McDonald, secretary of the Track Owner's Association (TOA), said that the Bay State drivers wanted to join AAA as a group, but that this is against association rules. "They are welcome to join individually, but they won't go for that," he said.

The tracks are trying to stimulate free competition among drivers, Roland Sturgeon, TOA president, said. "The main trouble with midget racing in Massachusetts last year was the fact that the same drivers were winning races night after night," he said.

The racing schedule for the year: Monday nights, Norwood Arena, capacity 15,000; Tuesdays, Westboro, 10,000; Wednesday, Lonsdale Arena, R. I., 30,000; Thursday, Groveland, the Pines Speedway, 10,000; Friday, Seekonk, 12,000; Saturday, West Peabody Speedway, 10,000; Sunday, Manchester, N. H., 8,000.

Reopen Rock City
May 30; Allen Gets
Lease for 10 Years

BRADFORD, Pa., May 22.—Rock City Park, located between Bradford and Olean, N. Y., reopens Sunday (30) for the first time in 25 years. The park is said to be the largest deposit of ocean spar in the country.

Prior to its close in 1923, Rock City attracted tourists from all over the world. The park featured amusements, a hotel and the usual line of concessions. After its closing oil companies took leases on near-by land and even today some wells are being drilled next to it.

Allen Leases Spot

Clair Allen, who has operated popcorn concessions in Eastern parks, has a 10-year lease on the park. He will install several kiddie rides later in the season together with novelty concessions. A soft drink and food concession (See *Rock Reopens May 30*, page 56)

Close-Ups:

Ethel Robinson 67 Years Wise,
But Has Vim 'n' Vigor of Youth

By Herb Dotten

(This is another in a series of articles on little-known facts about prominent people in outdoor show business.)

ETHEL ROBINSON is 67 years of age. But she is old in years only. In spirit, drive and making with words, the Chicago talent scout-booker has much of the lusty vigor of those 20 years her junior. Moreover, now as for many years, she is regarded as one of the ablest judges of circus acts in the country. That is no small achievement in itself, but it is particularly notable in a field where men predominate.



ETHEL ROBINSON

Fellow bookers rate her ability extremely high. They credit her with a voluminous knowledge of circus acts. And they pay tribute to her skill at setting the sound dollar value of many acts.

Her prime concern is scouting and booking talent for the two units of Polack Bros.' Circus, but she also does some fair and celebration booking. To say all this keeps her busy is more than a mild understatement.

It's her theory that a talent scout or Booker must be on the alert constantly for changes. It's her policy to catch every traveling circus, and, particularly to catch the new imported acts. What's more, she doubles back to see an act she had caught previously, perhaps a year ago.

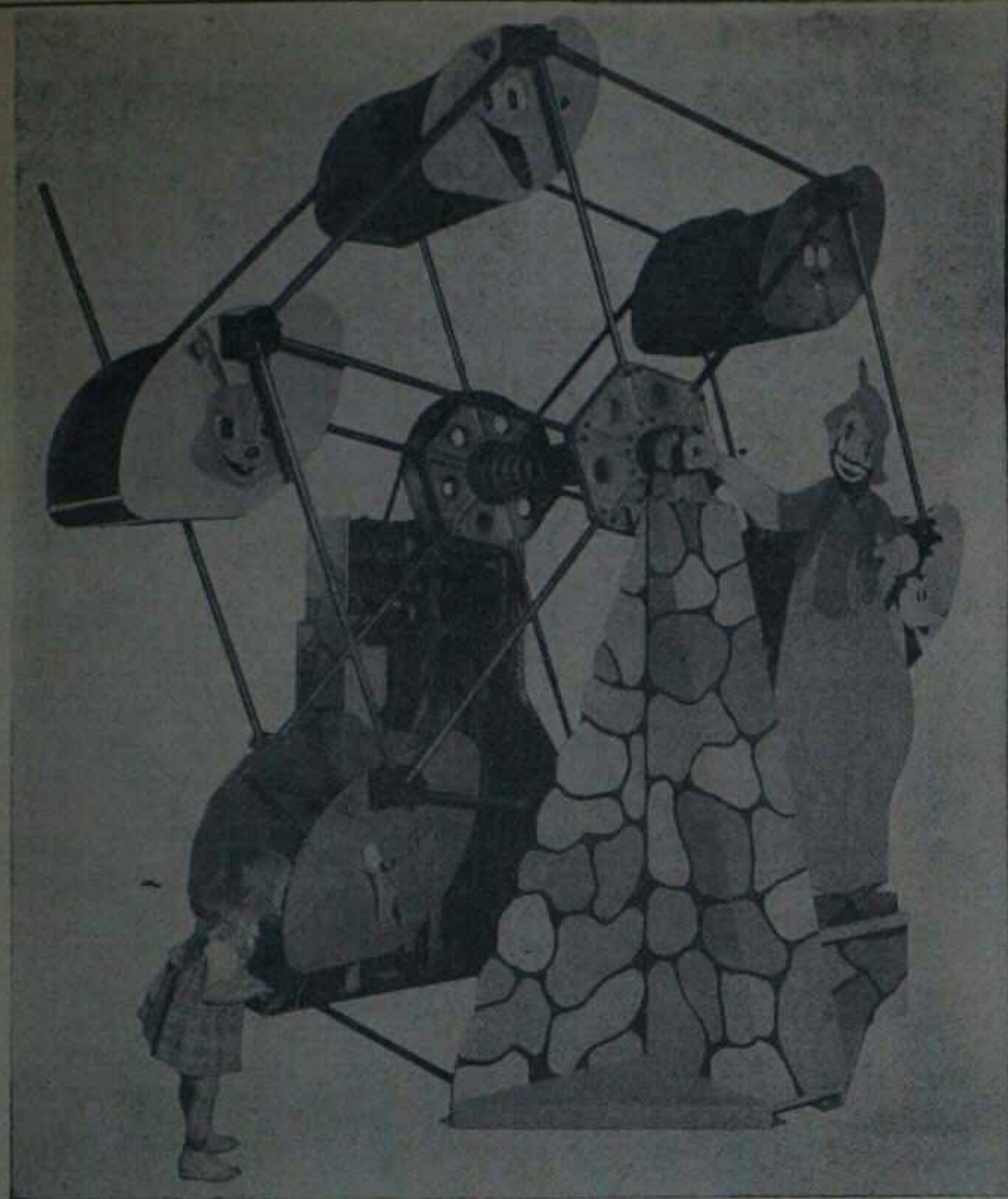
"Nothing stands still," she explains. "That's why I go back to catch acts I've seen before. In that way, I can determine whether they have increased, maintained or dropped the standards of their performances."

Aware of her ability, Irving J. Polack, circus head, seized the chance to engage her in 1945 to do talent scouting and to arrange the preliminary details of bookings for his units. And the strength of the Polack bills is a reflection of Ethel's judgment as well as Polack's established policy of presenting strong, well-balanced programs.

The Western unit, incidentally, has an extremely long season. Last year it had a 41-week tour. This year, acts on it carry a guarantee of at least 35 weeks. The Eastern unit gives an act at least 30 weeks' work.

Ethel's astuteness as a talent judge is in a large measure the result of long experience. She's been in show business for 50 years.

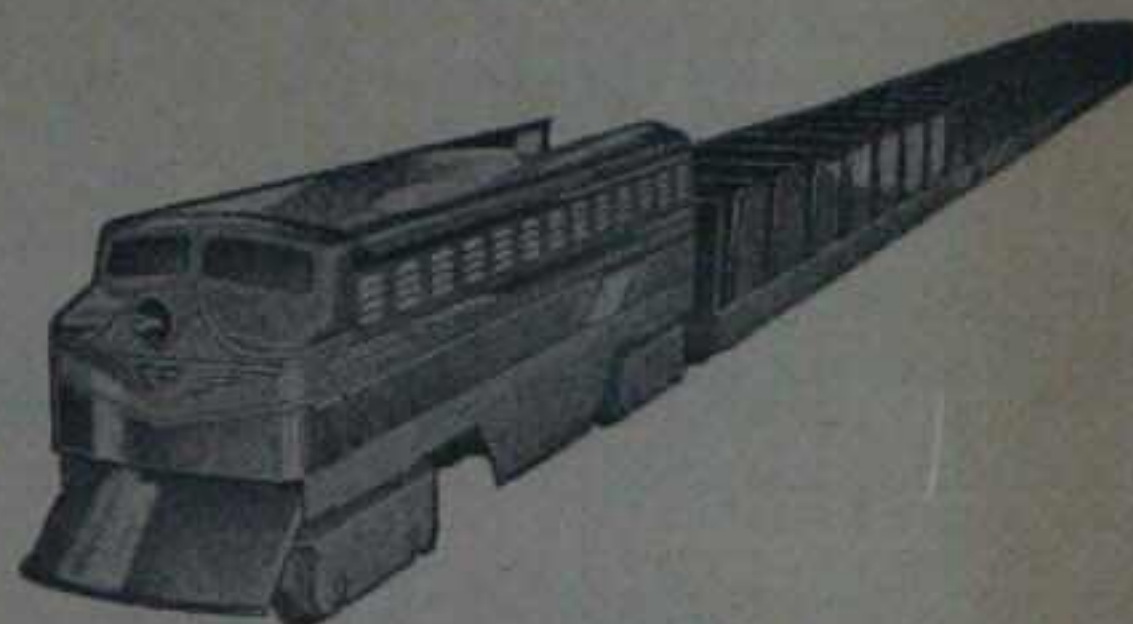
Reminiscing over her start, she chuckles, "I weighed only 110 pounds then, and now look at me!" She only laughs at her present weight, which is (See *ETHEL ROBINSON* on page 60)



KIDDIE FERRIS WHEELS AND CENTURY FLYERS

(TRAIN AND TRACK)

In Stock For IMMEDIATE DELIVERY



Government Restrictions Off On

ROLLER COASTERS

Let us plan your Coaster now and furnish it with our Streamlined Roller Coaster Cars. WE ARE THE LARGEST ROLLER COASTER MANUFACTURERS IN THE WORLD.

We are also builders of OLD MILLS, MILL CHUTES, FUN HOUSES, MIRROR MAZES and KIDDIE COASTERS.

WRITE FOR CATALOG

NATIONAL AMUSEMENT DEVICE CO.

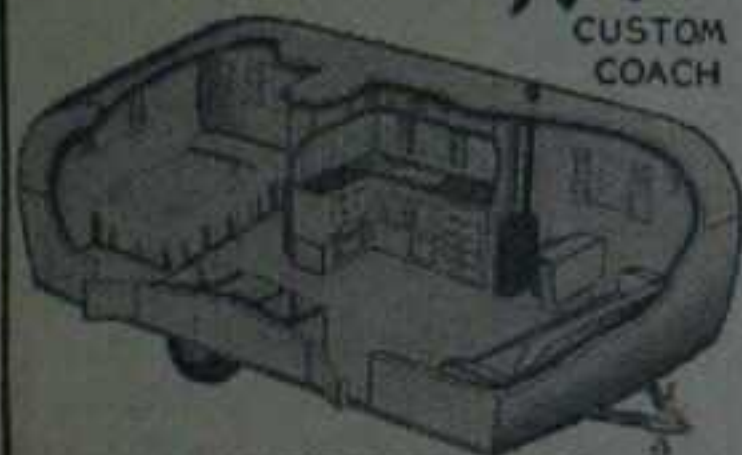
Box 488, VAF

Dayton 7, Ohio

Wm. de L'horbe Jr., Sales Manager

Solve your
Housing
Problem

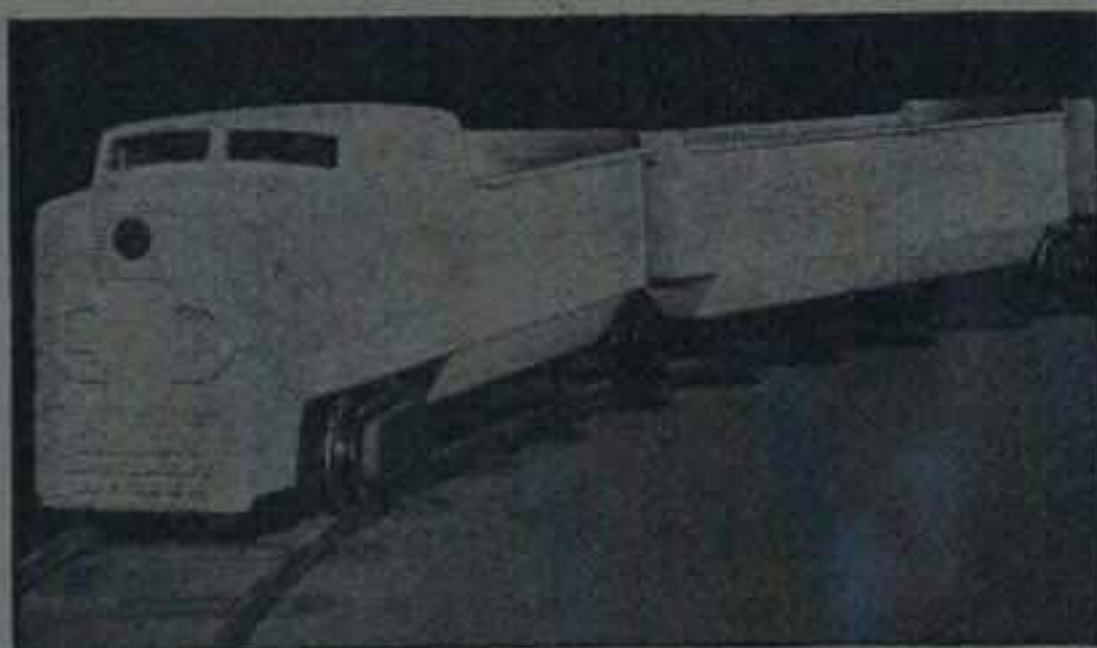
SEE
THE NEW *Mid-Kraft*
CUSTOM
COACH



MANUFACTURED BY
CHURCH MFG. CO., INC.

Builders of
FINE TRAILER COACHES AND BOATS
East Warren St.
MIDDLEBURY, INDIANA

WILLIAMS PRECISION BUILT STREAM- LINED TRAINS



The most beautiful and practical miniature railroads made. Can be set up in one-half hour. Locomotive and car bodies of polished 24 ST aluminum, strong as steel, one-third the weight. Our rides are not an experiment. We have built miniature railroads over 20 years. Write for illustrated circulars of portable electric and gasoline engine driven models.

Priced from \$1,750.00

WILLIAMS AMUSEMENT DEVICE CO.

2820 N. SPEER BLVD.

DENVER 11, COLO.

"HERE'S LOW-COST ELECTRICITY"



Let a portable Universal Lighting Plant provide all the electricity you need—at less than city rates. Models for all requirements—to light from 10 to 500 bulbs. Low cost, compact, lightweight, reliable—they pay for themselves in a short time. Write for free literature.

Universal
LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
275 Universal Drive • Oaklath, Wisconsin

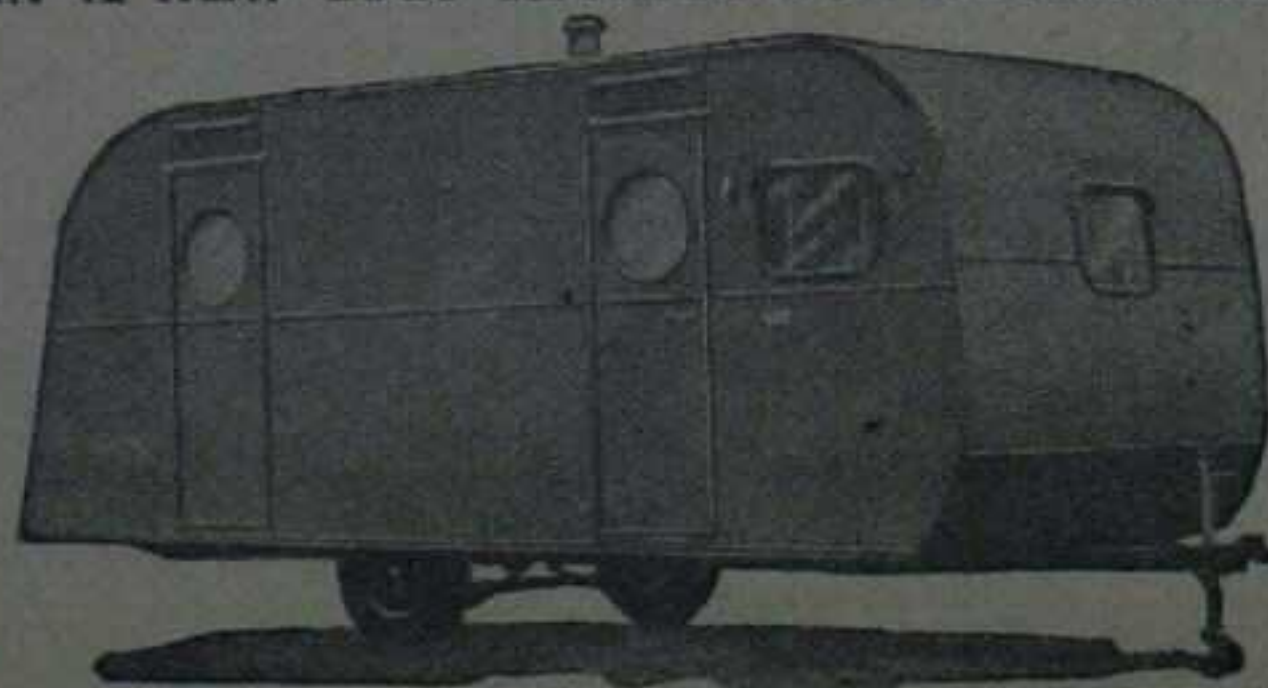
MINIATURE GOLF COURSE CONSULTING SPECIALIST

"Anything Pertaining to Miniature Golf"
PLANS DRAWN — LOW-PRICED PUTTERS.

COOL CREST GOLF COURSE

1402 Fridley Rd., San Antonio 9, Texas

ENJOY! LUXURIOUS LIVING AT LOW COST IN A NEW 1948 RICHARDSON SPORTSMAN



Available in two body lengths, the Richardson offers new smartness in design . . . interior luxury . . . and a greater value at a moderate cost.
See your Richardson dealer or write Dept. BB.

RICHARDSON TRAILER MFG. CO., INC., Elkhart, Ind.

AMMUNITION

for

Shooting Galleries

At Standard Wholesale Prices
IMMEDIATE DELIVERY

RIFLES—FIREARMS

All makes and models
at prevailing prices.

SPORTING GOODS, CAMERAS Binoculars, Fishing Tackle, etc.

No catalogs—write for prices
on wanted items

J. L. GALEF & SON, Inc.

85 Chambers St., New York 7, N. Y.

SUPER KETTLE POPPER



Best buy for large volume business with 35-quart capacity. Gearless agitator . . . sturdy . . . makes big money for you! 19 1/2" diameter, 18" deep, of 3/32" aluminum, at only \$27.50. Also 12-quart 8 quart \$20.00; 8-quart kettle, \$12.90.

Write for details. Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY COMPANY

3916 SECOR RD. TOLEDO 6, OHIO

FOR SALE—USED BUSES

Several, Rebuilt, Guaranteed

UNIVERSAL AUTO BODY CO.

800 N. 84th St. St. Louis 8, Mo.
(Phone: Gabany 2381)



Camel SHOW TENTS

have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WRITE FOR OUR FREE LIST

DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.

Quick Delivery!

COMPLETE OFFERING OF CAMP EQUIPMENT



CAMEL Mfg. Co.

329 S. CENTRAL STREET

KNOXVILLE 60, TENNESSEE

*Serving Showmen
Of The Southeast
SINCE 1919*

Reeves BLEACHERS Portable

A Reeves Installation will quickly pay for itself and provide you with additional revenue.

Reeves All Steel Bleachers and Grandstand Feature:

SAFETY • COMFORT • ECONOMY • DURABILITY

FOR ANY INFORMATION CONTACT

MATT G. REEVES & CO.

112 South 12th St.

Tampa, Florida

New Ride Thrill...C-CRUISE ACCLAIMED by these New Operators...

- ★ Jantzen Beach, Hayden Island Amusement Co., Portland, Oregon.
- ★ Arthur Price, Gwynn Oak Park, Baltimore, Md.
- ★ W. W. Moser, Central States Shows, Aransas Pass, Texas.
- ★ Al Wagner, Cavalcade of Amusements, Mobile, Alabama.

EASY TO FILL UP...OPERATE...SET UP AND TRANSPORT!

Appeals to young and old! A veritable banana!

Write for illustrated booklet



C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

SNOW CONE SUPPLIES

- 6 Oz. Rolled Rim Vee Cups, Case 5000, \$15.00.
- Flat Wood Spoons, 2 Sizes, 75¢ and \$1.25 Per 1000.
- Syrups, Ready To Use, All Flavors, Case 4 Gallon, \$6.40.
- Aluminum Display Case for Snow, \$50.00.
- Concentrates, All Flavors, \$6.00 Gal., Case 4 Gallon.
- Echols Electric Ice Shaver, Complete, \$60.00.

ALL PRICES F. O. B. ST. LOUIS, MO.

C. R. FRANK, National Distributor
2020 OLIVE STREET ST. LOUIS 3, MO.



CANDY APPLE SUPPLIES

- Skewers, 4 1/2 in., Case, 10,000; Bulk, \$10.00; 1,000 Pack, \$1.25
- Skewers, 5 1/2 x 1/4, 1,000 Pack, \$2.25; Case, 10,000, \$20.00
- "Sets Quick," No More Sticky Apples, 5 Lbs., \$4.50
- Granular Peanuts, 30 Lb. Carton, \$10.00
- Coconut, Shredded, 100 Lbs., \$45.00; 50 Lbs., \$25.00; 10 Lbs., \$5.00
- Red Color (Dry), 1 Lb., \$3.50
- Copper Kettle, \$30.00

ALL PRICES F. O. B., ST. LOUIS, MO.

C. R. FRANK, NATIONAL DISTRIBUTOR
2020 OLIVE STREET ST. LOUIS 3, MO.

PEANUTS

- Jumbo's (Green) Bag Lot Only, \$23.00 Per 100 Lbs.
- Jumbo's Roasted, Bag Lot Only, \$19.55 Per 85 Lbs.
- Peanut Roaster, All Electric, \$136.50
- PEANUT BAGS—Kraft, 1/2 Size, Bale 10,000—\$11.00
- Kraft, 1/2 Size, Bale 5,000—6.50
- Neon Sign "HOT PEANUTS"—\$25.00 Granular Peanuts, For Apples, 30 Lbs., \$10.00

ALL PRICES F. O. B., ST. LOUIS, MO.
C. R. FRANK, NATIONAL DISTRIBUTOR
2020 OLIVE ST., ST. LOUIS 3, MO.



TURNSTILES

OFFERED AT \$69.95

While They Last

2 Year Guarantee

Rebuilt

Made by H. V. Bright Co.

TICKET REGISTER INDUSTRIES

30 E. Adams St.

Chicago 3, Illinois

Motor Speed Round-Up:

Chitwood Qualifies at 124 m.p.h. For 500-Mile Indpls. Classic

INDIANAPOLIS—Joie Chitwood, Reading, Pa., thrill show owner and operator, Sunday (16) became the 10th driver to qualify for the 500-mile Decoration Day racing classic, scheduled here Monday (31).

Piloting a Nyquist Special, Chitwood qualified at 124.619 m.p.h., joining nine others who passed the test Saturday (15). Thirty-three cars will start.

This year's qualifying trials have been marred by the death of Ralph Hepburn, 51, Van Nuys, Calif., veteran of 15 Decoration Day classics. Hepburn died of a fractured skull and crushed chest received when his Novi Special crashed into a retaining wall.

On the lap before his crash he had been clocked at 132 m.p.h., fastest in this year's qualifying trials. He held the track record of 133.944 m.p.h., established in the 1946 trials.

Chaley Out of Hospital

SHREVEPORT, La.—Midget auto racer George (Bud) Chaley, Chicago, has been dismissed from Tri-State Hospital, where he was taken for treatment of injuries received in races Friday night (14) at Louisiana State Fairgrounds. He suffered a sprained right wrist and brush burns about the face, hands and knees when his machine locked wheels with another car and overturned during the semi-final heat.

Red Dowdy, Dallas, stole the show, witnessed by over 3,000, by winning each of the events in which he entered, including the finale in which he edged out Larry Johnson, St. Paul.

Lamoreaux Victor

LOS ANGELES—Lammy Lamoreaux copped the featured scratch race and Chuck Basney came home with a couple of triumphs in motorcycle racing at Lincoln Park Wednesday (12) before 5,200 fans. Burton Albrecht and Ernie Roccio finished second and third in the scratch event. Basney took the handicap final with Royal Carroll and Pee-Wee Cullum trailing. Basney also won the scratch final.

Tuthill Heads Third Track

STAFFORD SPRINGS, Conn.—William Tuthill, Hartford, Conn., race promoter, who heads up tracks at West Springfield, Mass., and Bridgeport, Conn., said this week that he will be in charge of the new track on the fairgrounds here which is owned by C. D. Benton. The inaugural race will be held Friday (28). Weekly races will be held on Friday nights. The speedway will be part of the 19-track Eastern Circuit which comprises the United Speedways Association and will run in co-operation with the American Racing Drivers' Club.

Peterson Sets Record

GARDENA, Calif.—Tex Peterson, Pasadena, won his second main event at Carrell Speedway here Wednesday (12) and set a new record for big cars at the track. Bud Rose, Pasadena, was second and Joe Gensma, third. Kenney Palmer, Montebello, captured the three-lap trophy dash over Frank McGurk, Inglewood.

Farmer Wins Again

CULVER CITY, Calif.—Don Farmer added another victory to his list by winning the midget auto race feature at the speedway here Tuesday (18) before 3,739 spectators. Johnny Garrett was second and Corky Benson third. Semi-main was nabbed by Don Cameron. Troy Rutman copped the trophy dash.

Big Cars for Conn. Track

THOMPSON, Conn.—Promoter John Hoenig anticipates a field of 30 cars for the inaugural big car race at the Speedway here Sunday (23).

Williams To Promote

SACRAMENTO—Joe Williams announces he has contracted for a series of midget auto racing programs with the United Racing Association (URA). Williams said the first will be presented at Lazy J Speedway here May 24.

Williams said several URA drivers did not bolt the organization last winter in the shake-up in favor of the Bay Cities Racing Association (BCRA), and therefore will appear on local programs. These include Billy and Eli Vuckovich, Billy Cantrell, Bill Zaring, Dutch Hellman, Norman Girtz, Walt Faulkner, Bill Brereton, Dick Reese and Cliff Epps.

Entrance of Williams' URA drivers will give this city two operating tracks. Billy Hunefeld is affiliated with BCRA and stages contests each Monday night in the Hughes Memo-



AMERICA'S FINEST
SHOW PRINTING

SPECIAL DESIGNED OR STOCK
POSTERS

FOR THE ENTIRE SHOW WORLD
WRITE FOR DATE BOOK, PRICE LIST
SAMPLES - STAYING ATTRACTIVE
SEND LIST FOR ESTIMATE.

34 YEARS OF FRIENDLY SERVICE

CENTRAL

SHOW PRINTING CO. - MASON CITY, IOWA

BUSINESS TRAILERS

Write for large illustrated catalog on trailers and all types of equipment.



KING CO.

82 Orchard St. Mt. Clemens, Michigan

SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.

82 Orchard St.

Mt. Clemens, Mich.

STEAM TRAIN BURNS COAL

Can be used indoors with compressed air.

Hauls a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

Adams A COACH OF DISTINCTION
Styled With Care -



Fashioned With Skill

ADAMS COACH & MFG. CO., Inc. INDIANA
ELKHART

SELL MORE POPCORN

HYCOL Golden Yellow



(Formerly Called "Nucol")

added to seasoning, so that when popcorn is hot it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY

2301 N. 11th St. ST. LOUIS, MO.

"AMERICA'S FINEST SHOW CANVAS"
12x16 GABLE END CONCESSION TENT, 5' AWNINGS, CORNERS ON 4 SIDES. GREEN FLAMEPROOFED. IMMEDIATE DELIVERY!

Tents-Side Show Banners

The Best Flameproofed Fabric Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON-CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST.

CHICAGO 30

ORIGINAL ROSECAKE OR WAFFLE MOLDS



Heat your waffle maker. 4" commercial size of cast aluminum complete with handles and formulas. \$2.50 each. round, six-sided or scalloped. Terms: 25% with order—balance on delivery. CONCESSION SUPPLY CO.
3810 Secor Rd. Toledo 6, Ohio

NOTICE, CONCESSIONAIRES

NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Orthon, Best Roller Rink, Fair Park, Dallas. If you can't call, write or wire.

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

rial Stadium. He was associated with URA last year.

Williams said his prices will be \$1.25 for adults and 60 cents for kids under 12 years of age. Additional lights and seats are being installed in the Lazy J Oval.

Cantrell Wins at L. A.

LOS ANGELES — Billy Cantrell captured the 60-lap midget race feature at Gilmore Stadium here Thursday (13) before 9,000. Bill Taylor nosed out Troy Ruttman for second. Two spectacular crack-ups marred the card. Rod Simms flipped on the first turn of the main event and was removed to the hospital for a check of his injuries. Johnny Garrett crashed into a wall during a heat race but escaped with minor injuries. Trophy dash was won by Roger Ward. Heat winners were Bud Clemmons, Ruttman, Cantrell and Simms.

Davies Victorious

CULVER CITY, Calif.—Jim Davies steered his hot rod home in the 30-lap roadster race feature at the speedway here Friday (14). Ed Barnett and Roy Prosser finished second and third, respectively. Ten cars were involved in crack-ups, but Yam Oka was the only casualty. His injuries were said not serious.

Freeland CRA Winner

GARDENA, Calif.—Don Freeland captured the CRA roadster race main event at Carrell Speedway here Saturday (15) before a crowd of 7,710. Jim Davis was second and Frank James third. Fred Pope nabbed the semi-main and Jim Rathbun won the trophy dash. Heat winners were Curtis Hayes, Jimmy Graham, Jay Frank and Freeland.

Flaherty Breaks Arm

SAUGUS, Calif.—Pat Flaherty flipped his hot rod over three times when he tangled with Stan Kross in a heat race during the roadster competition at Bonelli Stadium here Saturday (15) and suffered a broken arm. Dick Vineyard won the feature with Verne Slankard second and Jim Rathman third. Semi-main went to Curtis Hayes. Rathman copped the trophy dash. Heat winners were Hayes, Jimmy Graham, Archie Tipton.

Spokane Midgets Debut

SPOKANE—Bob Vorbeck, Denver, notched the first main event win of the 1948 midget auto racing season at Spokane Sports Center Saturday night (15) by blazing over the 40-lap course in 10:06.42 before over 3,500 fans. Al Kingen Jr., Spokane, won the "B" main event over 30 laps in 7:32.31. Russ Congdon, Tacoma, led the time trials in 15:55, then took the trophy dash in 44:62. Mel McGoy, Tacoma, furnished an extra thrill when his car burst into flames and forced another car onto the infield. Neither driver was injured. The inaugural got under way after two rain-outs.

Floyd Ende Wins

ROSCOE, Calif.—Floyd Ende captured the 10-lap main event of the weekly motorcycle racing program at 5-H Speedway here Tuesday (18). He defeated Chuck Basney and Jack Bailey over the one-fifth-mile oval. Fred Ford won the consolation race.

Tracey Triumphs

HUNTINGTON BEACH, Calif.—Dan Tracey went from wire to wire to nab the Friday (15) hot rod 40-lap feature event here before 6,616 fans. Dick Vineyard was second and Wayne Tipton third. In a heat race Colby Scroggins survived a spectacular double flip and roll when he tangled with Bill Steve's racer. Semi-main went to Mickey Davis. Curtis Hayes won the consolation race and Archie Tipton copped the trophy dash. Heat winners were Davis, Bud Gregory, Tracey and Steves.

NEW AND USED TRUCK-TRAILERS

5—18' to 22' Used Vans

3—30' Used Platforms

1—1946 Ford Coe Tractor (5,000 Miles)

Many Other Used Units

New Great Dane Trailers—Any Type

CARLEY TRAILER & EQUIPMENT COMPANY

College Park (Greater Atlanta), Georgia

Phone: CAhoun 2181

ALLAN HERSHELL

Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

POPCORN MACHINES AND SUPPLIES

JUMBO GIANT UNIT FOR TRAILERS (Capacity, \$40.00 per hour) \$248.00
"COMET" MODEL STAR 247.50
SUPER STAR 689.00
SILVER STAR 499.00
POPCORN, LARGE YELLOW HYBRID, \$12.50 PER 100 LBS.
POPCORN BOXES, 6 SIZES BAGS, ALL SIZES
PRICES AND SAMPLES ON REQUEST.
NEON SIGN "POPCORN", COMPLETE WITH TRANSFORMER, \$25.00
SEND FOR OUR COMPLETE LIST.
C. R. FRANK, NATIONAL DISTRIBUTOR
2020 OLIVE ST., ST. LOUIS 3, MO.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT CAR
PORTABLE RIDE

STATIONARY &
ELEVATED
PARK RIDE

NEW JET
KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

TENTS

ANYTHING IN CANVAS

Tents—Concession, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

SMITH & SMITH

RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave. Write, wire, phone for catalogue, price, delivery date.

SMITH & SMITH, Springville, N. Y.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

GOLD MEDAL PRODUCTS CO.

315 E. THIRD STREET

CINCINNATI 2, OHIO

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE
COMING SEASON, PLACE YOUR
ORDER NOW FOR THESE TIME-
TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

EVANS' HIGH STRIKER IMMEDIATE DELIVERY!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- NEW "SPEED DEMON" AUTO BUMP
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT,
GAMES, ETC.

H. C. EVANS & CO.
1528 W. Adams St., Chicago 7, Illinois

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

**UNITED STATES
TENT & AWNING CO.**
2515-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

CRETORS

Since 1885

America's Pioneer
Manufacturer of
Corn-Popping
Machines

C. CRETORS & CO. Chicago 16, Ill.

SHOW PRINTING

New Designs • Latest Styles Type
• Pictorial • Cards • Posters for
Every Occasion • See our samples
first. Prompt Service. Union Printer

METROPOLITAN PRINTING CO.
1326-34 VINE STREET • PHILA. • PA

Royal American Personnel

MEMPHIS, May 22.—Line-up of the Royal American Shows' personnel at the recent Cotton Carnival here follows:

Staff: Carl J. Sedlmayr Sr., general manager; C. J. Sedlmayr Jr., assistant manager; Bob Lohmar, general agent; Walter De Voynes, secretary-treasurer; Fred O. Burd, office assistant; Herb Pickard, press agent; Sam Gordon, concession manager; Robert Brown, concession secretary; Lester De May, concession stockman; W. D. Bush, chief of show police; Edward (Pop) Daly, lot superintendent; Sammy Smith, trainmaster; John A. Brooks, assistant trainmaster; Leonard Whitman, shop foreman; Ivan Curven, chief carpenter; John Reynolds, chief of neon department; William Moneyman, mail and The Billboard agent; John M. Dreaughon, chief electrician; Ace Case, Diesel foreman; L. S. Sowerby, scenic artist, and Ted Engberg, tractor superintendent.

Ride Personnel

Merry-Go-Round—James Mitchell, foreman; Joseph Toth, assistant; Margaret Engberg, ticket seller.

Hi-Ball—Jesse Murray, foreman; Charles H. Jordan and Chester Teal, assistants; Mrs. James Mitchell, ticket seller.

Moon Rocket—A. C. Feathers, foreman; Frank and Ralph Lemon, assistants; Vera May Larkin, ticket seller.

Rolluplane—Jack Kolasinski, foreman; Darrell C. Danielson and Walter P. Robak, assistants; Laura Cannady, ticket seller.

Looper—Charles E. Larkin, foreman; Robert McGuigan, Henry Craig and Joseph F. Dean, assistants; Ruby Mercer, ticket seller.

Ferris Wheels—George (Whitey) Hercha, foreman; Ralph Cuesta, Robert Greenaway, Blackie Briggs, Dan Avery and Jim Lane, assistants; Ruby Hall, ticket seller.

Octopus—Raymond McLaughlin, foreman; Ernest Lee Watkins and Clyde Kennedy, assistants; Zelda Hercha, ticket seller.

Caterpillar—Jack Stutes, foreman; Roy De Foor and Jimmie Roselle, assistants; Sue Walters, ticket seller.

Fly-O-Plane—Fred Walte, foreman; John Walton, Weldon Smith and James O'Brien, assistants; Rosalie Danielson, ticket seller.

Pretzel—Ewald (Swede) Erickson, owner-manager; H. M. Hickman, foreman; Frank Carmak and Roba Crislip, assistants; Al Casson, ticket seller.

Heyday—Frank Stubblefield, foreman; Mike Schomack, Ernest Lowe and Claude Gilland, assistants; Pauline Anne Murray, ticket seller.

Skooter—Tom Iles, foreman; Reinhard (Shorty) Schmidt, George Wooten and Skooter Red Kelly, assistants; Mary Joplin, ticket seller.

Kiddie Auto—Charles Cohen, foreman; Ed Whiddone, assistant; Mrs. Whitman, ticket seller.

Miniature Train—O. D. (Red) Tyrone, foreman; James Orchard, assistant; Hazel Helton, ticket seller.

Boat ride—Richard Bush, foreman; Arthur Turley, assistant.

Kiddie Airplane—Paul Jones, foreman; Joe Cook, helper, and Marian Hughes, ticket seller.

Show Personnel

Sally Rand—Sally Rand, the Tune Tattlers (Elaine Charles, Tony Angelo, Dick Champly and Jerry King), Lori and John Delaney, Madeline King and Tapua, Janis King, Lory Burke, Jean Abshire, L. Wheeler, Joan Mallory, Terri Terry, Dottie Claire, Alice Buckley, Margele Brown, Peggy Reynolds, Beau Lemes and Jean Delores; Charley Barnes, stage manager; W. P. Brown, electrician; Bill Barrett, Gus Sanford and Alabama, general assistants; Carl Goss, boss canvasman; Joe Rice, Ben Carline and Scotty, top assistants; Duke Wilson and Basil Walker, talkers; Dick Dickinson, Paul Bolling and Arthur Trimler, front assistants; Coca-Cola concession, Jack Foss, assisted by Jean Ross and George Roberts; program pitch, Chic Sloss, Josephine Reynolds and Lucia Lynn; Harry Pinklestein, Sally Rand's manager.

Midget—Henry Kramer, owner-manager; Dotty Kramer, emcee; Sandrina, Dorothy Wenzel, Anne Shollers, Mary Lou Kirkindall, Buddy Kirkendall, Kayo Erickson, Ronnie Street and Eddy Adams, performers; Walter Pollitt, pianist; Frenchy Healy, boss canvasman; Eddie Lovett, talker, and Slim Miller, ticket seller.

"Havana in Harlem"—Leon Claxton, owner-manager; Kenneth Revling, first opener; Jerry Heardley, second opener; Curley and Don Hilton, ticket sellers; Morrie Cohen, manager of candy department; Raoul and Ronnie, dance team; Ruth Tyler, soubrette; Gilbert A. Nelson,

vocalist; Four Lindy Hoppers (Joseph Hubbard, Jerome Williams, Leona Jones and Teresa Jimenez); Billy Mills and William (Too Sweet) Perry, comics; Gwendolyn Bates, India Burke, Verna May Smith, Jeanie Mae Lewis, Wilma Dukes, Anna Jean Aldridge, Panet Patterson and Romilla Williams, chorus girls. Band: Ezekiel A. Brown, leader, alto sax; Abraham Meeks, trombone; Clifford Cooper, tenor sax; Ervin Johnson, drums; Paul Manday Jr., pianist; Walter B. Watson, trumpet; Ben W. Curtis, bass violin; Lewis Bates, tenor sax; Otto Reed, trumpet; Happy Rose, trumpet; Frank Panier and Enrique Varona, Cuban drummers; Richard E. Smith, Tommy Adams, Henry O. Jones and James Sapp (Four Notes), vocal and instrumental quartet; Jackie Jackson, boss canvasman; Wilbert Mobley, assistant canvasman; John Tuehel, electrician, and Ralph Brown, general assistant.

Side Show—Cortez and Bert Lerow, owners-managers; Paul Wonder and Bill Newell, talkers; James Beach and George Marks, ticket sellers; Tommy Rathburn, lecturer; Ed Anato Hayes, anatomical wonder; Billy Turko, juggler; Alex Linton, sword swallower; Joan Beach, armless wonder; Percy Pate, thin man; Alvaro, turtle girl; Priscilla, monkey girl; Emmett Bejano, alligator boy; Roy Bidwell, fire-eater; Najlo Felez, clay modeler; Al Ray, magician; Mary Parks, rubber girl. Lerow brothers also serve as talkers and as glass blowers.

Hollywood Chimpanzee Circus—Leo Carrell, owner-manager and talker; Barney Dexter, talker; Allan Harris, lecturer; Dotty Carrell, trainer; Robert Perryman, assistant trainer; Kenneth and Vadine Valentine, ticket sellers.

Wildlife Show—Leo Carrell, owner-manager; Juanita Fontaine, Dave Woods, Johnny Wilson and Pete Williams.

Funhouse—H. A. (Hal) Hall, manager; Charles Baldwin.

Glasshouse—Clover Wilson Fogle, manager; Cliff Fogle, ticket seller.

Creation Show—Jesse and Etta Marsh, owners; Doc Crosby, lecturer.

Iron Lung—Jesse and Etta Marsh, owners-managers; Alice Chapman, girl in lung.

Motorcade—Bill Kemp, owner-manager; Mrs. Bill Kemp, assistant manager; Jack Faircloth, Eleanor Stepp, Pat Hawk, Bill Letour, Everett Harris, Kenneth Blaine and Russell Thompson, riders; Eddie Fitzsimmons, talker; Frank Henry and Leo Galloway, ticket sellers; Alfred Marquette and Eddie Smith, general assistants.

War Show—Nat and Betty Rodgers, owners-managers; Herman (Pee Wee) Subtrain, boss canvasman; Cyril (Blackie) Boland, canvasman, and Kermit (Tiny) Hanson, book salesman.

Monster Show—Charles Fogle, owner-manager; James L. Smith, lecturer; Clarence M. Peterson, ticket seller, and Herbert (Blackie) Vanater, general assistant.

Penny Arcade—Harry B. Julius, manager, with Jack Young, Coley Clanton and Paul Pergeron.

Concession Row

Jimmy George with Joe Westoski, Meyer Cohen and Harry De Mike, bowling alley; Mrs. Evelyn Clain, with Wilda Van Curnen and Charley San Talone, ball games; Hazel Maddox with Shorty Jobs, darts; Alton Pierson with Fred Howey, Ed Walter and William (Whitey) Tara, swinger; James (String Game) Murphy, manager, with E. A. Brems, jambo rambo; Phillip Wardell with Earl Maddox, six cats; Johnny Meyers with Leo Lesenger, Freddie Cooper and George Percy, darts; Slim Somerby with Merrill Waldon, Coke game; Eddie Hunter with Robert Hix and Allan Jordan, slum joint; Jesse Norwood with Willey Cook and William Ramsey, shooting gallery; Al Raasman with George Ritch, spot joint; Anne Tara with Archie Gilbert and Ophie Gilbert, ball games; Pietro Di Cesaro, cigarette shooting gallery; Red Cohen with Sidney Goodman, glass pitch; Whitey Hinckley with Skippy Hinckley and Andy Flint, punk rack; Hollywood Derby Race, Bob Parker, co-owner; Mr. and Mrs. Lew Isaacs and Curt Larson.

Candy floss—Sam Delaney with John Bruce and Johnny Dunn.

Frozen custard—Mr. and Mrs. Charles McDougall, owners-managers, with Aileen De May, Gertrude and Louis Obard.

Snow cones—B. H. Eaton, manager; Hazel Eaton, assistant.

Ice cream—Mr. and Mrs. Johnny J. Johnson, owners-managers; Elmer Winters, Harry (Happy) Winters, Mrs. Freddy Howie, Ray Westman and Bob Childers, assistants.

Peanuts, candy apples, popcorn—Billie Cooper, owner-manager; Mr. and Mrs. Robert

Wilkerson, Mrs. Ray Fulton, Grace Newell and Bill Paxton.

Photo gallery—Dick Ford.
Grab stands—Unit No. 1, William Oren, owner-manager; Mrs. Oren, cashier; H. I. Walker, Clyde Murphy, Isiah Osborne, James McCain, Ray Hamilton and H. B. Telford. Unit No. 2, William Oren, owner; M. S. Tate, manager; Bradley Prather and Albert Clark.



The Crystal Coach Jr. 1948 MODEL

Make \$50 to \$100 Per Hour Profit!

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

The Calumet Coach Co.
11575 S. WABASH AVE., CHICAGO 28

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY
AT LOWEST PRICES"
WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue
UNION, SOUTH CAROLINA

Frozen Custard Machines CONCESSION TRAILERS

Act at Once—Investigate Today!
Write for latest free catalogue.

Frank Thomas

GENERAL EQUIPMENT SALES, INC.
814-824 South West Street
Indianapolis 2, Indiana

NEW VAGABONDS

Westcrafts and Main-Lines at new low prices. A real showman's trailer. Trade now. We finance up to 36 months. No payments during winter months may be arranged. Contact

E. J. WEST

at East Lansing, Michigan, or
RAYMOND SELLHORN
at Sarasota, Florida.
CONCESSION TRAILERS
All Aluminum, \$1,595.00 and up.

New Saratoga Kettle Popper

ALL ALUMINUM
Meets all State
health requirements.
12 qt. capacity of
16" aluminum.
\$20.00 Each.
Terms: 25% with
order, balance on delivery,
P. O. H. Toledo.
Concession Supply Co.
3816 Secor Road
Toledo 6, Ohio

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.

"Tents With That New Look."
Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
Write—Wire—Phone

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY, MO.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

"THE CHALLENGER"

CANDY FLOSS MACHINE
This machine is custom designed for heavy duty
required at Carnivals and Circuses. It is being
used in some of the largest amusement centers
in Chicago.
Priced at only \$295.00 F. O. B. Chicago, Ill.
For detailed information write for circular.
HOUTZ POPCORN CO.
Candy Floss & Popcorn Supplies
8506 N. Lockwood Ave. Chicago 41, Ill.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Plus Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #2, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2, 10c each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacement, Numbered Balls, E.A.35c
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads, size 4x5, M1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 7 1/2; 5 colors; loose no pads, M1.75
Adv. Display Posters, size 24x36, each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Gables, with Chute, Wood Ball Markers, Master Board; 3 place layout for15.00
Thin Transp. Plastic Markers, 5/8" x 1 1/2" M1.00
Red or Green Plastic Markers, 1/4" Square, Round or Scalloped, \$2.50 M; 1/2" size\$2.00 M
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Ill.

**Biz for McCall
Org Tops 1947**

MACON, Ga., May 22.—The Jim McCall Shows, ending fourth week on lots here report biz ahead of last year the still off from 1946. McCall, brother-in-law of W. E. Franks, well-known Southern carnival owner, launched his show five years ago in Macon.

Playing Georgia exclusively, the McCall org is able to get choice dates, helped largely by fact McCall was a State senator and representative for many years and served in many important State posts before becoming a showman.

Org is in 10th week of season, and plans call for a few more weeks on Macon lots, then a swing thru North Georgia and a tour of tobacco markets beginning late in July.

The staff: Jim McCall, owner-manager; Bill Reese, general agent and legal adjuster; Bob Smallwood, electrician; C. M. Willis, Jr., mailman; James Albert, superintendent of transportation.

Rides: Ferris Wheel, Russell Powers, foreman, Ernest Towles, second man, and Mrs. Bob Smallwood, tickets; Chairplane, Baird Benton, foreman, and Pearl Benton, tickets; kiddie rides (2), A. J. Wood, foreman.

No shows will be carried until tobacco season starts.

There are eight office-owned concessions. Show's corn game is operated by auspices committee at each stand.

Other concessions and concessionaires follow: Mr. and Mrs. C. N. (Doc) Meyers, three; Bob Miller, five; Mrs. D. M. Reese, three; Herman West, one; Russell Cowan, one; Mr. and Mrs. C. M. Willis, cookhouse; Miller Johns, mitt camp; G. C. Mills, chuck wheel; Mrs. Russell Powers, bowling alley; Lila Mae Nails, penny pitch; George Johns, ball game.

**Brenner To Be Head
Of British Showmen**

LONDON, May 22.—At the annual meeting of the National Amusement Council, held here last month, Bernard Brenner, of the Amusement Trades Association, was elected chairman for 1948 and M. Williams, of the Association of Amusement Park Proprietors, was elected deputy chairman.

The National Amusement Council is made up of four of England's associations of outdoor showmen, grouped together during the war to cope with war-time problems, and now coping with thorny post-war difficulties. Organizations making up the council are the Amusement Caterers' Association, Amusement Trades Association, Association of Amusement Park Proprietors of Great Britain and the Association of Circus Proprietors of Great Britain.

D. M. KERR MFG. CO.**TENTS**

1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

NEW IMPROVED

CHAIRPLANE SWINGS, KIDDY AEROPLANES,
MERRY-GO-ROUNDS

RIDE-HI MFG. CO.

Rt. 13, N. Harrison Rd. Murphysboro, Ill.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.
EST. 1927. WHITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

**MORE
PROFIT
FROM
YOUR
SYRUPS**

LESS WASTE,
EASIER TO
DISPENSE



Model 400—Kool-Aide Ice Type

Accommodates four 1-Gal. Bottles at one time. Vitreous Crock constantly chills one gallon of liquid. Brass Fittings. Silver Plated. Baked on Enamel Finish. All Steel Construction. Properly Insulated. Models also available to accommodate 2 and 3 5-Gal. Bottles.



MODEL 247

**"KOOL-AIDE" COOLER
FOR NON-CARBONATED
BEVERAGES**

Silver plated on brass fittings. Uses 1, 2, 3 and 5 gallon bottles. One piece aluminum ice chamber. Non-rusting. 25 lb. ice capacity. Rock Wool insulation—will not sweat. Vitreous crock chills 1 gallon constantly. Shipping weight, 21 lbs.

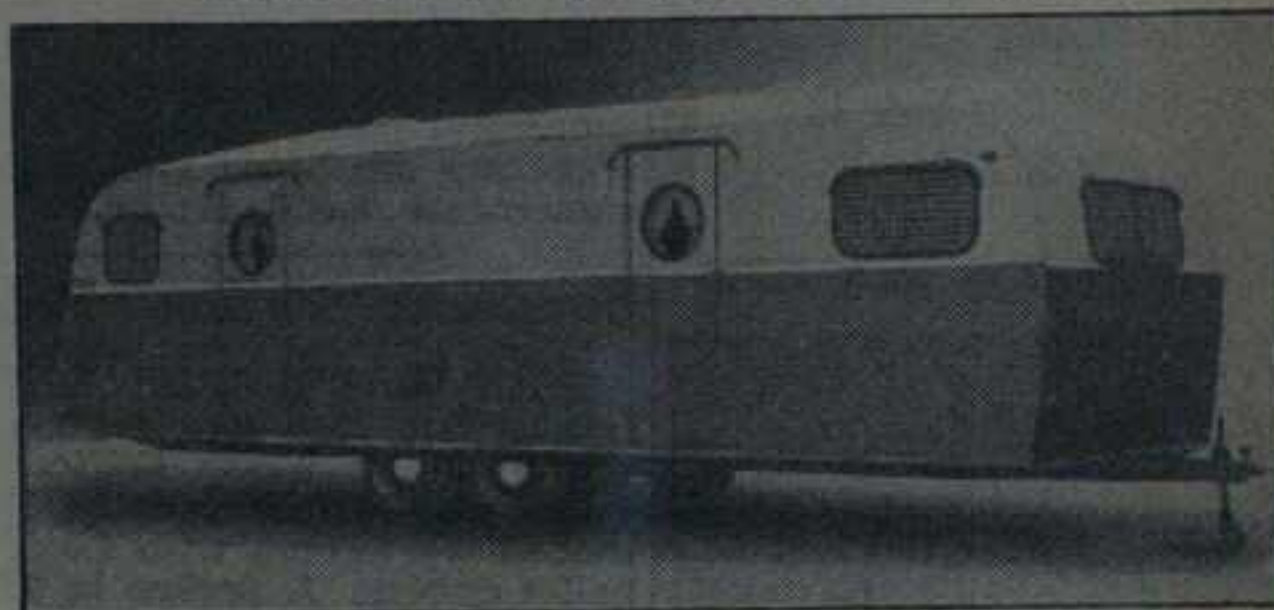
5 GAL. BOTTLES AVAILABLE

• IMMEDIATE DELIVERY •

WRITE FOR PRICES

Steel City Company

Dept. 884 190 N. Meridian Road
YOUNGSTOWN 9, OHIO

Look to STEWART COACH . . .**. . . for ECONOMICAL LIVING, anywhere!**

Before you buy any trailer check the advantage of the Slope-Away roof . . . exclusive on Stewart Coaches. Three popular sizes, 33, 28, 25 feet. Also custom-made coaches. Low first cost . . . low upkeep.

Write Dept. 88 for Free Literature

STEWART COACH COMPANY • BRISTOL, INDIANA

Member Trailer Coach Manufacturers' Association

FLOSS SUPPLIES

FLOSS PAPERS: 4x12, 50 Wt., 5000 \$5.00
60 Wt., 5000 6.00
COLORS: (Dry) Red, \$3.50 Lb.; Orange, \$3.50 Lb.; Green . . . 4.50 Lb.
VANILLIN FLAVOR: (Dry) 3.50 Lb.
NEON SIGN: "CANDY FLOSS," With Transformer 25.00

CANDY FLOSS MACHINES (NASHVILLE) AND PARTS.
ALL PRICES F. O. B. ST. LOUIS, MO.

C. R. FRANK, National Distributor

2020 OLIVE STREET

ST. LOUIS 3, MO.



STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2"

Responsibility Makes Just as Many Cowards
Out of Men as It Makes Successes.
Roll Machine
Folded
Strip

TICKETS**THE TOLEDO TICKET COMPANY**

114-116 Erie Street
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash With Order. Prices:
2,000 . . . \$ 6.00
4,000 . . . 7.45
6,000 . . . 8.30
8,000 . . . 9.15
10,000 . . . 10.00
30,000 . . . 14.00
50,000 . . . 18.00
100,000 . . . 28.00
500,000 . . . 108.00
1,000,000 . . . 208.00
Double coupons, Double prices.

**TICKETS PRINTED TO
YOUR ORDER 100,000—\$24.70**

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order: Each Working
Print at Color 10,000 Tickets.
10,000 . . . \$8.50
Each Additional 10,000 . . . 1.80
Same Order . . . 1.00
Price Change . . . 1.00
Color Change00

DALY TICKET CO.

COLLINSVILLE,
ILL.

BOOMERANG

WHITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
208 Junius St., Brooklyn, N. Y.

WANTED!

ARMY SURPLUS 60 INCH
SEARCHLIGHT PARTS

• ANY QUANTITIES
• CALL • WIRE • WRITE

ALBERT H. MILLER, LTD.

4545 W. Madison St.
Chicago 24, Ill.
MANsfield 7772

SIDEWALL

NEW WATERPROOF
FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.
6'x100' . . . \$82.74 9'x100' \$ 92.00
7'x100' . . . 72.45 10'x100' 101.74
9'x100' . . . \$82.25

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery.
"If It's Made of Canvas, We Make It!"
25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND

**CENTRAL
Canvas Company**

HARRY SOMMERVILLE—FOREST BILL
121 West 8th Street Kansas City 9, Mo.

CONTACT US IMMEDIATELY!!

for full information
and prices on

**Popping Corn
Boxes • Coconut Oil
Corn Syrup
Seasoning • Cones
Popcorn Machines**

We have everything necessary
to put you in the popcorn busi-
ness. All you need are the four
walls.

BRADSHAW CO. INC.

ALBERT N. DUKER, President

QUICK, DEPENDABLE SERVICE
SINCE 1903

SALES OFFICE

1619 Broadway, New York 19
Circle 7-4343

PLANT

31 Jay Street, New York 13
Walker 5-5359

TIPP BATONS

Are the Best!
Catalogue Ready

THE TIPP NOVELTY CO.
242 NO. 6TH STREET, TIPP CITY, OHIO

Quinn, Gruberg Ink Choice Site Adjacent To R-B Philly Stand

PHILADELPHIA, May 22. — The coveted carnival date adjacent to and coinciding with the appearance of the Ringling circus this year will be a three-way split with John A. Quinn, local novelty and concessions operator; Max Gruberg, carnival operator, and St. Mary of the Annunciation Episcopal Church, sharing the take. The stand is for one week beginning Monday (24).

The lot, an abandoned lumber yard only a stone's throw from the circus grounds, was leased by the owner, Dr. Henry P. Schneider, to Quinn. The \$100 license fee covering the appearance of Gruberg's org was paid by the church.

Wirth Acts Booked For Columbia Show

COLUMBIA, Mo., May 22.—A strong line-up of acts have been booked by Frank Wirth for the Boone County benefit circus to be held here May 29-31, reports Jack Hackethorn, publicity director of Boone County Fair Association which is co-sponsor of the show with the local recreation commission.

Among feature acts will be the Wallendas, high wire; the Repenskys, riding act; Wildey's Bears and Frisco's Seals, with Happy Kellums heading the clowns.

Said to be the first sponsored circus ever held here, there will be three night performances plus matinees the last two days. Performances will be offered under floodlights in the municipal ball park. Additional bleachers are being moved in to accommodate 5,000 people.

Southern "Follies" Feature

SALT LAKE CITY, May 22. — Danny Southern was featured male singer in the Water Follies of 1948 which played here recently. Southern shared top honors with Cecil Lewin, ballet dancer. A review in The Billboard credited Southern's appearance to another singer.

Burlington Inks R.R. Fair Acts

(Continued from page 50)

rail, the spectators will see a huge corral, which will serve as the stage for a continuous performance, including a bear act, archers, rodeo cowboys and cowboy balladeers.

Portray Rail Progress

Union Pacific Railroad plans call for the presentation of a Pageant of Power under a 250 by 125 foot tent, which will portray the development of railroading from the old wooden engines down to the latest in steam and Diesel-powered locomotives.

Each of the 11 States served by the U.P.—Nebraska, Kansas, Colorado, Wyoming, Montana, Idaho, Utah, Nevada, California, Oregon and Washington—will be represented by exhibits featuring industries and entertainment considered most representative and typical of the State.

The Lionel Company is building a special o-gauge toy railroad with over 400 feet of track, for the display, and the miniature railroad also will be available to take visitors thruout the exhibit.

U.P. officials in charge of the exhibit report they have been informed by several stage celebrities, including Olsen and Johnson and Ray Bolger, that they will make several informal visits to the exhibit during scheduled Chicago appearances, which coincide with dates of the fairs.

Eastern Group Set

At a meeting of Eastern railroads, which are pooling their efforts for the occasion here this week, it was decided to discard the idea of presenting professional entertainment in addition to their regular and elaborate displays.

This group, instead, will build its exhibit with an eye toward education and featuring motion pictures and a complete display of equipment.

Casting began Thursday (20) for Wheels a-Rollin', the pageant which will be staged daily during the seven-week show. A total of 220 men and women will be selected to fill roles in the production, with final tryouts set for Friday (28).

7,000 See Glen Shaw Win Cowboy Title at Fairfield

FAIRFIELD, Calif., May 22.—Approximately 7,000 attended the second annual Fairfield-Suisan Rodeo here Saturday and Sunday (16 and 17). Event, which opened with a street parade, was sponsored by the Solano Rodeo Association.

Top hands from Northern California competed for \$1,200 in prize money.

Glen Shaw, Escalon, was named champion cowboy and placed first in the bulldogging events. Other results:

Calf Roping—John Bowman, Nip Hogue, Glen Shaw, and Sam Lovelady and Leonard Block, tied.

Brahma Bull Riding—Kenneth Jones, Bill Knudsen, Bob Thornsberry and Doggie Davidson.

Bareback Riding—James Egan, Wallace Brooks, Bud Linfoot, and Dick Bardsley and Peter Dixon, tied.

Saddle Bronk Riding—Jack Hara, Bud Linfoot, Bill Lafferty and Laurel Ives.

Bulldogging—Shaw, Frank Mathias, Bill Rogers and Leon Carden.

Team Roping—Leonard Block and Victor Castro, John Bowman and Castro, Jim Gallagher and Stanley Gomez, and Levi Fraser and Sam Lovelady.

Fairfield, Conn., Fees Fixed

FAIRFIELD, Conn., May 22.—Proposed new license fees affecting outdoor show business here include a carnival levy of \$25 for six days, with a \$3 fee for each ride and \$1 for each additional day. A \$5 daily fee will be charged for professional sports staged indoors or out. Outdoor theaters will pay \$5 for the first day and \$1 for each additional day of operation.

Amazing-New-Improved ROOT BEER BARREL DISPENSER



PACKAGED CARBONATOR — New, lightweight, low-cost operation. Weighs just one-third of old-style carbonators. SUPER-STRENGTH ROOT BEER CONCENTRATE—Each gallon makes 140 gallons delicious root beer beverage. ROOT BEER MUGS — Eight-ounce size with handle. Flashy looks like sixteen-ounce size.

Write now for prices and literature.

OHIO CHEMICAL PRODUCTS CO.

National Distributors
1111 Dougherty, N. W. Canton 3, Ohio

More HERE'S IN TRAVEL-HOME VALUE!



See... Compare... Discover for yourself how much MORE you get in a rugged, easy-trailing Schult. Take advantage of the long Schult experience in catering to the needs of show people... for convenience, special features, and year 'round livability. . . . All backed-up by a strong national sales-service organization. No wonder so many show people say "Load your belongings in a Schult!"

Write Today

FOR CATALOG OF 1948 MODELS



There's a Schult just made for YOUR family needs. Every model has private bedroom, equipped kitchen, full insulation and efficient heating. Send a card or letter today for illustrated catalog. SCHULT CORP., Dept. 205, Elkhart, Ind. In Canada: John Inglis Co., Ltd., Toronto.

SCHULT Trailer Coaches

GIVE TO THE
RUNYON CANCER FUND



LIABILITY INSURANCE

Writing Showmen's Liability Insurance is a specialty and to avoid costly mistakes should be written by an insurance man who knows Show Business.

28 Years of selling insurance qualifies me to give you expert guidance. Contact:

CHAS. A. LENZ

A1338 Insurance Exchange
Chicago, Illinois

THE SHOWMAN'S
INSURANCE MAN

1728 First St., N.
St. Petersburg, Florida
Phone 5914



FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons.

WRITE FOR SAMPLES AND PRICES.

All Flavors Guaranteed to Comply With Pure Food Laws.

PURITY EXTRACT MFG. CO. 2101 Franklin Avenue
St. Louis 6, Missouri

PLACE YOUR ORDERS

For the original "TAYLOR MADE" dolls, cats, bottles and tops. All painted in flashy colors and have good wool. Your choice of thirty-five styles. Send for your catalogue today. All made in the original

TAYLOR GAME SHOP

COLUMBIA CITY, IND.

MRS. ORPHA SHEPHERD, Owner and Operator



PENNY PITCH GAMES

Size 48x48",
Price \$37.50.
Size 48x48",
With 1 Jack
Pot, \$45.00.
Size 48x48", with 5 Jack
Pots, \$50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$22.50

BINGO GAMES

75-Player Complete \$8.00
100-Player Complete \$10.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

119-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 1/2; 3 inch; 3 9/16; 4 5/16. Write for prices.

Single Sheets, 2 1/2 x 1 1/4. Typewritten. Per M. \$5.00

4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.

Any Quantity, Each \$1.50

"WHAT IS WRITTEN IN THE STARS." Folding

Booklet, 12 p. 3x5. Contains all 12 Analyses.

Very Well Written, \$5.00 per 100; sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy

Covers, Ea. \$2.50

Sample of each of the above 4 items for \$2.50

No. 1, 45 Pages. Assorted Color Covers \$5.00

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Paying.

1200 Dreams. Bound in Heavy Gold Paper

Covers, Good Quality Paper. Sample \$2.00

HOW TO WIN AT ANY KIND OF SPEOU-

LATION, 24-p., Well Bound, 8 1/2 x 11 \$2.50

PACK OF 75 EGYPTIAN F. T. CARDS.

Answers All Questions, Lucky Numbers, etc. \$5.00

Signs Cards, Illustrated, Pack of 36 \$1.50

Graphology Charts, 8x17. Sam. Br. Per 1000 \$7.50

MENTAL TELEPATHY, Booklet, 21 p. \$2.50

Shipments Made to Your Customers Under Your

Label. No checks accepted. C. O. D. 25% Deposit.

Our name or add to do not appear in any merchandise.

Sample postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.

Send for Wholesale Prices.

ALUMINUM OUTDOOR POPCORN STANDS

- ★ "STAR" POPPER
- ★ REASONABLY PRICED
- ★ IMMEDIATE DELIVERY

EVANS METAL PRODUCTS CO.

ELKHART, INDIANA DEPT. B

CLOSING OUT 60 POPCORN MACHINES

at half price

Coleman Tanks
Burner and Handy Gas Tanks
Peanut Roasters
15 Lbs., 25 Lbs., 100 Lb.

Send for list of above

POPPERS SUPPLY

BOX 838 ATLANTA, GA.



ECHOLS ICE
SHAVING
MACHINE
With Motor
\$60.00

With Stand
\$85.00
\$15.00 Deposit
on C. O. D.
orders.
E. T. ECHOLS
3700 S.
Jefferson
St. Louis 18,
Mo.

SECOND-HAND SHOW PROPERTY FOR SALE

\$50 Facial & Sectional Development Human Embryo
showing sex development; 24 specimens; glass case.
\$30 Hollowell Skelton Vibrator, throws spark.
\$25 Wax Head Abraham Lincoln, fine specimen.
\$22 Head Baby Face Nelson, of Dillinger gang.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

Ernie Jordan Trailer Sales

"The Showman's Friend"

America's Finest Trailers & Dollies.

Terms—Trade—Service & Parts.

605 N. E. 23rd, Oklahoma City, Okla.

1800 W. North Ave., Dallas, Texas

Brydon Closes With Savin Rock For Two Shows

CHICAGO, May 22.—Ray Marsh Brydon, who has shows at Riverview Park here and at Palisades Park in New Jersey, today announced he had completed negotiations via long distance telephone with S. Landow to put two shows into Savin Rock Park, West Haven, Conn.

Brydon said that Ray Thomas and Dee Aldrich, two members of his staff here, will leave Monday (24) for Savin Rock to ready the shows for the grand opening Decoration Day.

Shows Named

Brydon said that the two shows will be a *Palace of Wonders* and the *Streets of Cairo*, the former a freak show and the latter a girl show. The *Palace of Wonders* will be housed in a 60 by 120-foot building, formerly the Merry-Go-Round building, Brydon said, and the *Streets of Cairo* will be in a 40 by 60-foot building which last year housed the *Globe of Death* shows at Savin Rock.

Brydon's *Palace of Oddities* here at Riverview had put on the new look for the '48 season. In previous years, the various acts in Brydon's Riverview show were worked from individual platforms or stages. This year, however, the pit system is being used.

Strong Line-Up

Both the inside and outside of the building have been given a face lifting and Brydon has lined up a strong show of 10 acts, with the roller skating act of the Four Sensational Silvers and the dog and cat act of Martin Laurello the features.

Brydon's executive staff opening week here included, in addition to Brydon, Leona Halligan, secretary; Ray Thomas, Brydon's first assistant; Dee Aldrich, talker, and Mrs. Paul Beckley and Joe Dunn, tickets, and Helen Winters, bally.

Acts, in addition to the Silvers and Laurello, at Riverview include Richard Miller, five-year-old legless and armless wonder; Dr. Waldo, human ostrich; LeRoy Wallace, magician; the Durantes, mental act; Stella and Helen Royal, midget dance team; Paul Beckley, artists; Twisto, rubber man, and Roland, anatomical wonder.

Phoenix JCC Nets \$19,645 From Rodeo, Aid Charity

PHOENIX, Ariz., May 22.—The Junior Chamber of Commerce netted \$19,645 from its 1948 world's championship rodeo, it was announced. Roger Hagel, chairman of the rodeo committee, reported the event grossed \$90,000. Expenses, including taxes of \$15,000, left a net of \$19,645.

Of that sum, Hagel said, the Phoenix Boys' Club gets \$10,000; the Lions Club blind fund, \$500; the Maricopa County school lunch fund, \$1,000, and \$2,000 goes for musical scholarships at Arizona State College, Tempe. Hagel said \$4,000 will be used to enlarge the Jaycee office and \$2,145 is reserved for expenses of next year's rodeo.

J Bar S Rodeo Contracted For 3-Day Affair in Conn.

NEW YORK, May 22.—Joe Daly has signed the J Bar S Ranch Rodeo for the three-day Decoration Day week-end, May 29-31, at Tinty's Flying Ranch, Plainville, Conn.

Tinty's is said to be one of the best rodeo layouts in the East, with bleachers, chutes, pens, electricity and other facilities plus parking space for 8,000 cars.

In addition to the J Bar S Ranch's usual rodeo events, there will be Fireball, the ranch's feature trick horse, and as a special feature, pony express races.

Bailey at Vanc'ver

VANCOUVER, B. C., May 22.—Bailey Bros. will play a week's stand at the Pacific National Exhibition grounds here starting Monday (24). The week originally had been booked by Clyde Beatty but that org notified the city the date could not be kept. A previous application by Bailey Bros. was accepted by civic licenses and claims committee.

Ken Baker Organizes Motor Thrill Show

LOS ANGELES, May 22.—A new thrill show, to be known as Satan's Hell Drivers, has been organized here to play fairs, celebrations and other outdoor events, according to Ken Baker, local special events promoter, who is manager of the new organization.

Personnel includes such well-known West Coast men as Freddie Lamont, Curley Brook, Eddie Ward, Johnny (McGee) Smith and Cheston Tarver. Lamont and Tarver also do a clown routine.

Show features double-ramp wing-overs, with a motorcycle going in opposite direction, said to be the first act of its kind to be presented here; head-on collisions of autos, thrill driving and precision driving.

First booking of the new show was at the Roscoe, Calif., 5-H Speedway Sunday (16) and was pronounced a success by Baker. Show played to a crowd of 2,600. Admission prices were \$1.25 for adults and 60 cents for kids.

Sponsors and Manager Named For Yreka (Calif.) Gold Rush

YREKA, Calif., May 22.—Plans for the revival of the Yreka Gold Rush Days here, June 24-27, are well underway, with the announcement of Art Craner as general manager and the Ross Neilon American Legion post as sponsor.

Craner, who recently directed the May Day Festival in Los Banos, Calif., is aiming at crowd of 50,000 for the four-day event.

West Coast Shows will furnish the midway. Other events on the program will include a Golden West Girl Contest, dancing, a special kiddies' day, an historical parade, fireworks, a soap box derby, and a free-act twice daily.

Carl Dossey Wins Bareback Title at Las Vegas, Nev.

LAS VEGAS, Nev., May 22.—Carl Dossey, Chandler, Ariz., won the bareback bronk riding championship in the Helldorado Rodeo here. Buck Oliver, Phoenix, Ariz., and Chet Dawson, Las Vegas, tied for second. Other results:

Calf Roping—Homer Pettigrew, Chandler; Ed Davis, Las Vegas, second; Bill Brown, Pasadena, Calif., and Dave Campbell, Las Vegas, tied for third. Time—16.4.

Saddle Bronk Riding—Ned Ferrero, Las Vegas; George Aldroff, Cardston, Alta., and Ben Pancher, Caliente, Nev., tied for third.

Bulldogging—Dave Campbell, Ned Ferrero and Jim Staley, all of Las Vegas. Time—14.

Brahma Bull Riding—Carl Mendes, Visalia, Calif.; Jimmie Davis, Phoenix, and Timmy Young, Las Vegas.

Bob Clayton Back as Agent After 20 Years on Lots

OMAHA, May 22.—Bob Clayton announces his return to the booking field after 20 years in outdoor showbiz, operating shows, rides and concessions. He will operate from an office here, promoting and producing home talent shows under auspices and selling acts.

Al Morgan will handle advance for touring units with Ray (Sonny) Myers as company manager. Freddy Kane is also on the staff.

Free!

\$100.00

WORTH OF TAFFY

WITH ORDER FOR PULLER

TO introduce this new streamlined taffy puller, we furnish FREE with every order enough SUPER TAFFY MIX to gross \$100.00 in sales!



This 25 lb. taffy puller is a display model built to get crowd-attention. Modern design. Chrome plated arms. Polished steel bed. Built to work night and day.

SUPER TAFFY MIX

No muss. No fuss. No guess work. Super Taffy Mix comes ready for puller.



Saves cooking and cooling. Add any flavor or color. Salt water, molasses, black walnut—any type of swell tasting taffy. Keeps indefinitely.

TAFFY CUTTER



No motor or plug-in. Speedy, easy hand operation. Throws taffy onto table ready for wrapping. Sturdy construction.

Immediate Delivery

Wire or write for full details. We shall air mail prices and complete information.

Jobbers Write for Discounts

JOSEPH ARCHER & SON

2601 South Main St.

LOS ANGELES 7, CAL.

ELECTRIC POWER ANYWHERE

**DIESEL
AND
GASOLINE
DRIVEN
GENERATORS**



**IMMEDIATE
DELIVERY

NEW AND
USED**

MAKE YOUR OWN ELECTRICITY & INCREASE PROFITS

IDEAL FOR: ● CIRCUSES ● CARNIVALS ● AMUSEMENT PARKS

Gasoline Driven Generators from: 1,500 Watts to 15,000 Watts, A.C. 110/220 Volts, 60 Cycle, Single and 3 Phase.

Diesel Driven Generators from: 12,500 Watts to 100,000 Watts, A.C. 110/220-220/440 Volts, 60 Cycle, 3 Phase.

Units are complete with controls and instruments, and of a size to be readily transported by truck.

● POWER CAPACITIES TO MEET YOUR REQUIREMENTS ●
PHONE—WIRE—WRITE

CERTIFIED MATERIALS SUPPLY, INC.

534 W. 12TH ST.

COLONIAL 5139

NEWPORT, KY.

Gaming Charge Nixes Auburn Cent. State Aid

AUBURN, Calif., May 22.—The 1948 Gold Rush Revival celebration, which closed a three-day run here Sunday (16), was declared a huge success from the standpoint of attendance, with more than 30,000 persons attending the centennial parade on closing day—but the Centennials Commission, a State agency, is unhappy about one phase of the event.

George Heinz, executive secretary of the commission, said State financial support for the local celebration is being withheld because wide-open gambling prevailed despite previous warnings of the commission.

Gambling games are said to have run in the Heildorado, a large tent with a sawdust floor, a tented replica of an early day amusement and gambling hall. In addition to a battery of slot machines, it is alleged there were crap tables and blackjack games. Coins and currency were used with no pretense of scrip or merchandise prizes, it was said.

Heinz said the celebration would have been entitled to \$3,800 in State support if the rules and regulations of the Centennials Commission had been observed.

Awaits Report

"I understand some mild forms of gambling were carried on," Heinz stated, "I understand the gambling was held in a tent outside of town. The commission's stand against gambling is definite. Gambling will not be tolerated in any form in celebrations drawing support from the State."

Heinz said two Centennials Commission men were in Auburn during the celebration and he expected to receive a full report shortly. He emphasized that the men were not snoopers but added they were to see that State money was "used in a way they had agreed to use it."

In all centennial celebration contracts henceforth, Heinz reported, "no gambling" clauses will be inserted.

There had been considerable speculation before the fair opened as to whether or not there would be gambling in Heildorado. As soon as word of it reached the commission, that body threatened to withdraw the \$3,800 pledged toward the cost of the gold rush features if gambling took place.

At the same time it was reported that \$1,500 had been put up by Sacramento interests for the gaming concession.

Ray Dorer, general chairman of the celebration, said, in opposition to Heinz's stand, that "Auburn spends \$25,000 each year on the Gold Rush Revival, and this year we intended to ask the Centennials Commission only for financial support for the parade and children's events. The most the commission would contribute is \$3,800."

"As far as I am concerned, I will not ask the commission for any financial aid. It's too hard to get anything out of the commission anyhow. They make it as tough as they possibly can—except when it is for some place like Los Angeles."

"You can tell Heinz he can keep all the money. We don't want or don't need any of it. We have financed previous celebrations ourselves and can continue to do so. We don't want to be obligated."

James Pavlin, chairman of the Heildorado concessions, said he had no comment.

Mrs. Hazel Treadwell, wife of J. C. Treadwell, known as Speedy Merrill, flew from Asheville, N. C., to Birmingham May 11 to be initiated in the Eastern Star.

Deadline for Garden Pier Redemption Set—June 25

ATLANTIC CITY, May 22.—Vice-Chancellor Vincent S. Haneman has granted Mrs. Miriam Levin an extension until June 25 in which to redeem the Garden Pier property now held by the city. In order to regain title to the amusement pier, Mrs. Levin must pay approximately \$150,000 in back taxes plus taxes since 1943.

In his order, which reopened the 1943 foreclosure of the pier by the city, Haneman directed that Mrs. Levin must stipulate that she will improve the property after she regains title to it. Because of the lateness of the redemption date it seems unlikely the pier will be improved in time for operation this season.

Mrs. Levin claims that altho she was one-third owner of the pier in 1943, she was serving as a WAC at the time and did not receive notice of the foreclosure proceedings.

ROCK REOPENS MAY 30

(Continued from page 50)

cession has been taken over by a beverage company.

A new road into the park has been built. Stairways leading down into the rocks, some of which are nearly 100 feet high, have been installed.

Admission to the grounds and picnic grove will be free. A 25-cent charge for parking will be made. A 50-cent charge to visit the rocks will be instituted.

Kreinson Handles Flack

David J. Kreinon, former publicity man at the New York World's Fair and now managing editor of *The Bradford Journal*, and Donn Roberts are handling advertising and promotion.

PARK MEN, YOUR ATTENTION PLEASE

Consider a No. 16
BIG ELI Wheel
for your park in
1949.

The most dependable of all large Amusement Park Rides. It pays a profitable return on your investment year after year. For long life and certain net profits your Park needs a No. 16 BIG ELI Wheel.

The BIG ELI No. 16 is without a doubt one of the most beautiful rides you can have in your park. You can't afford to be without one, so don't wait longer, write for full information today. Ask for Price List A-59.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois



CASH REGISTERS WANTED

Write style and serial number—also all
types for sale

NATIONAL SERVICE SUPPLY CO.

2974 Michigan Ave.

Detroit 16, Mich.

NEW LOOK!

FOR CARNIVALS ● FAIRS ● CELEBRATIONS

FLUORESCENT SIGNS AND BANNERS

ANY COPY DESIRED ● ARTISTICALLY DESIGNED

TAPED & GROMMETED, ready to hand—CERISE & ORANGE only.
1/3 Deposit, Balance C. O. D.

BARTON DECORATING CO.

1087 Manzanita St.
Los Angeles 27, Calif.

\$1.50

sq. ft.
f. o. b.
Los Angeles

POPCORN EQUIPMENT HEADQUARTERS

Portable Gasoline, Electric Counter and Base Model Poppers direct from manufacturer.
For photos and full information write

JOE F. JOHNSON POPCORN CO.

644 STELZER RD.

COLUMBUS, OHIO

POP CORN

South American Yellow Hybrid & White
Hulless, Seasoning, Boxes, Bags, Salt, Cones.
Write for price list.

Embros Popcorn Co.

1020 South 4th St.

St. Louis 4, Mo.

TIPP WHIPS

Are the Best!
Catalogue Ready

THE TIPP NOVELTY CO.

242 NO. 6TH STREET, TIPP CITY, OHIO

CARBONS

for

60" Searchlights

A very advantageous purchase of SEARCHLIGHT CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

These Carbons are for 60" searchlights, and are manufactured by the National Carbon Co. They are type I, which is a high intensity, white flame.

Each set consists of one Positive 16mm. x 22" and one negative 11mm. x 12". There are 25 sets to a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

\$4.00

Per Container,
when purchased in case
lots, as long as stock lasts.

Terms: Net Cash,
F. O. B. Los Angeles.

R. M. B. CORPORATION

Wholesale Distributors

1505 E. 1st St., Los Angeles 33, Calif.



L-O-O-K! at BLEVINS' BIG JUNE PARADE OF OUTSTANDING HOT WEATHER VALUES!

Take Advantage of This Big Sale to Stock up NOW for the 4th of July.

(Only at Blevins Will You Find EVERYTHING for the Concession)



POLAR PETE MACHINE

Buy your Polar Pete from Blevins for \$395, and we will GIVE you enough flavor concentrates, cups and citric acid to return you \$400 when sold!



ECHOLS MACHINE AND CASE

Echols ice ball machine with motor, stainless steel case, 4 qts. Snow-Man flavors, 2 qts. fruit acid, pick, dipper, plastic pour-outs, and 2000 Snow-Man cups.

All for \$125!



SNOW-MAN CUPS

Famous two-color, animated "Snow-Man" snow cone cups. 6 1/2 oz. Rolled rim, tasteless, odorless, non-absorbent. In case (5M) lots.

\$3.25 M



HOW TO SAVE 25% ON POPCORN

BEE-HIVE Hybrid Popcorn has so much EXTRA VOLUME we urge you to use 1/4 LESS corn per popping (with the same amount of seasoning).

Per Bag, \$13.50

100 PLUS Hybrid Popcorn. A fine hybrid of regular quality with a popping expansion guaranteed to equal that of any corn selling for \$1 to \$2 higher. Stocked in Nashville only.

Per Bag, \$11.90



PREMIERE BOX

Now offered at big discounts. Buy 5 M and get 5% off. Buy 15 M and get 10% off.

No. 1—4 1/2 x 2 x 7

\$7.90 M

No. 2—4 3/16 x 1 3/16 x 6 1/2

\$6.90 M

BLEVINS JUNE SPECIALS

SEASONING—Oil prices are up, but we're selling at the same old price. Check these values and save.

Liquid Peanut Oil, 5 gals. \$14.90
Cocoanut Oil, 50-lb. steel pail 19.50

PEANUTS—Large No. 1 Fancys, Virginia Crown, Raw, 18¢. Roasted, 21¢.

PEANUT BAGS—Animated, two-color, \$1.71 M

VANILLA VANILLIN SUGAR COMPOUND—For Flavor and aroma.
Per Pound, \$2.25

GLUCOSE—60 pounds for \$7.50

FLOSS PAPER—per thousand, \$1.00

CANDY APPLE STICKS—4 1/2 x 11/64, \$1.00 M
5 1/2 x 15/64, \$1.60 M

COLEMAN EQUIPMENT—25% discount on all orders.

It will pay you to buy your Coleman equipment during this big event.

RECIPES—Blevins will gladly furnish recipes for any confection.



COPPER KETTLES

18-gauge copper kettle for caramel corn. Double bottom, rolled rim, wooden handles, 16" deep, 19" across. A \$45 value for only \$39.50!
18-gauge kettle for candy apples. 8" deep, 18 3/4" across.

A \$30 Value for \$22.50!



STAR P-50 MACHINE

Blevins is making delivery on these new machines every day. We sell 'em on credit, too.

Only \$247.50



KING BEE PORTABLE MACHINE

Still going strong! A \$135 value NOW REDUCED to ONLY

\$99.50!



TREATUM TRAILER

Got the wanderlust? You want a Treatum Trailer. Now in stock.

From \$1,000

BLEVINS

POPCORN COMPANY INC.

IN POPCORN VILLAGE • NASHVILLE, TENN.

Master stocks at Nashville (Phones: 7-3272-3-4) and Atlanta (Southeastern Industrial District, 650 Murphy Ave., S. W., Bldg. E, Unit 8, Amherst 7141). BEE-HIVE popcorn, seasoning, supplies, flavors, and cups stocked in following public warehouses:

Poston Warehouse Co. 671 S. Main St. Memphis, Tenn.	Hiern Warehouse Co. 608 Tchauptoulas St. New Orleans, La.	Dixie Warehouse Co. 11th and Main Sts. Louisville, Ky.	Quick Service Warehouse 102 San Jacinto St. Houston, Tex.
---	---	--	---

BLEVINS POPCORN CO.

Popcorn Village
3098 Charlotte Ave.
Nashville, Tenn.

Dear Sirs:

Please ship me the following items:

.....

.....

Name

Address

City State

Ethel Robinson 67 Years Wise, But Has Vim 'n' Vigor of Youth

(Continued from page 50)

more than double what it was when, as a stage-struck girl of 17, she broke into show business.

"That was in Boston, where I was born (April 6, 1881). I began as an extra in stage shows which featured such stars of that day as Richard Mansfield, Olga Nethersole and Denman Thompson," she recalls.

Given a bit part in *Old Homestead*, she became inspired to take dancing lessons. Then, she applied for a job as a line dancer in a light opera company. She got the job, and she loved it. While with the opera company she discovered she had a voice, so she took singing lessons.

Her soprano voice scored well. It paved the way to the lead role in *Telephone Girl*, New York musical, and that show had a successful run. Then she turned to vaudeville. Her renditions and the type of songs she sang caused her to be tagged *The May Irwin of Vaudeville*, after the musical comedy star of that name.

Decides to Quit Stage

After 10 years as a dancer and singer, she decided to quit the stage. The decision was prompted by the fact her mother suffered a stroke and also because she herself had tired of trouping. Seeking a home base to which she could return often, yet still remain in show business, she joined Reich and Plunkett Theatrical Agency in New York, which then specialized in booking fairs in the East. She became a road saleslady and continued with the organization for three years, during which time she was grounded thoroly in the booking business.

John J. Murdock, then head of the Western Vaudeville Managers' Association, with headquarters in Chicago, then engaged Ethel to install a department for booking fairs and parks with that organization. This she did and for 12 years she remained with the powerful booking office.

It was one of Ethel's added duties during those years to catch acts which played Chicago theaters. Seated in the balcony, she caught countless first shows, scoring the acts according to their ability, rating their relative salary worth and giving her estimates as to where they should be spotted on the bill.

Usually Guessed Right

Invariably, her recommendations were followed. Moreover, they played a part in determining how much work acts received. And the Western Vaudeville Managers' Association then was in a position to give much work—two solid years within its own territory and an additional two in other sections thru affiliates.

In 1924 Ethel decided to go it alone, opening her own booking office and catering primarily to fairs and parks. That she was then one of the most effective sales representatives is demonstrated by the fact that for 15 straight years she filled the grandstand contracts for the Canadian Class A and B Circuits.

In 1931, Ethel closed her office and joined the Barnes-Carruthers Fair Booking Association, a forerunner of the present Barnes-Carruthers Theatrical Enterprises, Chicago. She continued with that organization as a road saleslady until the fall of 1945, when she again went out on her own, this time to concentrate largely upon scouting and booking talent for Polack.

Looking back over her long years in the business, Ethel takes modest pride in the fact that she was the first to book a parachute jump from an airplane. That was just before World War 1, more than 35 years

ago, at a time when aviation was in short pants.

Clifford L. Niles, then secretary of the district fair at Anamosa, Ia., and now active in theater, real estate and insurance interests there, approached Ethel with the idea of presenting a parachute jump at his fair. Ethel mulled over the idea and allowed as how it might be done.

She suggested Max Lillie, one of the early day pilots. Propositioned, Lillie agreed to make the jump only if preliminary tests proved successful. These tests consisted of dropping first a 50-pound bag of sand, then a 100-pounder from a plane. Neither drop wrecked the plane, and then Lillie made the actual jump. As a matter of fact, he made three leaps at the Iowa annual. But he moved to a fair in Wisconsin and was killed.

Lists Her Bests

The spiralling of talent prices in recent years is a source of amazement to Ethel. She recalls vividly one of the first circus acts she booked at \$1,000 a week, at that time an extraordinarily high price. It was the Kikutas, a Japanese troupe of some 12 people who offered a routine that embraced acrobatics, juggling, tumbling and contortionistic feats.

Incidentally, she terms the Kikutas among the best acts of that era. Other top acts, now out of existence, which rate high in her book are the Pisutes, an Italian horse act, in which adagio dancing was done from the backs of two snow-white horses; the Bobker Ben Ali Troupe, Arabian tumblers; the Four Rianos, pantomimic comedy act; the Mangan family, Australian teeterboard act; the Musical Cuttys, novelty act, and the Flying Banvards. She placed Slivers Oakley, celebrated for his one-man baseball game routine, as the outstanding clown of that period.

Ethel was married at the age of 21 but her husband, Albert B. Thomas, then secretary of the Detroit Stock Exchange, died eight months later. She has two sisters, Mrs. Edna B. Varney, Portland, Me., and Mrs. Emma J. Granger, Chicago. She is a member of the Show Folks of America, Chicago chapter.

Hurricane at Coney; Bartlett in Chi

CHICAGO, May 22.—Norman Bartlett, inventor of the Hurricane and other rides, was a Chicago visitor this week, holding forth at Riverview Park to supervise the Looper as Riverview opened its 45th season Wednesday (19).

Bartlett spoke in glowing terms about the performance of the Hurricane at Belmont Park, Montreal, where the first Hurricane was put into operation this year.

"The Hurricane topped all rides but the Coaster the first week-end at Belmont, with 25 per cent repeats," said Bartlett, who received from the American Recreational Equipment Association the N. S. Alexander plaque at the Chicago convention last December for the most meritorious riding device.

Bartlett reported the second Hurricane will be set up soon in Jimmy Kyrimes's Bowery Park, Coney Island. The ride at Coney is owned by Floyd E. Gooding. Bartlett said the first portable Hurricane is being made now for Gooding at the Allan Herschell plant and hopes it will be delivered in July.

Mrs. J. E. Berry, Martinsburg, W. Va., in a note to *The Billboard*, states that the brother of Ethel J. Smith is ill and asks that she contact him.

Surpasses All Others

The... **HI-BALL** Ride Is Tops



52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
SALEM, OREGON

BIGGER PROFITS...

with the

HANDY-BURGER



Make burgers the size desired with sanitary BURGER machine.

Price \$3.50
Territories open for Live Wires. Write

HANDY-BURGER CO.

866 No. Vermont Ave.
Los Angeles 27, Calif.

New ELECTRIC CORN POPPER



PROFITS GALORE!
\$5 to \$50 daily earnings!

Get in the BIG PROFIT popcorn business with this popper—does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. Now Gray

Metallic finish; gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

SALESMEN. WRITE FOR PROPOSITION.
EXCEL MFG. CORPORATION
Dept. 85-2948 Muncie, Indiana



COMPLETE
POPPERS
SUPPLIES

•
READY-TO-EAT
POPCORN
PRODUCTS

Excel & Gibson
Poppers

New Miniature Trains

32 passenger, gas driven. It's a new deal. Price, \$1,750.00. 130 feet of track. Available now.

MONMOUTH NEON & ELECTRIC
Monmouth, Ill.

Simonin of Philadelphia

THE BIGGEST BARGAIN IN YEARS!

MODEL 120 CONCESSION FLOSS MACHINE

WITH ALL LATEST
DEVELOPMENTS IN
**SMOOTHER
OPERATION**

FEATURING—

Direct Drive variable speed vertical motor.
Rubber mountings—no vibration.
Compact—base 18"x10"x10".
Machined cast aluminum spinnerhead. Con-
cession's original 1-piece self-centering
double band.
Heavy duty collector rings.
Heavy gauge 25" polished aluminum pan.
Heat and motor speed rheostats for regulation.
Fused for line overload—no burn-out.
Handy switches for operation.
All aluminum enclosed case.



Buy your floss machines from the largest
manufacturer of money-making floss machines
in the world. Order Model 120 today at
only \$275.00 F. O. B. Toledo. Shipment on
25%, balance on delivery.

CONCESSION SUPPLY COMPANY

3916 SECOR ROAD

TOLEDO 6, OHIO

CONCESSIONAIRES! CANDY PULLING MACHINE

★ for 5 pound batch!



For more sanitary, customer appealing candy, start
your 1948 season with the new Concession #5
Candy Pulling Machine. Stand it on a table or
hang it on the wall where your customers can
see your candy in the making, and watch your
profits grow. Machine is rigidly built with en-
closed worm gear drive . . . runs all day for an
electrical cost of only 10¢. Rugged
Clean . . . Compact (22x15x24") . . . Durable
Very quiet and smooth running . . . Built
for 5 pound batch . . . Just plug it into any
110 volt, 60 cycle AC receptacle. ORDER NOW
to assure first quarter delivery. Complete with
motor, \$150.00. 25% with order, balance on
delivery. Hurry! They're going fast!

CONCESSION SUPPLY CO.

3916 SECOR ROAD

TOLEDO 6, OHIO

Frostee

MALTO-MILK SOLIDS FOR FROSTY MALTED MILKS

FULLY PREPARED

● DELICIOUS ● CONVENIENT ● PROFITABLE

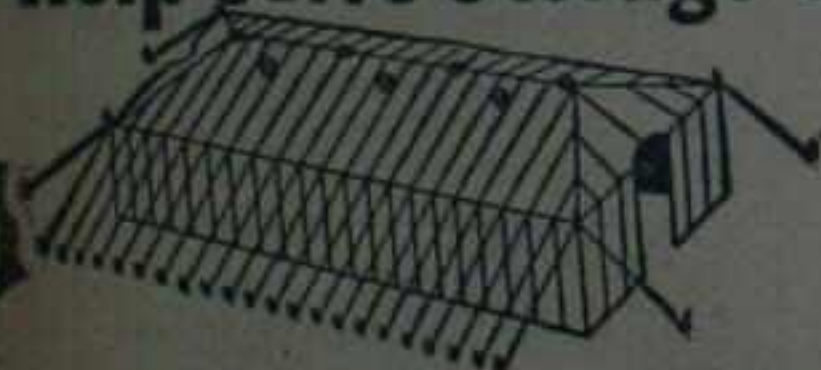
Can Be Used in Any Custard Machine
For Sample, Details and Price Write to

THE DAYTON FOOD PRODUCTS CO.

436 WAYNE AVENUE

DAYTON 10, OHIO

Help Solve Storage-Housing Problems



New TENTS Gov't
Surplus
12.29 Oz. DUCK-WATER
AND FLAME PROOFED
50' x 16'

COMPLETE with POLES and PINS

Shipping Weight ★ Regular Value Over \$500 **\$165.00** F.O.B.
Appr. 600 Lbs. Special Price Each Chicago

MANNIE & CO. 2437 SOUTH WABASH AVENUE
CHICAGO 16, ILLINOIS

POPCORN CARTONS

SOCIAL HOUR No. 2

(10¢) 10M or more

\$7.40

(Less than 10M \$7.50M)

OHIO SUPER YELLOW AND DWARF WHITE HULLERS
POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies.

Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.

639 ELLEFONTAINE AVE., MARION, OHIO

Betty Zane No. 2 (10¢)

10M or more

\$8.40

(Less than 10M \$8.50M)

Two Colors
4 3/8 x 1 1/2 x 1 1/2

Lynch Stunters Open to 8,000 At Birmingham

BIRMINGHAM, May 22.—Jimmie Lynch and His Death Dodgers, motor thrill show, opened their season before an estimated crowd of 8,000 here Sunday (16) at Legion Field.

Walt Ruth, Pony Wilson, Al Gross, Bill Horton and Whitey Reece were the featured drivers. They drove stock convertible coupes. For Gross, the performance marked his first since July 4 of last year when he sustained a broken back.

Added attractions in the opening show were Helen Howe, billed as the Princess of Dynamite, who was placed in a casket-like box which was then blasted by an explosive charge, and Henry Pollak's cannon act, in which Joe Hatfield serves as a human missile. The Howe feature is presented by Captain Frakes.

Lynch in Safety Talk

Crash roll in an old model car was given by Bill Cleveland. Charlie Beeler did a motorcycle crash thru a flaming wall; Rocky Fisher a similar crash in a car, and Rabbit Maranville presented a ground slide from the rear of a fast moving car.

Now retired from actual show driving, Jimmie Lynch gave a safety talk which was well received. Percy Rademacher and Happy Maxwell, clowns, scored big. Mike chores were handled by Jimmy Van Cise, president of the organization which operates the Lynch units.

Face Heavy Schedule

Total of 122 fair dates will be filled this year by the Lynch shows, Van Cise said. Fifty-seven still dates also are scheduled, he announced.

Second unit will take to the road in June and the third will go out in August. Dodge stock model cars and trucks are used exclusively, with equipment for the three units embracing 30 convertibles, 15 "hard-top" cars and 15 trucks.

From here, the first unit goes to Salem, Ill., after which it will play Cleveland, Rockford, Ill., and Milwaukee in that order. Milwaukee dates are May 30-31.

Four newsreel cameramen caught the opening show here. They were John P. Muller, MGM News of the Day; Oscar Goodman, Paramount; Webber Hall, Fox Movietone, and Tye Sanders, Universal.

Admission here was \$1.25 for adults and 90 cents for children, plus tax.

Hale Inks Contracts To Stage Girl Shows

CHICAGO, May 22.—Contracts to present two tented Girl Shows at fairs and expositions booked by the Associated Independent Midway Operators, Inc., of which Ray Marsh Brydon is the nominal head, have been inked by Walter Hale.

Hale, in making the announcement here this week, said he will feature a name stripper and revival of the show Expose, which he had on the Beckman and Gerety Shows in 1938. Tentage, Hale said, had been ordered from the O. Henry Tent & Awning Company, Chicago.

Opening stand will be at Anderson, Ind., June 28, Hale said, and the final stand will be at the State Fair of Texas, Dallas. Other dates will be announced later.

All performers will be booked by Bert Peck, of the Consolidated Theatrical Agency, Chicago, according to Hale, who added that Red Kearns, pianist last season with Sally Rand, and dancers Gloria Lopez and Candy Renee and comedian Joseph (Turkey) Dunn already have been signed.

ONLY popsit plus!

LIQUID
POPCORN
SEASONING

gives
your customers
the
FLAVOR
they
favor
in
popcorn



SEASONING SPECIALISTS
TO THE NATION

Simonin of Philadelphia

Copyrighted material

Straw Alfresco Big for R-B; Look for Walloping Season

(Continued from page 50)

for this purpose during the temperate weather which prevailed here. They might prove tough quarters when the weather gets hot but they have an appealing feature in that they will always be high and dry.

Red, White, Blue Canvas

The sparkling newness of all canvas, except for a few minor units as yet unstained by mud, presented an eye-appealing picture. The big top is blue with red side walls. All other units are white. All mobile units glistened with fresh, Ringling red, with the exception of the power equipment, including no less than 15 tractors, which are yellow.

Frank and Paul Miller's 90-man concession crew helped to get the show down here. Their help was solicited long before the blow-off as insurance against encountering bugs in loading the new equipment which additional labor could overcome. The opening matinee Tuesday (18) was late getting under way because of the late arrival of the show train from Boston.

The performance lost little of its appeal in the switch to under canvas. Pat Valdo has the production geared to split-second timing. The green shavings, tent poles and props provide a nice background for highlighting the colorful Miles White-designed costuming.

Band on Ground

Pretty much lost to view, but audible, is Merle Evans and his band. They are located on a platform at track level, altho tentative plans were understood to call for the group to be located on a leveled section at the top of one of the new stands. The back door is located in one corner of the end arena and is the only opening of any consequence other than the main entrance.

Principal program changes since the New York preem include the center ring appearance of Damoo Dhotre, who is working the Ringling pumas, jaguars and leopards. The spot was formerly held by Rudolph Mathies and his tigers. The new mesh arenas went up and down smoothly here, resulting in a considerable saving of time.

Aerial Ballet Smooth

The Mandos Sisters are now spotlighted in their double-heel revolve routine. Barrette's Monte Carlo Aerial Ballet worked here with about 27 girls, plus two aerialists in the end rings and Chrysis De la Grange in the center ring. As might be expected, the girls are performing smoothly and creditably. Harold Alzanas, working alone, presented only part of his act.

The Side Show, under the direction of Fred Smythe, reaped a harvest here as a result of the Big Show

sellouts. Talkers largely limited their activities to grinding since the natives displayed little reluctance in paying the 50-cents admission fee. The first time appearance of Johann Petursson, Icelandic giant, is a nice selling point.

Smythe, who has had some \$10,000 days during recent years, appears headed for some like grosses since he has both the show and capacity to appeal to the hordes of folks drawn to the lot.

This was Frank Braden's town and the veteran press agent scored heavily with some five pages of copy in the local press. He was too busy furnishing copy for the space available for any special play on the 64th anniversary of the founding of the Ringling Bros.' Circus in Baraboo, Wis.

Beatty Fails To Lure 'Em In Reno Stand

Crowds Are Disappointing

RENO, Nev., May 22.—A two-day stand by Clyde Beatty here Saturday and Sunday (15-16) failed to lure the customers as figured and as a result Beatty officials left no doubt they were disappointed with the business done.

Bailey Bros. had preceded the Beatty org in here by three weeks and did overflow business at all four performances. This, circus followers believe, took the edge off the Beatty showing.

Attendance at both Beatty matinees was light, with night business, while heavier, not up to expectations.

At Susanville, Calif., a town of 5,000, the Beatty org ran into rain and this, added to the fact the Silver Star Shows, a carnival, had played the town the previous week, didn't help business. Show had a small matinee house and just a fair night draw.

Biz Holds Up For Mills Bros., But Not Trucks

DUBUQUE, Ia., May 22.—Transportation troubles in the form of a couple of accidents and several breakdowns have harried Mills Bros. during the past 10 days, but biz has remained steady during the swing thru Western Illinois and into Iowa.

Overflows were scored here and at Freeport, Ill., with a full house at Sterling, Ill. Heavy rain slashed attendance in Rockford, Ill.

Both accidents occurred as the org was en route from Sterling to Freeport, with the first taking place in East Sterling. A truck overturned, spilling its contents, and one of the show's elephants was drafted into action to right the machine.

Second mishap took place near Prairieville, Ill., when a truck overturned after going out of control upon veering onto a shoulder.

Clarence Jones, the driver, suffered knee and heel lacerations and was taken to a Sterling hospital for treatment. Damage to the two trucks was estimated at \$8,000.

Chi Date Out

WASHINGTON, May 22.—Ringling Bros. and Barnum & Bailey will not play Chicago this year, according to those close to the show. Because of the many activities scheduled for the Lake Front in Chicago this year including the Cook County Fair, Railroad Fair and Road Builders' Convention and Exhibit, R-B officials have decided to pass up the Windy City, it was said.

Dailey Inks Sandusky Lot For June 14

Housing To Replace Layout

SANDUSKY, O., May 22.—Dailey Bros., which has contracted to play here June 14 on the Campbell and Pierce Street lot, a half block from the New York Central siding, will be the last show to play this lot, inasmuch as a housing development is to start there shortly.

Dailey will be the second show to play Sandusky this year, Patterson Bros.' indoor show having played here April 1.

The Dailey org has been playing to good business, despite rain in several spots. At Carlisle, Pa., where the weather was good, the show drew two strong houses. At Hagerstown, Md., where it rained at night, the show drew an overflow after a three-quarter matinee. Show officials reported that they were having trouble getting laboring men and because of this the org had been behind schedule in some cities.

Business at Mount Vernon, O., was very good despite rain. The matinee drew a full house, with near capacity on hand at night.

When Weather's Good, Biz Okay K-M Heads Say

MINDEN, Neb., May 22.—Officials of the Al G. Kelly & Miller Bros. Circus weren't pleased with the turnout here Tuesday (18), but blamed the poor attendance on the weather, which was hot and windy. Show officials said that when the weather behaves business is good on the tour thru Kansas and Nebraska.

At Red Cloud, Neb., the show did fair business. Officials reported six more bulls will join the show Monday (24) following the wind-up of the St. Louis Police Circus.

One of the best spots of the season proved to be Russell, Kan., where the org, aided by excellent weather, drew a full one at the matinee and a straw at night. At Holsington, Kan., the weather was only fair and business was about the same, matinee crowd being on the small side. Night show drew a three-quarter house.

Medicine Lodge, Kan., gave with a strong matinee and a full one at night.

CHS National Convention

Set for South Bend June 19

SOUTH BEND, Ind., May 22.—The 1948 national convention of the Circus Historical Society will be held here June 19-21, Dr. H. Powers, chairman of the convention committee, announces.

Polack Hits Record High For Oakland

Draws 165,000 in 11 Days

OAKLAND, Calif., May 22.—An aggregate of 165,000 people saw Polack Bros.' Western Unit during the 23 performances of its 11-day run ending Sunday (16), according to Louis P. Stern. This is the largest attendance in the eight years Polack has played the Auditorium Arena for Aahmes Shrine Temple.

Stern said the financial returns were a shade better than last year's all-time high. Gain in attendance was attributed to an increased number of children and a greater membership ticket sale, which the door sale did not quite match.

Attendance reached its peak Friday (14) and Saturday (15), when crowds were ring-banked and many were turned away. Few performances fell below capacity. Perfect weather prevailed thruout the run.

Show had its shortest move of the year for the opening Thursday (20) in San Francisco's Civic Auditorium. George W. Westerman, again handling the date for Islam Temple, said every indication pointed to a big engagement. Eleven-day schedule calls for 22 performances.

Mickey Blue went from Oakland to Fresno to handle the annual date there for the Sciots.

Mabel Stark, with her tigers, will conclude her stay with the show at San Francisco and return to Hollywood for more picture work. The Ward-Bells' trampoline act, out since Gus Bell fractured a bone in his foot in Dayton, O., went back into the program at Oakland.

Cole Packs 'Em On Cincy Stand; Straws Common

CINCINNATI, May 22.—Cincinnati turned out in great numbers for Cole Bros. on the Cumminsville lot here May 15-16. Weather was ideal with the exception of Sunday night (16) when a storm broke at 9:45. On Saturday, show pulled a full matinee, and at night folks were on the ground. On Sunday people were on the turf at both performances. A review of the show was published in The Billboard, April 24.

Following the Saturday night performance, the John Robinson-Loyal Repensky Tent, CFA, was host to the personnel at a buffet luncheon at the (See Cole Packs 'Em on page 113)

N. Y. Cops Lower Boom on King Bros.

BINGHAMTON, N. Y., May 22.—The matinee performance of the King Bros.' Circus was canceled here yesterday (21) due to the show's being stalled thru the arrest of 13 of its truck drivers by State police, who held them on charges of operating vehicles with faulty equipment.

All arrested drivers pleaded guilty and were fined \$5 each. Unless the circus trucks are repaired in time to pass another road test early today, the org will not be permitted to leave for Oneonta, where it is scheduled to show today.

Monroe Overcomes Weather and Wrong Lot at Canton, Kan.

CANTON, Kan., May 22.—Despite rain and the fact the show set up on the wrong lot, Monroe Bros. did good business here, night showing drawing a full one after a fair-sized crowd caught the matinee.

Org's contract called for it to set up on the old ball park lot. After the tents were up, show officials were notified they were on the new field under construction. The difficulty was ironed out and the crowd didn't know the difference.



AMERICA'S NEWEST,
MOST SPECTACULAR
AERIAL DISCOVERY!

Currently Appearing
POLACK BROS.' CIRCUS
(Eastern) 1948

Thank you—I, J. Polack

ETHEL ROBINSON ATTRACTIONS
155 N. Clark St. Chicago 1, Ill.
Booking Representative



ATTENTION, SHOWMEN!
Make some money showing this real Fresh Cow. Three years old, has 6 legs and is a healthy animal. She is milking and a good one, which will give additional income. Would like to sell, as I am not able to show her myself. Price, \$1,200.00. If interested communicate with

BENJAMIN LENTELL
R. R. #2, Beloit, Wis.

THE NEW GEORGE HANNEFORD FAMILY

ORRIN DAVENPORT SHRINE CIRCUS
Edmonton, Alberta, Canada
May 24th to 29th

GANGLER CIRCUS AT LIBERTY

For Free Act, Parks, Fairs and Celebrations.
Can do 15 minutes to 1 hour.
Phone or Wire

JOE GANGLER
1400 East 88th St. Brooklyn, N. Y.
Phone CL-overdale 7-0793

PHONE MEN

GOOD DEAL FAST MONEY
FRANK KELLY
1001 Edwards Bldg., Cincinnati, O.

Dressing Room Gossip

Bailey Bros.

Our first Sunday off since the opening March 5 came in Renton, Wash., Sunday (16). Most of the folks spent the day in near-by Seattle.

Shirley, baby elephant, closed with Ken Murray's Blackouts in Los Angeles and was welcomed back on the show.

Everyone agrees you always are sure of a good meal at Frank Ellis's midway diner, and Al Dean's home-made pies are out of this world.

Guy Smuck still is the best story teller on the lot. He always seems to come up with a new one.

The Miller family closed and the Clark Trio replaced them. Emanuel Barrangan recently celebrated his birthday. Tom Hayden, retired clown, visited Albert White in Bremerton.—**RUSTY BADER.**

Dales Bros.

Big show program has been revamped and several new acts have joined. Peggy Henderson McDonald is working roly poly, while Billie Henderson successfully launched her debut on the slack wire. Mr. and Mrs. Joe Ryan joined with their menage horses and dogs. Larry Davis's wife, Cora, and two daughters, Bonnie and Hollie, came on from Sarasota, Fla. Bill Spake joined clown alley and also works bar and trampoline comedy.

Larry Davis ups the big top while Pete Reeh downs it. Reeh also is boss property man.

Visitors have included Don Howland, CFA, Columbus, O.; Buck Lucas, who is opening a hillbilly park near Columbus; Johnny Anderson, Enquirer Printing Company; Bill (See **DALES BROS.** on page 112)

Polack Bros.' Western

After a history-making engagement in Oakland, Calif., we advanced across the Bay Bridge for the second lap of the Bay Cities' run in San Francisco.

Highlighting the Oakland date was the second party of the NPLSP Club. Some 70 members and guests attended. Bartenders Harold Ward and Arthur Konyot, bedecked in top-pers and tails, were selected because they would be there all evening anyway. Gus Bell turned the gavel over to Massimiliano Truzzi, who emceed an excellent program highlighted by Jack Klein's old vaude number backed by a chorus line with Vicky Berosini, Betty Bell, Jo Madison, Helaine, and Comedienne Reggie Reppert.

Harry Dann's and Dennis Stevens's lecture on Carl Carlotta, annex attraction, was the laugh hit of the show. Dennis played the part of Carl Carlotta, Frieda Wiswell impersonated Josephine Berosini; Roland (See **POLACK WESTERN**, page 112)

Cole Bros.

Eileen Harold is in New York for another operation on the shoulder she injured during the flying act. The Cristiani boys, Hubert Castle and the Voise troupe had a bit of trouble with gravity during the show in Hamilton, O.

The bear walked thru car 56 the other night and clawed Doc and Ivy Wilson. He also visited Col. Harry Thomas on the lot.

Mr. and Mrs. Forrest Fought entertained some of the org at his Rendezvous Night Club during the stand in Richmond, Ind. Forrest formerly played the calliope with the show. Clarence Canary has a new trick and roping saddle. Lucio Cristiani says Clarence should be sitting pretty the rest of the season.

Otto Griebing certainly looked the proud grandfather, carrying his (See **COLE BROS.** on page 112)

Mills Bros.

Rain coats and boots have been in order. We've had nice weather, too, but there has been some "dew."

Our youngest performer, Paula Knight, age 2, went a bit too far recently in practicing the art of make-up. She painted everything, including her own hair, with her mother's creme rouge.

There are several on this opera who would gladly change places with Big Burma on cold days. Reason is Frank Noel always gives Burma a warm drink when the weather is chilly.

The Medini troupe, unsupported ladder, and the Cathalis rolling globe and juggling act, still draw ovations from the audience despite the fact each act has one member on the injured list. Tony Cathalis has a sprained leg and Bruna Medini is laid up with a sprained shoulder and back.

Robert Mills, big show band leader, has added several popular numbers to the program.

Willie Ward and Roy and Jay Thomas had a great time talking over old times when Willie visited in Kankakee, Ill. Other visitors have included Al Johnson, the Snell brothers, Doctor Slack, Clint Finney and Mr. and Mrs. Bud Larson.—**JONNIE MAE SYNDER** and **VIRGINIA NOEL.**

Dailey Bros.

We can't say the weather is fine but this constant drizzle doesn't seem to discourage the customers. We had a perfect track for the menage horses, but couldn't use it on account of people sitting all over it.

The song bird of the dressing room, Carmen Miller, is helping in the wardrobe wagon. George, top mounter of the Del Moral brothers' perch act, shinnies up the pole like a native after coconuts. We wonder how Manuel, understander, can slosh thru the mud with George balanced on his head. Reynoso has added a teeth slide-for-life to his routine.

Donna Pyle cuts a dash in the Wild West line-up on her pinto pony and in full Western outfit. We wonder if Nina O'Dell will fill her piggy bank before the season closes. The piggy is about the size of a three-month-old shoat. Mrs. Si Kitchie ought to buy a peddler's cart. She (See **DAILEY BROS.** on page 112)

Polack Bros. Eastern

Of all the broadcasts Bill Green, our press agent, has dreamed up, the most effective was the one made in the midst of the rigging men's labors and the rehearsal of the band directed by Charles Post. Jorgen Christiansen, who was on the broadcast, sounded just like Jean Hersholt.

Rain and wind dogged the show for two weeks. One night there was neither rain nor wind and Ray Wilbert, hoop manipulator, was so overjoyed he exerted himself no end during his act.

Mr. and Mrs. Emil Pallenberg, and the Wilsons and Kinkos all stayed at Clear Lake, some 50 miles from Austin, Tex., and made the journey to and from each day. They claimed (See **POLACK EASTERN**, page 112)

Garden Bros.

Welland and Barry, Ont., were two more jumps made with the greatest of ease. The 10-blowout trips are past history, we hope. Aside to Starr De Belle, we aren't running on the rims, either.

The cold and rain are still with us and everyone has the sniffles. Betty Waters is out of the program and Bill Garden is confined to his home, both suffering with colds.

The new member of the Cycling Paiges, Fay June McLaughlin, made her debut and did all right. Jerry Mathieu and Kiki Paige are our most (See **GARDEN BROS.** on page 112)



Mailing Address: 97 NINTH ST.
SAN FRANCISCO 3, CALIFORNIA

WANTED

Steward for Cookhouse, Cooks, Waiters, Assistant Boss Canvasman, Seat Men and Riggers, Side Show and Big Show Ticket Sellers, 24 Hour Man. Come On.

JACK MILLS MILLS BROS.' CIRCUS

Pekin, May 25; Beardstown, 26; Springfield, 27; Jacksonville, 28; Alton, 29; Belleville, 31; Centralia, June 1; all Illinois.

FOR SALE

OUTSTANDING ACTS
GOOD ENOUGH TO BOOK ANYWHERE

Roan Liberty Pony
4-Horse Liberty Act (Pure-White Horses)
3-Mule Act
2 Boxing Ponies (White Shetlands)
5-Pony Liberty Act (Spotted Shetlands)
America's Outstanding Pick-Out Pony
Midget Shetland Pony—32 inches Tall

Write For Prices

BENSON WILD ANIMAL FARM
Hudson, N. H.

WANT PROMOTIONAL MANAGERS

Who can handle Phone Men. Must be sober, reliable and no liars. Also able to finance self. If you are broke, do not answer. Must be ready to start immediately. Write or wire, stating where you can be reached by phone.

JACK MILLS

c/o **MILLS BROS.' CIRCUS**
Pekin, May 25; Beardstown, 26; Springfield, 27; Jacksonville, 28; Alton, 29; Belleville, 31; Centralia, June 1; all Illinois.

TIGHTS made by KOHAN

formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

BUILDERS OF RAILROAD CIRCUS CARS

FOR SALE

1-64 Ft. Steel Baggage Car

RAIL & INDUSTRIAL EQUIP. CO.

30 CHURCH ST. NEW YORK
H. J. Mathis—formerly with Warren Tank
Car Co.

2 PHONEMEN-2

BOOK, U.P.C. TICKETS, BANNERS

Good dates follow in Wisconsin.

CHAIRMAN

1238 E. Genesee, Saginaw, Mich.

Geo. Vanderheide, got in touch with me.

Hunt Bros.' Circus Wants

Billers, Hammond Organist, Concession Help; Pushers for Big Top, Menagerie and Side Show; also Working Men, Man to train seals. Good opportunity. Danbury, Conn., Thursday, 27th; or per route.

ELASTIC NET OPERA HOSE

Black, turtan, white and pink, \$4.95. Elastic net tights, \$7.50. Silk tights or leotards, \$4.50. Rhinestone punches, \$4.50. Rhinestones, metal spangles, chainette fringes, ostrich plumes, etc. Folder? Yes.

C. GUYETTE
346 West 45th St.
New York 19, N. Y.
Phone CI-4137

ROGERS BROS.' CIRCUS

Wants sober Side Show Manager and Side Show Acts, Side Show and Concert Ticket Seller, Workmen in all Departments. Tiny, contact Smitty. Also two White Face Clowns, 2 good Butchers. Want Man to handle Elephant, Inside Ticket Seller that can work kids. Curwensville, 24; Clearfield, 25; Philipsburg, 26; Milesburg, 27; Jersey Shore, 28; Bloomsburg, 29; Berwick, 31; all Penna.

WANTED FOR SEAL BROS.' CIRCUS

Acts doing 2 or more preferred, office Man, Clown's Cook, Hammond Organist with own Organ on Truck, Useful People, Working Men. Perry De Kohl, wire address again. Concert People, Side Show Acts. Silence polite negative. Show opens June 12th.

BUD E. ANDERSON
EMPORIA, KAN.

WANTED

Experienced Girl Aerialist. Must do Trapeze Rings, Iron Jaw, etc. This is a High Ladder Act and booked solid. Salary no objection if you do outstanding routine. Contact.

FEARLESS STARS

% The Billboard, Cincinnati 22, Ohio

DAILEY BROS.' CIRCUS

WANTS FIRST-CLASS ELECTRICIAN AND HELPERS

Wire Per Route:

Hornell, N. Y., May 25; Elmira, 26; Oswego, 27; Binghamton, 28; Oneonta, 29.

NATIONAL AIR RACES

Aerial Hell Drivers—2-Hour Performance—Thrilling—Spectacular.
SOUTHINGTON AIRPORT, SUNDAY, MAY 30TH. DAY SHOW.

For Celebration and Sponsoring Committees in the East. Want Promotional Man to take charge of a Police and Fireman's Pension Fund Drive. Another Police date.

CHARLES KYLE, The Billboard, 1564 E'way, New York City

P.S.: Still handling the Fireworks Features and Displays—terrific—as played with great success at Yankee Stadium, Polo Grounds; Soldier Field, Chicago, Ill.; Ottawa, Montreal, Toronto in Canada; Pittsburgh, Cleveland, Toledo, Columbus, Baltimore, Birmingham, Atlanta, etc. Address or contact me. Southington, Conn., Post Office, or 104 Judson Avenue, New Haven, Conn. Tel. 5-8347.

Hold New Eng. Circus Confab

Annual convention sees R-B matinee in Hub after viewing own movies, exhibits

BOSTON, May 22.—The fifth annual New England Circus Fans convention was held at the Hotel Manger here Sunday (16), with all present adjourning to the Boston Gardens, where they witnessed the matinee performance of the Ringling-Barnum circus.

Thirty-one members of the Circus Fans of America, the Circus Historical Society and the Circus Model Builders and Owners' Association attended the meeting, at which John J. Crowley, CHS national secretary, acted as chairman for the fifth straight year.

In Attendance

Others present included James McKenna, Pawtucket, R. I.; Joe McKenna, North Attleboro, Mass.; Ralph Columb, Pawtucket, R. I.; Dana Blom, Portland, Me.; Walter Gomes, Cambridge, Mass.; Stan Woodward, Enfield, Conn.; Charles Amidon, Worcester, Mass.; Rev. H. C. Hoyt, Southwick, Mass.; Allen P. Wescott, North Castine, Me.; Maurice J. Allaire, Portland, Me.; Howard Stevens, Waltham, Mass.; Milton Oakes, Waltham, Mass.; Mr. and Mrs. John Getchell, Westerly, R. I.; Mr. and Mrs. Larry Crocker, New Bedford, Mass.; Steve Hills and son, Avon, Conn.; Art Gunther, South Manchester, Conn.; Bill Donahue, Torrington, Conn.; Pat Keefe, Woonsocket, R. I.; Mr. and Mrs. Ernest Brunette, New Bedford, Mass.; Charles Higgins, New Bedford, Mass.; Frank Sullivan, New Oxboro, Mass.; Everett Roberts, Wakefield, R. I.; Bill Cook, Cambridge, Mass.; Jim Hoyer, Hartford, Conn.; Bill Day, New Britain, Conn.; Frank Lacouline, Springfield, Mass.; Bluch Landolf, former R-B clown, Springfield, Mass., and Jimmy Armstrong and Buzzy Potts, R-B clowns.

Steve Hills exhibited color movies of the Southwick Model Circus Builders gathering of 1947, and Bill Day and Jim Hoyer showed Father Ed Sul-

When Talkin' About Bloopers, Here Is One for the Books

CHICAGO, May 22.—When the conversation gets around to bloopers, folks with King Bros.' Circus can tell about the one-day stand at Lancaster, Pa., Saturday (15). A. C. Bradley, King Bros.' adjuster, told a newspaperman in Pottstown, that "it was the most disheartening experience of my career."

According to Bradley, the King show was mired on a recently plowed lot during a terrific rainstorm and played to 10-repeat 10-paid admissions in the afternoon after a delay of more than two hours because of the rain. At night, Bradley said, total paid admissions numbered an even 300. "To top it all off, all the wagons were axle-deep in mud," Bradley said, "and the 16-ton power plant was so badly mired that six bulls and two tractors couldn't budge it. Laborers finally dug it up, aided by hydraulic jacks and the final wagon got off the lot at 8:40 a.m. the next day."

Things were better at Hazleton, however, where the weather was nice and the show hit pay dirt. Org drew a full one at the matinee there and a better than full one at night.

Reading, Pa., proved a disappointment, org getting only a half house at the matinee and a strong one at night. At Reading, the show ran into rain and business, as a result, was poor.

livan's movies of different circuses. Many brought assorted photos, route books, books on circus life and posters.

Many Exhibits

Steve Hills and Ernest Brunette exhibited many model circus wagons, cars, trucks, and animal and human figures, all carved on a scale of one-quarter inch to the foot.

Howard Stevens displayed a baggage wagon and a cage, on a scale of 1 inch to the foot.

It was announced that the New England CFA and CMB&OA convention will be held July 3-4-5 at Southwick.

UNDER THE MARQUEE

Charles Robinson is a patient in Hines (Ill.) Hospital. His room number is E-310.

Mrs. William Wallett and son, Billy, Havre de Grace, Md., visited the James M. Cole show at Lancaster, Pa., and Hunt Bros. at Paulsboro, N. J.

The condition of Dick Cavanaugh, Alkire Road, Grove City, O., a shut-in for several months, is improved slightly.

The Parroff Trio, which recently closed at State Fair Park, Milwaukee,

opened a two-week engagement at Edgewater Park, Detroit, Monday (24).

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., visited the James M. Cole show at Lancaster, Coatesville, Norristown, Pottstown and Doylestown, Pa.

Local liar can hardly wait for the first circus to come so he can tell about 10 lions escaping from a circus last year.

R. E. Hazard, San Diego, Calif., contractor and horseman, has built an air calliope wagon to be used in parades. Outfit is about eight feet long and will be drawn by six matched Shetlands. It features a dummy keyboard and a concealed public address system and turntable plays records made especially for the rig.

It's always the yesteryear circus owner who lost his show and bankroll man in six weeks who insists on giving advice to young and successful showmen.

Doc Waddell, circus evangelist, rejoined Mills Bros. at La Salle, Ill., following a 10-day layoff at his home in Columbus, O. While in Columbus he was honored at a dinner by the W. E. Figgins Family and at a surprise party by Mr. and Mrs. Walter Byers. Two churches and the Ma-

R-B Ticket Seller Fined \$250 for Hyping Prices

NEW YORK, May 22.—Carl Knopfer, one of the temporary ticket sellers employed by the Ringling-Barnum circus during its run at Madison Square Garden, was convicted in Municipal Term Court, Tuesday (11), of violating the city administrative code by selling \$1.20 circus tickets for \$2.20.

Knopfer was sentenced by Magistrate Samuel Orr to pay a fine of \$250 or go to jail for 30 days. In addition he was given a suspended sentence of 30 days in the workhouse.

During the Big Show's run in the Garden the circus is obliged to replace its own staff of ticket sellers with local American Federation of Labor (AFL) men.

THOUSANDS OF USED COSTUMES

CASH AND CARRY

LOOK AND BUY—NO MAIL ORDERS

We are not making a profit.
We are clearing needed space.

COSTUMES FROM \$1.00 UP.

Chorus wardrobe, bally costumes,
principals—worth a trip to Chicago.

THE COSTUME MART

67 E. LAKE ST. 3RD FLOOR
Open Tues., Wed., Fri. and Sat., 12 to 5 P. M.

RODEO HELP WANTED

Artists and Rough Stock Rider. Full time, no lay offs. Starting Steubenville, Ohio, May 29-31. Contact

HUGH MUSTER

Circle M Rodeo, General Delivery
Steubenville, Ohio

WANTED

Performers, Working Men, Bosses, all departments, for big Wild West thrill circus under canvas. Open June 2nd, Huntington, W. Va. Join there or wire, air mail this week Knoxville, Tenn.

MILT HINKLE, Mgr.

WANTED

FOR
FLEET BROS.'
STARS OF TODAY

Boss Canvasman for 60 with 2 thirtys. Phone men to handle towns, ready to join immediately. Upton Lithographer with car. All reply by wire or phone to Gen. Del., Battle Creek, Michigan. Phone 525.

PHONE MEN

U. P. C.

Experienced—Fast Money—Good Deal.
Phone after 2 p.m.: WHitehall 2899.
130 N. WELLS ST., CHICAGO, ILL.

PHONE MEN

Real Deal Strong Auspices. 25% On Program. Must be producers. Start at once.

EDDIE BARRACK

409 Present Bldg. Rochester, N. Y.
Phone: Stone 6762

RIGGING FOR SALE

High Wire Rigging, complete with props. Excellent condition. Priced reasonable.

HELEN BILLETTI

6456 Dorchester Ave. CHICAGO, ILL.
(Phone: Dorchester 3635)

FOR SALE

ROLLING GLOBE

New, light, strong, 28" diam.

AL NICHOLS STUDIO

Box 191, Hudson, N. H.

WFA Plans School For Stock Judges, Adopt Standards

SACRAMENTO, May 22. — Designed to train needed livestock judges and to set accepted standards of perfection for blue ribbon trials at non-profit fairs, a judges conference will be sponsored by the Western Fairs' Association, it was announced here.

Co-sponsored by University of California at Davis, University of California Extension Service and California Polytechnic College, the conference will be held at San Luis Obispo, July 8-10.

Animals will be used in demonstrations and the conference will be under direction of industry leaders and specialists. A judges' handbook will be produced and a color motion picture will be taken of the procedure for future reference by breeder groups, exhibitors, judges and fair executives.

A committee directing organization of the conference announced that leaders in livestock judging, students, aspirant judges and agricultural college graduates are invited to the sessions, important to the system of distributing horse racing and wagering funds to prize winning exhibitors for better production.

Eddie Gordon, University of California; Elmer Hughes and C. E. Howell, University of California, and J. I. Thompson, L. Bennion and Vard Sheppard, California Polytechnic School, are selecting breeds and types, swine, sheep, dairy, beef and light horses, and setting schedules of judging and school times.

Start 70G Building For Calistoga Fete

CALISTOGA, Calif., May 22. — Construction has started here on a \$70,000 combination fair exhibit and auditorium building which is expected to be ready for the Napa County Fair and Horse Show July 3-5.

The building, a one-story structure of wood and stucco measuring 192 by 122 feet, will house what is expected to be the largest display of ranching and agricultural products ever displayed at this annual. It will replace the big top used by exhibitors in previous years.

The Calistoga fair, one of California's non-profit fairs, supported principally by the tax on thoroughbred racing, already has attracted entries from the leading stock farms, dairy herds and farming industries throughout the county.

Golden West Shows will have the midway, Eddie Burke Attractions will supply eight acts of vaude and a fireworks display is planned.

Revival Under Way At Dyersburg, Tenn.

DYERSBURG, Tenn., May 22. — Officials of recently formed Dyer County Fair Association are acquiring property and have announced an inaugural premium list of \$5,000 for Dyer County Fair here, September 20-25.

President Charles Moore, West Tennessee Hereford breeder, said this year's event will be the first of a string of annuals for Dyersburg and surrounding territory, following several years of inactivity.

Organization of the association was sponsored by the Dyersburg Chamber of Commerce. Its executive secretary, Carl F. Armstrong, former publicity man for the Dee Lan Shows, is serving as fair secretary.

Around the Grounds:

Peoria's Exposition Gardens Gifted With 20G of Fencing

Exposition Gardens, Peoria, Ill., civic-sponsored site for a year-around amusement center and for the planned Heart of Illinois Exposition, this week was gifted with \$20,000 of new fencing, A. N. Ekstrand, Gardens manager, announced. Peoria manufacturer of fencing was the donor. Fencing is non-climbable and 6 feet in height, with a 1-foot bar carrying three strands of barbed wire.

Recently, the 160-acre tract for the amusement spot was leveled in a 48-hour, around-the-clock project, in which all labor and many large pieces of earth-moving equipment were contributed.

Pilings are being driven for a 10,200 capacity grandstand, which is scheduled for completion by mid-September. Ekstrand said every effort will be made to stage at least one event there this fall.

Long-range improvement plans for Saskatoon Exhibition grounds include leveling and seeding much of the area, paving the center roadway and building a new entrance arch.

Demand for industrial exhibit space at Saskatoon (Sask.) Exhibition is the greatest in years, officials report. Exhibits will be housed under the grandstand and in a building used for horticulture classes before the war. There is a possibility the dog show building also may be used.

The South Carolina state secretary has issued a charter to East Rainelle (S. C.) Fair Association, a non-profit organization. Claude E. Vance, Jennings B. Buster and Ray Neal, all of East Rainelle, are listed as incorporators.

General admission prices to the Central Iowa Fair, Marshalltown, Ia., this year will be reduced from 50 to 40 cents, plus tax.

John E. Chambers, president of Yell County Free Fair, Danville, Ark., advises that dates are October 13-16, instead of October 6-9, as previously announced.

A director of the Regina (Sask.) Exhibition Association for 40 years and president in 1943, F. H. O. Har-

Kearney Set for Five-Day Run; Hale Shows on Midway

KEARNEY, Neb., May 22. — This year's annual Buffalo County Fair will be held here for five days beginning August 30, Earl H. Ramsey, manager of the Buffalo County Agricultural Association, announced this week. Ramsey has been directing a general clean-up of the grounds and buildings and repair work on the grandstand. He said that Hale's Shows of Tomorrow have been awarded the midway contract and that three changes in grandstand attractions will be made in the five days.

Saddle and Bridle Club will use the grounds Decoration Day, while the Kearney Cavalcade will be presented in front of the grandstand June 11-13, Ramsey said. The Rustlers Club will present its annual rodeo in the arena the nights of June 12 and 13. All events will be staged during the Kearney Diamond Jubilee Celebration.

rison has resigned from the board and moved to Okanagan Landing, B. C. Presentation of a cane with an inscribed, silver trim was made to Harrison by the board.

Harry B. Tanner has signed contracts with Lucky Lee Crosby and his All-American Hell Drivers for the Cortland County Fair, Cortland, N. Y.

Revive Spokane Fete; Plan 450G Stadium On Site of 80 Acres

SPOKANE, May 22. — A group of Spokane business men have organized Spokane Interstate Fair, Inc., to revive the fair of the same name which folded in 1930. Maurice R. Cooper is president.

County commissioners have agreed to turn over an 80-acre site to the association, which has offered half the grounds for a 27,500-seat, \$450,000 municipal stadium launched by the Athletic Round Table, with a promised \$250,000 donation if matching funds are provided by other civic groups.

Music and Pinball Association is one of the supporting groups. Plans call for racetrack and rodeo grounds. Former fairgrounds now is used by Playfair Racetrack.

Varied Program Set For Rocky Mount

ROCKY MOUNT, N. C., May 22. — A well-rounded entertainment program has been inked for the Rocky Mount Fair which will be staged September 27 thru October 2.

George A. Hamid will again provide all grandstand attractions. Joie Chitwood and His Hell Drivers will appear twice, while Promoter Bill France will present his stock car races on one, and possibly two, afternoons. Fireworks will be provided by the United Fireworks Company. Prell's Broadway Shows will be on the midway.

A new grandstand seating arrangement will provide accommodations for 2,500. Six acres of land have been leased to provide parking facilities.

K. H. McIntyre, will have charge of the agricultural exhibits.

Milt Hinkle's Rodeo will appear at the fairgrounds June 17 thru 20.

Mass. Fairs Spring Meet Set for May 27

BOSTON, May 22. — Spring meeting of the Massachusetts Agricultural Fairs Association will be held in Storowton, Eastern States Exposition, Springfield, Thursday (27), according to an announcement of the Department of Agriculture. The meetings will get under way at 11 a.m.

Topics slated for discussion include the distribution of prize money and what the department will expect in the way of exhibits and reports in order to obtain more money, if any, in 1949. The afternoon will be largely devoted to a panel discussion of 4-H Club work at fairs.

PRESCOTT, Ariz., May 22. — Yavapai County Fair will be held here September 30-October 3, the county fair commission announced.

Wisconsin Expo. Turns on Steam In Promotion

MILWAUKEE, May 22. — Promotion of the Wisconsin Centennial Exposition, to be held at the State fairgrounds here August 7-29, was stepped up this week with the designation of 18-year-old Margaret McGuire, of Highland, Wis., as Alice in Dairyland.

The selection culminated a State-wide contest in which most of the newspapers (weeklies and dailies) and radio stations participated. As Alice, Miss McGuire will make an extensive tour of the State and also make visits to several Eastern cities in behalf of the expo.

An 11-foot high case of Alice is to be made and this is to feature what is being advertised as a \$75,000 "Dairyland-Fairyland" exhibit at the expo.

The sum of \$122,000 will be spent to advertise and publicize the expo, Manager Ralph Ammon announced. Of this, \$22,000 will be spent in Chicago with newspapers, radio stations and in outdoor advertising designed to lure patronage from Upper Illinois and parts of Indiana and Michigan.

Gordon Crump, the expo's publicity chief, disclosed that, starting next week the expo will add a full-time publicity-promotion representative to handle Chicago newspapers, radio and promotion.

Crump disclosed that a school teacher's manual detailing the history of the expo, its significance and its features is now in preparation, and that copies of it will be supplied to all teachers throughout the State. In the Milwaukee area, plan, now set, calls for teachers to discuss the exposition during school hours from May 26-28. There are 200,000 school kids in the Milwaukee area, and the use of the teacher's manual is expected to hike interest in the event.

New County Annual At Franklin, Tenn.

FRANKLIN, Tenn., May 22. — As construction of the \$100,000 Williamson County Center here is speeded, officials of the project announced plans and dates for an annual county fair and a horse shows, reports Happy Preston.

The fair will be held September 9-11, with emphasis on 4-H Club, Future Farmers of America and home demonstration club activities. R. R. Garner, president of the Junior Chamber of Commerce, said a junior livestock show will be held in connection with the fair, which will also observe community week activities for which prizes will be awarded. In addition to stock and farm product displays, there will be 75 minutes of free attractions offered afternoon and night and a midway.

Williamson County Horse Show has been scheduled for July 6. Building of seats for the show ring is to begin soon. The building project has the backing of 24 county civic and business organizations. A schedule of summer athletic activities is also to be set up.

Shortage of Steel Stymies Plans for Arena in Calgary

CALGARY, Alta., May 22. — Plans of the Calgary Exhibition & Stampede Company to build a new hockey arena at the fairgrounds have been stymied because structural steel will not be available until the spring of 1949.

Estimated cost of the new arena is \$750,000.

ALABAMA

Athens—Limestone Co. Fair Assn. Week of Sept. 20. W. I. Dobbing.
 Athens—Limestone Co. Colored Fair. Sept. 27-Oct. 2. Maxie Allen.
 Attalla—Etowah Co. Fair Assn. Week of Sept. 27. Riley L. Hamby.
 Birmingham—Alabama State Fair. Oct. 4-9. R. H. McIntosh.
 Dothan—Houston Co. Tri-State Fair. Oct. 25-30. Mrs. L. J. Lunsford.
 Florence—North Ala. State Fair. Sept. 20-25. C. H. Jackson.
 Huntsville—Madison Co. Fair. Sept. 20-25. Marie Dickson.
 Jasper—Walker Co. Fair Assn. Sept. 20-25. James D. Dickson.
 Lexington—Lexington Fair Assn. Oct. 7-9. C. P. McMeans.

ARIZONA

Duncan—Greenlee Co. Fair. Oct. 15-16. Stanley W. Coon.
 Holbrook—Navajo Co. Fair Assn. Sept. 17-19. John H. Miller.
 Phoenix—Arizona State Fair. Nov. 5-14. Paul F. Jones.
 Prescott—Yavapai Co. Fair. Sept. 30-Oct. 3.

ARKANSAS

Arkadelphia—Clark Co. Fair. Sept. 9-11. A. T. Goodlow.
 Ashdown—Little River Co. Fair Assn. Sept. 16-18. C. M. Lamkin.
 Bentonville—Benton Co. Fair Assn. Sept. 28-Oct. 1. Arthur Smith.
 Blytheville—Northeast Ark. District Fair. Sept. 21-26. Robt. E. Blaylock.
 Booneville—Logan Co. Livestock Show & Fair. Sept. 16-18. George E. Lusk Jr.
 Danville—Yell Co. Free Fair Assn. Oct. 13-16. J. B. Briggs.
 De Queen—Sevier Co. Fair Assn. Sept. 23-25. Ralph B. Kite.
 El Dorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller.
 Fayetteville—Washington Co. Fair Assn. Sept. 15-18. James W. Holder.
 Fort Smith—Ark.-Okla. Livestock Expo. Sept. 18-25. A. D. Murphy.
 Hamburg—Ashley Co. Fair Assn. Sept. 23-25. Tom Durham.
 Hampton—Calhoun Co. Fair Assn. Sept. 23-25. L. A. Primm.
 Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. Edward S. Maddox.

FAIR SECRETARIES CELEBRATION COMMITTEES ARRANGE FOR



RICH BROS. FIREWORKS CO.
 Write Dept. 5, Box 514, Sioux Falls, S. D.

ACTS AVAILABLE JULY 3-4-5 CONTACT US

J. C. MICHAELS ATTRACTIONS

—FAIR BOOKERS for 37 Years—
 SENSATIONAL ACTS—REVUES—THRILL
 SHOWS and Famous BIG CITY GRAND-
 STAND CIRCUSES for
 FAIRS—CELEBRATIONS—EXPOSITIONS

Chicago Office:
 64 W. Randolph St.
 Chicago, Ill. 606
 Phone: DE 4 3770

Kansas City Office:
 Reliance Building
 Kansas City, Mo.
 Phone: MA 0362

TILLMAN COUNTY FREE FAIR

**CARNIVAL WANTED
SEPT. 8, 9, 10 & 11TH**

15,000 ATTENDANCE LAST YEAR.
 50,000 population within 50-mile radius.
 Bank deposits \$10,000,000.

WAYNE C. LILES, Sec.
 BOX 740 FREDERICK, OKLA.

PLASTER

Good assortment—24 large items, 8 medium.
 No flat, real flash. Will deliver 150 miles.
 Not less than 1000 pieces, \$30 per hundred.
 Largest \$12 medium.

INDIANAPOLIS STATUARY COMPANY
 1549 Madison Avenue Indianapolis 2, Indiana
 Phone: FRanklin 7575

NOVELTY BUTCHERS

for Fairgrounds
 Catalogue Ready

THE TIPP NOVELTY CO.

742 NO. 6TH STREET, TIPP CITY, OHIO

1948 FAIR DATES

Hope—Third Agrl. Dist. Livestock Show Assn. Sept. 20-25. Chas. A. Armitage.
 Imboden—Lawrence Co. Fair Assn. Sept. 29-Oct. 2. Austin Stovall.
 Little Rock—Arkansas Livestock Show. Oct. 4-10. Clyde E. Byrd.
 Magnolia—Columbia Co. Fair. Last week in Sept. W. L. Jameson Jr.
 McGehee—Desha Co. Fair Assn. Sept. 27-Oct. 2. A. C. Isch.
 Monticello—Drew Co. Fair. Sept. 16-18. Richard Lee.
 Morrilton—Conway Co. Fair. Sept. 16-18. E. M. Coleman.
 Mount Ida—Montgomery Co. Fair Assn. Sept. 20-25. Cleo Ray.
 Mulberry—Crawford Co. Fair Assn. Sept. 13-18. T. J. House.
 Newport—Jackson Co. Fair. Sept. 23-25. P. L. Copeland.
 Ozark—Franklin Co. Fair Assn. Sept. 16-18. J. M. Hopper.
 Paragould—Greene Co. Fair. Sept. 13-18. Earl E. Kirk.
 Piggott—Clay Co. Fair Assn. Sept. 30-Oct. 2. James B. Swift.
 Prescott—Nevada Co. Fair Assn. Sept. 15-16. J. A. Craig Jr.
 Russellville—Pope Co. Fair Assn. Sept. 21-25. W. B. Langford.

CALIFORNIA

Anderson—Shasta Co. District Fair. Sept. 9-12. Dudley V. Saeltzer.
 Antioch—Contra Costa Fair. Aug. 13-15. Norman D. Sundborg.
 Auburn—30th District Agrl. Assn. Sept. 24-26. L. F. Morgan.
 Bakersfield—Kern Co. Fair. Sept. 28-Oct. 3. Lee Clark.
 Boonville—Mendocino Co. Fair. Oct. 1-3. H. J. June.
 Calistoga—Calistoga Fair Assn. July 3-5. Sam W. Kellett.
 Caruthers—Caruthers District Fair. Oct. 14-16. James L. Edmondson.
 Cedarville—Modoc Co. Fair. Aug. 27-29. John C. Smith.
 Colusa—Colusa Co. Harvest Festival. Sept. 23-26. Wm. S. Randall.
 Crescent City—Del Norte Co. Fair. Aug. 20-22. R. B. McClure.
 Del Mar—San Diego Co. Fair. June 25-July 5. Ernest O. Hulick.
 Eureka—Ninth District Fair. June 23-27. Ralph H. Barnes.
 Ferndale—Humboldt Co. Fair. Aug. 10-15. Dr. Jos. N. D. Hindley.
 Fresno—Fresno District Fair. Oct. 5-10. Tom A. Dodge.
 Galt—Sacramento Co. Fair. July 17-24. Eugene Kenefick.
 Grass Valley—Nevada Co. Fair. Aug. 26-29. Loyce Freeman.
 Gridley—Butte Co. Fair. Sept. 16-19. Joseph E. Whitaker.
 Hanford—Kings Co. Fair. Oct. 13-16. Norman H. Holt.
 Hayfork—Trinity Co. Fair. Aug. 28-29. J. D. Berry.
 Hemet—46th District Agrl. Assn. Oct. 6-10. Fred M. Bruderlin.
 Hollister—33d District Agrl. Assn. Oct. 6-10. Jacob M. Leonard.
 Lakeport—49th District Agrl. Assn. Sept. 4-6. C. P. Lewis.
 Lancaster—Antelope Valley Fair. Sept. 9-12. D. R. Jaqua.
 McArthur—Shasta Co. Inter-Mountain Fair. Sept. 4-6. George Ingram.
 Madera—Madera District Fair. Sept. 30-Oct. 3. J. T. O'Shaughnessy.
 Mariposa—Mariposa Co. Fair. Sept. 4-6. Dale K. Campbell.
 Merced—35th District Agrl. Fair Assn. Sept. 14-19. W. C. Woxberg.
 Monterey—Monterey Co. Fair. Sept. 23-26. Fred S. McCargar.
 Napa—25th District Agrl. Fair. Aug. 12-15. Lowell J. Edington.
 Orland—Glenn Co. Fair. Sept. 15-19. J. W. Bequette.
 Paso Robles—16th District Agrl. Assn. Sept. 18-19. Lawrence W. Lewin.
 Petaluma—Fourth District Agrl. Assn. July 22-25. Dolph Young.
 Placerville—El Dorado Co. Fair Assn. Sept. 10-12. Robt. E. Woodward.
 Pleasanton—Alameda Co. Agrl. Fair. July 9-17. Wray L. Bergstrom.
 Plymouth—Amador Co. Fair. Aug. 27-29. Wentworth Lynch.
 Pomona—Los Angeles Co. Fair Assn. Sept. 17-Oct. 3. C. B. Afferbaugh.
 Quincy—Plumas Co. Fair Assn. Aug. 13-15. Martin W. Sword.
 Red Bluff—Tehama Co. Fair. Sept. 24-26. George F. Blake.
 Roseville—Placer Co. Fair Assn. Aug. 19-22. Tom J. Pugh.
 Sacramento—California State Fair. Sept. 2-12. E. P. Green.
 San Fernando—51st District Agrl. Assn. Aug. 27-29. Henry C. Coles.
 San Jose—Santa Clara Co. Fair Assn. Sept. 13-19. Russell E. Pettit.
 San Mateo—San Mateo Co. Fair Assn. Aug. 12-22. Norvell Gillespie.
 Santa Barbara—Santa Barbara Fair. July 13-18. H. S. House.
 Santa Maria—Santa Barbara Co. Fair. July 21-25. Jesse H. Chambers.
 Santa Rosa—Sonoma Co. Fair Assn. July 30-Aug. 7. Weslie Jamison.
 Sonoma—Mother Lode Fair. Sept. 15-18. Mrs. Frances M. Graham.
 Stockton—San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann.

Susanville—Lassen Co. Fair. Aug. 17-22. A. A. Jensen.
 Tulare—Tulare-Kings Co. Fair Assn. Sept. 21-26. A. J. Elliott.
 Turlock—38th District Agrl. Assn. Aug. 9-15. George Dahlgren.
 Ukiah—12th District Agrl. Assn. Aug. 20-22. W. C. Peters.
 Ventura—Ventura Co. Fair. Oct. 6-10. Robt. E. Stuart.
 Watsonville—Santa Cruz Co. Fair. Sept. 20-Oct. 3. E. P. Johnson.
 Yreka—Siskiyou Co. Fair. Sept. 4-6. Stuart B. Waite.
 Yuba City—13th District Agrl. Assn. June 16-20. Roy L. Welch.

COLORADO

Akron—Washington Co. Fair-Rodeo. Aug. 16-18. Brandt Wenig.
 Castle Rock—Douglas Co. Fair. Sept. 11-12. Chas. E. Kirk.
 Del Norte—San Luis Valley Livestock Fair. Oct. 21-23. Dean Hammond.
 Greeley—Weld Co. Junior Fair. Aug. 10-12. Chas. F. Lane.
 Hotchkiss—Delta Co. Fair & Rodeo. Sept. 8-11. Mark Clay.
 Hugo—Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Robert Igon.
 Julesburg—Sedwick Co. Fair. Aug. 16-18. Don W. Acott.
 Kremmling—Middle Park Fair Assn. Sept. 24-25. Mike H. Hinman.
 Littleton—Arapahoe Co. Fair Assn. Aug. 11-15. U. C. Thomas.
 Longmont—Boulder Co. Fair Assn. Aug. 19-22. T. G. Thompson.
 Loveland—Larimer Co. Fair-Rodeo. Aug. 16-18. Paul L. Olinger.
 Pueblo—Colorado State Fair. Aug. 23-27. Frank H. Means.
 Rifle—Garfield Co. Fair-Rodeo Assn. Sept. 4-6. James W. Hybarger.
 Rocky Ford—Arkansas Valley Fair Assn. Aug. 31-Sept. 2. W. H. Kittle.
 Sterling—Logan Co. Fair & Roundup. Aug. 12-14. H. E. McKenzie.
 Yuma—Yuma Co. Fair Assn. Aug. 10-12. L. E. Fitzgerald.

CONNECTICUT

Bethlehem—Bethlehem Fair. Sept. 11-12. Mrs. Frank Devine, Waterbury, Conn.
 Chester—Chester Agrl. Soc. Aug. 28-29. Wm. G. Stark.
 Danbury—Danbury Fair. Oct. 2-10. John W. Leahy.
 Durham—Durham Agrl. Fair Assn. (Durham Fair). Sept. 24-25. John A. Jackson.
 Durham—Middlesex Co. 4-H Fair Assn. Aug. 27-28. Lillian E. Lawler, Higganum, Conn.
 Goshen—Goshen Agrl. Soc. Sept. 5-6. Edward N. Randall.
 Guilford—Guilford Agrl. Soc. Sept. 29. Marie E. Griswold.
 Haddam Neck—Haddam Neck Fair Assn. Sept. 6. Leonard J. Selden, R. D. 1. E. Hampton.
 Harwinton—Harwinton Fair. Oct. 2-3. Merle H. Plaskett, R. F. D. 2, Torrington.
 Lyme—Lyme Grange Fair Assn. Aug. 25. Mrs. Reginald W. Stark.
 Madison—Putnam Farmers' Fair. Sept. 18. Raymond Jennings.
 Marlborough—Marlborough Grange Fair. Aug. 28. Mrs. Howard B. Lord.
 Meriden—Meriden Grange Fair. Sept. 16-17. Mrs. Bertha B. Tinkham, S. Meriden.
 Monroe—Fairfield Co. 4-H Fair. Aug. 27-28. Mrs. Rosemary Potensiana, R. D. 4, Danbury.
 North Haven—North Haven Fair Assn. Sept. 10-12. Laura T. Bartlett.
 North Stonington—New London Co. 4-H Fair. Sept. 3-4. Marjorie E. Bullard, Norwich.
 Riverton—Union Agrl. Soc. Oct. 12. Grace D. Seymour, R. D. 3, Winsted, Conn.
 Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Dorothy B. Herrick.
 Somers—Union Agrl. Soc. Sept. 29. B. R. Grant, Melrose, Conn.
 Stafford Springs—Stafford Fair. Sept. 30-Oct. 3. C. D. Benton.
 Vernon—Tolland Co. 4-H Fair. Sept. 3-4. Ellen M. Abbe, R. D. Hazardville, Conn.
 Wallingford—Wallingford Grange Fair. Sept. 11. Flora E. Hough.
 Wapping—Wapping Fair. Sept. 11. Mrs. Barbara Potterton, Manchester, Conn.
 Woodstock—Woodstock Agrl. Soc. Sept. 3-6. Donald B. Williams, R. 3, Putnam, Conn.

DELAWARE

Harrington—Kent & Sussex Co. Fair. July 26-31. Ernest Raughley.

FLORIDA

Pensacola—Pensacola Interstate Fair. Oct. 18-23. J. E. Frenkel.
 Tallahassee—Leon Co. Fair Assn. Oct. 18-23. Lloyd Rhoden.

GEORGIA

Americus—Sumter Co. Fair Assn. Week of Oct. 25. O. C. Johnson.
 Atlanta—Southeastern Fair Assn. Oct. 1-10. Mike Benton.
 Bainbridge—Decatur Co. Fair. Oct. 11-16. T. E. Rich.
 Cartersville—Barton Co. Legion Fair. Sept. 20-25. V. H. Waldrop.
 Cedartown—Northwest Ga. Fair Assn. Oct. 11-16. Thomas Adamson.
 Columbus—Chattahoochee Valley Expo. Oct. 11-16. F. L. Jenkins.
 Conyers—Rockdale Co. Fair. Sept. 27-Oct. 2. A. C. Ellington.

Cordele—Central Georgia Fair. Oct. 11-16. J. D. Rainey.
 Decatur—DeKalb Harvest Festival. Sept. 22-25. Dr. C. C. Von Gramp.
 Eastman—Dodge Co. Legion Fair. Oct. 18-21. R. T. Ragan.
 Eatonton—Fulton Co. Fair. Oct. 4-9. George Lawrence.
 Elberton—Elberton Fair. Sept. 27-Oct. 3. L. V. Hulme.
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 25-30. Roger H. Lawson.
 Jackson—Bulks Co. Fair Assn. Oct. 7-12. W. M. Redman.
 Macon—Georgia State Fair. Oct. 18-23. E. Ross Jordan.
 Manchester—Tri-County Fair. Sept. 27-Oct. 2. Welby Griffith.
 Milledgeville—Middle Georgia Fair. Week of Oct. 11. P. Paisley Davis.
 Monroe—Walton Co. Legion Fair. Oct. 11-16. H. H. Shores.
 Sandersville—Washington Co. Fair. Oct. 11-16. D. E. McMaster.
 Summerville—Chattanooga Co. Fair Assn. Third week in Oct. Hubert Glickerson.
 Swainsboro—Emanuel Co. Fair. Oct. 11-16. Earl M. Varner.
 Valdosta—South Georgia Fair. Nov. 8-13. H. K. Wilkinson.
 Waycross—Dixie Fair. Oct. 18-23. Linton Ekins, Chamber of Commerce.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 14-18. Ival H. Wartchow.
 Boise—Western Idaho State Fair. Aug. 24-28. W. L. Hendrix.
 Burley—Cassia Co. Fair & Rodeo. Aug. 26-28. Saul H. Clark.
 Cambridge—Washington Co. Fair Assn. First week in Sept. Buck Howland.
 Coeur d'Alene—Kootenai Co. Fair. Sept. 23-25. C. W. Neider.
 Downey—Marsh Valley Fair & Rodeo. Sept. 3-4. B. M. Almond.
 Piler—Twin Falls Co. Fair & Rodeo. Aug. 31-Sept. 3. Thomas Parks.
 Gooding—Gooding Co. Fair & Rodeo. Aug. 19-21. Lieurn Lucke.
 Grace—Bannock Co. Fair. Aug. 13-14. Wm. D. Petty, Swan Lake, Idaho.
 Homedale—Owyhee Co. Fair. Aug. 20-21. Erma Parker.
 Jerome—Jerome Co. Fair Assn. Sept. 7-11. Chas. Andress.
 Lava Hot Springs—Bannock Co. Fair. Aug. 27-28. Wm. D. Petty, Swan Lake, Idaho.
 Lewiston—Lewiston Round-Up & Fair. Sept. 10-12. Joe M. Skok.
 Malad City—Oneida Co. Fair. Sept. 9-11. K. V. Hanson.
 Montpelier—Bear Lake Co. Fair & Rodeo. Aug. 27-28. J. C. Lewis.
 Preston—Franklin Co. Fair. Aug. 27-28. Dan L. Roberts.
 Ririe—Jefferson Co. Fair. Sept. 10-11. C. M. Shaner.
 Weiser—Weiser Round-Up Assn. Aug. 5-7. Claude Wade.

ILLINOIS

Albion—Edwards Co. Agrl. Fair Assn. Aug. 24-27. Loy L. Thread.
 Aledo—Mercer Co. Agrl. Soc. Aug. 31-Sept. 3. John W. McHard.
 Altamont—Effingham Co. Fair Assn. Aug. 6-13. Mart Alwert.
 Anna—Southern Ill. Fair Assn. Aug. 16-20. Glendale Hudgens.
 Antioch—Lake Co. Fair Assn. Aug. 7-10. E. E. Elsbury, Gurnee, Ill.
 Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 10-14. H. E. Hood.
 Ashley—Washington Co. Fair Assn. July 1-3. O. C. Hagebush.
 Augusta—Community Livestock Assn. Aug. 31-Sept. 3. K. E. Cunningham.
 Belleville—St. Clair Co. Fair Assn. July 26-31. George Gerken.
 Belvidere—Northern Ill. Fair Assn. Aug. 6-8. Mrs. Frieda Spencer.
 Benton—Franklin Co. Fair. Aug. 2-6. Arley E. Martin.
 Bloomington—McLean Co. Fair. Aug. 9-12. Jack Stevenson.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 23-27. Grover C. Gross.
 Brownstown—Payette Co. Fair Assn. Aug. 4-7. L. A. Tudor.
 Cambridge—Henry Co. Fair. Aug. 10-12. M. E. Werbach.
 Carmi—White Co. Agrl. Assn. Aug. 16-20. Eldon (Bud) Nickamp.
 Carrollton—Greene Co. Agrl. Fair. July 11-16. C. W. Ballard.
 Carthage—Hancock Co. Junior Fair. Aug. 10-13. Ernest Painter, LaHarpe, Ill.
 Casey—Clark Co. Fair. July 2-5. J. E. Crandall.
 Charleston—Coles Co. Fair Assn. Aug. 2-6. Robt. R. Blackford.
 Chicago—Cook Co. Fair at Soldier Field. Aug. 27-Sept. 6. Orville P. Culbertson.
 Danville—Eastern Illinois Fair. Aug. 31-Sept. 4. Howard W. Atkin.
 Decatur—Macon Co. Fair. July 28-30. E. L. Huntley.
 Du Quoin—Du Quoin State Fair. Aug. 29-Sept. 6. H. E. Strong.
 Elgin—Kane Co. Fair. Aug. 3-6. Ralph B. McKenzie.
 Elizabeth—Elizabeth Community Fair. Sept. 1-3. L. V. Bats.
 Fairbury—Fairbury Fair Assn. Aug. 24-27. Robt. J. Maurer.
 Fairfield—Wayne Co. Fair Assn. Aug. 10-13. Roland D. Scott.
 Farmer City—Farmer City Fair Assn. Aug. 1-6. E. S. Wightman.
 Farmerville—Farmerville Agrl. Fair. July 21-22. John E. Murphy.
 Flora—Clay Co. Fair. Aug. 23-27. Loren Patty.
 Freeport—Stephenson Co. Junior Fair. Aug. 25-27. Roy Hefty, Orangeville, Ill.
 Georgetown—Voc. Agrl. Fair. Aug. 23-26. Grover Blayney.
 Golconda—Pope Co. Fair. July 19-23. Phillip Shottle.
 Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 23-28. John Jenuine.
 Greenville—Bond Co. Fair Assn. Aug. 23-26. C. H. Johnson.
 Griggsville—Griggsville Fair. July 6-9. J. R. Skinner.
 Harrisburg—Saline Co. Agrl. Assn. July 28-30. L. M. Hancock.
 Henry—Marshall-Putnam Fair. Aug. 31-Sept. 2. R. H. Meuler, Springfield, Ill.

Retain This List

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.

The next complete List of Fair Dates will be published in the issue of The Billboard to be dated July 31.

RIDE SPACE FOR RENT**On 100% Location**

Site can accommodate two large Rides, or a show or circus, or any other Outdoor Attraction on

Coney Island, N. Y.

For particulars write

JIMMIE KYRIMES

2418 Neptune Avenue
Brooklyn 24, N. Y.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF
AUTHENTIC MINIATURE TRAINS!
FOR BIGGER PROFITS . . .

"GET THE BEST"**MINIATURE TRAIN & RAILROAD CO.**

Executive Offices: Rensselaer, Indiana

NEW AMUSEMENT PARK**Wants Rides, Concessions**

What have you? Park location, 50 miles from Rochester, Syracuse, with many small towns and a wealthy rural population.

Contact

Valere L. Minet, Owner

West Port Bay Road, Leon Point Park
WOLCOTT, NEW YORK
Phone: 5532

RIDES WANTED**For Permanent Park**

Almost year round operation: Merry-Go-Round, Ferris Wheel, or any large Ride. Power and lights furnished. Small percentage. One of best locations in the South. Wire or write—

W. A. ENGRAM

Playland, Rome, Ga.

WANT — WANT — WANT

Want to buy, for cash, a Two Abreast Allan Herschell Merry-Go-Round or a Three Abreast Philadelphia Toboggan. Will pay cash for same, but must be in good condition. No junk.

MRS. W. A. SCHAFER

130 W. 9th St. Dallas, Tex.

FUN GALLERY MIRRORS

Immediate Delivery
Size 30"x70" in Wood Frames
VARIOUS DISTORTIONS
\$100.00 each, f.o.b. factory, New York City
ALSO MADE TO ORDER — ANY SHAPE
AND SIZE

A. L. HIRSCH & CO., Inc.

515 West 22nd St. N.Y.C.

LOCATION WANTED**FOR AMUSEMENT ARCADE**

Prefer West Coast

write

L. C. EDELING

P. O. Box 285 Walnut Creek, Calif.

ONE HUNDRED PER CENT LOCATION FOR HI-STRIKER

Available in our park. Space is located at park entrance and faces main street. Rent \$1,000 for season, plus liability insurance.

ROCKAWAY'S PLAYLAND

ROCKAWAY BEACH, LONG ISLAND, N. Y.

Good Turnout At Olympic Bow

IRVINGTON, N. J., May 22.—With fair weather prevailing, a good crowd turned out Saturday (15) for the opening of Olympic Park here. A four-act circus bill, featuring the Four Vesses, was the opening free attraction, and the show clicked solidly. As usual, Joe Basile's band did the show and played in the picnic ground band shell, with Bubbles Ricardo giving out with vocals.

Heavy rain Sunday (16) cut attendance, but with the rainy spell apparently bowing out, Henry Guenther is optimistic and is going ahead with elaborate plans for celebrating the 30th year he has put in as owner-manager of Olympic.

Olympic goes into full operation this week-end with opening of the renovated swim pool. Monday (24) Hermine's Midgets, with a cast of 30 musicians and performers, take over the circus arena as special attraction over the Decoration Day week-end.

750G Improvement Program at Ciney Zoo Awaits Okay

CINCINNATI, May 22.—Zoo improvements costing an estimated \$750,000 and touching virtually every part of the grounds are to be started this summer, subject to approval by the zoo's board of trustees and the later approval and co-operation of city council, it was announced.

Plans already have been drawn by architects. If approved, the improvements will include a new entrance, a building containing executive quarters and a public relations department to replace an outmoded structure, double-lane auto entrance and new parking lot, removal of amusement devices in Playland to another section of the park, new lion and ape houses, and an arena with seating capacity of 1,000 people for presentation of animal acts. There are also to be extensive changes in the herbivora building.

CONEY ISLAND, N. Y.

(Continued from opp. page)

dancers mixed with movie oldies. Grand opening was Saturday (15). Fire-proofed, red and cream-colored curtains were installed by Tom Fowler, of New York, who also furnished similar equipment for Steeplechase's television room, Tirza's Wine Bath and Dave Rosen's Palace of Wonders.

New fireproof, air-conditioned, one-story building erected over the winter by Buxbaum Bros., to replace their Shamrock Irish House, Bowery and Henderson's walk, destroyed by last season's fire, is a credit to that locality as well as to the Island proper. Besides its modern equipped kitchen, a large square 62-foot bar, pretty wallpaper decorations and 500 green, leather-seated chairs, there is a raised bandstand featuring a full-sized Hammond organ and a 12 by 18-foot dance floor. Entertainment will be headed by Julia Gerritty, warbler; 20 singing waiters, and Martin Buxton, organist.

FOR RENT

Business Room, directly on Boardwalk, for Popcorn, Peanuts, Candy, Novelties, etc. \$400 for '48 season.

MR. FOX

% Joyland, Colonial Beach, Va.

ATTENTION, PARK MANAGERS-CONCESSIONAIRES**NEVER BEFORE OFFERED!****YOUR PARK NAME AND LOCATION HAND-LETTERED****"THE CHAMP"**

Size: 8 Inches High—16 Inches Long. Cork Opening in Base.
HOLDS \$1,000 IN COIN—LARGE AS A WATERMELON!

Retail \$3.98 each Your Cost \$2 each Minimum Order 3 Dozen

Individually Boxed—Approx. Weight: 8½ Lbs. Each.

Be first with this Fast-Selling Souvenir. IMMEDIATE DELIVERY. Choice of Colors: Pink, Blue, White and Black.

RUSH \$3.00 FOR UNLETTERED SAMPLE

FREE
ON OUR
GIANT
HAND-PAINTED
PIGGY BANK

A Natural Tie-Up for
Your Park—Makes a
Sensational Souvenir
and Publicity Item!

Cash With Order.
SORRY, NO C. O. D.
SHIPMENTS.

NATION-WIDE MERCHANDISE CO.Dept.
B-4

64 W. Randolph St., Chicago, Ill.

WANTED**COLORED RIDE HELP****MUST BE EXPERIENCED, SOBER AND RELIABLE**

For Merry-Go-Round, Ferris Wheel, Caterpillar, Roll-a-Plane, Octopus, Looper, Kiddie Rides. Write or wire Jake Shapiro, owner

SPARROWS BEACH AND AMUSEMENT PARK

Annapolis, Maryland

LAST CALL FOR RIDES**JOYLAND PARK, CHARLESTON, W. VA.****WANT**

Ridee-O, Octopus, Chairplane, Kiddie Rides. Special proposition to Merry-Go-Round and Ell. New park, first season (now open), close Oct. 1st. Serving 200,000 people, in the heart of the coal fields, only amusement park in this area. Free gate, free parking, large picnic area catering to industrial picnics. All contracts close June 1st. Can use good Promoter, real money here. Can use Custard, no P.C. 15-week privilege; rides, 25%.

E. J. GAYNOR JR.

BOX 3002, CHARLESTON, W. VA.

LEGITIMATE CONCESSIONS WANTED IMMEDIATELY**FOR RECREATION CENTER, COLUMBUS, OHIO**

This park well located with plenty of publicity. Address inquiries:

GOODING AMUSEMENT COMPANY

1300 Norton Avenue, Columbus, Ohio

PHOTOGRAPHY CONCESSION OPERATOR**Cedar Point on Lake Erie****Near Sandusky, Ohio**

Concession includes Photography in 1000 Room Hotel Breakers housing the Terrace Tavern Night Club, Dining Rooms, Conventions, One of America's Largest and Finest Bathing Beaches, Dance Hall in Coliseum Building. Good darkroom setup in Hotel. Many Conventions booked all season. Wealthy patronage. A very good deal for responsible party. Season opens June 12th, closes Labor Day. Contact at once

WM. J. BALAUN CO.

596 S. MAIN ST.

AKRON 11, OHIO

WANTS—WEHRLEY'S BASS LAKE PARK—WANTS**12th Annual Celebration, July 2-5 inc.****FIREWORKS—MILLER RIDES BOOKED.**

WANT Merchandise Concessions and Grind Shows. Ex. open on Bingo, Cookhouse, Photos, Diggers, Girl and Posing Shows. WANT small Circus, Tab and Hillbilly Shows. June, July and August.

WEHRLEY'S BASS LAKE PARK**Knox, Indiana****GIVE TO THE DAMON RUNYON CANCER FUND**

Harlan a Red One for C&W; Weatherman Gladhands Org As All Attractions Do Biz

Publicity Brings Out Miners, Who Lay It on Line

HARLAN, Ky., May 22.—The enlarged 1948 version of Cetlin & Wilson's World on Parade Shows rounded out the biggest week of the season here today, thanks to the first weather break since opening in Petersburg, Va., said Wilton Martin, public relations director.

Hounded from the start by rain in Petersburg and Danville, Va., and cold nights and rain in Asheville, N. C., C&W was a midway of smiles as Harlanites gave good play to both front and back ends of the show.

As usual this season, Raynell's Show Girls Revue, with comic Billy Reed and straight man Jack Coyle, packed 'em in solid to top grosses every night of the run.

Word-of-mouth advertising backed up such promotion as 100 radio spots, six daily cuffo radio programs; 200 inches in *The Harlan Daily Enterprise*, augmented with spreads of pix and stories in news columns; 150 inches in the newspaper plugging appearances of Singer's Midgets and Al Tomani, giant, in Burr's department store Friday (21)—all paid by the store; another 50 inches by the store plugging its kiddies' matinee today, with free Merry-Go-Round bought by the store, and widespread sound truck plugs.

Miners in Spending Mood

The fact that miners received only one pay day since the 25-day coal strike failed to diminish spending. All rides went full blast in spite of chilly nights, Monday and Tuesday, and shows did big business.

Speedy McNish, Earl Purtle's Drome rider, made Page 1 with a spill which injured both arms. This hyped biz. Earl Chambers added Prince Ki-Gor and his trained lions in the Monkey Circus and doubled attendance. The Penny Arcade did land-office business.

The C&W 40-car train arrived Monday noon from Asheville and the org was pushed to get things humming for the Monday opening, but everything was operating on sched-

ule except the Merry-Go-Round and the seven neon towers which failed to light before Tuesday.

Top co-operation came from locals, *The Enterprise* staff favoring C&W with a letter of endorsement. It will be added to similar communications from *The Asheville Citizen-Times* and radio stations there as well as from Petersburg papers.

Show opens Monday (24) in Middlesboro, Ky., under sponsorship of the Elks' entertainment committee and Dewey Guy Post No. 14, American Legion.

Plenty of Publicity

C&W has received good press to date, netting a full-page blow-off from merchants in Dyersburg, Tenn.; a 200-word editorial in *The Petersburg Daily Progress-Index*, and unsolicited quotes in *The Danville Morning Register* and *Evening Bee*. At the past four engagements radio stations favored the org with more than 18 hours of free time for talent programs in studios and from grounds. A disk jockey party in the cookhouse at Asheville netted plenty of publicity.

"Let's Be Frank, Biz Is 40% Off So Far," Fontana Writes

CHICAGO, May 22.—Joe J. Fontana, general representative of the L. J. Heth Shows, believes in calling a spade a spade. In a letter to *The Billboard*, written from Bowling Green, Ky., Fontana says:

"Let's be frank with ourselves relative to business conditions as they pertain to carnivals. Our experience the last five weeks has proven to us that business is off 40 per cent from last year despite reduced admission on our rides. Of course, weather conditions have hampered business to a certain extent.

"We have been getting large crowds when weather permitted, but spending has been very light and we find that when folks see a 25-cent sign on front of a major ride they back away. Borrowing from one another seems to be popular.

"We played Hopkinsville, Ky., and

Jacob Brizendine Is Heart Victim

RICHMOND, Va., May 22.—Jacob Brizendine, widely known in outdoor show circles, died in McGuire Veterans' Hospital here recently of a heart attack.

For several years he operated a candy concession at race tracks and at the time of death was engineer and construction superintendent of Raynell's Show Girls Revue on the Cetlin & Wilson Shows.

Fifty-two years old, Brizendine had been in show business since 1914, having trouped with the James A. Patterson, C. W. Wortham, Morris & Castle, United, Rubin & Cherry, World of Today and Hennies Bros.' shows. He had also been associated with Raynell on the Royal American Shows.

He leaves his widow, Mrs. Elsie Calvett Brizendine; his mother, Mrs. E. J. Brizendine; a sister, Mrs. K. L. Durbon, and a brother, Calvin.

Burial was in Gypsum Hill Cemetery, Salina, Kan., May 7. The body was accompanied to Salina from Richmond by his widow, who returned to the Cetlin & Wilson Shows in Asheville, N. C., to resume her duties as manager of Raynell's second unit Posing Show with Cetlin & Wilson.

Terre Haute Proves Okay For Cavalcade

Org Adds Two Rides

TERRE HAUTE, Ind., May 22.—Biz has been satisfactory for the Cavalcade of Amusements during run which opened here Monday night (17) despite occasional chilly weather.

Org got off to a good start Monday night and, following a cool Tuesday (both weather and biz), the gate picked up during the remainder of the week.

Upon conclusion of stay here Sunday (23), shows head for Cedar Rapids, Ia., where they open a 10-day stand Wednesday (26).

Delivery of two new rides, the Hi-Ball and the C-Cruise, is expected in time for the opening at Cedar Rapids.

Visitors during run here included Mr. and Mrs. Walter Hale and Ray Marsh Brydon.

Barkoot Leases Rides to Moyer And Crittenden

MIDLAND, Mich., May 22.—K. G. Barkoot, owner of the shows bearing his name, has leased his rides and equipment to Kenneth L. Moyer and C. N. Crittenden, who have formed a partnership and will take a show on the road under the banner of the Merryland Shows. Permanent address of the new carnival will be Midland.

Moyer and Crittenden, well known in outdoor show business, are rebuilding the rides and equipment here. Org will play Central and Northern Michigan. Moyer, assisted by his wife, will manage the shows, and Crittenden will be general representative.

Barkoot, now in his 80's and in poor health, is credited with launching one of the first railroad carnivals.

Hennies Shakes Off Cold in Decatur, Ill.

DECATUR, Ill., May 22.—Cold weather tagged the Hennies Bros.' Shows in here, but Wednesday (19) the weather took a decided turn for the better and patronage picked up. Prospects were for a strong finish in the stand.

Previous date at East St. Louis, Ill., was hard hit by weather. Shows got in one good day, Friday (14), there, five having been pruned by the weather.

Endy Conquers Wilm'ton Predates

WILMINGTON, Del., May 22.—Endy Bros.' Shows racked up a fair week here ending Saturday (15) despite having been predated by the Joseph J. Kirkwood, Strates and Prell's Broadway shows.

A fire in one of the Ferris Wheel motors resulted in some minor damage to the ride. Altho the Wheel was loaded with riders, no one was injured.

Patronage Up for Imperial

BLOOMINGTON, Ill., May 22.—The Imperial Exposition, in here this week, received good weather. Patronage also was up. Previous stand at Granite City, Ill., was marred either by rain or chilly night weather.

RAS Gets Good Biz, Weather In St. Louis

ST. LOUIS, May 22.—Royal American Shows were greeted by ideal weather and good business when they opened an extended stand here Tuesday (18) and, thru Friday (21), the weather and the turnouts continued good.

Pacing the grosses was the Sally Rand Show. Exhibiting strong pulling power, too, was Leon Claxton's *Harlem in Havana* unit. The Rand show operates with \$1 admission, while the Claxton show goes for 60 cents.

The Cotton Carnival at Memphis, stand played previous to here, proved a winner.

Gooding Rides for Jackson

COLUMBUS, O., May 22.—Floyd E. Gooding, president Gooding Amusement Company, states that he has been awarded contract to supply all rides at the Apple Festival, Jackson, O., September 22-25. Contract for concessions has been awarded to John Gallagan, with the Gooding org.

UP GOES THE PRINT ORDER

Increased demand for *The Billboard* requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Therefore, commencing with our June 5 issue and continuing thereafter until further notice

Final closing time for late show ads will be
SUNDAY NOON

(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



Cold facts about cool profits with the 'Polar Pete' snow cone machine!

HERE'S HOW A DIME WILL GET YOU A DOLLAR!

900% Profit On Ice!

Check the profit-facts about the 'Polar Pete' Snow Cone Machine yourself. Fifty pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon, or 85c if you make your own. Ice is about 25c. Cups, about \$3.00 per thousand. The 175 snow cones are \$17.50 in sales. Your total material costs are only \$1.65. Brother, that's big profits from any angle. The season is at hand now. Place your order TODAY!

LOOK AT THESE FEATURES!

- **NEW** method of merchandising snow cones . . . revolutionary!
- **EXCLUSIVE** with Multiple Products Corp. No other machine like it!
- **BEAUTIFUL CABINET** will decorate even the finest location!
- **RUSTLESS METALS** Aluminum and stainless steel used throughout!
- **REAL SNOW** from the patented ice shaver . . . 250 lbs. per hour!
- **SYRUP DISPENSERS** two of plexiglas. No funnels needed to fill!

- **ICE STORAGE** 100 lbs. — two removable pans in bottom of cabinet!
- **LEAK PROOF — NO MESS** because entire cabinet bottom is one piece!
- **CASH DRAWER** and a BIG one! In the back where it's handy.
- **CUP STORAGE** placed overhead . . . out of the way but convenient, fast!
- **LOW OPERATING COST** motor and one light globe — 120 V. 60 cycle. A/C!
- **COMPACT** 30" wide, 20" deep, 60" high. It fits almost anywhere!
- **PLEXIGLAS DISPLAY** of snow and syrups . . . sanitary . . . spectacular!
- **ILLUMINATED** section of plexiglas in top . . . and light on display!
- **SWITCHES** conveniently located to right of operator on back panel!

SNOW CONES SELL!

Everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. They sell, but FAST! One location reported \$600 worth of business in one day! Even cutting it in half, it's REAL PROFIT when a dime will get you a dollar!

MULTIPLE PRODUCTS CORP.

3612 Cedar Springs

Dallas 4, Texas

Phone Lakeside 4147



\$395.00 F.O.B. DALLAS, TEXAS

TERMS: 50% Cash With Order.
Balance C. O. D.

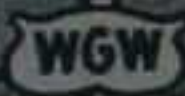
Immediate Delivery—Quantity Discount.

DISTRIBUTORS!

Write, wire or phone your orders NOW! First come, first served! Requirements are reasonable. Profit Possibilities, Unlimited.

W.G. WADE

Shows



SPRINGFIELD, O., MAY 31 TO JUNE 5

DOWNTOWN LOCATION—YMCA FIELD

CAN PLACE now and for long operating season: OCTOPUS RIDE and WILD LIFE SHOW.

LEGITIMATE STOCK CONCESSION PRIVILEGES OPEN. Contact:

W. G. WADE SHOWS

Richmond, Indiana, this week; Marion, Ohio, follows Springfield.

BEE'S OLD RELIABLE SHOWS, INC.

WANT RIDES—Will book one more Major Ride not conflicting. Want Merry-Go-Round foremen.

CONCESSIONS—Will book a few Count Stores that will work under orders. Want Agents for office-owned Stock and P. C. Outfits. Will book a few more Merchandise Concessions. Especially want Photos, Novelties, Cigar, Watch, Hoops and Jewelry.

SHOWS—Will book one more Show that doesn't conflict—20% to office.

FOR SALE—One late model seven car Tilt-a-Whirl, with or without transportation. Ride can be booked on Show. Also one new 28 foot Flat Trailmobile Trailer, one used 24 foot Trailer (built for Octopus), one set Ferris Wheel Seat Crates (new), ten Concession Frames complete with Side-wall, top, bally, etc; one used Leroy Motor, Roll Down, Rattle Dazzle Boards, two Planes, and other numerous items.

Frankfort, Ky., this week, then as per route.

MERRYLAND SHOWS

CRYSTAL LAKE, NORTH OF IONIA

Mammoth Decoration Day Celebration, Sponsored by Civic Club.

6 Rides. May 27 through Decoration Day. Want Stock Concessions. Shows of Merit. No Gift. Ride Help for Ferris Wheel, Chairplane. Committees, contact us.

KEN MOYER
Crystal Lake, Michigan
Montcalm County

C. N. CRITTENDEN
Midland, Michigan

SUNSET AMUSEMENT CO.

WANTS

Caterpillar Ride Foreman; must drive Semi. Hershey wants Magician and Tattooer, other Acts for Side Show. Elmer Hedricks and Roscoe Moore, contact. Want Talkers and Grinders. Ball Games and Concessions open.

SHENANDOAH, IOWA, THIS WEEK; NEBRASKA CITY, NEB., NEXT.

MIGHTY PAGE SHOWS

PRESENTING CAPTAIN SHIM SONGER'S HIGH FIRE DIVE NIGHTLY

SHOWS—Wildlife, Geek; Margie Hutzler, answer; Glass House, Fun House, Life, Fat or any Show of merit not conflicting. Nothing too big here, as we have the spots. Special proposition to Motor Drome. Very good Drome territory. Speedy Baabs and Bill Collier, answer. CONCESSIONS—Sell Ex. on Photos, Novelties, Jewelry, Long Range Gallery and French Fries. Following Stock Stores open: Coke Bottle, Bumper, Basket Ball, Country Store, Knife Rack, Cane Rack, Watch-La, Hoop-La; have opening for Pin Store, Six Cat, Add-Em-Up Dart, Diggers and one Mitt Camp. Good proposition to Penny Arcade.

RIDES—Don't need any. Need high-class Foreman for Tilt-a-Whirl. Frank Zorda wants Side Show Acts; salary from office. Pocket Book Harris wants Jig Show Help. Following people contact: Liza Jane and Jennie Holmes, Buster Johnson, Ruth Wade, Mele Logan and Lina Atkins. C. A. Kirkland wants Agents for Age and Scales. Bob Gordon, come on with Diggers and Novelties. Ray Price wants Stock Store and P.C. Agents. Those joining now will be given preference during the Fair season. All replies to

BILL PAGE, Mgr. MIGHTY PAGE SHOWS, HAZARD, KY.

P.S.: Louis Mort, contact.

THOMAS Land

AMUSEMENTS

CAN PLACE AT ONCE

Penny Arcade, Monkey Show, Glass House, Wildlife, Mechanical City. (Joe Teska, wire.) Can place Rides not conflicting, such as Hi-Ball, Scooter, Boat Ride, Comet, Rocket for Anderson Free Fair, Anderson, Ind., starting July 3. Can also place Shows for that date and all Fairs. Those joining now given preference. Want Show Painter for balance of season. Can place Ride Help, also Concession Agents. Can place Concessions for Anderson Free Fair. No exclusive.

WANT TO BUY #12 FERRIS WHEEL

Address:

L. I. THOMAS, Mgr.

MORGANTOWN, W. VA., THIS WEEK; THEN PER ROUTE.

LARRY NOLAN SHOWS

WANT

Fish Pond, Pitch-Till-You-Win, Flashy Set of Diggers (Lee Moss, note), any Stock Concessions not conflicting. Want Two Girls for Well Framed Girl Show.

FOR SALE—16x32 Bingo Top, Four Way Awning, Pic Corners, Masking, Fair Shape, Cash Price, \$75.00. 12x12 Center Outfit Four Way Awning, Pic Corners, Cash, \$25.00. Replacing Three WBB Royal Blue.

Will Buy 20x20 Top and Wall, Prefer Blue Canvas. Wire, Don't Phone. ADDRESS: LARRY NOLAN, Mgr., Goodland, Kansas, this week.

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 \$121.90.

Write Us for Our Amazing Offer

INDIANA POP CORN CO.
MUNCIE, IND.

SALE! BEAUTIFUL COSTUMES

From the regular stock of
LESTER, LTD.

Your choice of every style and type in chorus sets and principals. We need space.

We are disposing of

1,000 COSTUMES

Make your selections from the entire stock of

LESTER, LTD. 14 W. LAKE ST.
CHICAGO, ILL.

HUBERT'S MUSEUM

338 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.



NEW FORTUNE
Buddha Papers on
NEW WHITE
Paper
MASTER OUTFITS
NOW AVAILABLE.
S. BOWER
Belle Mead, N. J.

WANT

Experienced Six-Cat Agent (Blasco, come on.) Don't write or wire. Join at once.

Johnny J. Jones Exposition
Bradford, Penna.

WANTED TO BUY MONKEY MOTORDROME

Silo Type, ready to go. No collect wires.

JOHNNY REESE

care GOODING SHOWS, LOGAN, W. VA.

BARRY BROS.' WANT LEGAL ADJUSTER

Must be capable of handling 10 Concessions. All Celebrations and Fairs. AL H. Herman, will give you best deal you ever had.

PETE BARRY

Washington Hotel Indianapolis, Indiana

AGENTS WANTED

For Stock and Percentage Concessions. People who were with me before, please contact. Write or wire

ED McKEOWN

Care W. G. WADE SHOWS
Richmond, Indiana, this week.

MIDWAY CONFAB

Al Beard and Ross Troutman have joined the Larry Nolan Shows.

Gate & Banner Shows have installed television on its lot to kill the help's alibi for visiting saloons.

Mr. and Mrs. H. Roland Starks have joined the Triangle Shows with their cotton candy concession.

Kenneth (Tex) Davis has moved from the Central States Shows to Catlett's Greater Shows, where he is associated with the Patterson concessions.

Harry Rubin and Buck Saunders, of Eddie Young's Royal Crown Shows, visited The Billboard's Cincinnati office and plant while the shows were playing Covington, Ky.

Beauty of having a ragged top and sidewall is that it's air-conditioned and easy to walk out of in case of fire.

Stuart Rudd S/2, with Lee's United Shows last year, pens from USNTC, Norfolk, that he visited the Endy Bros.' Shows during its recent stand there.

Jack Ruback, A. R. Wright and Dick Haver, all of Alamo Exposition Shows, visited the grave of Heavy Guyton, fellow showman who died last winter, when the org played Vernon, Tex.

Harry C. Duvall, formerly with the Rubin & Cherry and James E. Strates, is with the Joseph J. Kirkwood Shows managing a Girl Show for Clarence Thomas, who has three on the org. Duvall had been off the road since 1940.

Those who live near carnival lots envy those who live near loading crossings where the noise is heard only on Monday and Saturday.

Duke Doran, cookhouse operator, who recently underwent an operation for a ruptured appendix, is on the mend at Putnam Memorial Hospital, Bennington, Vt., and would like to hear from friends, reports Mrs. Bernard Doran.

Altho the weather has been bad, the Sammy Lane Amusement Company which opened May 1 in Branson, Mo., has been doing good business there, reports Harry H. Zugg. Harry Beach, Detroit race manufacturer, was a recent visitor.

Pinky Pepper, while playing Evansville, Ind., with the Cavalcade of Amusements, reports being visited by Zora (Peppy) Blair, Bill Brighton and Fay LaFayette. At Terre Haute, Ind., guests were Linda Lopez and Jimmy Farmer, of the L. B. Lamb Shows.

Jack Kellow recently purchased a long-range shooting gallery from Manning Wesson, of Miami, which he

has added to his line-up of frozen custard, popcorn and apples, kiddie autos and airplane rides on Dick's Greater Shows. Bobby McGregor is managing the frozen custard stand.

Hick town is where gal show gossip is more important than that about a married chamber maid who eloped with the burg's mayor.

Edna Kaai and Esther Felke are back at their old stand—hoop-la—at Riverview Park again this year. George Felke, son of Esther, is expected to join his mother as soon as school is out at Tampa University, where he is completing his freshman year.

James E. Davidson, business manager of the Morris Hannum Shows, hosted Police Chief Reigel, of York, Pa.; Mr. and Mrs. Morris Hannum; Jiggs Miller, owner of the Bank Hotel, York, and a number of other guests at a party in the Pennsylvania city recently.

This is the time of the year when the June carnival bride turns in her notice to the gal show manager and the bridegroom hunts for a cheap house trailer.

R. C. Lawhorn recently visited L. Cutler and Bill Page, of Page Bros. Shows, at the Humboldt (Tenn.) Strawberry Festival; D. Hale and Otis Hall, concessionaires with the H. B. Rosen Shows, at Jackson, Miss., and Bob Myers, concession manager, and Al H. Herman, legal adjuster, of the Magic Empire Shows.

Louis A. Oldani, Detroit insurance man, who has been operating refreshment and similar concessions in State-owned parks the past three years, has registered formally his Oldani Concessions, with headquarters at Elizabeth Park, Trenton, Mich. He also operates concessions in Huron River Park on Willow Road.

Harry C. Duvall, who has been off the road since 1940, has joined the Joseph J. Kirkwood Shows, where he will manage Clarence Thames's Girl Show. Prior to leaving the road, Duvall had been with the Rubin & Cherry Exposition from 1930 thru 1935 and the James E. Strates Shows from 1936 thru 1940.

It's a good thing that railroad strikes were almost unheard of during the early days when shows had to move fast to dodge writs and attachments.

The American Midway Shows cracked Page 1 of the Dodge City Daily Globe, Dodge City, Kan., in its recent appearance in that city with a new break on its searchlights. Headed "Strange Light in Sky Comes From Carnival," the story detailed the speculation of natives over the shows' lights, pointing out that some of the folks figured the airport's searchlights had broken

FERRIS WHEEL FOREMAN

Salary or Commission—Join on Wire.

CAN USE

Hi-Striker, Six Cats, Buckets, Swinger, Hanky Panks; must work for stock. BILL BUTLER wants P.C. and Stock Store Agents. HARRY FLOSSO, contact Robert Poole. CELEBRATIONS FROM NOW ON IN OHIO.

PLEASURELAND SHOWS

Bellefontaine, Ohio, this week; Piqua, Ohio, next week.

VERN WOLF, Scale Man

CONTACT ME AT ONCE—CAN PLACE YOU AND WIFE

Wired you at Little Rock. Wire

AL BAYSINGER

Imperial Exposition Shows, Kankakee, Ill.

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 \$7.50

Red, blue and yellow. Tremendous value, delivery 5 to 10 days. People that are getting these are very complimentary.

I have been making HANKY PANKS for years. What we sell we are proud of. 49 various styles. I hope we can be of service to you.

Write for Catalog.

RAY OAKES & SONS
BOX 108 BROOKFIELD, ILL.
Phone: Brookfield 7624

WHITE STAR ATTRACTIONS WILL BOOK

for big Decoration Day Celebration at North Vernon, Ind., May 25-31 and Street Celebrations in Central and Northwestern Ohio. Basketball, Jewelry, Novelties, Age and Weight, Clothes Pins, Whiskey Bottle or any Legitimate Concession not conflicting. Frenchie Kalesnikoff needs Agents. Wire

**KARL COFFMAN or
SCHUBERT FRUTH, Owners**
NORTH VERNON, IND.

KING FUNHOUSE

FOR SALE CHEAP

Mounted on 24-ft. semi. good rubber, beautiful paint job with mirrors and extra features added. Can be left or taken from show now booked on.

Selling for other interests.

BOX D-324

c/o The Billboard, Cincinnati 22, O.

WANT! STIPE SHOWS

Merry-Go-Round Foreman—top wages. Second Men on other Rides. Can book Scales, Coke Bottles, Basketball, any Stock Concessions not conflicting. No gift, no gypsies. All replies to

L. STIPE

20 E. Larpentur St. St. Paul, Minn.

FOR SALE MOON ROCKET

Excellent condition, newly painted—\$8500. Now operating in good park. Location can be held.

James E. Chapman
Buckeye Lake, Ohio

WANTED

Ride Help for Wheel, Octopus and Chair-plane; \$40 per week and board.

EMSHOFF SHOWS

Richland Center, Wis., May 27-28-29-30; McGregor, Iowa, June 3-4-5-6; Bloomington, Wis., 10-11-12-13.

W. S. CURL SHOWS WANT

Few more Legitimate Concessions, Basket Ball, High Striker, String Game, Novelties, Cork Shooting Gallery. Can place one or two Grind Shows.

Ripley, Ohio Street Fair, May 24-29; Franklin, Ohio, May 31-June 5.

BLACKIE McPEAK

and

BINGO RANDOLPH

Want Count Store Agents. Mack Brandt and Bob Bennington, come on. Paris, Ky., new; Portsmouth, Ohio, next week.

WANTED

For

Faith Bacon Show

Talker, Stage-Manager Producer. 4 Girl Dancers who can do Specialties to supplement unit.

Write or wire

JOHN R. WARD SHOWS

Rockford, Ill.

**CONCESSIONS
FOR SALE**

Also 24 FT. SEMI & CHEVROLET TRACTOR. 1 Roll-Down, 1 Bowling Alley, 1 Pin Store, 1 Wheel, 2 Center Outfits and can be used for Fan Game or Mouse Game, etc. All above Concessions have plush backgrounds, stringers, trunks, flash, canvas and frames. Ready to set up and do business. Some of you have seen these Concessions and truck when operated by R. E. Dixon. COMPLETE OUTFIT CAN BE PURCHASED FOR ONLY \$2000.00. Market value \$4000.00, or will sell any part. Immediate shipment upon receipt of bona fide order. All items can be seen in Little Rock. Write, wire, phone:

SAM LEVINE

119 LOUISIANA LITTLE ROCK, ARK.
(Phone: 29088)

WANTED

MAN AND WIFE—Must have house trailer to operate Juice and Grab Outfit at zoo. No privilege, keep all you make. In return take care of ten small animals. All year proposition.

Call after 6 p.m., Valley 4619.

MAURICE HELMAN

818 South Rampart, New Orleans 13, La.

WILSON FAMOUS SHOWS

Want Ride Help that can drive. Foreman for Flying Scooter or Wheel. Want Concessions—Hoop-La, String Game, Pitch-Till-You Win, Country Store, Bumper and French Fries, Want Manager for new Fun House. Agents for office-owned Concessions. Shows with own equipment.

This week, Lincoln, Illinois; next week, Canton, Ill.

BEDFORD LIMESTONE CENTENNIAL

Bedford, Indiana, June 14 to 19, Inc.

V. F. W. ANNUAL CELEBRATIONS

Mitchell, May 31 to June 5; Bloomfield, June 7 to 12.

CONCESSIONS—Can use all kinds of Stock Stores, Duck and Fish Ponds, Bumper and Pitch Till You Wins, or what have you?

HOMER M. GINTHER

Mitchell, Indiana

WANTED

Foreman for Octopus. Must be sober and know the ride and drive semi. Also two Agents for Bunkers. Want one Agent for Roll-Down and one Man Agent for Pin Game.

LOUIS CUTLERc/o NETH EXPOSITION SHOWS
Charleston, Ill., this week**RUPE'S MIDWAY FOR FUN**

Will book Bingo, Photo, Cork, String, Clothes Pin, Cake Bottle, anything not conflicting. One of a kind on this Midway. Eggs Melon, Concession Mgr.

MRS. W. R. RUPE

Trenton, Neb., this week, then as per route.

WANT!—DOBSON'S UNITED SHOWS—WANT!

Will book Splitfire or Octopus to join at Red Wing, Minn., June 7th. Good route of Fairs and Celebrations. The Best! Nick DeFelice wants Walters and Griddle Man—those who know me, wire.

DOBSON'S UNITED SHOWS

Willamina, Minn.

down and were sweeping the grounds. This, as Don M. Brashear, org's general manager, writes, comes under the heading of unusual press releases.

Linda Lopez reports from Carbondale, Ill., that she has chalked up two good weeks with her G-String Follies since joining the L. B. Lamb Shows at Metropolis, Ill. Jimmie Garner, who manages the unit, made a quick trip from Carbondale, Ill., to North Carolina to the bedside of his mother, who is reported seriously ill.

Bob (Diggers) Parker spent several days in Memphis during the Cotton Carnival visiting the Royal American Shows. From Memphis he went to St. Louis, where in company with Ralph (Jewelry) Hoffman, of that city, he visited Hennies Bros. at near-by East St. Louis, Ill., and the Imperial Exposition at Granite City, Ill.

Jackie French tossed a surprise birthday party for her husband, Bill, when the Alamo Exposition Shows, of which both are members, played in Wichita Falls, Tex., recently. Those present included Jack and Rosemary Ruback, Jack (Tojo) and Ruth Saunders, Joe and Lil Murphy, Betty Thomas, Martha Rodgers and Sammy Sapson.

Managers who insist on playing the same blank date year after year simply because it's on the route need to be guarded lest they be further victimized by lack of judgement.

George Joerling, brother of Frank B. (Brisbane) Joerling, gentleman, scholar and ruler supreme of The Billboard's stronghold in St. Louis, last week was appointed chief of police of Wyoming, O., adjoining Cincinnati. It's another feather in the cap of the St. Louis wonder boy, who always has been a champion for law and order.

Jack Rodgers reports that his Side Show with the Caravella Shows is playing to good business. Line-up includes Jack Rodgers, pin cushion; Eugene Logan, alligator boy; Billie Young, glass dancer; Tobie Miller, nail board; Bert New, magic; Johnnie Carpenter, fire and bally; Jimmie Fay, front man; Dorothy Keller, illusion; Mark Fitzgerald, tickets; Swayette, annex, and Vernel Carpenter, cook.

You're an old-timer if you can remember when any showman who strayed too far from a lot in a hick town was haled into a justice of the peace's court and fined so that his honor could make a living.

Joseph Lehr reports from Philadelphia that William Hagelman, with the Matthew J. Riley Shows, has the following stores: Fruit Wheel, Fuzzy Bear Wheel, Six-Dart Store, Grocery Wheel, Candy Wheel and Ball Game. He recently added a 22-foot semi and house trailer. His agents are Mr. and Mrs. Don Holt, F. W. Shlam, Floyd Barkman and Mr. and Mrs. Frank Grabouski.

Just cover all bets that the guy is an old-timer, staging a 15-year comeback. If he asks: 'Where can I get a good pitch-til-you-win dinner for two-bits?'

Included in the line-up of T. W. (Slim) Kelley's World's Fair Freaks on the John H. Marks Shows are Fay Kelley, secretary-treasurer; Dolly Reegan, ossified girl; Wally, pin cushion; Professor Collins, magician; Chief Whonpony, swallower; Mme. Rosita, mentalist; Nellie May, rubber-skin girl; Johnny Bentley, fire act; the Durhams, bell act; the Wigands, jugglers; Sailor Eddie, strong man; Robert Walters, fat boy; David McCollins, snakes; Diamond Ray, tattoo; Bobby Kork, annex; Charles Dalgren and Tex Austin, tickets, and Joe Vincent, Rubin York and George Vaughn Ice, front talkers.

Morris Hannum Shows

A tradition at Veterans' Conventions

FREELAND, PENN., MAY 31-JUNE 5**CAN PLACE RIDES**—Comet, Looper, Pretzel, Rocket.

SHOWS—Side Show, girls for Girl Shows, Snake, Unborn, Iron Lung, Penny Arcade, Fun House, Mechanical City, Motordrome.

CONCESSIONS—Custard, Chocolate Dip, Photos, Jewelry, Guess Weight, Novelties.

HELP—Experienced Ride Foremen, don't write, come on.

We have a tremendous ten county firemen's celebration June 14 and an outstanding July 4th followed by the best route of celebrations and fairs in this show's history.

Birdsboro, Pa., now; Freeland, Pa., May 31 to June 5.

Replies to

MORRIS HANNUM

ABRAHAM LINCOLN HOTEL

READING, PA.

don FRANKLIN shows

WANT

Experienced Diesel Electrician for Twin GMC Plants. Join at once. Capable of handling eight Rides, six Shows and 40 Concessions. Want organized Minstrel Troupe for Office-Owned Jig Show, at least six People. Want Show Painter, must be able to do first class work. Concessions—Have opening for Age and Scale. Can place Agents for Legitimate Concessions. Hamilton, Texas, this week; Itasca, McGregor and San Saba follows.

DON FRANKLIN, Owner-Manager

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

WANT

General Agent at once, Sound Truck. **CONCESSIONS**—Bingo, Scales, Age and Weight, Candy Apples, Ball Games, High Striker, Fish Pond, Hoop-La, Clothes Pin. Will book any Ten Cent Grind Stores. Have few choice Wheels open. Open Midway, come on. **SHOWS**—Want Operator for Fun House. Have brand new Top for Side Show. Want Manager with own Acts; small office percentage. Wire or call.

ROX GATTO, Owner

COPLAY, PA., THIS WEEK

STANDARD SHOWS

Want for Montana's three largest Celebrations starting June 10-13, Harding; Miles City, 17-20; Red Lodge, July 2-5. Have 12 Fairs contracted including Wyoming State Fair.

Can use any money-getting Show (no Girl Show) with own equipment. This is a small Show, thirty-five Concessions, seven Rides, no Office-Owned Shows. Long Range, High Striker, Floss, Fish Pond, open. No outfit held without deposit. Address LUSK, WYO., this week; or as per route.

SUNSET AMUSEMENT CO.

Want Concession Agents for Ball Games, Cork Gallery, Penny Pitch, Percentage Outfits and Clothes Pin Store. Beautiful flash and best of equipment. If you can stay sober and stand prosperity, come on. We play twenty-one Fairs.

Shenandoah, Iowa, May 24 to 29; Nebraska City, Nebraska, May 31 to June 5.

WANTED

Shows with or without top. Second Man on Wheel, Merry-Go-Round and Mix-Up. Will book Cook House, Snow, Apple, Floss, Dart, Fish, Hoop-La, Jingle Board, Shooting Gallery, Mug Outfit, or what have you?

RAINES AMUSEMENT CO.

MENA, ARK.

FOR SALE

COMPLETE SET OF FLY-O-PLANE TUBS

8 CAR 1940 MODEL WHIP

1946 MODEL BOOMERANG (Operated 1 Season)

FUN HOUSE, MOUNTED ON FRUEHAUF TRAILER

(54 Ft. Front, Newly Painted, Without Tractor)

All of the above are in very good condition. Rides can be seen in operation at Fair Park, Dallas. None of the above has ever been on the road. Terms to those we know.

JACK LINDSEY — JOE MURPHY — DENNY PUGH
STATE FAIR OF TEXAS
DALLAS, TEXAS

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate delivery
 Star Poppers, Midway
 Marvel Candy Floss

Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
 231 N. Second St.
 Philadelphia 6, Pa.

HANK THEODOR
 2908-14 Smallman St.
 Pittsburgh 1, Pa.

JOE MOSS
 1261 E. Sixth St.
 Los Angeles 21, Cal.

WANT FOR ARKANSAS LIVESTOCK SHOW

LITTLE ROCK, OCTOBER 4-10

CONCESSIONS

Custard, Taffy Candy, Lolly Pops, Root Beer, French Fries, Lemonade Shakeup, Photo, Penny Pitch, Balloon Dart, Pitch-Til-You-Win, Basket Ball, Ball Games, American Palmistry, Coca Cola and other Concessions that work for Stock. Bingo, Age and Weight sold.

CLYDE E. BYRD, Secretary-Manager
 823 PYRAMID BLDG., LITTLE ROCK, ARK.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00
 Above price for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 1 ROLL \$1.00
 5 ROLLS @ 75c
 10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Most Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number

OLD ESTABLISHED WHOLESALE COIN MACHINE BUSINESS FOR SALE

Includes profitable operating companies in most prolific Southern territory. Annual business in excess of \$800,000.00. Owner retiring, will sell distributing company at invoice and low cash box less 20%. Music and Game Routes priced at 15 months' operator's share, and Cigarette Routes at 15 times weekly gross sales. Requires \$185,000.00 CASH TO HANDLE, BALANCE 36 MONTHS, 6%.

BOX D-310, c/o THE BILLBOARD, CINCINNATI 22, O.

FROM THE LOTS

American United

KLAMATH FALLS, Ore., May 22.—Sunshine broke thru the clouds here following a lengthy absence and biz was good during the stand which opened Monday (10). First four weeks of the season were off, due to bad weather.

Ramblin' Tommy Scott and His Hillbilly Jamboree from Nashville is org's name attraction, and is presented twice nightly in a specially built barn dance tent. This act has been showing to constantly good houses, helped considerably by its stunts on local radio stations. Appearing with Scott are Clarabelle, Big Pete Potter, five-year-old Baby Sandre, Fiddlin' Jimmy Vance, Eddie Williams and Frankie Scott.

Louis and Babe Gaskell present the free acts, a comedy horizontal bar trick early in the evening and a high act for the finale.

Owner O. H. Allin is awaiting delivery of a new ride, the Hi-Ball. Superintendent Wayne Endicott has been kept busy getting the shows off and on the muddy lots.

Uncle Dee Newland has recovered from his illness of last winter and doing a dandy job as concession manager.

General Agent Charles R. Mason reports he has completed bookings for the balance of the season, including such dates as the Pasco Water Follies, the Helena, Mont., Western Week and the Butte, Mont., Rodeo.—CATHERINE M. MASON.

J. L. Henson

SEARCY, Ark., May 22.—Org played here at the Strawberry Festival, sponsored by the Chamber of Commerce. This was the first celebration here this year and business was good.

Business so far this season has been satisfactory. Org opened in Oakdale, La., to fair business, with Boyce and Colfax, La., following. Next stop was Shreveport, La., lots where the show stayed three weeks and enjoyed good business. Benton, Ark., proved a winner, thanks to the many G.I.'s stationed near there.

Staff includes J. L. (Jimmie) Henson, owner-manager; James P. Murphy, general agent; Dolly Henson, secretary; Oscar Sorensen, electrician; Guy Walters, ride superintendent, and Arthur Rich, billposter, mail and The Billboard agent.

Concession line-up includes George Burger, 3; M & B Concessions, 3; Ray West, 2; Alto Orr, 2; Kenny Dantzler, 2; Dolly Henson, 3; H. C. Elchorst, 2; Blackie Cottrell, 2; Peggy Stanton, O. A. Bost, E. H. Spearstad, Russell Whitten and A. F. Tiffin, each 1.

Org is awaiting the trek thru Missouri and Illinois.—ARTHUR RICH.

Peppers All-States

CEDARTOWN, Ga., May 22.—Sixth week out and biz has proven good, especially at the last two stands in Greenville and Greenwood, S. C.

Greenwood was a red one despite two days of rain. Sonny Allen's Night in Rio topped shows, with Jim Edwards's Minstrel Show second.

Org's staff includes Frank W. Peppers, owner; Tom Mehl, manager; James Hirschberg, assistant manager; and Mrs. McAninch, secretary and treasurer.—JAMES HIRSCHBERG.

Brownie Amusement

FREDONIA, Kan., May 22.—Org made a long move here from Broken Arrow, Okla., where it had the best biz of the season to date. Due to wet lot, Monday night (3) was missed. Owner Adkins took delivery on a new White tractor and 26-foot van last week.

Garden State

PHILLIPSBURG, N. J., May 22.—Capacity crowds turned out for the Monday (10) opening here under sponsorship of Warren County Rod and Gun Club, and everyone reported satisfactory grosses.

Set up two blocks from the heart of town, the show was the first to play the lot in 13 years. R. H. Miner Jr., assisted by F. Isskey and J. Beck, billed the town and outlying territory heavily. Billposter K. C. McGary resigned Saturday (8). Announcements were also used in the press and over the radio.

A windstorm leveled the marquee, Girl Show and three stands Wednesday (12) afternoon, but all were repaired in time for the opening. Mel Boyer has joined with his Hawaiian Revue and has been doing excellent business. Show has 7 rides and 39 concessions here. Bert Miner joined with his concessions, as did Mrs. Scott. Jimmy Brown placed three more concessions in his line-up.

Org moves from here to Eagleville, Pa., where it plays under sponsorship of Lower Providence Fire Company on the company's own fairgrounds.—R. H. MINER JR.

1932 TO 1948

RADIO-PA-SPEAKERS

REPAIR
 SERVICE

Cones, field coils installed.
 Output trans. replaced. PM
 magnets recharged. Air gaps
 corrected. Frames straight-
 ened. Pole pieces recentered.

(48 HOUR SERVICE)

A TRIAL WILL CONVINCE YOU
 OF THE SAVING

PA SYSTEMS—SPEAKERS
 MICROPHONES AND
 MIKE CABLE

AT A PRICE
 YOU WANT TO PAY

PEMBLETON LABS.

604 Barr St.
 Fort Wayne 2, Indiana
 Phone: E 1812

PRODUCING AMERICA'S BEST

BANNERS

SNAP WYATT STUDIOS
 1808 FRANKLIN ST. TAMPA, FLA.
 Phone: M-65562

FOR SALE

40x100 Khaki Tent, complete with side wall, ropes, poles and side pole—\$500.00.

T. L. THOMPSON
 314 S. 20th BELLEVILLE, ILL.
 (Phone 718M)

PHOTO STUDIO FOR SALE

Portable Direct Positive, solvent booth, double camera, enlarger, stock. Chance to acquire a wonderful location in building at Silver Beach Park, St. Joseph, Mo. Open Sundays till June 15th, then 7 days week till Labor Day. \$500 takes all. Come Sundays or write F. C. CLARK, 4503 So. Michigan St., South Bend, Ind. Phone 3-0382. Act quick. 10,000 people every Sunday.

FOR RENT

Nice Lot, Russellville, Ky. About 2 acres. Junctions Bowling Green and Franklin Highway. Just outside city limits. Apply:

MRS. A. D. HINTON
 Russellville, Ky. Phone 3117

Capital City

PORTLAND, Tenn., May 22.—After a disastrous week at Franklin, Ky., shows moved to Madisonville, Ky., under auspices of the Rispah Shrine Patrol and were greeted with ideal weather and good support by the local paper, Station WCIF and the Shrine committee. Crowds increased nightly, and shows, rides and concessions reported good business.

Wayne Harper, Ferris Wheel foreman, and Gwen Land were married April 2 in Franklin, Ky. Both are members of the shows. Ladies on the shows gave the bride a shower.

Recent arrivals include H. Berry, photos; Harry Cohen, diggers; Willie Waldie and Red Mannier, cigarette and fishpond, and Horace Drennen, cookhouse. Strawberry Festival here marked the third year the org played the date. First week was up to expectations. Second week business was only fair at the outset but it increased nightly.

Shows left here for Dawson Springs, Ky.—JACK SNOW.

Johnny's United

PORTLAND, Tenn., May 22.—The unit was ready for an early opening here Monday (10), but business was only fair due to the weather. Recent midway additions are Uncle Ezra with his Mechanical Farm and concessionaires Norman Rady, John Coleman, Ralph Rabelo, William Carroll and B. J. Millard.—M. PORTE-MONT.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

AT LIBERTY
POPCORN STAND

(No Disappointment Here)

To join carnival after June 12 for balance of season. If interested contact

R. B. WALLACE

Fl. Pierce, Florida, giving your route, privilege rate, etc. Wire (prepaid) 205 No. 8th St., or write P. O. Box 971.

WANTED

Miniature Train, Pony Ride, or any type Children's Rides for Drive-In Stand location directly across road from White Pines State Park in Northern Illinois. Big crowds on Saturdays, Sundays and Holidays. If interested, get in touch with

STEVE STANICH

100 1/2 E. Mason St., Polo, Illinois

AT LIBERTY
H. N. (FOOTS) REEVES

LEGAL ADJUSTER

Address: c/o Billboard
390 Arcade Bldg., St. Louis, Mo.

FOR SALE

Complete Mobile Power-Light Plant, van body type built on '40 Model Ford V8 Truck, with Kohler 10 Kw. Light Plant, 100 gal. tank. Complete with switches, cables, wiring, stage, footlights, etc., \$775.

McLEAN MACHINERY COMPANY

220 No. 7th St. PALATKA, FLA.

FOR SALE
35-70 LUSSIE BROS.' SCOOTER

12 late model cars, a good portable ride, \$9,000. If you have location, \$5,000 cash, balance terms. Kid Ferris Wheel, case type, \$1,500. Kid Airplane, 6 places, \$400. Kid Hand Car Ride, 8 cars, \$500. Rides in operation now. Can be seen at RIVERSIDE AMUSEMENT PARK, 525 Barton SP Rd., Austin, Tex., or Phone 6918.

Jap Suicide PT Boat

For sale. Captured at Okinawa. Complete show mounted on special trailer, 60 H.P. motor. Canvas boat cover. 10'x20' (Hull Co.) banner, paper-mache Jap head (Mason & Hanson) and torso. Dime-ops. Best offer. RANDALL'S DEPT. STORE, Manassas Beach, N. H.

Eddie L. Wheeler

CELINA, Tenn., May 22.—Business was good here. Biz was only fair at Monterey, due to mines not being in full operation. New-comers are Mr. and Mrs. Bill Bowen, two concessions and kiddie ride; Mr. and Mrs. W. Cowgill and sister, three concessions, with agents W. L. Jenkins and Lonnie Norris; Mr. and Mrs. Baucom, one concession. Joe Ristick has added two more concessions. Blackie Collins, foreman, and F. M. Lauder-milk, second man, continue to top the rides with the Ferris Wheel. Mr. and Mrs. Dieutch have added more animals to the Wild Life Show.

Org has five rides and four shows. Mr. and Mrs. Norman Anderson and son, of Anderson Greater Shows, visited recently. Ed Weitzel is handling the front gate. Elmer Pratt, Chairplane foreman, and members of the show enjoyed a visit from Mrs. Pratt and baby in Loudon, Tenn. Mrs. Eugene Scott has joined her husband and parents on the show. Mr. and Mrs. Wheeler and the latter's mother, Mrs. Robert Ward, hopped to their home in Rome, Ga., during show's stay in Monterey. Fred Almany, general manager and legal adjuster, has returned from a booking tour. The writer is secretary during the absence of Ace Turner.—PATRICK O'MONAHAN.

Vivona Bros.

BERGENFIELD, N. J., May 22.—Shows did well here. Little Frankie has purchased a new Buick. Mrs. Centanni has booked her ball game, and her husband, Mike, is doing well as general agent. Rusty Red is working custard; Roy Hilliard is joining with his Wild Life and Iron Lung; Mathe Fontana and Dick Hurley have ball game and bombs-away; Babe is show concession manager; Mom has popcorn and candy apples; James Wolf is agent on cork gallery.

Rides: Edmund Chick, kiddie autos; Frank Wolf, Merry-Go-Round; Joe Guinta, second man; Jack Fontana, Rolloplane; Mike Insabella, second man; John Krouse, Octopus; Charles Verdity, Chairplane. A new Highball will be delivered July 1. Ethel and Kathryn Ann Vivona were recent visitors.—MARGARET HALL.

C. A. Stephens

JONESBORO, Tenn., May 22.—Org was first to play inside the city here in over seven years and biz was good, following a week in Wise, Va., which was marred by a couple of down-pours. Org lost two complete days in Wise because of the rain, but did capacity biz Saturday night (8), with the two girl shows and three grind shows topping the list.

Johnny Greene took delivery on a new Dodge truck prior to leaving to join another show.

The writer is taking a trip to Manchester Center, Vt., to take delivery for the management on a tractor trailer from John Vaday, who is connected with the King Reed Shows.

H. Q. Smith, agent, is back after a lengthy booking trip thru the coal fields. Mrs. C. A. Stephens left for Tampa to pick up the office trailer, which was wrecked earlier this season. New canvas has been delivered for the Girl Show, cookhouse and Mirror Maze.

The rides received a paint job this week, their first since winter quarters.—R. M. McREA.

Pearlene Amusement

CHEROKEE, Okla., May 22.—Arrived for one-week stay here Monday (17) after a good stand in Billings, Okla.

Mr. Washburn joined in Billings with his bingo and two concessions. Org is awaiting arrival of a new Octopus. Shows head north following this stand.—E. F. UNDERWOOD.

NOW DELIVERING
NEW
1948

Apex 4 Star
CARNIVAL
WHEELS

Heavy Duty
Mounted
BINGO
CARDS

In Various Colors

Complete Bingo Supplies.
Also Amplifiers.
SEND FOR FREE CATALOG

MORRIS MANDELL, INC.

131 West 14th St. (Dept. B), New York 11, N. Y.
CHelsea 2-3064



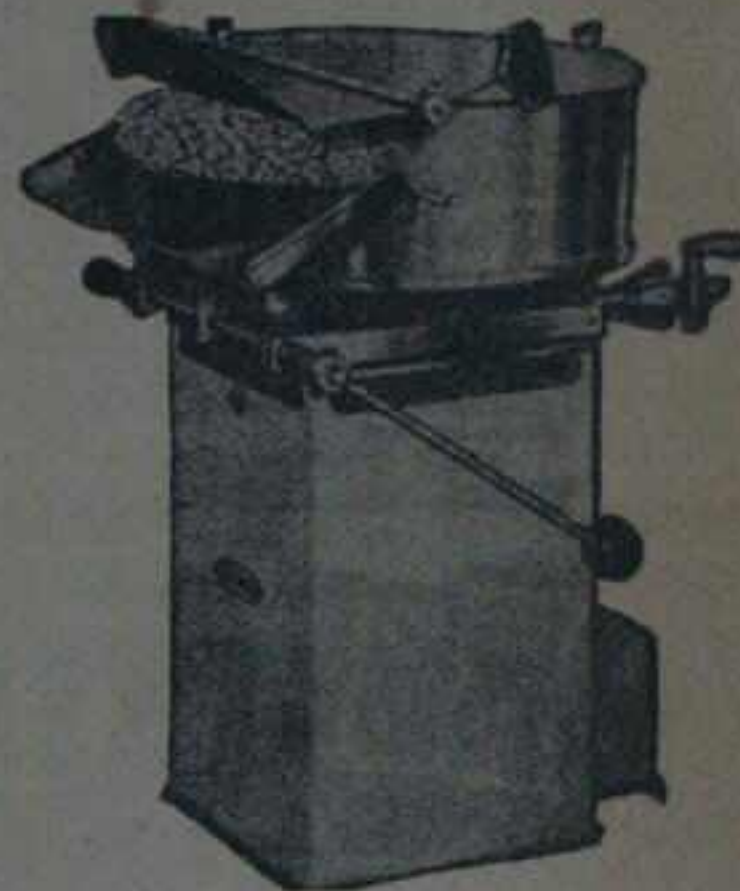
Apex 5 Star
BINGO
BLOWERS

Popcorn Profits Doubled
with CRETORS auxiliary
GIANT MODEL 41

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.

HEADQUARTERS
FOR
PURDUE HYBRID
S. A. CORN

Immediate
delivery on
Cocoanut Oil,
Peanut Oil,
Salt, Boxes



POPPERS BOY PRODUCTS CO.

60 E. 13TH ST.
CHICAGO 5

MIDWEST SHOWS

ENROUTE TO THE FOLLOWING FAIRS AND CELEBRATIONS

RIGBY, IDAHO—IDAHO DAYS & RODEO, JUNE 14-16
EMMITTE, IDAHO—CHERRY FESTIVAL, JUNE 21-26
RUPERT, IDAHO—4TH OF JULY
ELGIN, OREGON—RODEO, JULY 15-17
NYSSA, OREGON—OWYHEE RODEO, JULY 21-24
JOSEPH, OREGON—CHIEF JOSEPH DAYS, JULY 30, AUGUST 1
WEISER, IDAHO—ROUNDUP, AUGUST 4-7
CALDWELL, IDAHO—ROUNDUP, AUGUST 9-14
GOODING, IDAHO—COUNTY FAIR & RODEO, AUGUST 16-21
BURLEY, IDAHO—COUNTY FAIR & RODEO, AUGUST 23-28
JEROME, IDAHO—FAIR & RODEO, SEPTEMBER 7-11

WANTS TO BOOK FOR SAME. ONE FLAT RIDE, ANY SHOW (EXCEPT GIRL). WANT STOCK CONCESSIONS. AGENTS FOR STOCKS. (WANT BINGO.) REPLIES TO:

ED LUNDGREN

BLACKFOOT, IDAHO, OR AS PER ROUTE.

• W H E E L S •

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race, Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street

New York 11, N. Y.

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.

PURCHASED A CARNIVAL

HAVE FOR SALE

TENTS • WHEELS • CHAIRS • CATS • BOTTLES • POP CORN MACHINE • SHOW CASES • LAYDOWNS • ETC.

MARTIN NEW YORK TENT & DUCK CO., INC.

54 HOWARD STREET

NEW YORK, N. Y.

CARAVELLA AMUSEMENTS WANT

Girls and Talker for Girl Show. Want experienced Ferris Wheel Foreman and other good Ride Help. A-1 Concession open. Agents for all Concessions. Free Act to join at once. Long season. All wire or write, or come on.

SAXTON, PA.

FRANK H. CARAVELLA, Gen. Mgr.

ROY DE LANO, Secy.-Treas.

BRIGHT LIGHTS EXPOSITION SHOWS World's Brightest Midway

Frostburg, Maryland, V.F.W. Ball Club. First Show in Frostburg in Years. Week May 31st, Johnstown, Pa. Firemen's Celebration Week June 7th. Parades, Fireworks. WANT SHOWS not conflicting. Dolly Joyce wants Talker and Working Acts for Side Show. John Till wants Girls for Girl Show. Place Mechanic for our fleet of trucks and tractors; must be sober and reliable or you won't last on this show. Good opening for Motor Dromes, Penny Arcade. PLACE CONCESSIONS of all kinds, must be legitimate. PLACE RIDE HELP, must drive semis and be sober and reliable or don't answer. We have 10 Rides, 8 Shows, High Free Act, and we move every week and will be playing all Celebrations, Conventions and Fairs till the third week in October, so get with a winner. Write or wire.

JOHN GECOMA, General Mgr., or L. C. HECK, Asst. Mgr.
Moorefield, West Virginia, this week; Frostburg, Maryland, next week.

GEORGE CLYDE SMITH SHOWS

Want Fish Pond, String Game, Bowling Alley, Huckly Buck, Hoop-La, Penny Pitch, Bumper, Cigarette Gallery, Jewelry, Novelties, Basket Ball, Cane Rack, Pitch-Till-You-Win, Spot the Spot, Scales, Penny Arcade, Want Monkey Show, Girl Show, Geck Show, Mechanical City, General Ride Help and Semi Drivers. Want High Act for balance of season. All replies to

GEORGE CLYDE SMITH SHOWS
Duncansville, Penna., this week; Houtzdale, Penna., next week.

WANT WANT

Cook House, French Fries, Custard, Photo Gallery, High Striker, Ball Games, Stock Stores.

POWELSON GREATER SHOWS

BARNESVILLE, OHIO, This Week

GREAT SUTTON SHOWS

Will book exclusive for Diggers—good proposition.
Can place Ride Help on all rides—No Boozers Wanted.
Need Concession Agents for percentage stores. Address:

F. M. SUTTON JR., Mgr.

MACOMB, ILL., this week; FORT MADISON, IOWA, next week.

BAKER UNITED SHOWS "A CLEAN MODERN MIDWAY"

GREENCASTLE, IND., WEEK OF MAY 24TH; COLUMBUS, IND., WEEK OF MAY 31ST; MARTINSVILLE, IND., WEEK OF JUNE 7TH, and for balance of season, all in good Indiana towns. CONCESSIONS—Can place legitimate Stock Concessions of all kinds. Want Pitch-Till-You-Win, String Game, Cork Gallery, Dart Stores, Bowling Alley, Country Store, Hoop-La, Watch-La, Merchandise Wheels, Jewelry, American Palmistry. SHOWS—To Shows with own transportation we can offer an unusual proposition. If you have the show we can put people in front of it. Concessions and Shows booking now can play one of the country's biggest 4th of July spots at Brazil, Indiana.

TOM L. BAKER, Mgr. BAKER UNITED SHOWS
GREENCASTLE, IND., THIS WEEK

SUNSET AMUSEMENT COMPANY WANT BINGO CALLER AT ONCE

Top salary. Want Agents for Stock Wheel and Six Cat. Contact Vince McCabe.

Also want Ride Help. Address:

SHENANDOAH, IOWA, THIS WEEK; NEBRASKA CITY, NEBR., NEXT WEEK.

FROM THE LOTS

Prell's Broadway

NEW BRUNSWICK, N. J., May 22.—Business the past six weeks proved satisfactory altho we met considerable bad weather and other handicaps.

Lynchburg, Va., April 19 week, proved satisfactory despite the new law recently enacted by the Virginia Legislature outlawing all games of chance, which made it necessary to curtail concessions. Most of the concessionaires were able to bring their stands into conformity with the law and local radio stations and papers spoke highly of the shows and rides.

The 200-mile move to Alexandria, Va., was made in time for opening night. It was also necessary to conform to the new State law at this spot but the week proved okay altho we had three bad-weather days. Original plan was to play two weeks but Sam Prell, in view of the difficulties created by the new law, decided to move to our next stand, Wilmington, Del. At Alexandria we chalked up one of our best kiddie days, with close to 6,000 youngsters on the midway.

At Wilmington we encountered rain off and on for three days. The boys did a herculean job in getting the lot ready to open on time and everyone was happy when this run was over, altho a fairly profitable week was had by all.

Dundalk, Md., where no shows had exhibited since last year, due to a prohibitively high license situation, proved way above expectations. Date was under auspices of a committee of the Democratic Club and with the help of the local merchants the week was okay.—ALLAN A. TRAVERS.

20th Century

GREAT BEND, Kan., May 22.—Business wasn't too good the first two days of the stand here, Monday and Tuesday (10-11), due to bad weather, but with better weather arriving in midweek and continuing, the rest of the stand business picked up and was rated satisfactory.

Cliff Travis and his Athletic Show and Glen Gibson's Side Show ran neck and neck for top grosses. Mr. and Mrs. Bill Dusen joined with their Animal Show, bringing to 10 the number of shows with this org.

Other new arrivals included Gabe and Grace King, with their nephews, Bob and Ed. The Kings have three concessions and plan to add a 32-foot grocery wheel.

Mrs. Opal Van DeMark was on the sick list but is okay again. Mrs. Velma Martin, wife of the co-owner of the show, underwent an operation in Emporia, Kan., but is coming along nicely.

Co-Owner E. D. (Mack) McCrary renewed old acquaintances here. Among the visitors was a committee from the Trego County Fair.—MARIE BRUNK.

Mad Cody Fleming

ROCKMART, Ga., May 22.—Biz on the rides has slipped considerably after a good start, but the stock concessions are having a field day and most of the shows are doing an okay business.

Birdie Tolosa joined at Griffin, Ga., with her Filipino Midgets and topped everything there. The midgets also set the pace here. Org has ordered a new Ford panel truck for billposting and delivery has been promised next week.

Stay in Eastman, Ga., under auspices of American Legion, was very quiet. There were plenty of people on hand during the run in Griffin, Ga., but spending was light, being slightly more than one-half of last year's take. C. D. Dean's new tops have arrived. Jim Bridger is on the sick list. C. B. Ludwig is in and out and has the org well booked.

Wallace Bros.

PADUCAH, Ky., May 22.—Fresh and in good spirits from a big six-day stand at the Memphis Cotton Carnival, Wallace Bros.' Shows opened here Monday (17) and the final count may show it as another red one.

Biz at the Beale Avenue Park location, Memphis, was heavy all week, with the weatherman co-operating. Org is owned and operated by Ernie Farrow and Mrs. E. E. Farrow Sr.

The ride line-up follows:

Merry-Go-Round, W. C. Parks, foreman. Twin Ferris Wheels, James Reed, foreman; Winfred Marsh, Shorty Tullock and Forest Hall, second men. Chairplane, George Tipton, foreman; Pete Ellison, second man. Tilt-a-Whirl, Bradley Sutton, foreman; Jack Wise and Willie Underwood, second men; Mrs. H. Dale Smith, tickets. Spitfire, Albert Brown, foreman; James Sharp, second man, and John Ellis, tickets. Helioplane, Harold Jackson, foreman, and Johnny Tyne, second man. Kiddie ride, James Dixon, foreman.

Show line-up includes Baby Show, Mrs. Viola Hardin, manager; Bennie Scroggins, lecturer; Minstrel Show is "Mandy Green From New Orleans," Dr. H. A. Thomas, manager; Johnny Johnson, assistant manager; H. H. Stuel, band leader; Willie Freeman, stage manager; comics, Kid Stopper and Pork Chop Young. Circus Side Show, Illusion Show, Snake Show, Sultan's Harem, "Vanities of 1948" and Azora Geck Show, all managed by Thomas Cutsinger, with Mrs. Edna Cutsinger, secretary, and Mrs. Thompson, bookkeeper and treasurer.

Concession line-up: Al Hermann, five; Gene Cain, nail joint; James Reed, popcorn; Dale Hall, cookhouse and grab; Leonard Higgs, custard and pan joint; Jim Carlton, jewelry; H. A. Dayberry, duck gallery; George Wetzel, cork gallery; Blackie Wilson, eat and drinks; Lena Recken, penny pitch and hoop-la; Shep Miller, pitch-till-u-win; Dick Gardner, fish pond; Russell Andres, candy apples; L. A. Schmidt, blower and coke bottles; C. H. Krug, sets and glass pitch; Frank Billit, balloon darts; Leonard Neill, coke bottles, glass pitch, hit and miss, basketball and short-range gallery; Forrest Poole, diggers and rotaries, and John Rice, bingo.

White Star Attractions

CROTHERSVILLE, Ind., May 22.—Shows last week were in Charles-town, Ind., auspices Lions' Club on high school grounds. Upon departure, Owners-Managers Karl (Mike) Coffman and Shubert Fruth were invited to play a return engagement. Rides and concessions had a good week. A Spitfire, operated by Snooks Taylor, has been added, making four rides. Mrs. F. C. Cook has returned from a business trip to Richmond, Ind. She and her husband have added a pitch-till-u-win, operated by Mr. and Mrs. Elmer D. Bowers. Cookhouse is owned and operated by Mr. and Mrs. Frank Sterling. Gladys and Blackie Nelson have photo gallery. Concessionaires include Bill Sloer, Leroy Stultz, Dennis Godwin, Tony and Florence Mitchell, George A. Kalesnickoff, Tom Gossett and Shorty Reeter.

Owing to a storm which ruined the lot at Austin, Ind., org canceled its engagement and made Crothersville. Shubert Fruth, Snooks Taylor and Casey Pennock visited Karl Coffman's brother, Al, of the Pleasureland Shows, at Greenwood, Ind.—KATHLEEN COOK.

Endy Bros.

NORFOLK, May 22.—Org was here week of May 3 on the circus grounds. Biz was good when weather was good. Frank West, former show owner, was on the lot nightly. Bill Jones, of bingo fame, has a home here and entertained the folks on several occasions at dinner. Leon Norwisky, local committeeman, was on the job every night, as was Kenny Moore, canvasman and the showmen's friend here. Another front is being turned out by Art Riley and John Dempsey for the new Posing Show. Hazel Zabarski, on the sick list for a few days, again is okay. General Agent Curtis Bockus was to confer with Owner David B. Endy. Other visitors were Bill Lawson and Shad Bailey.—JOE ROWAN.

SHOWS & CONCESSIONS WANTED!

EN-IN-ONE AND OTHERS (NO EXCLUSIVES)

ABSOLUTELY NO GRIFT OR GYPSIES, PLEASE!

5 BIG DAYS & NITES

THURSDAY, JULY 1ST THRU MONDAY, JULY 5TH

75th ANNUAL LOWELL 4th of JULY COMMUNITY CELEBRATION

(ON THE SOUTH COMMON)

- ★ Fife and Drum Corps Competitions
- ★ Marathon Runs
- ★ Free Packards
- ★ \$1,000 Fireworks Show Nitely

Combined Auspices of
THE AMERICAN LEGION
Lowell Post No. 87
and 40 & 8 Club

This was a BIG date last year — it will be BIGGER THIS YEAR! There's plenty of employment, plenty of prosperity, plenty of money in Lowell.

WRITE, WIRE OR 'PHONE FOR SPACE NOW AS DEMAND IS TERRIFIC!

Entire Promotion Under Exclusive Management of

JOHN F. CARNEY
LOWELL, MASS.

LOWELL 2-9782

21 BLOSSOM ST.

JACK J. PERRY SHOWS

WANT

FOREMAN FOR NO. 5 WHEEL AND MERRY-GO-ROUND, SEMI DRIVERS CAN PLACE reliable man to handle front gate, towers and searchlights. Must know how.

EXPERIENCED CARNIVAL ELECTRICIAN

RIDES: Fine opening for Caterpillar or Tilt.

SHOWS: With or without transportation; Snake, Fat, Midget, Illusion, Glass House, Drome.

CONCESSIONS: A few 10c concessions open. Danny and Fanny Frawley, contact Stash Goldberg.

SEASON'S WORK FOR SENSATIONAL FREE ACT

FOR SALE: Slightly used Arcade Machines, excellent condition. Bargain for cash. Can be seen in Asheboro, N. C.

CONTACT

JACK PERRY, Manager

Mt. Airy, N. C., this week; week May 31, downtown, Danville, Va.

WANTED NOW

ATTRACTIONS FOR TWO

(2) BIG SHOWS (2)

"PALACE OF WONDERS"

Museum or Side Show Acts of every description. Sword Act, Fire or Torture, Iron Tongue, Magic who Pitches, Illusions with big effects, Blade Box, etc. Freaks to feature, Novelty Musical Act, good Half and Half, Tattooer, Glass Blowers, etc., etc. Bally Girls, Mentalist, Bally Acts.

"STREETS OF CAIRO"

GIRLS — GIRLS — GIRLS — GIRLS — GIRLS

Dancers of all Nations. Oriental Strip, Turkish, Hula, etc., etc. Can place Talkers and Grinders for both Shows. Night work only both Shows. Spend summer at the beach.

SAVIN ROCK, CONN.

All reply in detail to:

RAY E. THOMAS

Apt. 237, Windsor Wilson Hotel, 915 Wilson Ave., Chicago 40, Ill.

WANTED — FOR — WANTED

ECORSE-MONROE AND BIGGEST FOURTH OF JULY IN MICHIGAN
Followed by a String of Celebrations, Including
PORT HURON BLUE WATER FESTIVAL
WANT LEGITIMATE CONCESSIONS—NO GYPSIES
WIRE—DON'T WRITE

DOWNRIVER AMUSEMENT COMPANY

ROMEO, MICH., THIS WEEK; ECORSE, NEXT WEEK

HARTFORD CITY, IND., FREE STREET FAIR

ON THE STREETS AROUND COURT HOUSE

SEPTEMBER 21 THROUGH 25

WANT LEGITIMATE CONCESSIONS OF ALL KINDS. WANT FREE ACT. CAN PLACE ARCADE. BIGGER AND BETTER THAN EVER. ADDRESS:

K. S. FIELDS, Con. Mgr.

c/o LOCAL FINANCE, W. MAIN ST.

HARTFORD CITY, IND.

MAD CODY FLEMING SHOWS

WILL BOOK—Custard, Sno Ice Cream Cones, two more 10-cent Stock Concessions. Good Motordrome territory.

WILL BUY FOR CASH—Late Model Rides, large or small.

WANT—Two Clerks for 10 stock concessions.

Higgins, call Jack McCarty, Dallas, Ga., this week; Dalton, May 31 to June 5.

WANT—D. & B. SHOWS—WANT

FOR CHERRY GROVE BEACH, S. C.

RIDES—Will book, buy or lease Merry-Go-Round, Ferris Wheel, Kiddle Train or any ride that don't conflict. All summer work, no tear downs, no moves till Labor Day. Will furnish permanent Booth for Cotton Candy and Candy Apples. Place Scales and Age, Fish Pond, Clothes Pin, High Striker or any Stock Concession. Come to the best beach on the Atlantic. All address General Delivery, Ocean Drive Beach, R. C. FRANK DICKERSON or EVERETTE BRYANT.

JAMES M. RAFTERY'S SHOWS

JACKSONVILLE, N. C., IN THE HEART OF TOWN

WEEK MAY 31-JUNE 5, BIG DECORATION DAY CELEBRATION
20,000 MARINES' PAY DAY.

WANTED

CONCESSIONS: Want for this date and balance of season—Ball Games, Fish Pond, Duck Pond, String Game, Lead Gallery, Balloon Darts, Custard, Cigarette Gallery, Coke Bottles, Slum Spindle, Six Cats, Swinger, Novelties, Sno Cones and Penny Arcade. Want Chef and Cookhouse Help. Salary no object. Can place Ride Help at all times. Eddie (Spot) Cooper wants Agents for Razzle, Rollidown and Skillo. Want Girls for Posing and Girl Shows, Talkers and Ticket Sellers. Want good Geek and Front Man. Dot and Eddie, contact Ted Blank here.

Address JAMES M. RAFTERY, Washington, N. C., this week

WANT RIDE FOREMEN

For Following Rides

MERRY-GO-ROUND—TILT—TWIN WHEELS

Tom Wentworth now ride superintendent.

(Jim Bryan no longer connected with this show.)

ALL HELP MUST BE SOBER AND DRIVE SEMIS.

The following people answer: Whitie Ruth, Alvin Smith and Eddie Barnes. Top salary with winter's work in Florida.

All address

E. L. YOUNG, Mgr. ROYAL CROWN SHOWS

Zanesville, Ohio, this week.

CAVALCADE OF AMUSEMENTS

The Nation's Largest and Finest Midway

Want capable Foreman who can handle men for new Hi Ball Ride, "C" Cruise Ride and Octopus. Want Boss Canvasman for big show (must be able to handle big top). Want Talker for high class Girl Show (Red Rogers, contact). Have Gorilla Show, including 3 Chimpanzees, for reliable showman. Can place Talker for Mrs. Rose's Midget Revue. Want capable Man to handle Caterpillar Diesels (must come recommended). Have Ride-O for sale, very good condition, selling on account of having Rocket Ride. All address:

AL WAGNER, Mgr.

CEDAR RAPIDS, IOWA, May 26 to June 5.

WHAT YOU HAVE BEEN WAITING FOR COMPLETE "SUMMER" CATALOG NOW READY

New Flash—Rare Values—Hot Specials. Top Money Getters—Everywhere. New Giant Toys and Fur Animals—Last Word in Novelties. Clever New Beverage Sets—Gorgeous Plastic Ware. Fancy Designed Chromeware Items—Flash Lamps. Everything in Housewares—Aluminum Ware—Novel Clocks—Glass Pitch Items—New Chinaware.

ACME PREMIUM SUPPLY CORP.

1111-1123 SOUTH 12TH STREET

ST. LOUIS 4, MO.

BORUP'S UNITED SHOWS

CONCESSIONS—Want small walk-in Bingo that can work in Concession Line when required. Can place few more Legitimate Merchandise Concessions. No Gate, no Gypsies, no Racket. Want one PO Dealer that can show results. Rush is the cause of this advertisement. Shows can place Big Snake and one more Grind Show. C. C. McClung, please note. We are still catering to real Show People and not 40 Milers, so take a hot tip right out of the feed box and get with it and rack up that winter lettuce for it could get mighty dog gonned rough next winter. Livermore, Ky., Legion Celebration week May 24 to 29; Cloverport, Ky., Firemen's Jubilee week May 31 to June 5. Address all mail and wires to

CECIL C. RICE, Mgr.

WANT... AGENTS... WANT

Boxie Brooks, Brownie Cole, "Canuck" Red, contact R. L. Jobe. Bob Capell wants Sleepy Graham, Casey Trussel, Whitey Holman, Harold Clippard, Blackie Laye, Charley Higginbottom and former Agents contact. Address:

CAPELL BROS.' SHOWS

Okemah, Okla., this week; McAlester, Okla., next week.

WANTED

MECHANICAL MAN OR WOMAN

Long Season, Still Date. Atlantic City Boardwalk. Short hours. Send photo and salary expected.

VITAL-LAN

1119 BOARDWALK

ATLANTIC CITY, N. J.

FROM THE LOTS

Model

CARROLLTON, Mo., May 22.—Personnel of the shows: Concessionaires—Frank Richmond, cookhouse, Coke bottles, ping-pong; Daniel Boone, balloon darts, bowling alley; George Cronk, cigarette shooting gallery; Lloyd Nelson, long and short-range galleries, candy floss, country store; W. H. and Francis Maloon, mug gallery; Cap Hugo, slum spindle, watch-la, duck gallery; Mr. Pratt, hoop-la, pick-out fish store; C. A. Williams, high striker; hit and miss ball game, huckley buck; Blitt Schow, bingo; Jim Ross, diggers; F. Miller, pitch-till-u-win, scales, fish pond; Bing Brewer, pea pool; Evelyn Brewer, over and under; office stores; Jack Lyric, pan game.

Shows: W. Carnes's Motordrome, McCall's Dog and Pony Show.

Rides: M. E. Roller, Octopus; G. Taylor, Merry-Go-Round; Charles Noble, pony ride; Mrs. Richmond, kiddie ride; J. Brozie, Whip; Mr. Pratt, train; Mr. Simms, Chairplane; Mr. Ravilet, Rolloplane; Dodgem, Tommy Lynn; mechanic, Dutch Wilhite; electrician, E. E. Facilet. Owner Robinson is taking delivery on a new light plant next week. Visitors included K. B. Wells; Mrs. Robinson's father, and Marjorie Robinson, daughter of Mr. and Mrs. Robinson.—BING BREWER.

Moore's Modern

SIKESTON, Mo., May 22.—Org played its first blank of the season here, with bad weather prevailing during entire stand (3-8).

Three previous stands at Newport, Ark., April 10-17; at Jonesboro, Ark., April 19-24, and at Paragould, Ark., April 26-May 1 proved profitable despite occasional rains.

Org opened at Newport with three new aluminum panel fronts. Earl Perido was hospitalized briefly with blood poisoning. Owner Moore was forced to carry out his duties via motor scooter when he injured his foot. Marcelline Presslar and Loretta Humphries joined the writer's Girl Show. Dewey Presslar joined as Octopus foreman and Daredevil Simon arrived with his free act.

The first night was lost at Jonesboro because of bad lot, everything having to be winched. Biz picked up rest of the week, and Saturday night's gate registered over 5,000. Whitey Nolte joined with his Mechanical Farm. Org has been getting good radio publicity via interviews with Major Little, who has the Midget Show. Visitors included Lyle Richmond, John Hornbeck and Jim McDonald.

Visitors during stand here included Bill Canney, Mr. and Mrs. Bill Morgan, Mr. and Mrs. Holmes and Sid Crane.—BUDDY BUCK.

Joseph J. Kirkwood

CORNING, N. Y., May 22.—The short jump here from Binghamton, N. Y., a red one, was made in good time, with everything ready early Monday (10). Altho Thursday was lost to rain, other days registered successive increases in attendance and business.

At Poughkeepsie, N. Y., home town of Ralph and Bolly Decker, show owners, business was excellent. The Deckers gave a shower for their daughter, Connie, at their home. Thursday (13) Mrs. Decker and Mrs. Marie Wilson gave a shower for Mrs. Mary Mulligan, and later Mrs. Clarence Thomes gave a birthday party for her husband in Carl Parson's cookhouse.

Talker Jack O'Dare has left to join World of Mirth Shows. Harry C. Duvall has joined and taken over the front of Chez Paree.—CLARENCE THOMES.

Pacific Coast

DRAIN, Ore., May 22.—Org opened here Monday (17) after a good week in Reedsport, Ore. Stand there was okay despite showers almost every day.

Shows were located on the main street in Reedsport, under auspices of the Reedsport firemen.

General Agent E. Pickard is back from a trip to Salem, Ore. Mr. and Mrs. Earl Fleming, of Centralia, Wash., arrived with their cookhouse. Mr. and Mrs. Roy Saunders have added a spindle, and Pete Stevens, a penny pitch.

Many of the org stopped over in Coos Bay to visit friends in the Meeker Greater Shows. Earl O. Douglas and Bob Perry, of the Douglas Greater Shows were visitors. Bunch Baker, who operates the pony ride, returned after a week's visit at his home in Grant's Pass.

Mr. and Mrs. William Scott and Mr. and Mrs. Charles Martin made several trips to Coos Bay on business. Jimmie Davisson, Walter (Red) Katz and Wesley Brown entertained during the week. Mrs. Les Bernstein celebrated her birthday. Recent additions to the ride crew include Clarence Belgard, Ray Damitio, Robert Goulart, Thomas Hall and Paul Harn-den.

New ticket sellers are Dorothea Dougan, Lonnie Wald and Ivonne Broom.

The Toni Wave fad has hit the shows and among those appearing with new hair-dos are Mrs. Blanch Pickard, Mrs. James Barber, Mrs. Ivonne Broom, Mrs. William Scott, Mrs. Charles Martin, Mrs. Les Bernstein, Mrs. Evelyn Kirkbride, Mrs. E. Lansdowne, Mrs. Buddy Wald and Mrs. Leonard Bowman.—WALTON DE PELLATON.

Mighty Hoosier State

PARIS, Ky., May 22.—Shows open here today after closing a successful stand Thursday (20) at Lexington, Ky. First two days of the latter date were exceptionally good. Cole Bros.' Circus was day and dated and the midway, located a quarter-mile from the circus lot, caught much of the crowd when night circus performances were over. Monday night was the best of the season, with 8,000 paid admissions.

The small lot in Lexington's Legion Park made it necessary for Manager Geren to leave some attractions on the trucks. However, the show will be enlarged here with about 20 concessions. This is Mrs. Geren's home town and she expects visits from many friends as well as her son, Jerry, who is in school here but expects to join the show soon.

New searchlights are expected soon, as are a new Kiddie Ride and a 10-pony ride which will bring the total to 14. John Bruckner's Side Show has been clicking, as has Speedy Palmer's Motordrome and Johnny Colburn's Monkey Circus. Builder Bingo Randolph has begun enlarging the Funhouse. The new front for Roger Boyd's Arcade has been completed. Hugo Zacchini's cannot act continues to draw.—M. G. STOKES.

Catlett Greater

MERRIAM, Kan., May 22.—Shows opened here May 5 at a celebration dedicating new fire department. Spot proved a red one. Opened with six rides, Tilt-a-Whirl, Merry-Go-Round, Mix-Up, two kiddie rides and a Ferris Wheel. P. L. Patterson and Amos (Tom) Wolf have bingo; the former also has several concessions. Patsy Catlett has added an Athletic Show. Charles Klausen is routing the org. and Ginger Patterson is The Billboard's sales agent.—P. L. PATTERSON.

ry Nolan

TWOOD, Kan., May 22.—Org is moving back into Colorado following a tour of Kansas which was satisfactory at most stops, especially when the weatherman cooperated.

First cold wave encountered by the this season hurt business during part of week at Wakeeney, but crowds Friday and Saturday (14-15) were good enough to the week on the right side of ledger. The sponsoring American Legion gave excellent co-operation.

Owner Larry Nolan was pleased with a set of matched elks' by the sheriff's office.

John Duggan has his stores well stocked and clicking, with recent additions to his staff including Dutchmonds and Woody Woodson. Dutchmonds recently took delivery on Plymouth. Gus Hively is awaiting delivery of a new Chevrolet truck. A. (Dutch) Lowber, on advance Cole Bros. Circus last season, acted as general agent.

Less Borchardt had his ball game set up for his daughter, Judy, on her arrival from school and she started right in topping the ball games. New royal blue bingo and clubhouse tents add dash to the midway. Elvin Bishop's popcorn stand has been painted white, and Gary, the org's artist, has it flashed in blue and gold lettering. Owner has visited the Frear and International shows while in Leavenworth, on business.

C. Buck

BINGHAMTON, N. Y., May 22.—Heavy rain postponed our opening Monday (17) and cold and threatening weather hurt Tuesday's day debut.

Lot was soaked upon arrival Sunday and the show was unable to stake until Monday, but it was impossible to go thru with opening despite several loads of cinders and savings. Show was under auspices American Legion Post No. 8.

The Girl Show trailer front crashed top going under a bridge while en route here, but was repaired in time for opening. Diesel lighting plant, which burned out at Menands, has been rebuilt and is in operation.

Mr. and Mrs. William O'Neil joined with their Wild Life Exhibit. Frank Wiltsie has taken over the shooting gallery. Harry Swartz, Sid Gold and Jones's bingo have purchased electric generators for their respective concessions.

A birthday party was given Owner C. Buck by his wife at their home Troy, N. Y., with many of the org attendance. Mrs. Helen Evans has given a surprise party by members of the Evans staff Thursday (13) in Schenectady.

Stand in Schenectady proved a red one, with a big Saturday matinee. Org was under auspices of Carman Fire Department.

Northwestern Amusement

TOLEDO, May 22.—Opening here under auspices of Veterans of Foreign Wars proved okay. Owners Mr. and Mrs. Walter Anderson were on the lot and were pleased with the layout which included a new Ferris Wheel and five other rides.

Line-up includes M. T. Nord, manager, and Jimmy Fish, ride superintendent.

Concessions: Mr. and Mrs. Ray Taylor and son and daughter-in-law, Mr. and Mrs. Nelson Saylor, 4; Mr. and Mrs. Clare Pearce, 3; Mr. and Mrs. Charlie Holihan, 1; Mr. and Mrs. M. T. Nord, 2; Mr. and Mrs. Fred Deiberger and son, 1; Mrs. Weber, 1; Mr. and Mrs. Jimmy Fish, 1, and Mr. Bennett, 4. The VFW had bingo, two stock wheels, cash house and penny pitch.—WALTER H. ANDERSON.

Penn Amusement Co.

LEWISTOWN, Pa., May 22.—Biz was off for the opening of the org at Dillsburg, Pa., due to cold and rainy weather. Stewart Watcher, in quarters near by, furnished org with a Ferris Wheel and kiddie ride. Second week there also was cold and rainy and date was a blank. Peachy Wagner had his Chairplane on the lot, and shows had several kiddie rides from the Inners Amusement Company, York, Pa.

This week at Lewistown, with the help of a Ferris Wheel and kiddie Merry-Go-Round from Garbrick brothers, Center Hall, Pa., Penn had a good line-up of rides. Weather was fair and biz good.

Line-up: Ice cream and popcorn, Mr. and Mrs. Shoemaker; cookhouse, dart balloon, big six and p.c., Charles Simmons; two ball games, Mr. and Mrs. Shorty Wolfe; French fries, Mr. and Mrs. Hugh Gross; pitch-till-u-win, Mr. and Mrs. Weisensaul; cork gallery, penny pitch and high striker, Peachy Wagner; cork gallery, Joe Boyd; floss, Mrs. Verne Garbrick; cigarette pitch, Mr. Pennypacker.

Shows: Girl Show, Harry Delmont, manager, with two girls; Athletic Show, Joe Boyd, manager, with Kid Steffen, wrestler.

Rides: Ferris Wheel, Verne Garbrick; kiddie Merry-Go-Round, Lewis Garbrick; Chairplane, Peachy Wagner.

Charles Simmons is lot superintendent; Bob Wolfer, electrician and ride foreman; Mel Sober, general manager and agent. Starting next week at the third annual VFW Buddy Poppy Fair at Milton, Pa., shows will play sponsored events and fairs until Labor Day.—MEL SOBER.

Midwestern Exposition

NEVADA, Mo., May 22.—A pair of new rides are due before org begins series of Iowa celebrations next month.

Stand in Columbus, Kan. (10-15), proved the high spot of season to date and return date has been signed for fall.

L. C. McHenry and family, with rides and concessions, joined for week in Columbus. McHenry advised he is going back into business with the title, Crown Amusement Company, and plans to open soon in Baxter, Kan.

New Girl Show and Athletic Show are topping grosses, with rides and shows doing okay biz.

Org's staff includes Ted Woodward, owner; G. L. Dickinson, electrician and mechanic; Punkie Dickinson, general superintendent; Curly Green, chief whittler; Winona Woodward, office, and Octavio Pedero, agent.

The floss and ball games are sporting new canvas. Jack Delmar joined with bingo, and Mr. and Mrs. Warren Fields with concessions.—OCTAVIO PEDERO.

Midway of Mirth

LOUISIANA, Mo., May 22.—Bad weather has plagued the org since its opening.

Mrs. Evelyn Goodale is back following a visit with her children in Minnesota. Edyth Seals was given a farewell party and handkerchief shower before she and her husband left for Iowa where they have the Athletic Show on the C. A. Stephens Shows. Mrs. Esther Speroni is expected to return soon from a business trip.

Mr. and Mrs. Sidney Belmont, of the Belmont Booking Agency, visited, as did Frank Haines and Morris Simmons. Mr. and Mrs. Lynn Connors visited Mr. and Mrs. Babe Goodrich.

Recent additions to the org include Harry Dickerson, with two concessions and Percy Moore and family, with a one-ring circus and pony ride. W. B. Reece has added two concessions, bringing his total to eight.—ROSIE DAVIS.

PINE STATE SHOWS

Want for Cumberland, Ky.—8 Days—2 Saturdays, May 28 to June 5, downtown for Cumberland Recreation Field Fund. RIDES—Can use one more Major Ride for long list of Fairs and Celebrations in Kentucky and Virginia. This Show will be out until December. SHOWS—Can use Glass House, Fun House, or any attraction worth while with own equipment. CONCESSIONS—Will book a few more Stock Concessions, one of a kind only. \$21.00; Jewelry, Custard, Novelties, or what have you? Good proposition to Penny Arcade. Can use a few good Ride Men and Show Folks for Ten-in-One, Old Show, Snake Show and Wild Life. P. S.: Tulle and Horace Smith and Fred Grove, get in touch with Joe Goodwin. All others who were with me before, contact. Wire, don't phone.

WANTED

Ferris Wheel Foreman, also Chairplane Foreman. Top salaries, mileage and bonus. Must be sober and reliable. If married can use wife as ticket seller or as concession agent. Apply

HARRY LOTTRIDGE, Harry Lottridge Shows
BIG STONE GAP, VA., THIS WEEK

MODEL SHOWS, INC. WANTS

Ell Ferris Wheel for entire season. Will book, buy or lease. Will book Roll-o-Plane. Address:

JOHN L. ROBINSON, Model Shows, Inc.
Macon, Mo., this week; Ft. Madison, Ia., next week.

MODEL SHOWS, INC. WANTS

Pop Corn, Candy Apple, Snow Cone. Custard Trailer for sale, complete, \$1,200.00, ready to go. Want Ride Help, Octopus Foreman, Whip Foreman. Want help on Dodgem and Merry-Go-Round. Want Straight and Trick Riders for Motor-drome. Address

JOHN L. ROBINSON
MACON, MO., this week; FT. MADISON, IOWA, next week.

FOR SALE

FACTORY BUILT 24 FT. TRAILER WITH TANDEM WHEELS FULLY EQUIPPED FOR POPCORN AND CANDY APPLES

Equipped with Cretor Popcorn Machine, with Bottled Gas, including Tanks, Copper Kettle with both Bottled Gas and Gasoline; Burners and Tanks for same. Also Pans, Racks and other Equipment, with some merchandise. Ready for immediate use. Must be seen to be appreciated. PRICED TO SELL. Contact either of the following:

RALPH N. ENDY
900 Grand Concourse,
Bronx, New York, N. Y.
(Phone: Jerome 7-4700)

W. H. PHILLIPS
2515 Swanson Ave.,
Coconut Grove, Fla.
(Phone: Miami 48-1609)

Murray Amusement Company

Wants Stock Concessions of all kinds. Will book Octopus, Rolloplane or Spitfire at 30%. Have special deal for man with five P.C. Outfits, including Big Six Wheel. You will not need Agents, as committees work outfits. This is a big deal for right party. Route as follows, all celebrations on street: Milan-Rock Island Decoration Day Celebration; Milledgeville, June 7 thru 9; Polo, June 10 thru 12; Saybrook, June 14 thru 15; Cedarville, June 21 thru 23; Oswego, June 24 to 26; Oakwood Fair, June 29 thru July 1; then the big Fourth of July Celebration at Fairfield, July 3 thru 5; all in Illinois; then 24 other celebrations booked.

ROCKFORD, ILL., THIS WEEK; THEN AS PER ROUTE ABOVE.

CETLIN & WILSON SIDE SHOW WANTS

Outstanding Bally Acts, will pay top salaries to right people. Have best accommodations in show business. Congo, get in touch with me. Will pay outstanding salary to good Colored Runt. Write or Wire

AL TOMAINI, Mgr.
MIDDLESBORO, KY., THIS WEEK; THEN BLUEFIELD, W. VA.
P.S.: William, I do not intend to wait much longer.

STANDARD AMUSEMENTS WANT HELP

Want Ferris Wheel Foreman, Foreman for Merry-Go-Round, Foreman for Loop or Big Apple. Want Concessions and Agents. Will sell exclusives on Scales and Age, Bingo, Custard, Photos, Novelties, Shooting Gallery, Penny Arcade. P.C. available if you have Stock Stores. Want Shows, must have own outfit and transportation. Len Morton, can use your Bear Show, come on. Excellent opportunity for Glass House or Fun House. Write, wire, phone. **GEORGE YOUNG, Manager, Caryville, Tenn., May 24-29; ALBERT L. ANDRE, General Manager, 1421 Hamilton Bank Bldg., Knoxville, Tenn., Phone 31818.**

SEVIER COUNTY FARM, HOME AND FOOD SHOW

POSTPONED UNTIL JUNE 18-19, SEVIERVILLE, TENN. Notice Pitchmen, Demonstrators and Sheet Writers. We are sponsoring a series of Farm, Home and Food Shows at various counties throughout East Tennessee and West Virginia. Will book in Exhibit Building or Top, nonconflicting Pitchmen, Demonstrators and Sheet Writers. Want Concessions, Shows and Rides for independent Midway. Wire, write, phone **ALBERT L. ANDRE, Manager, East Tennessee Farm Home and Food Shows, 1421 Hamilton Bank Bldg., Knoxville, Tenn., Phone 31818.**

JOE GOODMAN

WANTS

Capable Agents for Grind Stores, Skillets and other Concessions. This Show plays the coal fields. Downtown CUMBERLAND, KY., this week. Wire immediately **JOE GOODMAN,** c/o Pine State Shows.

WANTS

Wallace & Murray Shows WANT

Concessions such as Photos, Bucket Store, Six Cats, Swinger Ball and Hanky Panks. Girl Show, will furnish top; also other Shows. Will book Octopus and Rolloplane. Want Foremen for Merry-Go-Round and Chair-plane, must drive semi; top salary and best of treatment. Address:

Bedford, Virginia, this week; Covington, Virginia, next week.

WANT WANT DOBSON'S UNITED SHOWS

Good opening for Flash Jewelry Outfit. Curley Walters wants Scales and Novelty Agents. For Sale—24x38 Royal Blue Top, up twice, with 8 ft. Side Wall. All replies:

DOBSON'S UNITED SHOWS
Hazel Park, St. Paul, Minn., this week; Northfield, Minn., next week.

Attention, Committees

HOMEcomings, FAIRS, CELEBRATIONS
IN MICHIGAN, INDIANA, OHIO

Want to book first-class Bingo, either flat privilege or per cent. Write

BOX D-327

c/o The Billboard Cincinnati 22, O.

DOLLIE BAILEY and BOBBIE LOCKE

Want Slum Skillo and Count Store Agents. Pee Wee Manning, Floyd Odum, Mike Pearson, Tommy White, Art Snyder, Allentown Slim, Slick Bicket, Whitey Pelet and Harry Pyles, all come on. Freddy and Whitey, let me hear from you.

c/o WALLACE & MURRAY SHOWS
Bedford, Va., this week; then as per route.

WANTED

FIRST-CLASS SCALES AGENT

Bill Reese, contact at once. All wires to

SAILOR OLIPHANT

HENNIES BROS.' SHOWS

South Beloit, Ill., this week; Kenosha, Wis., May 31 to June 5.

CAN PLACE

Capable Agents for Razzle and Roll Downs, Slum Skillo, Wheel; also Pill Pool Dealer. Jack Rollins, contact Bill Thompson at once. Ernie Bennett, come on. Above stores exclusive.

GEO. W. KEEFER

Mighty Page Shows Hazard, Kentucky

BILL PORTER

WANTS

Agents for Six Cats, Swinger, Nail Store and Buckets. Johnny McMullin, answer; good proposition. All replies to

BILL PORTER

c/o George Clyde Smith Shows
Duncansville, Pa., this week; Houtzdale, Pa., next week.

WANT

First and Second Men for new Ghost Train—Pretzel. Must be sober, drive semi. Be in Evansville, Ind., Sunday, May 30th. Can place few more 10-cent Concessions. Girls for Ball Game. Useful Help, come on. Side Show Acts. Celebration committees in Illinois, wire Dickson, Tenn.

MANAGER, UNITED EXPOSITION SHOWS

WANT CARNIVAL

WEEK AUGUST 22

In conjunction Free Fair, August 25-28, Mountain View (Kiowa County), Okla. Contact

KARL KOBS, Pres.

Chamber of Commerce, Mountain View, Okla.

CAN PLACE

Help on all Rides, must drive. FOR SALE—Thirty-six ft. Parker Two-Abreast Merry-Go-Round.

Eldorado, Tex., May 24-29

A. B. VOGT

SOUTHERN AMUSEMENT CO.

FROM THE LOTS

Twin City

MARSHALL, Mo., May 22.—Now in their fifth week out, shows have encountered plenty of bad weather but crowds and spending here were okay. Owners Sam Wells and George Crable have purchased a new concession truck. Mrs. Tillie Crable is secretary; Jack Barnes, general agent; Floyd Melton, electrician, and Virginia Barnes, mail and The Billboard agent.

Office-owned rides are Ferris Wheel, Bob Lee and Don Scobill; Octopus, Floyd Melton and Jimmie Stein; Merry-Go-Round, Walter Crable and Cowboy Haley; swings, Gerald Einsphar. Concessions, also office-owned, are grab joint, Ben and Clara Xander; cat rack, Ruth Melton and son; slat rack, James Cook; over-and-under, Jack Hahn; p.c., Tillie Crable; pea ball, Charley Lellenberg; cat rack, operated by Starr for Mr. and Mrs. Al Campbell; coke bottles, Al Campbell; add-'em-up darts, Mrs. Campbell; bumper, Delmar Campbell; cork gallery and penny pitch, Mr. and Mrs. Herman Graham; short-range gallery, Mr. Huffman; diggers, Fred Wells, assisted by Don Crable; buck-ets and novelties; Mr. and Mrs. Huff; swinger, Mr. Venetig; color joints, Ann and Edward Rodgers; bingo, Curley and Trixie Clark; mitt camp, Sis Wells; candy floss, Virginia Barnes; photos, Jack Barnes.

Mr. and Mrs. Clark enjoyed visits with Mr. and Mrs. Risky, former troupers, who own a cafe in Marshall. Mr. and Mrs. Jack Barnes, Mr. and Mrs. Herman Graham and Clara Xander, visited Mr. and Mrs. Olin Beyers on the Gem City Shows in Moberly, Mo.

Mrs. George Crable entertained the personnel May 15 at a birthday party for their son, Sammy, his fifth. Wedding in the offing—Jimmie Stein, Octopus operator, and Jerry Justro, of Aurora, Ind.

Visitors here included Mr. and Mrs. Rickey, of this city; Mr. Joe Greer and Mrs. Snapp, of Snapp Greater Shows, and Mr. Evans, of Evans Shows.—VIRGINIA BARNES.

Lawrence Greater

CUMBERLAND, Md., May 22.—Excellent business was racked up here for the week ending Saturday (1), despite the loss of one night thru rain. The paid attendance jumped from 1,600 on opening night to 5,700 for the wind-up. Edward Diehl and M. W. (Fats) Lookabaugh headed the committee for the sponsoring American Legion Baseball Club.

Committees from Clearfield, Dubois and Connellsville and fair officials from Washington, Pa., visited. The org will play the Washington Fair this year. Harry Copping, who exited from the business to become a hotel operator, visited Owners Sam and Shirley Levy.

Paul (Muscles) Miller closed here to return to Chicago where he will operate shows and rides on city lots. Eddie and Lil Elkins joined to operate concessions for the office. A new searchlight has been purchased. Mrs. Tommy Carson has returned to her Chester, Pa., home for a visit.—HERB SHIVE.

Crystal Exposition

FRANKLIN, N. C., May 22.—Shows were in Franklin, N. C., on the old show grounds, uptown, week of May 3, auspices of the Lions' Club. Biz was off from last year but it was still a good week. Chuck Williams, Dixie Lee and Edgar Betts have taken over the Side Show. Lloyd Berryhill is doing billposting and advance advertising. Ivone Staunko's father is still in the hospital. Ernest Witcher and bride have returned from a honeymoon.—ALTA MAE ROBERTS.

Virginia Greater

HOPELAWN, N. J., May 22.—In here for the week, after none-too-good stand in Woodbury, N. J., week ending last Saturday (15) under auspices of the Colonial Manor Fire Company. Weather was spotty and so was business. Lot was muddy as result of rain but Manager Rocco Masucci used the show's army winch tractor to get trucks spotted in time for opening Monday (10) night.

Weather turned warm first part of the week at Woodbury but business was nothing to brag about. One reason for poor business was the fact that a new location was being broken in, as the regular lot used for several years has become a building site. On Thursday (13) a heavy all-day down-pour, plus cool weather, slowed up biz, giving the show a lost day for the week. During the rain several stakes on Louis Augustino's Wild Animal Show pulled, causing the top to collapse and tear in several places. Bill Penny is repairing same.

Bill Moore's frozen custard and guess your age and scales joined at Woodbury. Wagon front of the Girl Show was repainted by a local scenic artist. William C. Murray, general agent, was host to visiting committees, including firemen's group from Bridgeton, N. J., for which the show holds contract. Jerry and Edna Gerald are residing at their home in Philadelphia while show is in this area and commuting daily. Visitors included Mr. and Mrs. Mac and Eva McAllister and Mr. and Mrs. Bill Lanbaugh, formerly on the show.

Mike and Ike Matina, of the midget troupe, are working their act in Louis Augustino's Circus Side Show. Louis Augustino's Animal Show is going over big with a well-framed display of animal acts and with two full-grown lions for flash, plus plenty of good dog and monkey turns and a goat act. Show continues to draw big.

Victory United

HURON, S. D., May 22.—All attractions and concessions did fair business at the season's inaugural stand here under auspices of Veterans of Foreign Wars. Opening night the lot was packed, altho the weather was cold, and Manager P. M. Jones was pleased with business. Six rides and five shows are carried.

Word has been received that Virginia Jones, wife of the show owner, is recovering from injuries received in an accident at Tucson, Ariz. Gil Tuve, general agent of Northern Exposition Shows, was a visitor.

Staff includes Mrs. P. Jones, treasurer; H. L. Gordon, secretary; W. A. Montee, lot superintendent; Tex Larimore, electrician; Bud Pender, transportation superintendent; Jack Claire, concessions manager; Leroy Lyons, general agent; L. M. Barnes, special agent; Robert L. Johnson, mail and The Billboard agent, and Gladys Pender, public relations.

T. J. Tidwell

MARFA, Tex., May 22.—Shows were here last week on downtown location, auspices VFW, biz being fair. With a rodeo at Alpine, Tex., May 14-16, Manager Tidwell took elephant and chimp there and they were featured in street parade May 14. Tidwell has taken delivery on all new canvas for concessions. Mrs. Barney Allen, Mrs. Jimmie Allen, Mrs. Bill Gooch and Mrs. Floyd Stokes played hosts to a stork shower for Mrs. Charlie Vanderford May 13. After presents were opened refreshments were served to a large number of the show personnel.—SOPHIA OSBOURNE.

Florida Amusement

GAS CITY, Ind., May 22.—Show opened to a good crowd here Monday (17), and biz increased each night. This follows a successful stand at Franklin, Ind.

People from Jonesboro, Ky., and from Marion, Ind., four miles distant helped swell the gate here.

Flying LaVelles left Sunday (16) a replacement is expected soon. For attraction this week were fireworks.

Owner Howard Ingram is back from a booking trip and reports signing a contract for the July 4 celebration at Sault St. Marie, Mich., under auspices of the American Legion. Cleo Renee arrived with her Arabian Nights Revue, as did Jack Castle with his boat ride and H. C. Hardisty with four concessions. Kitt and Jack Delph joined with the cookhouse.

Orchids to Curly Ward for a good job of billposting, and to Jack Smith for his long-range gallery.

Delbert Irons joined with his pony track. The Jones Boys have something new in a well-flashed whirl-a-get concession. Mario Zaccaria purchased a new tractor here. Jessa Barley is back from a visit to his home in Kentucky.

Jack Reed reports a big week with his bingo, as does Mrs. Warren with her diggers.

Org heads for Michigan following next week's stand in Auburn, Ind., but will be back in the Hoosier State later for a series of street fairs. Jimmie Haines and Jimmie Deal usually are first down and first in the new town. Al Divine painted his sound truck.

Dorothy Houghton is giving her lessons in welding. Eva McManus, wife of Business Manager Mac McManus, is looking forward to visiting with relatives when the org reaches Michigan. Johnny Dowling, Bennie Murray and Buddie James and his dad are doing okay with the bingo. Bill Ballis declares biz okay with his swinger. Mr. and Mrs. Peach have their concessions well flashed.

The writer is handling the Diesel plants, in addition to running the Pay Game.—IODINE BAILEY.

FOR SALE

Long Range Gallery on trailer, complete with two new rifles, depth 30 ft., trailer 12 ft., \$550.00. 3 Short Range Galleries, complete on trailers. 35' Indiana House or Concession Truck, \$450.00; in very good shape.

FRED M. LE GRAND

Green Cove Springs, Fla.

WANT

Phone Men or Women or Toe and Heel Men or Women. State-wide campaign program and tickets for a worthy cause. Get in touch with

SAM GLUSKIN

Lafayette Hotel

Rockford, Illinois

JOHN REED WANTS

SKILLO AGENTS and ROLL-DOWN MEN. No drinks, chances or agitators. Houston Wilburn, get in touch with me at once. Johnny Myke and Jimmie Knight, contact Jack (Wep) Collender. Hymie, contact Bill Haines. Address:

JOHN REED

c/o ROGERS GREATER SHOWS

Attica, Ind., this week; Frankfort, Ind., next week.

WANT TO BOOK

PENNY ARCADE

Must be up to date and well framed and to keeping with our midway standard. Playing good Arcade territory. Good proposition to right Arcade. Address:

W. E. SNYDER

c/o Gem City Shows, Columbia, Mo., this week.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Therefore, commencing with our June 5 issue and continuing thereafter until further notice

Final closing time for late show ads will be SUNDAY NOON

(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

160 PATTERSON ST.

CINCINNATI 22, OHIO

Want—GRACELAND GREATER SHOWS—Want

Opening for season Decatur, Ind., V.F.W. Spring Festival Saturday, May 29, to June 8, 2 Saturdays and Memorial Day, followed by Garrett, Ind., V.F.W. 3d. Anniversary Festival.

CONCESSIONS: Want Bingo, Cookhouse, Photo, Cork, Long and Short Range Lead Galleries, Diggers, Ball Games. Can use Hanky Panks of all kinds. Only one of a kind.

SHOWS: Want Girl Show with or without transportation.

DEES: Will book, buy or lease Tilt or any rides not conflicting. Have good proposition for 1 or 2 Kiddie Rides.

DE HELP: Want First and Second Men on Ferris Wheel, Merry-Go-Round, Chairplane and Pop. Also Electrician. Best wages you ever received if sober, get paid in money every week, no conversation. Drunks, save your money and my time. Griff Milliron, answer.

Address G. SCHRIEMAN, Rice Hotel, Decatur, Ind.

MID-WESTERN EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"
CAN PLACE THE FOLLOWING

DEES—Kiddie Plane, Octopus, Looper, Hi-Ball, C-Cruise, Pony Ride. SHOWS—Animal, Slide Show, Minstrel, Producers with talent for office-owned Girl, Posing, Snake and Athletic. Want Geek. CONCESSIONS—Any 10¢ Slum Store, Diggers, Pop-Corn, Custard, Photos, Arcade, Gallery, Novelty, Baby, Skillog, Roll-Down, Wheels, Razors. HELP—Agents for office-owned Ball Games, Buckets, C. Dealers, Slum Stores, Penny Pitchers, etc. Place capable Legal Adjuster. Place A-1 Mechanic, salary. Also want Palmistry. Want reasonably priced Free Attraction—long season's work.

20 CELEBRATIONS — STARTING JUNE 10 IN IOWA — 12 FAIRS

Long Season
No Panic Here
Sons Fide Route

All wires and letters to
TED WOODWARD

Owner and Gen. Mgr.
Richmond, Mo., Legion Fair now.

"A Midway of Fun
For Everyone"

IMPERIAL EXPOSITION

WILL BOOK

COOK HOUSE, CRAB OUTFIT, CANDY FLOSS, ICE CREAM, NOVELTIES,

And any Legitimate Grind Concessions

Answer: Imperial Exposition, Kankakee, Ill., or
J. C. McCaffery, 155 N. Clark St., Chicago, Ill.

A.M.P. SHOWS

CONCESSIONS: Fish or Duck Ponds, Pitch-Till-You-Win, String Game, Balloon, Darts, Scales, Dice, Devil's Bowling Alley, Bumper, Basketball and others not conflicting with what we have. SHOWS: 10-in-1 or 5-in-1 (have top and banner line). Reliable Girl Show, Animal, Monkey, Wild, any worth-while Show considered. Mar, contact me or send my Big Six. Johnny Ryan, send my equipment at once.

A. M. PODSOBINSKI

This week, West Hazleton, Pa.; next week, Blackman's Patch, Wilkes-Barre, Pa.

Sweeney's United Shows

WANT CONCESSIONS, SHOWS AND RIDES

Want Ferris Wheel; will send tractor and semi to haul it. Want Ball Games, Fish Pond, High Striker, Photos, Grind Stores of all kinds. Police Department Spring Festival, Mannington. First show in seven years. Plenty of work pay days, May 25th. Population 10,000. Come light on, will place you. Other good spots to follow.

SWENEY'S UNITED SHOWS, Mannington, W. Va. Shinnston follows.

NO GATE
"BUILDING AMERICA'S CLEANEST MIDWAY"
JOLLYTIME SHOWS
NOW! WE ARE RESERVING SPACE FOR THE
GIGANTIC MEMORIAL DAY CELEBRATION
GETTYSBURG, PA., ENTIRE WEEK OF MAY 31 TO JUNE 5.
Statesmen, Celebrities, Visitors From Over the Nation.
ALL PLACE any Stock Concessions EXCEPT Bingo, Pop Corn, Apples, Cookhouse, French Fries, any Pitch or P.C. NO PLATS, RIGHTS or Agitations wanted. UNUSUAL proposition to SHOWS
WITH OWN EQUIPMENT and Transportation. WANT ESPECIALLY GIRL SHOW. WILL
BOOK, buy or lease Merry-Go-Round. Place other Flat Rides for long season. All replies to
JOLLYTIME SHOWS, Shermans, Pa., this week; Gettysburg, Pa., next week.
W. R. "WES" PRICE, Gen. Mgr.

26th ANNUAL TOUR

JAMES E.

26th ANNUAL TOUR

STRATES SHOWS

AMERICA'S BEST MIDWAY

GIRLS—YOUNG EXPERIENCED CHORUS GIRLS FOR GEORGIA SOUTHERN REVUE. Can also use Girl Vocalist and Novelty Team with fast stepping specialty. Good salaries and Pullman car accommodations. Wire stating all. Sugar O'Shea, contact, have good proposition for you. Can use Hammond Organist with his own organ. CAN USE two outstanding Grind Shows of merit. Have new, mammoth wagon front for attraction that is worth while and that has something in the way of clean entertainment to present. Would be interested in 16mm. Moving Picture Show. Will book Pony Ride with neat frame-up. Furnish wagon for same. Experienced Glass House Operator capable of getting money.

12—OUTSTANDING FAIRS OF THE EAST—12

SEASON CLOSES LAST OF NOVEMBER

Clearfield, Pa., Fair; Erie Co. Fair, Hamburg, N. Y.; Bath, N. Y., Fair; Cortland, N. Y., Fair; Great Danville, Va., Fair; Shelby, N. C., Fair; Southern Exposition, Charlotte, N. C.; North Carolina State Fair, Raleigh, N. C.; Gastonia, N. C., Fair; Orangeburg, S. C., Fair; Charleston, S. C., Fair; N. E. Florida State Fair, Jacksonville, Fla.

PAWTUCKET, R. I.,

NEW BEDFORD, MASS.,

MAY 24 TO 29

MAY 31 TO JUNE 5

PIONEER SHOWS

high class midway attractions

HALSTEAD, PA., MAY 30-JUNE 5—ALL VETS' WEEK—BIG CELEBRATION

Plenty of money. Real money territory. Decoration Day Parades, Bands, Fireworks. Followed by Firemen's Five County Convention, three nights Fireworks, 2 Big Parades, 2 \$1,500 Merchandise Drawings; then all Conventions, Old Home Week and good route of proven Fairs. Then Florida all winter.

WANT—Legitimate Concessions, French Fries, Penny Arcade. Will book non-conflicting Rides. No junk. SHOWS of all kinds. Free Act. Useful Help in all Departments. Our 4th of July is outstanding. Fair Secretaries: Have two open dates.

FOR SALE—Twenty by thirty Marquee. Will buy for cash, Caterpillar.

Jean Nadjz wants Girls, Strip or Posing. Ming Toy, answer. For Follies Bergere.

M. PERCELL, Norwich, New York, this week

FOR IMMEDIATE SALE!

- 1—7-Car Tilt-a-Whirl, excellent condition, with either electric or gas motor.....\$6800.00
- 1—No. 12 Big Eli Wheel, excellent condition, with either electric or gas motor.....6400.00
- 1—24-Seat Smith & Smith Chairplane, good condition, with either electric or gas motor.....1800.00
- 1—Single Roll-o-Plane, good condition.....1750.00

ALL RIDES READY TO OPERATE

MILLER AMUSEMENT ENTERPRISES

55th St. and La Grange Rd.

La Grange, Illinois

ANTHRACITE SHOWS

Just a big little show and playing nothing but money spots in Pennsylvania.

RIDES—Will book, buy or lease Little Beauty Merry-Go-Round with or without transportation or any other rides not conflicting.

CONCESSIONS—Fruit Wheel, Doll Wheel, Blanket Wheel, Ballon Darts, Cigarette Gallery, Long or Short Range Lead Gallery, High Striker, Hoop-La, or any others not conflicting with what we have. SHOWS—Any Legitimate Show with their own outfit. NOTICE—We will carry only one concession of each kind and have live and let live prices. Playing nothing but red ones. Answer:

C. W. DAVIS

THIS WEEK, ASHLEY, PA.

WANTED FOR LONG BEACH, FLORIDA

THE WORLD'S MOST BEAUTIFUL BEACH

Few more Stock Concessions. Good opening for High Striker, Basket Ball, Fish Pond, Azn and Scales, Archery. Want Concession Operators and Ride Help who can stay sober and not get excited over bathing suits. We will be here until Labor Day, then play ten of the best Fairs in the South. State salary you will work for. FOR SALE—Single Loop with or without transportation, also 50 by 150 Bale Ring Tent in first class condition. Will buy for cash Little Beauty Merry-Go-Round; no junk. All answers to

JOHN B. DAVIS

LONG BEACH RESORT, PANAMA CITY, FLORIDA

LAWRENCE CARR SHOWS

New England's Finest

Want Man to handle office-owned Snake Show; Westley Murray, come on. Working Acts for Slide Show, Half and Half, etc. Concessions working for 10 cents: American Palmistry, Photos, String Game, Scales, Penny Arcade, etc.

LAWRENCE CARR

MEDFORD, MASS., MAY 24-29; DANVERS, MASS., MAY 31-JUNE 5.

ART WHITE SHOWS

Help on all Rides. Experienced men who can get them up and down and drive same. Our equipment is new and in top condition. Short jumps in Pennsylvania, then south after Labor Day. Harry Miller wants French Fry Worker and Cook House Help. Shorty Fisher wants Novelty Worker, Scales and Age, and Art Concessions, please wire me. Geo. and Gert Linder need Agents. Concessions open: Fish Pond, String Game, Clothes Pin, Hanky, High Striker, Hoop-La, Bowling Alley. Come on. Houston, Pa., May 24th-29th; Homer City to follow.

R. W. ROCCO
WANTS AGENTS

FULL CREW for BOWLING ALLEY, LA CROSSE, WIS., this week; then up to North Dakota for 16 Street Celebrations. Wire R. W. ROCCO c/o GOLD BOND SHOWS La Crosse, Wis., this week; then per route.

WANT

Candy Floss, Snow Cone, Scales, Age, Pitch-Till-U-Win, Blower, Bowling Alley, Fish Pond, String Game, any legitimate Concession not conflicting. Book any Show with own equipment. Have two mammoth July 4th Celebrations in Iowa, including Newton, Iowa, July 5th, downtown, three sides of the square.

GEORGE W. NELSON SHOWS

Albany, Mo., May 24th thru May 29th; Grant City, May 31st thru June 5th.

Florida Amusement Co.

Place Show Concessions only. No Flats, P.O. or Canons wanted. Want Shows of all kinds with own outfits, Fun House, Fire or Ten-in-One. Ride Help for Jimmy. This is 10-Ride Show with Free Act and Fireworks. Everyone on here satisfied. Address:

HOWARD INGRAM

Auburn, Ind., this week; Marshall, Mich., follows.

FOR SALE

24-Seat Jones Chairplane, complete with International V2 Power Unit and 1939 Ford Tractor, 22 Ft. Hiway Trailer. Complete outfit, \$2,500.00. Will book on show balance of season.

Merriam & Robinson Shows

Albia, Iowa, this week; Fairfield, Iowa, May 31-June 5.

RIDES FOR LEASE

Allen Herschell Blue Gooses and Kiddie Auto Rides, also Smith & Smith Adult Chairplane, 24 seat, all in A-1 shape and ready to go. Rides stored in Nashville, Tenn.

W. J. WILLIAMS

c/o Rogers Greater Shows Attica, Ind., this week; Frankfort, Ind., to follow.

WANTED

BOSS CANVASMAN
TURNER BROS.' SHOWS
Danville, Ill., this week

WANTED

Costard, High Striker, Lead Gallery. Agents for Binta Concessions.

KEELER'S MODERNISTIC SHOWS
EXMORE, VA.

ATTENTION

CARNIVAL AND CIRCUS OWNERS
When in the vicinity of Hazleton, Pa., we have fifteen acres of high and dry land. Running water on premises, two entrances and bus connections. If interested contact

BUD KRESS

1027 Winters Ave. West Hazleton, Pa.

FOR SALE

Monkey Motor Drama—2 monkeys and 2 cars. Come and see it, \$380.00 cash. Stored at Phoenixville, Pa.

DARO ANDERSON

514 HIGH ST. PHOENIXVILLE, PA.

HOUSTON WILBURN

Get in touch with me at once.

JOHN A. REED

c/o ROGERS GREATER SHOWS Attica, Ind., this week; Frankfort, Ind., next week.

GEO. EVITTS

Call or wire at once

DICK BURNS

Louis Joliet Hotel JOLIET, ILL.

FROM THE LOTS

Majestic Greater

FARRELL, Pa., May 22.—Majestic Greater Shows are here for this week after chalking up a good one at Rochester, Pa., the preceding week ended last Saturday (15). Expecting bad weather, such as we have had for several weeks, the show had plenty of shavings on hand at Rochester, but to everyone's surprise it didn't rain and all on the show had a very nice week, with several thousands of customers on the midway each night. Peak attendance was on Saturday (15) when the gate rang up 3,900 paid admissions and kiddies matinee, with merchant tie-up, proved even bigger than in Harrisburg. Week as a whole was the biggest of the season and third biggest in the history of this show.

Sponsoring committee at Rochester proved very co-operative and sprang a new feature by their reversal of the usual procedure of the show entertaining the sponsors by acting as hosts to the show's staff.

Al Hubbard returned from Miami where he attended the wedding of his daughter, Norma. Glynn's cookhouse and Keller's popcorn stand had to hire extra help to handle the crowd Saturday (15). Glen Porter's Side Show rejoined at Rochester and had a nice week.

Visitors included Mr. and Mrs. Jimmy Smith and Mr. and Mrs. Dave Rosenberg and their families; Herb Sikov and committee from Ambridge. Sam Solof and Morris Glinea left for Detroit. Owner Sam Goldstein, Maxwell Kane and the writer renewed acquaintance with friends in Monaca, across the river.

General Agent Bob Hallock is still looking around. Dorso and Goodman's bingo, managed by Jack Burke, chalked up a nice week. Lee's kiddieland reports business fine. Ride crews are still getting them up and down in record time. Harry Modele joined to handle office-owned concessions. Several members of Rogers Bros.' Circus, showing near by, visited the lot.

In Mr. and Mrs. Ted Snyder the show has at last found people who are on the ball. Sleepy-Time is now riding rollers in front of Drome and making inside talk. Kay Stempin is developing into a top dealer. Sarah Goldstein, after visiting her son and daughter-in-law, in Pittsburgh, has left for Detroit. Plenty of motor trouble on the jump from Lemoyne to Rochester but chief mechanic Lloyd Soules did good job and had everything on lot at opening time.—HARRY E. WILSON.

Alamo Exposition

BORGER, Tex., May 22.—Mechanic J. C. Davis deserves a pat on the back for keeping all the trucks moving during the 250-mile jump here from Wichita Falls, Tex.

New faces include Foots and Katy Reeves, Jim and Edith Case, Jack and Ruth Bixler and Jimmy Rounds. Roy Jones's sons, Philip LeRoy and Wayne, are on for the summer.

Visitors from Amarillo included Mr. and Mrs. Leon Cizon and family and Sam Finberg.

Org was the victim of bad breaks on two successive days, Sunday (9) in Vernon, Tex., and Monday (10) in Wichita Falls. A windstorm in Vernon blew over the arch and opening in Wichita Falls was postponed a day because of bad weather.

The falling arch damaged A. R. Wright's Town and Country Show, Fred Miller's truck and James Williams's coke bottle joint.

Damage was repaired in time for the delayed opening in Wichita Falls.—SAMMY SAPSON.

Virginia Greater

ELKTON, Md., May 22.—Cold, rainy weather nixed much of the expected biz here for the week ending Saturday (8). A prime mid-town location plus an active Veterans of Foreign Wars committee were largely wasted.

Jimmie Winters with his custard and chocolate dip, and Tommy Delph with his grab, both left to join the Morris Hannum Shows. R. Mansfield and B. Henry joined here to take over the Girl shows, replacing Marion and Herman Leamon who left at Cambridge. Heavy Hill joined the cookhouse. Ronald Prue is handling mail and The Billboard.

Visitors included Buster Gordon, Bill Walleit and Eddie Curtin's sister and other relatives. Members of the Minstrel Show; Mike and Ike, the midgets, and some of Louis Augustino's wild animals handled by Dominic Augustino gave a show for the veterans at Perry Point government hospital. The show was emceed by W. C. (Bill) Murray, general agent, and William Edmonson, representing the auspices. A letter of appreciation was received from the officials. Many of the personnel are suffering from colds.

Hill's Greater

DALHART, Tex., May 22.—Opening here Tuesday (4), shows day and dated with another org but business held up well all week. Amarillo, week before, also proved a good one.

Leading ride here was the Flying Scooter, with the Roll-o-plane, Spit Fire, Ferris Wheel, Merry-Go-Round, Whirl-a-Way, Train, Motor Scooter and two Kiddie Rides coming up with their share. Top shows were the two Girl Shows, Side Show, Wild Life and Horrors of War.

Scot Lamb joined in Amarillo with five joints. Mrs. Owen Jones took a plane trip to Hamilton, Mo. She will return with her two children, Janet Kay and Corky, when their school ends.—BONNIE HOLIFIELD.

B. & H.

WALHALLA, S. C., May 22.—Shows opened here Monday (10) to large crowds and satisfactory biz. Jaunt from Liberty, S. C., was made without mishap.

The Carolina Minstrel is going over big, with the Tilt-a-Whirl tops among the rides and the Ferris Wheel second. The writer's two daughters and grandchildren visited during the stand in Jonesville, S. C.

A large bingo and a heart-shape pitch have been added. Lewis Fowler is keeping the rolling stock and ride motors in top condition. Most of the trucks and tractors are getting a coat of paint.

Business Manager E. A. Murray returned from a booking trip.—FRED OWENS.

Bright Lights

COVINGTON, Va., May 22.—A banner week would have resulted here except for two nights of rain, since attendance was good and spending free when good weather prevailed. The fairgrounds location was helpful. C. E. Snyder joined with two concessions and Dannie Donnini added one more to his string. A new 30-foot Fruehauf trailer and Mack tractor were purchased to haul the Merry-Go-Round. Joe and Annie Rae report good business with their popcorn and candy apple concessions. Alvin Gordon has increased the personnel of his hillbilly show by three. Curley March has opened his Minstrel Show.—FRANK Z. HYDE.

Johnny's United

RED BOILING SPRINGS, Tenn., May 22.—Biz at the Strawberry Festival, Portland, Tenn., last week started poorly but built the last part of the week. This week the Springs attendance has been good. Mrs. J. Portemont Sr. and Bill, have returned from Brazil, where they attended graduation daughter, Mary. She will be with org remainder of the season. N. Rady will have a new top, her concession. Concessionaires joining recently were Carl Beal, Surber and O. Wilson.—M. PORTMONT.

Del Mar

BRIDGEVILLE, Pa., May 22.—Mar Shows are here after play week ended last Saturday (15). Hannastown, Pa., where they work to fair biz. Firemen's parade was over big and brought out the crowd. Doc Woodie and his muscle team joined. Dan Wilcox added hoop. W. Barrow has a ball pan game. Alander and Kier lost a corner of the house trailer, to a cattle truck, route. The McDowells arrived on wrecker with two bearings that wanted to be heard.

Metro American Banner

PROVIDENCE, May 22.—Org had its best weather break of the season when it opened a five-day stand Monday (10) and business was good. This followed a fair stand (3-8) Valley Falls, R. I.

Bill, tattoo artist, is due this week with his string of concessions. Devil Porcelle was signed here the season.

Shows have placed an order for new truck for the light plant. Carpenter Al Brooks is busy completing the office and joints.—R. RAY.

Tip Top

RIDGELY, Tenn., May 22.—Despite cold weather, shows have had good business since leaving winter quarters at Pascagoula, Miss., a month ago.

Shows carry five rides, three show and Penny Arcade. Ray brothers have the cookhouse and other concession Tuesday (11) Dolores Ray cooked birthday cake for Whitey Anderson concessionaire.

Line-up includes M. Larkee, owner; Ed Larkee, secretary, and Aubrey Ray, advance man.—H. ANDERSON.

Peerless Celebration

MOORESVILLE, N. C., May 22.—Org opened here to good crowds with four rides, 25 concessions and a free act. It was the first carnival in the city limits in two years. Shows will move into Virginia, then West Virginia, Maryland and Pennsylvania. Org is owned by William J. Mespell who bought out his partner, Fred Hedrick. W. C. Handler is electrician. Bill Boss, Merry-Go-Round foreman. Joe Jurgin, bingo; Gilbert Nicholas, Chairplane; Joseph Barbetta, kiddie train.—HUGH G. COFFEY.

SIT-DOWN GRAB

10x15, using back sawing for kitchen frames. 1 new Stools; Royal Blue Top, new last year; Griddles; 2 Juice Bowls, 3 gallon; latest 3 Gallon Urn; Steam Table, 3x5; Ice Box, new; restaurant style Dishies, plenty Silverware, plates, Aluminum Pots and Pans, 7 ft. Glass Front, \$2450.00. Save your time and mine, I'm not broke. Joseph Parentsars, c/o Billboard, Cincinnati 22, O.

OHIO VALLEY SHOWS

WANT

RIDES, SHOWS, STOCK CONCESSIONS, PHOTO WANT AGENTS. WIRE

ROXIE HARRIS

GENERAL DELIVERY TIFFIN, OHIO

PEPPERS all States SHOWS

AMERICA'S FINEST

20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS

WANT

WANT

CONCESSIONS—Will sell exclusive on the following: Candy Apples, Snow Cone, High Striker, Ring Range Gallery, Cane Rack, Hoop-La, Jewelry, Novelties, French Fries, Bumper Store, Monkey Buck, String Game and American Milt Camp. RIDE HELP—Foremen for Roll-o-Plane, Smith & Smith Chair-o-Plane. Must be tops, sober, reliable. Don't misrepresent or you won't last. Second Men on all Rides; prefer Semi Drivers, must have license. Can use Wives Ticket Boxes, etc. Drunks and fly-by-nights, stay where you are. (Roy Townsend, Ralph Smith, wire at once.) RIDES—Will book Pony Ride, Baby Plane Ride. We have 8 Rides of our own. Will lease or book Morry-Go-Round. Have long season; close Nov. 20 in the Deep South. (Art Wheeler, wire Tom Mehl.) SHOWS—Snake Show. (Mose Smith, Jack Orr, contact.) Want for Minstrel Show, Chorus Girls, Comedian and Alto Sax. Contact Jimmy Edwards. Use good, able Side Show People in all lines. (Jim Hurd, wire me at once.) Want Girl Show Manager, must have at least Three Girls. Reason for this ad, the last party couldn't stand parity. Will furnish complete outfit to capable party, must have own Sound System. RIDE HELP—Bingo Caller and Counter Men. Want Night Watchman, one that can stay sober, sober and furnish references. Also want Assistant Mechanic. ADDRESS:

FRANK W. PEPPERS, Mgr.
TAZEWELL, VA., THIS WEEK; WISE, VA., NEXT WEEK.

PENN PREMIER SHOWS

worlds • cleanest • midway

FAIRS

14 FAIRS

Want for Amvets Decoration Day Celebration, Tamaqua, Pa. In heart of city. CONCESSIONS—Ring Range Gallery, Ball Games, Hoop-La, Photo, Basketball, American Palmistry, and other Ultimate Concessions. (No Wheels or Coupon Stores.) SHOWS—Can place Arcade; Agents wanted. Can place 2 Clothes Pin Store Agents. Barbershop Red and 20 Grand Charlie. answer. Webb wants Nail Store Agents. HELP—Can place good help that drive Semis in all departments. Don't wire, come on. WANT—Can place Front Man that can cut it for Side Show Stella Show. Also place Ticket Sellers. Can place Mind Reading or Mental Act for Side Show. Our Fairs start the first week in August at Batavia, N. Y., and all Fairs until Armistice Day. We play Allegany, N. Y., positively the largest July 4th Celebration in the East. Now the time to get in on the ground floor. Address all mail and wires to

LLOYD D. SERFASS, General Manager
LEHIGHTON, PA., this week; followed by Decoration Day Celebration, TAMAQUA, PA.

WANT CAPELL BROS.' SHOWS WANT

Lawmah, Okla., this week, first Carnival in ten years; McAlester, Okla., next week, right down the heart of the city (Rock Island Lot), first to show on it in 20 years. Two Still Dates for strong auspices to follow, then our Celebrations start week of June 21st at Silome Springs, Ok. 62nd Annual Home Coming Celebration, five big days and nights; then the biggest of July date in the Midwest, Henryetta, Okla., to follow. We can offer you 15 Fairs and Celebrations with six nights a week to work and short moves, assuring you a very profitable and pleasant season. We show the same route year after year. WE KNOW when and where to go.

WANT few more Stock Concessions, Ball Games, Slum Outfits. Will book few more nice shaded Grind Stores. Will sell Ex on Pop Corn, Custard, Diggers and Arcade.

WANT Ride Help for eight Major Rides, top salary; Man to handle Neon and Light Towers. Want sober Bill Poster that can daub! Useful Carnival People, contact us.

Address H. N. (DOC) CAPELL, Mgr., per route

ALAMO EXPOSITION SHOWS

Want Cook House to join for long season, starting May 31. Have 14 bona fide Fairs with more pending. In place Mug Outfit, Novelties, Fish Pond, High Striker, and all other Hunky Panks. Captain Frank can use Side Show Acts and Freaks. Have complete frame-up for Snake Show. Can place Shows meet that have own equipment. Will buy or book Kiddie Boat Ride. Contact:

JACK RUBACK, Mgr.
LIBERAL, KAN., this week; GUYMON, Okla., May 31 to June 5.

WANTED

Manager for Posing Show. We have complete Show. Also Grind Stores of all kinds. Ride Help who drive semis. Meeker, get in touch with Ted Borrow. All answer:

SAMUEL E. PRELL
PRELL'S BROADWAY SHOWS
Port Richmond, Staten Island, New York, this week.

PAGE BROS.' SHOWS

Will book, buy or lease Octopus, Rolloplane, Spitfire, Tilt, any Flat Ride not conflicting with 6 with or without transportation. Slum Concessions of all kinds. Will sell X on Hit G Ball Games, Scales and Age, Jewelry, Pan. Paul Pittman wants Agents. Whity Wilson, wire or come on.

BOLIVAR, THIS WEEK; PARSONS, NEXT WEEK; BOTH TENNESSEE.
J. B. Kirby, you can contact here.

WANT PONY AND DOG CIRCUS

AUGUST 27TH-SEPTEMBER 6TH

CONCESSIONS of all types

EXCEPT FOOD AND DRINK

ANY OTHER MONEY GETTING GRIND SHOWS

Contact

O. F. CULLERTON DIRECTOR

COOK COUNTY FAIR

28 E. JACKSON BLVD.

CHICAGO, ILLINOIS

BEAM'S ATTRACTIONS

Playing Community Celebrations and Fairs Exclusively

CONCESSIONS WANTED: Hoop-La, Age and Scales, Cigarette Shooting Gallery, Arcade, Novelties, Basket Ball, Jewelry Bumper, String Game, Photos.

SHOWS WANTED: Girl Revue (have outfit), Animal Show of any kind. Or any Show appealing to family trade.

RIDES WANTED: Book one only and will consider Spitfire, Octopus, Fly-O-Plane or Rollo Plane. Excellent opportunity for Concession Agents. Number of Concessions on Midway limited giving Agents a chance to make money. Capable Ride Help can be used any time. Wages the best. Write or wire

M. A. BEAM

WINDBER, PA. Show playing Boswell, Pa., this week, WINDBER in heart of town next week.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT NOW FOR JAMESTOWN AND TONAWANDA, NEW YORK

SHOWS—Will book Motordrome Operator with complete outfit. Monkey or Chimp Show or both. RDES—Will book or buy for cash #5 Ferris Wheel. CONCESSIONS—Want Custard, Scales, Photos, Short Range, Arcade, Duck Pond, Fish Pond and High Striker—Good Hunky Pank territory. SAM LEVY Wants—Percentage and Coupon Agents. TOMMY CARSON Wants—Slum Skillo Agents. CASH SENS Wants—Foreman for Spitfire and also Bingo Help. (Chilli Small, contact.) RIDE HELP—Foremen for Ferris Wheel and Roll-o-Plane, also Second Men on all Rides, Semi Drivers given preference.

We can always place useful Show People, all Departments. Replies to: JAMESTOWN, N. Y., now; TONAWANDA next week.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WILLIAMSON, W. VA., ALL THIS WEEK

ASARCH LOT ON KENTUCKY SIDE.

FEATURING CHAS. SIEGRIST TROUPE OF FLYERS

Want Girl Show Troupe with Wardrobe; have new outfit. Place few more Slum Stores, all straight sales, Bingo, and PC. sold. Want Trombone and Team for Jig Show. All address:

SHAN BROS.' SHOWS

Showmen's League of America

400 So. State St., Chicago

CHICAGO, May 22.—George B. Flint is on a trip South. He reports he will be back in time for the next issue of *News Flashes*. The mail campaign of the ways and means committee for the cemetery fund will start soon.

Callers at the rooms have included Stash Gray and Dick Burns, Miami; Lou Williams, Baltimore; A. C. Sinex, San Francisco; Frank M. Knight, Larry O'Keefe, Max Brantman, Oliver Barnes, Mel Harris, Charles H. Hall, William Hetlich, William Meyers, Robert MacDowell, Dick Dillion, who was in for the food show; Lou Keller, Shiek Lempart and Mr. and Mrs. Harry Stock, who were guests of Mr. and Mrs. Solly Wasserman.

Sick list includes William C. Deneke, Marshall L. Green, Tom Vollmer, John Sharbaro and Al Latto. No late news from Eddie Murphy.

Mike Wright is awaiting the arrival of Bob Parker so the golf games can start. The William J. Stephens family has moved to its Lake Delavan, Wis., summer home. Charles Owens advises he may leave soon to place his concessions with a carnival. Max Aver is making a tour of the shows.

All membership and applicants accepted now will get a 1949 membership card. Mike Wright sends in the application of R. M. Harvey. Note to Rube Liebman: Frank Zambreno, whose address is Blackstone Hotel, Long Beach, Calif., writes in for application blanks. Morris A. Haft is making regular visits to Showmen's Rest to supervise the work being done.

The secretary is holding mail for George L. Ames, D. Rex Baines (Barnes), Lee D. Conarroe, J. Lee Cuddy, Charles E. Cunningham, John J. Donahue, Arnold J. Griffith, George M. Holman, Henry Julioca, Jack Kaplan, Norman F. Littlefield, William J. Levi, George E. Lambert, W. M. McCall, Ed Monsigian, Ray W. Miller, Jerry Marlatt, Robert L. Overstreet, Hyman Popkin, Nello Pacini, Daniel Riley, Stuart W. F. Scott, J. C. Tarkington, Charles White and Thomas Yande.

The secretary also is waiting to hear from J. H. Owens, Pete Andrich, Jack Tavlin and John Littau on the mustering out fund.

CLUB ACTIVITIES

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 22.—Meeting held Tuesday (18) was presided over by President Lucille Hirsch. On rostrum with her were Edith Streibich, first vice-president; Past President Pearl McGlynn, second vice-president pro tem; Mae Oakes, third vice-president; Claire Sopenar, treasurer, and Corresponding Secretary Josephine Glickman who pro temmed as financial secretary. Bessie Mossman gave the invocation.

A report on the rummage sale was given by Pearl McGlynn who thanked Claire Sopenar, Rebecca Daniels, Edna Stenson, Ann Sleyster and Jeanette Wall for their services, and all who donated articles.

Welfare Chairman Irene Coffey reported the following on sick list: Louise Donahue, in Wesley Memorial Hospital; Josephine Hayworth, Tucker Hospital; Richmond, Va.; Daisy Davis and Mrs. Harold (Buddy) Paddock, who are with the Johnny Jones Exposition, and Mrs. Pat Seery.

A duplicate membership card is being sent to Kathleen Gawl, who is with the Snapp Greater Shows.

Dorothee Bates made the presentation to Claire Sopenar on behalf of the Al Sopenar Showmen's League of America American Legion Post No. 1008 of their third anniversary picture.

Another donation for the memorial fund was received from Trixie Clark. Caravans donated \$50 toward the fund. Club mother Katie Owens donated a large doll toward making money for the fund. Evening award went to Mother Owens which she donated back to the club.

President Lucille Hirsch announced her engagement to Jack Hawthorne, concessionaire with Cole Bros.

Members already working their concessions on the lots are Isabell Brantman, Vilet Watson, Veronica Potenza and Josephine Woody.

Last meeting of season will be held Tuesday (25) with a party. Ruth Clinton will entertain with songs.

Publicity Chairman Lillian Lawrence would like to receive news from members on road, regarding themselves and other members they may chance to meet.

National

Showmen's Association

154 Broadway, New York

NEW YORK, May 22.—The new lease for the club's present quarters has been received, okaying another year at this location. It is hoped by Ralph Decker, chairman of the ways and means committee, that enough money will be raised this year to start the ball rolling for the new home the organization contemplates buying. Decker, who advises that the money is coming in better than expected, will be in town shortly for a meeting with his committee.

Outside News

Dave Ricci, who has been working around town with Dad Simmons, will again work for Bucky Allen at Wildwood, N. J. Ralph Endy and Charles Gerard have both closed their Florida homes and are back in New York playing city spots with their attractions. Phil Isser writes that he has been busy readying his two shows, which have successfully opened on Long Island. Bucky Allen, chairman of the membership drive, anticipates that this will be a big year for the club. George Travers reports he had a successful opening with his midget auto racing at the fairgrounds in Middletown, N. Y.

The James M. Cole Circus has been playing to good business in this area when weather proved favorable. Executive Secretary Walter K. Sibley and Arthur Campfield visited the Hunt Bros.' Circus at Hasbrouck Heights, N. J. Campfield's new canvas factory is completely equipped and operating under full steam.

Visitors to Club

Harry LeBreque paid the club a visit while in New York, where he will remain until June 5. Ward Graves is actively interested in the building fund campaign. Johnny Applebaum in from Miami for a visit. Frank Rappaport planed in from Providence; Edward Elkins in from Lawrence Greater Shows; James Hurd over from Palisades Amusement Park, where he is handling the new Side Show. Other recent visitors were Eli Guralsky, George Regan, Louis Candee, Barney Walker, Sam Rothstein, Jack Lichter, Jack McCormick, Lee Lewis, Dave Brown, Nate Weinberg, Lazarus Fink, Harry Weinraub, L. Dada King, Joseph Milana, Sam Spitz and Ross Manning.

The club was saddened by the death of Joe Harris in Providence May 15. Burial Monday (17) in the Pride of Jacob Cemetery, West Roxbury, Mass. Also at the loss of the mother of Sidney Goodwalt and the sister of Sam Bibring, deceased at her home Tuesday (18).

Jack Alfred has recovered from a serious illness and is a frequent visitor at the clubrooms. Bill Fleming, chairman of the banquet committee, expected here shortly. Television set will be in operation all year.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., May 22.—Remains of Jake Brisendine, former showman who passed away in New Orleans, were taken to Salina, Kan., for interment.

Edna Marie Pray, of the Ladies' Auxiliary, is in Research Hospital with pneumonia. Helen Holmes, also of the auxiliary, has been released from University of Kansas Hospital, where she underwent a major operation, and is recuperating at her home.

Sammy Ansher visited. He was in town to take degrees in the Consistory of the Scottish Rite Masons.

Pacific Coast

Showmen's Association

1235 S. Hope Street, Los Angeles

LOS ANGELES, May 22.—V President Joe Krug conducted Monday (17) meeting with Chap Jack Hughes and Secretary Ed M on the rostrum. New members elected were George C. Kalert, Lyle Chap and L. F. Rieves.

Jack Hughes introduced Chief Howard Jule, USN, a guest. T present after absences included Perry, of the Douglas Shows, Sammy Dolman, West Coast Show Treasurer Al Weber is back after trip to Las Vegas where he attended the Helderado Days Celebration. reported business was good.

Frank (Overland) Murphy is in Veteran's Hospital, Sawtelle. G stone Atkinson is recovering at home from an illness.

It was announced that Barney T ley, who died recently, had bequeathed his estate to the club.

Drawing was won by Al Flint.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, May 22.—Murl Deen convalescing here after an operation is anxious to get back into harness.

Other regular visitors at the club rooms include J. C. Weer, Sam T lor, Danny Dell, Charles (French) Schwacha, Bill Tucker, Cliff Will Sid Daniels and Eddie Hackett.

John Young, chairman of the ways and means committee, left Monday (10) to visit shows and members his committee.

Harry Schreiber, chairman of the year book committee, reports plan of advertising already signed.

Jack Gilbert, chairman of the membership committee, says his group actually is certain to exceed the quota.

Members are advised to send forwarding addresses to the secretary.

PHONE MEN

Official AFL Labor Day issue. Authorized by 23 AFL locals and Council of City Employees. City and County of San Francisco. 18,000 city employees. Experienced Pitchmen can earn a minimum of \$200 weekly. Thousands of dollars' worth reloads from previous years. No boozers need apply. Daily advances. Contact

VICTOR BLOOM

CALIFORNIA NEWSPAPER SERVICE

617 Montgomery St.

San Francisco 11, Calif.

No collect calls accepted. Must provide own transportation.

WANT

Carnival or Rides for biggest Colorful Celebration in the country. May 29th to June 12th at Carrs Beach, three miles from Annapolis, Maryland. 900,000 to draw from within 32 miles.

Frank Adams, Gen. Mgr

WANT

Ride Men, Foreman, experienced on Merry-Go-Round. No triflers. Entire summer booked. If sober and reliable, wire.

JACK TAYLOR

117 West Barstow, Baltimore, Md.

WANTED

Talkers, Grinders, Ticket Sellers, Amusement Attraction also Novelty Acts for Sale Shows. Best and good treatment. Also want Girls for Girl Shows experience and wardrobe not necessary. If Family, Janet First, Lonita Humphries, A Walker, contact me. No time to write. Wire collect or John. JOE MOONEY, Hopsville, Va. this week.

ANDERSON'S GREATER SHOWS

THE GRAND OLD SHOW WITH THE FINE OLD NAME

WANT WANT WANT

Good opening for Six Cat, Bucket Store, Spot the Spot, and any 50¢ Grind Store. Will place one Skille and one Roll Down only. Those with Stock Stores given preference. Especially want Hit and Miss, Ball Game, Duck Pond, Fish Pond, Balloon Darts, High Striker and Slum Stores. Only one of a kind here. Frency Fay wants Agents for Polka, Coupon, Slum Skille and one good Wheel Man. Will sell "X" on Diggers, Custard and Novelties. All contact

ANDERSON'S GREATER SHOWS

STEARNS, KY., this week

WANT MED LECTURER

Have attractive year-round proposition for capable Lecturer. Must be a real promoter, good appearance, ability to meet executives and handle group sales. Constant travel. Car essential. Can earn \$15,000 yearly. Permanent. Reliable organization. Give full particulars, age, photo.

INDUSTRIAL ENGINEERING ASSOCIATES

P. O. BOX 1517, INDIANAPOLIS, INDIANA

EDDIE L. WHEELER SHOWS

Want Merchandise Concessions of all kinds. Agents for office-owned Concessions—Roll Down and Swinger. Will sell exclusive on Bingo, Cookhouse, two Mitt Camps. Want Shows with own transportation, Sideshow, Ten-in-One. Will book Merry-Go-Round, Rolloplane or Spitfire. All replies to

EDDIE L. WHEELER

SODDY, TENN., THIS WEEK

FOR YOUR GLASS PITCH

Over 100 Red Hot Numbers.

Write for "Special" Glass List Now.

Biggest Variety—Best Values.

Save Money—Save Time—Save Freight.

Now Being Featured on All Large Shows.

ACME PREMIUM SUPPLY CORP.

1111-1123 NORTH 12TH STREET

ST. LOUIS 4, MO.

Wanted - Wanted - Wanted**For
JACKIE'S BINGO**

Experienced Bingo Counter Men. No messers or Prima Donnas. Casey Allen, get a touch with me.

J. J. HORNFIELD

c/o FERRIS RIDES AND SHOWS

Warren, Pa., this week. Wellsville, N. Y., following.

**HARRY CRAIG
WANTS**

Electrician. Arcade Manager. Bingo Manager. Assistant Secretary. Man to drive and handle sound car, and Ride Help that drives. Levelland, Texas, May 4th to 29th; Littlefield, Texas, following. All address:

HARRY CRAIG**S. B. WEINTROUB
WANTS**

Bingo Help, Grind Store Agents, Agents for P. C.

c/o B. & H. AMUSEMENT CO.

this week, Westminster, S. C.; next week, Piedmont, S. C.

D. D. HALE WANTS AGENTS

Grind Store, Buckets and Skillo. Jimmie Little and B. C. King, come on. Frank Pence, let me hear from you. Pikeville, Kentucky, this week. All pay roll spots to follow. This new holds contracts for best 4th of July to south. All replies to

D. D. HALE

Robertson Bros.' Shows Pikeville, Kentucky

**WANT KIDDIE RIDES
WILL BUY SET OF PINTO
KIDDIE RIDES**

Need not be in good condition, but must have all working parts.

Write full details.

BOX D-323, c/o The Billboard Cincinnati 22, O.

FOR SALE

Candy Floss Machine, high speed, brand new. First \$135 gets it.

Wire, Phone 2753 or Write

S. E. MERONEY

St. David, Arizona

LARGE PLASTER

50 per hundred. Something new and something recent. Send cash with order. We ship the day.

HOWERTON NOVELTY PLASTER CO.

Eureka, Missouri

FOR SALE OR TRADE—MECHANICAL SHOW

(Carnival Scene)

Mounted on 24-ft. 2-Wheel Trailer, with full-size mechanical Laughing Man. Full walk-around when up. \$2000.00 for quick sale or will trade for any-made Kiddie Automobile or Kiddie Aero-Ride.

HOWERTON TIRE CO.

Eureka, Mo. (Phone: Eureka 2807)

DIESEL ENGINEER

Who can light Carnival Midway. Salary no object if you can qualify.

LAWRENCE GREATER SHOWS

JAMESTOWN, N. Y.

RIDE-O FOREMAN

TOP SALARY IF YOU ARE EXPERIENCED AND RELIABLE AND CAN HANDLE THIS RIDE.

LAWRENCE GREATER SHOWS

JAMESTOWN, N. Y.

SPECIAL CLEARANCE SALE!

OFFERING A LARGE QUANTITY OF
"HARD TO GET," "BRAND NEW"

CONTINENTAL RED SEAL**POWER UNITS**

- HEAVY DUTY TYPE
- 4 CYLINDER
- COLOR: GRAY
- EQUIPPED WITH

MODEL Y-69

Weight, 480 Lbs.

TWIN DISC CLUTCHES

Immediate Delivery.
REG. PRICE \$486.00.
Our Special Offer Price

\$275.00 EACH F. O. B. PHILA.

Crated

To appreciate this offer check our prices with any engine dealers.

GEST MOTOR CO.

336-38 N. 15th St.

Philadelphia 2, Penna.

Phone: Rittenhouse 6-3837



Actual photo of engine taken from our stock.

* Same units without clutches. Reg. price, \$385; our price, \$225.00 Ex.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

PLAYING A ROUTE OF THE BEST INDUSTRIAL TOWNS IN THE SOUTH.

GAINESVILLE, GEORGIA, NEXT WEEK ON MILLER PLAYGROUND.

WANT SHOWS

Will place high class money getting Shows with own outfits on liberal percentage and put you where you will really get money. Monkey Circus, Midgets, Side Show, Mechanical, etc. CONCESSIONS—Will book a limited number of Merchandise Concessions—String Game, Huckley Buck, Jewelry, Novelties, Frozen Custard, Short Range Gallery, etc. RIDE HELP—Can use useful Ride Help of all kinds for Twin Wheels, Roll-o-Plane, Caterpillar, Fly-o-Plane, Octopus, Tilt-a-Whirl, Kiddie Rides and Merry-Go-Round. Must be sober and reliable. No drunks tolerated. FREE ACTS, NOTICE—Can place outstanding High Aerial Act to join June 21st and the balance of the season, must be sensational with flashy rigging. NOTICE ORGAN MEN—Have two Band Organs in need of repair, please contact us. All address:

JOHNNY T. TINSLEY SHOWS

MARIETTA, GA., this week or GAINESVILLE, GA., week May 31 thru June 5th.

WANT HANKY PANKS

Any kind. Custard, French Fries. Grind Shows with own outfit. Will book Kiddy Train, Kiddy Planes and Roll-o-Plane. Professor Vida, get in touch with me or come on, have top.

North Newton, N. C., this week; Cooleemee, N. C., next week.

McBRIDE BROS.' SHOWS**Fidlers United Shows****WANT**

Foreman and Second Man that drive Semis for #5 Wheel, Tilt-a-Whirl and Fly-o-Plane. Concessions that work for Stock. Side Show with or without own transportation. Electrician that can handle Diesel and Searchlights. Address

SAM FIDLER, Mgr., Belvidere, Ill., this week

WANT**CROWN AMUSEMENT COMPANY WANTS**

Playing Wheat Fields, Western Oklahoma & Kansas. FREE GATE—NO RACKET. WANT Motordrome Rider for Drome, 50-50 proposition to capable Rider. WILL book, buy or lease a 2-Abreast Merry-Go-Round. FOR SALE—1947 Super Roll-o-Plane, with or without transportation, perfect condition, as NEW, complete with transportation, \$7,500.00. Can be seen in operation—we have 2, will trade for Merry-Go-Round. FOR SALE—Evans Devil's Bowling Alley—24 ft. Ball Game, 30x50 Top and 9 ft. Wall, up twice. CONCESSIONS—Long and Short Range Lead Gallery, Hi-Striker, Fish Pond, Photos, String Game, Coke Bottles, Penny Pitch. RIDES—Will book Kiddy Airplane, Miniature Train, Tilt-a-Whirl with own transportation. Address:

VINITA, OKLA., this week; then per route.

WONDER CITY SHOWS

Want Wheel, Merry-Go-Round Foreman. Top salary and bonus. Chas. Binion, "Humpty" McGee, wire. Place Hanky Panks all kinds. Sell X on Photos, Diggers. Want Man and Wife to operate Cook House. Also Bingo Man. Want to hear from Helen and Harry Moore. Address: JAMESTOWN, KY.

BUSINESS MANAGER AT LIBERTY

on account of Show closing. Have some Hanky Pank and Pop Corn Concessions who want to come along. Have P.C. and some Concessions of my own.

WILLIE LEWIS

4900 CHAMBERLAYNE AVENUE

RICHMOND, VIRGINIA

RETLAW ELAH

(THAT'S WALTER HALE SPELLED BACKWARDS)

—WANTS—**FOR THE BIG FAIRS**

ANDERSON, IND.; DETROIT, MICH.; HUTCHINSON, KAN.; LITTLE ROCK, ARK.; MEMPHIS, TENN., AND THE WORLD'S GREATEST, DALLAS, TEX.

BOSS CANVASMAN

One not lked by work. Who can and will hustle candy.

TRUCK DRIVER

Must be a veritable paragon of virtue, member Alcoholics Ann.

WORKING MEN

Who will do it without being told either why or how.

BALLY GIRLS

Able to stand upright.

CANDY PITCHMEN

I have all inside sales all shows above fairs.

CARPENTER-PAINTER

Immediately! Now! Now!

DANCERS

Contact Bert Peck

Consolidated Theatrical Agcy., Chicago, Ill.

**TALKER FOR 1948 VERSION
"EXPOSE"****GIRL TALKER FOR ALL GIRLIE
"SCANDOLLS"****NOVELTY ACTS
DRAMATIC PEOPLE**

To the best in above lines I will pay more money than Ringling or Rose.

ALL ADDRESS

WALTER HALE

c/o The Billboard

155 N. CLARK

CHICAGO 1, ILL.

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.

**SHRUNKEN HEADS**

As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, 10-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.

TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN
PHOENIX, ARIZONA

WANTED

Grind Concessions, Photo, American Palmistry, Wheel or Merry-Go-Round Foreman.

MIKE ZIEGLER

Millner Hotel

PHILADELPHIA, PA.

SCALE AGENT

For best Amusement Park in Western New York State. Jack Timmons, Fun House operator early last season at Carvells Show, and Sam Generali, formerly with George A. Hamid, please answer. 531 JY Building, University Ave. & Andrews St., Rochester 1, New York

THREE RIVERS, MICH.**WANTED**

RIDES—SHOWS—ACTS for

**Second Annual
V. J. Jubilee Celebration**

AUGUST 11-12-13-14

Held on High School Athletic Field, 1 block from main 4 corners. Fireworks—prize drawings nightly. Car drawing last night. Reply to

A. J. SEBO, Sec.

119 Water St. Three Rivers, Mich.

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.

RIDES WANTED

For 12th Annual

LIONS' CLUB CARNIVAL

Four Days, Late July or August

Contact:

JOHN STAGGS, Chairman
Newburg, Mo.

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.

WANT TO SPONSOR

Top Rodeo, preferably with movie star attraction. Circus with outstanding acts and a lot of animals. Nice clean Carnival with a lot of shows, rides and general entertainment. If interested contact **JAMES P. FONTECCHIO, Comm. D.A.V.,** Cloverland Chap. #23, 201 Wilson Ave., Iron Mountain, Mich., and state what you have to offer and what dates you have free.

CARNIVAL WANTED**FOR SANTA LUCIA FESTIVAL**

Rides and Midway Shows and Concessions wanted for week of Aug. 7 to 15, inclusive. All preparations made. Large crowds guaranteed. Contact

DR. S. SUTERA

at 1231 Park Wilde Ave., Omaha, Neb.

RIDES WANTED—3 or 4

Must include Ferris Wheel, Merry-Go-Round, 1 or 2 Kiddie Rides. Also Portable Roller Rink or Dance Floor. July 4, 5, 6, Picnic—sponsored jointly by Stockbridge, Wis., American Legion and Stockbridge Athletic Club. Will be annual event at Calumet County Park. Write

J. A. SCHUMACHER, Pres.

Athletic Club Stockbridge, Wis.

RIDES WANTED

For 4th of July Centennial Celebration

JULY 3, 4 and 5

Contact: **V. L. DICKINSEN, Chairman**
Augusta, Wisconsin

WANTED CARNIVAL

Rides, Games and Shows, July 3, 4 and 5.
Contact

IRVING J. DAVIDSON

American Legion Soldiers Grove, Wis.

WANTED

For July 1-2-3, Annual Celebration. Prefer independent Rides or will book complete Carnival. Contact

CHAS. C. SWINEY

EMINENCE, MO.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

**Cincy Food Show
Preps '48 Plans**

CINCINNATI, May 22.—Officials of the 31-year old Cincinnati Zoo Food Show, sponsored by the Greater Cincinnati Retail Meat Dealers' Association, are lining up what they believe will be the largest and most entertaining program in the event's history. E. P. Zachman, general chairman, announced this week. Proceeds from this year's show, which will be held August 24-September 6, will be used to make improvements at the local zoo.

A record number of exhibitors are expected to have displays this year. In 1947, 150 booths were in operation under direction of A. E. (Tony) Scheffer, who retired from the general manager's post early this year because of ill health. As in other years, a number of acts will be booked.

**Discuss Revamping Set-Up
Of Canadian Celebration**

SWIFT CURRENT, Sask., May 22.—The Frontier Days board has named a 10-man fact-finding committee to consider plans for the future course of Swift Current's annual July 1 and 2 celebration.

Feeling of the sponsor, the Kinetic Club, is that the show is getting too big for a few club members to handle. The club wants the responsibility spread among other organizations in the city.

Since commencing operations in 1938, Frontier Days celebrations have earned \$82,495. The shows have resulted in \$10,000 being allocated for swimming or wading pools, \$10,000 contributed to war services, \$17,462 to local organizations, and \$400 to a hospital ward. Present value of grounds, built up in the past 10 years, is \$19,229.

San Pedro Fete Nets \$4,000

SAN PEDRO, Calif., May 22.—The Lions' Club here announced \$4,000 was netted by the community fair sponsored by the organization recently. The profit will be divided equally between the San Pedro Boys' Club and the Memorial Stadium fund, sponsored by the Junior Chamber of Commerce. The fair, from which several other organizations received a considerable profit to aid youth work programs, probably will be made an annual event, said W. M. McIlwaine, general chairman.

Weyburn, Sask., Date Set

WEYBURN, Sask., May 22.—Junior Chamber of Commerce here again will sponsor Broncho Daze, a two-day rodeo in July. Hugh Lennox is Jaycee president.

**Wayne's Midway
Awarded to Wade**

WAYNE, Mich., May 22.—Contract to provide the rides and shows at the annual Civic Celebration to be held here was awarded the W. G. Wade Shows No. 2 Unit. Also on the program are free attractions, parades, contests and merchants and manufacturers exhibits, with the last named to be located on Michigan Avenue.

Proceeds from the celebration are to be used in financing the construction of a new municipal swim pool. Event is backed by 35 civic, fraternal and service organizations, each of which is to have one or more concessions in the fun zone.

**Calexico Cavalcade
Scheduled for 1949**

YUMA, Ariz., May 22.—Dates for the 1949 International Calexico (Calif.) Cavalcade are March 17-19, according to L. H. Dowe, who was re-elected president of the Winter Festival Association, sponsor.

Cavalcade presents a pageant and parade and a three-day fiesta to promote good will between Mexico and the United States and to commemorate the exploits of Capt. Juan Bautista de Anza, famous Spanish explorer, who spent some time in the area in 1774.

Stage Regatta Days Event

OROVILLE, Calif., May 22.—A youngster parade, featuring decorated bicycles, wheeled vehicles of various designs and costumed participants, opened the Regatta Days Celebration here May 14. In addition to the parade, celebration featured a beauty contest, athletic events, outboard motorboat racing, a dance and fireworks.

Set Acts for Ohio Jubilee

FORT RECOVERY, O., May 22.—Four free acts in place of the customary three have been booked by Burleigh Burke, entertainment and concessions committeeman, for the Harvest Jubilee to be held here July 19-24, reports E. Thomas Hastings, a director. Committees are organized for the event which draws several thousand people annually to this town.

Mo. Shrine Event Does Okay

CLINTON, Mo., May 22.—Golden Valley Shrine Club here recently concluded a successful week with Model Shows, Inc., as the attraction despite bad weather, reports Fred Wilkinson, finance chairman. Model supplied 11 rides and 32 concessions.

WANTED

Shows, Rides, Stock Concessions, Age, Weight, Palmistry.

Northern New York Volunteer Firemen's Convention

CARTHAGE, N. Y.

30 Bands

Parades

40 Fire Companies

June 7-12 inclusive.

Six Nights, Two Big Days. Plenty of Money at This Spot. Wire, Write or Phone

HAROLD "SPIKE" MORLEY

Phone 1070-M

R.F.D. #6, Oswego, N. Y.

WANT FOR**AMVETS CELEBRATION**

JULY 17 AND 18

RIDES AND CONCESSIONS

Contact **EDWARD L. KRESINSKE**, 115 E. 3d Street, Watertown, Wis.**WANTED—CARNIVAL**

JUNE 28TH THROUGH

JULY 5TH, 1948

Write or call

Headquarters

Ulita Sesquicentennial Committee,

Chamber of Commerce Bldg.

8 Elizabeth St.

Ulita, P.R.

CARNIVAL WANTED

JULY 3-4-5

ANTRI COUNTY HOMECOMING

Being held in resort area of Northern Michigan. Will pull over 20,000. Wire

MANCELONA BUSINESS MEN'S ASSN.

H. J. GRANGER, Chairman

MANCELONA, MCH.

WANTED

Merry-Go-Round and Ferris Wheel Rides
St. Agnes Church Carnival, August 6-8
Write

W. J. SMITH

Martin Brown Building, Louisville, Ky.
further information.

WANT CARNIVAL

ANNUAL 4TH OF JULY CELEBRATION

Last year's crowd 10,000. Bigger and better this year. Will have fireworks and prize A good spot for a good show. Only celebration in county.

Sponsored by V.F.W., Parma, Mo.
Contact **ORVILLE BANKSTON** (at on

WANTED

Carnival and Street Concession for
ELKS' RODEO, JULY 3rd, 4th and 5th
Rides and Entertainment. No Gift. Write

C. C. BIGGERSTAFF, S.
ANSELMO, NEB.

AGENTS WANTED

For Ball Game, Penny Pitch, Age and other O

E. L. WINROD

c/o WILSON SHOWS

Lincoln, Ill., this week; Canton, Ill., next

WANTED

Female Impersonators. Send photos and details of Act immediately. A good deal. Attention: Andre and Jan Morgan, contact

FAY SOTHERN

602 YORK STREET NEWPORT, R.I.

Omar's Greater Amusement

Want

Major Rides, Concessions, Photos, Diagonals.
Store Agents, Ride Help, Cookhouse Help. To
July 4th Celebrations. Harrisburg Ark., May 2

HELP WANTED

MAN SHOT FROM CANNON—No experience
required. State age, weight, height. Long and

F. O. GREGG

PLYMOUTH, WIS.

M. A. SRADER SHOWS

CAN PLACE

Photo, Jewelry, Novelties. Will book any
of merit with own outfit not conflicting
what we have.

North Platte, Neb., May 24th to 29th

WILL BOOK COOKHOUSE

Or Will Sell Office Owned Complete or Will
to reliable person. Must Order to Show People

PAGE BROS.' SHOWS

BOLIVAR, TENN.

DYER'S GREATER SHOW

Flat River, Mo., this week; Dubois, Mo.,
Want Second and Third Man on Caterpillar.
Concession Agents for Wheels and Hunky Punks.
or Animal Show, Silodrome, Big Snake or
Shows. Drunks stay away. "Remember"
CLEAN AS A WHISTLE

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.)

Chandler, Okla.
Expo.: Liberal, Kan.; Guyman, Okla., June 5.
Midway: Trenton, Mo.
Midway: Eiderado, Kan.
United: Yakima, Wash., 25-31; Sun-
side June 2-5.
P.: West Hazleton, Pa.; (Blackman's
High) Wilkes-Barre 31-July 5.
erson's Greater: Starns, Ky.
Bradley: Ashley, Pa.
State: Feribault, Minn.
United: Greencastle, Ind.; Columbus
June 5.
C. Expo.: Geneva, N. Y.; Corning 31-
June 5.
A's Attrs.: Roswell, Pa.
Lee: Arcanum, O.
Old Reliable: Frankfort, Ky.; Campbell-
ville 31-June 5.

To maintain earlier distribu-
tion 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.

ard & Barry: Chatham, Ont., Can.;
neph 31-June 5.
State Am. Co.: Port Lavaca, Tex.
H.: Westminster, S. C.; Piedmont 31-
June 5.
Grass: Tell City, Ind.
rt: Oconto Falls, Wis.
e & Reese: Willow Springs, Mo.
e & Sons United: Atchison, Kan.
e Valley: Dow City, Ia., 25-27.
erland: Ennis, Tex.; Groesbeck 31-June 5.
n's United: Livermore, Ky.; Cloverport 31-
June 5.
st Lights Expo.: Moorefield, W. Va.; Front-
ing, Md., 31-June 5.
nie's Am.: Garnett, Kan.
O. C.: Endicott, N. Y.
ale: Cuba, N. Y.
ock Am. Co.: North Wilkesboro, N. C.
ick's Greater: Snyder, Tex.
V.: South Hackensack, N. J.
e & Sons: Mer Rouge, La.
ell Bros.: Okemah, Okla.; McAlester 31-
June 5.
Haf City: Campbellville, Ky.
avella Am.: Saxton, Pa.
r. Lawrence: Medford, Mass.; Danvers 31-
June 5.
allade of Amusements: Cedar Rapids, Ia.,
June 5.

With R. R. Shows

Royal American

ST. LOUIS, May 22.—International
Association of Showmen here will
at shows' personnel Monday night
at the clubrooms. On May 26
RAS will stage a benefit for the
club's building fund.
First-night visitors to the show lot
included Pete Brophy, Euby
bb, Frank Joerling and Abie Mor-
e. During the org's previous stand
the Memphis Cotton Carnival
sitors included J. M. Dean, secre-
y of this Mississippi State Fair,
ackson; Max Goodman, vacationing
ace the sale of the shows bearing
e name; Art Briese, of the Thearle-
affield Fireworks Company; Joe
mon, Memphis theater manager and
-carnival and circus musicians;
arry Malloure, secretary of the
rruthersville (Mo.) Fair, and Mr.
d Mrs. George Flint, of Chicago.
Other visitors at Memphis were
erry Hazlip, Arthur Halle, Fred
reas and William Chandler.
Rene Du Boise, of Hollywood, and
William Ostrander, of New York, de-
signers of the Sally Rand unit, were
Memphis to make final adjust-
ments to the scenic and decorative
sets which were executed by the
ekhner Studios, Chicago. Marjorie
elding is producer of that show.
Carl J. Sedlmayr Jr., Norman
optiste and Mary Rachel Rhodes
served their birthdays this week.
HERB PICKARD.

Central States: Hays, Kan.; Concordia 31-
June 5.
Collins & Wilson: Middlesboro, Ky.
Cherokee Am. Co.: Coffeyville, Kan.
Coleman Bros.: New London, Conn.
Collins, Wm. T.: State Fair: Breckenridge,
Minn.
Columbia: Oldtown, Me.
Continental: Ft. Edward, N. Y.
County Fair: Crawford, Neb.
Crafts Expo.: Visalia, Calif., 25-30.
Craig, Harry: Levelland, Tex.; Littlefield 31-
June 5.
Crown Am. Co.: Vinita, Okla.
Crystal Expo.: Black Mountain, N. C.
Cudney Border State: Stonewall, Okla.
Cumberland Valley: Cowan, Tenn.
Cunningham No. 1: Mason City, W. Va.
Cunningham No. 2: Ravenswood, W. Va.
Curl, W. S.: Ripley, O.; Franklin 31-June 5.
Del-Mar: Sultersville, Pa.
De Luxe: Southington, Conn.; Bloomfield 31-
June 5.
Denton, Johnny J., No. 1: Wayland, Ky.
Dick's Greater: Trenton, N. J.
Dobson's United: (Hazel Park) St. Paul, Minn.,
24-26; Northfield June 1-5.
Douglas Greater: Coquille, Oregon.
Dowland: Milwaukee, Wis.
Down River Am. Co.: Romeo, Mich.
Dudley, D. S.: Clarendon, Tex.
Dumont: Girardville, Pa.
Dupree, Jimmie: San Luis, Colo., 24-30.
Drago Am.: Kokomo, Ind.
Dyer's Greater: Flat River, Mo.; De Soto 31-
June 5.
Eddie's Expo.: Butler, Pa.
Elliott, L. W.: Am. Co.: Holland, Mich.
Emshoff: Richland Center, Wis., 27-30; Mo-
Gregor, Ia., June 3-6.
Endy Bros.: Pottsville, Pa.
Evans United: Versailles, Mo.
Exposition at Home: Coplay, Pa.
Fairway: Blomack, N. D.
Fairway Am.: Winnsboro, Tex.
Farris Rides & Shows: Warren, Pa.
Fidler's United: Belvidere, Ill.
Fleming, Mad Cody: Dallas, Ga.; Dalton 31-
June 5.
Florida Am. Co.: Auburn, Ind.; Marshall,
Mich., 31-June 5.
Fountain of Youth: Luzerne, Pa.
Francis, John: Galeburg, Ill., 25-June 5.
Franklin, Don: Hamilton, Tex.
Frear's United: Kansas City, Mo.
Garden State: Eagleville, Pa.; Norristown 31-
June 5.
Gem City: Columbia, Mo.
Gentsch, J. A.: Mayfield, Ky.
Georgia Am.: Young Harris, Ga.
Gold Bond: La Crosse, Wis.
Golden Rule: Penns Grove, N. J.
Gra-Loy: Columbia City, Ind.
Granite State, No. 1: Artic, R. I., 24-27.
Granite State, No. 2: Providence, R. I.
Greater United: Shamrock, Tex.
Groves Greater: Eunice, La.
Gulf Coast: Hannibal, Mo.
Hale's: Fulton, Mo.

(See Carnival Routes on page 90)

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Ballie Bros.: Vancouver, B. C., Can., 24-27;
New Westminster 28-29; Courtenay 31; Port
Alberni June 1; Victoria 2-3; Duncan 4;
Nanaimo 5.
Beatty, Clyde: Corvallis, Ore., 25; Salem 26;
Portland 27-30.
Cole Bros.: Lima, O., 25; Marion 26; Mansfield
27; Warren 28; Akron 29-30.
Cole, James M.: Bath, N. Y., 25; Penn Yan 26;
Canandaigua 27; Geneva 28; Newark 29.
Dalley Bros.: Hornell, N. Y., 25; Elmira 26;
Orwego 27; Binghamton 28; Oneonta 29.
Davenport, Orrin: Edmonton, Alta., Can., 24-29.
Gainesville Community: Grand Prairie, Tex.,
June 3-4.
Gran Circo Americano: Ponce, Puerto Rico,
thru May 31.
Hamid-Morton: Harrisburg, Pa., 24-29.
Hinkle, Milt, Rodeo: Knoxville, Tenn., 26-30.
Hunt Bros.: Danbury, Conn., 27.
Kelly, Al G., & Miller Bros.: O'Neill, Neb., 25;
Atkinson 26; Bassett 27; Ainsworth 28; Val-
entine 29.
King Bros.: Auburn, N. Y., 27.
Mills Bros.: Pekin, Ill., 25; Beardstown 26;
Springfield 27; Jacksonville 28; Alton 29;
Belleville 31; Centralia June 1; Mount Ver-
non 2; Eldorado 3; Carmi 4; Evansville,
Ind., 5.
Polack Bros.: (Auditorium) Amarillo,
Tex., 25-31; (College Gym) Alamosa, Colo.,
June 3-5.
Polack Bros.: (Western): (Auditorium) San
Francisco, Calif., 24-30; (Auditorium) Stock-
ton 31-June 6.
Ringling Bros. and Barnum & Bailey: Phila-
delphia, Pa., 24-29; Pittsburgh 31-June 4;
Johnstown 5.
Rogers Bros.: Clearfield, Pa., 25; Phillipsburg
26; Milesburg 27; Jersey Shore 28; Blooms-
burg 29; Berwick 31.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bardex Minstrels: Weirton, W. Va., thru June
16.
Hollywood on Ice (Strand) Elmira, N. Y., 24-26.
Jewell-Harris Players: Talco, Tex., 24-29.
Laxy K Ranch Donkey Baseball: Oarfield,
N. J., 26; Westbury, N. Y., 27; Far Hills,
N. J., 28.
Orchestra Players: Walnut Grove, Mo., 24-29;
Dadeville 31-June 5.
Punkett's Stage Show: Johnson, Kan., 24-26;
Syracuse 27-28; Tribune 31-June 3; Scott
City 3-5.

J. R. Ward Dolling Up Shows
In Effort To Hypo \$\$ Appeal

By Herb Dotten

PEORIA, Ill., May 22.—John R. Ward and his staff rate an A for effort, judging by activities this week here on the lot where the railroad show bearing his name is spotted. All of the effort is concentrated on building up the earning capacity of the org, which, up to now, has been lacking in strength, show execs conceded.

Indications of Ward's drive to hike the money-getting potential was in evidence here. A new Tilt-a-Whirl was in operation for the first time. A new Fly-o-Plane arrived, and it was to be in operation during the closing days of the stand. There also was evidence still other rides are due for early delivery.

The C-Cruise has been promised by June 15, a new Miniature Train is scheduled for delivery at the next stand, while a Skooter is expected to be added at the shows' first fair date at Grand Forks, N. D.

Four new, revolving, neoned light towers have been purchased, Ward said, and these are due to be added within a week or 10 days. Addition of these, together with planned changes in present lighting, are calculated by Ward to give the organization ample illumination by the time the shows go into the fairs.

Face-Lifting for Shows

Shows are being bolstered. On Thursday (20), finishing touches were being placed on the physical set-up, both inside and out, for Fred Sawyer's Minstrel Show, which is due to open in the closing days of the engagement here. The unit replaces a circus-type show. Another new addition here was a Monkey Show.

At the next stand several new shows are to be added. Buddy Smith is to join with his Posing Show, Red Marcus is to open Chinatown at Night, a dope show, and a Fat Show also is expected to join.

The Faith Bacon Gal Show is to undergo some changes, according to Ward. Here this week the unit lacked production qualities, and Ward, acting to correct this, moved to obtain a stage manager-producer to develop the show. Faith herself stands out in her fan number. Four good-lookers also work in the show, and Ward plans to supplement them with four more gals who can do specialty numbers.

The unit works to recordings, and Ward indicated that he may shift to a Hammond organ. A "beauty and the beast" number, man in chimp costume, and gal, currently is one of the features of the show. Jack Lester, veteran vaudevillian, handles the emcee chores. Show has been working with a 60-cent admission.

New Minstrel Front

Bobby Wicks, scenic artist, who joined on in the closing days of the previous stand at Nashville, supervised the framing of a new front for Sawyer's Minstrel show here, and, after completing that, he is scheduled to flash up the front of the Bacon unit.

Weather in the early days of the stand here was excellent. Patronage was good. Spending, however, was affected by the fact an extended strike at the Caterpillar tractor plant, employer of some 18,000 persons, had only recently ended.

Cash Wiltse, as assistant manager, is in charge of building up the shows' back end. Besides Owner-Manager Ward, Wiltse and Wicks, other staff members are Robert Kline, general agent; Bill Cowan, business manager; Perry Cowan, concession secretary; Jack Pugal, secretary-treasurer; Eddie Newcomer, billposter; Fred Nash, chief mechanic; P. J. (Mac) McLane,

general superintendent; Dick Loring, trainmaster, and Helen Marcus, mailman and The Billboard agent.

Other Personnel

Tilt-a-Whirl, William Pink, foreman; Jim Snell, Brooks York and Tom Lane, Ferris Wheels, Steve Norwood, foreman; Earl Streeter and Joe Brown, with Mrs. Charles Lloyd, tickets. Whip, Steve Norwood, foreman; C. Boies and Nik Carier, Caterpillar, H. C. Ward, Ben McFadden, with Mrs. H. C. Ward, tickets. Rocket, Jack Darrough, George Butelewski, P. Tiger and Jack Morgan, Merry-Go-Round, William Sanders, foreman; John Roy Jr. Roll-oplane, Chester Series, Russell Dorris, with Dotty Hatch, tickets. Octopus, Blackie Hill, foreman; Pretzel, Joe Thurman, George Mars and Kitty Pugal, Kiddie Whip, William Brunner; Kiddie Auto and planes, Harry Ward and Charles Lloyd, with Jennie McFadden, tickets; pony ride, Mrs. Frank Morgan.

Faith Bacon Show, Faith Bacon, with Rhea Walker, Gloria Dea, Rene Villon and Snooky Lee, dancers; Emil Van Horn, gorilla number; Jack Lester, emcee; Red Marcus, talker; Leonard Paverty, Henry Hawkins, John Wallace, Jack Wilkovsky, Robert Martin and Paul Davis.

Minstrel Show, Fred Sawyer, manager; Horatio Ballard, Carrie Lee Williams, Elbert Williams, Wendell Mitchell, Eugene Pope, Fewee Cheatum, Mary Beaton, Allen Beal, Martha Pristley, Allen Jackson, Albert Kephart, Roy Bolan, Willie Mitchell, Walter Smith, Pat Scott, Jackie Jackson, Esther Jones and Margaret Taylor.

Slide Show, Ray Cramer, manager; Charles Leroy, lecturer. Illusion Show, Henci Cramer, manager; Boots Linton, Peggy Shaw, Lin Smith, Joyce Suttis and Professor Schultz, Snake Show, Pop Ferdon and John Parsons, Monkey Show, Roy Bible, manager; Hester Ferdon, trainer. Funhouse, Mr. and Mrs. Earl Walsh, Motordrome, Capt. Bob Perry, manager; Marlon Perry, Mary Perry, Billie La-tour, Flash Mason, Cookie Perry, Bill Smith and Daisy Hartwell, Daughters of Sin, D. McGregor, manager; Satan's Children, Norman Wolf, manager; Penny Arcade, William and Wimpy Schnepel and George Boone, assistant.

Cookhouse, Mr. and Mrs. P. D. Bushong, owners; Marshall Drennan, first cook; R. D. Smith, second cook; Jack Hale, waiter; A. L. Wallace, fry cook; Pinkie Colors, waiter; Johnnie Shaw and Sorby Smith, Popcorn, Jeffie Jean Ward and G. Yates, Candy floss, Leffie Clotfelger, Corn game, Mrs. J. R. Ward, Pat Jones and Buford Smith, Grab joint, Mr. and Mrs. Buddy Spain, Grab joint, John Shaw and Tom Bell, Novelities, Irving Nathan, Age Allen Stein, and weight, Nick Danal.

Diggers, Dinty Moore; percentage, Hazel Brown, Virginia Chisholm, Judy Sank, Mrs. Bill Cowan, Mary Dennis, Mrs. Leo Bergman and Mrs. Vickie Spitzner; lead gallery, Charles Marcello; ball games, Mrs. Art Price and Mrs. Charles Allen; slum skillo No. 1, Chester Allen and Buster Ellis; slum skillo No. 2, Art Price and Boxie Brooks; pan joint, Irene Gillis and Shorty Ramsey Moseley (agent); mitt camp, Billie Garber, Irene Hester, Billie McCalley and Vivian McGeehan; pennants, R. Healy and Sid Margatroyd; hoop-la, Mrs. Eleanor Spears and Gilbert Gipson (agent).
Ham and bacon, Sammy Stein; toy wheel, Bob (Muzles) Martin; radio wheel, Seymour Berger; razzle, John (Fingers) Campi and Harry (Crossroads) Spitzer and Frankie Campi, agents; clothespin, Harry Dennis and Leo Bergman and Steve Wyman (agents); blower, Bert McGeehan, C. C. James, Richard Cutler and Jack Lango, agents; big bears, Henry Runge and Mac McCally and Tommy Fear (agents); bowling alley, Cecil Brown, John Hartman and Gene Sanl.

Train crew, Dick Loring, trainmaster; Den Klejn, William Paterson, Charlie Jackson, Harrison Priestley, Henry De Witly, Mezie Smith, Reuben Smith and Joseph Gable. Scenic artists, Bobby Wicks and Eddie Marbles, assistant. Gates, Roscoe Corter, Martin Yard, Peggy Sawyer, Mrs. Jake Hale, Mrs. Frank Morgan, Mrs. Thelma Hill and Mrs. Fred Nash. Night watchman, John H. Adams. Diesel, Bob Briggs, Joseph Quigley and Howard Gurman.

Harrison Greater

BUENA VISTA, Va., May 22.—After a big week at Roanoke the org was here this week, getting good takes. Victor Palmer, billposter, has returned and was presented with a new truck for advertising. Anna King came back with her revue. Staff includes Frank Harrison, manager; Mrs. Harrison, secretay-treasurer; Stan Reed, general agent; Curly Graham, business manager; Palmer, billposter and 24-hour man; Shorty Bell, ride superintendent; Bill Pinkston, lot man; Slim Young, Side Show; Annie King, Girl Show; Clifford Houser, Minstrel Show; Earl Tilgham, electrician. — VICTOR PALMER.

SPRING MERCHANDISE BARGAINS!

SLUM	BALL GAMES	BINGO
Lead Jr. G-Man Badges \$2.75 Gr.	Balto. made Lela, Small \$3.00 Gr. Large 6.00 Gr.	S.D. Lamps and Shades \$.90 Ea. 10.50 Dz.
Lead Guns 1.50 Gr.	88" Swagger Canes, silk tassels 9.00 Gr.	25" Lamp and Shades 1.75 Ea.
Gold Wedding Bands. 1.00 Gr.	RWB Bell Batons 15.00 Gr.	#500 Smokers65 Ea.
Lead Aviator Badges. 2.25 Gr.	Jumbo Fox Tails25 Ea.	54" High Bridge Lamps and Shades 2.50 Ea.
Imp. Metallic Hats .. 2.00 Gr.	Large Round Pin-Up Plaques 2.00 Dz.	4-Pc. Cannister Sets. 7.00 Dz.
American Crickets Lith. 2.00 Gr.	Small Pin-Up Plaques .75 Dz.	10-Pc. Glass Bake Gift Sets90 Ea.
Ast. Stone Rings .. 1.00 Gr.	Yellow Worth Baseballs, #83-1 2.50 Dz.	11-Pc. Glass Bake Gift Sets 1.60 Ea.
5" Pocket Combs ... 1.35 Gr.	Mexican Cholo Hats, ball fringe 2.25 Dz.	Counselor Bath Scales 4.75 Ea.
Elephant and Donkey Charms 2.00 Gr.	Spanish Hats, ball fringe, \$2.75 Dz.; 30.00 Gr.	Pearl Top Hampers . 2.75 Ea.
Blow-Outs 3.00 Gr.	Cowboy Hats 36.00 Gr.	Kitchen Stools w/back (2 to a carton) .. 1.50 Ea.
	Alpine Hats with feather 12.00 Gr.	

WRITE, WIRE OR PHONE
FOR FREE CATALOG!

**Wholesale
Distributors**

720 E. BALTIMORE ST.
BALTIMORE 2, MARYLAND

Kravitz & Rothbard

SEPT. 4TH

75TH YEAR!

STARTS OUR

YEAR!

Only quality, reliability and fair honest
dealing enables an organization to continue
75 years.

Use **RUSH HOUR** supplies, the quality products of
experienced popcorn men

1874 — ★ — 1948

PRUNTY

620 N. 2nd . . . St. Louis, Mo.

C. A. STEPHENS SHOWS WANT

FAIR COMMITTEES IN VIRGINIA, WEST VIRGINIA, KENTUCKY, TENNESSEE, GEORGIA, SEE
OWNER SHOW. COME LOOK US OVER OR WRITE US.

WE WILL SEND AGENT TO DO BUSINESS WITH YOU FOR YOUR FALL FAIRS

CONCESSIONS—Photos, Long or Short Range, Custard, Weight, Age,
High Striker. No X sold, we will not overload. Charley Griggs, bus.
mgr., needs Agents for nicely flashed Blower, Agents for Swingers.
SHOWS—Manager for Side Show who has someone besides himself,
as we have Side Show complete for anyone who can operate. Lou Peas
can use three more Girls for two Girl Shows, also a couple of neatly
flashed Grind Shows.

RIDES—Special inducement to ride owners with Spitfire, Comet, Tilt
or Octopus. All dates from here out in the coal fields where the rides
get money.

Can use another Free Act. State lowest in first; no dickering.
ST. CHARLES, VA., May 24-29.

**UNITED STATES
SHOWS**

Want Ride Men for all rides, must definitely get them up before Monday opening
and down by Sunday, 8:00 A.M.; also Semi Drivers. Don't apply unless capable.
Steve Mitro, get in touch. All answer.

L. P. BRADY

WELCH, W. VA., THIS WEEK

DAILEY BROS.' CIRCUS

WANTS

LITHOGRAPHERS AND BILLPOSTERS

WM. L. OLIVER

9 Theatrical Studios, 310 Lenonard St.

St. Louis, Mo.

CARNIVAL ROUTES

(Continued from page 89)

Hannum, Morris: Birdsboro, Pa.; Freeland 31-June 5.
Happy Attr.: Greenville, Pa.
Happyland: Royal Oak, Mich.; Pontiac 31-June 2.
Harrison Greater: Woodstock, Va.
Haywood: Coldwater, Kan.
Heller's Acme: Dover, N. J.; Riverdale 31-June 5.
Hennies Bros.: South Beloit, Ill.; Kenosha, Wis., 31-June 5.
Henson, J. L.: Glendon, Mo.
Heth Expo.: Charleston, Ill.
Heth, L. J.: Madisonville, Ky.
Hill's Greater: Greeley, Colo.
Home State: Clarinda, Ia.
Hottel, Buff: Slidell, La.
Imperial: Abingdon, Ill.
Imperial Expo.: Kankakee, Ill.
International: Plattsmouth, Neb.
Jayhawk Am. Co.: St. Paul, Kan.
J. & B.: Blackstone, Va.
Johnny's United: Old Hickory, Tenn.; Corydon, Ind., June 2-5.
Jolly: Oxon Hill, Md.; Madison, Va., 31-June 5.
Jollytime: Somerset, Pa.; Gettysburg 31-June 5.
Jones Greater: Nitro, W. Va.
Jones, Johnny J., Expo.: Bradford, Pa.
Kaus, W. C.: Gary, W. Va.
Keeler's Modernistic: Exmore, Va.
Keystone Expo.: Cornellus, N. C.; Lowell 31-June 5.
Kilgore: Jasper, Tex.
Kirkwood, Joseph J.: Oswego, N. Y.
La Cross Am.: Middlebury, Vt.
Lamb, L. B.: Taylorville, Ill.
Lawrence Greater: Jamestown, N. Y.
Lee United: Battle Creek, Mich.; Adrian 31-June 5.
Leeright, J. R.: Beatrice, Neb.; Hebron 31-June 2; Red Cloud 3-5.
Lone Star: Wabash, Ind.
Lottridge, Harry: Big Stone Gap, Va.
Magic Empire: Scottsville, Ky.; Glasgow 31-June 5.
Maine Am.: Auburn, Me.
Majestic Greater: Oil City, Pa.
Manning, Ross: Concord, N. H.
Marion Greater: Fort Mill, S. C.
Marks, John H.: Bridgeport, Conn.; Manchester 31-June 5.
McBride Bros.: N. Newton, N. C.; Cooleemee 31-June 5.
McKee, John: Jackson, Mich., 24-30.
Merit: Dedham, Mass.
Merriam & Robinson: Albion, Ia.; Fairfield 31-June 5.
Midway of Mirth: Winchester, Ill.
Midwest: Driggs, Idaho.
Midwestern Expo.: Richmond, Mo.
Mighty Hoosier State: Paris, Ky.; Portsmouth, O., 31-June 5.
Mighty Page: Hazard, Ky.
Model: Carrollton, Mo.
Model Shows of Canada: Montreal, Que., Can.
Murray Am.: Rockford, Ill.; Milan 31-June 5.
Nelson, George W.: Albany, Mo.; Grant City 31-June 5.
Nessler's: Westfield, Ill.
New England Am. Co.: Ludlow, Mass.; Worcester 31-June 5.
Nolan, Larry: Goodland, Kan.
Northwestern Am. Co.: McClure, O.; Rossford 31-June 5.
Ohio Valley: Tiffin, O.
Omar's Am.: Harrisburg, Ark.
Orange Blossom: Lafayette, Tenn.
Pacific Coast: Junction City, Ore.
Page Bros.: Bollyar, Tenn.; Parsons 31-June 5.
Page, J. J., Expo.: Richlands, Va.
Page, Mighty: Hazard, Ky.
Palmetto Expo.: Spartanburg, S. C.
Paul's Am. Co.: Hominy, Okla.
Pearlene: Medford, Okla.
Penn Premier: Lehigh, Pa.; Tamaqua 31-June 5.
Penn Am. Co.: Milton, Pa.; McClure 31-June 5.
Peppers All-State: Tazewell, Va.; Wise 31-June 5.
Perry, Jack J.: Mount Airy, N. C.; Danville, Va., 31-June 5.
Pike Am.: Houston, Mo.
Pine State: Cumberland, Ky.
Pioneer: Norwich, N. Y.; Hallstead, Pa., 31-June 5.
Playtime Am.: Bristol, R. I.
Pleasureland: Bellefontaine, O.; Piqua 31-June 5.
Powelson Greater: Barnesville, O.
Prel's Broadway: Port Richmond, S. I., N. Y.
Rafferty, James M.: Washington, N. C.
Raines Am.: Mena, Ark.
Reid, King: Herkimer, N. Y.
Rockwell: Anthony, Kan.
Robertson Bros.: Pikeville, Ky.

Rogers Bros.: Spicer, Minn., 24-31;
June 1-3; Graceville 4-6.
Rogers Greater: Attica, Ind.; Frank 31-June 5.
Rosen, H. B.: Irvine, Ky.
Royal American: St. Louis, Mo.
Royal Crown: Zanesville, O.
Royal Expo.: Hughesville, N. C.
Rupe's Midway for Fun: Trenton, Neb.
Sam's Funland: Mebane, N. C.
Schafer: Coleman, Tex.; Waco 31-June 5.
Shan Bros.: Williamson, W. Va.
Shugart, Doc: De Kalb, Tex.
Siebrand Bros.: Salt Lake City, Utah.
Silver Slipper: Burkesville, Ky.
Silver Star: Reno, Nev., 25-30.
Silver States: Lexington, Neb.
Smith, Casey: Sentinel, Okla.
Smith, George Clyde: Duncanville, Pa., 31-June 5.
Snapp Greater: Sedalia, Mo.
Southern Am.: Eldorado, Tex.
Southern Valley: Forrest City, Ark.
Strader, M. A.: North Platte, Neb.
Standard Amusements: Caryville, Tenn.
Standard: Lusk, Wyo.
Star Am. Co.: Hamburg, Ark.
Starlight Am. Co.: West, Tex.
Starr, Joe: Springdale, Ark.
Stebler: North Tazewell, Va.
Stephens, C. A.: St. Charles, Va.
Stipe's: Forest Lake, Minn., 28-30.
Strates, James E.: Pawtucket, R. I.; Newford, Mass., 31-June 5.
Stumbo, Fred R.: Neosho, Mo.
Sunset Am. Co.: Shensandah, Ia.; New City, Neb., 31-June 5.
Sutton: Macomb, Ill.; Fort Madison 31-June 5.
Sweeney's United: Mannington, W. Va.
Tassell, Barney: Mount Rainer, Md.
Tatham Bros.: Divernon, Ill.
Thomas Joyland: Morgantown, W. Va.
Thompson Bros., No. 1: Tyrone, Pa.
Tidwell, T. J.: Kermil, Tex.; Monahan 31-June 5.
Tinsley, Johnny: Marietta, Ga.; Gainesville 31-June 5.
Tip Top: Utica, N. Y.
Tivoli Expo.: Virden, Ill.
Tri-City Rides: Wheatland, Ia.
Turner Bros.: Danville, Ill.
20th Century: Colby, Kan.
Twin City: Unionville, Mo.
United Expo.: Dickson, Tenn.
United States: Welch, W. Va.
Utah Expo.: Montrose, Colo.
Van Billard: Smyrna, Del.
Veterans United: Fort Dodge, Ia.; H 31-June 5.
Victory Expo.: Litchfield, Ill.
Victory United: Frederick, S. D., 24-26; Ford 27-29.
Virginia Greater: Rahway, N. J.
Vivona Bros.: Garwood, N. J.
Wade, W. G.: Richmond, Ind.; Marion 31-June 5.
Wallace Bros.: Henderson, Ky.
Wallace Bros. of Canada: Hamilton, Can.
Wallace, I. K., Attr.: Remington, Va.
Wallace & Murray: Bedford, Va.; Cov 31-June 5.
Wallace United: Caryville, Tenn.; Gate Va., 31-June 5.
Ward, John R.: Rockford, Ill.
Weaver, L. O.: Afton, Ia.; Iowa Pal 31-June 5.
W. E. Attr.: Menlo, Ga.; Benton, Tenn. 31-June 5.
West Coast: Willits, Calif., 25-30; Eureka 1-6.
Wheeler, Eddie L.: Soddy, Tenn.
White, Art: Houston, Pa.; Homer Cl 31-June 5.
White Star Attr.: North Vernon, Ind.
Wilson Famous: Lincoln, Ill.; Canton 31-June 5.
Wilson Greater: Telluride, Colo.
Wolf Greater: Winona, Minn.; St. Cloud 31-June 5.
Wolfe Am.: Hot Springs, Va.
Wonder City: Jamestown, Ky.
World of Pleasure: Muskegon, Mich., 31-June 5.
World of Mirth: Perth Amboy, N. J.
World of Today: Mattoon, Ill.
Ziegler: Port Angeles, Wash.

WANTED

WALLACE UNITED SHOW

Owing to sickness will book, buy or lease
Wheel. Shows with own outfits, come call.
sions of all kinds open. Address:
Caryville, Tenn., this week.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer print
runs, and in order to maintain present train schedules and
the earliest possible delivery, we must close the last form
earlier.

Therefore, commencing with our June 5 issue and continuing
thereafter until further notice

**Final closing time for late show ads will be
SUNDAY NOON**

(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

Ashland City—Cheatham Co. Fair Assn. Sept. 29-Oct. 2. Brantley Smith.
Carthage—Carthage Agri. Assn. Aug. 11-14. Stanton Hunter.
Centerville—Hickman Co. Fair. Sept. 15-18. J. L. Flinn.
Chattanooga—Chattanooga-Hamilton Co. Fair. Sept. 20-23. Mrs. Maude H. Atwood.
Clarksville—Montgomery Co. Fair Assn. Oct. 7-9. Mrs. Louise B. Booth.
Clarksville—Montgomery Co. Negro Fair. Aug. 16-21. Pope G. Garrett Sr.
Columbia—Mid-State Fair. Week of Aug. 20. George L. Buchnan.
Cookeville—Putnam Co. Agri. Fair. Sept. 9-11. W. J. Huddleston.
Crossville—Cumberland Co. Fair Assn. Aug. 26-28. Lester Hill Jr.
Payetteville—Lincoln Co. Fair Assn. Sept. 13-20. Tom Bigham.
Galnesboro—Jackson Co. Fair Assn. Sept. 23-25. Johnnie Bromm.
Gallatin—Gallatin Colored Fair. Aug. 26-28. Edw. V. Anthony Sr.
Gallatin—Sumner Co. Fair. Aug. 18-21. R. M. Reese Jr.
Harriman—Roane Co. Fair. Sept. 6-11. W. B. Stout.
Hohenwald—Lewis Co. Fair. Aug. 25-28. W. G. Darden.
Huntingdon—Carroll Co. Fair. Sept. 27-Oct. 2. J. F. Walters.
Huntingdon—Carroll Co. Colored Fair Assn. Oct. 6-9. W. A. Cox.
Jackson—West Tennessee Dist. Fair. Sept. 13-18. A. U. Taylor.
Jamestown—Pentress Co. Fair Assn. Sept. 9-11. P. G. Crooks.
Jasper—Marion Co. Fair Assn. Sept. 9-11. J. E. Graham.
Jonesboro—Washington Co. Fair. Sept. 15-18. Mrs. Paul A. Dillow.
Knoxville—Tennessee Valley Fair. Sept. 27-Oct. 2. Pat W. Kerr.
Lawrenceburg—Lawrenceburg Co.-Tenn. Valley Fair. Sept. 27-Oct. 2. E. R. Braly.
Lebanon—Wilson Co. Fair. Sept. 15-18. A. W. McCartney.
Lexington—Henderson Co. Colored Fair. Sept. 20-25. Prof. C. C. Bond.
Madisonville—Monroe Co. Fair. Sept. 13-18. Clyde N. Taylor.
Manchester—Coffee Co. Fair Assn. Sept. 23-25. David W. Shields Jr.
Memphis—Mid-South Fair. Sept. 25-Oct. 3. L. B. Herring Jr.
Murfreesboro—Mid-State Colored Fair. Aug. 19-21. A. D. Washington.
Murfreesboro—Rutherford Co. Fair. Aug. 25-28. Burns Carroll.
Nashville—Tennessee State Fair. Sept. 20-25. Phil C. Travis.
Oneida—Scott Co. Fair. Sept. 1-4. E. C. Terry.
Sevierville—Sevier Co. Fair. Sept. 13-18. Ernest Thurman.
Sparta—White Co. Fair Assn. Sept. 2-4. T. Stanton Hale.
Spencer—Van Buren Co. Fair. Sept. 2-11. H. L. Hollingsworth.
Tracy City—Grundy Co. Fair Assn. Aug. 19-21. W. N. Parls.
Trenton—Gibson Co. Fair. Sept. 22-25. Jno. R. Wade.
Union City—Obion Co. Fair. Sept. 20-25. Fred Latimer.
Westmoreland—East Sumner Fair Assn. Sept. 10-11. Miss Gustine Simmons.
Winchester—Franklin Co. Fair. Aug. 19-20. Floyd Anderton.
Woodbury—Cannon Co. Fair. Sept. 16-19. Mrs. J. H. Cummings.

SOUTH CAROLINA

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 25-30. A. P. Durham.
Bishopville—Lee Co. Agri. Fair Assn. Nov. 1-6. James W. Cothran.
Bowman—Bowman Community Fair. Week of Nov. 15. George W. Oliver.
Camden—Kershaw Co. Fair Assn. Oct. 11-16. J. D. Crawford.
Cheraw—Chesterfield Co. Colored Fair. Oct. 18-23. C. A. Bloomfield.
Chester—Chester Co. Colored Fair Assn. Oct. 11-16. M. M. Sitton.
Chester—Chester Co. Legion Fair. Oct. 4-9. Jake S. Colvin.
Columbia—South Carolina State Fair. Oct. 18-23. Paul V. Moore.
Columbia—S. C. State Colored Fair. Oct. 25-30. Mrs. H. Y. Reese.
Florence—Pee Dee Fair Assn. Nov. 2-6. Wm. B. Douglas.
Kingstree—Williamsburg Co. Fair Assn. Sept. 27-Oct. 2. H. C. Crawford.
Marion—Marion Co. Agri. Fair. Oct. 18-23. D. M. Harper.
Newberry—Newberry Co. Legion Fair. Oct. 11-16. Frank Sutton.
Orangeburg—Orangeburg Co. Colored Fair. Oct. 18-23. W. C. Lewis.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-30. J. M. Hughes.
Rock Hill—York Co. Fair Assn. Oct. 11-15. H. D. Black.
Spartanburg—Piedmont Interstate Fair. Oct. 11-16. Tom Moore Craig.
Sumter—Sumter Co. Fair. Week of Nov. 8. J. Cliff Brown.
Union—Union Co. Fair Assn. Oct. 4-9. Grove Alverson.

TEXAS

SOUTH DAKOTA
Aberdeen—Brown Co. Fair. Sept. 3-6.
Edgemont—Fall River Co. Fair Assn. Sept.
6-7. B. W. Keating.
Gettysburg—Potter Co. Fair Assn. Sept. 2-4.
Rayburn Butram.
Huron—South Dakota State Fair. Sept. 6-11.
F. L. Hafner.
Kimball—Brule Co. Fair. Aug. 27-29. Fran.
S. Ryan.
Mitchell—Corn Palace Festival. Sept. 26-28.
R. B. Willard.
Murdo—Jones Co. Fair Assn. Sept. 2-4. M.
E. Sanderson.
Nielsen—Butte Co. Fair Assn. Aug. 26-28. Mrs.
Ralph Milberg, Newell, S. D.
Onida—Sully Co. Fair Assn. Aug. 26-28. Jon.
F. Neu.
Parker—Turner Co. Fair. Aug. 22-25. J. C.
Jensen.
Rosebud—Rosebud Sioux Indian Fair. Aug. 26-28.
28. Carl B. Asmott.
Sioux Falls—Sioux Empire Fair Assn. Aug.
24-28. Al Halverson.
Spearfish—Lawrence Co. Fair. Aug. 27-28. T.
H. Young.
Tripp—Hutchinson Co. Fair Assn. Aug. 26-28.
Wm. E. Hoff.
Webster—Day Co. Fair Assn. Sept. 16-18. A.
C. Flaggstad.

TENNESSEE
Alexandria—DeKalb Co. Fair. Assn. Aug. 4-6.
Martin E. Scott.

Abilene—West Texas Fair. Sept. 27-Oct. 2.
 Frank Cleveland.
 Amarillo—Tri-State Fair. Oct. 4-9. Rex B. Baxter.
 Beaumont—South Texas State Fair. Oct. 21-30. K. D. Schwartz.
 Bowie—Montague Co. Fair Assn. Sept. 23-25. O. B. O'Dell.
 Center—Shelby Co. Fair Assn. Oct. 4-9. Hubbs Cowner.
 Childress—Childress Co. Fair. Sept. 23-24. J. B. Johnson.
 Cleburne—Johnson Co. Fair & Rodeo. Sept. 13-18. Jack D. Brown.
 Corsicana—Corsicana Livestock & Agri. Show. Sept. 14-18. Herman Brown.
 Crockett—American Legion Fair. Sept. 26-25. Alvin Ball.
 Dallas—State Fair of Texas. Oct. 9-24. W. H. Hitzelberger.
 Eagle Pass—Eagle Pass Int'l Fair. Oct. 4-12. J. M. Mabe.
 Fredericksburg—Gillespie Co. Fair. Aug. 26-22. H. C. Meurer.
 Gainesville—Cooke Co. Fair Assn. Sept. 6-11. Claude Jones.
 Harlingen—Valley Mid-Winter Fair. Nov. 22-28. Joe L. Mook.
 Hempstead—Waller Co. Fair Assn. Oct. 7-9. S. E. Mayo. Waller, Tex.
 Iowa Park—Texas-Oklahoma Fair. Oct. 4-9. Jack Austin.
 Johnson City—Blanco Co. Fair Assn. Aug. 13-14. George Byars.
 Jourdanston—Atascosa Co. Fair Assn. Oct. 21-23. Dan L. Ernst.
 La Grange—Fayette Co. Fair Assn. Oct. 1-3. J. R. Jackson.
 Lamesa—Dawson Co. Fair Assn. Sept. 26-Oct. 2. D. L. Adcock.
 Leonard—Leonard Fair Assn. Sept. 21-25. H. H. Blackburn.
 Livingston—Livingston Fair. Oct. 5-9. Mrs. Woodrow Herring.
 Lubbock—Panhandle South Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis.
 Lufkin—Texas Forest Festival. Sept. 27-Oct. 2. Ed Holden.
 Marshall—Central East Texas Fair. Sept. 26-28. Oscar B. Jones.
 Mount Pleasant—Titus Co. Fair & Dairy Show. Sept. 6-11. Sam Williams.
 Nacogdoches Co. Fair. Oct. 18-23. Lee W. Rogers.
 Palestine—Anderson Co. Fair (Texas Fruit Palace). Oct. 11-18. C. O. Miller Jr.
 Paris—Lamar District Fair Assn. Aug. 30-Sept. 4. Dorsey Mackey.
 Texarkana—Four States Fair. Sept. 28-Oct. 3. L. E. Gilliland.
 Tyler—East Texas Fair. Sept. 13-18. C. R. Heaton.
 Waco—Heart o' Texas Fair & Expo. Oct. 25-31. R. W. (Tommy) Stevens.

Waller—Waller Co. Fair. Oct. 7-9. S. E. Mayo.
Wharton—Wharton Co. Fair. Oct. 26-30. H. Chas. Koehl Jr.
Yorktown—Yorktown Fair Assn. Oct. 13-15. Paul A. Schmidt.

UTAH

Coalville—Summit Co. Fair. Aug. 26-28. Ralph Rees.
Deseret—Millard Co. Fair & Rodeo. Aug. 20-21. Cecil Warner.
Duchesne—Duchesne Co. Fair & Rodeo. Sept. 10-11. C. C. Mickelson.
Heber—Wasatch Co. Fair. Aug. 12-13.
Haysville—Davis Co. Fair. Aug. 19-21. W. Alvin Nalder, Layton, Utah.
Logan—Cache Co. Fair Assn. Aug. 26-28. M. R. Hovey.
Morgan—Morgan Co. Fair. Sept. 1-3. James T. Palmer.
Murray—Salt Lake Co. Fair. Aug. 25-28. Robt. L. Cranmer.
Nephi—Juab Co. Fair. Sept. 9-11. J. E. Werthington.
Ogden—Ogden Livestock Show. Nov. 13-17. E. J. Fjeldstad.
Richfield—Sevier Co. Fair Assn. Sept. 1-3. Ernest R. Anderson.
Salt Lake City—Utah State Fair. Sept. 18-25. Sheldon R. Brewster.
Tooele—Tooele Co. Fair. Sept. 15-16. Albert E. Smith.
Tremonton—Box Elder Co. Fair. Aug. 19-21.

VERMONT

Barton—Orleans Co. Fair. Aug. 18-21. Louise A. Gallup, Orleans, Vt.
Essex Junction—Champlain Valley Expo. Aug. 29-Sept. 6. Harris K. Drury.
Hartland—Hartland Fair. Aug. 18-20. Max P. Rogers. Woodstock, Vt.
Lyndonville—Caledonia Co. Fair Assn. Aug. 27-29. A. E. Donahue.
Rutland—Rutland Fair. Sept. 6-11. Arthur B. Porter.
Tunbridge—Union Agri. Soc. Sept. 21-23. Edward R. Flint.

VIRGINIA

Arlington—Southwest Virginia Fair. Aug. 9-14. G. Y. Booker.
Amherst—Amherst Co. Fair Assn. Sept. 22-25. W. M. Gannaway.
Bland—Bland Co. Fair Assn. Sept. 9-11. T. E. Mallory.
Chase City—Mecklenburg Co. Fair Assn. Oct. 12-16. Carson W. Gregory Jr.
Chesterfield—Chesterfield Co. Fair. Sept. 23-25. J. C. McKesson, Richmond, Va.
Covington—Alleghany Co. Fair Assn. Sept. 13-18. Thos. B. McCaleb.
Danville—Danville Fair Assn. Sept. 27-Oct. 2. B. F. Barr.
Dunsmuir—Scott Co. Fair Assn. Sept. 15-18. Chas. W. Compton, Wood, Va.
Farmville—Five-County Fair. Sept. 20-25. J. C. Brickett.
Fincastle—Botetourt Co. Fair Assn. Aug. 23-28. Agnes Boose.
Galax—Galax Fair. Aug. 23-28. G. F. Carr.
Keller—Eastern Shore Agri. Fair Assn. Aug. 24-28. J. Milton Mason.
Lebanon—Russell Co. Fair. Sept. 23-25. J. S. Buchanan.
Luray—Page Co. Fair. Sept. 6-11. S. Frank Rosser.
Lynchburg—Lynchburg Agri. Fair Assn. Aug. 23-28. L. H. Shrader.
Lynchburg—Campbell Co. Legion Fair. Sept. 6-11. S. J. Thompson, Rustburg, Va.
Manassas—Manassas Fair Assn. Sept. 6. J. M. Baucum.
Martinsville—Henry Co. Fair Assn. Sept. 20-25. O. B. Hensley.
New Castle—Craig Co. Fair. Sept. 15-18. L. Y. Fields.
Norfolk—Twin-Co. Fair at Agricade Park. Sept. 28-Oct. 2. H. J. Burke.
Pennington Gap—Lee Co. Fair Assn. Sept. 6-11. R. C. Carter, mail care Virgil Wacks.
Petersburg—Petersburg Fair. Sept. 29-Oct. 2. R. Willard Eanes.
Richmond—Atlantic Rural Expo. Oct. 4-9. J. A. Mitchell.
Rocky Mount—Rocky Mount Fair. Sept. 6-11. H. F. Fralin.
Roanoke—Roanoke Fair. Aug. 9-14. Lester T. Hutson.
Rustburg—Campbell Co. Legion Fair. Sept. 6-11. S. J. Thompson.
South Boston—Halifax Co. Fair Assn. Oct. 12-16. W. W. Wilkins.
Staunton—Virginia State Fair. Aug. 30-Sept. 4. C. B. Ralston.
Suffolk—Tidewater Fair Assn. of Suffolk. Oct. 19-22. H. C. Holman.
Tappahannock—Northern Virginia Fair. Sept. 6-11. Al Porter.
Tasley—Central Agri. Fair Assn. Aug. 18-21. Levi Finney, Box 243, Accomac, Va.
Tazewell—Tazewell Co. Fair. Aug. 30-Sept. 4. Herbert Ward.
Warsaw—Northern Neck Fair Assn. Sept. 6-11. L. F. Altaffer.
Waverly—Sussex Co. Fair. Sept. 6-11. Philip D. Harcum.
Weirwood—Central Northampton Fair. Aug. 10-13. Chas. N. McCune, Chesapeake, Va.
West Point—Tidewater Fair Assn. Sept. 20-25. B. C. Graves, Providence Forge, Va.
Woodstock—Shenandoah Co. Fair Assn. Aug. 24-28. D. H. Garman.

WASHINGTON

Battle Ground—Clark Co. Fair. Aug. 26-28. Arthur Kulin, Vancouver, Wash.
Bremerton—Kitsap Co. Fair. Aug. 26-29. H. R. Hubbard.
Centalla—Southwest Wash. Fair. Aug. 30-29. Arthur W. Ehret.
Cusick—Pend Oreille Co. Fair Assn. Aug. 27-29. B. Strayer, Newport, Wash.
Darrington—Darrington Community Fair. Sept. 17-19. Muriel Fleming, Arlington, Wash.
Davenport—Lincoln Co. Fair Assn. Sept. 9-11. C. Ross Trout.
Goldendale—Klickitat Co. Fair Assn. Sept. 10-12. Miss Pat Armelung.
Langley—Island Co. Fair Assn. Sept. 3-6. Benj. M. Herring.
Longview—Cowlitz Co. Fair. Sept. 9-12. Harold Gilkey.
Lynden—Northwest Wash. District Fair. Aug. 26-28. E. J. Elliott.
Monroe—Shoshone Co. Fair. Sept. 9-12. B. T. Moore, Everett, Wash.

Moses Lake—Grant Co. Fair Assn. Sept. 10-12. George E. Dougherty.
Mount Vernon—Skagit Co. 4-H Fair. Sept. 1-4. Mrs. Julia Tewart.
Port Angeles—Clallam Co. Fair Assn. Sept. 1-4. Melvin Michel.
Puyallup—Western Wash. Fair Assn. Sept. 18-26. J. H. McMurray.
Quincy—Jefferson Co. Fair Assn. Sept. 5-6. George Munn, Port Townsend, Wash.
Shamokawa—Wahkiakum Co. Fair Assn. Sept. 9-11. H. O. Weyrich, Cathlamet, Wash.
Walla Walla—Southeastern Wash. Fair. Sept. 3-6. Lealie L. Stewart.
Waterville—North Central Wash. Fair. Sept. 17-19. G. Merton Dick.
Yakima—Central Wash. Fair. Sept. 29-Oct. 3. J. Hugh King.
Yakima—Wash. State 4-H Fair. Sept. 29-Oct. 3. Chas. T. Neenach, Pullman, Wash.

WEST VIRGINIA

Charleston—W. Va. Free Fair. Sept. 4-12. T. H. McGovern.
Glennville—Glenner Co. Fair. Aug. 4-7. C. W. Marsh.
Helvetia—Helvetia Community Fair Assn. Sept. 9-11. Mrs. James McNeal.
Huntington—KYOWVA Fair Assn. Aug. 8-14. James T. Hetzer.
Lewistown—State Fair of W. Va. Aug. 18-21. C. T. Sydenstricker.
Mannington—Mannington Fair Assn. Sept. 14-18. Chas. H. Straight.
Marlinton—Pocahontas Co. Fair. Aug. 9-14. Fred C. Allen.
Moundsville—Marshall Co. Fair. Sept. 1-4. George Ellis.
Pennsboro—Ritchie Co. Fair Assn. Aug. 31-Sept. 3. J. B. Murphy.
Petersburg—Tri-County Fair. Sept. 15-17. J. Justin Barger.
Sutton—Braxton Co. Fair Assn. Aug. 16-21. Earle Morrison.
Webster Springs—Webster Co. Fair Assn. Aug. 30-Sept. 4. George Morton.

WISCONSIN

Antigo—Langlade Co. Agri. Soc. Aug. 6-8. Ira V. Goodell.
Athens—Athens Agri. Assn. Aug. 24-26. R. Neuenchwander.
Baraboo—Sauk Co. Agri. Soc. Aug. 30-Sept. 2. George W. Davies, North Freedom.
Beaver Dam—Dodge Co. Fair Assn. Sept. 8-12. Forrest Knaup.
Black River Falls—Jackson Co. Agri. Soc. Aug. 28-31. Douglas J. Curran.
Bloomington—Blakes Prairie Agri. Soc. Sept. 10-12. Robt. O. Brodt.
Cedarburg—Ozaukee Co. Agri. Soc. Aug. 5-8. Ray Gierach, Thiensville, Wis.
Chilton—Calumet Co. Fair. Sept. 3-8. Herbert Harder.
Chippewa Falls—Northern Wis. Dist. Fair. Aug. 3-8. A. L. Putnam.
Crandon—Forest Co. Agri. Soc. Aug. 26-29. Lester Grandino, Argonne, Wis.
Darlington—Lafayette Co. Agri. Soc. Aug. 12-15. Neilus R. Larson.
De Pere—Northeastern Wis. Fair. Aug. 20-24. Wm. S. Klaus.
Eagle River—Vilas Co. Agri. Assn. Aug. 20-22. H. M. Smith.
Eau Claire—Eau Claire Junior Fair. Aug. 9-12. Carl M. Johnson.
Elkhorn—Walworth Co. Agri. Soc. Sept. 3-8. R. B. Harris.
Ellsworth—Pierce Co. Fair Assn. Sept. 7-10. N. G. Seyforth.
Elroy—Elroy Fair Assn. Aug. 13-15. Wilfred J. Pierich, Mauston, Wis.
Fond du Lac—Fond du Lac Co. Fair. Aug. 11-15. Harold J. Willis.
Friendship—Adams Co. Agri. Assn. Sept. 16-19. Robt. W. Roseberry.
Galesville—Trempealeau Co. Fair. Sept. 3-6. Frank Smith.
Gays Mills—Crawford Co. Fair. Sept. 9-12. Leonore M. Feldmann, Prairie du Chien.
Gillett—Oconto Co. Youth Fair. Aug. 20-22. Frank J. Kuehl.
Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 24-26. Raymond C. Wall.
Grantsburg—Burnett Co. Fair Assn. Aug. 26-28. Ray G. Liddom.
Green Lake—Green Lake Co. Junior Fair. July 30-Aug. 1. Lowell J. Keach.
Hayward—Sawyer Co. Fair Assn. Sept. 1-4. Sherman W. Meliss.
Iron River—Bayfield Co. Fair. Aug. 27-29. L. H. Marrihew, Washburn, Wis.
Janesville—Rock Co. 4-H Fair Assn. Aug. 23-26. Roy T. Glasco.
Jefferson—Jefferson Co. Fair. Aug. 4-8. Horace L. Buri.
La Crosse—La Crosse Interstate Fair. Aug. 4-8. Joseph W. Frisch.
Ladysmith—Rusk Co. Fair. Aug. 12-15. P. J. Manning.
Lancaster—Grant Co. Agri. Soc. Aug. 26-29. E. W. Terwilliger.
Lodi—Lodi Union Agri. Soc. Sept. 24-26. Gretchen Gunderson.
Luxemburg—Kewaunee Co. Agri. Assn. Sept. 3-6. Elroy C. Hoppe.
Manitowoc—Manitowoc Co. Fair. Aug. 29-30. A. F. Rank.
Marshfield—Central Wis. State Fair Assn. Sept. 5-9. R. R. Williams.
Mauston—Juneau Co. Agri. Soc. Aug. 26-29. H. E. Rynearson.
Medford—Taylor Co. Youth Fair. Aug. 19-22. Carl Zoerb.
Menomonie—Dunn Co. Fair. Aug. 25-29. Lyle C. Pollock.
Merrill—Lincoln Co. 4-H Leaders Assn. Aug. 18-20. Wm. Steckling.
Milwaukee—Wisconsin State Fair. Aug. 7-29. Ralph E. Ammon.
Mineral Point—Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn.
Mondovi—Buffalo Co. Agri. Soc. Aug. 26-29. J. V. Whelan.
Monroe—Green Co. Fair. July 29-Aug. 1. Wm. A. Brown.
Neillsville—Clark Co. Agri. Soc. Aug. 20-22. Harold Huckstead.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 31-Sept. 3. Taylor G. Brown.
Platteville—Platteville Fair Assn. Aug. 20-22. W. G. Pitts.
Plymouth—Sheboygan Co. Fair. Sept. 3-6. W. H. Eldridge.
Portage—Columbia Co. Fair Assn. July 29-Aug. 1. Richard W. Fredericks.
Rhinelander—Oneida Co. Fair. Aug. 12-15. J. M. Reed.
Rice Lake—Barron Co. Fair. Aug. 18-21. Harry Moors.

Richland Center—Richland Co. Agri. Soc. Sept. 15-19. H. J. Goshenaur.
Rosholt—Rosholt Free Fair Assn. Sept. 4-6. B. L. Wroblestad.
Saint Croix Falls—Polk Co. Fair. Aug. 24-28. W. R. Verina.
Saxon—Iron Co. Fair Assn. Aug. 27-29. Mrs. Edward Skaja, Hurley, Wis.
Seymour—Outagamie Co. Fair Assn. Aug. 13-15. Michael Burns.
Shawano—Shawano Co. Fair. Sept. 6-12. Louis W. Catteau.
Slinger—Washington Co. 4-H Club Fair. July 29-Aug. 1. E. E. Skallisey, West Bend.
Spooner—Washburn Co. Junior Fair. Aug. 18-19. W. H. Dougherty.
Stoughton—Dane Co. Junior Fair. July 23-25. H. H. Cummings.
Sturgeon Bay—Door Co. Fair Assn. Aug. 28-29. John H. Miles.
Superior—Tri-State Fair. Aug. 17-22. Max H. Lavine.
Tomah—Monroe Co. Fair Assn. July 23-26. C. C. Hile.
Union Grove—Racine Co. Agri. Soc. Aug. 30-Sept. 2. E. A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agri. Assn. Sept. 22-26. Oren G. Johnson.
Wausau—Marathon Co. Agri. Soc. Aug. 10-15. H. A. Kiefer.
Wausaukee—Marquette Co. Fair. Sept. 3-6. Victor Quick, Marinette, Wis.
Wautoma—Wauwasha Co. Fair Assn. Aug. 25-29. H. N. Haferbecker.
Webster—Central Burnett Co. Fair. Sept. 2-4. Albert Stone.
Westfield—Marquette Co. Agri. Assn. Aug. 20-23. W. P. Fuller.
Weyauwega—Waupaca Co. Fair. Sept. 14-18. Frank Haffner.
Wilmot—Kenosha Co. Fair. Aug. 13-15. E. V. Ryall, Kenosha, Wis.

WYOMING

Basin—Big Horn Co. Fair & Rodeo. Aug. 6-7. Buffalo—Johnson Co. Fair. Aug. 18-19. Wm. B. Long.
Casper—Central Wyoming Fair. Aug. 16-21. H. L. Raina.
Douglas—Wyoming State Fair. Aug. 26-28. Earl W. Farnsworth.
Gillette—Campbell Co. Fair Assn. Aug. 21-24. Ben C. Kohrs.
Lusk—Niobrara Co. Fair. Aug. 26-28. Dr. Walter E. Reckling.
Newcastle—Western Gateway Fair. Aug. 20-21.
Pine Bluffs—Laramie Co. Fair Assn. Sept. 2-4. Chas. W. Stephens.
Powell—Big Horn Basin Fair. Aug. 14-17. R. A. Allan.
Sundance—Crook Co. Fair. Aug. 16-17. Willet Keyser.
Torrington—Goshen Co. Fair & Rodeo. Sept. 4-6.
Wheatland—Platte Co. Fair & Rodeo. Sept. 3-4.
Worland—Washakie Co. Fair Assn. Aug. 20-22. Dan S. Healy.

CANADA

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 5-10. J. Charles Yule.
Edmonton—Edmonton Exhn. Assn. July 12-17. C. E. Wilson.
Lethbridge—Lethbridge Exhn. & Rodeo. June 24-26. C. E. Parry.
Red Deer—Red Deer Agri. Soc. July 23-31. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 26-28. John Fitzallen.
Vermilion—Vermilion Agri. Soc. July 22-24. B. Carl Hebert.

BRITISH COLUMBIA

Abbotsford—Central Fraser Valley Fair. Aug. 20-21. L. J. Kettle.
Armstrong—Interior Provincial Exhn. Sept. 13-16. Mat Hansen.
Atholmer—E. Kootenay Agri. Exhn. Sept. 3-4. A. Young, Invermere, B. C.
Chilliwack—Chilliwack Agri. Assn. Sept. 8-10. Ian T. Hepburn.
Cloverdale—Cloverdale Agri. Assn. Sept. 17-18. T. W. Currie, New Westminster.
Coombs—Cameron Agri. Soc. Sept. 3-4. M. Ruth Elliott, Parksville, B. C.
Duncan—Cowichan Agri. Soc. Sept. 9-11. W. R. Barker.
Francis Lake—Francis Lake Agri. Soc. Aug. 24-25. Mrs. C. L. Snyder.
Gibson's Landing—Gibson's Landing Agri. Soc. Aug. 20-21. Mrs. M. LePeuvre.
Haney—Maple Ridge Agri. Assn. Aug. 12-14. L. J. Cameron.
Invermere—E. Kootenay Agri. Exhn. Sept. 3-4. A. L. Young.
Kamloops—Kamloops Agri. Soc. Sept. 21-23. T. A. Sulman.
Ladysmith—Ladysmith Agri. Assn. Sept. 23-25. Rev. C. McDermid.
Langley—Langley Agri. Assn. Aug. 19-20. Miss L. M. Anderson.
Lillooet—Lillooet Fair Assn. Sept. 27-28. Mrs. N. N. Pritchard.
Mission—Mission Agri. Assn. Aug. 18-19. E. J. Taylor.
Nanaimo—Nanaimo Agri. Soc. Sept. 16-18. Lois Morgan.
Port Alberni—Alberni Dist. Fair Assn. Aug. 26-28. J. G. Hindmarch, Alberni, B. C.
Prince George—Prince George Agri. Assn. Sept. 6-7. J. Corner.
Quenest—Cariboo Agri. Sept. 10-11. K. J. Smith.
Salmon Arm—Salmon Arm Agri. Assn. Sept. 23-24. Mrs. J. F. Doe.
Smithers—Bulkley Valley Agri. Assn. Aug. 27-29. Rev. Canon Hinchcliffe.
South Burnaby—S. Burnaby Agri. Assn. Sept. 17-18. Mrs. J. C. Bellinger, New Westminster.
Vancouver—Pacific National Exhn. Aug. 25-Sept. 6. V. Ben Williams.

MANITOBA

Bolton—Bolton Agri. Soc. July 5-6. E. I. Dow.
Brandon—Provincial Exhn. of Manitoba. June 28-July 2. S. C. McLennan.
Carberry—Carberry Agri. Soc. July 6-7. H. L. Dempsey.
Carman—Dufferin Agri. Soc. June 1-2. Gordon Peck.

Dauphin—Dauphin Agri. Soc. July 5-7. Sweeney.
Deloraine—Deloraine Agri. Soc. June 1. A. Brady.
Killarney—Killarney Agri. Soc. July 3. E. Walker.
Morris—Morris Agri. Soc. June 23-30. Stevenson.
Portage la Prairie—Portage Indust. July 8-10. Keith Stewart.
Russell—Russell Agri. Soc. July 13-16. Barry.
Souris—Souris Agri. Soc. July 7-8. Hume.

NEW BRUNSWICK

Gagetown—Queens Co. Fair Assn. Sept. Fred Hyatt, Jansong, N. B.

NOVA SCOTIA

Musquodoboit—Halifax Co. Exhn. Sept. George S. Dickey.

ONTARIO

Aylmer—Aylmer & E. Elgin Agri. Soc. 7-10. Frank E. Leeson.
Beachburg—North Renfrew Agri. Soc. 2-4. Mrs. Mabel Kenny.
Belleville—Belleville Agri. Soc. Aug. E. S. Denyes.
Collingwood—Great Northern Exhn. Sept. 25. V. A. Ellis.
Delta—Delta Fair Assn. Sept. 6-8. Stevens, Phillipsville, Ont.
Fort William—Canadian Lakehead Exhn. 9-14. W. Walker.
Galt—South Waterloo Agri. Soc. Sept. Robt. E. Cowan.
Kingston—Kingston & Dist. Agri. Soc. 23-25. Mrs. P. A. Conley.
Lansdowne—Lansdowne Agri. Soc. Sept. L. W. Moxley.
Leamington—Leamington Dist. Agri. Soc. 27-Oct. 2. Jean Stobbes.
Lindsay—Lindsay Central Exhn. Sept. B. L. McLean.
London—The Western Fair. Sept. 13-19. D. Jackson.
Markham—Markham Fair. Sept. 30-Oct. R. H. Crosby.
Oshawa—South Ont. Agri. Soc. Sept. E. W. Webber, Columbus, Ont.
Ottawa—Central Can. Exhn. Assn. Aug. 28. H. H. McElroy.
Owen Sound—Owen Sound Agri. Soc. 26-28. E. V. Radbourne.
Perth—South Lanark Agri. Soc. Sept. M. J. Donohoe.
Port Perry—Port Perry Agri. Soc. Sept. 6. R. D. Woon.
Simcoe—Norfolk Co. Fair. Oct. 4-7. Har. Pond.
Strathroy—Strathroy Agri. Soc. Sept. F. Langan.
Sutton—Sutton Agri. Soc. Aug. 4-6. McAuley.
Tillsonburg—Tillsonburg & Dereham Sept. 21-23. Jack M. Climie.
Toronto—Canadian National Exhn. Aug. Sept. 11. Elwood A. Hughes.
Vankleek Hill—Vankleek Hill Agri. Soc. 9-11. Leslie Nixon.
Welland—Welland Co. Agri. Soc. Sept. Gordon K. Brown.
Williamstown—St. Lawrence Valley Agri. Soc. Sept. 28-30. M. A. McLennan, Lansdowne.
Woodbridge—Woodbridge Agri. Soc. Oct. Stan R. R. McNeil.

QUEBEC

Ayers Cliff—Stanstead Co. Agri. Soc. Aug. 28. M. B. Corey, Hatley, Que.
Chapreau—Chapreau Agri. Soc. Sept. 2. Irvine P. Cahill.
Granby—Granby Hort. Soc. Sept. 9-11. Ball.
Lachute—Lachute Spring Fair. June 1. Alex Bothwell.
Quebec—Provincial Expo. of Quebec. 3-12. Emery Boucher.
Quyon—Pontiac Agri. Soc. Div. C. Sept. Gervase O'Reilly.
Richmond—Richmond Co. Agri. Soc. Aug. 21. Antoinette Linahan.
Saint Francois-du-Lac—Yamaska Agri. Soc. Aug. 12-14. Alexandra Trudeau.
Saint Hyacinthe—St. Hyacinthe Fair. 2-6. Alphonse Deschenes.
Shawville—Shawville Fair. Sept. 23-25. R. Hodgins.
Sherbrooke—Sherbrooke Fair. Aug. 28-30. Alex C. Ross.
Trois Rivières—Trois Rivières Expo. Aug. 29. H. Paul Martin.
Valleyfield—Valleyfield Fair. Aug. 19. Philippe Malouin, Rotary Club.
Waterloo—Shefford Co. Agri. Soc. Aug. 15. Chas. H. Lefebvre.

SASKATCHEWAN

Assiniboia—Assiniboia Agri. Fair. July 12. Walter McMorine.
Carnduff—Carnduff Agri. Soc. July 22-23. C. Preston.
Crak—Crak Agri. Soc. July 20-21. A. Barnett.
Estevan—Estevan Agri. Soc. July 2-3. J. Ethel Dean.
Gravelbourg—Gravelbourg Agri. Soc. July 21. Mrs. M. L. Dorais.
Humboldt—Humboldt Agri. Soc. June 30-July 1. J. Mildnerberger.
Lafleche—Lafleche Agri. Soc. July 6-7. D. M. Whalley, Woodrow.
Lloydminster—Lloydminster Agri. Exhn. July 19-21. George K. Ross.
Melfort—Melfort Agri. Soc. July 15-17. E. Hornby.
Moose Jaw—Moose Jaw Exhn. June 28-30. Mrs. V. Hyland.
Nipawin—Nipawin Agri. Soc. Aug. 2-3. Mrs. Carrier, Codette, Sask.
North Battleford—N. Battleford Agri. Soc. Aug. 2-4. N. W. Symonds.
Prince Albert—Prince Albert Agri. Soc. Aug. 5-7. Gordon M. Cook.
Regina—Regina Agri. Exhn. July 26-31. H. McLeod.
Saskatoon—Saskatoon Indust. Exhn. July 24. S. H. MacEachern.
Swift Current—Swift Current Agri. Soc. July 1-2. Mrs. P. M. Grey.
Weyburn—Weyburn Agri. Soc. July 5-6. Schultz.
Yorkton—Yorkton Agri. Exhn. Assn. July 14. Antoinette Draffensa.

Interest High, Crowds Big At N. E. RSROA Regionals; Close Contests Mark Meet

Park Circle, Queens and Medford Finish 1, 2 and 3

NEW YORK, May 22.—The Northeastern Regional championships of the Roller Skating Rink Operators' Association of the United States were held May 17-19 in Gay Blades Roller Rink here.

Fair weather the last two days drew good crowds to the event, competition drawing from six Eastern States. Interest was high, due to the fact that often the winners of this competition walk off with a large hunk of the national championships. The winners (listed below) are now eligible for that meet, to be held in Cleveland, July 12-17.

Competition this year was keener than it has been in a long time, according to ops. Park Circle Club, Brooklyn, took top team honors, followed by the Queens team, with Medford, Mass., third.

Highlights of the first day were the novice pairs and juvenile boys' competitions. Successive days were highlighted by the close tabulation of points in the senior men's division and senior dance and pairs. Pat Carroll easily outpointed in the senior ladies' division.

The oldest participant was Noel Lion, 43, of Bedford, N. H., teaming with his daughter in the novice dance event, the youngest was a six-year-old, Hazel Young, who won the juvenile class C girls' contest.

Tommy Lane Cops

Senior division, men: Tommy Lane, Queens, and Norman Latin and Paul Bauman, Park Circle. Ladies: Patricia Carroll, Queens; Gloria McCarthy, Park Circle, and Grace D'Andrea, Gay Blades. Pairs, Norman Latin and Margaret Wallace, Park Circle; Donald Tuohy and Jeanne Kuester, Queens, and Paul Bauman and Dorothy Glentkamp, Park Circle. Dance, Thomas White and Fay Johnson, Medford; Tommy Lane and Patricia Carroll, Queens, and Robert Guthy and Gloria Kirshe, Wal-Cliffe. Fours, Lane-Carroll-Tuohy-Tucker, Queens, and Bauman-Glentenkamp-Cawley-Carlton, Park Circle.

Novice division, men: Gerald Nista, Gay Blades; Robert Briola, Wal-Cliffe, and Raymond Schmidt, Hartford, Conn. Ladies, Jeanne Kuester, Queens; Constance DuFresne, Natick, R. I., and Joan Paterson, Park Circle. Pairs, George Joseph and Coni Nicholas, Queens; Jerry Nista and Grace D'Andrea, Gay Blades, and Jack Crichton and Edna Grasso, Park Circle. Dance, John and Dorothy McConville, Buffalo; Joseph Beby and Lorraine Lawson, Wal-Cliffe, and Walter Fandell and Isabel Hamilton, Medford. Fours, Anderson-Teigland-Safler-Paterson, Park Circle.

cle, and O'Farrell-Paynter-Drake-Van Orden, Queens.

Goldman Winner

Intermediate division, men: Rudy Goldman, Park Circle; Donald Tuohy, Queens, and Robert Cawley, Park Circle. Ladies, Dorothy Glentenkamp, Park Circle; Joan Westenberg, Wal-Cliffe, and Margaret McAleer, Natick, R. I. Pairs, Roy Studrud and Gloria McCarthy, Park Circle; Merry Ann McSweeney and Joseph Davis, Park Circle, and Frank Moore and Jean Ripley, Boston. Dance, George Chandler and Joan Chandler, Medford; Edward Smith and Marilyn Seully, Medford, and Francis O'Neill and Constance DuFresne, Natick. Fours, Davis-McSweeney-Studrud-McCarthy, Park Circle.

Junior division, boys, Leon Kremenitz, Eastern Parkway; Ronald Ludington, Boston, and Allen Peabody, Natick. Girls, Merry Ann McSweeney, Barbara Trayer and Ingrid Teigland, Park Circle. Pairs, Rudy Goldman and Barbara Trayer, Park Circle, and Robert Ludington and Betty Mahoney, Boston. Dance, Robert LaVenture and Gertrude Pichette, Fitchburg, Mass.; James Holland and Irene Hawson, Fitchburg, and Alvin Hurwitz and Dorothy Boening, Wal-Cliffe.

Schulman Top Juve

Juvenile Division, boys, Gary Schulman, Park Circle, and Vincent Lanigan, and John Schepperle, Queens. Girls, Elizabeth Klein, Park Circle; Sally Peabody, Natick, and Norma McCarthy, Park Circle. Pairs, Vincent Lanigan and Lorraine DeSabbato, Queens, and John Schepperle and Suzanne Kroule, Queens. Dance, Jeremy Lanigan and Francis Hickey, Medford; Gilbert and Lorraine Rebello, Medford, and John Schepperle and Suzanne Kroule, Queens.

Speed Skating, senior ladies, Rita Murphy, Empire; Junior Boys, Angelo Bigliotta, Revere, Mass.; junior girls, Jean Becker, Pennsville, N. J.; juvenile class B boys, Ralph Conrad, Pennsville, and juvenile class C girls, Hazel Young, Ventnor, N. J.

Announce Results Of R. I. Contests

NANTICK, R. I., May 22.—Results of the Rhode Island championships of the Roller Skating Rink Operators' Association of the United States held recently at Ernest E. and E. E. Young's Riverdale Roller Rink here:

Juvenile girls, Sally Peabody, Conimicut, and Shirley Curtis, Apponaug. Junior girls, Eleanor Connolly, Providence; Dolores Berube, Pawtucket, and Jo-Ann Coutu, West Warwick. Junior boys, Allen Peabody, Conimicut, second. Novice ladies, Constance DuFresne, Cranston. Novice men, Francis O'Neil, West Warwick; John Thell, Riverside, and Richard Jacques, West Warwick. Intermediate ladies, Margaret McAleer, Cranston. Junior dance, Allen and Sally Peabody, Conimicut, second. Novice dance, John Thell, Riverside, and Claire Grimley, Providence; Manuel Ferriera and Louise Craig, Newport, and Harold Rickard, Edgewood, and Edith Lester, Providence. Intermediate dance, Francis O'Neil, West Warwick, and Constance DuFresne, Cranston, and Phillip Therrien, Central Falls and Margaret McAleer, Cranston. Novice pairs, William Fountaine, Providence, and Barbara Marshall, Pawtucket.

MEET PHIL AND FRANK



PHIL REED at The Hammond



FRANK PICHER at The Steinway

The Two Top Flight Rink Musicians Whose Popularity
On Dance-Tone's Records Is Sweeping the Country!



Dance-Tones LATEST RELEASES ARE READY

Side A	Title	Side B	Title	Dance	Metronomic
#200—Little White Lies (OGP®)	In a Little Book Shop.....	Fox Trot	92
#201—Pianissimo (OGP®)	Saturday Date.....	Fox Trot	92
#202—Beautiful Ohio (OGP®)	Little Small Town Girl (OGP®)	Waltz	108
#203—Baby Face (OGP®)	Tell Me a Story.....	Two Step	92
#204—Worry Worry Worry (OGP®)	Toolie Oolie Doolie.....	Polka	100

NON-ASCAP

#205—I don't Want To Set the World on Fire (OGP®).....	Kentucky.....	Fox Trot	92
#206—Who Put That Dream in Your Eyes.....	This Love of Mine (OGP®).....	Fox Trot	92
#207—Valse Bleue (OGP®).....	Long After To-Night (OGP®).....	Waltz	108
#208—Besame Mucho (OGP®).....	A Media Lux.....	Tango	100
#209—Love Is So Terrific (OGP®).....	Peach Street Blues.....	Blues	92

(OGP®)—Organ and Piano.

A Roller Skating Record For Your Every Requirement.

BRONZE, SILVER AND GOLD DANCE TEST ALBUMS!

ALL SKATES! FOX TROTS! TANGOS! WALTZES! MARCHES! POLKAS! BLUES!
BOOGIES! CONGAS! TWO STEPS! HAPPY BIRTHDAY! GOOD-NIGHT MEDLEY!

Every Record Guaranteed For Timing and Material!

Dance-Tone RECORD PRICES!

5 Records (10 Sides) \$4.75 per set, plus tax* and postage
10 Records (20 Sides) \$8.50 per set, plus tax* and postage
Less than 5 Records, \$1.00 each, plus tax* and postage
*Government Tax is 10% of the selling price.

SEND FOR COMPLETE LIST

Dance-Tone Record Co., P. O. Box 85, Medford 55, Mass.

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL



No. 778

There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, Easy rolling. Simple to replace worn parts after

long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

CHICAGO ROLLER SKATE CO.

Manufacturers of Precision Products for Over 40 Years

4427 W. LAKE STREET

CHICAGO 24, ILLINOIS

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

2312-2313 Raymond Ave.

Chicago, Ill.

The Best Skate Today

ROLLER RINK**For Sale or Lease**

Building 60'x125', located in near Central Illinois, with 4 1/2 acres of ground, plenty parking space, with or without the following equipment: 200 pr. Chicago clamp skates, in A-1 condition; 55 watt H.C.A. amplifier with 4 Jensen speakers, microphone, and Blue Flash electric pop cooler; also have 35 watt P.A. system with two speakers, turntable and 54 pair of Richardson clamp skates. Bargain lease at \$200 a month with equipment. Six months' rent in advance. Selling price, \$10,000.00 without equipment, \$10,500.00 with.

M. A. Flowers**HI-WAY ROLLER RINK**

Fowler, Indiana

Telephone: Fowler 345

SKATE CASES**AT A NEW LOW**

- ★ **STEEL CASES** (Metal Over Wood)—Assorted color combinations. Finest made. \$29.94 Doz. Sample \$2.47.
- ★ **ALL ALUMINUM CASE**—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$39.00 Doz. Sample \$3.00.

L & L PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Helser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for price list.

SKATING RECORDSwith **STANDARD DANCE TEMPOS**

Write for Complete List

SKATING RHYTHMS RECORDING CO.

P. O. Box 1838

Santa Ana, Calif.

SELLING \$1,000 BELOW COST! New Portable Rink

Never been set up. Due to financial difficulties, must sell this beautiful 40x60, which cost me over \$7000, for \$6000 cash. Maple floor, Chicago skates and all accessories. Everything brand new; positively unused. Will consider selling floor separately for \$2160, which is far below my cost.

BOX D-326, c/o The Billboard, Cincinnati 22, O.

FOR SALE-ROLLER RINK

40x100, hard maple floor, complete in every way; 40x100 Bale and Ring Tent, flame and mildew proof; 200 pr. Clamp, 30 pr. Shoe Skates; 1 large Keltinator, Dry Pop Cooler, 1 Skate Grinder, Bell P.A. System, Skate Counter and Skate Boxes, Records and extra Skate Parts. Everything in excellent condition. Now operating at 3311 W. Okmulgee, Muskogee, Okla.

J. K. LAMBERT**WE MANUFACTURE COMPLETE PORTABLE RINKS SECTIONAL FLOORS****BILT-RITE FLOORS AND RINKS**

Mailing Address: 1413 Crescent Drive, Tyler, Texas.

Factory: 1016 E. Locust St., Tyler, Texas.

FOR SALE

One **KHAKI COLORED TENT**, 42 ft. wide, 102 ft. long, rear and half old, red and blue trim on inside, perfect condition. Price \$1,500.00.

ROSE CITY ROLLER RINK

3900 E. Washington Ave. N. Little Rock, Ark.

30x70 PORTABLE RINK

In use 3 months, all in perfect condition, with 115 pair of Chicago rink skates. Now in operation at Madisonville, Texas. Color of tent—blue trimmed in red. A good buy for \$4,000. Contact

EARL CRAY, General Delivery, Teague, Texas.**CURVECREST "RINK COTE"****THE PLASTIC RINK SURFACE**

Write

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor.

FOR SALE

Portable Roller Skating Rink, 50'x120'; 1000 square feet of extra flooring, Campbell tent and complete rigging, used one season. Good maple floor and complete foundation with all electric wiring and switch boxes.

MERCURY ROLLER RINK

1205 S. Monroe St.

Tallahassee, Fla.

Pennsy RSROA Competitions Draw Field of 177 Skaters

CHESTER, Pa., May 22.—Called highly successful, 177 contestants took part in the Pennsylvania championships of the Roller Skating Rink Operators' Association of the United States, held here May 9 and 10 in Jack W. Coopersmith's Great Leopard Skating Rink, reports Emma S. Ellis, Great Leopard pro.

Results: Juvenile dance, Dorothy Jackson and Harry Geer, Great Leopard; Anna Carney and Peter Weakland, Coliseum, Greensburg, and Elizabeth Newton and Harold Donger, Chez Vous, Upper Derby. Junior dance, Arthur Brandt and Patricia Schnell, Pla-Mor, Philadelphia; Robert Smith and Lavinia Godshall and Thomas Brinker and Constance Dunlap, Great Leopard. Novice dance, Joseph R. Elliot and Caroline E. Egloff, Pla-Mor, Philadelphia; William Wilson and Doris M. Clemmer, unattached, Philadelphia, and Basil Skinner and Betty Sweeney, Great Leopard. Senior dance, Donald Daily and Gertrude Patrick, Chez Vous, Upper Derby; Daniel Reese and Marie Ivers and Walter Eggert and Doris Young, Pla-Mor, Philadelphia. Intermediate dance, Donald and Bette Halteman, Ringing Rocks Rink, Pottstown; Lawrence Stevenson and Helen Laney, Chez Vous, Upper Derby, and Lee Allen and Norma Nichols, Coliseum, Greensburg.

Pairs Results

Juvenile pairs, Harry Geer and Dorothy Jackson, Great Leopard, and Ronald Davidheiser and Mauriceline Himes, Ringing Rocks, Pottstown. Junior pairs, Thomas Brinker and Constance Dunlap, Great Leopard, and Gene Smith and Nancy Gottwalt, Playland, York. Novice pairs, James Mixon and Shirley Sheetz, Rainbow Roller Rink, Mechanicsburg. Intermediate pairs, Donald Craig and Ada Duerlein, Lexington Rink, Pittsburgh.

Juvenile boys' figures, Peter Weakland, Coliseum, Greensburg. Juvenile girls' figures, Shirley Smith, Great Leopard; Barbara Myers, Rainbow, Mechanicsburg, and Mary Ann Mann, Playland, York. Junior boys' figures, Robert Serenka, Lexington, Pittsburgh; Gene Smith, Playland, York, and Thomas Brinker, Great Leopard. Junior girls' figures, Carol Vollero, Lexington, Pittsburgh; Constance Dunlap, Great Leopard, and June Weisser, Ringing Rocks, Pottstown. Novice ladies' figures, Doris Eggert, unattached, Philadelphia, and Dorothy McDonough and Helen Malley, Lexington, Pittsburgh. Novice men's figures, James Mixon, Rainbow, Mechanicsburg; Walter Eggert, Pla-Mor, Philadelphia, and Lloyd Miller, Lexington, Pittsburgh. Intermediate men's figures, Edward Bossart, unattached, Pittsburgh, and Lee Allen, Coliseum, Greensburg. Intermediate ladies' figures, Ada Duerlein, Lexington, Pittsburgh, and Beatrice Shirey, Ringing Rocks, Pottstown. Senior men's figures, Russell Serenka, Lexington, Pittsburgh, and Charles Little, unattached, Pittsburgh. Senior ladies' figures, Geraldine Specht, Lexington, Pittsburgh.

Speed Results

Racing, juvenile boys (Class C), Jerome and John Weakland, Coli-

seum, Greensburg. Juvenile girls (Class C), Shirley Smith, Great Leopard; Anna Carney, Coliseum, Greensburg, and Mary Monaco, Great Leopard. Juvenile boys (Class B), Peter Weakland, Coliseum, Greensburg; Jack Smith, Playland, York, and David Crippen, Great Leopard. Juvenile girls (Class B), Patricia McMahon and Annis Glenn, Great Leopard. Juvenile boys (Class A), Mike Gentile, Lexington, Pittsburgh; Paul Baldwin, Coliseum, Greensburg, and Robert Dapper, unattached, Bridgeville. Juvenile girls (Class A), Constance Dunlap, Great Leopard; Alma Smith, Coliseum, Greensburg, and Marilyn Caswell, Great Leopard. Junior boys, Larry Manganello, Lexington, Pittsburgh; Robert Smith, Great Leopard, Chester, and John Risbon, unattached, Bedford. Junior girls, Theresa Lynch, Doris Prutzman and Jean Messinger, Great Leopard. Intermediate men, William Barnshaw, Howard Dempsey and Johnny Cauley, Great Leopard. Intermediate ladies, Marie Woyton, Great Leopard; Audrey Smith, Lexington, Pittsburgh, and Frances Taylor, Great Leopard. Senior men, James Hofrichter, unattached, Bridgeville; William Heron, Lexington, Pittsburgh, and William Hofrichter, unattached, Bridgeville. Senior ladies, Jean Hitchner and Regina Schatz, Great Leopard, and Patricia Miller, unattached, Pittsburgh.

AOW in Walkaway At Jersey State Races of USARSA

FLORHAM PARK, N. J., May 22.—By virtue of their year-round training America on Wheels racers easily outstripped the field in the recent New Jersey speed championships of the United States Amateur Roller Skating Association held at Florham Park Arena, reports Jack Edwards, AOW director of speed.

Sixty-two skaters competed in the 21 events, representing skaters from unattached rinks and member of the United Rink Operators, and Edwards said the contests were the best yet staged in the State by the USARSA. In the senior division there were 30 entries and six in the midget category.

Florham Park scored a first in intermediate men's skating, a third in the senior men's section, and a second in junior boys, AOW contestants taking all other places.

AOW is sending all its first, second and third-place winners to the summer's nationals, said Edwards. First-place winners go with all expenses paid by the championship fund which is maintained thru club membership.

Results: Senior men, H. Plump, Hackensack (N. J.) Arena; M. Schwartz, Passaic (N. J.) Skating Rink, and J. Areimma, Florham Park. Senior ladies, D. Dahl, Twin City Arena, Elizabeth, N. J.; M. Hoey, Boulevard Arena, Bayonne, N. J., and T. Raiffe, Twin City. Intermediate men, L. Murro, Florham Park; R. Plump, Hackensack, and M. Frederick, Capitol Arena, Trenton, N. J. Intermediate ladies, A. Garaffa, Perth Amboy (N. J.) Arena; M. Bruon and J. Viola, Hackensack; Junior boys, B. Speed, Hackensack; J. Caccavale, Florham Park, and B. Butler, Hackensack. Juvenile boys, E. Horan, Twin City; D. Meerdink, Hackensack, and W. Shepard, Twin City. Midgets, Otto Erdman, Twin City; L. Meyers, Capitol, and L. Reitman, Twin City. Juvenile girls, Betty Cunningham, Twin City (uncontested).

Revere on Summer Schedule

REVERE, Mass., May 22.—Popular dance-of-the-month contests, speed events and evening classes and afternoon grammar and high school classes have been suspended for the summer at Revere Skating Arena, reports Carlo Russo, pro. Registration for classes and contests will resume September.

STRATFORD, Conn., May 22.—Lordship Skating Club, Inc., has opened for the summer at the pavilion of Lordship Beach here under the management of J. Delvey. Public sessions are held Wednesday, Thursday, Friday, Saturday and Sunday.

FOR SALE

250 Pairs new 7785 Wide Wheel Chicago Rink Skates in good assortment of sizes. \$4.00 per pair.

Telephone: 691 Michigan City, or write

WILLIAM CARLSON

913 Wabash St.

Michigan City, Ind.

Semi-Portable Roller Rink

Only used one year. Large maple sections, extra well built, 50'x110'. 200 pr. #778 Chicago skates—100 new and subject to separate sale. Music and concession equipment, skate grinder, rental shoes, heating and air conditioning equipment. Everything needed but tent or building. Real bargain, priced far below cost. Also bowling balls and equipment if desired. Now in operation.

Bristow Roller Rink

BRISTOW, OKLAHOMA

2 Portable Rink Floors

Ready for delivery, 50'x120', with 2x6 underpinning at 65¢ sq. ft.

MIDWEST FLOOR COMPANY

2448 Orchard St.

Blue Island, Ill.

RINK & BALLROOM LIGHTING EFFECTS

Crystal Showers, Spotlights, Motor Driven Color Wheels. New Only. Order now for early delivery.

NEWTON

253 W. 14th Street

New York 11, N. Y.

WE BUY AND SELL**New and Used Rink Roller Skates**

Advice 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.

FOR SALE**TWO COMPLETE PORTABLE RINKS**

Beautiful Camel Flammproof Tents, 102x42, dovetail type maple floor, 2x6 underframe, 200 pairs new Chicago Rink Skates, Sound System and Pictures. Ready for delivery in 2 weeks. \$8,500.00 each, F. O. B. Charleston, West Va.

Barlow's Roller Rink

Phone 27635

P. O. Box 1844 CHARLESTON, W. VA.

Rinks built to your order.

FOR SALE

Two Portable Skating Rinks—42x103, one year old, in first-class condition, \$4750.00, 50x120, eight months old, in A-1 condition, \$7500.00. Both now in operation.

TILLINGHAST & RAY

Pleasant Grove Station

DALLAS, TEXAS

Skate Cases • Skate Outfits
PARTS AND ACCESSORIES, SKATE PINS.
WRITE FOR PRICE LIST.

ILLINOIS ATHLETIC SUPPLY

2512 White Plains Rd. NEW YORK 27, N. Y.

FOR LEASE

Profitable locality for portable Skating Rink. Season June 1st to November 1st. Summer population, 15,000.

MAURICE LOPES

PROVINCETOWN, MASS.



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.

4533 Payne Ave. Cleveland 3, Ohio



\$10.00

100—10K Yellow Gold Ring, set with fine Diamond. Each... \$4.10

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS



COSMETIC AND UTILITY BAGS

Summer item, Alligator grain, 2 zipper pockets, snap pocket and key chain, in Red, Green, Brown and Black.

57 DOZ. POSTPAID
ALLIGATOR GRAIN WALLETS. All around zipper, 4 windows, coin holder. All popular colors. \$6.50 DOZ. POSTPAID. SAMPLES, EACH.

SEND FOR ILLUSTRATED FOLDER
AGENTS, DISTRIBUTORS. Write for lowest prices on these and other items.

CRESCENT SALES CO.
150 Broadway, New York 7, N. Y.



LADIES' & GENTS' FAMOUS WRIST WATCHES

- GRUEN • BENRUS
- ELGIN • BULOVA
- WALTHAM

7-Jewel Round Case \$9.50

Square & Rectangular Cases, Reconditioned Like New. In Yellow 10-Kt. R.G.P. Cases, Rhinestone Dials, \$2 Additional.

WHOLESALE ONLY, NONE SOLD RETAIL, 3 WATCHES MINIMUM.

25% With Order—Balance C. O. D.
Write Dept. B-26 for Supplement to 1948 Catalog.

Joseph Bros.
59 E. Madison Street
Chicago 3, Ill.



PENNY CANDY and 5c Candy Bars

LARGEST SELLER IN EVERY STORE!

being offered for the first time; assorted cases containing 24 boxes, no two alike, 12 boxes big penny candies, 12 boxes big value 5¢ bars. Dealers' price \$21.60 per case, you only \$15.00. Send \$15.00 today for free and details on our complete line. Satisfaction guaranteed. Exclusive territories still open. **ACT NOW!**

TERLINE BROS. 2030 Sunnyside Ave., Dept. F, Chicago 25, Ill.

LESS THAN 2 CENTS EACH

Introductory Offer—Assorted Key Chains **ONLY \$1.95 PER 100**

Popular Assortment—First Quality. Send for Trial Order NOW.

TOPKINS NOVELTY CO.
384 Branch Ave., Providence 4, R.I.

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. Kidman, 1735 N. Brousson, Hollywood 28, Calif. j617

CATCHY NEW SONG HIT—RECORD FREE to disc jockeys and juke box owners. Give proper identification. Box 369, Chicago 90, Ill. j619

"EMCEE," THE ENTERTAINERS' MAGAZINE—Containing monologs, parodies, band novelties. Subscription, \$1 yearly. Emcee, 1508 S. Homan, Chicago 28. j612

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. j612

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, PITCHMEN, DEMONSTRATORS, DIS- tributors! Make big money with amazing new toy. Sample, 10c. Thurber Plastic Products Co., Sabina, Ohio. j612

AGENTS—SELL NEW COMBINATION GAR- ment Hanger for home and auto. Every gas station, garage, drug, grocery, auto or hardware store a prospect. Full details and sample postpaid for 25 cents. Modern Machine & Stamping Co., 1032 Fifth St., N. W., Cedar Rapids, Iowa. j65

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. j619

DEMONSTRATORS! SOLID, PROVEN, SELLS on sight popular item. Up to \$2 seller. For quantity buyers, have odd lots at half price. Also: Looking for two good workers for large department stores. State experience. Well established firm. Write Box C-31, c/o Billboard, Cincinnati, O.

DISTRIBUTORS — POSTCARDS AND UP TO 8 1/2 x 14 inches. Duplicators. Write 379 Minnie Ct., Akron 11, Ohio.

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

ANIMALS, BIRDS, PETS

A BETTER BUY WITH SATISFACTION GUAR- anteed. Batllers fixed or hot, Boas, Dragons, Turtles, Alligators, Turtles. Serving America's showmen since 1907. Snake King, Brownsville, Tex. j612

ABSOLUTELY UNEQUALED STOCK — RARE Animals, Birds, Reptiles brought by our own collectors from four corners of the globe. Get big free 1948 price list from world's largest importers. Meema Bros. & Ward, P. O. Box B, Oceanside, N. Y.

ALIVE PIGTAIL MONKEYS, \$50; WHITE- faced Ringtail Monkeys, \$35; Spider Monkeys, \$22.50; South American Coat Muntias, \$25; Mico, \$25 hundred; Golden Hamsters, \$15 dozen. Terms, cash with order or half cash, balance C. O. D. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

ALL ARE ATTRACTIONS—COATIMUNDIS. Squirrels, Agoutis, Giant Pacas, Porcupines; Spider, Ringtail, Owlface, Marmosette Monkeys; Caracara Hawks, King Vulture, Other Stock. Snake King, Brownsville, Tex. j612

ANIMALS, BIRDS, REPTILES, GIANT JUNGLE Rats, Monkeys, Rabbits, Stoats, Swans; Hamsters, \$5 pair. Thiele, 100-18 80th St., Ozone Park, New York.

CHIMPANZEE, LLAMAS, TAME BABY RING- tail Monkeys, \$45; Baby Rhesus Monkeys, \$30; Stoats, \$65; Giant Jungle Rats, \$45; Opossums with young in pouch, \$15; Eagles, \$50; Pumas, \$150; Miniature Syrian Bears, \$5 pr.; Circus Rats, \$10 dozen; Flickertail Gophers, \$15 pair; Peacocks; Snake Dens, \$10-\$15-\$25-\$35; 12-ft. Mexican Boas, small, \$7.50; medium \$10; large, \$15. Chase Wild Animal Farm, Egypt, Mass. j65

CONGO WATER SNAKES—VERY LARGE, FAT, harmless. Over four feet. Need only drinking water, feed readily, easily handled, \$6 each; \$10 pair; \$40 dozen. Half cash, balance C. O. D. Shipped immediately. Other Snakes also. Ray Singleton, Hattiesburg, Fla.

CUR BEARS FOR IMMEDIATE DELIVERY. For full particulars write to Reliable Bird Co., Winnipeg, Can. j626

FANCY COLORED MICE—50 DAY SPECIAL. Adult Males and Females, \$15 per hundred; Young Males and Females, \$10 per hundred. 50% with order, balance C.O.D., F.O.B. Tarpon Zoo, Tarpon Springs, Fla., Box 847.

FOR SALE—MIDGET CATTLE SHOW, 20x30 Tent. Complete, up to 5 cattle, under 30 inches tall. World's smallest cattle, only show. Write Loren Wynore, Rose Hill, Iowa.

FOR SALE—2 YEAR PALOMINO COLT, 25 tricks, rides, drives, good performer, \$750. Details write Nancy Diehl, Doylestown, Pa.

FOR SALE—3 HORSE LIBERTY ACT, TRAP- ping, ring curbs, complete act, cheap. Ralph Duse, Oquir, Mo. j62

FOR SALE—100 PONIES, CARTS AND RUN- abouts. Geo. Rayer Pony Farm, Mt. Healthy, O. Phone: Jackson 8224 j619

FOX TAILS FOR SALE—25c EACH IN HUN- dred lots. W. H. Strange, Taxidermist, Lenox, Iowa. my29

JAVA MONKEYS—MOTHERS AND BABIES. \$75 combination. Treflich Bird and Animal Co., Inc., 228 Fulton St., New York 7, N. Y.

JERSEY CALF WITH FIVE LEGS—IF INTER- ested write S. H. Burton, 2300 Webster St., San Angelo, Tex.

MOTHER AND TEN-DAY OLD BABY RHESUS Monkeys, \$100 combination; mother and baby Sooty Mangabey Monkeys, \$100 combination; African Green Monkeys, \$25 each; Diana Monkeys, \$75 each; Marmosette Monkeys, \$25 each; Spider Monkeys, \$35 each; Ringtail Monkeys, \$50 each. Chimpanzee babies and medium size. One six-year old male Chimpanzee, perfect cage animal, \$500. Indian Pythons, 8 feet, \$100; 9 feet, \$115. Rhesus Monkeys, \$25 each. White Mute Swans, \$100 pair. Write for our complete list. Treflich's, 228 Fulton St., New York 7, N. Y.

PLENTY HEALTHY SNAKES, ALL KINDS. Also Armadillos, Alligators, Horned Toads, Gila Monsters, Ringtail Cats, Opossums, Wildcats, Giant Jungle Rats, Guinea Pigs, Rats, Mice, Porcupines, Armadillos, Peafowl, Bantams, White Doves, Rabbits, Puma Cubs, Black Spiders Monkeys, White Fantail Pigeons, Raccoons, Wire orders Western Union. Otto Martin Locke, New Braunfels, Tex. my29

RED FOX PUPS, \$10; COYOTE PUPS, \$15; Grey Raccoons, \$15; Giant Rhinoceros, \$40; Tame Female Java, \$60; Guinea Baboon, \$125; Snake Dens, \$25 to \$50. Coatis, Agoutis, Pumas. Other Animals, Birds, Charons Animal Ranch, Burlington, Wis.

ROSS ALLEN — HARMLESS, POISONOUS, Mixed Snake Dens. Fresh poisonous, hot or fixed. Turtles: Ringtail, Owl Face, Cotton Top Monkeys, Snake Skins for display. Silver Springs, Fla. j612

SELLING OUT—THIRTY SPOTTED PONIES, fifteen Spotted Horses. One Liberty Act, Evans & Stark, Centerville, Iowa.

SHEPHERD PONIES AND MIDGET MULES. Circus, Rodeo, Pony tracks, Photography. Young stock that train. Any color or combination of colors. Fred Wilmet, Richards, Mo.

SPECIAL SALE MONKEYS, \$10 EACH—A LIT- tle thin from sea voyage. Treflich Bird and Animal Co., Inc., 228 Fulton St., New York 7, N. Y.

THOUSANDS OF MICE FOR THOUSANDS OF uses. Over 100 trained game mice now out with customers sending third order. Shipments Wed. only. Riverside Mousery, Avon, N. Y.



PEACOCK SPREADS

An Amazing VALUE!

Only \$7.00

ORDER YOURS TODAY

Style 801-XF—Large Size, 90"x105". Price with Fringe. Each.....\$7.50

Style 802—Double Peacock. Large Size, 90"x105". Each..... 6.00

Style 800—Single Peacock. Large Size, 90"x105". Each..... 6.50
Same Spread with Fringe, Each... 7.00

Assorted colored backgrounds. Heavily Tufted, Gorgeous Multi-Colored Peacocks and Flowers.

Peacock Rugs.....\$1.25, \$2.50, \$3.00
Many other Spread Patterns.....\$5.00 up

Terms: 25% cash with order, bal- ance C.O.D.—F.O.B. Rome, Ga.

COLONIAL TEXTILE MILLS, INC.
Manufacturers ROME, GEORGIA



"GRANDPAPPY" ELECTRIC Metal Cabinet **WALL CLOCK**

6 or more, \$8.40 Ea.
Sample, \$7.25.
Size 19 1/2 x 4 1/2.
18-Inch Dials,
\$14.00 Doz.
3 Samples—\$3.75.
Western Bronze Horse,
Size 7"x8", \$18.00 Doz.
3 Samples—\$4.50.
Fur Scottie Dogs,
9 1/2"x12 1/2",
\$14.95 Doz.
#1 Deluxe \$1.00 Pen,
\$4.50 Doz.
#8 Drinking Duck,
\$7.20 Doz.
OPERATOR'S
ASSORTMENTS
Blankets, Chocolates,
etc., Push Cards.
Write for New Catalog.
DELUXE SALES CO.
Dept. 4, Deluxe Bldg.,
Blue Earth, Minn.



BIG FLASH

GOOD LUCK RINGS

Heavy Mexican Flash Ring, Hand Made, Jewelers' Brass. \$10.80

6 Assorted Emblems—Skull, Indian Head, Horseshoe, Etc. Dozen

BENGOR PRODUCTS CO.
119 5th Ave. New York City



MAGIC PHOTOS
Develop Them Yourself

The Original Photo-Finish HORSE RACES

MAKE BIG MONEY

40 for \$1.00

BUY DIRECT From **FACTORY**
HOLLYWOOD PHOTOGRAPHIC ARTS INC.
1247 No. Fair Oaks Ave., Pasadena 3, Calif.



JOKE NOVELTIES AND GENERAL NOVELTIES

Double and Triple your money on 300 of America's fastest sellers. Send \$5.00 for Guaranteed "Double your Money" Novelty Assortment or 6¢ for details. No post cards answered.

BLUE MOON SPECIALTY CO.
Dept. 25, Ravenswood, W. Va.

Thunderbird BEADED BELTS

ON THE
WARPATH FOR
HEAP BIG PROFITS

COLORFUL . . .
Display them
they sell on sight

No. 400

Attractive One Inch Indian Design Beaded Belt. Beautiful assortment of Hand-loomed Beaded Strips, sewed on full top-grain finest selected one piece beautifully embossed cowhide and saddle LEATHERS. Ends tapered per Western style. Two edges hand-finished in white. Quality gilt hardware. Packed in One Dozen to box, assorted sizes as follows: 1-24, 2-26, 3-28, 3-30, 2-32, 1-34. NOT INSTITUTION-MADE MERCHANDISE. Guaranteed to sell legally anywhere in the world.

FOR ALL INDIAN-TYPE MERCHANDISE, send for our latest catalogue.

THUNDERBIRD PRODUCTS CO.

Dept. B, 2122 N. Lincoln Ave.
Chicago 14, Ill.

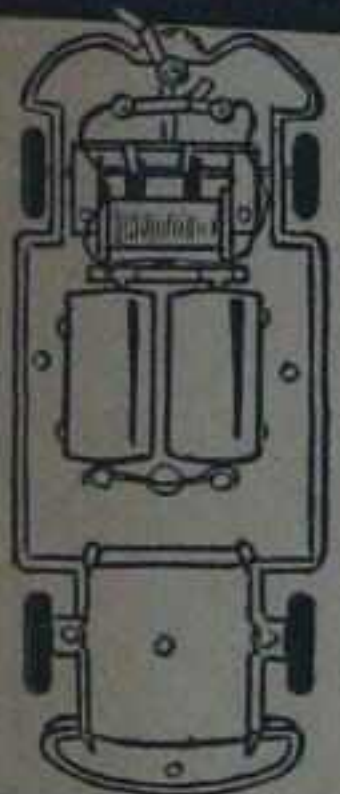


Suggested Retail Price **\$30.00** per doz.
Sample \$4.00

TERMS: Open Account to
1/3 Deposit, Bal. C.O.D.
Samples—Cash with order

Quantity Dis-
counts to
Fide Jobbers &
Wholesalers

SALES SENSATION BATTERY TOY AUTO



FEATURES

Plastic Body—4 Colors.
New Streamline Design.
Powered by 2 Small Flashlight
Batteries—No Winding.
10" Long, 3 3/4" Wide, 3 1/2"
High.
Individually Boxed.

Send \$2.50 for Sample.

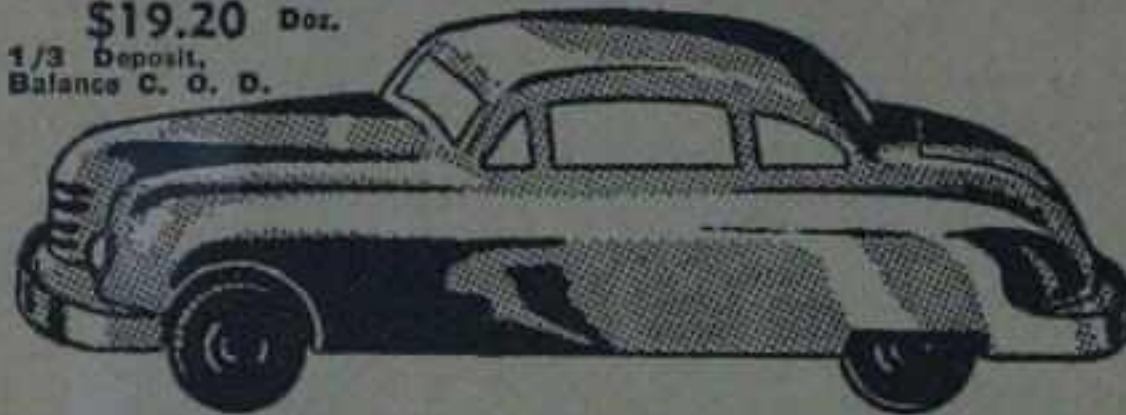
\$1.60 Ea. in Doz. Lots.

\$19.20 Doz.

1/3 Deposit,
Balance C. O. D.

Imagine! A TOY AUTO THAT RUNS
FORWARD AND BACKWARD
WITHOUT WINDING!

BATTERY POWERED with the sensa-
tional VIBRO-ROLL Motor. The great-
est demonstration item in years. 3
forward speeds and reverse . . . a toy
no one can resist.



ECONOMY MERCHANDISE CO.

814 W. MADISON ST.
CHICAGO 7, ILLINOIS

WHITE STONE WORKERS!!



No. 200
Sterling or Gold
Filled All Crystal
Stones or with
Ruby Center.

Special
\$21.00 Doz.



No. 101
Sterling Baguette
Side Stones Bril-
liant Center Stone.

Special
\$7.50 Doz.

No. 102
as above in Wedding Band.
Special **\$6.00 Doz.**



No. 100
Sterling Brilliant Soli-
taire.

Special
\$5.25 Doz.



No. 201
Gold Filled Men's Bril-
liant Solitaire.

Special
\$12.00 Doz.

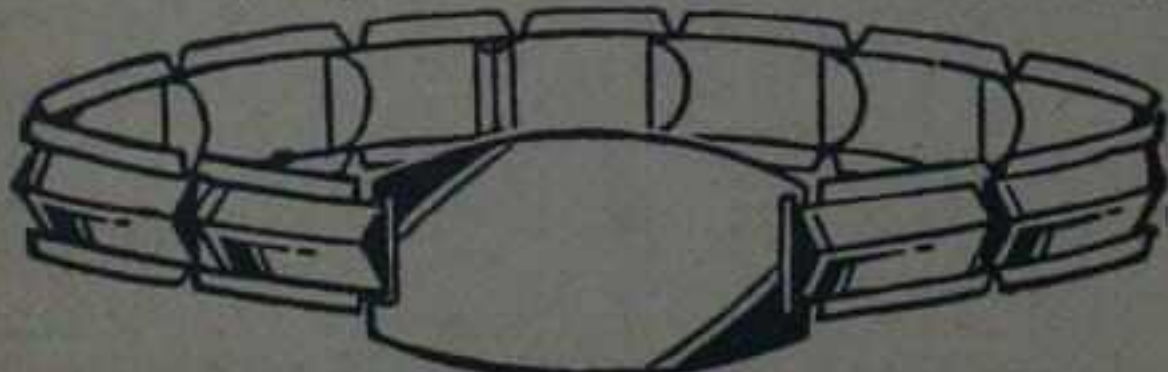
Send deposit with your order.
WRITE FOR CATALOG—STATE
YOUR BUSINESS.

JAY HOLTZ CO.

133-5th Ave.
New York 3, N. Y.

NOTICE, ENGRAVERS 1948 CAT. READY

General Delivery Boys, Send for Sheets With New Numbers



Boy's Removable Links Expansion Ident. in 3
Style Plates. Highly Polished, Gold Plated,
\$6.00 doz.

State Fair Fobs, Pin and Guards
\$21.00 Gross. Carded and Cell.

GRAB BAG JEWELRY, 5c Ea.

LARGE ASSORTMENT

Dexter Engraving Jewelry Co.

23 ARCH STREET
PROVIDENCE 7, R. I.

Manufacturers of Engraving Jewelry

BUSINESS OPPORTUNITIES

BIG MONEY SELLING "KITTY-KAT" READI-
cut, all wood, felt Baby Shoes. Write for tested,
successful mail order plan and full details. No. 6-
Ho, Oakland 8-B, Calif. j-5

"COLLECT AND GROW RICH" IS A FREE
booklet that's yours for the asking. Learn of
this opportunity for a lifetime, spare or full-time
office business of your own, where you can make a
profit on the work of thousands of others. T. J.
Surfaco, Pres., Dept. 218E, Roanoke 4, Va. my29

GET 400 MONEY MAKING DEALS, PLANS,
Formulas, Tips, Ideas, Success Secrets, Schemes.
Folio free. Formico Mill, Box 672, Dayton, O. j-5

INFORMATION — WHOLESALE SUPPLY
Sources and money-making Plans will increase
your income. Write Reynard Research Bldg.,
Smithfield 3, Ohio. my29

LAMP JOBBERS WANTED FOR POPULAR
priced Hurricane, Boudoir and Table Lamps from
New York manufacturer, Box C-33, Billboard,
2160 Patterson St., Cincinnati 22, O.

LAZY MEN WANTED—90% PROFIT STAMP-
ing Key-Protectors, Dog Tags. Easy work, small
investment. Arrington's, LaGrange 2, Ga. my29

LEARN SIGN PAINTING — WONDERFUL
trade, big money. New method teaches you how.
No experience. Price, \$2. Free particulars.
Haines System, Sabina 3, O. my29

METALIZE BABY SHOES—YOUR OWN BUSI-
ness. Spare time at home. Complete instructions,
\$1. H. H. Schlegel, 8404 Watertown Plank,
Wauwatosa 13, Wis. j-12

NEW MINIATURE TRAINS—32 PASSENGERS,
Gas driven. It's a new deal, \$1,750, 150 ft.
of track. Available now. Monmouth Neon and
Electric, Monmouth, Ill.

SELL SNOWBALLS—400% PROFIT. OUT-
lets, \$5 up. Write for price list drink and syrup
flavors. Snowball Co., Jacksonville, Fla. j-12

START HOME MANUFACTURING BUSINESS
making Cleaning Compounds, Soaps, Insecticides,
Cosmetics, Polishes, Food Flavors. No machinery.
Literature free. Kemik, Park Ridge, Ill.

WORK WONDERS—IN SALES AND PROFITS
with Frozen Custard, Frozen Malted, Soft Ice-
Cream. Use the famous Taylor Freezer, now avail-
able with twin freezer heads to double production
and profits. Get full information on profit story and
the most complete line of ice-cream and frozen
custard freezers by writing for copy of "Little
Stories of Big Successes." Tekni-Craft, Detroit,
Mich. j-26

YOUR OWN BUSINESS—FROM YOUR HOME
in spare, full time. Start small, grow big. Sur-
prising particulars free. Busler, Box 147-D, Sta-
tion A, Canton, O. my29

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine
Bargains will be found on page 114 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND
Hula Skirts with leis, \$7.50; Straw Hula Skirts,
\$2.50. Spangle trimmed strip panel and Bra sets,
\$8.50. Rhinestone G-Strings, \$6.50. Bras, \$1.50.
Chorus or Strip Pants, \$1.10. C. Guyette, 346 W.
45th St., New York 10. Tel. Circle 6-4137.

ATTRACTIVE CHORUS AND SHOW GIRL COS-
tumes, \$2.50 up; also other costumes. Bundles of
assorted Costumes and Gowns, \$5. State wants. No
catalog. C. Conley, 308 W. 47th St., New York,
N. Y. j-12

BEAUTIFUL NATIVE MADE GRASS HULA
Skirt. Sent anywhere in U. S. prepaid. Send
\$3. Hawaiian Hula Shop, 3082 16 St., San Fran-
cisco, Calif. j-12

EYELASHES, THEATRICAL, \$1.35; RUBBER
Busts, \$1.50; black nylon sheer Opera Hosi-
ery, \$4.50; elastic net Opera Hosiery, \$4.75; Theatrical
Footwear, Fulder! Yes, E. Rowe, Box 233, Radio
City Station, New York, 10.

MINSTREL MEN—FULL LINE OF MINSTREL
needs and accessories for sale, new goods. The
Costumer, 238 State St., Schenectady, N. Y. j-12

PAPIER MACHE PROPS MADE TO ORDER AND
for sale. J. Pratorius, 440 West 51st St.,
N. Y. City. j-26

SINCE 1869—COSTUME BARGAINS, CHORUS,
dollar up; principals, three up. No catalogue.
State wants. Guttenberg, 9 W. 18th St., New York
11, N. Y. j-26

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES—
All electric popping units, peanut roasters, copper
caramel, candy kettles, display cases. Northside Co.,
Indianola, Iowa. j-24

ELECTRIC PEANUT ROASTERS—CAST IRON
Grids, sizes 13 1/2 x 25 to 22 x 36. Lowest prices.
Northside Sales Co., Indianola, Iowa. j-25

FOR SALE—GOOD TENT, 96 BY 130. L. W.
Stagner, 2814 N. W. Park, Oklahoma City, Okla.
Phone B-514.

FOR SALE—40 GROSS FIVE IN A BUNDLE.
Baseball, 120 2-Way Tickets, American & Na-
tional, \$16 gross, in 5-gross lots. Send deposit, bal-
ance C.O.D. Confection Vending Co., 222 W.
Fourth Street, Charlotte, N. C.

FOR SALE—1915 FORD TOURING CAR, EX-
cellent condition. Bert Stephenson, Box 405,
Springfield, O., or call 3-8971.

MODEL A HAMMOND ORGAN—EXCELLENT
condition, new tubes. Priced \$1450. Charles
Brown, 1108 Grand, Spencer, Iowa. my29

TEN NEW AUTO "POP CORN 8EZ" MACHINES.
Like new, \$185 each. Any number. Write to-
day. Charles Heber, Lewistown, Pa.

TEN POPCORN MACHINES—SERVES FRESH
hot product. "Electro-Serv." Five-cent slot.
Condition almost new. Value, \$150. Will sacrifice
for 400 each. Will sell individually. Hi-Lite En-
terprises, 135-67 110 St., Richmond Hill 10, N. Y.

3 ROOT BEER BARRELS, 2 CARBONATORS, 1
Electric Cooler, 50 Mugs, 12 Car Trays. Entire
listing, \$250 P. O. B., plus crating charge. Or
what have you to trade for same? John W. Kobos,
430 So. Governor St., Iowa City, Iowa.

BIG SELLER!



No. B 65

Sparkling

SPRAY

PIN

SETS

\$8.00

DOZEN

BOXED

3-stem spray pin of unusual beauty
with dazling rhinestones and 3 pairs
of lovely colored navettes. Complete
with earrings to match. Sensation of
the season!

1948 Catalogue FREE

Please State Your Business

SUPERIOR
JEWELRY COMPANY
740 SANSON ST., PHILA. 6, PA.

TIMELY! A FAST SELLER



No. D320 sells out fast in taverns, club
stores, clubs, pool halls, liquor stores, fair
booths, etc. This stupendous deal consists of
70 assorted and frequently changed surprises in
packages. Each contains a good 10¢ value
(shipped by express or freight, collect.
Weight, 12 lbs.)

COSTS YOU \$3.50 Lots **\$3.35 EA.**
of 14

SPORS CO., 5-48 Lamont, La Center, Minn.

FREE!

New, revised price listings on pistols,
caps and novelties for July 4th and the
summer trade. Recent "good buys"
enable us to pass our big savings on to
you. A penny postcard will bring you
savings of 15-20%. State your trade.

JOBBER! STOREKEEPERS!
RESORT OWNERS!

ACT NOW! MAKE 15% MORE
MONEY THIS YEAR! WRITE TO
O. FAUST CO.

Dept. B
223 N. 8th St. Philadelphia 6, Pa.

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. B - Atlanta, Ga.

PROFITABLE FAST SELLERS! DIRECT FROM MANUFACTURER

Men's Tan Trench Coats at . . . \$3.00 each
Men's Gabardine Zipper Jackets at 3.00 each
Boys' Gabardine Raincoats at . . . 1.75 each
Boys' Raincoat and Hood Sets at . . . 2.75 each
Write for Samples and Free Catalog
M. B. Friedman & Co.
340 Canal St., New York 14, N. Y.

Balloons and Novelty Hats

Prices Lowest in the Country
CIRCUS, PARKS, CARNIVAL, SEASHORE RESORTS

Best Balloons	50 Gr.	Lancaster R.W.B. Balloons, With	
16 Paddle	6.50 Gr.	Bells	\$14.00 Gr.
14 Cat Balloons	8.00 Gr.	Large Parasols	7.00 Dz.
Spiral Twisted Balloons	3.75 Gr.	Chinese Snakes	8.00 Gr.
19 Balloons	2.50 Gr.	Metal Running Mice	12.00 Gr.
19 Point	3.50 Gr.	Rabbit Feet, With Keychains,	
Balloon Sticks	.65 Gr.	Hundred	4.00
Balloon String, Lb. Spool	1.25	Jumbo Size, Hundred	6.00
Targets 1-35—Blows Up 4 Feet,		Dancing Clowns	6.00 Gr.
Hundred	14.00	Jumbo White Tails	4.00 Dz.
Jumbo Knobby Balloons	7.00 Gr.	Water Squirt Rings	21.00 Gr.
Medium Knobby Balloons	3.50 Gr.	Flying Birds, All Whistlers	9.00 Gr.
Medium Cat Balloons	4.00 Gr.	Plastic Bird Water Warblers	8.00 Gr.
Mottled Cats, Rainbow Colors, #14	9.00 Gr.	Electric Bow Ties, Complete With	
Worker	.60	Batteries	7.50 Dz.
422 Long Balloons, Assorted Colors	1.60 Gr.	Long Lash Whips	11.00 Gr.
524 Long	2.75 Gr.	Dolls With Feather Backs and Sticks	24.00 Gr.
Lollipop, Terrific Flash, Assorted		SPECIAL—Sliding Metal Trombones	21.50 Gr.
Colors, Per 100	16.00	Gay Ninety Mustache, Each One in	
Low Sensation—Rubber Squeaky Cry-		Envelope, 50¢ Doz.	5.00 Gr.
ing Dolls—they inflate to 12 in.	2.75 Dz.	Plastic Running Turtle	12.00 Gr.
Wallets, Embossed, Latest Styles,		Bullet Key Chain, 75¢ Doz.	7.50 Gr.
Fast Seller	6.25 Dz.	Comic Hat Bands, Long Length, \$1.25	
Jumbo Water Guns	2.25 Dz.	Per 100, Per 1,000	12.50
Plastic Alligators, 12" Long, All		Long Balloon, Cigar Shape, Every One	
Colors	1.75 Dz.	a Worker, Blows 60" Long, Real	
Monkey on Sticks, \$1.75 Dz.	18.00 Gr.	Rubber	8.00 Gr.
Flower Water Squirt	1.75 Dz.	Auto Bombs	12.00 Gr.
Key Chain With Plastic Barrel		Mechanical Auto, Streamlined, Fast	
Change Holder	9.00 Gr.	Seller	3.50 Dz.
Plastic Whistle, Two Tone	9.00 Gr.	Pennant Sticks, With Knob, 30"	
Plastic Key Chain Hats	9.00 Gr.	Long, Per 100	3.00
Metal Key Chain Hats	12.00 Gr.	Aluminum Sail Boats for Scale and	
Key Chain Fireman Hats	6.00 Gr.	Age	17.00 Gr.
Back Scratcher, Plastic	2.00 Dz.	Plastic Pin Wheels	8.50 Gr.
Pumping Frogs, Carded	8.00 Gr.	Swagger and Propeller Cans,	

HATS—Special Prices	
Spanish Hats	\$25.00 Gr.
Mexican Chola	20.00 Gr.
Robin Hood Hats, With Feather	10.00 Gr.
Cowboy Hats	30.00 Gr.
Crew Hats for Names	36.00 Gr.
Monkeys, With Sticks	21.00 Gr.
Coolie Hats	3.00 Dz.
Coolie Hats	4.00 Dz.
Crew Hats for sewing machines to put names on, the best on the market	\$5.25 Per Doz.
SPECIAL FOR MOTHER'S DAY—White and Pink Carnations, made with green, the better kind, \$5.00 per 100; \$45.00 per 1,000.	

We have the goods and we ship same day. 25% required on all orders. We ship to Mexico, Cuba, Honolulu, Philippines and all parts of the world. Write for catalog

HARRIS NOVELTY COMPANY
1102 ARCH STREET PHONE: MARKET 7-9848 PHILADELPHIA 7, PA.

HELICOPTER HATS, FIRST QUALITY

\$2.75 DOZ.
\$31.50 GR.



40-Inch New Look Doll.
Silk Dress, Lace Trimming.
Real Hair \$42.00 Dz.
Stand for Dolls .60 Ea.

Gabardine Crew Hats. Asst.
Colors and Sizes \$87.00 Gr.
Min. Order, One Gr. Flocked
with any Beach or Park
Resorts.

16" PLUSH BEAR OR PANDA
\$12.50 per Doz.
Terrific Number

TWILL CREW HATS FOR SEWING MACHINE OPERATORS.....\$60.00 gr.
ALL METAL SLIDE TROMBONES..... 21.00 gr.
MEN'S POCKET COMBS..... 1.10 gr.
LADIES' BOBBY COMBS..... 1.25 gr.
BIG FLASH COMBINATION BALL POINT PEN
AND CIGARETTE LIGHTER..... 7.20 doz.

26" All Chenille Doll	\$15.50 Dz.	Embossed Leather Wallets	\$ 6.25 Dz.
22" All Chenille Doll	12.00 Dz.	China Paper Snakes	7.00 Gr.
12" All Plush Bear	9.00 Dz.	Inside Whistle Birds	10.00 Gr.
20" All Plush Bear or Panda	18.00 Dz.	Jumbo Mottle Airship Pkg.	10.00 Gr.
30" All Plush Bear or Panda	30.00 Dz.	Jumbo Silver Airship Pkg.	10.00 Gr.
31" All Plush Puss in Boots	36.00 Dz.	Mottle Airship Workers	.50 Ea.
12" All Plush Dog	12.00 Dz.	#14 Kat Mottle Balloons	6.00 Gr.
21" All Plush Airdale	36.00 Dz.	#9 Kat Mottle Balloons	5.50 Gr.
Darts	1.00 Dz.	Mottle Kat Workers	.75 Ea.
24 Dart Balloons	.50 Dz.	#9 Spec. Mottle Balloons	5.50 Gr.
Worth Special Baseballs	2.25 Dz.	#9 Mottle Paddle Balloons	3.75 Gr.
Czecko Rings	1.00 Gr.	J=30 Mottle Workers	.75 Ea.
Small Lels	3.00 Gr.	Large Spiral and Knobby Balloons	7.00 Gr.
46L Comic Button	9.00 M	Small Spiral and Knobby Balloons	3.50 Gr.
56L Picture Comic Button	12.50 M	Spiral and Knobby Workers	.60 Ea.
Lancaster Swagger	8.00 Gr.	#14 Cat Balloons	5.00 Gr.
Jumbo All White Fox Tails	30.00 C	24" Reed Sticks	.75 Gr.
Plastic Thimbles	.80 Gr.	#13 Paddle, Printed	6.00 Gr.
Swiss Warblers	1.10 Gr.	#9 Plain Balloon	2.50 Gr.
Metal Crickets	1.50 Gr.	#11 Plain Balloon	3.50 Gr.
Asst. Slum B.B. Charms	2.00 Gr.	Balloon Cord	Roll 1.25

WE TAKE ORDERS FOR SPECIAL BUTTONS & PENNANTS
ILLUSTRATED CATALOG NOW READY—WRITE FOR ONE
Must have 25% deposit with all orders.

KIM & CIOFFI
912 Arch St. Market 7, 2283 Philadelphia 7, Pa.

It's **CARTER** For Fast Selling New RADIOS!

3-WAY PORTABLE **RADIO** AC-DC or Battery

This marvelous little two-tone set is housed in a metal cabinet with colorful front and rear plastic covers. Tiny! Attractive! Powerful!

- 4 Tubes Plus Selenium Rectifier
- Alnico #5 Speaker
- Slide-Rule Dial
- Built-In Regaloop
- 6 1/2" Wide, 3 3/4" Deep, 4 1/4" High
- Weights 3 1/2 Lbs. With Batteries

NEW MODELS ★ NEW LOW PRICES

Carter's Sensational RADIOS include a full line of FM-AM sets, 4, 5 or 6 tubes. Also automobile radios. Write for list of models, with quantity prices and sample prices.

CARTER RADIO & APPLIANCE, Inc. DEPT. BB-1, 43-45 43RD ST. LONG ISLAND CITY, N. Y.

DEMONSTRATORS PEELER WORKERS

We also manufacture Garnishing Sets—Rotary Miners—Orange Juicers—Spiral Slicer—Safety Graters—Flipper—Coke Turners—Twin Curl Cutters—Ball Cutters—Vegetable Slicers—Vegetable Garnishers, etc. Attractively packed—prices right—reliable service.

ACME METAL GOODS MFG. CO. Dept. B, 4 Orange St. Newark 2, N. J.

The Mincer with 10 rust-proof blades all double sharpened on both sides. Rotary Mincer

CONCESSIONERS! PITCHMEN!
IT'S HERE...
THE MAGIC "MYSTERY RADIO!"
No Tubes! No Electricity! No Batteries!
Biggest Sensation in history! Involves Radar Principle used in World War II!
RETAILS FOR JUST \$2.98!
Sold with Money-Back Guarantee.
Write or Wire:
CHARLES B. KESSLER, National Factory Distributor
6432 Cass Avenue • Detroit 2, Michigan
Charles B. Kessler, National Factory Dist.

NEW 1948 LINE OF BILLFOLDS READY NOW
Illustrated List on Request
The Hagerstown Leather Co.
HAGERSTOWN, MARYLAND

Plaster Bingo
CATALOG NOW READY
Write for your illustrated copy
STANLEY TOY & NOVELTY COMPANY
110 W. Broad Street, Richmond, Virginia
Slum Glassware

HEY, FELLOWS! LOOK AT THIS
Men's 1/20 14K G.F. Heavy 5-Stone Ring. Brilliant center stone, two small stones on each side. Can be had with red stones on side or white. \$21.00 Per Doz. Asst. sizes to the doz. Sample, \$2.00.
Terms: 25% With Order, Balance C. O. D.
CRANSTON JEWELERS EXCHANGE
P. O. BOX 111 CRANSTON 10, RHODE ISLAND
NO. 515

Order From Your Jobber NOW!

CONCESSIONAIRES, PARKMEN... because of the many operations and lengthy manufacturing process, we require at least 10 days to complete and ship orders. Don't get caught short! Please order from your jobber now to insure delivery in time for your needs. Your co-operation is earnestly requested.



PIN-UP MONKEYS
with Jungle Bell
No. 400-J — Fur Monkey, beautifully trimmed.
No. 200 — All-Chenille Monkey. Attractive colors low priced.



LUCKY RABBIT FOOT KEY CHAIN
No. 503 — With Key Chain.
No. 501 — Plain Rabbit Foot.



CLOWN ON CANE—MONKEY ON CANE
No. C-500

All Fur Trimmed Jumping Clown on Cane With Bow Tie. Assorted Colors. Packed assorted to the dozen.
All Fur Trimmed Laughing Monkey on Cane With Bow Tie. Assorted Colors.

No. 602—COMIC CARD TAILS. With humorous sayings.
No. 610—MEDIUM SIZE FOX TAILS. White and dyed with wire and streamer.
No. 612—LARGE FOX TAILS. Red and Silver Fox with wire and streamer.
No. 617—RACCOON TAILS. Medium and large sizes.

Creators of Exclusive Novelties for Carnival and Circus. Sold Thru Your Jobber.

We Will Develop and Manufacture Your Product Ideas—Send Us Your Suggestions.

CHARLES BRAND NOVELTY CORP.

154 West 27th Street
NEW YORK 1, N. Y.

MIDGET RADIO

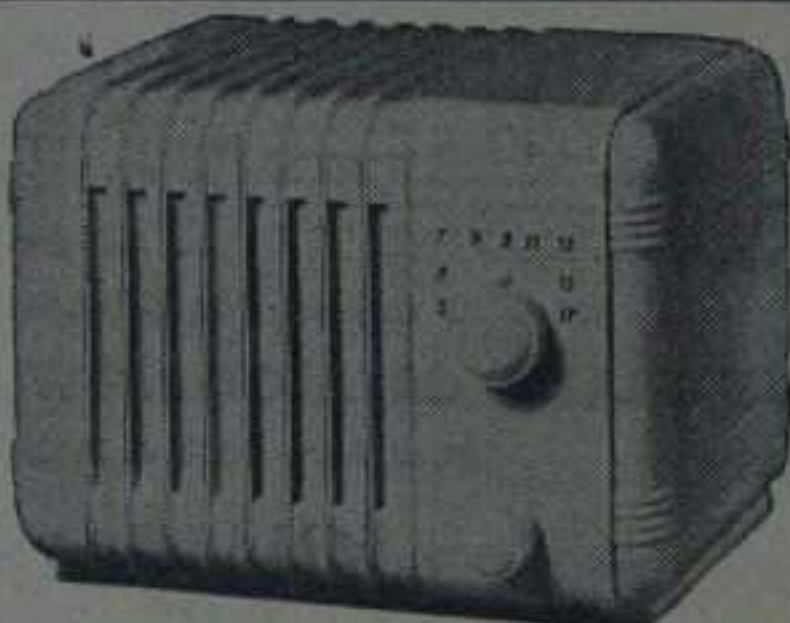
- ... BEAUTIFUL TONE QUALITY!
- ... SMARTLY DESIGNED PLASTIC CABINET!
- ... WHITE OR BLACK
- ... 4" FULL VOLUME ALNICO SPEAKER!
- ... 4 TUBES WITH RECTIFIER TUBE!
- ... SIZE: 7 1/4" x 5 1/8" x 4 1/2"

No. 3A24 Black Each.....\$7.65

No. 3A25 White Each.....7.90

Packed two radios to carton.

N. SHURE CO., 200 W. Adams St., Chicago 6, Ill.



Retail \$9.95 to \$11.95

PITCHMEN! BARKERS! TOY SHOPS!

SENSATIONAL NEW ITEM!



AMAZING MYSTERY CAR

HITS A NEW HIGH IN SUSPENSE & HILARITY

\$12.00 DOZ.

You can keep the crowds guessing with the Mystery Car. 'Round and 'round it goes—and why it turns, nobody knows. This is the little mystery car with a mind of its own... put it on any surface—table top, carton top—and off it goes—and as soon as it reaches the edge, it turns to keep from falling off! The MYSTERY CAR is the biggest attention-getter that's been seen in years—and everyone who sees one wants one! 7" long.

Send 25% with order, pay balance C. O. D.

BERNARD FINE CO., INC., DEPT. BMC-1, 501 Sixth Avenue, New York 11, N. Y.

SEASON'S SPECIAL

Inside Whistle Bird	8.00 Gr.
Inside Whistle Bird	10.00 Gr.
#14 Mottle Kat Balloon	9.00 Gr.
#9 Mottle Kat Balloon	5.25 Gr.
Large Spiral or Knobby Balloon	7.00 Gr.
Small Spiral or Knobby Balloon	3.25 Gr.
#8 Striped Balloon Asst.	7.00 Gr.
#8/1 Rainbo Special	7.00 Gr.
#12 Mousehead, Inflated Ears	12.00 Gr.
#10 Mousehead, Inflated Ears	10.00 Gr.
#7 Plain Balloons	2.00 Gr.
#9 Plain Balloons	2.50 Gr.
#11 Plain Balloons	3.00 Gr.
24 Inch Reed Sticks	.75 Gr.
Jumbo Monkeys W/Bells	5.50 Oz.
Fur Tail Medium Monkey W/Bells	27.00 Gr.
Chenille Finish Monkey W/Bells	18.00 Gr.

SEASON'S SPECIAL

7 Inch Celluloid Dolls	\$21.00 Gr.
Celluloid Dolls, Featherbacks Inc., 33" Sticks	24.00 Gr.
Lash Whips	11.00 Gr.
R.W.B. Batons W/Bells	14.00 Gr.
Ball Top Cane	3.00 Gr.
China Paper Snakes	7.00 Gr.
Hawaiian Flashy Lela	2.75 Gr.
Asst. Cowboy Hats	33.00 Gr.
Spanish Hats	27.00 Gr.
Cholo Mexican Hats	22.50 Gr.
Rabbit Feet Key Chain	4.50 Gr.
Bullet Key Chain	8.50 Gr.
Bronze Rifles	8.50 Gr.
Plated Donkey & Elephant Key Chain	7.50 Gr.
Sliding Trombones	21.00 Gr.
Plastic Bird Warbler	4.80 Gr.
Slum China Ware (Bunny, 3 Monkeys, Cat), Special	1.50 Gr.
Asst. Color Plastic Slum	1.25 Gr.

PARK ROW NOVELTY CO.

139 PARK ROW

Worth 4-2886

NEW YORK 7, N. Y.

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles... \$22.00 per hundred sets. Sample set, \$1.00—Cash with order. Terms: 25% deposit, balance C. O. D. F. O. B. Chicago. We also carry a complete line of Moxlin Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set 50 All-Electric, from \$150. Krispy Korn, 120 S. Halsted, Chicago, Ill. J24

ALUMINUM BARREL REVOLVING FUN House, cheap, \$505. Bradley, Boyes Springs, near Sonoma, Calif. Centennial Shows, week 24th.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 32nd St., New York 19, N. Y. no J25

BURCH ELECTRIC POPPER—FLOOR MODEL. Echo's Ice Shavers, new Automatic Donut Machine, Candy Flow Machine, Janice Rosetter, Albany, Ohio.

CLOSING OUT—16MM. RECONDITIONED sound machines, RCA's, Victor, Ampex, De-Vry, \$200 to \$325 each. Also 16mm. sound film for sale. Send stamps for listings. Merit Film Service, 324 D St., San Bernardino, Calif. my29

COLEMAN HANDY GAS PLANTS, BURNERS. Tanks, Tubing; 20% discount. Bottled Gas Burners, Regulators, Gasoline Lanterns, Electric Motors. Northside Sales Co., Indianapolis, Iowa. J210

COMBINATION CONCESSION TRAILERS—Living, sleeping quarters in front. Back end opens up for refreshments. Photographic, high-pitch selling with platform; various styles, ideal traveling, fully equipped. \$850 up, percentage purchase plan available. Walter Filer, Manufacturer, Mount Clemens, Mich.

COMPLETE EQUIPMENT FOR 450 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. J219

CONCESSION TRAILER—18' BODY. ALL aluminum. Price, \$1495. Sellhorn's, Inc., East Lansing, Mich.

COTTON CANDY MACHINES—USED. NASHVILLE, \$150. New Hunts, circus style, \$175. Double heads. Crane, 115-58 209th St., St. Albans 11, N. Y.

FOR SALE—MOBILE UNIT, 16MM. MOTION Picture Equipment, including portable building, light plant, stage, box office, folding chairs and booth equipment. Ready to roll, everything complete. Hundreds of other items for showmen. Commercial Equipment & Supply Dealers, 734 Commerce Street, Nashville 3, Tenn. J25

FOR SALE—EVERYTHING FOR THE SHOW-man. Motion Picture Sound Projectors, Films, Folding Chairs, Lights, etc. We buy, rent and sell. Commercial Equipment & Supply Service, 734 Commerce Street, Nashville 3, Tenn. J25

FOR SALE—NICE LONG-RANGE LEAD GALLERY built on semi trailer. In good shape, ready to go with plenty guns and ammunition. Box 1632, Chesapeake, O. J212

FOR SALE—COMPLETE NEW PORTABLE Roller Rink. Tent, 40'x80', 100 pairs Chicago Clamp Skates, Floor, P. A. System, \$3,500. Floor, P. A. System, \$2,050. B. E. Orr, 224 Kings Highway, Murfreesboro, Tenn.

FOR SALE AT ONCE—SIX FLASHY CONCESSION Games. These will get money. Come and look them over now. Also rubber molds. 212 S. Sycamore, Marshall, Mich.

KID AUTO & AIRPLANE RIDES—LIKE Ewatts. Want Ell and Major Rides, Miniature Train. F. Shafer, Washington, Ind.

MANLEY POPCORN MACHINE, TAYLOR MALT Machine, refrigerated four-unit Fruit Juice Dispenser and Pumps, Fruit Press, Pronto Pup Hot Dog Machines, Snow Cone Machine, sacrifice. Box 1090, Houston. J25

MEMORIAL DAY ALREADY—WILL YOU GET rich July 4th? Build Kiddie Rides from tested plans. Auto, Airplane (20 passenger), Chairplane, Boats, Individual Plane, plans, \$5 each. 16 Passenger Kiddie Ferris Wheel, \$8. All 6 with Jeep and Trolley Car for Auto Center, \$30. Free catalog. Brill, 228-B North University, Peoria, Ill.

MUST SACRIFICE—COUNTER GAMES, CHALLENGERS, pinball games, etc. Write immediately. Box 316, Billboard, New York City.

POPCORN TRAILERS—NEW, TEN AVAILABLE; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. my29

POPCORN MACHINES—RECONDITIONED and new, all makes of electric floor models from \$150 up. Also complete line of supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, Pa. J25

SHORT-RANGE TARGETS—MADE RIGHT, priced right, 15 kinds. Free samples. Woolley, 115 Donald, Peoria, Ill. J219

SHOWMAN'S SPECIAL—1940 DODGE CAB-over-engine truck. Short wheel base. Only been driven 30,000 miles. Two-speed rear axle. Duo wheels. Eight by eight factory built metal body, well insulated. Sleeps four. This truck is available with a new Vagabond painted in same color scheme. Price, \$1795. Contact El J. West at Sellhorn's, East Lansing, Mich.

SLIGHTLY USED 16MM. SOUND MUSICALS—Good buys! Free list. Adair Co., 6020 Roosevelt, Oak Park 10, Ill. J25

THEATER SEATS, PROJECTORS, SCREENS, Folding Chairs, Tents, Stage, 16mm. Film, Blues, Benches. Lone Star Film Co., Dallas, Tex. J25

WANTED—USED FILMS AND SOUND PROJECTORS. We rent, buy and sell "Everything in the motion picture line." Audio-Visual Equipment Co., Inc., 734 Commerce Street, Nashville 3, Tenn. J25

16MM. SOUND MACHINES AND FILM PROGRAMS rented on weekly basis to responsible persons. Also film programs rented separately. Merit Film Service, 324 D St., San Bernardino, Calif. my29

10-FT. CONCESSION TRAILER—FULLY EQUIPPED for hamburgers and hot dogs, all new last spring, \$450 for quick sale. Call GA 1019, St. Paul, Minn., 5 W. Summit Ave., Apt. 101.

23 LEGITIMATE CONCESSIONS FOR USE IN one-way Show Joint. 65 Drawings, 7,500 words, \$5. High Striker Plans, \$5. Free circular. Brill, 228-B North University, Peoria, Ill.

24 SEAT CHAIRPLANE—GOOD CONDITION. Will sell cheap. Can be seen at Linden Park, Memphis, Tenn. Owner leaving city. A. L. Turner.

35MM. FILM FOR SALE—SACRIFICE PRICES. Good prints. Bargains. Free list. West Show, Erlin, N. C. my29

1927 LINCOLN 4-DOOR SEDAN—IMMEDIATE delivery with a new Vagabond. Contact Ray Sellhorn, Sellhorn's Trail Marina, Sarasota, Fla.

HOT ITEMS GOING OVER BIG

1. ATOMIC PROPELLER HATS

- Assorted Colors
- First Quality Felt
- Two-Tone Felt

\$3.50 Dz. \$35.00 Gr.

2. PARISIAN DOLLS, 6 1/2"

COMPLETE WITH FEATHER BACKS

- Cane or Standing Doll
- Light Weight Composition
- Non-Breakable

\$24.85 Gross

3. FEATHER BACKS

We manufacture the flashiest Feather Backs in the land. Assorted colors.

\$9.00 Gross

DISCOUNT ON ALL ITEMS TO JOBBERS QUANTITY BUYERS.

Send \$1.00 for complete line of samples postpaid.

1/3 deposit with order, balance C. O. D.

QUALITY TRADING CO.
263 William St. N. Y. City

SENSATIONAL VALUE Chrome All Metal Desk Lamp

Chrome Plated, 6" 1/2-Ball Base and Adjustable Chrome Shade. Gaffer or bowler figure.



\$3.25 Ea. In Lots of 8 or More. Sample \$6.50. Plus Postage. Flashy lamps with flexible arm. Packed individually. Large assortment of Slum and Concession Merchandise. Send for prices. 25% Deposit. Balance C. O. D.

J. C. MARGOLIS
912 Broadway (near 21st St.), N.Y. 10, N.Y.

2 Smash Hits—Sensationally Priced Famous KILGORE CAP PISTOLS

Here's your chance to get fat profits on 2 sure-fire sellers. Rush in your order.

Mountie—50-Shot Repeater

Realistic in design, feel, action. Touch a button and the magazine springs open for loading. Positive firing, fast or slow. Uses Kilgore perforated roll caps.

Fargo Express Special Pistol

6-shooter type—shoots disc mammoth caps. Breaks down to load like a western pistol. Automatic action, entire cylinder revolves.

CASH WITH ORDER OR 25% DOWN BALANCE C. O. D.

M. D. ORUM
1519 W. North Ave. Milwaukee 5, Wis.

MARION FLYER

Fireman's Red and Ivory



SAMPLE...\$11.00

DOZEN...9.00

FREE. 120 Hole Tip Box 354 play, takes in \$30.00, w. Hole Punchcard, 1¢ to 3¢, in \$29.95. Also 1500 Hole or 10¢ GRAND PRIZE Jacks Punchboard. Takes in \$75.00 or \$150.00, pays \$21.00 in consultations. \$9.50 per board extra.

1/3 Deposit, Balance C. O. D. **MARION COMPANY**
P. O. Box 1588 Wichita, Kan.



BIG PROFITS

Own your own business, stamping, checks, name plates, social security tags. Sample with name and address, 25¢.

HART MFG. CO.
311 Deane St. Brooklyn, New York



POPULAR SIZE WESTERN SADDLE HORSE

Height 10 1/4" Length 11 1/2" Weight 4 lbs.

\$4.00 each
in doz lots.
Less than 1 doz \$4.50
each. Sample \$5.00
postpaid.

* Ideal for premiums,
salesboards, conces-
sionaires, dealers.

* 25% Dep. with order,
balance C.O.D., F.O.B.
N. Y.

* Write for illustrated
circular of other
sizes available.

PARKSMITH CORP.

250 4th Ave., New York 3, N. Y.

IT'S THE QUALITY THAT COUNTS!

All our horses have the
same uniform high quality
finish.

COMPARE THEM
FOR VALUE AND
EYE-APPEAL

It's their rich, expen-
sive-looking two-tone
finish that makes
them sell.



SPECIAL PREMIUM SIZE WESTERN SADDLE HORSE

Height 8" Length 10" Weight 3 lbs.

\$2.25 each in doz lots.
Less than 1 doz \$2.50 each.
Sample postpaid \$3.00 each.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 25¢ UP FOR HEALTH, MAGIC,
Crime, Narcotics, Astrology, Boxing, Wrestling,
Minutiel, Fun, Snacks and other concessions. Stock
and special editions. Write your requirements; 20
different samples, \$1 postpaid. Stern Publishing
House, 521 S. State St., Chicago, Ill.

YOU CAN ENTERTAIN WITH THICK CHALK.
Stunts and Gag Pictures. Catalog, 10c. Balda,
The Lightning Cartoonist, Oshkosh, Wis. Jc26

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR
Mentalist, Mindreaders, Horoscope pitch. Each
unit weighs less than pound, easily concealed. Write
for brochure, specifications, price. Nelson Enter-
prises, 230 S. High, Columbus, O. Jc3

BLUE PRINTS, ILLUSIONS, MINDREADING,
fire eating, publicity stunts, chemical books, horo-
scopes. List, 30c. Genova, G.P.O. 217-B, New
York 1, N. Y. Jc3

MAGIC TRICKS, FUN NOVELTIES—BUZZING,
vibrating handshaker, 50c. Cigarette vanisher, 60c.
Postpaid. Marcan, 2200-B Gordon, Hopewell, Vir-
ginia. Jc6

MAGUIAN'S HEADQUARTERS — 400-PAGE
professional catalog, pocket, parlor, stage tricks.
World's finest magic. Send \$1 for catalogue (re-
funded first \$5 order). Kanter's, B-1311 Walnut,
Philadelphia 7, Pa. Jc6

NEW 1948 CATALOG—MINDREADING, MEN-
talism, Spirit Effects, Magic Horoscopes, 1948
Forecasts, Crystals, Palmistry, Graphology, Facial
Charts, Books. 148-page illustrated Catalog, Magic
Catalog, 30c. Wholesale. Nelson Enterprises, 230
S. High, Columbus, O. Jc3

TURNER'S VENTRILOQUAL FIGURES—BAR-
gains, Fresh Kids, Elmers, Topies, Glamour
Girls, new and used. 1284 S. Cochran, Los Angeles.
USED MAGIC—WE BUY AND SELL. WHITE
now. Wel-Made Products, 124 W. 4th St., Los
Angeles 13, Calif. Jc12

MISCELLANEOUS

ANIMATED WIRE FIGURES—FUZZY SPIDERS,
Skeletons, Devils, Monkeys, \$15 gross. Large
Metal Rings, 90c each. Send \$2 for sample order.
Price list on request. La Cam Mexicana, Box 1631,
Brownsville, Tex.

BELLY TANKS—FREE PICTURE. BUCK'S
Auto Parts, 89E, Merced 14, Calif. Jc29

GROW ALL THE POTATOES YOUR FAMILY
can eat in a plot of ground 6'x8'. Amazing new
method, no digging. Send \$1 for complete instruc-
tions. Gardner, 1012 S. Staples, Corpus Christi,
Tex. Jc19

MAIL ME ONE TO SIX NECKTIES YOU'RE
tired of and \$1. I'll return same amount, different
and cleaned. Ida Schwiager, 8404 Watertown Plank,
Wauwatona 13, Wis. Jc5

PLASTER COMPOSITION FIGURINES—DOGS,
Cats, Monkeys, \$14.40 gross. Dozen samples,
\$1.50. Talc Novelty Mfg. Co., Route 2, Box
309-C, Orlando, Fla. Jc29

PRINTING AND OFFICE MACHINES—RECON-
ditioned. Multigraphs, Duplicators, Lettergraph,
automatic feed, 8 1/2 x 14 size, \$47.50 with supplies.
Imco, 1516 Cleveland, Denver 2, Colo. Jc29

P38 DROP TANKS, NEW, STEEL, 10-PT. OR
6-PT. size, \$9.95. Buck's Auto Parts, 89E, Mer-
ced 14, Calif. Jc19

MUSICAL INSTRUMENTS, ACCESSORIES

STYLED ARRANGEMENTS—TENOR AND
alto lead bands. Best deal yet, write for in-
formation, 1303 Midway Street, Windber, Pa. Jc29

120 BASS ACCORDION, \$95; TRAP DRUMS,
\$45; B flat Tuba, \$25; Conn Baritone, \$25;
Alto Horn, \$7; H. P. Baritone, \$9. Ward, 5033
Lake Park Ave., Chicago, Ill.

PERSONALS

FORGET BIRTHDAYS, ANNIVERSARIES!
We'll remind you. Send 10 names, \$1. Card selec-
tion and mailing service available. Prompter, P. O.
Box 1141, Louisville, Ky.

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS
and 6 1/2 Envelopes, Hammermill Bond, four lines
copy, \$2 postpaid. Samples, Dickover Printing,
5233 Cleveland, Kansas City 4, Mo. Jc31

BUSINESS CARDS, \$1.95 PER THOUSAND—
Raised print, \$2.50 M. B. Kerman Press, 40
West 17 St., New York 11, N. Y. Jc3

"SHOWY" WINDOW CARDS! 4TH JULY,
Parade Celebrations, 14x22" white non-bonding,
attractive, bold, 2 colors, 100, \$10. Bumper Strips,
5 1/2 x 25", 100, \$10. Quick service. Solidays Color-
print, Knox, Ind.

100 8 1/2 x 11 LETTERHEADS AND 6 1/2 ENVE-
lopes, Hammermill Bond, 4 lines copy, \$2 post-
paid. Samples, Ace Press, Clearwater, Fla. Jc29

1000 NAME AND ADDRESS STICKERS, \$1.
Advertising Stickers, Parcel Post Labels. Imprint,
Box 361, Emporia, Kan. Jc3

ATTENTION: DEALERS

Stock this Sharp-Edge knife
set. The lowest priced cleaver
set on the market. Home-
vires clamor for it. ALSO
AVAILABLE at same price,
the Miracle-Edge 5-piece
cutlery set with the serrated
edge—the edge that's always
sharp. All stainless steel.

Write for Latest Prices and
for further information on
other outstanding products.

EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

JUST OFF THE PRESS NEW ILLUSTRATED CATALOG SHEET ON OUR LATEST SENSATIONAL PREMIUM AND PUNCHBOARD ITEMS

This Merchandise Is
IDEAL for Gifts, Prizes, E

AMONG THE HOT-SELLERS ARE
• Beautiful Electric Clock Table Lamp
• Colorful Swiss Chalet Electric Clock
• Modern All-Purpose Electric Cooker
• Alligator Grained Leather Zipper Wa
• New Rollit Convertible Ball Point Pe
• Famous Dutch Mill Electric Clock

AND 3 OUTSTANDING CAMERAS

• Flex-Master Reflex Camera
• Falcon Miniature Flash (Synchroni
Flash)
• Mandy, Fast-Selling Falcon Minicam,
Camera

WRITE TODAY FOR YOUR COPY
THESE DESCRIPTIVE CATALOG SHE

Mutual Distributing Co

6240 N. Western Ave. Chicago 45,

WESTERN SADDLE HORSES



Here's a Western
Saddle Horse that
knows its oats and
is sure to romp in
with top-class com-
pany.

This is no ordinary
leg-weary flea-bag;
make no mistake
about that.

He's a handsomely
built bronze beauty,
polished to the
queen's taste, and
carrying a detach-
able saddle and
saddle blanket.

Three Sizes:
B-1 — 10 1/2" Tall,
12" Long, \$4.00 ea.
in doz lots. Sample
postpaid, \$5.00 ea.
B-2 — 8 1/2" Tall, 10"
Long, \$3.00 ea.
in doz lots. Sample
postpaid, \$4.00 ea.
B-3 — 4 1/2" Tall, 5"
Long, \$2.20 per doz
Samples, postpaid
\$1.00 ea.

25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place

Asbury Park, New Jersey

P.O. Box 356 Phone Asbury Park 1-1529

ATTENTION, MEXICAN NOVELTIES AND CURIOS

Real Fast Selling Novelties—the Newest on the Market. Order Now!

1. Mechanical Turtles, Armadillos and Alligators, moves the head and tail \$ 8.40 Gross
2. Mechanical Monkeys, a new novelty, moves the head and tail 14.00 Gross
3. Tarantulas (Spiders), with long wire legs, very well made 14.00 Gross
4. Skeletons and Devils, very well made, fast sellers 9.00 Gross
5. Fur Monkeys, with drum, with feathers on top of the head 18.00 Gross
6. Mexican Resurrection Plants, nice selected plants 20.00 Thousand
7. Micky Mouse, this mouse is like a live one, a real fast selling novelty 18.00 Gross
8. Mexican Miniature Saddles, large size, first class 6.00 Dozen
9. Snake in the Box, you pull the top and out comes the snake striking, lots of fun with this novelty 20.00 Gross
10. Mexican Jumping Beans, new crop just came in; this is the last curio in the world, \$10.00 Thousand; taking 10 or more thousands at 7.00 Thousand

Terms: 50% deposit, balance C. O. D. (Can supply any quantities)

NATIONAL PRODUCTS COMPANY

LAREDO, TEXAS

DELUXE PLASTER

ONE CARTON OR A CARLOAD



No. 66



No. 53



No. 57



No. 58

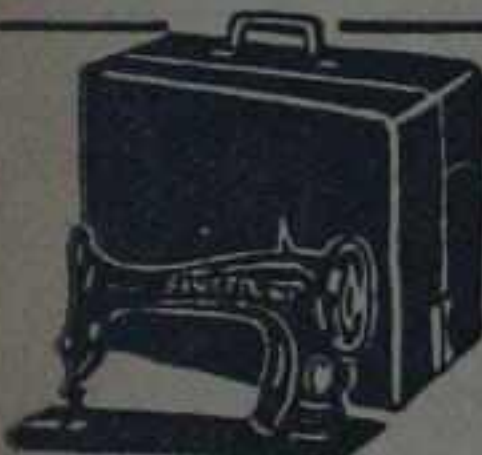


No. 67

These are all made up as banks. Size 8 in. to 14 in. high.
Write for free catalog—listing hundreds of items. Please state
business to avoid delay in receiving new catalog.

WISCONSIN DELUXE COMPANY

1902 NO. THIRD STREET
MILWAUKEE 12, WISCONSIN



PRICE\$68.50 EACH
3 OR MORE..... 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MA-
CHINE, with new electric motor, controls, electric wheel,
luggage carrying case and equipment. All nickel parts
chrome plated and new crinkle paint finish on the head.
Every machine a perfect stitcher, ready to do your sewing
in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D.
Rebuilt Singer Drop Head, complete with treadle stand
(foot power)—Price \$52.50. Prompt shipment.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
Every kind of Glassware, Blankets, Hampers, Massocks, Plaster, Slum, Flying Birds, Whips,
Balloons, Mats, Cans, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type
of Goods You Are Interested in.



ACME

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

ELGIN — BULOVA — WALTHAM

7 Jewel \$11.50
15 Jewel 14.50
17 Jewel 16.50
10 K. R.C.P.
CASE, Steel
Back, Recondi-
tioned (Like
new). Expan-
sion Band (no
extra charge).

Swiss Watch
Ladies' & Com-
7 Jewel \$ 7.50
15 Jewel 9.50
17 Jewel 11.50
Rhinstone Dia-
\$2.00 Extra

Write for price list on watches and oth-
er jewelry items. 25% with order, bal. C.O.D.

WEINMAN'S

108 Beale, Dept. M, Memphis, Tenn.



No. 2201

No. 2200

GENUINE WHITE ZIRCON

1/2 Kt. Weight, 10K Gold Rings, \$3.75 Each
14K Gold, \$4.25 Each. Sold to dealers only.
Send for Ring Circular.

Harry Mahren Ring Co.

116 W. 34th St., Room 257, Herald Square
Hotel Bldg., New York 1, N. Y.

BINGO

Heavy Weight Cards, Specials, Cages,
Blowers, Transparent Markets.
Write for bulletin.

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio



Fragrant Sparkling Glitter! Jewelry Sets

Brooch and Earrings to match. Individually boxed. Assorted colors. Perfumed roses with sparkling glitter background. Wonderful flash.

\$6.50 DOZEN (postpaid)
Sample, 75¢.

Write today for prices on complete line.
1/4 Deposit—Balance C. O. D.
Interesting jobbers' proposition.

MISSION COMPANY

1328-A West Pico Los Angeles 6, Cal.

New FAST SELLING RINGS

NEW RING CATALOG—JUST OUT
Showing All New Styles in Rings.
Write For Catalog No. 1948RB.
STATE YOUR BUSINESS
FOUR OUTSTANDING STYLES

**GOLD FILLED
No. 4R85
\$24.00
dozen**

**YELLOW
R. G. P.
No. 4R155
\$18.00
dozen**

**GOLD FILLED
No. 4R175
\$18.00
dozen**

**GOLD FILLED
No. 4R195
\$20.25
dozen**

**HARRY PAKULA
and CO.**

Same model Larger and heavier
No. 4R65 \$24.00 dozen

5 N WABASH AVE., CHICAGO 7, ILL.

TOY WHEELS

DOLLS
ANIMALS

**AMERICA'S LARGEST
ASSORTMENT OF
Low Priced
STUFFED TOYS**

SAME DAY
SERVICE!

State Your Business

NEW CATALOG
100 PAGES
SEND FOR YOUR
FREE COPY TODAY

Merchandise for Every
Type of Midway Concession

Hex Established 1923
MANUFACTURING CO.

468 SENECA ST. BUFFALO 4, N. Y.

Imitation DIAMONDS

Always Get the Cash

WRITE FOR CIRCULAR
Regularly for Latest Styles & Prices
DES MOINES RING CO.
1155 Twenty-Sixth St., Des Moines 11, Iowa

TIPP'S Catalogue on NOVELTIES

such as Balloons, Birds, Tipp Whips,
Tipp Canes, Toys, Tipp Batons, Monkeys,
and Hundreds of kindred items . . .
IS NOW READY!

• If you are looking for plunder, don't write us—
We handle only the best! Write . . .

• **The TIPP Novelty Co.** 242 No. 6th St., Tipp City, Ohio

**GENUINE SWISS 2-PUSH-BUTTON
CHRONOGRAPH
WRIST WATCH**

Only \$6.50

In quantities of 6 or more.
Sample, \$6.75.
(Retail \$19.95)

**IT HAS EVERYTHING
Note These Features**

- IT'S A TIMEKEEPER
- IT'S A STOP WATCH
- IT MEASURES DISTANCE
- IT MEASURES SPEED OF AIR-PLANES, CARS, RACE HORSES, ETC.
- IT HAS SWEEP SECOND HAND, CHROME CASE, PRECISION WORKMANSHIP.

25% DEPOSIT WITH ORDERS

COLEMAN SALES, Dept. BB **1335 So. California, Chicago 8, Illinois**

FUZZY WUZZY LION

Beautifully made of 100% Rayon Silk Plush, with long-haired lamb's fur mane and fur tufted tail; movable eyes, natural colored body and mane.

20" HIGH \$60.00 doz.

Send for fully illustrated 1948 Catalog

SAMPLES\$5.50 EA.
25% Deposit With Order—Balance C. O. D.

PLACE YOUR ORDER NOW!

Joe End & Co.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y. WA 5-8280

SUN GLASSES

**ARMY AIR FORCE
TYPE**

Complete with case, ground and polished, 4 base lenses, gold plated frames, Pearl-old sweater and pads; made to optical standards. Order now, satisfaction guaranteed or money refunded.

\$21.00 PER DOZ.
or send \$2.00 for sample prepaid.
25% Deposit, Balance C. O. D.

RAY-BAR CO.
862 Broad St. Providence, R. I.

Fancy Assorted
CHOCOLATES, 38c lb.

Our Big "Blue Mountain" Two-Layer Box. Attractively Cellophanned. Two Doz. to Case, \$4.50 Doz. (Also Chocolate Fruit, Nut Fudge Squares. Fine Summer Number. Big Fancy 1-2 Box, 38c.)
Sample, \$1.00. 25% Cash on C. O. D.

Barbara Fritchie Chocolates, Frederick, Md.

WRITE FOR NEW FREE CATALOG

Over 2,000 Items for
JOBBER—PITCHMEN
NOVELTY STORES—MERCHANDISE
AND CARNIVAL WORKERS

GEM SALES CO.

113 Woodward Ave. Detroit 26, Mich.
Members Michigan Showmen's Assn.

NOW...Make More Money SELL...Famous ERMET Game Tables

Sturdy, weight-tested folding tables. Selected wood rails and legs. Tops of tough exclusive ERMETITE . . . exquisite replicas of genuine wood inlays . . . glossy, alcohol-proof lacquer finish . . . laminated against warping.

No. 18C—Checkerboard top, game-lovers' favorite. Less than gross \$2.44 ea. Gross or more \$2.17 ea. F.O.B. Indianapolis. Terms: 1% 10 da. 30 days net. Immediate Delivery.

Order today . . . and ask for data on full line.

ERMET PRODUCTS CO., 2106 N. Caroline, Indianapolis 7, Ind.

BEAUTIFUL Wall Plaque Premiums

Snappy Subjects, 2 1/4 x 3 1/2, with
Calendar Back

ONLY 1c EACH IN 10M LOTS
\$10.00 PER M

ONLY 1 1/4c EACH IN 5M LOTS
\$13.00 PER M

Sample order 500 only \$7.50 postpaid

**BOARD OPERATORS!
GIFT BUYERS . . .!**

De Luxe Plaques 4 x 6

Cold Edged—Snappy Subjects

Regular \$1.19 Retail—Your cost in 100
lots only 36c

Sample order 25 assorted only \$10.00
postpaid

Increase your Sales with these Eye Catching Subjects.

Terms: 1/2 Cash, Balance C. O. D.

RICHTER McCALL & CO. 14 N. PEORIA
CHICAGO 7, ILLINOIS



I'm a Big Girl Now

Western Saddle Horses

Made of Bronze highly lustrous
finish. Detachable Saddle and
Saddle Blanket. Comes in three
popular sizes.



25% Deposit, Bal-
ance C. O. D.

#201 10 1/2" Tall, 12" Long	\$4.00
SAMPLES \$5.00 EA.	ea. in doz. lots
#202 8 1/2" Tall, 10" Long	\$3.00
SAMPLES \$4.00 EA.	ea. in doz. lots
#203 4 1/2" Tall, 5" Long	\$7.20
SAMPLES \$1.00 EA.	per doz.
#204 5 1/4" Tall, 6 3/4" Long	\$10.80
SAMPLES \$1.25 EA.	per doz.
#205 6 3/4" Tall, 7" Long	\$15.00
SAMPLES \$1.50 EA.	per doz.

Telephone: ORegon 3-6330

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y.

The "NEW LOOK" in Sunglasses

ARTCO presents the glamorous Harlequin
style, with first quality, sparkling, hand-set
imported rhinestones on fine solid frame.

Style: G104

Price: \$2.50 Dz.

Same fine sunglasses without
rhinestones. (PLAIN.)

**ORDER THESE SUN-SATIONAL
MONEY-MAKERS TODAY!!!**

Dozen to display card in RED, BLUE
and FLESH color assortment.
Minimum Sample Order One Dozen.

ARTCO VOGUES, INC.

600 WEST 171ST STREET
NEW YORK 32, NEW YORK



25% Deposit, Balance C. O. D.

★ Note: We do not sell consumer trade ★

This Is the TOY Year

The largest and most complete variety of TOYS in the
U. S. A. Catering to the Carnival and Concession Trade.

Complete Line of Bingo, Grind Store, Ball Game and
Wheel Items. Complete Line of Novelty Stand Items.

SEND FOR PRICE LIST

CASEY CONCESSION CO. CHICAGO, ILL. HARRISON 7798

CARNIVAL PLASTER

The quality of our merchandise is higher than ever before. Carry-out price at the shop
has been reduced. Florentine has served the showmen for 30 years, but has been under a
new management for the past two seasons. Let us serve you. Write today for our price
and descriptive list.

FLORENTINE ART STATUARY CO.

906 E. 12th, KANSAS CITY, MO.
(new address)

Phone Ha. 0996
(night) Dr. 4389

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION—DIRECT POSITIVE OPERATORS.
Authorized Eastman distributors. Write for 1941
catalog announcing medium-priced metal and glass
frames, folders, chemicals. Hand-painted back-
grounds, comic foregrounds, paper and double unit
Photo Machine. Haulley Photo Supply Co., 1414
McGen, Kansas City, Mo. my29

COMIC FOREGROUNDS, BACKGROUNDS—
Large assortment in stock. Overnight service.
Photo Mounts, Photo Rings, Novelties. Free
literature. Miller Supplies, 1585 Franklin, St.
Louis, Mo. je26

COMPLETE STOCK OF DIRECT POSITIVE
Supplies. Immediate shipment. Lone Star Photo
Supply Company, 2717 Elm St., Dallas, Tex. my29

COMPLETE 517 AND 422 HAND OPERATED
D.P. outfit. F4.5 and F3.5 lenses. Write for list
and price. W. Richelieu, 16 Angle St., Pawtucket,
R. I. je26

COMPLETE LINE OF EASTMAN AND MAR-
ful Direct Positive Supplies. Write for price
list. Marks & Fuller, Inc., 70 Scio Street,
Rochester 4, N. Y. my29

DIME PHOTO OUTFITS, CHEAP—ALL SIZES.
Drop in and see them: latest improvements. Real
bargains. P. D. Q. Camera Co., 1161 N. Cleveland
Ave., Chicago 10, Ill. je26

DIRECT POSITIVE PHOTOGRAPHERS—WE
supply everything you need. Reasonable prices.
Eastman D.P. Paper, Chemicals, Frames, Back-
grounds, Comic Foregrounds, Cameras for indoors or
outdoors, complete Photo Booths, etc. Free informa-
tion and prices. We are old and reliable since
1903. P. D. Q. Camera Co., 1161 N. Cleveland
Ave., Chicago 10, Ill. je26

FOR SALE—2 1/2 x 3 1/2, WITH LENS, BOOTH
Camera, \$139. Bright Mfg. Co., Greenboro,
N. C. my29

MOVING PICTURE EQUIPMENT—COMPLETE.
less screen and seats. Powers 6B Machines, extra
head, Toledo low voltage lamp houses, new amplifier,
high fidelity, dual channel. F.O.B. here, \$2250.
J. M. Smith, 32 Orchard Lane, Columbus 2, Ohio.
je26

PHOTO MACHINES—SINGLE, DOUBLE, TRI-
ples. 1948 streamliners. Also Cameras only. Best
made. Federal Identification Co., Box 3586, Okla-
homa City, Okla. je24

STREET CAMERAS, ALSO BOOTH CAMERAS
at new low factory prices. Send for new catalog.
Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

TWO COMPLETE VICTOR 16MM. MOVING
Picture Outfits. One Model 60B, one Model 40B,
6000 feet Sound Film. Screens, excellent condition.
E. Bullard, Belmont, N. Y.

WILL ACCEPT YOUR FILMS—PART CASH.
for 16mm. "Birth of a Nation" prints, Box
3602, Philadelphia 25, Pa.

1 1/2 x 2 LEATHERETTE PHOTO CASE—\$2.00.
Send us your samples for our quotation. We
manufacture any size Leatherette Cases. National
Sales, Box 115, Sta. A, Brooklyn 6, N. Y. my29

6 ROLLS D.P. 1 1/2 x 250 FT. \$2 ea.; ONE ROLL
2 1/2 x 250, \$3; 4 Electroid Cameras, perfect, 4
for 25, 3 for 50, \$50 ea. Spector, Old Orchard,
Maine.

8, 16, 35MM. NEW AND USED PROJECTORS.
Cameras, Films, Relights, Westerns, Sports, En-
tertainment, Screens, Generators, Lenses, Professional
and Amateur Equipment. Bargains; trades accepted.
Morilla, 59 W. 48th St., New York 19.

35MM. SOUND FILMS—OUTRIGHT SALE.
New low prices. Also rental service. Listings.
Oakley Films, 242 Keotner, Nelsonville, O. my29

SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY TAK-
ing orders for complete line Personalized Initialed
Buckles, Belts, Cap Badges, 2,000 emblems. Fast
repeats. Write today. Hook-Past Company, Box
480-BB, Roanoke, Va. my29

SPECIALTY SALESMEN TO SELL "GUARAN-
teed Trades Stimulator" advertising plan to retail
merchants. Special sales kit sent free upon request.
Churchill Advertising Service, 3540 22nd Ave., San-
ta Monica, Calif.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—
Positively no disappointment. Nieman Studios,
1236 S. Halsted St., Chicago 7, Ill. Canal 2544.
je26

SIDE SHOW BANNERS—8x10 FEET, \$38.50.
Good cloth, leather straps and rings. Also small
and large banners and fronts made. Quick service.
W. Courtney, Barboursville, W. Va. my29

TATTOOING SUPPLIES

TATTOOING OUTFITS AND SUPPLIES—IL-
lustrated literature free. Diamond-equipped En-
graving Outfits for jewelry concessionaires. Zeis
Studio, 728 Leslie, Rockford, Ill. au14

TATTOOING MACHINES—WORLD'S BEST: DE-
signs, Colors, Needles, Outfits. Free catalog.
Fast service. Owen Jensen, 120 W. 83rd St., Los
Angeles 3. jy3

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-
chines, all other coin equipment. Mac Postal,
6416 N. Newgard Ave., Chicago. jul2

BIG SIX AND ROULETTE WHEEL, ALSO
checks. M. E. Fritz, 358 Main Street, Dubuque,
Ia.

WANTED TO BUY—KIDDIE RIDES, ALSO
small Merry-Go-Round, Chas. Krins, R. R. 1,
Box 366, Toledo, O. my29

WANTED—MECHANICAL DISPLAYS AND
Novelties of all kinds. Also window attractions.
Please describe fully and state price. Highway House,
7501 East Central, Albuquerque, New Mexico. je26

16MM. - 35MM. SOUND EQUIPMENT, FILM,
Chairs, etc. No junk. State price and condition. D.
Day, Box 1154, Vero Beach, Fla.

30x60 TENT OR COMPLETE TENT PICTURE
Show. Robert La-Tier, 1411 State Line Ave.,
Texarkana, Tex.

WE'RE OUT TO GET ALL THE WATCH BUS-
INESS AVAILABLE . . . SO WE'VE MARKED
DOWN ALL JEWELRY TO ALLOW YOU BIG-
GER PROFITS! HERE'S OUR NO. 1 SPECIAL



No. F503

25% with order, balance C. O. D.
Sample order \$1.00 extra

Write for Our New Catalog and Folder
of Huge Profit Making Jewelry Items

LOUIS PERLOFF

737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

"HERE'S THE PITCH" ON SOME GREAT VALUES

On Staple Items

That Will Save You Money!

20 Grand Aspirin, 12/104, Per Gr. Pkg. \$ 1.25	
Optik Sun Glasses, Per Doz., \$2.50;	
Per Gr.	24.00
Bower's (Army Surplus) Cigarettes	
Lighters, Per Doz., \$2.25; Per Gr.	24.00
"Mello-Bowl" Smoke Pipes, 1 Doz. to	
Card, Per Doz., \$2.00; Per Gr.	21.00
"Super Pure" Tooth Powder, 10¢ Size.	
Per Gr.	3.00
Leather Bag Tags, 1 Doz. to Card, Per Gr.	6.00
"Realshine" Shoe Polish, Paste,	
Or-Blood Only, Per Gr.	2.00
"Hi-Hat" Shaving Lotion, 6 Oz., 50%	
Alcohol, Per Gr.	9.00
"Big Squirr" Water Squirter, 12/104	
to Card, Per Gr.	3.00
Gauze Bandage, 1 1/2 Yd., Per Gr.	4.00
Gauze Bandage, 3 1/2 Yd., Per Gr.	6.00
Leather Coin Purses, Per Gr.	6.00
Leather Watch Straps, 25¢, Per Gr.	12.00
Paring Knives With Wood Red Handle.	
Per Gr.	6.00
All Metal Nail Clippers, 1 Dozen to	
Card, Per Gr.	6.00
Metal Scissors, Per Gr.	3.00
Gillette Type Razors, Plastic, Per Gr.	6.00
Rubber Balls, 2 1/2", Solid, Red and	
Blue Colors, Per Gr.	3.00

TERMS: Money Order or Certified Check
Order, or 25% With Order, Balance C. O. D.
LEE PRODUCTS CO., INC.
437 Whitehall St., S. W. Atlanta 2, G.

ATTENTION! GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all
gauges and qualities. • Stone-set and plain
baubles as follows: • hearts • stars • clovers
• crescents • beaded hearts • wagon wheels
• crosses, etc. • Jewel sets, all sizes, with
1 and 2 holes set with stones and pearls
• 3-stone ring top of beaded stock. • Beaded
band wire • Plain findings, such as crosses
• anchors • bowknot pins • springrings •
jumping rings • swivels • chains • plain and
twisted hoops • carvers • earcraws, etc.
• Hoop earrings • earrings for pierced and
unpierced ears. • Hand-made adjustable han-
dle bracelets. • Wire knot rings of rolled gold
plate. • Pearl plates of small shell. • Cameos
etc.

Write for \$5 sample order with
price list. Deposit, \$2, bal. C.O.D.

EMROW JEWELRY CO.
Box 93, North Station, Providence 5, R. I.
Buy Direct From Manufacturer and Save



Never a breakdown
with guaranteed
Amico Quick cam-
eras. Patented fea-
tures means more
profits. Immediate
shipment. New,
Used, Low Prices.
Write
American Stamp & Novelty Mfg. Co.,
Houston 6, Tex. (formerly of Okla. City)

Flash! Argo Three-Star Se

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

NEW BINGO—SET TO GO

Royal blue Anchor canvas, white pine fra-
me 18"x18", P.A. set, all brand new, seats 48.
men can set up. 1941 International Truck, 3
just overhauled, rubber good, 14 ft. van body
side brackets. Outfit and truck \$2,000. Sell
because of disappointment. A. W. Lewis, 30
45, 1288 East 82nd St., Cleveland, Ohio.

SENSATIONAL! TERRIFIC VALUES!

GENUINE FUR JUMBOS!

- 252 30" Grizzly Bear, Assorted Colors \$42.00 Dz.
567 30" White Fuzzy Wuzzy, Curly Lamb-
Mouton Trim 72.00 Dz.
22 12"x10" Fur Scotty Dog, Assorted Colors 13.50 Dz.



#752

25%
Depos-
Bal.
C.O.D.
if not
rated.

RAYON PLUSH NUMBERS!

- 240 28" Plush Bear, Assorted
Colors \$28.50 Dz.
• 18 11"x9" Plush Scotty,
Assorted Colors 6.50 Dz.
• 99x Sitting Doll, Pressed Face,
Assorted Colors 6.50 Dz.

BUY BY CARTON
AND SAVE \$2.00!

LEAD WITH THE ACE KING LION!

- Genuine Fur Mane, All White Rayon Silk Plush Body. **\$60.00** Dz.
LOW PRICE OF.....
• Genuine Fur Mane, Assorted Colors, Rayon Silk Plush Body. **\$48.00** Dz.
LOW PRICE OF.....
SALESMEN: CHOICE TERRITORIES STILL OPEN!

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys

22 WEST 27TH STREET

NEW YORK 1, NEW YORK

50,000 PIECES OF JEWELRY CLOSE-OUT!

Pins, Bracelets, Earrings,
Chokers, Simulated Pearls,
Pendants, Clips, Fasteners,
Lacelets, Chateleines,
Lockets, Rings, Barrettes.

Gold Filled, Sterling, Brass,
White Metal, Rhinestones,
Colored stones — many in
expensive Gift Boxes.

• AS THEY COME •

ASSORTMENT
A
12 PIECES
OF JEWELRY
for \$1.50
SOME RETAILED
FOR \$1.25 EACH

ASSORTMENT
B
12 PIECES
OF JEWELRY
for \$2.00
SOME RETAILED
FOR \$1.50 EACH

ASSORTMENT
C
12 PIECES
OF JEWELRY
for \$3.00
SOME RETAILED
FOR \$2.25 EACH

ASSORTMENT
D
12 PIECES
OF JEWELRY
for \$6.00
SOME RETAILED
FOR \$4.50 EACH

ASSORTMENT
E
12 PIECES
OF JEWELRY
for \$12.00
SOME RETAILED
FOR \$9.00 EACH

SURPRISE PACKAGE!



\$10.00 Containing 41 pieces
of jewelry —
A beautiful assortment including
costume pieces in precious metals
which formerly sold for \$10.00
each and higher. Two of these
pieces can bring you your
original investment of... **\$10.00**
Satisfaction Guaranteed!

25% Deposit, Balance C. O. D. Write for New Summer Catalogue.

Tucker-Lowenthal Company

5 S. WABASH AVE., CHICAGO 3, ILL.

PHONES DEARBORN 1403-1921

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. We Guarantee the Sale.
Dox. \$1.50. Gro. \$16.50.

"Kilroy Was Here," Plastic Statuette. Dox. \$1.20. Hundred \$9.00.

"Novelty Rubber Man in Barrel," Dox. \$2.50. Hundred \$18.75.

Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

WRITE FOR OUR LATE CIRCULAR NO. 248

New Low Prices on All Carnival Merchandise

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.

GIANT LOLLY-POPS

Satin finished Hard Candy. Made to stand summer heat. Full 8 ounces, \$21.60 per gross;
6 ounces, \$18.00 per gross. Samples 2 each, \$1.00 prepaid.

SWANSON'S CANDIES

P. O. BOX 297

BARABOO, WIS.

F. L. de ARKOS

MEXICAN IMPORTER

ARTISTIC AND SERVICE POTTERY, SARAPES, FEATHER CARDS, LARGE WITCHES,
SKELETONS, DEVILS, TARANTULA SPIDERS, TURTLES, MONKEYS, HAND-CARVED
WOODEN POWDER BOWLS, VASES, WALKING CANES, LIQUOR SETS, PICTURE FRAMES,
MINIATURE GUITARS, FUR DGS, HORN NOVELTIES, ETC. REQUEST PRICE LIST.
904 SCOTT ST., LAREDO, TEXAS.

Here is 1948's **BIGGEST** money-maker for
SALESMEN, JOBBERS, PITCHMEN



RETAILS
FOR
\$3.85

PRESTO

THE MIRACLE FIRE FIGHTER

9 SUPERIOR FEATURES that makes PRESTO a sure-fire seller

- A new chemical formula which packs the fire-killing power of extinguishers many times its size and weight.
- It is always ready for instant action.
- So simple, any member of the family can use it.
- Tiny and good-looking, fits into car, boat or motorcycle.
- An efficient shut-off valve prevents any waste of fluid.
- It needs no periodic inspection or recharging.
- It is harmless to food, clothing or furnishings.
- Costs so little and does so much.
- Customer can exchange used extinguisher for a new PRESTO for only \$1.85.

There's virtually no limit to the potential
buyers of PRESTO:

In the Home • The Auto • Boats
— ANYWHERE FIRE MAY BREAK OUT —

2 QUICK PROFIT SALES PLANS

- Reap big "profits in advance" on our popular C. O. D. Plan wherein you sell from your demonstrator.
- Still greater profits by buying from us in quantity and selling from your own stock.

GET BUSY NOW!

There's no "season for fires" and that makes PRESTO a giant year round seller. But remember, the first man in your territory is going to make the most sales and do it fast. Be sure YOU are that "first man" by writing for complete details at once so that you can get started. Order your demonstrator, too!

Don't overlook our
AMAZING sample dem-
onstrator deal **\$2.50**

Because quick, effective demonstrations will bring you about twice the sales you'd make without demonstrations, we're making you this special offer. \$2.50 brings you a complete sample with all the information you'll need to start selling. And that's PREPAID, too! More important, we'll refill your PRESTO any time you send it in. FREE! Take advantage of this big Demonstrator deal by ordering right now!

MERLITE INDUSTRIES, INC.

319 PEARL STREET

DEPT. B-1

NEW YORK 7, N. Y.



Z-O-O-M-I-N-G! PROFITS!

At { COUNTY FAIRS
CARNIVALS
CONVENTIONS

GUARANTEES YOU NEVER TO BE BROKE

LUCKY
PENNY
KEY CHAIN
contains
New Copper
Penny

You can't lose. The Lucky Penny token with key chain at-
tached has proven a fast 25c Souvenir seller at Carnivals, Con-
ventions, Fairs, Picnics, Beaches, etc. Cost only \$8.40 per
hundred. Popular for premiums, prizes, souvenirs, as give-
aways and for advertising purposes. For a quick money maker,
here is a winner.

H. MEINHARDT & CO.

4140 Sheridan Rd., Dept. B,

Chicago, Ill.

DEALERS!

JOBBERS!

AGENTS!

SALESMEN!

LOG CABIN ASH TRAYS SELL ON SIGHT!

SMOKE CURLS
UPWARD →



Really new and novel! A natural for homes, schools,
resorts, lodges, taverns, curio shops, etc. An easy
demonstration sells them! Beautifully made of
genuine Art-Stone in the shape of a rustic log
cabin. Cigarette smoke curls realistically through
chimney of the removable roof. There's room for
a full pack of cigarettes and matches. Hand finished
in attractive antique effect. Your cost \$10.80 per
doz. FOB Chicago; fair trade at \$1.98 apiece. Send
for free money making details. Only \$1 brings you
sample demonstrator. Immediate delivery. We
want representatives. We answer personally. Write
or wire today.

DISPLAY NOVELTY CO. Dept. BK

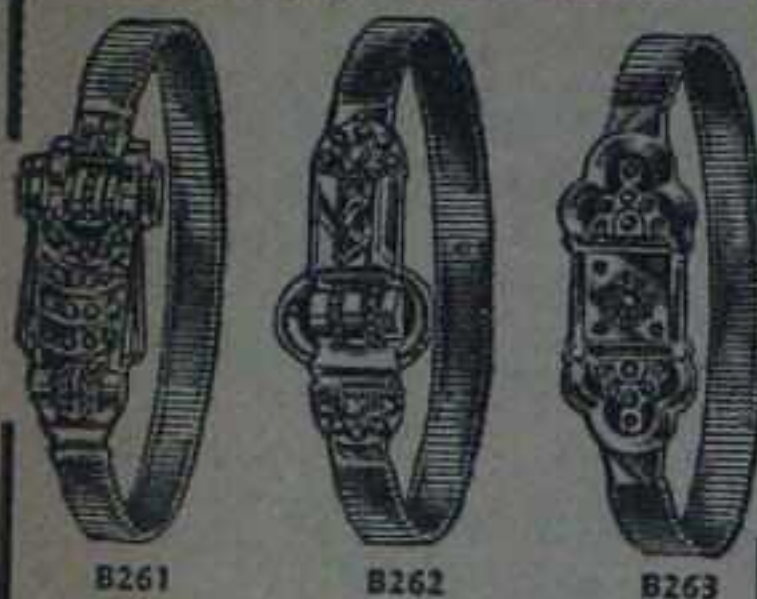
58 W. LAKE ST., CHICAGO, ILL.

COIN BRACELETS DOUGLAS NANCE

Made of Foreign Coins. Beautifully Chrome-Plated. A
unique Novelty—No Slum. \$7.00 Per Doz. in Gross Lots;
\$7.50 Per Doz.; Sample, \$1.50. 1/2 Deposit, Bal. C. O. D.
1309 Virginia Park, Detroit 2, Mich.

HURRY! HURRY!

While only 3800 pcs. last!

**DeLuxe RHINESTONE
COCKTAIL BRACELETS****Sensational Premium Items!**

Thousands of satisfied customers prove what terrific values these cocktail bracelets represent. Order now—TODAY—first come, first served!

- Set with brilliant Rhinestones and Imitation Rubies or Sapphires
- Replicas of \$500.00 Cocktail Watches
- New Type Expansion Band

REGULAR \$3.95 RETAILER

\$6.00 dozen **\$54.00** gross
BUY A GROSS AND SAVE \$18.00

MINIMUM ORDER 1 DOZEN

25% With Order, Bal. C. O. D.

GAINES & GAINES

5 N. Wabash Ave.

Chicago 2, Ill.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

FEMALE PIANO AND ACCORDION PLAYERS—For single and steady bookings. Send photo. Harry Thomas, 162 N. State, Chicago, Ill. Telephone DEarborn 6268.

GIRL FOR TRAPEZE ACT—REGULAR ROUTING work. Good season. Write quick. S. Economou, 49 West 70th St., N. Y. City. Phone SU-squehanna 7-7288.

MECHANIC WANTED—EXPERIENCED, for Penny Arcade in New Jersey seashore resort. Please give age and salary desired. Box C-21, care Billboard, Cincinnati. my29

MUSICIANS—FOR FINE DANCE ORCHESTRA, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. July 12

MUSICIANS FOR COMMERCIAL DANCE AND SHOW BAND. Violin doubles. Sax vocals, showmen, location. Contact Leader, Langenfeld Hotel, Centralia, Ill.

MUSICIANS—ANY INSTRUMENT, TO SINGLE in small nite spot. Write Stan Fletcher, Chariton, Ia.

NEED BASS MAN FOR COMMERCIAL UNIT—Vocalist preferred. Salary, locations, steady work. Bandleader, Riverside Club, Casper, Wyoming.

NEED TENOR MAN AND PIANO MAN—WIFE Lee Williams, 1611 City National Bank Bldg., Omaha, Neb. my29

NEED TENOR MAN—TOP WAGES, other musicians write. Rex Pine Orch., Glencoe, Minn. my29

PIANIST FOR FIVE PIECE COMMERCIAL Band. Must read, fake, play Holmox, sober. Steady location, good salary. Contact Eddie Howeth, Rice Hotel, Crowley, La.

PIANO PLAYER—MALE OR FEMALE, who can sing and play old songs. Jimmie Dale, c/o Billboard, New York City.

TRUMPET MAN INTERESTED IN SETTLING down to day job and good jobbing proposition. Write Melodiers Orchestra, Waynesboro, Va. my29

WANTED—GIRL MUSICIANS ON BRASS, SAX and clar. percussion. State experience, age, height and send photo. Steady, union, travel. Twirlers write. Gen. Bird's Musical Majorettes, 430 Seventh St. N. E., Massillon, O. my29

WANTED IMMEDIATELY—EXPERIENCED Piano Man. Must read, fake. Beach location. Leader, Park Lane Hotel, Hattiesburg, Miss.

WANTED—MAN AND WIFE TO OPERATE novelty concession with carnival. Locations contracted. Stand on trailer wheels and all merchandise furnished. Good commission on sales. Furnish references. Write K&J Amusements, 1328 5th Ave., Rock Island, Ill.

100 COCKTAIL AND RHUMBA UNITS—Singles to quartettes. Rush publicity. Best spots. Bernie Collins Agency, Saratoga, N. Y.

FIREWORKS

Write for our free catalog on fireworks. Our stock is complete, including the Zebra Firecracker.

**WHOLESALE ONLY
SAXL ENTERPRISES**

Dept. 1, P. O. Box 1397
Portland 7, Oregon

**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.
 - Each pair individually boxed in two-color display box.
 - Free streamers and display material with each order.
- THESE ARE NOT CHEAP COCKLES BUT HIGH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, SPORTING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.

Sample pair \$ 2.25
By the dozen 20.00 per dozen
By the gross 210.00 per gross
Lots of 500 675.00 for 500

Send for free catalog of latest types of rimless, zyl, mirrorlens, gold, clip-ons, rhinestone fantasy, etc.

PHILKAY PRODUCTS
30 IRVING PLACE NEW YORK 3**MONEY MAKERS**

These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival operators, etc.

25% Deposit with order, balance C. O. D.
F. O. B. N. Y.
SATISFACTION GUARANTEED



A MILLION SALES with CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your Big Opportunity for Big Money Making.
LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 3, Pa.
Phone: Walnut 2-1947-1948

Sally HOT SPOT Silent Flame Desk
Gold Plated
LIGHTER

Immediate Delivery Sample \$2.00
Pull lighter from base, rest on rail, touch other end to figure and Presto! a Silent Flame.
Height 5", \$20.00
3" Square. Per Doz. .
\$57.50 in Case Lots.
3 Doz. to Case.

ABCO NOVELTY CO.
823 W. Randolph St. Chicago 7, Ill.

THE HOUSE BUILT ON BINGO MARKERS
BINGO MARKERS

Transparent Plastic, 1/2" round, 3/4" round and square. Vesco Plastic, 1/2" round. Hubber, 1/2" and 3/4" round. 1M or 1B to 10 million or 1 ton.

WRITE FOR SAMPLES AND PRICES
V. E. SUPPLY CO.
282 W. Market St. AKRON 3, OHIO
Phone BLackstone 2169

#6102K Monkey Philosopher
New and unique tremendous sellers

Made of porcelain, in natural monkey colors, 3 inches high.

#1 is entitled "Dawn of an Idea"
#2 is entitled "Idea Growing"
#3 is entitled "Eureka"
and the facial expressions, especially the eyes, are remarkably expressive of these definitions. Neat cardboard signs with easel backs showing above texts are furnished with each set of figures. Retail for \$2.00 per set of three.
\$3.60 per doz. PIECES (4 sets of three)
Packed 1 doz. pieces (4 sets of three) to box.



No. 1 No. 2 No. 3

AGENTS WANTED TO SELL TO STOREKEEPERS

Liberal commission on orders and re-orders. Sample set sent on receipt of \$2.00, which will be refunded as soon as orders for 6 doz. pieces have been sent in.

Jobbers, Ask for Jobbers' Setup**LEO KAUL** IMPORTING AGENCY, Inc.

333 and 335 K South Market St.
Chicago 6, Ill.

NEW PRICE
STAINLESS STEEL BANDS, \$1.50 EACH
LOTS OF 12 OR MORE, \$1.00 EA.
Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% 99, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.**IT'S NEW! AND HOT!
HAT PINWHEEL**

Felt Hat with twirling colorful pinwheel attached. Children go wild over this fast seller.

THREE QUALITIES IN STOCK

#1—\$2.90 Doz. Gross \$33.00.
#2—3.25 Doz. Gross 36.00.
#3—4.00 Doz. Gross 45.00.

25% Deposit With C. O. D. Orders.
Send for Novelty Catalog.

Bengor Products Co.
119 5th Ave. New York City

No Jewel Wrist Watches

AN IDEAL WATCH FOR GIFT OR PRIZE
RADIUM DIAL AND HANDS
SWEEP SECOND HAND
ASSORTED DIALS
TWO PIECE CASE—BEAUTIFULLY FINISHED
UNBREAKABLE CRYSTAL STRAPPED

\$3.25

per watch up to 100 pieces. Reduced prices upon request in lots over 100 watches.

Samples, \$1.00 additional
25% Deposit with order, balance C. O. D.
Immediate and future deliveries assured.
Wholesale Only

We are direct importers of Swiss watches and movements.

Lancaster Co.

99 Nassau Street, N. Y. C. 7
Phone: Digby 9-0588-0589

NEW IMPORTED SWISS WRIST WATCH

- ★ Precision Bulls
- ★ Stainless Steel
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.95 each
In Lots of 6 or More
Sample orders, \$1.00 extra.
25% deposit with order, balance C. O. D.

ALLIED SERVICE
929 Fifth Ave. Pittsburgh 19, Pa.

**Stainless Steel—
Expansion Bracelets**

Each Dozen on Valvaton Tube Display.
25% Deposit With Order, Balance C. O. D.

THE SALPRO CO.
3824 W. Arthington Chicago 24, Ill.

STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

GENTS AND MANAGERS

YOUR CONTRACTOR, PRESS AGENT, 24 years' exp. Long experience; have car; state only on wire. Robert Saul, 113 W. Butler St., Ann Arbor, Mich. my29

HANDS AND ORCHESTRAS

Y HANDS SOCIETIES—UNION, 8 TO 14 men. Commercial style; available for schools, dance, parties. Can use reliable agent. 1017 N. 36th St., Reading, Pa.

CIRCUS AND CARNIVAL

AT LIBERTY JUNE 1ST—MAN TO ASSIST legal adjuster, or do publicity work back on show. Sober, reliable. Want to connect with "America's Fastest Growing Show." Box C-34, c/o Billboard, Cincinnati, O.

AT LIBERTY AFTER JUNE 2D, LEGAL ADJUSTER. Sober, reliable. Prefer Southern route. Box C-29, Billboard, Cincinnati, O.

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

MAGICIAN, VENTRILOQUIST, CHALK TALKER. Swell show for mixed audiences, all ages. No smoke or drink. Will travel. Available after June 1. Bert Chamberlin, Rt. 3, Boonville, Mo.

STRONG CORNET, TRUMPET, ANY CHAIR—For circus, carnival or dramatic show. Music school certificate, union, sober, twenty years' experience. Musician, Marland Hotel, Sioux Falls, S. D.

TROMBONE—WANTS JOB WITH CIRCUS after May 28. Write details to Kelly Love, Yazoo City, Miss. my29

TROMBONE—CIRCUS, CARNIVAL, DANCE. Fifteen years' experience, union. Address: Box C-30, c/o Billboard, Cincinnati 22, O.

WRESTLER WANTS TO JOIN GOOD "AT" Show. Have 10 years experience. Working and shooting. Write offer to Harold Mason, Brainard, Minn.

MISCELLANEOUS

AVAILABLE—HARVEY THOMAS, VAUDEVILLE Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. my29

MAN—41, WELL EDUCATED. UNFORTUNATELY lost everything. Desperate circumstances. Previously had own roadshow. Presently in New York. Capable organizing girl show, managing concessions, supervising any details efficiently. Will tackle anything in any capacity. Answer all letters. Box C-32, Billboard, Cincinnati 22, O.

PALMIST, AGE 30, LOOKS WITCH-LIKE. CAN do half-and-half parts. Wants work with colored club. Rose Davis, Avella, Pa. Phone: Avella 6713.

VERNON HOFF—FEMALE IMPERSONATOR. "You will stop, look and listen when you see this novel AGVA act!" Vernon Hoff, Billboard, New York City.

MUSICIANS

ACCORDIONIST STROLLER—GO ANYWHERE. Free to travel. Does not drink. Consider all offers. Address: 1216 El Rado, Coral Gables, Fla.

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 Haines, Hazine, Mo. my29

ALTO SAX, TENOR SAX, CLARINET—EXperienced, play any chair, cut or no notice, no jazz, no combos, no transposing. State salary first. Ready. Musician, 203 West Mulberry Street, Bloomington, Ill.

ANNOUNCER—FOR SUMMER SEASON. Experienced showbiz, radio. Arthur E. Wikari, 319 College Ave., Ithaca, N. Y. my29

AT LIBERTY BEGINNING JUNE 1ST—TROMBONE, doubles on baritone horn; arranges. Jack Seane, 1851 N. Topeka, Wichita, Kan. my29

AT LIBERTY—PIANOMAN AND BASSMAN. Both read and fake. Want big band or combo work. Write Wally Swartz, Inwood, W. Va. my29

AT LIBERTY—TROMBONIST AND DRUMMER. Read, fake anything. Prefer jump outfit but will consider all offers. Available June 5th. Write Musicians, 3105 Burnet Avenue, Cincinnati, O.

ATTRACTIVE GILL SINGER—PROFESSIONAL experience, residing in Miami Beach, Fla., for summer. Desires week-end work or club dates in refined place. Will go out of town. Write, c/o Olga Fishman, 3710 Collins Ave., Miami Beach, Fla. my29

AVAILABLE IMMEDIATELY—FAST FOUR-Piece Combination Piano; Clarinet, double Sax; Electric-Spanish Guitar, and Drums. We play relaxed, all any spot anywhere. Jack Weber, 118 Nursery Ave., New Orleans, La. my29

BARITONE SAX, CLARINET, TENOR—GOOD reader, union, neat and sober. Prefer modern commercial outfit. Available after May 29. George Weiner, 221 Wiley St., Morgantown, W. Va. my29

CLARINET—AT LIBERTY FOR CIRCUS. Concert band, dance, hotel, or resort. Double alto saxophone. Good tone on both, reader, best appearance, clean character, sober, fully experienced. Reliable offers appreciated and answered. Can join on wire. Robert K. Grant, c/o Billboard, 155 N. Clark, Chicago, Ill.

COLLEGE ORCHESTRA—AVAILABLE MIDDLE of June to September, 6-9 pieces, prefer resort location. Johnny Durham, Quadrangle, Iowa City, Iowa.

COLORADO ELECTRIC GUITARIST AND VOCALIST. Good appearance, good habits, read, fake, take-off. Small combination name trio. Experienced. Specialty Guitar, Studio, 1966 Seventh Ave., New York 26, N. Y. my29

DOUBLE TENOR CLARINET, VIOLIN—READ, fake. Commercial or jazz. Prefer combo. Desire change. Norman Edland, Phone. 2020 E. 17th, Cheyenne, Wyoming.

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thorough experience. Latin show, commercial, modern rhythm style; solid, steady beat. Beautiful equipment. No boomer. Edna Lee, Duran's Music Shop, Louisville, Ky.

HAMMOND ORGANIST, FEMALE—DESIRE position in rink or hotel. Dependable, experienced. Box C-25, c/o Billboard. my29

DRUMMER AVAILABLE—LOCATION ONLY. Solid beat and experience, own car, plus all essentials. Contact Drummer, 1222 N. 9th St., Ballwin, Mo.

DRUMMER—AVAILABLE IMMEDIATELY. 20 years' experience, orchestra, concert or combo. Consider all offers. Edna, 313 Broadway Theater Bldg., Omaha, Neb. my29

EXPERIENCED GILL VOCALIST—GOOD EARN. sharp wardrobe. Bass man, same experience, slight, read shows. Available May 28. Bill and Pat Cooper, 2022 Ave. E., Galveston, Tex.

HE'S DIFFERENT! HE'S SOLID! THE SOUTH'S new singing sensation, Frankie Demman. He dances, acts too. Available for stage, radio, clubs, etc. He's perfect as a radio disk jockey. Photos and records on request. Write Charles Wren, General Delivery, South Bend, Ind.

LEAD ALTO—CLARINET, FLUTE, EXPERIENCED. Available immediately, single, will travel. Gene Schott, 6119 Kenwood Ave., Chicago, Ill. my29

PIANIST, AVAILABLE JUNE 12—UNION, veteran, single. Now in New York City. Trained musician. Professional experience. Billboard, Box C-27, Cincinnati, O. my29

PIANIST-ARRANGER—YOUNG, SOBER CONservatory experienced. Prefer commercial location band, but will travel. Answer all. Charles Watts, 1127 Benton, Springfield, Mo.

PIANO MAN—COMMERCIAL OR JAZZ, READ, fake and arrange. 12 years' experience. 10 weeks present location. Desire change. Write or wire Ted Cox, Old Barn Nite Club, New Orleans, La.

PIANO MAN—AVAILABLE FOR SMALL COM-bination. Please give details first communication. Allow forwarding. Jimmie Moore, 212 Phuley Ave., Montgomery, Ala.

STRING BASS—EXPERIENCED, READ, FAKE, available now, appearance, reliable. Write or wire: Musician, 3004 Lorain Ave., Suite 1, Cleveland, O.

STRING BASS—EXPERIENCED, READ, FAKE, reliable, age 25, married. Prefer to join good commercial band. Available June 5. Will travel. Musician, 2125 1st Ave., Laurel, Miss.

TENOR SAX, CLARINET—802, EXCEL BOTT. Prefer combo work. Read, fake, travel. Duke Astor, 1469 54th St., Brooklyn 19, N. Y.

TENOR MAN WITH NAME BAND EXPER-ience and family wish to settle in right town or city. Will also consider teaching or working in music store. Musician, Apt. #1, 93 North Third St., Alexandria, La.

TENOR, BARITONE, CLARINET, BASS CLAR-net, name, semi-name experienced. Tone, trans-pose, sober, single, 23, car. Prefer commercial band. Don Vaughn, 330 East 28d, Erie Pa.

TENOR, CLARINET—UNION, GOOD READER, take off, age 20, experienced, available after May 30. Glen W. Smith, 2002 S. Delrose, Wichita, Kan. my29

TENOR CLARINET—JAZZ AND MOUSE experience. Read, jam, etc. Big band or combo. Have car. Must give notice on present location. Write Buddy Wragg, 721 Brawner St., Frankfurt, Ky.

TENOR SAX AND VOCALIST (MARRIED couple), read, fake on tenor, soprano and clarinet. Also sing. Semi-name experience. Wife sings ballads or rhythm tunes equally well. Good wardrobe, beautiful appearance. Both young, like to travel. Have car. Pictures and references available. Any style combo or band. Contact Danny Hale, 2131 Albatross, San Diego 1, Calif.

THREE SAXMEN—DESIRING TO TRAVEL TO-gether. Double all saxs and clarinet. One ar-ranges. Experienced in all styles, micky, tenor, jump. Cut any book on sight. Travel anywhere. Available on two weeks' notice. Write Musicians, 1720 Spring Street, Ft. Wayne, Ind.

TRUMPET LEAD, TOP RANGE—READ ANY-thing. Co-operate and really cut. Available June. Union. Dave Geffen, 6520 Maple Ave., St. Louis 12, Mo. my29

TRUMPET—EXPERIENCED ALL AROUND man, shows, rumbas, jazz, commercial, fake, prefer location with society or show band. Musician, 19 States Ave., Atlantic City.

TRUMPET PLAYER, DOUBLE FIDDLE AND Vocalist. Desire hotel or resort job. Experienced in society work. Read, fake, good tone. Married, dependable and sober. Phil Mancini, Hotel Briston, South Norwalk, Conn.

TRUMPET—SHOW, DANCE, PREFER BOARD-room proposition. Local 802, James Coughlin, 1440 Main St., Brockton, Mass.

TRUMPET—LEAD OR SECTION, COMMERCIAL or jazz. 8 years' experience. Sober, consider all offers. Bob Roy, 720 Foster St., Evanston, Ill.

16 PIECE NON-UNION COLLEGE BAND—AND girl vocalist for summer location. Terrific library. All specials. Box 479, Stillwater, Okla.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my29

CLAIRVOYANCE, PSYCHOLOGY, ASTROLOGY and Palmistry. Notable English professional de-sires first-class position. Seasonal or permanent, amusement park preferred. Rental or 50-50 sharing basis. Quick reader, good money taker. Note: No act, not a spyer. Genuine straightforward readings only. So as to become established. Authentic refs. furnished. Reply: Zenita, 1715 Plainfield Ave., N. E., Grand Rapids, Mich.

FOR MIDWEST FAIRS—SIX GIRL LINE. Dbl. Table Aero & Adagio Spec. Ready July 1st to Sept. 20th. Breda, 515 Brdwy. N. E., Mpls. 15, Minn. my29

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1204 South Anthony, Fort Wayne 4, Indiana.

BINK'S CIRCUS ATTRACTIONS—SLACK WIRE Act, Comedy Clown, Juggling, Novelty Trapeze and Comedy Acrobatic. Four acts. R. L. Ondahy, Wia. my29

UNCLE HIRAM—COMEDY RUBE JUGGLING act. Parks, fair ground platforms and country fair grand stand shows. Eddie Doyle, Worthington, Ind. my29

A New Line of CARNIVAL PLASTER

From \$1 to \$3 a Doz. Numerous Sport Figurines by Biell. Premium Merchandise.

Marmoro Art Creations
1716 W. Van Buren CHICAGO 12, ILL.

SUPPLIES
BINGO
EQUIPMENT

Bingo Specials

7 colors—1500 to each color (10,500 to each carton). Each\$12.00

Send Us Your Order

... FOR ANYTHING FOR BINGO. Our service can't be beat. Our prices are as low as possible in order to stay in business.

Heavy Bingo Cards

(5 1/2 x 6 1/2)—large space at bottom for an adv. Made in sets up to 5000—\$5 per 100. Medium weight cards—no space for adv.—\$3 per 100.

Door Prize Tickets

2000 double tickets to roll—each....\$1.50

Markers

Round cardboard markers—5 lb. box, . \$3.50

GEORGE W. BRINK

(In Business Since 1903)

America's Leading Bingo Supply House

6515 Grand River Ave. Detroit 8, Mich.

MEXICAN HATS #1507	\$24.00 Gr.
COWBOY HATS #1	13.50 Gr.
COWBOY HATS w/Feather	10.80 Gr.
SAILOR HATS	22.50 Gr.
SPANISH HATS #16	13.50 Gr.
SPANISH HATS #245	30.00 Gr.
COMIC HAT BANDS, Per 100	1.25
SWAGGER CANES #2	9.50 Gr.
BALL HEAD SWAGGERS #404	9.50 Gr.
BATON w/Bell	17.00 Gr.
BALL HEAD PENNANT CANES, Per 100	3.50
FRUIT PLAQUES	2.75 Gr.
LEIS	3.25 Gr.
JOCKO MONKEYS	21.00 Gr.
JO JO MONKEYS	21.00 Gr.
DO DO MONKEYS	21.00 Gr.
PINWHEELS	8.50 Gr.
FLYING BIRDS	9.00 Gr.
SINGING CANARIES	4.40 Gr.
BUBBLE-A-WHISTLE	9.00 Gr.
WHIRL-A-WHISTLE	9.00 Gr.
METAL ASH TRAYS	4.80 Dz.
DART BALLOONS	.85 Gr.
WEIGHTED FEATHER DARTS	14.00 Gr.
CHINESE PAPER SNAKES	7.20 Gr.
HAPPY PIGGY BANKS	14.00 Gr.
DENNY DIMWIT	13.50 Dz.
DOLLIE MAE	13.50 Dz.
BOUDOIR DOLLS, ASST.	40.00 Dz.
ROBERTA DOLLS	56.00 Dz.
JUMBO DOLLS	30.00 Dz.
BRIGHT EYES DOLLS	40.00 Dz.
PANDAS, 31"	36.00 Dz.
PANDAS, 36"	44.00 Dz.
TEDDY BEARS, 31"	36.00 Dz.
TEDDY BEARS, 36"	44.00 Dz.
SCOTTIES w/Lighted Eyes	18.00 Dz.
COMPOSITION DOLLS	4.80 Dz.
BABY BUMPIN DOLLS	25.00 Dz.
SLUM—\$1.00 Gross & Up.	
F. O. B. Chicago. 25% Dep., Bal. C. O. D.	
Write for Carnival Listing.	

BELL SALES COMPANY

1107 S. Halsted St. Chicago, Illinois

GUARANTEED
Elgin-Waltham

New 10 kt. R.C.P. top, steel back case, gilt figure dial, rec. mov., strap, boxed.

7 Jewel - \$ 9.75

15 Jewel - 11.75

With rhinestone dials, \$2.00 extra

Sample Watch, \$2.00 extra

25% Deposit, Balance C. O. D.

1948 Catalog Now Ready

IRVING BERK

145 W. 45th St. New York 19

Showmen!
SEATS!

Circuses, Fairs, Carnivals, Auditoriums for Groups of 10 to 10,000.



Steel or Wood Folding Chairs, Singles or Sections.

Folding Binge and Pic Car Tables.

Blues and Bleachers, Steel or Wood, Good Delivery.

Ask About \$1.98 SPECIAL FOLDING CHAIR

U. S. SEATING CO.

150 7th Ave. (34th St.) NEW YORK 1
LO 4-3524

TRICK AND JOKE GOODS

DIRECT FROM MANUFACTURER
"World's Largest Line—Lowest Prices"

	Doz.	Gross
Action Brassiere Novelty	\$1.00	\$11.50
Chinese Wand, Metal New!	9.00	99.75
Comic Toilet Tissue, Cartoons, Etc.	.50	6.50
Disc-o-Mat Game	6.35	75.00
Electric Saw Tie, Best	7.15	84.00
Exploding Book Matches, Best	.25	2.75
Giant Sore Finger Joke	.60	7.00
Gigantic Rubber Thumbs, Best	1.50	17.75
Hot Dog Matchbook (H-O-T-I)	.50	6.75
Joy Buzzer, Hand Shaker	3.00	35.00
Lazative Gum, "Gutta-Go"	.40	4.50
Lie Detector, New Hot Item!	.90	6.50
Loaded Olives, Explosive	.90	10.50
Leaky Perfume Bottles	.70	8.00
"Secret" Box, New Joke Item	1.00	11.50
Squared Circle Illusion, New!	4.50	52.00
Snow Storm Pills, 6 to Pkg. 1	.40	4.50
Split-Flex, Flames in Beer!	.80	9.00
Squirt Cakes, NEW! Great!	3.50	42.00
Squirt Lapel, Long Tubes	1.35	21.00
Squirt Rings, Soft Rubber Bulbs	1.50	17.50

Jebbers' Wholesale Catalog, 10¢.

Order From Ad. 25% Deposit, Balance C. O. D.

ARLANE MFG. CO.

4422-S Germantown Ave., Philadelphia 44, Pa.
COMPARE OUR PRICES!!!!

LOWEST PRICE IN 20 YEARS

Leather Link Belt Kits

Complete, ready to assemble. Real calf skin, selected grades. In Black, Brown, Natural or White.

Leather Belt Workers, Concessionaires—This will be your best Money Maker.

1/2 Inch (Any Color). Doz. Kits\$3.80
3/4 Inch (Any Color). Doz. Kits4.20
1 Inch (Any Color). Doz. Kits4.50
(Larger widths if wanted)

2 SAMPLES PREPAID \$1.00.

These are not job lots or close-outs.

ALLIED ART INDUSTRIES

2827 N. Lincoln Ave. Chicago 18, Ill.



ALL-METAL
COOKIE
PRESS
and CAKE
DECORATOR
SET

14 pieces
boxed
\$1.00
Retail

Immediate
Delivery
Deposit on
all orders

Zachman & Co., 5004 Wilson Ave., Chicago 30

Border Novelty Co.
 5 West Jefferson Ave. Detroit, Michigan
 Telephone: Woodward 17806

NEW! P.D.Q. AUTOMATIC PHOTO MACHINE
 Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED
 NO FILMS—NO DARK ROOM.
 Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TYPICALS. Big attraction. Watch photos develop in daylight in one minute. Easy to use. Simple instructions show you how. P. D. Q. photos are guaranteed NOT TO FADE. In this exciting, BIG MONEY business—anywhere—indoors or outdoors, you will make BIG MONEY with P. D. Q. . . . A real "Portable Photo Studio."

BORDER NOVELTY CO., Dept. B
 51 N. CLEVELAND AVE. CHICAGO 10, ILL.

WHIRLING CAPS
 WORLD'S BIGGEST SELLER!
 Unger Supply Co.
 506 So. Canal St.
 Chicago 7, Ill.

FIREWORKS!
 Aut-o-Mo Burglarm—It smokes, shrieks, whistles and bang. Devil Chasers, Globe Torpedoes, Bull Dogs.
ELKTON FIREWORKS MFG. CO., INC.
 Elkton, Md.

Sale, James H.
 Baker, Mrs. Ray
 Bawyer, Fred
 Baulchery, Marshall
 Saunders, John
 Savage, R. E.
 Scanlan, Bill
 Schenck, Jack
 Schrimmer, A. F.
 Scott, Herbert
 Scott, Mildred Greer
 Seaman, Grayton
 Sellers, Jack
 Seymour, J. H.
 Shaffer, James J.
 Shatt, Mrs. Helen
 Shaw, Geo.
 Shaw, L. M.
 Shelton, Mrs. Fay
 Shulton, Marvin
 Shepard, Lathin
 Sheridan, Carolyn
 Shlager, Mrs. H. W.
 Shofner, Mrs.
 Showalter, Mrs.
 Slavin, Claude
 Sleedman, Leonie
 Smith, Mrs. Agnes
 Smith, Mrs. C. C.
 Smith, Elaine
 Smith, Gerald R. &
 Smith, Virginia
 Smith, James A.
 Smith, Mrs. J. A.
 Smith, James
 Smith, Kenneth H.
 Smith, Minnie
 Smith, Ruth
 Smucker, Clond
 Sorenson, Robt.
 Speth, Geo.
 Spears, Joe
 Spencer, Chas. Ed
 Stack, P. G.
 Stanley, Geo.
 Stanley, Richard B.
 Stanley, Rose
 Star, Reddy Jo
 Stark, Blanche
 Starkey, John
 Steffen, Hazel
 Stephan, Margaret
 Sterling, Jack
 Stewart, F. E.
 Stoken, Yanny
 Stoddard, Due Billy
 Sulecki, Tony
 Swanson, Mrs. Rob
 Swanson, Chas. E.
 Sweitzer, Jim
 Swilling, Andrew J.
 Symp, Thelma
 Symp, Walter
 Tarben, Henry
 Taylor, Fred G.
 Taylor, Marion
 Ted and June
 Terry, James
 Thomas, Mrs.
 Thomas, Nick
 Thompson, Ann
 Thompson, Carl
 Thompson, Mel J.
 Thompson, Myrtle
 Thomson, Jack
 Thunder-Sky
 Townsend, Torchey
 Triplett, Zack
 Trout, Taylor
 Turner, Francis L.
 Ulich, Joseph
 Vandermak, Ernest
 Vaughn, Ed
 Vetter, Elmer
 Vincent, Joe
 Vinson, Jack
 Vinyard, Roy C.
 Vitell, Prof. L. Lee
 Vitell, Mrs. T. J.
 Voris, Elmer
 Wagner, Peter G.
 Walker, Mr. Garnet
 Walker, Sweetie
 Walter, Lee &
 Walton, Ray A.
 Warren, Jess C.
 Warren, Patricia
 Watson, Ed
 Webb, Bill
 Webb, Kayo
 Webb, Mary
 Webb, Mrs. R. L.
 Weiner, Sam
 Weir, Louis &
 Wells, Mrs. Babe
 Wells, Brittle or
 Wells, Mrs. Jean
 Welsh, Lester
 West, Marie
 Westbrook, Harry
 Western, Mrs.
 Westmorland, Stie
 White, Edith Geo.
 White, Roy L.
 White, Worth

MAIL ON HAND AT NEW YORK OFFICE
 1564 Broadway
 New York 19, N. Y.

Alexander, Betty
 Bell, Billie, "Peary"
 Bickel, Walter
 Borders, Leslie
 Bradshaw, Tony
 Brown, James A.
 Buffum, Charles
 Burgher, Anthony
 Burns, James A.
 Byford, Leslie
 Cantwell, Charles
 Carroll, Tom
 Clarke, Helen
 Coles, Clark Jr.
 Connolly, Stephen
 Conway, Rose
 Cooper, Mike
 Dalen, Sue
 Dabstet, Arrid
 De Flari, Villaris
 De Phil, Chas.
 Dexter, Lois
 Donohue, Jack W.
 Dorer, Robert A.
 Downey, Charles
 Dorer, Robert A.
 Dubin, Joe
 Duke de Keno
 Duval, Sylvia
 Edmunds, Harry
 Eldridge, Art
 Fanadio, Louisa
 Forster, Basil
 Francis, George
 Fried, Carl
 Gallagher, John E.
 Golly, Larry
 Gordon, Danny
 Hamilton, Miss
 Harris, Elty
 Howard, Joseph
 Jahn, Francis C.
 Jacobovitz, (Jacobs) Ralph
 Kand, Billy
 Kennedy, Andy
 King, Mrs. Ethel
 Klein, James
 Knickerbocker, David
 Lurie, Lou
 Lush, Edgar Burr
 Mack, Ernie
 Martin, Alice
 MacAleer, Norman
 MacCreary, Joseph
 MacCreary, Mildred
 McLean, Jack
 Meyers, C. Glendon
 Minden, George
 Nicholas, J.
 O'Day, Pat
 O'Leary, Mary
 Papack, Haniel
 Prince, Mary M.
 Pritchard, Dave
 Redman, Billie
 Reed, James E.
 Remington, Harriet
 Richie, Willie
 Rize, Charles
 Rosebrook, B. L.
 Ross, Rita
 Sanborn, Beatrice
 Sanders, Fetaque
 Schubert, Erwin
 Shapiro, M.
 Chintzen, Olga
 Smith, A. D.
 Smith, Jack or Ann
 Stella, Lady
 Stickland, Rodley T.
 Sweeney, Al
 Thomas, Eugenia
 Townes, Freddy
 Tripp, Freddy
 White, Gaylord
 Whitree, Victor J.
 Young, Albert W.
 Younger, Cliff
 Zubry, Emil

MAIL ON HAND AT CHICAGO OFFICE
 155 No. Clark St.,
 Chicago 1, Ill.

Achme Rides &
 Shows, Inc.
 Anderson, Harry
 Anderson, Mary
 Arndt, Paul
 Baldwin, Bill
 Ballard, Jack
 Barely, Lake G.
 Bellera, Clarence
 Bergman, Leo H.
 Berry, E.
 Blake, Walter
 Botta, Charles E.
 Bourgeois, Mrs.
 Bucklitz, Mr. &
 Mrs. L. Sr.
 Cameron, Catherine
 Capps, Helen
 Carroll, L.
 Case, Dolly
 Chaffee, Marjorie
 Champagne, Mrs.
 Clark, Bobby
 Clemens, Jane
 Collins, Ruby
 Cooke, Henry L.
 Corin, Bob
 Comarota, Winifred
 Coyle, Mr. and Mrs.
 Dalley, Mr. and
 Mrs. Jack
 Darling, Virginia
 Darner, Arthur
 Davis, A. L.
 Davis, Mrs. Walter
 Dickman, Bob
 Dixon, Myron
 Downs, Wm. H.
 Duke, Gypsy
 Eames, Edith L.
 Edwards, Bob
 Elmar, Victor A.
 Eringer, Georgia
 Faust, Frank
 Freidenheim, Mrs.
 Dure
 Gordon, Chuck &
 Dolly
 Grisson, Claude M.
 Hamilton, Ethel or
 Leo
 Hamilton, Francis
 Hamilton, E. M.
 Hammond, Cherokee
 Heman, Max
 Holts, David
 Houlihan, Virginia
 Howard, Bert
 Howard, Jim
 Jack, William
 Jacobs, Mrs. Joy
 Jeffrey, W. H.
 Johnson, Elaine
 Kaplan, Morris
 Kemper, George
 Kickapoo, Chell
 Kirkman, Jack
 Latham, Mrs. C. E.
 Landon, Benjamin
 La Tour, Eve
 Latell, Doc
 Le Roy, Mrs. Bob
 Levine, A. H.
 Lora, Lora
 Lynn, R. B.
 Martin, Helen
 Mason, Charles
 Mellini, Alfred
 Miller, Jim
 Nicolle, George
 Nilson, L.
 O'Dea, Shannon
 O'Saturday, Major
 Patine, La Rosa

Winters, Jr., John
 Wintner, Ellis
 Wiseman, Wm.
 Wood, Ed.
 Worley, Frank
 Wray, A. V.
 Wren, Paul
 Wright, Mrs.
 Wyble, Sue
 Young, Ralph
 Young, Roy (Red)
 Zand, Murray
 Zarlinton, Maria
 Zeck, Ernest M.
 Zelnig, Gen.

MAIL ON HAND AT ST. LOUIS OFFICE
 390 Arcade Bldg.,
 St. Louis 1, Mo.

Parcel Post
 Davy, John
 Abraham, 3c
 Hughes, Mrs. W. L.
 15c
 Marshall, Artie
 19 1/2 c
 Stutzman, J. R.
 15c
 Albert, Ada
 Albert, E. J.
 Antos, Herbert J.
 Arnold, Woodrow
 Bailey, Bob
 Bales, Pat
 Baldwin, Billie
 Barab, Stanley
 Bell, Wern M.
 Benjamin, Harry
 Birber, Ray M.
 Blake, Kenneth
 Boswell, William
 Boyd, L.
 Brady, L. P.
 Brown, Irvin F. and
 Ann
 Buchanan, Arlie
 Bunk, Miss Dettella
 Burns, Robert J.
 Burns, W. C.
 Carter, Olin C.
 Clark, Floyd
 Cloutier, Catherine
 Clements, Alva V.
 Cobbs, John R.
 Cookran, H. L.
 Coffelt, Jack
 Conway, Martin
 Daniels, Derb
 Davis, N. E.
 Davis, Tommie
 Deitz, Miss Helen
 Demerian, Roland
 E.
 Dill, Miss Mary
 Louise
 Dorcy, Edward P.
 Doyle, Mr. & Mrs.
 C. B.
 Eckhardt, H. C.
 Enquist, Clarence
 (Tiny)
 English, Ralph W.
 Erman, Rose
 Fairchild, Pollie A.
 Felton, Verling
 George
 Gottsacker, H. L.
 Gowdy, Maurice
 Grainger, Donald A.
 Gregory, Elizabeth
 Gregory, Willie
 Hall, Edward L.
 Hall, Louise W.
 Hallett, Muriel M.
 Hammond, Clyde
 Hankins, Haden H.
 Hargrave, Eugene
 Harlan, William
 Harriet, F.
 Harris, Albert J.
 Harris, Dan
 Harris, Harriett
 Harrison, Albert
 Harrison, Jimmie
 Harvey, Mr. & Mrs.
 H. F.
 Hatchett, Robert
 Hinkler, Jack
 Hoffman, Paul
 Hollinger, E. J.
 Howe, Grace G.
 Johnson, Carl A.
 Johnson, Maurice
 Johnson, Mrs.
 Jones, Helen
 Kane, Miss
 Kane, Margaret L.
 Kaser, Joseph E.
 Keller, Russell E.
 Kelly, Jack, Show
 Kidd, Aaron
 Crockett Jr.
 Knapp, G. W.
 Kraft, Hugh M.
 Lalla, Mrs. Grace
 Langley, George
 Lallie, Mr. & Mrs.
 J. C.
 Lewis, Earl & Zola
 Lewis, Jo Lee
 Ludwig, Arthur
 Long, Ray

Reed, John Tillman
 Ringlin, George K.
 Ristie, Louis
 Robinson, Ralph
 Rolette, James L.
 Rooley, Roy
 Saus, Mrs. Frances
 Schenel, Mrs. Lloyd
 Schmidt, Mrs.
 Helen
 Schmidt, Stanley
 Arthur
 Scott, Fred J.
 Sechust, Claude
 Servis, Mrs. E. F.
 Shannon, Wilburn
 Sims, Carl
 Sittl, William
 Spaulding, L. A.
 Spillman, E. A.
 Staples, Thomas
 Stien, Sammy
 Strambaugh, Victor
 Stratton, Clarence
 Reed
 Tassell, Samuel
 Thomas, Harry
 Thornton, B. R.
 Todd, Mrs. Minnie
 E.
 Toney, Bob
 Trent, Earl Tex
 Trin, Clifford
 Tulsa, Tom
 Turner, Leonard D.
 Vreeland, Mrs.
 Myrtle
 Walker, James
 Walsh, Riley
 Walton, Lester
 Walton, Raymond
 Webb, H. D.
 Welch, Mrs. Jewel
 Wellingshoff, Gregg
 H.
 West, Charlie B.
 Williams, Walter
 Wilson, Sterling
 Wilson, Joseph
 Young, John A.

SLUM STORES!

FOR AMERICA'S BEST SELECTION OF FLASH and GIVE-AWAY ITEMS SEE THE NEW **HEX CATALOG!**

SAME DAY SERVICE!

State Your Business

100 PAGES SEND FOR YOUR FREE COPY TODAY

Merchandise for Every Type of Midway Concession

Established 1923

MANUFACTURING CO.
 468 SENECA ST. BUFFALO 4, N. Y.

THE ORIGINAL

NATIONALLY ADVERTISED

1 OZ. BUB-O-LOON

OFFERED TO JOBBERS AT \$5.50 PER GROSS

IMMEDIATE DELIVERY

STA-BLO-BALLOON CORPORATION
 1140 Broadway New York 1, N. Y.

CHEWING GUM

WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs—also 4 multi-color "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.
 4th and Mt. Pleasant Ave., NEWARK 4, N. J.

ENGRAVERS!

No Larries—No Comebacks

IDENTIFICATION BRACELETS
 (new numbers)

Over 200 Other Engraving Items

Miller Creations Mfg.
 6628 Kenwood Ave. Chicago 37, Ill.

CANDY 5c BARS & PENNY ITEMS

Nationally Advertised Brands

SPECIAL Assorted Case of 24 Boxes—12 Boxes 5c Bars—10 Boxes 1c Candies—2 Boxes Gum. **YOUR PRICE \$15.40.**

Regular Price in Dealers, \$21.69.

Special for Carnivals, Fairs, Circuses. We can supply you any candy item . . . Write for prices on specific items.

Terms: 1/2 with order, balance C. O. D. F. O. B. Cincinnati, Ohio.

Send Today for One or More Cases of \$15.40 **SPECIAL OFFER. Supply Limited.**

BANNER PRODUCTS CO.
 515 Main St. PA 4096 Cincinnati 2, O.

CHAIRS

Folding, Non-Folding
 Many Styles
 Steel, Wood, Bridge.

Minimum order—two dozen

ADIRONDACK CHAIR CO.
 Dept. 5, 1140 Bway, New York 1, N. Y.

MR. NOVELTY MAN

ORDER BATONS, WHIPS, CANES, NOVELTIES HERE

N83 Red, White, Blue Baton w/bell . \$18.00 gr.
 N84 Red, White, Blue Baton without bell 16.00 gr.
 N810 Lash Whips 15.35 gr.
 N811 Chenille Dangling Monkeys 24.00 gr.
 N812 Metal Running Turtles 9.60 gr.
 N814 Plastic Running Mice 14.40 gr.

N815 Plastic Running Cat 14.40 gr.
 N816 Lacquered Baseball Bats 32.00 gr.
 N817 Chinese Snakes on Sticks 8.00 gr.
 NF1 Canes—Wrapped Red, White, Blue Paper 8.00 C
 NF2 Canes—Solid, Hand Stained, 5 Colors 5.00 C
 NF3 Canes—5 Colors, Solid, Fancy Handles 6.50 C

25% Deposit With Orders; Shipping Chgs. Extra

K. & J. AMUSEMENTS
 2125 COMMERCE STREET
 DALLAS 1, TEXAS

SLUM

Bingo & Premium Merchandise

WRITE FOR OUR 1948 PRICE LIST

M. A. SINGER CO.
 2125 COMMERCE STREET
 DALLAS 1, TEXAS

OAK-HYTEX Souvenir Balloons

24 STOCK PRINTS

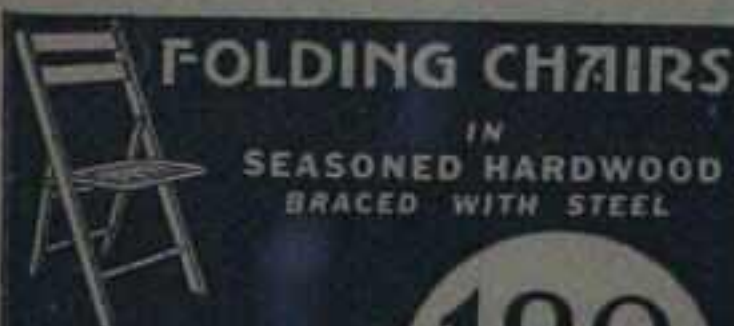


for
**BEACHES
PARKS • POOLS
EVENTS • SHOWS
ETC. ETC.**

Here's your chance to have balloons "tailor made" for the event or spot you work. See your jobber or write us for illustrated sheet of designs.

SOLD BY
LEADING JOBBERS

The OAK RUBBER CO.
RAVENNA, OHIO.



FOLDING CHAIRS

IN
SEASONED HARDWOOD
BRACED WITH STEEL

**189
EACH**

NON-TIPPING
FLAT-FOLDING
FULL ADULT SIZE

PROMPT
DELIVERY

WRITE FOR CATALOG
OF CHAIRS IN WOOD OR STEEL

J. P. REDINGTON & CO.
DEPT. 28 SCRANTON 1, PENNA.

DEMONSTRATORS!

Solid, proven, sells-on-sight repeater item. Up to \$2.00 seller. For quantity buyers, have odd lots at half price.

ALSO: Looking for two good workers for large department stores. State experience. Well established firm. Write
BOX D-318

The Billboard Cincinnati 22, Ohio

MEDICINE MEN

Sell the Finest! . . . Enjoy Repeat Business! Write today for low prices on our quality line of Herb Compounds, Laxatives, Liniments, Pills, Salves, Powders and many other fast selling, big profit repeat items. EST. 1895.

QUAKER MEDICINE COMPANY
220-24 George St., Dept. B, Cincinnati 2, Ohio.

When in Michigan See Us

Complete line of ALUMINUM WARE, ENAMEL WARE, SMALL APPLIANCES, TACKLE BOXES, EARTHENWARE, SPECIALTIES.

Discounts to Carnival People
Sample rooms open
NEW WAY ENAMELWARE & HARDWARE CO.
2412 20th St. Detroit 18, Mich.

MEDICINE MEN!

Write today for new wholesale catalog on tanks, oil, solve, soap, tablets, herbs, etc. LOW PRICES—Rapid Service! (Products Liability Insurance Company) We are MANUFACTURERS PHARMACEUTICALS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
131 E. Spring St. Dept. X COLUMBUS, OHIO

Pipes for Pitchmen

By Bill Baker

GEORGE DEAN . . . currently taking things easy in the Mound City, expects to begin making celebrations soon.

CARL KNOWLES . . . is holding down a lot in Des Moines with coils.

THE YONDELLS . . . have returned to Dallas after making the Atlanta Home Show.

RUDY DELLO . . . and wife are making celebrations in Western Kansas with jewelry.

FRED HUDSPETH . . . and Paul Miller made the recent Memphis Cotton Carnival with their water caltrop exhibit.

THE HOOVERS . . . are still at 12th and Main, St. Louis, with wire jewelry.

ROD BROTHERS . . . now operating a music store in Richmond, Calif., recently visited Don Orlando at the Schroeder Hotel, Milwaukee.

F. G. WRIGHT . . . jewelry and concession worker, is in Ward 21, Veterans' Hospital, Dayton, O., and would like to hear from friends.

"AM HERE . . . to pick up a new three-quarter ton panel truck ordered last fall," pens James E. Miller from Kansas City, Mo. "Also had a visit with Slim Johnson and Chester Levin, of Midwest Merchandise Company. Met

Count Lushwell on 12th Street the other night and had a swell time diving in and out of the dives. From here I go to make a celebration in Kansas. Mr. and Mrs. Ed Murray are going to town with a jewelry lay-out at 12th and Grand."

HENRY H. VARNER . . . recently caught Louise, the religious artist, exhibiting her cut felt pictures before large tips in the Side Show of Rogers Bros. Circus at East Liverpool, O. While there, he visited Ira Gaskill, of the Side Show. Varner reports that Sam Gelstein has a knockout show with Majestic Greater Shows, which he recently visited in Rochester, N. W.

R. NEIL ALTENBURG . . . Midwestern animal dealer, is reported to have added a new business interest. He is now vice-president of the King lollipop firm in Milwaukee. Harold (Buzz) Wagner is company prexy.

JACK SCHARDING . . . vet astrologer with a record of some 43 years in the pitch game, believes a smile to be one of the most important attributes a pitchman can possess. "You will be surprised with the results of a smile during your lecture," writes Scharding. "It is half the sale. Do you remember the voice with the smile before the dial phone? A smile by a nurse does more good than a bottle of medicine. Likewise, it is the waitress with a smile who gets the tips. Mark Twain once said that wrinkles caused by smiles

PITCHMEN!!!!

A complete line (9 numbers) of Amber-Colored Combs for demonstrating purposes. The colors are uniform and deliveries made same day order received. Also available, to help you with your demonstrating, are Breakable Combs at 85 cents per gross. Buy direct from a manufacturer who understands your needs. Sample and prices sent upon request.

Pitchmen only, PLEASE.

TAMOR PLASTICS CORP.

BOX 359

LEOMINSTER, MASS.

WIRE WORKERS

We have been furnishing wire
for wire workers since 1875

Send for our price list and letter chart. Most orders can be shipped within two days.

W. J. Holl & Co. Inc.

227 EDDY STREET

PROVIDENCE 3, R. I.

SALESMEN:

Excellent opportunity to handle exclusive territory. Sell ink imprinted advertising pencils. Inexpensive, effective advertising medium. Competitive prices—liberal commissions. Several highly productive territories still open for the right persons.

BOX D-319, c/o The Billboard, Cincinnati 22, O.

SALESMEN--PITCHMEN

Sell to Jobbers, Dealers
and Auto Owners

Be First in Your Territory



SUPERIOR GLARE SHIELD

Package contains enough film for windshield and back window. Apply on inside of glass like a decal. Can be cut to fit any window.

List Price 59c Ea. Pkg.

Send \$1.00 for 2 samples and prepaid.

Money back if not satisfied.

BERK'S LABORATORIES, Dept.
6633 N. Rockwell CHICAGO

MEDICINE MEN



Write today for prices
quality Tonics, Liniments,
Salves, Tablets, Soaps,
anything and everything
need at lower prices.

The HOUSE OF DEPENDABLE

If you buy from us you
will always be shipped

PRODUCTS, LIABILITY
INSURANCE CARRIED

**CELTONS
MEDICINE CO.**
CINCINNATI, OHIO

COIL WORKERS

ATTENTION!

Brand New Modern Coil
No Larries—Squawk Pro
Immediate Delivery.
Free Sample to Known
Proven Workers.

Wire or Write

M. B. SPENCER

c/o Gulliken Mfg. Co.
P. O. Box 6, Newton Lower Falls, Mass.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY

• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

John A. Robert

235 HALSEY ST. NEWARK 2, N. J.

ELECTRIC PENCIL

Engrave gold, silver, waterproof permanent colors on leather, silk, wood, plastic, paper, etc. Famous Professional No. 8, switch on cord, 6 rolls gold, \$7.25; extra rolls gold or assorted, 1" 2400" \$1.80.

Jewelry Engraving—Famous Burgess Vibro-Tool, 20 regular needles, engraves all metals, wood, glass, plastic, etc. Postpaid for money order, \$5.25.
R. E. STAFFORD
2434 N. Meridian St. Indianapolis 2, Ind.

COMIC CARDS

Folder Type—Laughs Guaranteed
For Greeting Card—Souvenir—Gift
NEW-FLASHY-FY-20

MUST BE SEEN TO APPRECIATE ALL new Sample Line—8 Sets—\$1.00 in Box
SEND \$1.00—If Not Satisfied
5 DAYS—MONEY REFUND
Atlas Co., 641 E. 9 St.,
ES CO.
New York City

id be regarded as facial orna-
s. A banker once said, 'You
borrow money on a smile, for
is sterling character behind it,'
e House smilers of fame were
lin D. Roosevelt and William H.
A sincere smile shines into the
hearts and sweetens the sour-
disposition. The pitcher with
spontaneous smile always turns
biggest tips. Try it and convince
self. The banker, policeman,
lawyer and John L. Lewis are
the only ones who get their
without smiling."

N MADDENTE . . .
Bill Lawler, both of whom have
pitching wares at Milwaukee's
Penney store at Fourth and Wis-
con, recently became fathers. Mad-
son's wife, Marion, presented him
a daughter, Susan. Sharon
is the name of the Lawlers'
pring.

(HOBO) BENSON . . .
le sketcher, reports he is work-
New York streets until he gets
ot in Coney Island. He expects
remain in Gotham until early July
n he departs for Britt, Ia., then
California for the winter. Ben-
recently authored an article,
ago Skidrow, in The Bowery
in which he described Chi-
Maxwell Street, the pitchmen's
er.

SCHUTTEN . . .
is now a blue jacket at Great
es Naval Training Station, Illinois,
ld like to read a pipe from Cow-
Williams, who at last report was
Chicago.

I HAVE . . .
ral thousand volumes of informa-
on a great variety of subjects,
be glad to supply info to any
er should he write me and in-
a stamp," pens Henry H. Varner
kron. "I know that when people
traveling it is often difficult to get
the information quickly and ac-

HORSE STATUE 5 TUBE RADIO



ST TIME AT THIS NEW LOW PRICE
all 5 tube super circuit with Aldico 5 PSM
maker in base, with built-in antenna. Big,
beautiful horse statue in gleaming bronze, stands
18 inches high overall. Tuning range 540
1620 Kc.—for 110 volt AC-DC operation.
Combined off-on switch and volume control—
separate tuning control. Beautiful tone with
volume to spare. Gives you flash with top quality
amp. values. P. O. B. Chicago. Immediate
Shipment. Send 25% deposit on C. O. D.
List Price, \$39.95
Sample, Each \$26.50
Lots of Three, Each.....
PEERLESS, Inc.
14 S. Laramie St. Chicago 44, Ill.

\$24.95

BALLOONS

EXTRA SPECIAL
AIRSHIP\$.90
IND1.25
IND1.50
IND1.50
Ind-to-Mo4.95
Ind-to-Mo7.50
Ind-to-Mo1.75
Ind-to-Mo3.60
ELIXON FL75

FOR SAMPLES
N SALES CO.
BOX 838
TA, CA.

curately. It is rumored on our main
street that Bob Allen, of the Play-
house, has purchased the Hide-Away
Club in Cleveland near the Gay '90's.
That was a swell pipe from Paul
Houk."

SPENCER MATTSON . . .
who has been working Kress stores
on the Coast, pipes from Downey,
Calif., that he plans to work a heavy
schedule of fairs in that territory
with gadgets and cookie presses. He
has Fred Jones and Esther Wolff to
assist him. Mattson recently worked
San Francisco and Sacramento home
shows to okay results and expects to
make the Los Angeles Home Show.
A new 1½-ton Ford truck carries
Mattson's stock and stand, which he
can set up in 30 minutes.

TOM GREGORY . . .
Cleveland ad man, answers the recent
lament of French Laboe about the
balloon situation in St. Louis with the
comment that there is no need to
worry about targets and 5 and 10's
what with those balloonie animals
being such a craze now.

Under the Marquee

(Continued from page 64)
sonic Lodge and Eastern Star also
feted the 85-year-old parson.

Bill Green, press agent for the Po-
lack Bros.' Circus, Eastern Unit,
snared plenty of space in The Tyler
(Tex.) Courier-Times during the Po-
lack run there. As if to prove it,
Green sent no less than 17 pages of
various editions of the paper, con-
taining plenty of news stories and
more than a lion's share of pictures,
to this department.

Bea Summerdale, Chicago, was
guest of honor at party given recently
at the home of her sister, Mrs. Clyde
Rinaldo, in Columbus, O. Guests
included Mr. and Mrs. Doc Waddell;
Mr. and Mrs. Walter Byers, Mr. and
Mrs. Don Stewart, Dale Winders and
son, Bill; Mr. and Mrs. Frank Hale,
Mr. and Mrs. Bob Gossins, Mr. and
Mrs. Don Howland, Nick Koerner
and niece, Joe Sleight and Bill
Thomas.

Paul M. Conaway, former circus
press agent and The Billboard cor-
respondent in Macon, Ga., is back
home after an 8,000-mile tour of
Western Canada and the Pacific Coast.
He spent several days with the Clyde
Beatty show in California and visited
Bailey Bros. in Salem, Ore. In Oak-
land, Calif., Conaway visited the Po-
lack Western Unit and in Long Beach,
Calif., visited with Bill Hamilton, for-
mer part owner of Barnett Bros.

Si Otis and his mule, formerly
featured in circus concerts, are under
contract to the Golden State Dairies
in California. They travel about the
State, under the dairy's sponsorship,
reproducing a tableau of a California
prospector and his mule, in connec-
tion with the State's centennial cele-
bration. Otis, who recently played
the Los Banos, Calif., fair, is under
contract to make a film for Warner
Bros. this year.

Phil Bailey cards from Los Angeles
that Camera Magazine for May fea-
tures a clown cover and a two-page
layout of close-ups. Clowns featured
include Bernie Griggs, Art LaRue
and Huey Curtis. Bailey also reports
he caught the Clyde Beatty Circus
during its Los Angeles stand and
enjoyed visits with Hugh McGill,
Harry Quillen, Farris Brown and
Frank Fernekes, who were visiting
the show.

There are many secrets around circus
offices that employees would like to be on
(See Under the Marquee on page 112)

"Attention, Gadget Workers"

My Platform Slicer is finally ready. It's the new Sensation of
Sensations. Opening week in Atlantic City, \$2100.00;
Newark, \$1950.00; One-Day Farm Show, \$700.00.
IT'S TREMENDOUS! Each in Technicolor Box.



WRITE OR WIRE
FOR FULL INFORMATION

We also manufacture the all metal shredder and grater, vegetable tongs, spiral slicer,
garnishing knife, twin curler, juice extractor, grapefruit corer, and grapefruit knife.

N. K. MORRIS MFG. CO.

ASBURY PARK Phone Asbury Park 2-4862 NEW JERSEY

LEVIN'S CAN SHIP IMMEDIATELY

STAPLE CARNIVAL ITEMS LISTED BELOW

New Catalog Ready — State Business When Requesting

BALL GAME GOODS

Aluminum Milk Bottles, not loaded. Ea. \$ 1.25
Wood Milk Bottles, not loaded, 1 lb. Ea. .65
Wood Milk Bottles, loaded, 1 1/4 lb. Ea. .80
Wood Milk Bottles, loaded, 2 1/2 lbs. Ea. 1.10
"Worth" Baseballs. Dz. 2.25
Plaster Doll Asst., 13 1/2 to 15 1/2 in. Dz. 3.00
Swaggers, Full Size. Gr. 8.00
Plastic Crook Handle Canes. 100 for 15.00
Batons, Tinsel Head. Gr. 13.50
Lancaster Batons, With Bells. Gr. 15.75
Composition Monkey on Stick. Gr. 28.00
8" Fox Tails, W/Oomle Card. 100 for 5.50
20" Jumbo Fox Tails. Dz. 4.50
Small Leis. Gr. 3.50
"Jumbo" Leis. Gr. 7.25
9 in. Rainbo Balloons. Gr. 9.00
9 in. Mottled Balloons. Gr. 7.00
9 in. Ast'd Decoration Balloons. Gr. 7.50
Chinese Reed Sticks. Gr. .75
Beacon Minge or Magnet Bkts. Ea. 3.25
Beacon Tobs or Midway Bkts. Ea. 2.60
Case Lots of 30—10¢ Less Per Blanket.

NOVELTY GOODS

Dice Lamp, Electric. Dz. \$18.75
Yellow Flying Birds. Gr. 10.00
Metallic Flying Birds. Gr. 12.00
Radio Snakes. Gr. 10.00
Chinese Paper Snakes. Gr. 8.50
Metallic Pin Wheel. Gr. 9.00
White Sailor "Gob" Hat. Gr. 24.00
Miniature Cowboy Hat. Gr. 14.25
Miniature Spanish Hat. Gr. 21.00
Robin Hood Hat. Gr. 11.50
Comic Yodler Hat. Gr. 16.50

Mexican "Oholo" Hat. Gr. \$25.00
Full Size Spanish Hat. Gr. 30.00
Full Size Cowboy Hat. Gr. 33.75
White Stone Set Rings, White Metal. Gr. 4.50
White Stone Set Rings, Gold Plate. Gr. 8.50
Plastic Running Mouse. Gr. 13.50
Plastic Running Turtle. Gr. 13.50
Metal Jump Frog. Gr. 4.50
Cardboard "Pop Gun." Gr. 4.25
2-Way Mirror, 100 for 4.50
1 1/2 in. "Comback" Balls. Gr. 4.50

GLASSWARE

Miniature Beer Mugs. Gr. \$ 3.50
9 Oz. Glass Tumblers. Gr. 3.85
Glass Teacups, green tint. Gr. 5.00
Glass Saucers, to match cups. Gr. 5.00
Glass Candle Holders. Gr. 4.80
Glass Ashtrays. Gr. 3.50
Glass Oustard Cups, Fire-Kings. Gr. 4.50
Glass Dessert Dishes. Gr. 4.50
Handled Grape Dish. Gr. 4.50

SLUM

Enamel Tin Cigarette Cases. Gr. \$ 4.00
Stone Set Rings. Gr. .50
Gold Plated Band Rings. Gr. 1.65
Plastic Toy Knives, Forks and Spoons. Gr. 1.00
Decorated Aluminum Ashtrays. Gr. 3.25
Nosco Plastic Animal Stand-Ups. Gr. .95
Metallic Pin Wheels (Misprints). Gr. 4.25
"Kiddy" Sun Specs. Dz. 1.15
Plastic Bean Blower. Gr. 3.00
Bean Blower Ammunition (250 Pks.). 5.40
Min. Metallic Paper Hat 2.00

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

THE NEW SENSATION!

SELLING LIKE WILDFIRE ALL OVER THE COUNTRY

Whirling Beanie PROPELLER HATS

ALL COLORS—TWO TONE—ALL FELT—FIRST QUALITY
\$3.50 Per Doz. — \$36.00 a Gross

Immediate Shipment.
25% Deposit Required—Balance C. O. D.

HARRIS NOVELTY CO.

1102 ARCH STREET PHILADELPHIA, PA.



UNDER THE MARQUEE

(Continued from page 111)

the in, and if they did find out it wouldn't be any of their business. It's the suffering from not being able to spread it first that hurts.

Among showfolk catching the final performances of the Big Show at Madison Square Garden, New York, were Aurelio Atayde, Mexican circus operator; Marvin and Hazel Case, Hunt Bros.' Circus; Mr. and Mrs. Emil Pallenberg; Jack Kozan, clown; Francine and Lucy De Riski, and Ethel Jennier and her children, Walter and Jo Anne.

Edward Drake, 68, employed by Cole Bros., suffered a broken right leg and head lacerations Tuesday (11) when he was struck by a car near the Dayton, O., fairgrounds where the show was playing. Judy Allen, 21, also with the Cole org, was clawed on the left arm by a lion Wednesday (12). She was taken to a hospital for treatment and was released.

Natives of Hayraker, Ia., were shocked when Zeb Lowacre, champion corn husker of Kernel County, announced that he had become a worldly man by buying a photo from an annex dancer.

John J. Crowley, CHS, Cambridge, Mass., and Larry Butler, CHS, Randolph, Mass., visited with Eddie Jackson, of the R-B No. 1 car when he was in Boston. Crowley caught the R-B show in New York and from there went to Montclair, N. J., to catch the James M. Cole show. In Montclair he visited with Paul Horsman, F. M. Farrell, Charles Davitt, Wes Hale, John Briden, Stan Woodward and Bluch Landolf.

Genuine Gas BALLOONS All Sizes (Target and weather bureau type)

Large, per gross	\$87.50
5-ft. diameter	
30-in. diameter	\$37.50
per gross	
15-in. diameter	\$20.00
per gross	

Gross lots, half cash, balance C. O. D.; you pay postage. If interested in entire lot of 65,000, write us. Order now; final stock.

Universal Tire Tool Co.
918 Fifth Ave., N. Birmingham, Ala.

Art LaRue and Bernie Griggs, veteran circus clowns, will have a funny Ford act at the Bellflower, Calif., Fair June 20. Griggs recently won national publicity when he was featured on the cover of Camera magazine. His daughters, Judie, 16; Hermanlene, 14, and Bernice, 9, are following in the footsteps of the late Dan Rice who was Grigg's great-grandfather. The girls are working up a comedy acrobat routine and are proficient at web, traps and ladders.

On most shows the firing of the help is a matter of punishment—on some it's a matter of getting the nut.

Snell brothers, clowns, visited Mills Bros.' Circus at Hammond, Ind., while en route to Nashville to play and produce clown numbers for Eddie Polo's Hollywood Circus and Thrill Show at Sulphur Dell Ball Park. They will be assisted in Nashville by Henry (Duchess) Mason and Jack Darling. The org was slated to begin a three-day run Thursday (20) under auspices of the VFW. The Snells also visited their farm and spent Mother's Day with their mother in Shelbyville, Tenn.

The old hoax wire trick was tried on King Bros. at York, Pa., recently. The King org was scheduled to play York Wednesday (12). The day previous, York newspapers received a Western Union message out of Hagerstown, Md., saying the King org would be unable to keep its date. The sender of the wire, signing it "H. O. Axmann," evidently didn't figure the newspapers would verify the cancellation. The papers immediately contacted Floyd King and found there was no truth in the wire.

Frank J. Lee, San Antonio, on the press staff of Cole Bros.' Circus, recently was appointed roving goodwill ambassador to spread tidings of that city thruout his travels. He carries a letter to that effect from H. U. Rhodius, chairman of the Municipal Advertising Commission. In a call at The Billboard, Cincinnati, May 12, Frank displayed front-page stories which he has been knocking off for the circus all along the line. He tripped down to Cincy from Middletown and Hamilton, O., after making the papers in those towns.

After closing with the Shrine Circus in Washington, Jo Jo and Eva May left for New York where they visited the Ringling-Barnum circus at Madison Square Garden and were the guests of Mr. and Mrs. Harold Genders at their Belvidere Hotel Apartment. Also present were Mitzi

Fein and husband, Jean Sleeter, Fanny McClosky and Mabel McGrath. They also renewed acquaintances with the Flying Behees, the Antonys, Paul Jerome, Felix Adler, Paul Jung, Saluto, Paul Wentzel, Nelson brothers, Emmett Kelly, Lou Jacobs, Paul Hurompo, Charlie Bell, Merle Evans, Roland Butler, Pat Valdo and Norman Carroll.

POLACK EASTERN

(Continued from page 63)

the fishing was worth it and Dime Wilson was declared the champ. Report was he caught seven. All, according to Wilson, were big ones.

Fragments: Nate Lewis signaling the switchboard man with a flashlight and looking for all the world like a frantic brakeman endeavoring to halt a speeding train. Del-Ray taking a nasty spill when a cable supporting his wire slipped up the stake. Dime Wilson creating more smoke with his fire wagons than with his firehouse. Something new is added at every show until now nothing surprises anyone. Gene Randow declaring war on the unknown enemy who punched a hole in his water bucket.

All the trailerites splurging for new trailers and new awnings. Irish Hornsby insisting he is a member of the property crew, no matter what the rumors may be. Betty Proper so thrilled over her lavish birthday party that she was speechless. Her husband, Fred, gifted her with a diamond ring and Al Hyman gave her an orchid. Bill Green's mother is enjoying life on this opera and wouldn't miss a GAT club meeting for anything. Marsha (Wayne) Lewis proudly displaying a clipping announcing that her cousin, William Weslow, has obtained the male dancing lead in *Annie Get Your Gun*.

The writer is conducting a private poll to nominate the best dressed woman on the show. Competition is keen and the contestants are running neck and neck. Announcement will be made next week regarding the winner. The winner, incidentally, will receive a gardenia corsage. From the looks of things, all women on the show will be wearing gardenias.—BILLY BARTON.

COLE BROS.

(Continued from page 63)

grandson all over the lot in Indianapolis. Just wait until mine visits the show. A scallion to the person or persons who broke into the band wagon and stole those instruments.

The gals sure make with the washing on these sunny days, the many heavily laden clothes lines making the places look like the Peru Laundry on a busy day. Hubert Castle missed a day because of a knee injury. Additions to Henry Kyes's band are Harry Armstrong and Joe Carroll.

Recent visitors included Charles Kehuene, E. E. Coleman, Perry Audin, R. E. Conover; George Way, who was guest snare drummer two days in Cincinnati; Carl Abrossfeld, Father Carl J. Geers, John G. Robinson IV, W. J. Dammarell, Mike and Alice Dammarell, Mr. and Mrs. Albert J. Mayer, Dr. and Mrs. William Huebener, Mr. and Mrs. Don C. Fosgate, Arthur B. Becker, Mr. and Mrs. Frank Bevier, Mr. and Mrs. Cecil Scott and son, Bobby; Mr. and Mrs. E. Walter Evans, Charles Wirth, Paul Streiker, Dr. and Mrs. R. N. Speckman, Mr. and Mrs. James Donovan, Frank Longley, Dr. and Mrs. Henry F. Rohs, Mr. and Mrs. Petersen, Mr. and Mrs. Tracy P. Coy, Mr. and Mrs. Glenn Tracy, Jack Tavlin, Otto and Joannie Guebling, Bill Valentino, Dick Tally, Dell Graham, Mr. and Mrs. Forrest Fought, Mrs. Curly Stewart and daughters; former trouper Frank Stout; Walter and Bruce Royal, of the Royal Bros.' Circus; Mr. and Mrs. Bozo Harrell, George Marcus and Mr. and Mrs. Harold Mimmler.—FREDDIE FREEMAN.

POLACK WESTERN

(Continued from page 63)

Tiebor played America on the almost as well as his flipped Frisco, does on the horns. Other entertainment was offered by Wally Newbury, Mrs. Newbury, Dorsey and Stephen Mustafa, Patrick, local opera singer, was artist.

The concluding day's three were made easier by the fine gasbord given between shows local Shrine. Ross Paul is Harold Ward a close second title of the Jack Pot King. writer is convinced that the units of penicillin necessary to his infected toe shouldn't be in where it would effect a bounding act so much.

Mr. and Mrs. Eddie Silbon grand performers from the Silbon Troupe, visited along Charley Clarke and Alethea Jimmy Eyster. Other visitors Capt. L. B. Greenhaw, J. B. Homer Stack and Louise Platt.

Bill Powell, the Great American tourist who for the past year has ited every major circus in and now is with Mijares-Sch in Sweden, reports he has kept self informed on American performers and activities thru the Billboards.—HAROLD BARNES

DAILEY BROS.

(Continued from page 63)

bought bananas for Si's act and did Si.

Visitors: Mrs. Rube Ray's daughter, Peggy; Rosemary Stock's sister, nie Scholl and daughter, Sandy; Brad's old friends, Charles Frank Bowen and Bill Morgan and Mrs. Buck Lucas, Faith Mr. and Mrs. Ted Edlin, Mac Ewen, ex-bannerman; Victor Th Gay Hartman, J. W. Cookman Wyn Goddard, Frieda Walter, F. Bush, Tex Lightfoot, Charlie Virginia Smith and sons; Nor Bob Cusson, Spooks Burkitt, I Barstock, Thomas Sangston, J Jamison, Jack Searls, Mrs. O Clifton White and party; W. H. M. H. Beard, Jack Martin and ily; Doc Harbaugh, Carroll Bae and family; Mr. and Mrs. Dick Hill, Sam Murray, Mr. and Mrs. Marshman, Eugene Virts, H Hoover, Austin Harper and fr Randolph Gibson, Mr. and Mrs. vin D. Hildreth and Dr. and William H. Mann.—HAZEL KIL

GARDEN BROS.

(Continued from page 63)

popular teen-agers, and Bob M is our best groomed gent. Punc Judy Jacobs pen from Minne that they are passing into the f grade in spite of their long vac in Hawaii with the Fernandez cus, Bill (Buckles) Woodcock counting the days until school and he can join us. Dorothy mother, Mrs. Hill, and her f were recent visitors. Concha lante divides her spare moment tween standing on her head and writing.

News is scarce but Gladys G has promised all of us small sisters ju-jit-su lessons so from on anything can happen.—DO JACOBS.

DALES BROS.

(Continued from page 63)

Meyers, Barr Bros.; Frank Kuehn Ed Hillhouse circus model buil personnel from Shill Bros., an Moor, Monkey Show operator Tampa.

The writer and Carl Balmer v Cole Bros. in Cincinnati and en seeing Hubert Castle, Otto Grief Freddie Freeman, Bob Mason, Griffin, Kenneth Waite, Lefty Monarchs, Harry Thomas, C Cristiani and Johnny Pu GEORGE HUBLER, righted material

DEMONSTRATORS—RING WORKERS—ATTENTION!

OVER 1001 DIFFERENT RING NUMBERS IN STOCK!!!



1R106 White
1R107 Yellow
\$24.00 Gross
2.10 Doz.



1R104 White
1R105 Yellow
\$24.00 Gross
2.10 Doz.



1R100 White
1R101 Yellow
\$36.00 Gross
3.25 Doz.



1R102 White
1R103 Yellow
\$36.00 Gross
3.25 Doz.



No. 2X1
\$22.50 Per Gross

... JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE
LINE OF FAST-MOVING JEWELRY



No. 1X7
\$12.00 Per Gross

NO. 4X14—GOLD FINISH... \$2.65 DOZ. | NO. 4X15—WHITE FINISH... \$2.65 DOZ.

WRITE FOR CATALOG 103—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

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-a-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

\$25,000.00 SALESBOARD STOCK, VALUES \$3.25 AND UP.
5¢ and 10¢ Jackpot—25¢, 6 for Quarter.
All To Be Sold at One Price.
\$33.00 For Case of 12 Assorted Boards.
1/3 Deposit With Order.
Send for Complete Price List.

RAKE COIN MACHINE EXCHANGE

BY SPRING GARDEN ST., PHILA. 23, PA.
10mbar 3-2676

IT'S HOT IT'S A SURE FIRE SELLER



1c TO 39c DEAL
15 HOLE TAKES IN \$5.40—15 PRIZES
Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.
Cost you \$2.85. In lots of twelve, \$2.75 Ea.
H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.

JAR DEALS and SALESBOARDS

Distributor of
Bee Jay Products
Universal Mfg. Co.
Write for prices
LUBIN SALES
425 Fifth Ave. Pittsburgh, Pa.

PUSH CARD OPERATORS

—our deals are repeating.
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.
601 Wilshire Bldg., 325 W. Superior Ave.,
Cleveland 13, O.

GIVE TO THE RUNYON CANCER FUND

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, in addition to spotlighting its Calendar Girl boards, is placing emphasis on its 25-cent Positive Sawbucks and 10-cent Gold Seal special boards; boys in the field are reporting good acceptance on both six-numbers-on-a-ticket pieces. Firm's Charles Leedy is on the first leg of his West Coast trip, with a return date scheduled for last week in June. . . . Gay Games, Inc., Muncie, Ind., states the new Rol-A-Tie games, using the jar and spindle game ticket, are being accorded a good reception by the trade. New items, 69 in number, are duplicates of standard salesboards in appearance and construction, Guy E. Noel, president, says.

Thomas A. Walsh Jr., Thomas A. Walsh Manufacturing Company, Omaha, is another member of the industry who is a confirmed plane traveler. He covered over 150,000 air miles during the last four months. . . . The McNamara Company, Chicago, continues to return word of production, sales, and play increases on its aluminum stand, insert type pellet boards. Stand, weighing about 11 pounds, rests on a specially treated pad which permits the board and stand to be smoothly moved down a counter; top of this pad is so made as to keep the stand firmly in position while being moved.

H. M. Shoemaker, Muncie Novelty Company, Muncie, is another firm official to give a favorable report on location acceptance of a game. Muncie's bid for high play is its recently introduced carded deal type game, Whiz. Ted Broyles, president, has plans for lining up distributors on the West Coast.

Harlich Manufacturing Company, Chicago, this week placed Gene Gauss on the Illinois, Michigan, Indiana and Wisconsin territory formerly covered by Sam Tumpson. It's a temporary move, as Sam is convalescing in the Mount Sinai Hospital here after an operation. No definite date has been

COLE PACKS 'EM

(Continued from page 62)

Vernon Manor Hotel. As usual, the fans did a bang-up job in entertaining the circus folks, the arrangements committee including Al Mayer, Cecil Scott, Art Becker, William Dammarrell, Don Fosgate, John Robinson IV and Dr. William Huebener. Otto Griebing and Bob Mason, of the circus, entertained with stories, magic and juggling. It was a lively affair. Doc Edgar H. Wilson, fan, of Rockford, Ill., on the Cole circus for a vacation, was a guest.

Hamilton, O., Friday (14) gave with a matinee half-house and a full one at night. Show pulled two full houses the day before at Middletown, O.

At Lexington, Ky., Monday (17), newspapers reported two straws. Harry Thomas, of the Cole org, said that Lexington was the biggest single day in five years—a big turnaway at the matinee and the largest straw house ever put into the tent at night.

Show had a late arrival at Ashland, Ky., Tuesday (18). Matinee was an hour late but show had a three-quarter house, with capacity at night.

A capacity matinee was on hand at the matinee in Huntington, W. Va., Wednesday (19), and the crowd strayed to the ringbanks at night, with a big turnaway. Side Show is reported to be doing exceptional business all along the line.

RED HOT!!

SOON WE ARE ABOUT TO RELEASE A JOB THAT WE HAVE BEEN TESTING IN INDIANA, AND IT IS THE HOTTEST THING THIS SIDE OF THE MISSISSIPPI. It's legal . . . it's fun . . . it can be worked anywhere—a few choice territories are still open. Only Salesboard Representative need apply.

JAY WICO PRODUCTS
2220 Bwyd, Logansport, Ind.

set for Sam's return to the road, as this is hinging upon word from his doctor.

Dave Rice, Empire Press, Chicago, left town this week for a Southern tour. Word came in from his West Virginia stop, bringing in orders and comments on more of the same from succeeding stop-offs. Dave is making this a flying trip. Staffers report a steady high rate of requests for firm's illustrated catalog.

Missouri Novelty Company's (St. Louis) manager, Al Decker, has been busy setting up a plant to manufacture a full line of ticket deals and says these new items will be ready for delivery about June 15. Al, who has been working on the project for the past six months, states that the line will include all numeral, pad deals and tip tickets. Currently, he is lining up distributors, on an exclusive basis, thruout the country. Trade mark of the new items will be Best Line. . . . Hilton Liebow, of H & H Brokerage, just returned from Abbotwares Manufacturing Company's California plant where latter's sales manager, Ray Kronsberg, showed him some new items and ideas in salesboard premiums. H & H is a representative of Abbotwares.

SALESBOARDS

**LARGEST
SELECTION
IN THE NATION
LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
50-11 40TH STREET
LONG ISLAND CITY 4, N. Y.

EMPIRE

FOR THE *Finest*
in SALES BOARDS

WRITE FOR CATALOGUE

EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

a Winner . . .



"TWO OF A KIND"
The Latest In
COIN BOARDS

with
PLAYING CARD TICKETS
1200 R. M. Holes
25c Play-Thick
FORM NO. 12310

Takes In - - - - \$300.00
Ave. Payout - - - - \$215.50
AVE. PROFIT - - - - \$ 84.50
Contains Ten 25c Coins—Total \$2.50

**HARLICH
MFG. CO.**
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

WITHOUT A DOUBT THE H-O-T-T-E-S-T SALESBOARD, PUSHCARD AND BINGO NUMBER IN THE COUNTRY!!

"RAIN OR SHINE" UMBRELLA BAG

\$7.25 Each
• 8 Assorted Styles
• Salesboard Free With Each Set (both adv. items)

COMBINATION PORTABLE RADIO POCKETBOOK

COMPLETE WITH
• HAND MIRROR!
• CHANGE PURSE!
• COMPACT & LIPSTICK POUCH!
\$14.90 Batteries \$1.77 Extra
WEIGHT, 2 LB., 15 OZ.

SPADE NOVELTY CO.

25% WITH ORDER, BALANCE C. O. D.
1313 E. BALTIMORE ST., BALTIMORE, MD.

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —
WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address
302 MAIN ST. WHEELING, W. VA.
PHONE: WHEELING 340 COLUMBIA SALES CO.

Gardner's DIE-CUT SEAL BOARDS

360
POSITIVE SAWBUCKS
DEFINITE PROFIT
ALL 36 SEALS GO
EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00
PAYS OUT: \$53.00
DEFINITE PROFIT: \$37.00

360
GOLD SEAL SPECIAL
10¢ PLAY
6 NOS. ON A TICKET

TAKES IN: \$36.00
PAYS OUT: \$17.84

AVERAGE PROFIT: \$18.16

MAXIMUM PROFIT: \$26.00



GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

2,000 Repeated Dealers
"We average \$250 a week"



BE YOUR OWN OPERATOR OF PUSH CARDS

GUARANTEE

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band. Each watch carries a written **GUARANTEE**.

Your Profit \$11.70

PUSH CARD WITH 2 WATCHES 1 Watch to the seller and 1 Watch to the winning seal. Push Card takes in \$21.70. YOUR COST \$10. Extra Push Cards, 10¢ ea.

SEND 25% DEPOSIT WITH ORDER, BAL. C.O.D., F.O.B. CHICAGO. NOTE: IF FULL AMOUNT SENT WITH ORDER, EXPRESS CHARGES PREPAID.

Write J & M SALES CO.—708 S. STATE ST.—CHICAGO 5, ILL. DEPT. B6

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charlie, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.60
900	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
900	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.80	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 39.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
2170	5¢	R.W.B. Singles, \$1.10; 5-Fold, Per Bag	Def. \$ 36.50	\$1.35
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	Def. 51.95	.95
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	.80
1000	25¢	Charlie, Thick	Def. 50.00	.85
1000	1¢	Cigarette Board, 30 P.O.	Def. 4.80	.65
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85
800	3¢	Cigarette Bd., 15 Nos. to Txt. Def.	Def. 8.00	.65
800	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
1000	25¢	P A D Ticket Deals	Avg. 23.50	1.25
800	25¢	Little-Big-Shot, Thick	Avg. 29.70	1.25
840	25¢	Players-Dream, Thick	Avg. 91.93	2.95
2400	5¢ or 10¢	Easy Picking	Avg. 48.60	2.50
1200	25¢	Cheerful Charlie	Avg. 76.98	1.85
1000-1300 Girlie Boards, Jack-Pot, and Def. From \$27 to \$25				\$2.20

U. S. MERCHANDISE CO.

25% WITH ORDER; BALANCE C. O. D.
10216 Superior Ave., Cleveland, Ohio

GIANT-HOLES

15 Ast. Nos.
6 FOR 25¢
and
3 FOR 10¢
SPECIAL \$2.50 each

GIVE TO THE DAMON RUNYON CANCER FUND

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago. j12

A-1 BUYS—CANDY, CIGARETTE, GUM, PEANUT, POPCORN, SANDIARY, Scales, Stamp Machines, Folders. U.S.P., 100 Grand, Waterbury 5, Conn. j63

AA-1 BARGAINS!—BALL GUM AND NUT
Vendors, Scales, Postage Machines, etc. Request free illustrated catalogue. Special offer: 25 lb. 5/8 Bubble Ball Gum and 1.5¢ coin counter, \$6.50 if you mention this ad. Parkway Machine Corporation, 623 W. North Avenue, Department 20, Baltimore 17, Maryland. my29

ART CHALLENGERS—EXCELLENT CONDITION. \$12 each. Champion's Basket ball, like new, \$15. Dinkelpiel, 307 West 78th St., New York 24, N. Y.

A BARGAIN—SELL 11 SCIENTIFIC POKER
Tables, \$100 ea. Will buy 6 Ring-a-Rolls, quote lowest prices. Also want used Steel Balls for pin games, quote amount and price. Also Panoram Film. Palace Penny Arcade, Old Orchard, Maine.

BUY NOW—CIGARETTE MACHINES, EQUIP-
ment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVERgreen 6-1244.

CIGARETTE, CANDY AND CIGAR MACHINES.
All makes and models. Completely overhauled and refinished in two-tone baked enamel. Guaranteed. Trades accepted. Hammond & Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. LOmbard 3-2642. j619

CORADIO COIN RADIOS ON TABLES, \$26.75
each. Top condition. Wells Automatic, 52 Vanderbilt Ave., New York 17. j65

DIGGERS—6 MUTOSCOPES, 4 PANAMAS.
Electric wired, hand operated, just refinished, ready to work, \$500 complete outfit, \$100 down, balance, crated, C.O.D. C. Lytle, 2021 Poplar St., Anderson, Ind. j619

DUE TO EXPANSION IN OTHER LINES WILL
sacrifice 35 Pop Corn Six Vending Machines. Fully guaranteed, slightly used, \$100 each. F. O. B. Syracuse. N & N Amusement Co., 526 Butternut St., Syracuse, N. Y. j619

FIVE BALL FREE PLAY PIN GAME BAR-
gains: Baffle Card, \$49.50; Ballyhoo, \$79.50; Big Hit, \$39.50; Big League, \$39.50; Double Barrel, \$39.50; Dynamite, \$49.50; Midset Racer, \$39.50; Rocket, \$49.50; Step Up, \$39.50; Supercoke, \$39.50; Surf Queen, \$39.50. Send for complete list. Terms: 1/3 certified deposit, balance C.O.D. Automatic Amusement Company, 1000 Pennsylvania St., Evansville, Ind. j619

FLAT WINDOW TYPE OR TUBULAR COIN
Wrappers, \$1.25 per 1,000. Penny, Nickel, Dime Combination Coin Counters, \$1.35. Blackstone Double Barrel Penny, Nickel or Dime Counters, \$2. All postpaid. Catalog and "Dollars From Pennys" free. T. O. Thomas, Paducah, Ky. j619

FOR ARCADE—45 MACHINES AND 5000
cards. Five Card Venders with 5000 cards; 4 Sculptures complete with all views; 1 Comet; 3 X-Rays; 5 Smokers; 3 Pennypacks; 1 Yankee; 1 Puritan; 1 Ginger; 3 Cadets; 3 Imps; 1 Jiffy; 5 Three Kind; 1 Horses; 1 Mercury; 1 Whooperdo; 1 Ballbaby; 1 Popeye; 1 Homefun; 1 1¢ Target; all for \$295. 1/3 deposit, balance C.O.D. M. E. Grimme, Durango, Ia. j619

FOR SALE—12 BALLY BEVERAGE MA-
chines in good condition. 160-cup capacity. Price includes carbonator, complete parts and equipment, \$175 each. All 12 for \$1,900 FOB Boston, Mass. The Slate Company, 1210 Tremont St., Boston 29, Mass. j619

FOR SALE—15 NAB COOKIE VENDING MA-
chines with stands, 10 without, in good condition. \$500 or best offer. Kedzie "L" Currency Exchange, 4654 N. Kedzie, Chicago 25, Ill. j63

GOING OUT OF BUSINESS—RECONDITIONED
Pin Balls, Counter Games, Vending Machines, all kinds. Lowest possible prices. L & N, 24 S. Illinois St., Indianapolis, Ind. j65

GOLF BALL SLOT VENDERS—25¢ PLAY, RE-
conditioned to look like new, \$275 each. I want to buy Golf Rolas, Jennings, Herman Kramm, 244 S. Milbrae Ave., Pittsburgh, Pa. j65

JUST OFF LOCATION—2 KIRK ASTROLOGY
1¢ Scales, AC current, crated, ready to ship, \$70 each. Also like-new Groetchem Twin Jackpot 5¢ Columbia, \$85. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. j65

LIKE NEW STANDARD-MAKE BALL GUM MA-
chine and 3500 highest grade Tot Brand 5/8" Ball Gum, \$20. State make machine preferred. T. O. Thomas, Paducah, Ky. j63

LIKE NEW STANDARD-MAKE PEANUT MA-
chine with 5 lbs. highest grade Tot Brand, Salted Spanish Peanuts, only \$14.25. State make machine preferred. T. O. Thomas Co., Paducah, Ky. j63

MASTER ALL-PURPOSE PENNY VENDERS—
Slightly used. Like new, all perfect, \$11.50 each. Shirley Brown, Utica, Ky. j63

ONE 201 SINGING TOWER—MECH. COM-
pletely checked by factory, perfect condition. One GG Grip, one Basketball Counter Game. Best offer takes one or all. Master Vending Service, 18 W. 10th St., Danville, Ill. j63

PERFECTLY RECONDITIONED AND REFIN-
ished Peanut Ball Gum, ART Challengers, Gottlieb Grip, priced to sell. Catalog free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. j63

PRACTICALLY NEW OR RECONDITIONED
Advance or Shipman Stamp Machines, priced to sell. T. O. Thomas Co., 1572 Jefferson St., Paducah, Ky. j63

RAY GUN OPERATORS—CONVERT WITH
our new type extra moving target conversions. Complete ray gun repair services. Write: Coin Amusement Games, Inc., 1023 E. 47th St., Chicago, Ill. j65

REBUILT POPCORN MACHINES FOR SALE—
Fully guaranteed. Priced from \$150. Consol- dated Confections, 1314 S. Wabash, Chicago 5, Ill. j626

SCALES FOR SALE—2 KIRK GU-
Scales, refinished, excellent, \$90 each. 2 Guenners, \$90 each. 12 porcelain Rock-O-Bots, excellent, \$85 each. Prices include 1/3 deposit. FOB Dallas. Satisfaction guaranteed. D. F. Hynes, Box 5916, Dallas 1, Tex. j65

SPECIAL—25 LB. CASE, \$500 TO
balls 5/8" gum, \$5.75. Limit, 4 cases. Turner, Wm. R. Harris, 1731 Broadway, N. Y. j65

TELEPHONE MUSICAL, TELEPHONE S-
complete, used three months, make offer 17 Location Amplifiers, Twin 12, \$49.50; 12, \$49.50; Buckley Boxes L. U., \$7. Brackets, 75¢. Musicals of New York, Inc., First Ave., New York 21, N. Y. j65

USED NUT AND GUM VENDING MA-
chine for sale. List, 3¢ stamp. Furr, 1418 G Ave., Norfolk, Va. j65

WANTED—JACK-IN-THE-BOX STEEL
nets. State price and condition. Lew Enterprises, 1022 Main St., Buffalo 2, N. Y. j65

WE BUY DIGGERS—ANY MAKE,
amount, what have you? Wayland Metals Co. j65

5 PORCELAIN NORTHWESTERN 39 PE-
Machines, like new, \$45 for the set. Thomas, Paducah, Ky. j65

10 ERIE DIGGERS—REBUILT, HAND
assembled, Merchants, Iron Claws, Buckleys, 1 Hottel, Rotary Merchandisers (Pushers), N. 4243 Sanson, Philadelphia, Pa. j65

14 DRINK VENDING MACHINES—F-
Drink, cup type. Perfect condition, \$300. man, 305 Academy St., Jersey City, N. J. j65

16MM. CONTINUOUS PROJECTORS—
operated, used, in good condition. Will Morro, 110 West 42d St., New York 18, N. Y. j65

45 ADVANCE 1¢ BALL GUM MACHINES—
new, \$8.50 each. 2 like-new Kicker & 1¢ Counter Game, \$35 each. Graeff, 1232 W. 1st, Toledo 9, O. j65

100 CASH TRAY 5¢ VENDERS READ-
operate. Make me an offer. Ross Island, Sta Seneca Falls, N. Y. j65

3,500 BALLS 5/8 BUBBLE GUM AND
conditioned Gum Machines for \$20. 3 \$59.50. Graeff, 1232 Broadway, Toledo 9, O. j65

Galentine NOVELTY COMPANY
FAST SELLING SALESBOARDS
MERCHANDISE DEALS
JAR-O-DO TICKETS
WRITE FOR PRICES
520 EAST SAMPLE
SOUTH BEND 18, INDIANA

TICKET SPECIALS

LIMITED TIME—ORDER NOW

2050 Red-White-Blue 5 Fold. . . \$1.50 per
2050 Red-White-Blue Stamped 5's. 1.75 per
1836 Combination Stamped 5's
(101-102) . . . 1.60 per
120 Regular Tips Stamped 5's
in envelopes . . . \$18.00 G

Mention this ad when ordering
No less than 1 dozen Jar Deals or 1 Gross
Books shipped.

Terms: C.O.D.
We manufacture original fast-action Jar Deals
Pad Deals—Baseball Daily and Salesboards

Wilner Sales Co., Inc.

715 N. Elm Street
Muncie, Indiana

PUSH CARDS
PUSH
PUSH
Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPewa FALLS, WISC.

Copyrighted material

10-CENT PLAY SEEN DOOMED

Mass. Solons Kill License for Pinballs

Boston Set-Up Still Snarled

BOSTON, May 22. — The State House of Representatives killed a bill May 17 to regulate the machines in the State of Massachusetts this year, as the Boston Licensing Board (BLB) cracked down on liquor establishments and other places under control with pin games on their premises, at the same time Charles McGlue, appointed by Mayor Curran to supervise licensing of pins at a year under a city ordinance effective June 1, went ahead with his plan to license the machines in places here not under the jurisdiction of the BLB.

In a voice vote, a proposed measure to provide State licenses for pins restricting them from within 100 feet of a church or school was referred to the next annual legislative session, and a technical move to reconsider was killed outright.

In the meantime, 60 Boston restaurants and variety store owners who had to comply with the month-old order to remove pins were ordered before the board, a State appointed group, and told to choose between their licenses and the pins, except one location owner complied. The lone exception said a machine had been left by a former owner, but had been taken apart. He was ordered to completely remove the machine or return his license within two days.

Current Status

In the situation now stands, the city has put off for a year any regulation of pins. The city of Boston has an ordinance providing for a \$30 fee for pins and a \$15 fee on other amusement devices, going into effect June 1. However, the BLB, appointed by the State, has banned pins from restaurants, liquor establishments, bowling alleys, variety stores, etc., in the city of Boston, which it licenses. That leaves only places not under the BLB jurisdiction, such as vacant stores, gas stations, public buildings, bus and railroad terminals open for licensing under city ordinance.

Academies Now in the Act

BOSTON, May 22.—A new dispute broke out yesterday (21) between the Boston License Board (BLB) and the mayor's office as to which has jurisdiction over academies in which pins are operated and food is sold. Four large arcade owners were called before the BLB Thursday (20) for hearing to decide if restaurant permits on premises should be revoked if pins are not removed. Arcade owners revealed that food privileges are leased to concessionaires who hold permits for food but have nothing to say about the games in the locations.

Question which BLB has under advisement is whether concessionaires should have their licenses yanked because Massachusetts Solons, page 134)

What a City Won't Do To Keep Its Citizens Safe and Sound

ATLANTIC CITY, May 22.—Citizens of near-by Ventnor (population 7,605) must be a fragile lot, for the city fathers certainly have gone to extreme lengths to "insure the health and safety" of its citizens when they play pin games. As a result, coinmen in this area, as well as citizens of this resort area, too, are laughing up their sleeves at some of the regulations the city fathers have imposed "for the purpose of insuring the health and safety of the patrons of establishments where persons congregate for the playing of games of the character herein set forth as . . . bagatelle, pinball, roulette games or machines of a like nature."

Take a look at the six requirements as set forth for business places which have coin machines and have a laugh yourself:

1. "There must be at least 10,000 square feet of floor space for each machine installed.

2. "There must be provided on the premises a solid floor covering without any seams, joints or cracks.

3. "All machines must be so placed that they may be seen in their entirety from the sidewalk.

4. "There must be separate toilet facilities for male and female patrons, maintained in a sanitary condition at all times, and connected directly with the room in which the machines are contained.

5. "The floor of the room shall be thoroughly washed at least once daily with water which has been treated with an approved germicide preparation.

6. "The place locating a machine must have not less than four exits."

The ordinance also imposes a maximum penalty for each offense of \$200 fine or 90 days in jail or both.

Oh, yes—there were six to eight pin games on location in Ventnor before the comic opera began in the council chambers.

Delay N. Y. Game Action Until June 7; Agreements To Remain in Full Force

Decision on Hirsch Injunction Also Postponed

NEW YORK, May 22.—Expectations that early court action might help clarify the local games situation fell by the wayside Wednesday (19) when the trial set for that day, to determine the legality of police seizures of game equipment, was postponed until June 7.

In setting the new date for trial, New York County Supreme Court Justice Ferdinand Pecora ruled that the agreement reached between the industry attorneys and the city's corporation counsel April 27 should remain in effect until the trial was completed. This agreement stipulated

that the police would molest no game unless it was actually used for gambling purposes (*The Billboard*, May 8).

Ban Pends in Council

This latest development came as coinmen at all levels of the game industry were awaiting action by the city council on a bill to ban games from city locations by municipal ordinance. Still in the hands of the council's general welfare committee, the bill is being considered along with recommendations by the industry for (See N. Y. Game Action, page 134)

Two Bills To Cut State Taxes in Louisiana Hopper

BATON ROUGE, La., May 22.—Two measures which would affect coin machine operators in Louisiana were dropped in the hopper here during the opening days of Louisiana's 60-day regular legislative session. One bill, patterned after the federal tax on coin machines, would substantially reduce current taxes on certain types of equipment, especially on free-play pinball games. The other measure would reduce taxes principally on cranes and diggers.

First of the two measures—which coinmen here understood might be followed by others—was introduced

in the House last Monday (17). Tagged House Bill 38, this measure, like the second bill which followed, is a proposal to amend the coin machine tax enacted during the 1934 legislative session.

House Bill 38, referred to the Ways and Means Committee, would keep all fees on coin machines at their present rate, but would reduce license taxes on "any claw machine, grab machine, sweep machine, digger machine or similar machinery" from \$25 annually to \$15. If enacted, the measure would become effective (See 2 Tax Cut Bills on page 134)

Is Not Answer To Trade Woes, Say Assn. Reps

Recognize Need for Action

By Norman Weiser

CHICAGO, May 22.—Following the survey of operator reactions to the 10-cent play question as reported in last week's issue of *The Billboard*, in which many of the men most vitally concerned in any price changing policy spoke out against a jump to the 10-cent play, a representative group of trade associations this week discuss the same subject—and with practically the same results.

It is true that in some cases dime play has been, and is, financially sound and operable. But an analysis of the locations reveals that these are specialized stops, such as exclusive or private clubs, or non-competitive locations. On the whole, however, a majority of the associations surveyed, as well as the operators queried, agreed that for them, or their members, 10-cent play was not in the cards at the present time. Six-for-a-quarter (See 10-CENT PLAY on page 125)

CMI Cuts '49 Convention to Three Days

Set January 17-19 Date

CHICAGO, May 22.—Preliminary plans for the 1949 coin machine exhibition and convention of the Coin Machines Industries, Inc. (CMI) have been completed by the organization's board of directors, with the major change to be made being the cutting of one day off the usual four-day show.

According to plans already formulated, the show will start Monday, January 17, at the Hotel Sherman here, and will run thru Wednesday night, January 19. The annual banquet will be held on Wednesday evening at the Stevens Hotel.

The decision to cut the former four-day meeting to three days was made to conform with suggestions offered by many 1948 exhibitors who regarded three days as a sufficient time to cover all meetings and business.

As has been the case in the past, the Exhibition Hall, lower level, Grand Ballroom and mezzanine of the Hotel Sherman, will be turned over to the CMI for the 1949 show. Exact number of show exhibitors is not known at this time, but is expected to compare favorably with the 1948 total of 132 exhibitors who occupied 212 booths.

Dave Gottlieb, CMI's president, said the program committee appointment would be made at a later date.

Concessionaires Ignore Vender

Industry Still Must Sell 'Em

Have yet to be shown how mchs. can supplant hawkers at ball parks, tracks

CHICAGO, May 22.—Firms that control sales of sandwiches, candy, peanuts, popcorn, candy, chewing gum and cigarettes in the nation's ball parks, stadia, amusement parks, zoos and similar outdoor spots where large crowds gather, still have to be sold the value of vending machines, it appears.

A spot-check by correspondents of *The Billboard* in several key market centers shows that a few have tried machines but the majority still feel that the hawker is the only answer to their sales problem, and therein lies a challenging sales job for the industry.

There is no doubt that vending machines properly located can pick up plenty of extra business for concessionaires at outdoor sport and amusement events. It is also clear that many of these men have yet to be shown or sold on the many ways that venders can be used to supplement hawker or concession stand sales.

Concessionaires Control

Concessionaires control the sale of most items that can be sold thru vending machines at practically all ball parks and race tracks of any size. Of these, Jacobs Bros., of Buffalo, are the largest and control most of the food, drink and tobacco sales at major and minor league ball parks. Bush & Laube, of Kansas City, are the most diversified, handling food and drink sales for many race tracks, dog tracks, amusement

(See CONCESSIONAIRES, page 121)

Touchy Subject!

DIXON, Ill., May 22.—An operator of drink machines here told the police chief he is going to remove one of his vending machines because of losses.

The cash box is short some nickels and a number of slugs have been found.

Operator was somewhat hesitant to bring up the matter as the machine is in the Dixon police station.

Milk-o-Mat Now In Production; To Deliver Soon

NEW YORK, May 15.—The Milk-o-Mat cup machine, developed several years ago but never manufactured because of material shortages, according to Maurice Schack, president of Milk-o-Mat Corporation, is now in production, with the first year's output geared for 5,000 machines.

The bulk milk vender will be sold only to franchise operators in protected area, Schack said, with operators required to purchase enough machines to cover the area they intend to serve. Altho Schack stated that a number of units have already been manufactured, general delivery in quantity will not begin for four months.

213-Cup Capacity

With a capacity of 213 six-ounce cups, Milk-o-Mat stands 70 inches high, is 29 inches wide and 23 inches deep. The cabinet is fabricated of aluminum and weighs about 400 pounds.

Schack claimed the vender is suitable for any pre-mixed drink, in addition. (See Milk-o-Mat on page 122)

NAMA '48 Convention Looks Like Sellout; Will Cover Operator Problems at Meeting

Announce Agenda Covering Second Annual Exhibition

CHICAGO, May 22.—With the convention itself still months away, officials of the National Automatic Merchandising Association (NAMA) announced this week that all 88 of the exhibit booths on the fourth floor and one-third of the seventh floor rooms have been sold for the 1948 convention and exhibit which will run December 12-15 at the Palmer House here.

Members of the NAMA convention

Venders Displayed At Buffalo Expo

BUFFALO, May 22. — Frank J. Bradley, Automatic Equipment Company head, and local vending machine operator, is one of the exhibitors at the Buffalo Industrial Progress Exposition now being held here. Show, which opened May 14 and runs thru Monday (24), features local industries and civic organizations. Bradley, and the J. P. Seeburg Corporation, featuring their industrial commercial music system, are the only two coin machine representatives at the show.

Displayed in Bradley's booth are candy machines, cigarette venders and the Vendo coin changer. He is also showing a 20-minute film on candy made by RKO and issued by National Confectioners Association and the National Council on Candy.

committee and the NAMA staff here Monday (17) and heard J. H. Jones, convention chairman, line progress in the sale of exhibit space.

Jones told the meeting that "the rate space is going, it appears will have to take over the fourth floor of the Palmer House to accommodate additional exhibits. Last year, NAMA, in its first exhibition, used all of the fourth and of the seventh floors of the Palmer House.

Operator Meetings

"Man of the hour at the 1948 convention," Jones reported, "will be the operator." He said that all of the four-day convention's meetings planned to answer four of the operator's biggest problems; stock of service, sales, maintenance and repairs.

As it did for last year's convention and show, registration will start Sunday, December 12, from 9:30 until 10 p.m. This year, exhibit booths on the fourth floor have been trimmed to a total of 23 hours, but exhibit with rooms on the seventh and eighth floors will have an extra three hours exhibit time, from 7 to 10 p.m. on Sunday, December 14, when fourth floor booths will be closed.

Here are scheduled exhibit hours: Sunday, December 12—2 p.m. to 7 p.m.; 7 p.m. to 10 p.m.

Monday, December 13—12 noon to 6 p.m.

Tuesday, December 14—1 p.m. to 7 p.m. (Seventh and eighth floors open from 7 p.m. to 10 p.m. in addition.)

Wednesday, December 15—12 noon to 5 p.m.

Legal Skit

First general session of the convention is scheduled for Monday morning, December 13. Convention Chairman Jones will deliver an address of welcome and members' staff will present a legislative demonstration how to combat discriminatory taxes. Skit will be similar to the one presented last year except that this year's presentation will be based on a State rather than a city ordinance.

Annual business meeting, with J. H. Pierson, of Vendo, NAMA president, presiding, gets underway Monday 8 p.m. Officers of the association report on the year's activities and outline their plans for the future.

Round-Table Discussions

Round-table discussions for coffee, cup beverage and penny-chine operators are scheduled Tuesday morning. Candy, gum nuts and bottle drink operators have round-table sessions the following morning.

Final day of the convention will see the installation of officers and directors.

Since last year's convention, which likewise provided special activities for them, drew a considerable number of wives, this year's program also planned to include special activities for the ladies, and a headquarters lounge will be set up for them at the Palmer House.

CM Reps at Sanitation Meet

Will Participate In Vender Clinic

Lily-Tulip's Lenderking is co-chairman of sessions on bulk drink machines

ANN ARBOR, Mich., May 22.—The National Sanitation Foundation (NSF) this week announced the names of 11 representatives of the automatic merchandising industry who will participate in the first annual National Sanitation Clinic, to be held here June 22-25. The foundation makes its headquarters at the University of Michigan. The 11 industry members will participate in a clinic designed to deal with the problem of sanitation in bulk drink venders.

Co-chairman of the clinic devoted to drink merchandisers is W. R. Lenderking, of the Lily-Tulip Company. Lenderking will serve with a public health official whose name has not yet been announced.

Other industry members of the clinic are C. S. Darling, National Automatic Merchandising Association;

Puts Stamp Mchs. On Liners for Free

MONTREAL, May 22. — Leonard Supply, firm operating stamp venders here, includes among its locations a number of ships of the Canada Steamship Line. Leonard Silver, firm head, has had one or two of the venders on each of the line's ships since early last year.

In addition to obtaining a type of location that usually operates its own coin equipment, Silver goes a step further and has worked up an arrangement whereby his firm pays no commission to the steamship company. Instead, Silver furnishes a free plug for the ship firm by vending the stamps in specially printed folders. These folders carry the name of the steamship line plus a jingle informing patrons that the line also operates gift shops ashore and afloat.

Silver also operates a catering service which is utilized by the steamship people.

P. Y. Danley, Westinghouse; W. E. Richmond, Automatic Canteen; R. E. Parks, Spacarb, Inc.; Arthur Nolan, (See CM REPS on page 122)

Blast Damages Frantz Plant

CHICAGO, May 22.—J. F. Frantz Manufacturing Company's Lake Street plant was rocked by a gas explosion Tuesday (18), causing an estimated \$10,000 building and \$4,000 equipment damage.

John F. Frantz, firm head, said that the explosion, which occurred during the early-morning hours, would set back production plans on new and current coin equipment about three or four weeks.

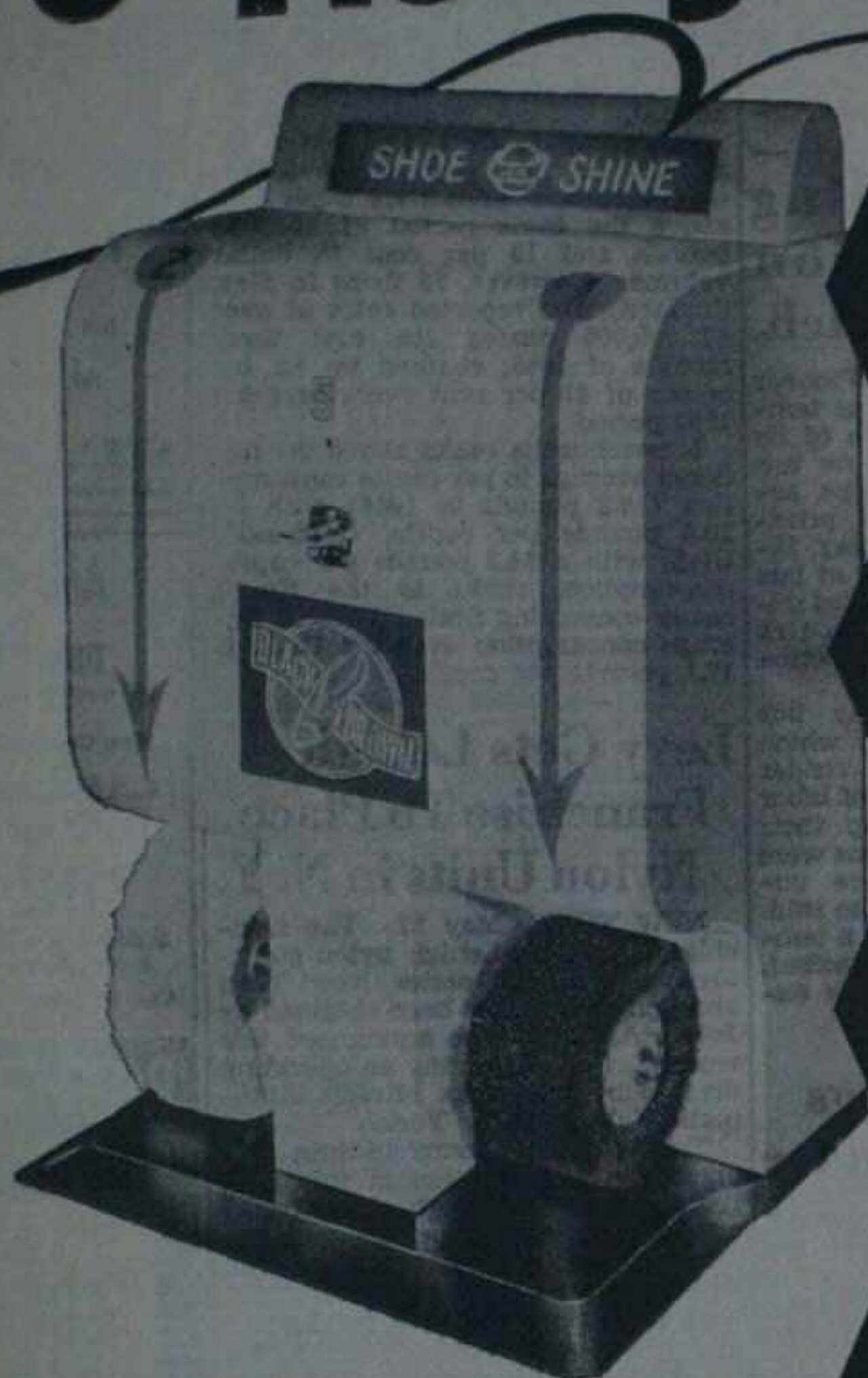
Makes Slugs, Uses Slugs;

Sentenced to Six Months

SAN DIEGO, Calif., May 22.—Richard Winters, under federal grand jury indictment for making and using slugs in vending machines, was given a jail sentence of six months at the conclusion of his trial here Friday (14).

During the trial, Assistant U. S. Attorney Betty Graydon pointed out that "this was a case where the welfare of vending machine operators was concerned," as the case would be held as an example by the industry to discourage similar attempts throughout the country.

DISTRIBUTORS! OPERATORS! Here 'tis - get the biz



ATTENTION GETTER! Fluorescent lights catch the eye. Cabinet in attractive colors---baked-on "crinkle" finish.

PROTECTION! Improved closed coin box with built-in counter...checks your profits.

FOOL-PROOF! Self-tightening belts...neutral paste wax automatically pressure-fed to brush. **MINIMUM SERVICING REQUIRED.**

COLLECTIONS! Much higher than anticipated. Operators are cleaning up. A profit-maker that lets you play safe.

Write for Available Territories

IMMEDIATE DELIVERY!

OPERATORS...PLAY IT SAFE... with this real service vending machine. 67 years of manufacturing skill and experience go into the building of "AA" shoe shine machines.

Simple customer instructions. High grade coin counter and separate off and on switch for fluorescent lights. Flush type, tamper-proof removable rear panel with strong lock are exclusive features.

The "AA" shoe shine machine is in full production. Each unit is fully crated at the factory. Our central shipping point means you will receive machines promptly.

For speedy delivery or more information contact nearest distributor or the factory.

Following is a partial list of distributors:

Markepp Sales Company
4310 Carnegie Ave.
Cleveland, Ohio
American Coin-A-Matic
1437 5th Ave.
Pittsburgh, Penn.

Wertz Music Supply Co.
319 W. Broad St.
Richmond, Virginia
E. S. Nichols Company
2908A North Oakland St.
Milwaukee, Wisconsin

East Distributing Co.
E. St. Louis, Illinois
LaFax Distributors
P. O. Box 1731
Charlotte, N. C.

Bingo Music Company
1305 E. State
Fort Wayne, Indiana
Dave Rosen
855 No. Broad St.
Philadelphia, Penn.

Wagner Distributing Co.
11 W. Eager St.
Baltimore, Maryland

the all-american electric corp.

306 STOKER DRIVE

SAGINAW, MICHIGAN



World's
Smallest
Slot
Machine
Just Arrived
Brand New
IMPS

\$12.95
Lots of 12
\$13.75
Lots of 5
\$14.50
Sample
1¢ or 5¢ Cig.
or Fruit
Reels



RECONDITIONED VENDING MACHINES

READY FOR LOCATION

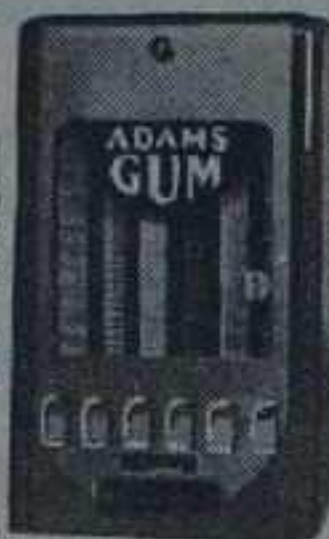
Victor Model V, Metal Cabinet Type	\$10.00
Northwestern Deluxe, 1¢ & 5¢ Comb.	20.00
Master, 5¢ (Two Turn)	10.00
Silver King, 1¢	7.50
Silver King, 5¢	8.50
Columbus, 1¢	7.50
Northwestern Standard, 1¢ or 5¢	8.50
Asco Hot Nut, 5¢	17.50
Snack—3 Comp., 1¢	14.50
Variety Shop—5 Comp., 1¢	14.50
Northwestern Model 39, 1¢	10.00
Cash Trays (New)	Write
Adams Gum Vendors, 4 Cols.	17.50
Shipman Duplex Stamp	22.50
Stamp Folders, Best Grade, in Lots of 20 M.	.50

ADAMS 1¢ 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,
5¢. 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.
Market 7-5181

Factory Employment Is Key To Candy Sales, Says Gott

BOSTON, May 22.—Candy vender operators can look forward to a big year "as long as employment in factories keeps up," Philip P. Gott, president of National Confectioners' Association (NCA) stated this week, after attending the 31st annual session of the New England Manufacturing Confectioners' Association (NEMCA) here. He added, however, that inflated costs of ingredients are tending to slow the increased production planned by the confectionery industry for the post-war years.

Quoting peanut prices, which Gott said were still rising, he stated that the industry anticipates an 18 1/2-cent price for the 1948 crop as compared to the 1941 peanut price of approximately 5 cents per pound. Cocoa beans still greatly exceed the pre-war price altho the high of 825 per cent increase cost figure of 1947 has been on a slow downgrade. But they still are 606 per cent over 1941 prices, he said.

According to Gott, the first three months of this year confectionery manufacturers' sales were 5 per cent above the same period of 1947 in pounds and 19 per cent in dollar volume. However, 22 firms in New England, who reported sales of over \$23,000,000 during the first three months of 1948, chalked up an increase of 41 per cent over the same 1947 period.

Massachusetts ranks above the national average in per capita consumption (18.2 pounds in 1946) with its 20.0 pounds per capita, Gott said. Utah, with a 34.2 pounds per capita consumption, ranks as the No. 1 candy consuming State. Present average consumption over the U. S. is 17.1 pounds per capita.

Levy Gets Lehigh Franchise To Place Nylon Units in N. Y.

NEW YORK, May 22.—The franchise to operate Lehigh nylon stocking venders in Greater New York and Long Island has been obtained by Julius A. Levy, who announced this week that he is forming an operating firm to be known as Miracle Automatic Sales of New York.

The 10-column merchandiser, first placed on test location in this area last November, holds about 200 packages of hose, each dispensed upon the insertion of four quarters. Levy, who still retains his post as Eastern district sales representative for Lehigh Foundries, Inc., conducted the test program for the manufacturer here.

Altho he wouldn't disclose the number of machines now on location here, Levy said he would soon launch a drive to place the machines in quantity. Nylon venders already placed by him are located in drugstores, luncheonettes, arcades and Hunter, Queens and Brooklyn colleges.

Name Nine Imperial Shoe Shine Distribs

MIAMI, May 22.—Southern Coin-o-Mat Distributing Company here announced the appointment of nine new distributors for its Imperial shoe shiner this week. Southern official, Robert Jacobson, stated that 15 additional distributors were shortly to be added.

New distributors are Walter H. Black, Cleveland, covering that city; A. A. Vandergriff & Company, for Ohio; Tom Slattery Jr., headquarters in and covering Memphis; William J. Buckley Jr., Indianapolis, for Indiana; E. Ralmour, Reddick, Fla., covering Florida; A. A. Benjamin, Portland, for Oregon; G. & W. Novelty Company, Ulica, covering New York; Williamsport Amusement Company, Williamsport, Pa., for that State, and A. Salem & Company, Atlanta, covering Georgia.

Jacobson stated present production of the shoe shiner was 100 units per week, with an expected increase to 100 per day within the next few months. Firm's New York distributor, S. Galin, is placing 500 machines in the metropolitan area, he said.

Pioneer Vending Stops Production On Midget Gum Mch.

NEW YORK, May 22.—Pioneer Vending Machine Company has temporarily suspended production of its 1-cent gum vender, designed for use in busses and restaurant booths, according to Theodore Jelenk, president. With promotion of the tiny, 25-unit machine aimed primarily at bus installations, the present unsettled situation in surface transportation was given as the reason for the production halt.

Jelenk declared that many bus companies thruout the country which had shown interest in the vender were now either in the throes of labor troubles or attempting to up their fare rates. Until these problems were favorably resolved they were unwilling to try anything new, he said.

The production halt is only a temporary measure, Jelenk emphasized, and assembly of the venders is expected to be resumed soon.

4 Distrib Showings For Keeney Vender

CHICAGO, May 22.—Four two-day distributor showings are lined up for the Keeney electric cigarette vender during the next two weeks, John Conroe, sales manager, announced this week.

First one will be in Atlanta May 24-25 at the H & L Distributing Company where Morris Hankin and Jack Lovelady will play host. Buster Williams's Music Sales Company is next, with showing set for Memphis operators May 26 and 27.

Remaining two showings are scheduled for June. Banner Specialties in Pittsburgh will have its showing June 1 and 2. Lew Wolf Distributors, Buffalo, will follow June 3 and 4. Wolf was named distributor for the Keeney machine this past week. His territory includes the western part of New York State.

Conroe will be on hand for all showings.

Coin-Operated Bottle De-Capper Unveiled

SAN ANTONIO, May 22.—A coin-operated bottle de-capping device, for use on soft drink cooler-type cabinets and open boxes, is being marketed by the Pay-Pull Manufacturing Company here. Unit is designed to replace the standard bottle de-capper mounted on such cabinets, permitting patron to open the bottle he has selected only after inserting a nickel in the device.

Measuring 9 1/4 by 5 1/4 by 2 1/2 inches, the unit allows insertion of bottle cap into proper removing position when coin is dropped in chute. It will take up to three coins and open three bottles simultaneously. Built-in crown catcher holds crowns removed from bottles and thus helps keep inventory of all sales.

BUY THE BEST 1c-5c VENDOR "HOT NUT" VENDOR



Nut and Ball Gum Vendors, 1¢-5¢
U. S. and Foreign Coins.

AT ALL THE BEST DEALERS
OR WRITE

SILVER-KING CO.
622 Diversy Parkway CHICAGO

ALL SILVER KINGS

Can be bought on
TORR TIME PAYMENT PLAN
16 weekly payments. Write for details.

New Groetchen

CAMERA CHIEF

\$19.95
Ea.

Including 3 Sets of
8 Pictures Each.

Can be bought on Time Payment Plan
lots of 5 or more.

ROY TORR LANSDOWNE, PENN.

NEW REVELATION COCA-COLA DRINK VENDER \$1,195.00 EA.

WE EXPORT
PHONOGRAPHS
AND OTHER
COIN MACHINE EQUIPMENT

WANTED TO BUY

Cigarette Machines, Candy Machines and
All Types Used Nut and Gum Machines
1/3 Deposit With Order—Bal. C. O. D.

CAMEO VENDING SERVICE

432 West 42d St., New York 18, N. Y.
Longacre 3-1334

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 38



Your Number 1 Profit-Maker 'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

Over 90% of the popcorn vending machines on location are 'Pop' Corn Sez Automatic Vendors... Profit-proved by the successful operation of over 30,000 installations. 'Pop' Corn is a national trade-mark for quality... a by-word for the modern merchandising of popcorn. 'Pop' Corn Sez Automatic Vendors are tested-best... profit-proved... sure fire money-makers for you!

OPERATORS: Over 50% net profit. DISTRIBUTORS: A few choice territories now open for exclusive franchise.

\$199.50

QUANTITY
DISCOUNTS
AVAILABLE
FROM YOUR
DISTRIBUTOR



SEND
THIS
COUPON

We are the only Popcorn
Vending Machine Company
with an assured supply of top
quality pre-popped corn!

CHECK THESE FEATURES— THEY MEAN \$\$\$\$ TO YOU!

- \$ FULLY AUTOMATIC—electrically operated; no attendant necessary!
- \$ VENDS UNIFORM BAG of hot 'n fresh popcorn!
- \$ BEAUTIFUL modern design!
- \$ STAINLESS STEEL trim and fittings—no aluminum or enamel.
- \$ LOCATION-PROVED—30,000 installations!
- \$ QUALITY THROUGHOUT—trouble-free!
- \$ COMPLETE cooperative advertising!
- \$ HIGHEST QUALITY pre-popped corn available properly packaged.
- \$ BACKED by national organization interested in your problems!

Auto-Vend, Inc. Dept. C
3612 Cedar Springs
Dallas 4, Texas
Gentlemen: Rush FREE information on
'POP' Corn's Automatic Vendor!
PLEASE CHECK ONE:
☐ Operator ☐ Distributor
Name _____
Address _____
City _____ State _____

Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

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! 3 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.

OPERATORS

In New York, New Jersey
& the New England States

WE CAN GIVE YOU
IMMEDIATE DELIVERY
ON

KUNKEL HOT POPCORN VENDOR

(Machine Listed
by Underwriters'
Laboratories)

PRACTICAL—DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- National Slug Rejector
- Low Electric Consumption
- Easy To Service and Clean
- Can Be Refilled Without Operator Calling
- Easily Adapted To Sell Peanuts in the Shell
- 16x16" Wide, 62" High
- 67 Lbs. Approx. Net Weight

WRITE—WIRE—PHONE

Roni Sales Co.

Max Weiss, Established 1915
4315 Church Avenue (President 4-1810) Brooklyn 3, N.Y.
EXCLUSIVE DISTRIBUTORS IN NEW YORK, NEW JERSEY,
AND THE NEW ENGLAND STATES



5c or 10c
Coin Chute

Base is removable
for counter use

Atlas

WRITE FOR PRICES AND
DETAILS
Jobber Inquiries Invited

1c DELUXE VENDOR
VENDS ALL TYPES OF BULK MERCHANDISE.
IDEAL FOR GUM, CHARMS AND PISTACHIOS.

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1920

GIVE TO THE DAMON RUNYON CANCER FUND

NEW MACHINES—THE BEST YOUR MONEY CAN BUY

YOUR MONEY BACK IN 30 DAYS IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE	\$27.00
NORTHWESTERN DELUXE PLASTIC GLOBE	30.20
NORTHWESTERN MODEL #39	14.40
NORTHWESTERN MODEL #33 PEANUT	12.60
NORTHWESTERN MODEL #33 BALL GUM	11.40
NORTHWESTERN MODEL #40	10.85

USED MACHINES—UNCONDITIONALLY GUARANTEED

YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE	\$19.95
NORTHWESTERN DELUXE PLASTIC GLOBE	21.95
NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe)	7.95
NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe)	7.95
NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 8 Lb.)	9.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 8 Lb.)	7.95
NORTHWESTERN STANDARDS, 1 1/2 and 5 1/2 (5 Lb. Globe)	11.95
MASTERS 1 1/2 MERCHANDISE WHEEL	8.95
MASTERS 1 1/2 TWO FOR A PENNY BALL GUM	8.95
PEERLESS HOT NUT, 5c, (6 Lb. Globe)	14.95
CASH TRAYS (Like New), 5c	3.95
COLUMBUS (Like New), 5c	5.95
VICTOR 1-CENT, NEW (Only a Few Left)	10.75

MERCHANDISE

RAINBOW BALL GUM, 140 COUNT, 1/4" (25 Lb. Cartons)	30c
ADAMS TAB OR CANDY COATED GUM, 100 PC. BOX	54c
ASSORTED BABY CHICK GUM, 500 COUNT (25 Lb. Cartons)	40c
RAINBOW PEANUTS (32 Lb. Cartons)	28c
BOSTON BAKED BEANS (32 Lb. Cartons)	28c
LICORICE LOZENGES (38 Lb. Cartons)	30c
M & M CHOCOLATES, NEW SMALL SIZE (25 Lb. Cartons)	40c
JUMBO PEANUTS (30 Lb. Cartons)	31c
SPANISH PEANUTS (30 Lb. Cartons)	24c
MIXED NUTS (10 Lb. Cartons)	51c
CASHEW WHOLE, 450-500 COUNT (15 Lb. Cartons)	58c
CASHEW BUTTS (15 Lb. Cartons)	50c
PISTACHIO QUEENS, ZENOBIA (5 Lb. Bags, 60 Lb. Cartons)	74c
PISTACHIO QUEENS, ZALOOM (5 Lb. Bags, 60 Lb. Cartons)	74c
PISTACHIO QUEENS, AGRESS (25 Lb. Cartons, Bulk)	73c
ZENOBIA LARGE RED TULIP (5 Lb. Bags, 60 Lb. Cartons)	60c
TEENY ALMONDS (5 Lb. Bags)	85c
CHARMS (1,000 Bag)	\$3.50, \$4.50, \$5.00 and \$6.00

PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR THE OPERATOR

1/2 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4105 16TH AVENUE, BROOKLYN 4, N. Y.

GEDNEY 8-3600

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
Uneda Model 500, 9 Cols., 350 Pack Cap.	115.00
Uneda Model 500, 7 Cols., 250 Pack Cap.	100.00
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, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
Stewart-McGuire, 8 Columns	35.00
NEW Uneda, 8 Columns, 510 Pack Cap.	159.50
NEW Uneda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Columns	100.00

CANDY MACHINES

Rowe, 8 Cols.	\$ 90.00
Uneda Candy, 5 Cols.	75.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

Single Column, Capacity 50, \$22.50—1 Machine;	
10 or More	\$15.00 Ea.
1c Stick or Tab Gum Machines, 500 Cap.	\$ 17.85
5c Mint and Gum Machines	17.85

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25c 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

NAMA Setting Details on Two Region Meets**West Coast Sessions in June**

CHICAGO, May 22.—The National Automatic Merchandising Association (NAMA) announced details this week of the Region X meet in Los Angeles, at the Hotel Biltmore, June 4. Tentative program for the Region XI meeting, to be held June 10 (date changed from June 11) was also reported.

Region X meeting (covering Southern California, Arizona, and New Mexico) with regional chairman Dave Davidson, of Davidson Bros., Los Angeles, presiding, will open with registration at 9:30 a.m., followed by chairman's report and appointment of election committee at 10 a.m. Tom Hungerford, NAMA director of public relations, will speak, as will Fred Brandstrader, NAMA legislative counsel. At 11 a.m. a suppliers' hour will be held. This will consist of a series of five-minute talks by representatives of manufacturers of candy, cigarettes, vending machines and equipment and sirups.

Afternoon session will open with talks by George M. Uhl, M. D., Los Angeles health officer, and Charles M. Senn, engineer-director of the Bureau of Sanitation, on the subject, "Health and Sanitation With Regard to Vending Machines." A special event, as yet unspecified, will follow these addresses. At 2:45 p.m., Sam Hays, news broadcaster, will deliver a talk entitled "Off the Records: Analysis of Things Ahead."

After an open forum scheduled to begin at 3:30 p.m., the business meeting and election of a chairman will conclude the session at 4 p.m.

The Region XI NAMA meeting (covering Northern California, Nevada, Utah and Wyoming) previously scheduled for June 11, has been changed to June 10, and will take place at the Palace Hotel, San Francisco. J. D. Roberts will preside during the meet, taking the place of regional chairman R. D. Kerley, of Allied Distributors, Inc., Oakland, Cal.

Scheduled on the program is a series of short talks by Region XI operators on pertinent vending subjects, with a five-minute question period after each speech. Also planned is a question-and-answer contest between East Bay and San Francisco operators on operating and equipment problems.

No Wonder Conn. Cig Mach. Biz Good

HARTFORD, Conn., May 22.—Connecticut smokers use about 13,000,000 cigarettes a day, Tax Commissioner Walter Walsh stated this week. Cigarette vender operators noted that this figure makes much more than six cigarettes per day for each of the State's 2,000,000 people, taking into consideration the adult non-smokers and children. Based on this daily cigarette consumption, Walsh reported that the State has the highest per capita consumption in the country, 2,393 or 120 standard packs per year.

State's soaring cigarette consumption increased from an annual figure of 2,700,000,000 in 1939 to 4,700,000,000 in 1947. While the State's population only increased 15 per cent during the eight-year period, cigarette sales mounted 47 per cent, Walsh said.

Culver and Ind. U Install Stamp Mch

OAK PARK, Ill., May 22.—Stamp venders are invading the halls of learning, R. H. Adair, head of Adair & Company here, reported this week after a recent out-State trip. Indiana University, Bloomington, and Culver Military Academy, Culver, are among the more recent schools to install stamp machines.

In addition to supplying a need for service, stamp venders also provide a sure means of collecting cash from student customers, thus doing away with troublesome records and stamp bills run up by pupils. According to Adair, officials of schools having stamp venders regard them as an important part of school equipment.

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.

PROVEN Money Makers!

WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Venders are the best. Thousands in operation. Die cast, precision built—2 also 1 1/2", 3" interchangeable mechanism.

You should be able to earn \$3.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—Immediate delivery (money-back guarantee on samples).

WRITE FOR PRICES AND BULLETIN. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.

258 W. Pearl St. Jackson, Miss.

Department BB-29

**VICTOR'S
NEW
MODEL K**

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of

**VICTOR
VENDING CORP.**5701-13 Grand Ave.
Chicago 39**ALL VICTOR MACHINES**

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 18 weekly payments.

WRITE FOR DETAILS

SPECIAL

Imported—Small Stone Set Rings, 10 Gr. to 14 Gr., \$12.75. Samples, 25c. Full Cash With Order, Parcel Post Paid.

ROY TORRLANSDOWNE
PENNA.

Copyrighted material

**1948
IMPS**

1c or 5c

Cigarette or Fruit

\$12.95

Lots of 12

\$12.75. Lots of 5. Sample, \$14.50. Here's the tiniest Ball in the world. A brand new Three Reel Counting Game that is worth its weight in gold. Finished in brilliant colors.

1/3 Deposit on All Orders.

**SHIPMAN
TRIPLEX STAMP
MACHINE****STAMP FOLDERS**

For Shipman, Scherck, Victory.

10,000 ... \$ 5.75

25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

Brand new! Vends 1c, 3c and 5c Air-mail Postage Stamps.

Sluggproof, compact, foolproof. Immediate Delivery.

Operator's Price

\$39.50

**PARKWAY**

MACHINE CORPORATION

623 W. NORTH AVE. DEPT. B • 215 MADISON 1247 • BALTIMORE, 17, MD.

Save \$45 to \$75
on each popcorn vendor
with **Electro-Serv**

Lowest-priced big
capacity popcorn vendor
on the market...



WHY PAY \$200 AND UP FOR A MACHINE WHEN \$134.40 BUYS THIS FULL SIZE, DELUXE FLOOR MODEL?

Operators want these profitable features:
• Big capacity! 106 bags per filling.
• Manually operated — no motors or rheostats to get out of order.
• Adjustable vend — 0 to 2-1/8 ounces.
• Beautiful baked enamel finish of light ivory.
• 10¢ or 5¢ coin chute optional at same price.
• Chutes for foreign coins available at no extra charge.
• 60-3/4" high, 16-3/4" square, weighs 92 lbs.

"Hot Popcorn" on 3 sides flash on and off.
Immediate Delivery
Also lower-priced counter models

Our coast-to-coast hook-up with commercial popcorn poppers assures you popped corn at wholesale prices from a nearby point.

WRITE FOR FREE BOOKLET

Electro-Serv
SINCE 1936

... PEORIA, ILLINOIS

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.

160 HAYES ST. SAN FRANCISCO, CALIF.

Concessionaires Ignore Venders

(Continued from page 116)

parks, auto races, fairgrounds and grandstand shows. Stevens Bros., of New York, is another large concession house that operates principally at Eastern ball parks.

To sell products thru their machines in locations controlled by firms of this type, operators would have to make arrangements with the concessionaires similar to those agreements which some operating firms already have with catering groups in industrial plants. Tho no deals of this kind have as yet come to light, E. E. Wiegand, of Jacob Bros., contacted in Detroit, stated that "vending machines are considered the coming thing for baseball parks." Five venders were tried in Briggs Stadium during the 1947 season and "didn't do badly" in Wiegand's opinion. However, when venders are installed in ball parks "they will have to be installed in sufficient quantity to warrant having a serviceman on the job at all times."

Cigarettes Possibility

Cigarette machines loom as the major possibility for baseball parks and football stadiums. Concessionaires have long pointed out that they don't make enough out of hawking cigarettes and cigars thru the stands to make such sales pay. On the other hand, strategically placed venders could not only handle sales during game time, but also catch additional sales at point of entrance and exit from the park. Whether popcorn, peanuts, candy and drinks will ever be handled profitably by venders in such locations, however, has yet to be proved, because it has long been the axiom among concessionaires that the only way to "sell 'em" is to "bring the stuff to 'em."

When it comes to other types of outdoor spots like amusement parks, zoos, miniature golf courses, golf driving ranges, etc., some operators already have placed equipment, but not in any sizable quantities. Reason is that owners of this type locations also have not as yet been shown how venders can supplement stand sales profitably. To mention a few, Al Price, Price Tobacco Company, St. Louis, recently spotted several candy bar machines in the local zoo. There are cigarette venders on location at Pontchartrain Beach Park in New Orleans as well as at Coney Island in Cincinnati. G. B. Macke Corporation has about 12 candy and cigarette machines in golf ranges and miniature golf courses in the Washington area, but reports that sales volume is low in such spots.

Beach Use

Along the Atlantic Seaboard most of the beaches, piers and bathing clubs rely upon cigarette machines to handle sales but have not gone too heavily for other type of vending equipment.

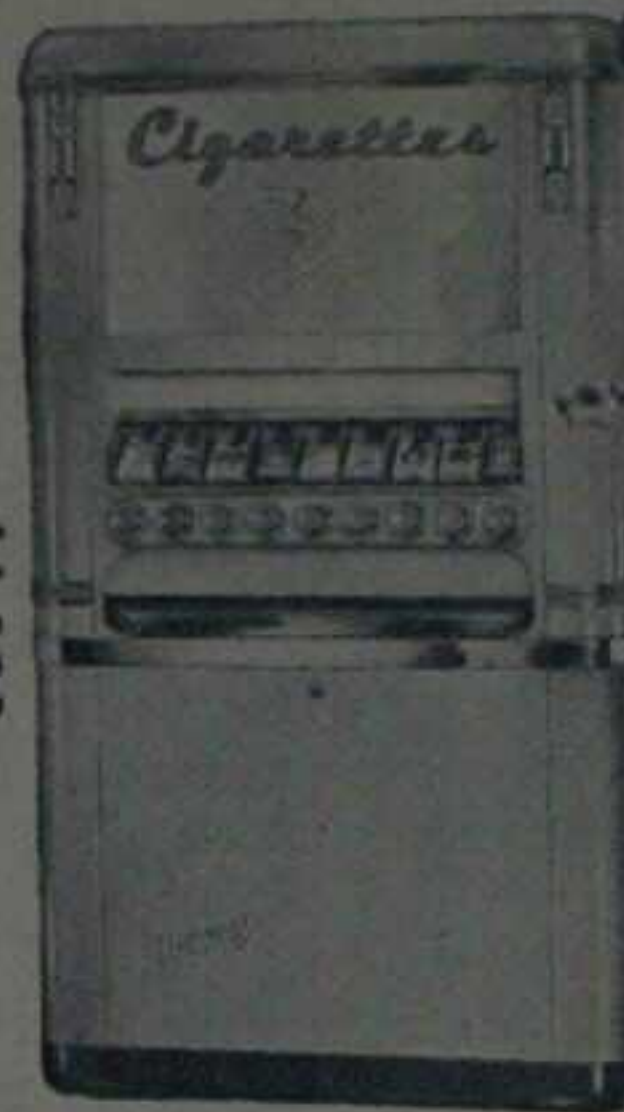
As high traffic, city locations and the better industrial spots get sewed up, however, some operators feel that one of the few good outlets for equipment still to be developed is the outdoor amusement type spot. This means not only amusement parks, zoos and the like, but some are thinking even so far as having a battery of machines to be trucked around to fairs, celebrations and other events where crowds gather.

Jacksonville Gets Mail-o-Mat

JACKSONVILLE, Fla., May 22. — The post office here placed in operation a new Mail-o-Mat, the first automatic mailer to go on location in this city. Postmaster George C. Blume inaugurated the new service by sending a card to Postmaster General Jesse Donaldson in Washington. Mail-o-Mat installed here was one of 50 which will eventually be placed in 39 cities thruout the country.

EVERY TOP LOCATION
YOURS FOR THE ASKING
WITH

The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR



- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
- ★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay, and two solenoids.
- ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at All Keeney Distributors

J. H. Keeney & Co., Inc.

1600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

POPCORN OPERATORS!

Don't buy 'til you see the

ARISTOCRAT

The QUALITY machine of
the Popcorn Industry

Surpasses all other automatic
venders

- ... for SALES
- ... for STYLE
- ... for PROFITS

Stops Passers-by! Fascinates Customers!
Mechanically Sound! Minimum Servicing!

An ARISTOCRAT route means BIGGER profits and LESS servicing.

Operators' profit charts show how this machine pays off for YOU!

Write, wire, phone for nearest distributor. Ask for complete details and demonstration.

Exclusive State and Territorial Franchises
Still Open for Qualified Distributors

**J.R. Giesler
AND ASSOCIATES**

Exclusive Manufacturer's Representative
5804 Hollywood Drive, Hollywood 46, Calif.
CRestview 5-6785



BEAT COMPETITION
WITH
SILVER KING

2 for 12 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 1/2" gum low as \$5.75
per case. Silver Kings low as
\$10.55.

Address mail to Dept. B

T. O. THOMAS CO.

Phone 2131

1572 Jefferson Paducah, Ky.

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
31 EAST ARLINGTON ST., CHICAGO, ILL.

Authorized Northwestern Distributor
Full Line on Hand.
Immediate Delivery!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA.
LOmbard 3-2676

It's HOT! The most efficient profit-making hot nut machine.

The "CHALLENGER"

3 MACHINES IN ONE!

- Attractive appearance
- Better locations
- Highly polished finish
- Flasher, "Hot Mix Nuts"
- Always in operation
- Bigger profits. You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10
- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy operation!
- 3-way vending means 3-way profits!

Be Smart the "Challenger" Way

Write for illustrations.

TROPICAL TRADING CO.

716 W. Madison St. Chicago 6, Ill.

NEW LOW PRICES CIGARETTE MACHINES

DU GRENIER W, 9 Col.	\$35.00
DU GRENIER S, 7 Col.	30.00
UNEEDA E, 6 Col.	25.00
UNEEDA E, 8 Col.	30.00
NATIONAL 9-30	47.50
ROWE ARISTOCRAT, 6 Col.	22.50
STATLER NIX 5¢ BISCUIT, NEW	55.00
2 COL. POSTAGE MACH.	7.50
U-SELECT-IT, 72-Bar Candy Mach.	30.00
SELECT RIA, 62 BAR CANDY MACH.	17.50
5 COL. GUM & CHICLET, 1¢	7.50

One-Half Deposit

HARRIS VENDING

2717 N. PARK AVE. PHILADELPHIA, PA.
Phone: BA. 9-0606



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of

VICTOR

VENDING CORP.

5701-13 Grand Ave.

Chicago 39

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.
37-35 77th St., Jackson Heights, L. I., N. Y.
Telephone: Havemeyer 9-3946

Milk-o-Mat Ready To Deliver Soon

(Continued from page 116)

dition to milk, buttermilk or chocolate milk. He stated that the New York City Board of Health had ruled that the machine fills all requirements for dispensing bulk milk, according to the provisions of the United States Health Service.

One or more specially designed milk containers are supplied with each machine. When positioned in the Milk-o-Mat cabinet, the container permits the automatic dispensing of the 213 cups. Schack pointed out that operators may arrange with local milk companies to have the filled containers installed in their units by company delivery men. A collapsible paper seal on the container protects the contents from contamination or dilution. An empty container may be removed and a filled one installed in a few moments, he declared. No tools are necessary. A refrigeration unit maintains the liquid at a pre-set temperature.

5 Cents! or 10

Units will be supplied for either 5 or 10-cent operation and may be adjusted to serve larger or smaller drinks than the six-ounce standard. Slug rejection is built in, as is an automatic counter to show the number of drinks dispensed between collections. Milk-o-Mat units are available for alternating or direct current.

A feature of the vender is the self-contained cup disposal unit. Used cups may be inserted in an opening on the right of the machine, where they are caught by a paper-lined metal box. A crushing device, operating as each new cup is dispensed, packs the discarded cups into the paper container for easy removal. This unit is cut off from the rest of the cabinet by a metal wall.

Schack announced that he has reserved space to exhibit the Milk-o-Mat at the Canadian International Trade Fair in Toronto May 31 to June 12. Sales in Canada will be handled by Milk-o-Mat Company (Canada) Ltd., also headed by Schack. The vender will be manufactured there by Robert Mitchell, Ltd.

CM Reps Attend Sanitation Conclave

(Continued from page 116)

Dixie Cup Company; John Olibeau, Stewart Products Corporation; Herbert Bendfelt, Mills Industries; Stewart Lyon, Lymo Industries; John Snively Jr., Snively Vending & Sales; and K. C. Melikian, Rudd-Melikian, Inc.

To complete the panel, NSF will shortly announce the names of public health officials who will serve on the bulk drink vending clinic.

12 Subjects

A total of 12 subjects, including vending, will be discussed at the four-day clinic. Clinic discussions are aimed at agreeing on standards of sanitation which can be recommended to local and State government agencies for consideration when health codes are being drawn or revised.

Since public health officials will be directly connected with the bulk drink clinic, industry members will have an opportunity to promote better understanding of the bulk drink vending field.

New Laundry for Durham

RALEIGH, N. C., May 22.—The G. and D. Home Laundry, Inc., Durham, has been issued a charter by the Secretary of State of North Carolina, to operate a self-service laundry. Authorized capital stock is \$50,000. Theodore Gale, Regina Gale and Chester Donly, all of Durham, are listed as the principals in the organization.

Asks Boston To OK Airport Ins. Machs.

BOSTON, May 22.—Cudgels for installation of an automatic travel-insurance vending machine, similar to the one at La Guardia Field, New York, at Logan International Airport in East Boston, were taken up this week by Bob Sibley, Boston Traveler aviation editor, who pointed out that air travelers were not getting a satisfactory deal at the East Boston port.

Sibley reported in his column: "The great and august Commonwealth of Massachusetts says the machine-issued La Guardia-type of policy isn't legal in this State because such a document must be signed by a licensed resident agent. If you are in a group waiting to board a 56-passenger plane, you are lucky if you have a chance to have the policy made out at all. The State insurance department indicates that the sloppy, slow and unsatisfactory Boston Airport system of issuing these policies may be cured by getting insurance vending machines installed—if the Legislature will take the needed action. What's needed is a change in the law which now requires the licensed resident agent to scrawl those hazy pencil marks on the policy. A \$5,000 policy for a quarter, or \$25,000 for \$1.25, is a favorable odds deal which ought to be made easy, not difficult for the customers."

NCA Sales Training To Benefit Students

CHICAGO, May 22.—A vital educational link, which has been made available for the last two years to high school students and concerns basic training in the distribution of American industry's products to tomorrow's consumers, is looked upon as a potential asset to the confectionery industry, as well as other businesses, according to NCA officials. Training is being utilized by public school systems thru organized local and State Distributive Education Clubs in over 39 States.

NCA, thru its distribution committee and merchandising director, James F. MulCahy, has invited the Distributive Education Clubs to utilize the association's first training program which was offered for wholesale candy distribution. Thus NCA's co-operative balanced selling wholesale salesmen coaching program will be made available to any high school group interested in wholesale distribution. It is the first nationwide industry training program offered to the youth organization.

MulCahy, while attending the second annual convention of the Distributive Club of America, held in St. Louis recently, outlined to educators who attended the benefits extended to young people thru the NCA coaching program.

Miss. To Collect Cig Taxes

JACKSON, Miss., May 22.—Mississippi purchasers of tax-free cigarettes from out-of-State mail order concerns face visits from special agents to collect taxes due and levy penalties, B. T. O'Quin, agent for the beer and tobacco tax division, declared recently.

Some 150 names of purchasers of tax-free cigarettes are said to be filed in the collector's office, O'Quin said. They will be asked to pay the 40-cent tax on each carton, plus a \$25 penalty. Failure to make an accurate report will subject an individual to payment of double tax rate and the \$25 fine on each violation.

5¢ GUM
AND
5¢ 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

VICTOR'S
SPECIAL FINISH
MODEL K

24 or more...\$12.25
1 to 23.....12.95

EMPIRE
COIN
MACHINE
EXCHANGE

1012 Milwaukee Ave.
Chicago 22, Ill.



WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel— Weight 35 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.35
1/3 Deposit, Balance C. O. D. Fast Delivery.	

VEEDCO SALES CO.

2118 Market St. Philadelphia 3, Pa.



Craig's #99

One or
One Hundred
\$9.99 Ea.

1¢ ball gum vender, sure fire delivery of gum. Holds 600 to 800 balls of gum. Metal parts finished in red and green, high glass baked enamel (Globe type). 1/3 Dep. With Order, Bal. C.O.D. Territories Now Available.

Craig Co.

Box 88

6523 Minerva

Avenue

Chicago 37, Ill.

BRAND NEW
5¢ LEWEL
ASPIRIN VENDORS

Including 500 packages of U.S.P. Aspirin
(packed 3 tablets to the package).

\$17.50
Each

MUSICAL SALES CO.

2634 Olive Street St. Louis 8, Mo.



OPERATORS' CHOICE

One of oldest makes on market. Slug proof, all steel, glass or brass, no cast iron or aluminum. As low as \$11.50. Write for prices and circulars. Free.

Address mail to Dept. B.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky.

PIONEER

**INTRODUCTORY
DEAL
ON
VICTOR'S
SENSATIONAL
NEW CUSTOM
BUILT
ALL-PURPOSE
UNIVERSAL**

6 Victor Universals,
\$83.70, plus 60 lbs.
Spanish Peanuts.
All for . \$95.70

Victor Model V—Sample \$12.50
Victor Model K—Sample 12.50
CAMERA CHIEF, EA \$19.95
Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Lionel 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. 28¢ Lb.

100 Lb. Ctns. 25¢ Lb.

(Freight Prepaid)

FULL CASH WITH ORDER

PLASTIC CHARMS, PER 1000 \$3.25

See Wee Rainbow Peanuts, 33 lb. ctns. 25¢ lb.

Rainbow Peanuts, 33 lb. ctns. 25¢ lb.

See Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.

Boston Baked Beans, 33 lb. ctns. 25¢ lb.

1/3 Deposit, F. O. B. Brooklyn, N. Y.

Balance C. O. D.

Orders Under \$10.00, Money in Full.

**PIONEER
VENDING SERVICE**

Exclusive Victor Distributor in N. Y.
461 BACMAN ST., BROOKLYN 12, N. Y.
Phone: DIckens 2-7892

State Tax Calendar**Alabama**

June 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
June 20—Jasper occupation tax return and payment due. Sales tax report and payment due.

Arizona

June 15—Gross income report and payment due.

Arkansas

June 20—Gross receipts tax report and payment due.

Colorado

June 14—Sales tax report and payment due. Use tax report and payment due.

June 15—Denver sales tax report and payment due.

Delaware

June 1—Manufacturers' license tax report and payment due. Merchants' license tax report and payment due.

Florida

June 10—Agents' and wholesalers' cigarette tax report due.

Georgia

June 10—Cigar and cigarette wholesale dealers' report due.

Idaho

June 15—Cigarette wholesalers' drop shipment report due.

Illinois

June 15—Cigarette tax return due.

Indiana

June 10—Cigarette distributors' interstate business report due.

June 15—Cigarette distributors' drop shipment report due.

Iowa

June 30—Cigarette distributors' and wholesalers' license fee due.

Kansas

June 20—Sales tax report and payment due.

Kentucky

June 1—Louisville gross receipts tax and return and payment due.

June 20—Cigarette wholesalers' report due.

Louisiana

June 1—Soft drinks tax report due. Tobacco tax report due.

June 15—Soft drinks tax report due. Tobacco tax report due.

June 20—Sales and use tax report and payment due.

Maine

June 1—Franchise tax report due.

Maryland

June 15—Sales and use tax report and payment due.

Massachusetts

June 20—Cigarette tax report and payment due.

Michigan

June 15—Sales tax report and payment due. Use tax report and payment due.

June 20—Cigarette report and payment due.

June 30—Cigarette distributors' license expires.

Minnesota

June 20—Cigarette tax and report due.

June 30—Cigarette distributors' and sub jobbers' licenses expire.

Mississippi

June 15—Manufacturers, distributors and wholesalers of tobacco reports due. Sales tax and report and payment due. Use tax report and payment due.

June 30—Soft drinks manufacturers' report and payment due. Kansas City merchants' and manufacturers' licenses expires.

Missouri

June 30—Soft drinks manufacturers' report and payment due. Kansas City merchants' and manufacturers' licenses expires.

Montana

June 15—Income (corporation license) tax due.

Automatic Gets Berco Franchise

BOSTON, May 22.—Automatic Sales Corporation, recently organized vending machine distributing house, has been appointed New England distributor for the Hilco ice cream bar machine, according to Walter Harris, Automatic's president. The ice cream vender is produced by Berco Manufacturing Company.

The only other vender now handled by Automatic is the Bert Mills coffee machine. Sample units of the Mills vender have just been received at the outlet's showrooms, located at 739 Boylston Street here. Harris said his firm is on the lookout for other lines. Robert Ellsworth is Automatic's service and sales manager.

NAMA '47 Yearbook Mailed

CHICAGO, May 22.—The NAMA Automatic Merchandiser, association's first year book and buyer's guide, will start going out to members Wednesday (26), it was announced this week. Book, containing 180 pages, will include a cross-indexed directory of vending machine manufacturers and suppliers, along with articles dealing with various phases of the vending industry, and an illustrated section highlighting the 1947 NAMA convention.

Nebraska

June 10—Cigarette distributors' report due.

New Mexico

June 15—Occupational gross income tax report and payment due.

New York

June 15—New York City gross receipts tax return and payment due.

North Carolina

June 15—Sales tax report and payment due. Use tax report and payment due.

North Dakota

June 10—Cigarette distributors' report due.

Ohio

June 10—Cigarette wholesalers' report due.

June 15—Cigarette use tax and report due.

Oklahoma

June 10—Cigarette wholesalers', retailers' and vending machine owners' report due.

June 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

June 20—Use tax report and payment due.

Pennsylvania

June 10—Soft drinks tax report due.

June 20—Sales and use tax return and payment due.

Rhode Island

June 20—Sales and use tax return and payment due.

Tennessee

June 20—Sales and use tax report and payment due.

Utah

June 30—Cigarette license expires.

Virginia

June 10—Warehousemen's tobacco tax due.

Washington

June 15—Wholesalers' cigarette drop shipment report due.

West Virginia

June 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

June 10—Cigarette wholesalers' and manufacturers' report due.

Wyoming

June 15—Sales tax report and payment due. Use tax report and payment due.



**\$25 BRINGS
THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
NO SPRINGS SCALE**

Height, 51 In. Width, 13 In.

Depth, 25 In. Sign, 15 In.

Net Weight.....185 Lbs.

Shipping Weight....245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 2770.

Cable Address: WATLINGITE, Chicago.

**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.

**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.

**METAL PLATED
CHARMS**

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 \$6.00
Metal Plated Charms, Series #2 7.50
Plastic Charms, Famous Series #1 3.50
Plastic Charms, Big Series #2 4.50

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST

CHARM MANUFACTURER

113-08 101st Ave.

RICHMOND HILL 19, L. I., N. Y.

CHARMS

Write at once for
free details on how
CHARMS can double
or even triple

your profits in bulk vendors. Lowest prices on
Plastic and Metal Charms, Stone and Camo
Rings, Gold and Silver Wedding Rings, Kufers,
Jacks, Knives, Hallmarks, Bells and Jumping Beans.
BECKER VENDING SER. BRILLION, WIS.

**IN STOCK!**

5 Lb. Globe
Less than 25 \$11.55
Less than 100 11.25
100 or more. 10.95

Write for prices on
Models 40, 29, 33
and Deluxe Venders.

**EMPIRE COIN MACHINE
EXCHANGE**
1012 MILWAUKEE AVE. CHICAGO 22

**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.



VICTOR'S MODEL V

The Operator's Choice
is Model V, as it cor-
rectly vends ALL
BULK MOSE, . . .
Cherries, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.

Write us NOW for
detailed information
and prices.

A Product of

**VICTOR
VENDING CORP.**

5701-13 Grand Ave.
Chicago 39

Sugar Stocks Dwindle

WASHINGTON, May 22.—Sugar stocks dwindled by about 50,000 tons during the first quarter of the year, leaving on hand only 214,474 tons on March 31, the Agriculture Department announced this week. Consumption of sugar for the first three months of 1948 amounted to 676,521 tons, while production amounted to 624,056 tons, Agriculture said. The stocks on the March date were about equal to those on the same date the past two years, they were more than 50 per cent below March 31, 1940, when sugar on hand amounted to 382,091 tons.

Squirrely!

ST. LOUIS, May 22.—Al Price, of Price Tobacco Company, of nearby University City, recently spotted several candy machines at the local zoo. Sales were terrific—but few coins were in the cash box until Al found out that the squirrels were his best customers, for they had discovered how to worm thru the delivery chute and nab their favorite bars. A baffle added to the delivery chute has put the machine on the profit side.

New Englanders See Mills Coffee Vender

BOSTON, May 22.—The Coffee Bar automatic coffee dispensing machine of Bert Mills Corporation, Chicago, was shown to the New England trade by Automatic Sales Corporation here May 15.

Robert O. Ellsworth, sales manager of the Boston distributing firm, said the machines would be placed in location in industrial centers throughout the territory.

New Candy Co. Plans 5c Bar

MORGANTOWN, W. Va., May 22.—New candy bar firm, Colonial Candy Corporation, has started construction here on the first of four plants, W. R. Ervin, president, announced recently. Firm intends to market an unnamed nickel bar on national scale.

First Choice OF SUCCESSFUL OPERATORS



Internationally Famous
FRANTZ
MIR-O AND ARIST-O
SCALES

Check These Features!

- ✓ Authentic height and weight chart on both models.
- ✓ Attractive, eye-catching, weather-resistant Hammeroid finish in Orchid, Blue, Green, Silver.
- ✓ Mir-O model 62" high, Arist-O 48" high.
- ✓ These scales have the greatest earning power of any scale on the market.
- ✓ Fully guaranteed against material imperfections and faulty workmanship
- ✓ Immediate Delivery
- ✓ Also available in Kilo metric system. Foreign inquiries invited.

BUY ON OUR EZ PAYMENT PLAN
COME IN OR WRITE FOR FULL DETAILS

We are Exclusive National Sales Agents for
J. F. Frantz Mfg. Co., Chicago, Ill.

J. ROSENFELD CO.
SCALE DIVISION

3218 OLIVE STREET, ST. LOUIS 3, MO.



ARIST-O MODEL, List \$115.00
OPERATORS PRICE \$87.50
MIR-O MODEL, List \$125.00
OPERATORS PRICE \$97.50
25% deposit with order,
Balance Sight Draft

Coin Laundries Face Price War In New York

NEW YORK, May 22.—Two recently opened self-service laundry stores, which charge 15 cents for nine pounds of wash in contrast to the normal industry pattern here of 25 cents for the same weight, threaten to touch off a price war which may seriously affect the earnings of laundry store owners.

The new stores, owned by Bernard Leff, a former apartment house operator, have been located close to established self-service laundries which charge the higher rate, in what was interpreted as a frank bid for the patronage of their customers. Altho the standard rate establishments claim that only small inroads have so far been made into their total business, they fear the continuance of such competition over a period of time may prove "disastrous."

Suicide Act

Opening of cut-rate stores were characterized as "an act of suicide," by Albert I. Gorner, public relations director of the Affiliated Washing Machine Operators' Association. "It is impossible for stores to return a fair profit at the 15-cent rate and still meet operating obligations," he said.

Altho Gorner predicted that Leff's stores could not long continue, he said that the practice might do irreparable harm to the industry generally. He pointed out that many store owners might have difficulty justifying their higher costs to the public.

Mrs. Using Less Peanuts in Candy

WASHINGTON, May 22.—Percentage of peanuts and peanut butter going into candy is continuing to sag, the Agriculture Department reported this week. The steady decline in peanut use by candy manufacturers this year reached a new low in April when only 15.7 per cent of all shelled peanuts went into confectionery.

High percentage for 1948 came in the first month when candy use amounted to 19 per cent. It dropped to 18.6 per cent in February and to 16.6 per cent in March. The utilization of peanuts by the candy trade averaged 20 per cent in the years 1944-'47, according to Agriculture statistics.

The same downward trend is being followed in peanut butter. In January candy makers took 12 per cent of all peanut butter. The percentage dropped to 11.4 per cent in February; 7.1 per cent in March, and 6.5 per cent in April.

Agriculture also reports that peanut use has declined in other fields, with total consumption this year expected to be the lowest since 1941.

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.
Repainted Pipe
Stands, Weight 35
Lbs., \$3.50 Ea.
Bubble Ball Gum,
5/8", 25 Lb. Ctns.,
28¢ Lb.
Pistachios, Large,
75¢ Lb.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

IN STOCK
NEW
**VICTOR
CUSTOM-BUILT
UNIVERSAL**
24 OR MORE
\$13.50
1 TO 23, \$13.95
Immediate
Delivery.
1/2 Deposit With
Orders.
Send for COLOR
CIRCULAR.

JACK NELSON & CO.
2320 Milwaukee Ave. Chicago 47

CIGARETTE MACHINES FOR SALE
5 National 950
25 DuCrenier Model 9W
2 New 7-column Challenger
10 Uneda Pak Monarch, 6 column and
8 column
20 PK 10-column
Best offer will take all or any part of them.
ALLEGHENY CIGARETTE SERVICE CO.
1123 PENN AVENUE WILKINSBURG, PA.

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.

WRITE OR WIRE—ROIZEN ADVERTISING AGENCY, INC.
291 DELAWARE AVE. BUFFALO 2, N. Y.

**\$129.50
EACH**

5c BANTAM TRAY VENDOR
IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1920

Atlas

VENDS ALMONDS,
NUTS, CANDY,
PISTACHIOS
Write for Circular.
Jobber Inquiries Invited.



10-CENT PLAY SEEN DOOMED

Editorial

Summing Up the Case

In this and last week's issue of *The Billboard* the case of 10-cent play in the phonograph field has been reviewed by men who are qualified to speak their minds on an issue so important as to affect the entire industry. There have been some who favored dime play, but there were a great many more who were against it. Basically, however, they were in accord on one point: Increased operator income is the foremost problem facing the industry today.

Speaking theoretically, as most observers, or non-operators, must do, any approach that looks as if the operator-income will be improved sounds good. Ten-cent play, when informally discussed, apparently falls in this category. It sounds good, but most of the men who have tried it report that on the whole, it is not operable except in isolated cases where there is no 5-cent competition, or in exclusive clubs where the traffic can bear the extra jitney per play.

The next question, then, is what can be done to increase the operator income to a point where a music route becomes a profitable venture?

No one man is qualified to answer this question and make his answer apply to the varied problems, many of them regional, that affect most operators today. However, some of the contributing factors for the present economic situation, as brought out by those surveyed in these two articles, and some of the methods employed by individuals to hypo a lagging gross, are important in arriving at a solution to the over-all problem. Here are just a few of the points brought out in the columns of *The Billboard* in the 10-cent play study:

Reasons for present conditions:

High cost of equipment and supplies (including records).

High cost of service personnel.

Money is tighter than it was during the war.

Television as a competitive factor in an increasing number of localities.

Highly competitive nature of the business itself.

High cost of living.

Increasing number of localities passing new taxes on music machines. And so on down the line.

Some suggested methods of increasing take:

Six plays for a quarter.

A weekly guarantee or "front" money arrangement.

Three plays for 10 cents (especially in poorer stops where older equipment can be used).

More industry promotional programs directed at the public.

Cutting the cost of equipment and records.

Entire industry working more closely together.

Closing the nickel slot entirely and giving two plays for a dime, or five for a quarter, in an effort to attract larger coins.

It would appear that the 10-cent play question is not at this time the answer to how the operator can improve his lot. It may never be.

Is Not Answer To Trade Woes, Say Assn. Reps

Recognize Need for Action

(Continued from page 115)

play, and even in some isolated cases 10-cent or five-for-a-quarter play were offered as alternates to the straight dime fee. But the heavy majority of operators, and their representative associations, agree that the 5-cent play should be retained for the present—and that the aches and pains of the industry today could be cured by other means, such as reduced equipment costs, and a reduction in the high cost of living generally.

Taking a wider view of the industry due to their more diversified activities, representatives of the associations point out the effect a 100 per cent increase in the juke box fee would have on the business as a whole throughout the country. That the associations have discussed 10-cent play is obvious from the study, so that their reactions are, in the main, well thought out and are not spur of the moment statements. Like the operators, most of the associations recall previous attempts to hike the 5-cent play to a dime, and the disastrous results in most cases that followed.

All-in-all, as an industry-wide proposition, 10-cent play at this time appears doomed, and, as was pointed out last week, and again this week by those to whom this problem is most immediate, unless it is all-inclusive, it can never succeed because of the highly competitive nature of the music machine business.

In the following, *The Billboard* presents part two in its spot survey of dime play in the music machine field.

New York—"No"

NEW YORK—The 10-cent play in this area is now a dead issue according to operators and other representatives of the music machine industry. Al Denver, president of the Automatic Music Operators' Association (AMOA), representing a good number of the operators in this area, said: "If we tried to introduce 10-cent play here now we would only defeat our purpose. With the general level (See 10-Cent Play on page 128)

Anti 10-Cent Play

DES MOINES, May 22.—At least one humorous reaction turned up here during *The Billboard's* spot check on 10-cent play. A location owner was one of the most insistent foes of the 100 per cent increase in per-play costs. He told the operator of the phonograph in his location that he wouldn't stand for the dime play, that the operator who had previously had the location had been eliminated because he had tried to hike the price to a dime. "I like my music," said the location owner, "and I put most of the money in that juke box. At a nickel a toss I don't mind, but I'll be gol-darned if I'll pay a dime for a record in my own place."

ops To Meet ele in 40 ities by '49

Has Bids From 38 States

WASHINGTON, May 22.—With box operators troubled by competition of television in 18 cities at present time, the number of stations and the number of cities served by video is growing every week. More than 60 stations in 40 different cities are expected to be on the air by the end of this year, according to statistics.

Over 200 applications are pending Federal Communications Commission (FCC), covering bids for all but 12 of the 48 States. FCC officials say it is likely that some 200 stations will be operating by the end of next year.

The first television sets in a new town usually go into bars and taverns. Juke operators can expect a drop in grosses for at least the first months of video operation—until time that the novelty wears off. Initial results show that even after a few months, such telecasts as baseball and football games continue to affect juke play.

Cities where operators will be facing TV competition for the first time this year are Birmingham (December); Riverside, Calif. (September); Stockton, Calif. (September); Wilmington, Del. (December); Miami (July); Atlanta (July); Bloomington, Ind. (December); Indianapolis (December); Louisville (July); New Orleans (July); Minneapolis (December); Kansas City, Mo. (December); Omaha (August); Albuquerque, N. M. (July); Charlotte, N. C. (December); Columbus, O. (November); and San Francisco (November). See OPS TO MEET on page 130)

Bush Named Wurlitzer Rep for Fla. & Ga.

Porter Takes Over Detroit

NORTH TONAWANDA, N. Y., May 22.—The Rudolph Wurlitzer Company here this week announced the appointment of the Bush Distributing Company as distributors of their music machines and auxiliary equipment for the Florida and Southern Georgia territory, and confirmed the appointment of L. H. Porter, formerly assistant sales manager of the company's phonograph division, as president of the Detroit distributing outlet of the firm. Porter will also serve as general manager of the organization, formerly called the Atol Distributing Company, but now identified as the Porter Distributing Company.

Bush, who last week sold his Minneapolis business (*The Billboard*, May 22) to Hy Greenstein, takes over the Florida distributorship from the Atol Distributing Company and will cover counties in Southern Georgia, which are regularly served by Wurlitzer's Jacksonville head office. See Bush Wurlitzer on page 130)

Tele Box-Score

Cities in which television stations are now operating commercially:

Washington

Baltimore

Newark, N. J.

New York

Philadelphia

Schenectady, N. Y.

Chicago

Detroit

Twin Cities

St. Louis

Buffalo

Cleveland

Cincinnati

Milwaukee

Richmond, Va.

Salt Lake City

Los Angeles

Boston

Cities in which commercial television stations will open during

1948:

Fort Worth (June)

Memphis (June)

Miami (June)

Providence, R. I. (June)

Albuquerque, N. M. (July)

New Orleans (July)

Louisville (July)

Atlanta (July)

*Cities in which

in 1949:

San Diego, Calif.

New Haven, Conn.

St. Petersburg, Fla.

Ames, Ia.

Omaha (Aug.)

Stockton, Calif. (Sept.)

Riverside, Calif. (Sept.)

Dallas (Oct.)

Dayton, O. (Oct.)

Lancaster, Pa. (Nov.)

Johnstown, Pa. (Nov.)

Columbus, O. (Nov.)

*Cities in which

in 1949:

Waltham, Mass.

Binghamton, N. Y.

Rochester, N. Y.

Ames, Ia.

Pittsburgh (Dec.)

Charlotte, N. C. (Dec.)

Kansas City (Dec.)

Indianapolis (Dec.)

Bloomington, Ind. (Dec.)

Wilmington, Del. (Dec.)

Birmingham (Dec.)

*Cities in which

in 1949:

Erie, Pa.

Houston

Seattle

*This is only a partial list, inasmuch as the Federal Communications Commission has over 200 applications from 38 States on file seeking permission to open stations.

WBZ-TV Set To Debut in Boston May 26

BOSTON, May 22.—Juke box operators here will learn just what effect video will have on their business this Wednesday (26) when telecasts over WBZ-TV, New England's first tele station.

Most hotels, cafes and taverns here are all set up and waiting, altho no coin-operated tele sets have yet been installed. With the advent of tele, it is expected that the city will impose a tax on all video sets in public locations used for entertainment purposes.

First baseball game to be televised will be the Braves and Dodgers from Braves Field. Telecasts of both the Red Sox and Braves' day and night home games will be divided evenly between WBZ-TV and WNAC-TV when it goes on the air. WBZ-TV is NBC network and WNAC-TV is Columbia. Latter has not yet announced when it will begin tele.

Jacksonville Mulls Coin Radio Levy

JACKSONVILLE, Fla., May 22.—A bill to regulate the operation of coin radios by issuing licenses and imposing a schedule of fees has been introduced in the city council by James M. Peeler, council vice-president.

The bill provides that "persons or firms engaged in the business of having coin-operated radios on the premises of others must pay a basic license of \$50 a year and an additional 50 cents for each such coin-operated radio so controlled by the firm."

Chi Op Finds Location Patrons Favoring Juke Over Television

CHICAGO, May 22.—The question of whether to play the juke box or watch a television program is often decided in favor of the juke in many tavern locations of Allied Music Distributors here, according to the firm's servicemen. This has been found to be true in many instances when other

than baseball programs are being telecast, they claim.

Joe Harnik, Allied serviceman, states that during recent weeks a growing number of tavern owners and their bartenders are giving their customers a choice of whether to view video or drop coins in the juke. Because patrons are found willing to forego a television program (baseball is the exception), the juke is left on and given preference over the usual sport or dramatic video presentation. Inference is that with the increasing number of tele sets going into private homes, and the fact that the first novelty of watching a television broadcast is wearing off, the public is not (See CHI OPERATOR on page 130)

Washington Music Guild Nabs Second Disk Jockey Show

WASHINGTON, May 22.—Washington Music Guild (WMG), now in the midst of the biggest juke promotion campaign in local history, has made arrangements with WWDC for a second disk jockey show to promote juke plays, WMG disclosed this week. The earlier tie-up was with WTOP's Moondial program.

The new WWDC program is conducted by Herman Paris and is called *Harlem Hit Parade*, and will feature records by colored artists in use in local juke boxes. WMG is hoping the WWDC program will be as successful as that on WTOP.

The Guild estimates that free time given the juke operators by WTOP would amount to \$175 a day if charged for. The *Moondial*, which is conducted by jockey Eddie Gallagher, is now plugging a new wrinkle in the promotion campaign. Gallagher will pick a hit record each week, which will go into local juke boxes with the tag: "Gallagher Moondial Record of the Week."

New Twist

ST. JOHNS, N. B., May 22.—A new type of restriction is facing music machine operators thruout the maritime provinces, whereby city, town and county councils are limiting the sound range of juke boxes to stipulated distances.

At Dartmouth, N. S., the council has moved for a 100-foot limit. Other councils are not specifying exact footages, but are insisting that the records be so controlled that they cannot be heard on sidewalks.

Limiting the hours of operation of music equipment continues, as it has for the past few years, with the midnight and Sunday bans in effect.

Appoint Rieck Mgr. of Mills Music Division

CHICAGO, May 22.—Lester Rieck, veteran of 17 years of coin machine sales experience with the firm, has been appointed manager of Mills Music Division, it has been announced here. He succeeds Charles Schlicht, who resigned recently to become director of sales research for O. D. Jennings & Company.

During his long tenure with Mills Rieck spent 10 years as a member of the bell sales staff, five years as manager for Mills Automatic Manufacturing Corporation, Chicago, the remaining two years as a key man with the music division sales force.

In assuming his new post Rieck said: "One of the first things I would like to make clear is that the Mills machine production line at Mill is going full speed. In fact, it has not ceased to function, as some rumors have indicated. It is a pleasure to report that music sales during the past six weeks have been at the highest since any time after the first of the year."

Wurlitzer Calendar in Work

NORTH TONAWANDA, N. Y., May 22.—The 1949 Wurlitzer juke calendar, which has been in the works since the fall of 1947, is nearing completion, and will be used to advertise the music machine business in general, it was stated this week. The calendar will be a six-page unit, covering two months to a page with complete set of phonograph promoting illustrations in color. The actual juke box will be shown, which will allow the calendar to be used in a location no matter what type of equipment is installed.

JOE GIGLIOTTI
Cee Gee Music Dist. Inc.
Baltimore, Maryland

BILL GOETZ
The Capital Automatic
Music Co.
New York, N. Y.

FRANK PAGE
Roanoke Vending
Machine Exchange
Roanoke, Virginia

ED STEELE
Coin Machine Dist. Co.
Pittsburgh, Pa.

CLIFF WILSON
Cliff Wilson Dist. Co.
Tulsa, Okla.
Little Rock, Ark.

BARNEY JACOBS
Cooperative Dist. Co.
Louisville, Ky.

BILL SHAYNE
Shayne-Dixie Music Co.
Miami, Fla.

SAM COHEN
Cohen Dist. Co.
Atlanta, Ga.

Thanks....

Filben Corporation

1133 SOUTH WABASH AVENUE

TELEPHONE WABASH 1547

CHICAGO 5, ILLINOIS

From: The Office Of The President

To: All Our Distributors

We wish to thank you for your indulgence in waiting for the New 1948 Maestro. The acceptance of the new Maestro has been so much greater than anticipated that it became necessary to double our working force to enable us to make prompt delivery of your back orders.

Plans are now in effect to again double our force to make it possible to maintain production at the level at which orders are being received.

Again thanking you for your patience and support.

Very truly yours,

William W. Rabie

BOB PORTALE
Maport Dist. Co.
Portland, Oregon

LEONARD BASKFIE
E. T. Mape Dist. Co.
San Francisco, Cal.

RAY POWERS
E. T. Mape Dist. Co.
Los Angeles, Calif.

ED MAPE
E. T. Mape Dist. Co.
Stockton, Calif.

SAM TOCCO
Great Lakes
Phonograph Dist.
Detroit, Mich.

JACK KARTER
Midwest Coin Mach.
Dist.
St. Paul, Minn.

JACK NELSON
Jack Nelson & Co.
Chicago, Ill.

HARRY JACOBS
United Coin
Machine Co.
Milwaukee, Wis.

E. T. MAPE Dist. Co.
Outing, Tona...

FILBEN

presents the new



maestro

\$595⁰⁰



There's truth and beauty in that statement, because it's the sparkling new FILBEN MAESTRO '48 and we guarantee that it will never stop playing in your location. Who could resist the scintillating beauty of an artistic dream? No one, because it gives you an ultra modern-design, piano-finished true walnut cabinet with a polished aluminum trim and colorful plastic panel that allows a multitude of animated rainbow-hued lights to catch all eyes. Check the famous FILBEN engineering achievements and know why the FILBEN MAESTRO is your best buy for 1948:

- The only one-sided 30 record selector made, and it's changing time is less than six seconds. That means 30 hits.
- Adaptable with 20-24-30 record wall boxes, and can be used with 2 or 3 wire installation in conjunction with an adapter unit. That means more intake and more coin.
- Amplification unit has a maximum undistorted output permitting the use of FIVE AUXILIARY SPEAKERS. That means better sound coverage for any location.
- A high temperature crystal pickup with less than 1¼ ounce needle pressure. That means noiseless surfaces, longer wear, and more plays.
- And only \$595.00, f.o.b. factory. That means the best money making and money saving buy for 1948. Available immediately. Contact your nearest distributor.

Available in Blend Mahogany at a slight additional cost.

NATIONAL FILBEN CORPORATION

1139 SOUTH WABASH, CHICAGO 5, ILLINOIS

Copyrighted material

SERVES ALL!

"A" for bigger spots



"B" for all others



AMI

Incorporated

127 NORTH DEARBORN,
CHICAGO 2, ILL.

ROD'S COLUMBIA COIN OPERATED RADIOS



... In a Choice of
2 STYLES AND SIZES
FOR PROFITABLE
OPERATION IN

- MOTELS • HOTELS
- RESTAURANTS
- HOSPITALS • BARS
- BOOTHS, Etc.

Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators... for bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

COLUMBIAN PRODUCTS CO.

321 W. DIVISION ST.

CHICAGO 10, ILLINOIS



The
Manhattan
BY PACKARD

NATIONALLY-KNOWN RELIABILITY TIME-TESTED EXPERIENCE

REMEMBER—The magnificent Manhattan is built by the SAME men who created the FIRST commercial automatic electric phonograph more than 20 years ago.

Write Today for New "Direct-To-OPS" Sales Plan

PACKARD MANUFACTURING CORP.

Indianapolis 7, Indiana

10-Cent Play Seen Doomed Not Answer to Trade Wars

Continued from page 125

of juke box play at a low ebb, and the public faced with rising prices on all sides, a 100 per cent jump in the cost of location music for the customer would probably have disastrous results. We must recognize that a most important factor in the drop in juke box play is the reluctance of people to part with nickels. They will be even more reluctant to part with dimes. Looked at frankly from the player's point of view, it seems foolhardy to pay 10 cents for three minutes of entertainment.

Tele Factor

"As more and more of our locations provide free television for their customers and ours, we must increasingly take this competitive factor into account. When we face competition we must make our service more attractive. The worst thing we can do in the face of competition by television is to raise play to 10 cents.

"Several operators tried 10-cent play here about a year and a half ago. The experiment was short-lived. We must look to other methods to keep our income at a profitable level."

WPPOA Turns Thumbs Down

SHARON, Pa.—J. J. Mulligan, president of the Western Pennsylvania Phonograph Owners' Association (WPPOA), had the following to say about 10-cent play:

"Most of the members of our association do not think that this is the proper time to start 10-cent play. Various cities, boroughs and townships are levying a tax on music boxes and games anywhere from \$10 to \$150 per box. So we feel that at the present time, with this condition of taxes staring us in the face, we would be no better off with a 10-cent play because the various taxing bodies would only levy higher taxes on our business.

"The problems that would be involved in attempting a 10-cent play would be the tremendous cost of re-converting our equipment.

"Our members have discussed at various times this problem and have come to the above conclusions.

"It has been tried in the Pittsburgh district and was a complete flop."

Impossible in N. O.

NEW ORLEANS—The New Orleans Phonograph Owners' Association, which has not been very active in recent months, has, however, held a number of discussions on the 10-cent play question. There has been heavy opposition by some operators here to a proposal hiking the play from a nickel to a dime, and this opposition, according to the association, is one of the factors making it impossible to work out an industry-wide plan for a price increase.

UMOA Favorable

SALT LAKE CITY—Despite one not too happy experience with 10-cent juke box play, members of the Utah Music Operators' Association (UMOA) are pretty generally in favor of the dime price, Ray Samuelson, president, declared this week.

A spot check among the leading operators reveals that Samuelson's diagnosis is true. A check of locations showed not too much opposition.

Dime Play History

The history of dime play in the Intermountain area is spotted. A year ago there was considerable sentiment in favor of upping the price, but before joint action was agreed upon, and the groundwork set, one large operator changed over. Most locations

were upset, and the daily press considerable publicity on the situation. Chief complaint of locations, however, according to Samuelson, was that it put them into competition with their neighbors which were still on 5-cent play. The attempt lasted a few months. The result was the same gross take, a little saving the records, but wear and tear on operator-location relations.

Salt Lake Plan

Out of that experience evolved Utah operators call the Salt Lake plan and believe it to be original. That is, 10-cent play in wall boxes with a "bargain" play of 5 cents, when the quarter is deposited in the juke box only. In this plan the locations can still claim a 5-cent play and at the same time get a dime for all casual play. They feel this will up the gross considerably, gather in the vagrant dimes, and will give the determined player a 5-cent tune, and further will appeal to locations.

Original failure of the 10-cent resulted in upping the percentage the operators from 50 to 60 per cent where the gross does not reach \$20 a week, and retaining the 50 per cent where the \$20 take exists. There is still considerable discussion over percentage plan although it has been in operation since last October. Plans of the association to try to revive 10-cent play includes also turning the location cut to a strict 50 per cent.

All or None

The association check revealed. Nearly all are in favor of 10-cent (modified) but that they would hold to dime play in face of no opposition. It was tried in the past and while not successful, could have been with better planning. In previous trials, even in view of 5-cent competition, there was no appreciable loss in gross take, although some loss in location friendship.

On locations, The Billboard found no concerted opposition to 10-cent play if it were universal, and favored it decidedly in smaller spots with return of the 50 per cent straight commission. One distributor favored continuance of 5-cent play but with 60 per cent commission for the operators, a view not shared by the operators themselves.

Among operators contacted were Ray Samuelson, Ray's Music Company; Dick Mathews, Consolidated Amusements; Gus Weiser, G & Frank Ritchie, Jones Distributor Company, and Bill Jennings, V Sales Company, representing considerably more than 50 per cent of the juke box industry.

Detroit Objects

DETROIT—Roy W. Clason, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), expressed Detroit's general opposition:

"We doubt very seriously if it (10-cent play) would increase the revenue—I think that three for a dime would do far more to increase revenue for the operator, particularly because this is a working man's town."

"Ten-cent play could be put in effect, but the public would react unfavorably. We could do it easily, our association has the membership strength to make it effective. But the purpose of any change is to increase the take in the coin box. It is true, it would cut down the record cost, but because the records would not be played so much, but the drop in revenue would be more than proportionate."

"It might be possible in other territories, but not here. Detroit is still the best music town in the country."

from the standpoint of revenue, and it would be very foolish to tamper with it. Detroit is averaging \$10 to \$12 collections per machine per week, which is very good in comparison with most other towns—and we believe the nickel play has made it that way.

"The association is not doing anything about the dime play officially. Anyone wants to try it individually, they are welcome to, of course."

WMA Not Interested

WASHINGTON—The Washington Music Guild, local operator association, says 10-cent play is not being discussed in the city, stating that when it was tried a few years ago, operators suffered a decline in total sales.

PO—Not the Time

CHICAGO—Michael Spagnola, secretary of the Illinois Phonograph Owners, Inc. (IPO), had the following to say regarding the 10-cent play question:

"In our discussions on 10-cent play, operators seem to think that it would definitely increase money income. However, they do not feel that it could be made operative at this time. In attempting 10-cent play the mechanical problems involved would be great. It is a relatively simple matter to convert the coin mechanism on floor model phonographs. All boxes present a more complicated situation. Most operators agree, nevertheless, that where wall boxes are not convertible, complete replacement would be feasible because of the increased income.

Problems Involved

A much greater problem, it is felt, would be reconciling the public to a 50 per cent increase in prices at this time. And the biggest problem of all would be the elimination of 'chiselers'. The music operating business is always been fiercely competitive. A few firms or individuals operating 10-cent play phonographs could easily force all (operators) to revert to a 5-cent play.

Tests have been made in the Chicago area. In the first day after the change, phonograph play fell off approximately 50 per cent. On succeeding days play increased to between 50 and 100 per cent of normal (5-cent play). The resulting increase in money income and decrease in operating expense is apparent. The complaints received were merely that the other phonographs in the neighborhood operated for a nickel, and not that 10 cents was too much for a record (play)."

Buffalo Shuffles Off

BUFFALO—While there is no operator association in this area, The Billboard queried six local music operators on the 10-cent play question, and found that all were strictly opposed to the increased play price, especially at this time. Operators felt the move would have been a wise one during the war when money was more plentiful, but not now when spending is off and collections down. Some of the operators said they would try the 10-cent play, and they all said that in their opinion it would not hold up in the face of a nickel-play competition.

Previous Test

Several operators here and in Niagara Falls tried the dime play a year or so ago but were unsuccessful. Play fell off considerably, location incomes were about the same as noted with nickel play, and most important, the locations were strongly opposed to the rise in price. The operators in the Buffalo area stated that should an industry-wide attempt at dime play be made, between 25 and 40 per cent of the locations would eliminate their juke boxes, especially in view of the fact that television is a "hot" item here with WBEN-TV broadcasting.

While ignoring the dime play completely, operators have been attempting to hypo play here, using several different methods. Some have tried a three-for-a-dime play on poorer locations with older equipment and report the results are excellent. Only one operator has tried the six-for-a-quarter idea, and also reports optimistically on the experiment.

The general trend here is to cut prices, rather than raise them. Operators reported they felt the only way they could stay in business and make money was to "take front money" ranging anywhere from \$5 to \$10, then split the balance of the income with the location on a 50-50 basis.

At the present time the average commission is about 60 per cent, and operators believe this figure should be increased.

Ark. Considers 10c

LITTLE ROCK—A. J. DeMers, attorney for the Arkansas Music Operators' Association, made the following report on the 10-cent play situation:

"About two years ago this question (10-cent play) was up before all the members of the association, and at that time, was voted down. However, since said time it has become apparent that it is impossible to operate a music machine on the 5-cent play. The 5-cent play will not cover the investment and general expense of the business, and it is our opinion that every effort should be made to increase the play to 10 cents.

"The operators in this State are operating at a loss, and I am sure they would now approve an increase which seems the only way out of the red for them.

"At the present time, 10 cents for a single play, or five plays for a quarter seems to be popular here, however, I am told that the 10-cent coin is so light weight that in operating the slot it causes a lot of trouble, and for that reason, some of the operators are against 10-cent play.

"It has been suggested that if the government would make a seven and one-half-cent coin, heavy in weight, it would solve all the present trouble."

KO'd in Des Moines

DES MOINES—Local operators report 10-cent play quite unsuccessful with any attempts to change over unsuccessful and reverted back to nickels. Locations are opposed, claiming customers complain on paying dime. Operators themselves are not opposed.

Joe Epstein, veteran Des Moines operator, said he tried change to dimes in two locations but had to go back to nickel play.

"The customers complain just like they do on efforts to charge a dime for a cup of coffee. The locations claim they lose customers and they are looking for new business nowadays and not wanting to lose any."

Unprofitable in Youngstown

YOUNGSTOWN—Robert P. Edward, secretary of the Automatic Music Association (AMA) here, spoke for his organization as follows:

"We have discussed the problem of 10-cent play on phonographs at many of our meetings. Naturally, if we could be sure that the public would be amenable to paying a dime we certainly would not hesitate in adopting such. However, we have heard and read a great deal against such a charge, together with the knowledge that so many tried it and found it unprofitable, that we feel the best way to surmount rising costs is to get a larger commission from locations, and withdraw machines that are unprofitable.

"From our viewpoint 10-cent play in all locations would be unprofitable and it is now too late to make such a change. Had this been done during the war, we believe it would have had

public acceptance.

"Music is an intangible that the customer does not necessarily require, therefore it is reasonable to suppose that he or she would not pay a dime. To change a route of 100 machines to 10-cent play would be very costly as it would necessitate new coin chutes and quite an added cost for labor."

It's a Big Job

CLEVELAND—"The question of 10-cent play has been discussed by our association several times," said Harry D. Lief, secretary-treasurer of the Phonograph Merchants' Association, Cleveland, "and the preponderance of opinion is toward the conservative side of the question, simply for fear of a radical change."

Lief continued, "In Cleveland the 10-cent and three-for-a-quarter play was tried out in several different places, and in every instance the take increased between 20 and 35 per cent; however, an operator can't go on charging 10 cents when everyone else clings to the old nickel.

Big Job Ahead

"It is my earnest opinion that if a determined and concentrated effort were made to convert to 10-cent play, the playing public would accept it in its stride; however, it is a big job and has to be done in a big way. First of all, a committee of leading operators, distributors and manufacturers must get together to discuss the issue. After the ground work is laid and a plan adopted, the committee shall call a mass meeting of all music machine operators from all parts of the country to a central point, such as Chicago, to work out and adopt a resolution. By doing this on a large scale the newspapers of the country could not afford to ignore it, and if they report to the public our trials and tribulations, whether in a favorable or unfavorable light, our purpose will be accomplished and the rest will be easy."

Cincinnati Votes No

CINCINNATI—Charles Kanter, secretary-treasurer of the Automatic Phonograph Owners' Association here, said that the association's members do not favor the 10-cent play at the present time. "We do not think it could be made operative at this time," said Kanter.

"We think the cost of merchandise and records is the answer to the operators' problem. The major problem involved in 10-cent play is a loss of 40 or 50 per cent of the present business.

"Our members have discussed this problem and have decided to stay on the 5-cent play. We understand it (10-cent play) has been tried in this area and has been a failure, with a loss of revenue."

First Eastern Showing Set for Filben Maestro

BALTIMORE, May 22.—Music machine operators in the Maryland, Delaware, Virginia and Washington area will be first Eastern operations to get a look at the new Filben Maestro juke box next Sunday (30) when the Cee-Gee Music Distributors open a three-day showing of the unit at their headquarters here. Joseph Gigliotti, president of the distributing firm, reported that invitations have been sent to operators throughout the area covered by Cee-Gee for Filben.

Representing Filben at the three-day showing will be William W. Rabin, president, and Sam A. Drucker, vice-president, of the National Filben Corporation. Rabin and Drucker will leave Chicago Saturday (29) and will return the following Wednesday.

The Cee-Gee showing is the first to be held in the East for the new low-price juke box.



More Jukes

CHICAGO, May 22. — The number of juke boxes on location here is increasing, according to license information announced this week by City Collector William T. Prendergast, altho the number of taverns, which are among the top music locations in the city, is decreasing. Licenses for the second half of the year (fiscal) were due May 1, but some leeway is allowed.

According to the city collector, in the first 12 days of the second half of the year, 2,429 juke box licenses were issued, compared with 829 licenses issued as of November 12, a similar period in the first half of the year. Tavern licenses totaled 6,927 this month, as compared with 7,597 on the November 12 date.

Bush Wurlitzer Rep in Fla., Ga.

(Continued from page 125)

quarters, and the State of Florida with the exception of Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton and Washington counties, from his new offices in Miami. The counties listed above have been added to the territory served by the F.A.B. Distributing Company, Inc., New Orleans, it was stated by M. G. Hammergren, vice-president and director of sales for the Wurlitzer company.

Two Florida Offices

The Bush Distributing Company, headed by Ted Bush, has established headquarters in Miami, and will shortly open a second office in Jacksonville. Bush entered the coin machine business as an operator in Minneapolis in 1932 under the firm name of the Acme Novelty Company. In 1935 he branched out into the distributing end of the business and in 1937 became Wurlitzer distributor for the Minnesota territory. In 1940, he added the Wisconsin area to his territory and opened a branch in Milwaukee. He also was one of the first music machine distributors to see the tie-up between the juke box and retail store fields and opened the Melodee retail record store in Minneapolis in 1939. Bush took on the Aireon line in 1947 and handled distribution for the firm in Omaha, Milwaukee, Des Moines and the Twin City areas until his present move to Florida to return to the Wurlitzer fold.

Porter, for nearly two years prior to his association with Wurlitzer in North Tonawanda, was active in the administration of the Illinois and Indiana Simplex Distributing companies. He also served in a sales capacity, contacting operators of music equipment in Indiana, Illinois and Wisconsin.

OPS TO MEET TELE

(Continued from page 125)

Dayton, O. (October); Johnstown, Pa. (November); Lancaster, Pa. (November); Pittsburgh (December); Providence (July); Memphis (June); Dallas (October), and Fort Worth (June).

Television is slated to move into the following cities during the first few months of next year: San Diego, Calif.; New Haven, Conn.; St. Petersburg, Fla.; Ames, Ia.; Waltham, Mass.; Binghamton, N. Y.; Rochester, N. Y.; Erie, Pa.; Houston, and Seattle.

Cities now receiving television from one or more stations are Washington, Los Angeles, Chicago, Baltimore, Detroit, Minneapolis-St. Paul, St. Louis; Newark, N. J.; Buffalo, New York; Schenectady, N. Y.; Cincinnati, Cleveland, Philadelphia; Richmond, Va.; Salt Lake City and Milwaukee.

CHI OPERATOR FINDS

(Continued from page 126)

as eager to view just any telecast as was the case initially.

William Bonnett, head of Allied Music, states that the juke is profitable to the tavern owner while the tele set, used as a crowd puller, does not pan out as a sales booster. The average customer is a reluctant purchaser while watching a telecast, preferring the "watch and wait" attitude to the "listen and drink" mood while the juke is playing.

SCHENECTADY, N. Y., May 22. — Local police will use coin-operated music devices here in their drive against tavern burglaries. The new plan is based on the Maestro Music wired music systems which are popular in this area.

RECORD REVIEWS

(Continued from page 36)

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

POPULAR

ART SIDROE-RODNEY
DAVIS
(Palda P-1005)

Where the Apple Blossoms Fall
Label has taken new "sleeper" and dressed it in proper organ setting. the Sidroe piping on the fair side.

Tea Leaves
Formula on flip, ditto a "sleeper," adds up stronger with brighter Sidroe chanting and competent celesta and organ maneuvers.

THE DINNING SISTERS
(Capitol 15074)

The Bride and Groom Polka
(The Art Van Damme Quintet)

Dinning gals with strong aid from the quintet's accordion come up with bright, smooth disk of new pop-polka.

The Last Thing I Want Is Your Pity
(Jack Fascinate Ork)

Chirpers swing from moderate paced first chorus to up-tempo delivery over some pretty violin work.

DELTA RHYTHM BOYS
(Victor 30-2855)

You're Mine, You! Slow ballad harmonized by a quartet that knows its way around a chord.

Never Underestimate the Power of a Woman

Smart novelty lyric in bounce tempo. The boys are at their best with this kind of material.

THE PARK AVENUE JESTERS
(De Luxe 1168)

Cheap Bananas (Joe Lento)

Comic dialect ditty about the tribulations of an immigrant vendor. Good-humored and inoffensive.

Pasta Fazula More dialect; this time about the magical attributes of the famous Italian pasta dish.

THE DON HENRY HARMONICA TRIO
(De Luxe 1174)

Happy Feet Harmonica instrumentalizing on a lively polka.

Harmonicas on Parade Trio gets a big sound out of three little mouth organs.

EDDY MANSON-THE SYMPHONIC HARMONICAS
(Rainbow 10080)

The Shoemaker's Serenade (Eleanor Bowers)

Adequate vocal, backed by harmonicas.

Fiddle Faddle Mouth organ pyrotechnics on the "Holiday for Strings" successor.

JAN GABER
(Lee Bennett)
(Columbia 38205)

Bedelia Standard Gaber offering, heavy on the mickay.

Hindustani A jazz favorite of the '30s—played that way. May have nostalgic kicks for some.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

BOB CARROLL-BUZZ
WATERS
(Decca 23829)

A Boy From Texas—A Girl From Tennessee
Bob doesn't get his heart into it. Backing is lackadaisical.

My Fair Lady
Flip is done with more conviction, perhaps because the tune has more scope.

GUY LOMBARDO
(Kenny Gardner)
(Decca 24335)

Better Luck Next Time
Routine Lombardo on another Berlin "Easter Parade" tune.

Steppin' Out With My Baby
(The Lombardo Trio)
Guy gets the proper tophat-and-tails feeling into this one.

BARRY SISTERS
(Sammy Meade Ork)
(Grand G-35008)

Pussy Cat Agony Fine
The Barrys make like pussy cats. If you like meowing in harmony, this is your dish. Otherwise...

Joey's Got a Girl
"Shame on Joey, nyah, nyah," the girls chant coyly.

JOHNNIE JOHNSTON
(The Crew Chiefs—Sonny Burke Ork)
(MGM 18191)

I Bring You Spring
Johnny and a vocal chorus do an effective job with a melodic tune.

Steppin' Out With My Baby
(Sonny Burke Ork)
One of the best platters of "Baby" to date. Tune is from the Berlin score of "Easter Parade."

DICK STABLE ORK
(Billy Wilson)
(Decca 23376)

Deep Elem Blues
Blues vocal and instrumental solos, featuring the shritlali alto stomping of leader Stable.

Just Because
A thoroughly earned up Dixie version of the pop.

AMERICAN LEGION BAND OF HOLLYWOOD, CALIFORNIA
(Joe Colling, Dir.)
(Decca 25377)

The Whistler and His Dog
Brass band and chorus whistling with barking noises.

The Warbler's Serenade
More unison whistling. No barking.

EDDY MANSON-THE SYMPHONIC HARMONICAS
(Rainbow 10070)

Dominican Joe
Dull and repetitious harmonica solo—backed with harmonicas yet.

Nature Boy
(Archdale J. Jones)
Just what we needed: a dramatic reading of "Boy," with harmonica backing. Unintentionally funny; jocks may try this for laughs.

(Continued on page 136)

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change
Just plug it in

JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin

PHONOGRAPHS

ALL A-1 RECONDITIONED

WURLITZER 950\$295.00
WURLITZER 780, COLONIAL... 219.50
WURLITZER 500 165.00

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1846

2147 Locust St.
St. Louis 3, Mo. MY CALL NOVELTY CO.

RECORDS! RECORDS! RECORDS!
FRESH OFF OUR JUKE BOXES

ONLY 10¢ EACH

(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

Write—Wire—Phone

THE MUSIC BOX

292 MADISON MEMPHIS, TENN.
Tel. 37-7701

FOR SALE

20,000 USED RECORDS

Atlas Amusement Co.

1078 Union Ave. Memphis, Tenn.
Phone 36-2309

We pay highest prices for
HILLBILLY, POLKA OR SPANISH
used records. What do you have? Write for details.

F-L COMPANY

Box 19, New York 35, New York

New York:

Many game operators were disappointed that injunction proceedings to permanently restrain police from taking up equipment were postponed and will not come up for trial until June 7. Many felt they could no longer continue voluntary cessation operation to insure that no untoward incidents beyond their control prejudice their case before the court. Bills for groceries could not wait, they said, and they would have to begin operating.

This wasn't the only reaction, however, to the proceedings before Judge Pecora in the New York County Supreme Court Wednesday (19). Some ops were of the opinion that postponement of the case against the police department might increase chances of a licensing measure, however restricted as to types of games permitted, thru city council action. Reports were circulating that the council's general welfare committee might announce its findings June 1.

Meanwhile, ops, distributors and jobbers were trying to raise enough money to finance the legal action to its conclusion. The courtroom in which Samuel Rosenman and Samuel Markevich, attorneys for the coinmen, appeared before Judge Pecora Wednesday was crowded to capacity. Among those who turned an attentive ear to the bench were Dave Simon, of Simon Sales; Max Levine, Scientific Machine Corporation; Sol Wohlman, Pan Coast Distributors; Lou Hirsch, American Vending; Bert Lane, Seaboard New York; Lou Rosenberg, president of the Associated Amusement Operators of New York (AAMONY), and Harry Berger, West Side Distributors.

Nash Gordon, AAMONY office manager, is gloating over three phones installed in the association offices. . . . Sid Levine, counsel for Automatic Music Operators' Association (AMOA) and closely associated with Samuel Rosenman in the current court fight, was laid up with the grippe last week.

Abe Levine, Federal Music Corporation exec, says his firm is now receiving title strips of some of the smaller independent record labels. Federal Music is local distrib for Star title strips. . . . George Glassgold, Coin Machine Industries, Inc., attorney, back in town after a short trip to Chicago.

Not Cohn, head of Modern Music Sales, denies there is truth in rumors that he is going into the hotel business. On his recent trip to Florida he was offered a partnership in a resort hotel but turned it down. . . . Harry Skind, of Master Automatic Music Company, is back at work after a Florida vacation. . . . Jim Healy, office manager at Young Distributing Company, still ailing and away from his desk.

Sigmund Schwartz and Leo Gendell are newcomers to the ranks of the city's music machine ops. They recently bought part of a Bronx route and set up business under the name of S & G Music. One of their first acts was to join AMOA. . . . Another coinman who just joined the music ops' association is Adolph Levine, Brooklyn.

Mike Munves, supplier of arcade equipment, reports biz has picked up after a slow start. . . . Grant Layng, former head of the Telecoin department of Bendix Home Appliances, South Bend, Ind., headquartered here as the firm's Eastern sales manager. He still oversees the Telecoin account.

Coin television operators expect a spurt in biz when American Broadcasting Company begins operation of its new station, WJZ-TV, in August. The station's transmitter will be located atop the Hotel Pierre. . . . Julius Levy has installed a coin-operated

(See NEW YORK on page 132)

COINMEN YOU KNOW

Buffalo:

A heavy turnout was noted last Sunday (16) when the Alfred Sales Company here held an open-house party at its new showrooms. Al Bergman, firm head, who was recently named Wurlitzer distributor in this area, played host at the all-day affair, aided by his two sons, Al Jr., and Roy.

Among those attending the open house were Ed Wurgler, general sales manager of the Rudolph Wurlitzer Company, and W. L. McBride, A. D. Dietrick, M. P. Olson and R. S. Pratt, all of the Wurlitzer staff. Visiting operators included Joe Edelman, Click Amusement Company; Max F. Weber, Ernest Borne, Jack and Rose Weiner, Stefano Sacco, Ed Schaefer, Charles Catalano, Herman Glaser, Ignatius Mooczynski and Alan J. Zander, of the Delaware Amusement Company; Anthony Spanpata, S. J. M. Grati, and J. P. Gleason, Empire Vending Company; Robert G. Robe, Davis Dist. Company; Harry Poppick, Vic Valente, J. H. Winfield, William Daniels, Wally Miller, M. Stovroff, Earl Hutchinson, E. Stec; John Radice, Niagara Amusement Company; Bernie Silverman, Niagara Midland, Inc.; Angelo Syracuse, E. J. Feyl, Eddie Wyko, Frank Wyko, Jack Marine, M. Webber, John Kluge, Jim Oddy, Maury Brick and Howard Sliker, Ace Amusement. All the above were from Buffalo and suburbs.

Out-of-town visitors included Dewey Bergman, New York; M. J. Evans, Rochester; M. S. Lane, Erie, Pa.; Richard Hilimire, Waterloo, N. Y.; Joseph Venuti, Seneca Amusement Company, Geneva, N. Y.; Floyd Hilimire, Seneca, N. Y.; R. E. Rossmore and family, A. N. S. Company, Elmira, N. Y.; Chet Deres and Andrew Szabo, Akron, N. Y.; Hyman Rosenberg, New York; Dick Carr, Niagara Falls; Mickey Anderson and Jerry Anderson, Erie, Pa.; Barney Rapp and James Jason, Rochester, N. Y.; J. C. Lundgre, Chataqua Amusement Company, Fredonia, N. Y.; Gerold Ralph, Niagara Falls, and Bill Terra, Rochester.

Columbus, O.:

With an abundance of operators from the State in attendance, as well as representatives of various manufacturers whose products are distributed by the firm, the Central Ohio Coin Machine Exchange celebrated the formal opening of its new headquarters here Sunday (15). Woolf Solomon, firm head, told visitors that the new site had been selected because it was more easily available to operators. An air-conditioning system will be installed within two weeks, Solomon reported, thus finishing up the work on the building.

Philadelphia:

To create authentic atmosphere at the Capitol Theater for the showing of *Gaslight Follies*, the management converted the lobby into an old-time Penny Arcade. . . . Vendor division of the Cobb Fruit Company of Little River, Fla., franchising local operators here for its non-carbonated orange beverage vending machines. . . . Two new record distributing firms have been started here with Sid Pastner, formerly sales manager for David Rosen, Inc., and Lou Colantuono, who manufactures the Click record label, setting up Pasco Distributors, and Ace Leshner, formerly with Lesco Distributors, setting up his own Tracey Distributors to handle the local Virgo line of string band records and other labels.

Marty Verbit, who with his brother, Nelson, handles the distribution of Signature and other record labels, is recuperating at his home from a serious illness. . . . Eddie Hughes, Victor record salesman for the Raymond Rosen distributing firm, married ex-model Mary Boice. . . . Charles Peterson and Sigmund Scholtz gave the town another new record label in Flora Records. . . . I. Yaffe, father of Ted and David Yaffe, of Y & Y Popcorn, is recuperating from an illness at the Jewish Hospital. . . . Leonard L. Shefska and Maurice A. Spiegelman established the S & S Vending Machine Company, with offices and showrooms at 6018 Carpenter Street.

Oakland:

Ted Bush, who a week ago sold out his Bush Distributing Company firm to Hy Greenstein, of Hy-G Music Company, has moved to Miami, where he has been named Wurlitzer distributor for Miami, Jacksonville and Havana. Bush thus again takes over the Wurlitzer line which he held for many years in Minneapolis under the name of Acme Novelty Company. His new firm name is Bush Distributing Company of Florida.

Oscar Hochrein of Long Prairie, Minn., who has been in the coin machine operating business for one year, recently sold his route to Conrad Kalura, of Browerville, and is looking around to buy another operation. Kalura is no newcomer to the coin machine field, for he operates another route.

Recent visitors to the Twin City market area included Jack Harris, of Crosby, Minn., and Orion Coffield, of Annandale. . . . Hy Greenstein is busier than a bee getting ready to move his Seeburg distributorship to his newly purchased building at Plymouth Avenue and Third Street in Minneapolis. Expects to be in its new home by June 1.

Chicago:

Ray Moloney, president of Bally Manufacturing, became the father of a girl this week. Newcomer to the Moloney menage weighed in at 9½ pounds. . . . B. D. Lazar, of the Pittsburgh firm bearing his name, was a caller at the House of Gottlieb Friday (21).

John Watling had the experience of driving a 1948 Tucker this week. Incident took place in Oak Park, Ill., and attracted a heavy turnout of the citizens from the world's largest suburb. Picture of Johnny at the wheel broke in the local paper, too. . . . Riverview Park's three Penny Arcades did well when the park opened Wednesday (19). Part of the reason was this was the first opening-day good weather the funspot has had in the past decade.

Mike Hammergren, vice-president and director of sales for Wurlitzer, and Eddie Wurgler, sales manager, returned Friday (21) to North Tonawanda, N. Y., after spending several days in the Windy City conferring with Midwestern coinmen. . . . Shirley Korush is back on the job at Empire Coin Machine Exchange after being ill for two weeks.

Richard Adair, heading Adair & Company, Oak Park, Ill., is turning out some top refinishing jobs on venders with his spray booth and paint bake oven. Service shop bristles with a variety of renovating and repair tools and equipment. Government orders for coin equipment are showing up now, he states.

Stoner Manufacturing Company, Aurora, thru Sales Manager Bip Glassgold, reports that results of a recent tour thru five States show operators are paying more attention to industrial locations. To do a better vending job they are using plant surveys which bring home to the management the fact that venders contribute to employee efficiency and morale. . . . Henry Hildebrand, president of Berco Manufacturing Company, is building up production on firm's Hilco ice cream bar vender, now that test models have been put thru location-paces.

Tom Forester, Johnson Fare Box Company's vending division sales manager, has been working hard carrying news of firm's improved Harris coin changer to vender manufacturers. Results are gratifying, Tom says, with more firms incorporating the changer as standard equipment. . . . William Bonnett, Allied Music Distributors, states juke play is creeping up to higher levels as the warmer evenings become more frequent. Television is taking a back seat as a juke box boogie, with many bars and patrons preferring the juke to other than baseball telecasts.

(See CHICAGO on page 132)

Indianapolis:

Indiana State Association of Music Operators, Inc., held its annual meeting May 13 in the Indianapolis Athletic Club and elected officers for the year as follows: Lloyd Anderson, Terre Haute, president; Tom Hill, vice-president, also from Terre Haute, and Floyd Meeker, Indianapolis, secretary-treasurer. Albert Calderon, Indianapolis and Abe Fleig, also from Indianapolis, were elected trustees, Henry Windt, local operator, resigned.

Robert Anderson, Anderson Distributing Company, Louisville, a branch of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, a recent visitor at the local office. . . . Frank Banister, of Banister & Banister Distributing Company, visited pinball manufacturers in Chicago, last week. . . . William Belles, advertising manager, Packard Manufacturing Company, has returned from an Eastern business trip. . . . Dan Brennan, Indiana Music Corporation, distributors for Aircon phonographs, visited operators in Northern Indiana last week.

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 10—National Automatic Merchandising Association, Region XI, regional meeting, Palace Hotel, 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.

Look To The GENERAL For LEADERSHIP

5
BALLS

THE BEST OF THE NEWEST

- Gottlieb's JACK 'N JILL
- Genco's MARDI GRAS
- Chicoin's SHANGHAI
- Exhibit's SAMBA
- United's MONTEREY
- Williams' YANKS

FINEST, CLEANEST RECONDITIONED EQUIPMENT

AMBER	49.50	SEA BREEZE	39.50
BAFFLE CARD	49.50	SHOW GIRL	50.00
BIG HIT	39.50	SILVER STREAK	89.50
BOWLING LEAGUE	110.00	SINGAPORE	149.50
CYCLONE	69.50	SMARTY	55.00
DOUBLE BARREL	39.50	SMOKY	59.50
FAST BALL	49.50	SPELLBOUND	39.50
FLYING TRAPEZE	110.00	STAGE DOOR CANTEN	39.50
HONEY	79.50	STATE FAIR	49.50
KILROY	59.50	SUPERLINER	49.50
LADY ROBIN HOOD	179.50	TORNADO	79.50
LUCKY STAR	99.50	VANITIES	89.50
MAISIE	79.50	VICTORY SPECIALS	169.50
MARJORIE	99.50		
MIDGET RACER	39.50		
MISS AMERICA	49.50		
SEA ISLE	139.50		

Terms: 1/3 cash with order, balance C. O. D.
Write for our monthly bulletins.



Established 1925

Growing Steadily Ever Since

GENERAL



Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

PRICES SLASHED FOR QUICK SALE!!

KILROYS . . . \$34.50

HAVANAS . . . \$44.50

\$19.50 EACH OR ANY THREE FOR \$50.00

STATE FAIR	STAGE DOOR CANTEN	SUSPENSE
STEP UP	MIDGET RACER	BIG HIT
SURF QUEEN	BIG LEAGUE	SUPERLINER

FLIPPERS INSTALLED ON ANY MACHINE \$10.00 EXTRA

Catalina	\$174.50	Chi Coin Baseball	\$79.50	Tornado	\$44.50
Robin Hood	164.50	Coed	79.50	Fiesta	44.50
Manhattan	164.50	Mam'selle	69.50	Rocket	39.50
Bermuda	164.50	Gold Ball	69.50	Miss America	39.50
Triple Action	159.50	Crossfire	59.50	Double Barrel	29.50
Humpty Dumpty	149.50	Ballyhoo	59.50	Show Girl	29.50
Sea Isle	139.50	Lucky Star	59.50	Sea Breeze	29.50
Treasure Chest	139.50	Nudgy	49.50	Fast Ball	29.50
Cover Girl	129.50	Mystery	49.50	Super Score	29.50
		Rio	44.50	Smarty	29.50

OUR GAMES GUARANTEED

RECONDITIONED — CLEAN — READY FOR LOCATION

ONE-THIRD DEPOSIT BALANCE C. O. D.

ATLAS AMUSEMENT CO.

1078 UNION AVE.

PH: 36-2309

MEMPHIS, TENN.

BRAND NEW

CAN EARN ITS COST IN FOUR WEEKS

STRIKES 'N' SPARES

THE ORIGINAL MINIATURE BOWLING ALLEY

14 Feet Long
33 Inches WideRegular \$1125.00
NOW
\$279.50Automatic Pin Setting
Device & Scoring
Double 10c Coin Slot

ORDER TODAY!

BOX 100, De Perri,

95 Madison Ave.,
New York 16, N. Y.

COINMEN YOU KNOW

Chicago:

(Continued from page 131)

Steve Kordek, Genco's designing engineer, is back at his drafting table after battling a persistent ailment. . . . Callers at the Buckley plant last week included R. L. Lindelof, head of General Music, Skokie, Ill.; Ray Proctor, an all-around operator of Sacramento; William Barbera Jr., Mishawaka, Ind.; J. H. Bloyd, Kentucky Gum Company, Valley Station, Ky.; Hank Mazur, San Francisco, and the Clanin brothers, in from Toluca, Ill.

D. A. Wallach, Marvel sales manager, back from a brief trip thru Ohio and Kentucky, reports that operators in those States are finding increased interest in the plus-four coin chute. Wallach claims that while coinmen he visited were skeptical about the merits of dime play on jukes, they felt that a choice of one to four coins on games would not upset the traditional nickel price per play theory yet leave room for players who wanted to play more than a nickel on pinballs.

Frank Mancuri, Exhibit Supply, states that Sam and Abe Slusky, Texas amusement park owners, are getting ready to open their new arcade in Council Bluffs, Ia., for the Decoration Day week-end. Part of the spotlight at the new park will be shared by multiple installations of Penny Arcade pieces. . . . Perc Smith is getting stronger each day, and may soon be able to drop down to his office. . . . Exhibit's new addition is gradually being finished. Some heavy printing equipment, used for output of cards, is already set for operation. . . . Paul Levin, head of L & L Tobacco Co., Grand Rapids, Mich., was a coin row visitor.

Fulton Moore, Williams sales manager, claims that Yanks has really caught on with coinmen thruout the country. Ed Heath, Heath Distributing, Macon, Ga., and Jack Semel, of Supreme Automatic, New York, were among the coinmen who visited Williams's Starlight room last week.

M. Y. (Mark) Blum, United Distributing Company, Wichita, Kan., in town last week to see United Manufacturing Company's new five-ball game, Monterrey. Blum spent most of his visit here with Billy DeSelm, United's sales manager, who returned to Chicago after spending the week-end in Columbus, O., where he attended the opening of Woolf Solomon's new offices. Ray Riehl, assistant sales manager of United, was in Baltimore and Philadelphia last week on a survey trip for the firm.

William W. Rabin, president of the Filben Manufacturing Company, reports at this writing that the firm has doubled its working force. The firm has been maintaining its policy of hiring veterans, according to Rabin, and is now up to full strength in its plant. The new Filben Maestro is now appearing in the Chicago area, thru Jack Nelson, local distributor. Rabin, who returned from a flying trip to the East late last week, remains in Chicago until next Saturday (29) when he and Sam A. Drucker, vice-president of the National Filben Corporation, leave for Baltimore to attend a showing at the Cee-Gee Distributing Company Sunday (30).

Ray Raymond, head of A & M Music, operating firm, can prove that it doesn't always help to be on time for an appointment. Monday (17) he was scheduled to install a juke in one of his Northwest Side locations, but due to pressing business didn't get to the spot till the next day. When he arrived he learned that a gas pipe had exploded in the location and virtually demolished the spot.

Herman Duensch has resumed his post as head of Duensch Music, Glen Ellyn, Ill., music firm, following weeks of being sidelined by an operation. . . . O. D. Jennings has hit full production on its two new bells, the Prospector and Monte Carlo. John Niese, firm sales manager, reports. Charley Schlicht, who started with Jennings this week after 25 years at Mills, is getting ready to make a road trip.

Chicago Coin expects to start producing in its new addition before the end of July. This week the contractors started putting in flooring for the structure that will give the Wolberg-Gensburg concern an extra 40,000 square feet of production space. . . . Col. Rohland Isker, head of Service Vending, an operating firm with routes in both Great Lakes and Glenview naval stations, has added several new candy machines to his routes.

O. O. Mallegg, music machine exporter, states that the Mexican Coin Machine Association, recently formed by Mexico City coinmen to re-establish the coin trade there, will meet with success if its aims are kept within reason. Mallegg was in the Mexican metropolis when the groundwork for the coinmen group was just getting under way two months ago.

Monarch Coin Machine Company staff was saddened last week by the loss of a veteran employee in the shipping department, Nate Dunams. He was with Monarch for over seven years, and made many friends. . . . Bruno Kosek, Mid-State Company, claims steady demand on the firm's flipper kit. . . . Harry Brown, head of Amusement Sales Corporation, returned last week from several weeks on the road, reports business picking up, especially in the bell field.

New York:

(Continued from page 131)

nylon vender in Playland Arcade on Broadway.

Abe Benjamin, head of the Massage-o-Mat Company, keeping busy last week setting up his new office and showroom at the Hotel Seville. Abe says he will be ready to announce his distribution policy soon. Meanwhile, the word has got around and prospective operators are showing great interest in his coin-operated massage device.

Jack Cross, head of Telecoin Corporation's juice division, says that the firm's hot coffee and soup vender will be offered to vending ops soon. . . . Alfred E. Cortledge, British amusement park owner, is in town trying to interest local distributors in coin-operated amusement equipment manufactured by Bryan's Works, Ltd., an English firm.

Albert I. Gorner, public relations director of the Affiliated Washing Machine Operators' Association, has just published the first issue of his monthly newspaper, Washington Trade News. . . . Jack Mitnick, president of Boston's Beacon Coin Machines, Inc., writes that he will introduce the new AMI phonographs at his showrooms next week.

WANT TO BUY

QUICK ACTION AIR MAIL LIST
STATE NUMBER AND PRICE WANTED

KEENEY BONUS BELLS
BALLY TRIPLE BELLS
BALLY DRAW BELLS
WURLITZER Model 1015
SEEBURG Model 1 '46, 1 '47
ROCK-OLA Model 1422-1426
PACKARD PLA-MOR BOXES

BADGER SALES CO., INC.

2251 W. Pico Blvd., Los Angeles 6, Calif.

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine.
Gold Award or Jackpot Model.
Size: Height, 18 1/2"; Width,
12 1/2"; Depth, 12"; Weight,
43 lbs.

\$129.50

ALL PRICES F. O. B. CHICAGO, ILL.

1/3 CERTIFIED DEPOSIT WITH ORDER

**GROETCHEN
TOOL & MFG. CORP.**

126 N. Union Ave. Chicago 6, Ill.

Phoenix Trims \$990 Off Exorbitant License Fee

PHOENIX, Ariz., May 22.—Resolving a difficult situation that has existed here since the first of the year, the city commission this week amended certain provisions of its amusement game ordinance (The Billboard, January 3). New version reduces the operators' license fee from \$1,000 to \$10 but keeps intact a provision which calls for an annual fee of \$100 per machine.

When the ordinance was originally adopted, the city commission explained that the \$1,000 operators' fee was included as a regulatory move designed to end fly-by-night operators. Local coinmen were quick to point out at the time that the high fee would lead to a coin machine monopoly since the smaller operators could not afford to pay the \$1,000 levy. Smaller operators termed the original license program "confiscatory and ruinous," and also stated that it actually opened the way for out-of-town operators to come in and take over locations.

In announcing this week's action by the city commission, Mayor Nicholas Udall stated that the operators' fee was reduced because it was believed unreasonable. It was also pointed out that the \$100 per machine fee would be collected in quarterly installments.

On January 6, Ben J. Spaulding, head of Spaulding Sales and owner of four machines placed within the

city limits, filed a suit in the Maricopa County (Phoenix) Superior Court disputing the legality of the game ordinance and requested a temporary injunction to prevent the city from enforcing it. Spaulding, a long-time resident of Phoenix, also stated in his suit that he would be unable to remain in the amusement game business if he were forced to pay the \$1,400 required of his four machine city route. At a hearing held in February, Judge Walter Thelmeheimer took under advisement a motion by the city attorney to dismiss the request for the temporary injunction, and asked that briefs be prepared. The case is still pending.

Phoenix has 211 licensed amusement games owned by 20 operators. Under the terms of the amended ordinance the city treasury will realize a total of \$21,300 in machine and operators' fees.

CHICAGO, May 22.—A new counter game, of the coin firing type, was recently put into production here by its inventor, William Renauff, who is making present manufacturing headquarters in a portion of the J. F. Frantz Company plant.

New game, which shoots pennies, nickels, dimes, quarters and half-dollars, is tagged at \$29.50. Current production is at the rate of 12-14 units per day. Name of the game was not revealed.

★ ★ TRADIO-ETTE Buy And Be Sure!



WHEN you buy Tradio-ette you are buying America's No. 1 booth radio. Based on the experience of operators the country over, Tradio-ette is—dollar for dollar—the most profitable investment in the coin radio business today. It's a favorite with patrons, too.

CHECK THESE FEATURES:

- Exclusive trouble-free timer
- Master volume control
- Adjustable tone control
- Easy-to-read slide rule dial
- Outside coin collection

Order Now for
Immediate
Delivery

WRITE
DEPT. A-5

TRADIO, Inc. ASBURY PARK
NEW JERSEY

BRAND NEW MACHINES

- 7 Mills 25c Black Cherry Bells Write
- 1 Bally Triple Bell, 5-5-5... Write
- Reconditioned Machines**
- 7 5c Bonus Super Bell ... \$260.00
- 6 5-25 Jennings Challenger, Chrome, Like New... 425.00
- 1 3 Bells (Pre-War) 185.00
- 3 4 Bells 110.00
- 1 Keeney 5c Super Bell .. 65.00
- 1 Bally Club Bell, F. P.... 75.00
- 1 Jennings Silver Moon... 50.00
- 1 Mills Jumbo Parade, P.O. 55.00
- 1 Bally Wild Lemon, 5c... 350.00
- 1 Keeney Twin Bonus Bell, 5-10 500.00
- 1 5c Mills Golden Falls (Repainted) 175.00
- 1 25c Mills Black Cherry.. 175.00
- 3 Groetchen DeLuxe Gold Chrome Columbia .. 100.00
- 3 Groetchen Small Columbia 60.00
- 1 Mills Vest Pocket, 5c .. 40.00

1/3 Deposit, Balance C. O. D.

Phone, Wire or Write

INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave. Springfield, Mass.
Telephone: 3-9088 or 4-0958

Now Delivering the New All New COIN OPERATED POOL TABLE OF 1948



3 1/2 x 7 Feet

Distributors Wanted—

Mfd. by **G. F. PERRY** Johnston, S. C.

MUSIC OPERATORS

Earn Money Without Investment

One of the largest distributors will furnish you with brand new games for your route.

Why let the other operator get the cream game collections on your music spot? Or why should you suffer fast depreciation on games?

If you will pass inspection and play ball with us, we will build up a good route for you of all new games.

In answering give full information as to what territory you operate. Whether games are permitted, state whether free plays operate.

How many spots do you operate? Furnish character reference.

BOX D-320

Care The Billboard

Cincinnati 22, O.

GUARANTEED USED MACHINES

FLYING TRAPEZE	\$127.50
BOWLING LEAGUE	124.50
MARJORIE	97.50
MAISIE	97.50
MISS AMERICA	82.50
BAFFLE CARD	67.50
LUCKY STAR	94.50
SUPER SCORE	87.50
SPELLBOUND	82.50
CANTEEN	34.50
FIESTA	69.50
BALLYHOO (With Filppers)	67.50
AMBER	37.50
BIG LEAGUE	27.50
SHOW GIRL	37.50
FLAMINGO	87.50
GINGER	24.50
SUSPENSE	49.50
MYSTERY	49.50
SMARTY	37.50
STATE FAIR	52.50
DYNAMITE	52.50
ROCKET	52.50

GUARANTEE:

Every Machine Guaranteed to be in A-1 condition throughout or purchase price refunded in full if returned within 5 days after receipt of same.

Terms: 1/3 Deposit With Order, Balance C.O.D.

DISTRIBUTORS IN SOUTH TEXAS FOR
D. COTTLIEB & CO. PRODUCTS,
A. M. I. PHONOGRAPHS.

R. WARNCKE CO.

Over 25 Years in the Coin Machine Business.

121 Navarro St. 1217 Taft
San Antonio, Texas Houston, Texas

CONSOLES

BRAND NEW

Keeney Twin Bonus, 5c-25c...	\$800.00
Keeney Gold Nuggets, 5c-25c...	800.00
Bally Wild Lemons	542.00
Bally Double Ups	542.50

USED

Draw Bells, Regular.....	\$229.50
Draw Bells, Red Buttons	259.50
Keeney 5c Bonus Super Bells..	295.00
Keeney Twin Bonus, 5c-5c	575.00
Keeney Twin Bonus, 5c-25c....	595.00
Keeney Triple, 5c-10c-25c	795.00
Bally Triple Bells, 5c-5c-25c...	WRITE
Evans '47 Gal. Dominoes	425.00

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. High St. Columbus, Ohio
Adams 7949

WE OFFER THE FOLLOWING NEW
GAMES FOR IMMEDIATE
DELIVERY

GENCO'S MARDI GRAS
GOTTLIEB'S JACK 'N JILL
CHICAGO COIN'S SHANGHAI
WILLIAMS' YANKS
UNITED'S MONTERREY
EXHIBIT'S SAMBA

Write for Prices and Ask About Our Easy Payment
Finance Plan for Eastern Missouri and
Southern Illinois Operators.

Morris Novelty Co., Inc.
1100-81 Broadway ALBANY 4, N. Y.

WOW!

Look at These Prices!

- 2 Mills Thrones, Each \$ 49.50
- 5 Reconditioned AIREONS, Each .. 175.00
- 3 SPORTSMAN ROLLS, Each 49.50
- 1 Keeney Big Parlay, one-ball cash payout 125.00
- Dozens of other bargains! Phone or wire!

OLSHEIN DISTRIBUTING CO.

1100-81 Broadway ALBANY 4, N. Y.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

PINS

STAGE DOOR CANTEN	\$ 24.50
SURF QUEEN	24.50
SMARTY	29.50
SUPERLINER	29.50
SEA BREEZE	34.50
FIESTA	39.50
DYNAMITE	39.50
SPELLBOUND	39.50
RIO	39.50
KILROY	49.50
TORNADO	54.50
MYSTERY	54.50
BALLYHOO	54.50
HAYANA	54.50
MAISIE	59.50
CYCLONE	59.50
NUDGY	59.50
CLICK	59.50
PLAYBOY	64.50
LUCKY STAR	69.50
CO-ED	79.50
MEXICO	89.50
NEVADA	109.50
BONANZA	109.50
SINGAPORE	129.50
HUMPTY DUMPTY	129.50
STORMY	149.50
MANHATTAN	154.50

1/3 Deposit With Order,
Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

ARCADE MACHINES

CLOSE-OUTS

Buckley Treasure Islands	\$119.50
Batting Practice	69.50
Tommy Gun, Late	79.50
Undersea Raiders	99.50
Life Leagues	75.00
Jack Rabbit (New)	185.00
Goalees, Like New	149.50
14 Ft. Wurl. Skee Rolls	165.00
10 Ft. Premier Skee Rolls, New	249.50
10 Ft. Super Skee Roll, New	249.50
Sky Fighters, A-1	85.00
Chicken Sams, A-1	79.50
New Vendil Candy Bar Machines, 150 Bars	159.50

CENTRAL OHIO COIN MACHINE EXCHANGE
525 So. High St. Columbus, Ohio
ADams 7949

NEW GAMES IN STOCK

Jack & Jill—Monteory—Samba—Shanghai— Mardi Gras	Write
Bally Double Ups	\$215.00
Mills Slots	200.00
Used Draw Bells	500.00
Super Bonus, 5/25	

GENERAL COIN MACHINE CO.
225 N. 9th St. PHILADELPHIA, PA.
Walnut 2-4378

WANT TO BUY

SPECIAL ENTRIES—JOCKEY SPECIALS
GOLD CUPS—EUREKAS

UNITED

310 S. Alamo
FANNIN, 7521 San Antonio
San Antonio, Texas

2 Tax Cut Bills In La. Hopper

(Continued from page 115)

fective January 1, 1949.

Second coin machine measure—House Bill 105—is rated an even better chance of passage, and would give coin machine operators an even better break tax-wise. This bill, introduced in the House Tuesday (18) was reported out favorably by the Ways and Means Committee Thursday (20). Observers at the capitol rated its chances to pass the Senate "excellent."

The new Long administration, sponsoring H. B. 105, estimated that the State coin machine tax would bring in approximately a million dollars annually.

Briefly, the bill imposes a \$10 tax on amusement games and juke boxes and a \$100 fee on "so-called slot machines which operate by means of insertion of a coin, token, or similar object, and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premium, merchandise or tokens."

This, in effect, would place a tax on payout machines of all types.

At the same time, the proposal points out that, "payment of any license tax imposed by this section shall not be held to legalize the operation of any machine or device defined herein which is prohibited by law. This act shall not be held to repeal any provision of any law prohibiting the operation, possession or use of any such machine or device."

Prize Venders \$10

Prize-giving vending machines—such as those which dispense charms or which use special colored balls to reward the player with merchandise—would be taxed at the rate of \$10 per year provided the value of the reward did not exceed a nickel.

To determine who shall be liable to pay the tax and on what types of equipment the tax shall be levied, H. B. 105 specially notes that, "payment of any tax levied by the United States similar to the tax herein levied or of the tax levied by the United States by the act of congress of September 20, 1941," shall be evidence of liability for the tax levied under the Louisiana measure.

MASSACHUSETTS SOLONS

(Continued from page 115)

cause they are on same premises where pins are operating.

Arcade owner attorneys pointed out amusement licenses (The Billboard, May 15) under which arcades operate were granted by mayor's office before issuance of food permits by BLB. Mary Driscoll, board chairman, conceded this fact. However, Walter R. Meins, liquor license commissioner, insisted that BLB controls any premises to which it grants a permit and that the prior issuance of the amusement arcade license should have no bearing on the case.

N. Y. Game Action Delayed to June 7

(Continued from page 115)

a licensing measure (The Billboard, May 15).

A protest by former Supreme Court Justice Samuel I. Rosenman, attorney for New York game distributors, that previous commitments made it impossible for him to argue the industry's case immediately, led to the court postponement. Rosenman said he had to go to California to appear at television hearings and wouldn't return until early June.

Also put off was the case of Joseph Hirsch, local operator, who similarly was seeking an injunction prohibiting the police from picking up games. Hirsch was also the recipient of a truce agreement to remain in effect until the court hands down its findings. Altho Samuel Markevich, Hirsch's attorney, stated he was ready to go to trial without delay, he was told by Justice Pecora that his case would have to follow that of Rosenman.

Immediate trial was unwise in the face of pending action by the city council, Markevich was told. Justice Pecora indicated that a council decision might be forthcoming on or about June 1, with the possibility that their decision "might render the whole question before the court academic."

In an effort to learn how long the trial scheduled for June 7 might last, Justice Pecora elicited from Rosenman the assertion that his presentation would take no more than three days. On the other hand, corporation counsel Charles F. Preusse told the court that evidence presented by the police department might require a total of 10 days.

An immediate reaction of a number of operators to the prospect of having to wait yet another month or more until all legal matters were thrashed out was to announce that they would begin operating on a limited scale. While not specifically forbidden to do so under the terms of the truce agreement, they had voluntarily suspended operation of all equipment not seized, in the hope that a decision would be reached soon. Many said that game operation was their only source of income and they could no longer keep their machines idle and meet living expenses.

Gay Named Queen Anne V.-P.

HAMMOND, Ind., May 22.—Queen Anne Candy Company here, thru President Harry Martin, announced this week the appointment of Sam T. Gay as vice-president and general manager. Announcement follows firm's recent statement on expansion of its confection line, including re-introduction of pre-war products, Nutty Fagan and Pecan Roll.

Gay was formerly executive head of National Candy Company, St. Louis, and was with MacPhail Candy Company, Oswego, N. Y., in the same capacity.

GOOD PAYING - - - OLD ESTABLISHED PHONOGRAPH AND PIN BALL ROUTE FOR SALE

Over 50 units, all on location, in largest industrial section in South Carolina, Aiken County, South Carolina. Operators' average, past year, \$12,000 (retiring, will sacrifice, cash \$5,000). Do not ask for listing of location unless interested.

MUSIC MACHINE CO., #636 Broad St., Augusta, Ga.

ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1930. Consists of about 150 pieces of Pins, Bulldogs and Bowling Games, all producing. Also about 130 Jokes with Wall Boxes, Speakers, etc. This is located in the second largest city in Michigan and surrounding territory. This will be sold only for cash and will take about \$95,000.00 to handle. Business well established and has plenty of good will. Earnings are satisfactory and is a good opportunity for 2 or 3 good mechanics. Will pay out in about one year. Reason for selling, owner wishes to retire. No information given unless you can show the cash. Write to
BOX D-293, CARE THE BILLBOARD, CINCINNATI 22, O.



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Galloping Horses • Flashing Odds •
7 Coin Play • Illuminated Track.
GUARANTEED! The Best Money
Maker Ever Built or Your Money
Back!

SEE YOUR DISTRIBUTOR OR
WRITE TODAY!

BAKER NOVELTY CO., Inc.

1700 W. Washington Blvd., Chicago 12, Ill.

Special!

Chicago Coin Hockey	\$49.50
Keeney Submarine	49.50
Champion Hockey	35.00
Scientific Batting Pr.	49.50
DeLuxe Hockey	39.50

\$5.00 Extra Crating

SHOOT THE BEAR \$124.50 RAY GUN

Completely Reconditioned & Repainted.
Money-Back Guarantee.
Terms: 1/3 Deposit With Order.

SEEBURG RAY GUN

Amplifiers, Motors, Rifles Repaired.

COMPLETE STOCK OF
SEEBURG RAY GUN PARTS
WRITE FOR LIST

Coinex
CORPORATION

1346 ROSCOE ST.
GRA. 0317 CHICAGO 13, ILL.

SEND TODAY!

FOR OUR
LIST OF

OUTSTANDING
EQUIPMENT BUYS!

RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J.
Tel.: BIGelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LONGacre 4-1880

ARCADE MACHINES

FLOOR MACHINES	
1 Bally Kink Pin, 10'	\$ 75.00
1 Gott. Skee Ballista	68.00
1 Exhibit Rotary Claw Digger, 6'	240.00
2 Exhibit Marchantmen, 14'	75.00
1 Col. Upright Scale	60.00
3 Supreme Bola Score	80.00
1 Evans Super Bomber	125.00
2 Bally Alley	39.50
1 Chester Pollard Football	65.00
1 Tom Mix Ray Gun	25.00
1 Free Play Tuff Champ	35.00
1 Kestrel Bomber Roll Down	75.00

PLAYLAND AMUSEMENT CO.

340 Monroe Ave., N. W., Grand Rapids 2, Mich.

ARCADES

"AND GENERAL OPERATORS"

**DON'T WAIT UNTIL THE
LAST MINUTE TO ORDER**

Pitch 'Em & Bat 'Em	Write
Field Goal	\$195.00
Bat-A-Ball Sr.	79.50
Silver Gloves	375.00
Fishing Well	375.00
Mutoscope Movies	
(complete with reel)	150.00
Mystic Pen	225.00

**AND OTHER MONEY MAKERS
YOU'LL NEED FOR THIS SEASON**
1/3 Deposit With Order, Bal. C.O.D.
Roll Downs At Bargain Prices
Demand Is High—Supply Limited

**SEND FOR
OUR LATEST CATALOG TODAY!**

Blendow and Meyers inc.

705 10th Ave. (Cor. 48th St.)

New York 19, N.Y. Plaza 75190

WANTED

Late Model Music, Roll-Downs, Pins, such as Alceon, A.M.I., Hawaii, Tropicana, Bermuda, Honey, Trade Winds, Cyclone.

FOR SALE

Advance Rolls, \$110.00; Total Roll, \$50.00;
10 Ten Strikes @ \$30.00; Skoe Balls, \$30.00;
with Barrels, \$60.00. Plenty of Arcade
Equipment and cheap Pins.

DONALD ZAK

3017 So. 14th St., Milwaukee 7, Wis.
Phone Orchard 2828

**You're
in the
money
when
you
operate**

CORADIO
COIN OPERATED RADIO
212 BROADWAY, NEW YORK 7, N. Y.
BEKMAN 3-0038-B

FACTORY CLOSEOUT!

**BRAND NEW— IN ORIGINAL
CARTONS**

**MACHINES BUILT FOR PINBALL
OR ARCADE LOCATIONS**

Address:

BOX 177, c/o Billboard

155 N. Clark St. Chicago 1, Illinois

ROLL-DOWNS

GOLD MINE	\$ 69.00
HAWAII	69.00
SINGAPORE	79.00
TROPICANA	119.00
BERMUDA	119.00
ADVANCE ROLL	99.00

PIN BALLS

MELODY	\$129.00
BUILD UP	129.00
TROPICANA	119.00
CATALINA	129.00
COVER GIRL	89.00
MANHATTAN	129.00

1/3 Deposit With Order—Balance C. O. D.

American Vending Co.
1018 Coney Island Ave. Brooklyn, N. Y.
Exp. 5-1256—Esp. 5-1826

WANT TO BUY! USED BING-A-ROLLS AND TOTAL ROLLS

IN GOOD OPERATING CONDITION
Write us price and quantities available.
BOX NY-102
4 The Billboard, 1564 Broadway,
New York 10, N. Y.

Mexico National Assn. Seeks Relief From Gov. Tax Levies

MEXICO CITY, May 22.—In a concerted effort to return the coin machine business to its former high state in this country, a national association of operators, distributors and importers of coin machines was formed here recently, David L. Romero and Luis Alonzo Huerdo, association president and secretary, respectively, have announced. Group has temporary offices at 7 Republica De Chile, this city.

As pointed out by Romero and Huerdo, the coin machine association was organized specifically as a united industry front against the government's new laws, effective January 1, 1948, that virtually prohibited the use of coin-operated machines. Levy on jukes alone was doubled and under the new regulations was due in full the first two weeks in January.

New association officers also stated that following the passage of new coin machine legislation government authorities began seizing coin machine equipment without previous notice and fines ranging from 200 to 300 pesos were imposed in addition to the 345 peso fee required as 1948 taxes.

Genco Delivering New Mardi Gras

CHICAGO, May 22.—Genco Manufacturing & Sales Company has begun deliveries on its new triple bonus five-ball game, Mardi Gras, Louis Gensburg, firm head, announced Monday (18).

New game is built around the Genco developed principles of multiple roll button action and two separate bonus scoreboards. Included in the scoring are the use of one pair of flippers, roll-over switches, kick-out pockets and changing value bumpers. A maximum score of 2,500,000 points is possible.

Object of the new Genco game is to hit four numbered bumpers in rotation, which brings added scoring points when balls drop into kick-out pockets or pass thru roll-over (feather) switches, and to build up systematically either or both bonus score boards. Collection of points on bonus scoreboard is realized by guiding a ball thru two feather switches at the bottom of the game's playfield just above the outhole.

After shooting ball on playfield player tries to guide ball over 10 strategically placed roll-over buttons which add 10,000 points to his regular score, plus 10,000 on the green or red bonus scoreboard (depending on whether a red or green roll-over button was actuated). Player can collect double bonus (on either red or green bonus scoreboard) by first hitting bumpers 1 and 2. Triple collection on either bonus score is achieved by hitting all the numbered bumpers first. Thus it is possible to add up to 300,000 points to regular score by making the 1 thru 4 series after first building up either the red or green bonus score to the maximum 100,000 points.

Other features include the changing of 10,000 point roll-over buttons to 100,000 point buttons by making all the numbered bumpers and later contacting a special roll-over button, actuating of yellow buttons that add 10,000 points to both the red and green bonus scoreboards and the dropping of a ball either in high score kick-out pockets or going thru feather switches at the left or right side of the playfield.

Mardi Gras' flipper bumpers are located at the bottom of the playfield, allow the player to hurl balls high on table so that many extra points can be added to the score.

During 1947, Mexican coinmen imported 3,436 coin machines worth \$910,201. These figures included 2,320 jukes valued at \$824,493; 724 venders for \$39,842, and 392 games worth \$46,901.

Nassau Police Agree To Halt Pins Attacks

Ops Sue for Injunction

MINEOLA, N. Y., May 22.—In an action closely paralleling the current court controversy in New York City, Nassau's district attorney and several local police officials agreed to discontinue alleged "harassing" tactics against stores in which coin-operated amusement games are located, with the agreement to remain in effect until completion of a trial scheduled to begin June 14.

County officials appeared in Nassau County Supreme Court Thursday (20) to show cause why a permanent injunction should not be issued to halt the alleged interference as a result of papers served on them by Earle C. Backe, amusement game operator and head of National Novelty Company.

Supreme Court Justice Isaac R. Swezey elicited the verbal agreement from county authorities after George Mulry, Backe's attorney, had charged that police action against storekeepers, on the direct orders of Commissioner John M. Beckmann and District Attorney James N. Gehrig, caused many location owners to demand that operators remove machines.

Since the police campaign began two months ago, 90 per cent of the approximately 500 machines in the area had been removed from location, Mulry stated. This was a period during which no arrests were made for gambling on the games. In contrast to the situation in New York City, police did not resort to wholesale seizures of equipment but, according to the plaintiff, accomplished their purpose by "advising" and sometimes "ordering" storekeepers to get rid of their machines.

New United Game Tagged Monterrey

CHICAGO, May 22.—United Manufacturing Company is now in production on its new five-ball, novelty replay game, called Monterrey. Two new features of the game are higher scoring, with a total of 4,900,000 points possible, and a simplified advance bonus system. A center roll-over button lights Monterrey and scores 500,000 points.

New game also features flippers, a kicker control button on both sides of the colorful cabinet and a replay button. The glass backboard features multi-colored lighting effects, while the playfield is also in multi-colors.

BIRMINGHAM, May 22.—Cruse Crawford Distributing Company has opened Launderwell, Inc., coin laundry, at the Fairgrounds Shopping Center here. The air-conditioned installation, managed by Arthur M. Mitchell and Frank Templin, is equipped with 28 Launderall washers and a Wayne Sof-Lux water softener. Firm also offers dry cleaning pick-up service.



**NOW \$150.00
5c-10c-25c ROL-A-TOP
BELLS**

The Above Prices Are Net F. O. B.
Chicago

WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2779
Cable Address "WATLINGITE," Chicago

WANT TO BUY

STRIKES 'N' SPARES
BINGO ROLLS
ROLL-A-SCORE
HI ROLLS
BALLY TRIPLE BELLS
BALLY DRAW BELLS
KEENEY SUPER BONUS BELLS
WURLITZER MODEL 1100s
WURLITZER MODEL 1015s
SEEBURG, 1 '46 and '47
PACKARD PLA-MOR BOXES
EVANS RACERS

State price and condition in first
letter. Send it Air Mail.

GENERAL MUSIC CO.

2277 West Pico Blvd.
Los Angeles 6, Calif.

The Best in Pin Games!

LEAP YEAR

with the

"PLUS 4" Coin Feature

Marvel Manufacturing Co.

2847 W. Fullerton St. Chicago 47, Ill.
DICKens 2424

**Palisade Specialties Has the Best In
NEW AND USED PIN GAMES**

Jack 'n Jill, Monterrey, Samba, Banjo, Shanghai, Yank, Mardi Gras, Trinidad, Bonanza, Trade Winds, Robin Hood, Cinderella, Bermuda, Caribbean, Catalina, Evans Winter Books and Bangtails. New and Post-War Used Mills and Jennings Slot Machines.

CALL OR WRITE FOR PRICES.
BECOME ANOTHER SATISFIED CUSTOMER.

PALISADES SPECIALTIES COMPANY

498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892
Only 20 Minutes From New York City.

FOR SALE

5 36-Ft. Skoe Ball Allers, in perfect condition, ready for set-up, cheap for quick sale. 1 Wurlitzer Juke Box, good condition.

JOSEPH GORDON

203 Beach 101 St. Rockaway Beach, N. Y.

AUTOMATIC COIN

America's Bell Machine Center

Authorized Factory Distributor for MILLS SLOTS

GUARANTEED SLOTS—

RECONDITIONED
REFINISHED—REPAINTED

MILLS WAR EAGLE

5c-10c or 25c

\$79.50

MILLS BLUE FRONT

5c-10c or 25c

\$94.50

MILLS SILVER OR GOLD CHROME

2/5 or 3/5,
5c-10c or 25c

\$119.50

MILLS BLACK CHERRY (Post-War)

2/5 or 3/5,
5c-10c or 25c

\$154.50

MILLS GOLDEN FALLS, HL, JP

(Post-War)
2/5 or 3/5,
5c-10c or 25c

\$164.50

MILLS Q. T.

5c

\$69.50

JENNINGS 4-STAR CHIEF

5c or 10c

\$69.50

JENNINGS SILVER CHIEF

5c-10c or 25c

\$79.50

JENNINGS 5c BRONZE CHIEF

(Post-War)

\$129.50

JENNINGS DELUXE LITE-UP

(Post-War)
5c or 10c

\$149.50

NEW METAL BOX STANDS FOR SLOTS \$22.50

MISCELLANEOUS GUARANTEED
RECONDITIONED EQUIPMENT

11 Col. Du Grenier Cig. Machine	\$119.50
5 Col. Du Grenier Cig. Machine	109.50
Bally Victory Special	199.50
Bally Red Button Draw Bell	250.00
A. B. T. Challengers	24.50
Wurlitzer 500 Phonograph	189.50
Seeburg Casino	189.50
Seeburg Mayfair	189.50
Wurlitzer Colonial	199.50

BRAND NEW

MILLS Q.T.

\$115.00

BRAND NEW MILLS

VEST POCKET. . . .

\$65.00

DOWNEY-JOHNSON

COIN COUNTER. . .

\$198.50

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

Record Reviews

(Continued from page 130)

RATINGS
(100 Point
Maximum)90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POORARTIST
TUNES
LABEL AND NO.
COMMENTRATINGS
OVER-ALL
DISK JOCKEY
CATER
OPERATORARTIST
TUNES
LABEL AND NO.
COMMENTRATINGS
OVER-ALL
DISK JOCKEY
CATER
OPERATOR

POPULAR

VAUGHN MONROE

(Victor 20-2851)

The Maharajah of

Magador

(Ziggy Talent)

Typical Ziggy Talent hol-

ler novelty about the Ma-

harajah who took rumba

lessons.

Give a Broken Heart a

Break

(Vaughn Monroe-The

Moon Maids)

Far below current stand-

ard Monroe levels.

84 85 80 88

VIC DAMONE

(Glenn Osser Ork)

(Mercury 5123)

A Boy From Texas and

a Girl From Ten-

nessee

Da-moan romantically

dabbles with lyric of cur-

rent pop. Osser orking

merits note.

Spring in December

Vic vocalizes another

new ditty in capable

crooner manner. One of

top disks to date on

tune.

81 84 79 81

COUNT BASIE

(Jeanne Taylor)

I've Only Myself To

Blame

Very late issue on the

song with the Taylor gal

only adequate while the

Basie ork plays okay

dance music.

It's Monday Every Day

Superlative cleffing on a

pretty tune also late on

the market; Taylor sings

better here.

71 76 70 67

LARRY GREEN ORK

(Victor 20-2813)

Little Girl

(Don Grady-Trio)

Catchy oldie is revived

in fairly dull fashion;

only boost comes from

Green's keyboarding.

Just Cancel My Dream

(Trio)

A harmless bit of fluff.

69 69 71 67

MARY OSBORNE

(Decca 24436)

Please Don't Kiss Me

Placid rendition of a

pleasant tune by Miss

Osborne and her trio.

The young lady can play

more guitar than she

shows on this.

73 76 70 74

Funny, Funny, Funny

What a Dime Can Do

Poor material for Mary's

talents.

67 68 66 66

RACE

SONNY BOY WILLIAM-

SON

(Victor 20-2893)

Alcohol Blues

Sonny Boy's unique, qua-

vering blues style, backed

with harmonica, guitar,

bass and drums. Should

nab some nickels in race

jukes.

76 75 75 78

Apple Tree Swing

A novelty jump. Sonny

is better at the blues.

60 57 58 63

BILLY SAMUELS

(The Cats'n Jammer

Three)

(Mercury 8086)

Stompin' Those Blues

Away

Just a lively, unaffected

boogie woogie romp,

highlighted by some fine

piano work.

75 72 72 78

Moonglow

Vocal is too mannered

on the standard side;

Chirping shows a Sarah

Vaughn influence.

57 56 56 58

JULIA LEE

(Mercury 8018)

Lotus Blossom

(Tommy Douglas Ork)

A mood piece, beautifully

sung, about the caress

of the poppy pipe. Nice

backing. Originally is-

sued some years back.

85 85 83 88

Dream Lucky Blues

Julia cries the blues with

the sorrowing conviction

that has made her a big-

gie on race lists.

82 80 83 85

ERNESTINE ANDER-

SON (Shifty Henry

Ork)

(Black & White 863)

Good Lovin' Babe

Jumping boogie blues.

Band lays down solid

beat, good tenor and

trumpet solos around

Ernestine's about vocal.

75 74 72 78

K. C. Laver

Slower tempo, less en-

thusiasm than flip.

66 64 64 68

NICK DELANO

(Al Sack Ork)

(Black & White 862)

Don't Blame Me

Good enough Sinatra-

kick job on the stand-

ard.

70 70 70 70

Until the Real Thing

Comes Along

Likewise.

70 70 70 70

GERALD WILSON ORK

(Black & White 814)

Pensive Melody

Draggy, out of tune, and

poorly recorded.

38 38 38 38

Et-Ta

Screaky, tasteless in-

strumental in jump tem-

po.

42 43 40 41

"CATFISH" POPE ORK

(3 Minutes T-504)

Song Writing Blues

Woes and tribulations of

a tunesmith—rather in-

teresting idea for a blues

lyric. Pope sings it feel-

ingly.

73 70 71 75

Sing, Bang, Bong

Square dance calls and

jazz solos over a rumba

beat—a weird combina-

tion, but oddly effective.

68 70 68 67

MARTHA DAVIS

(Jewel ON-2002)

Little White Lies

Martha tries too hard for

get-off effects on this

oldie. Instrumental work

is tasty.

65 67 62 68

Bread and Gravy

Chirping is more re-

laxed and natural, as is

Martha's 88-ine. But the

quasi-blues tune is lots

of nothing.

60 58 59 64

GEORGE VANN

(Buddy Harper Ork)

(Jewel 8005)

Darkest Blues

Ork and vocalist blend

in a real sorrowing blues.

Fine after-hours stuff.

74 73 72 79

Can't Stretch It No

More

Topical blues about the

inelasticity of the dol-

lar. Vann and the boys

get their hearts into it,

too.

70 70 69 72

DAVE BARTHOLO-

MEW SEXTETTE

(DeLuxe 1114)

Sum Me

Bum record.

Dave's Boogie Woogie

Worse than the flip.

25 25 25 25

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW

Now on Display at Trimount

Keeney's Electric CIGARETTE VENDOR

- ENGINEERED FOR EASY, LOW-COST SERVICING
- HANDSOMELY STYLED
- MECHANICALLY PERFECT
- STREAMLINED
- YEARS AHEAD OF ALL OTHERS

A SENSATIONAL BUY!!

We will fill requests in the order they are received. So order from
TRIMOUNT TODAY—be assured of immediate delivery.TRIMOUNT IS EXCLUSIVE KEENEY DISTRIBUTOR IN
NEW ENGLAND.

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST. BOSTON 18, MASS. PHONE: LIE. 5480

MUST SELL REGARDLESS OF COST!

United Streamliner, Sky Chief, Midway, Wagon Wheels, Grand Canyon, Idaho, Trade Winds—
\$15.00 each, 7 for \$100.00Knockabout, Keep 'Em Flying, Genco Defense, Towers, Bowlaway, Spot Pool, Jungle, School Days,
Legionnaire, Venus, Velvet, Champ, Salute, Do Re Mi, and many other pre-war games—
\$10.00 each, 12 for \$100.00.Superliner, Spellbound, Surf Queen, Big Hit, Big League, Stage Door Canteen, Midgost Racer, Suspense—
\$20.00 each, 5 for \$50.00.

WRITE FOR PRICE ON NEW EXHIBIT BANJO

Terms: One third deposit, balance C.O.D.

K. C. NOVELTY COMPANY

419 Market St., Philadelphia 9, Pa.
Market 7-8391 or 7-4841THE FOLLOWING GAMES IN FIRST-CLASS CONDITION CAREFULLY PACKED:
FOR QUANTITY PRICES CALL: FREEPORT 8-3320, LONG ISLAND

Total Rolls	\$ 59.50	Bingo Rolls	\$249.50	Singapore	\$169.50
Advance Roll	95.00	Total Roll Conv. with		Scientific Battery	59.00
My Roll	210.00	Buttons	79.50	Practice	59.00
		Hawai Roll Down	159.00	Lite League	59.00
		Roll-a-Ball (10 ft. One ball)	\$79.50		
		1/3 Deposit, Bal. C. O. D.			

NATIONAL NOVELTY CO. 183 Merrick Road, Merrick, Long Island
FREEPORT 8-3320

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

ARTIST

TUNES

LABEL AND NO.

COMMENT

RATINGS
OVER-ALL
DISK
JOCKEY
DEALER
OPERATOR

RACE

RACE

THE NELSON ALEX-ANDER TRIO
(Specialty SP 308)

Jack That Vont drive-work race beater, but that deliberately metallic piano sounds harsh. Vocal keeps pace.

Full, Well, Baby onky piano-guitar backing, raucous and stronger than the race chanter.

LAM BROWNE
(London 131)

A Boy From Texas (A Girl From Tennessee) (Bert Thompson Ork) English crooner does useful job. A formula "money" ballad that will be a pub plug.

Laro, Laro, Lilli Bolero (The Squadronaires) Current plug but Sam-ay's over-formalized here. Backing purty.

JIMMY LIGGINS AND HIS DROPS OF JOY
(Specialty SP 531)

Cadillac Boogie Jimmy's a good contender for Louis Jordan's nickel trade. This should sell in combined race-slop slots.

Fear Drop Blues "Wild" backing by the Drops as Liggins shouts a good blues. It's raucous but right, altho that rolled piano almost goes off.

CAMILLE HOWARD TRIO
(Specialty SP 307)

X-Temperate Boogie K for xelling altho there's little extempore here. Just good boogie performance with steady beat.

You Don't Love Me Top notch chirping with a bit of Rose Murphy beat in the piano-bass rhythm support. Camille's a comer . . . song's good.

T-BONE WALKER
(Black & White 126)

I'm Waiting for Your Call Blues ballad lacks the spark usually projected by Walker.

That's Better for Me This is a jumping side with Walker's twangy guitar pluckings setting a driving pace for a best-of vocal.

IVIE ANDERSON-Phil Moore
(Black & White 824)

Empty Bed Blues The one-time Ellington choir sings some ordinary blues to full ork backing.

Butter and Egg Man The Dixieland side set in a modern score sung well by Ivie Anderson.

EDDIE GOMEZ (Cesar Conception Ork)
(Victor 23-8825)

Valse Por Ti Dull, ordinary, slow bolero dishing.

Taba Taba Ork seems to wake up here. Gomez plucking of guitar also stronger.

75 75 75 75

45 50 40 45

78 82 76 76

73 77 70 73

82 80 80 84

77 77 75 79

74 76 72 72

85 87 83 86

63 63 61 66

69 68 69 70

68 68 68 68

36 37 37 35

61 62 64 60

ETHEL MORRIS (The Mighty Mighty Men)
(De Luxe 1168)

Ebony Rhapsody Badly balanced waxing of the currently hot Rosetta Howard number should cut off a little of the Howard coin.

ROY BROWN AND HIS MIGHTY, MIGHTY, MEN
All My Love Belongs to You

Brown does a good job on the current Bull Moose Jackson hit—both sides make good buy for race box ops.

SCAT MAN CROTHERS (Rih Charles and Friends)
(Capitol 15076)

The Thing Vic Dickenson's wonderful tram work makes this novel face better than it really is.

Dead Man's Blues Another morbid blues shout with good lyric and more great Dickenson horn; weird tram intro may help sell this.

COOTIE WILLIAMS ORK
(Mercury 8083)

You Talk a Little Trash (And I'll Spend a Little Cash)

An instrumental despite the title; clean but ordinary save for some fat-toned tenor.

Typhoon Fat-toned tenor takes off and goes here; just the kind of wild item that has been piling up consistent if not great race sales.

JACK McVEA ORK
(Exclusive 270)

Mumbly Blues (Rabon Tarrant) Lyric mumbo-jumbo that nevertheless establishes a coin-catching blue picture.

Tootie Pie Inoffensive instrumental.

69 68 68 72

75 75 75 75

73 75 70 75

79 82 76 80

63 66 60 63

77 76 78 78

77 77 75 79

60 60 60 60

HOT JAZZ

LESTER YOUNG SEXTET
(Aladdin 212)

Confessin' Musically this is a superb hunk of tenoring by the Prez; mainly for collectors.

Easy Does It Polite riff with some sock sax improvisations—again for collectors.

TEDDY WILSON QUARTET
(Musicraft 547)

The Sheik of Araby Some inspired trumpet by Buck Clayton, solid Billy Taylor bass and Teddy's piano round out a moving jazz platter.

TEDDY WILSON TRIO (Kay Panton)
Something I Dreamed Last Night Teddy plays wonderful backgrounds for the good chirping of former B. G. choir Panton.

61 62 65 55

64 67 67 58

67 70 72 60

68 69 68 67

(Continued on page 138)

1-2-3 IN NEW CONSOLES

BY KEENEY

 1-WILD BELL . . . single coin play
1-2-GOLD NUGGET . . . 2-coin multiple
1-2-3-4-BONUS SUPER BELL . . . 5-coin multiple

 All in twin models, any combination 5c-10c-25c coin chute.
Combination F. P. and P. O. Immediate Delivery.

RECONDITIONED CONSOLES GUARANTEED

KEENEY

 Single Bonus Super Bell, 5c . . . \$325
Twin Bonus Super Bell . . . 595
Three Way Bonus Super Bell . . . 795

BALLY

 Draw Bell, 5c . . . 245
Draw Bell, 10c . . . 275
Double Up . . . 395

EVANS

1947 Bangtails, Jackpot . . . \$325

MILLS

Jumbo Parade, 5c, Late . . . 65

JENNINGS

Challenger, 5c-10c . . . 375

ONE BALL SPECIAL

Keene FAVORITE

 Terrific everywhere.
Combination F.P. and \$475
P.O. Brand New.

Write for

Our New

Illustrated

Price List

WANTED

Genco TOTAL ROLL

 Advise quantity, condition and
price.

NEW FIVE BALLS

For Immediate Shipment. Write for Prices.

 Williams Yanks
United Monterrey
Chicago Coin Shanghai
Chicago Coin Trinidad

 Genco Mardi Gras
Exhibit Samba
Gottlieb Jack 'n Jill
Bally Ballyhoo

 Exhibit Banjo
Bally Ballerina
Williams Virginia
United Manhattan

 Terms: 1/3 deposit,
Balance Sight Draft.


2330 N.

WESTERN AVE.

CHICAGO 47

Phone:

EVERGLADE 2300

QUALITY UP!!!

PRICES DRASTICALLY REDUCED ON THESE A-1 USED MACHINES

FREE PLAY

\$25.00 EACH OR FIVE MACHINES FOR \$100.00

 1 ARMADA
1 SHORT STOP
1 JUNGLE

 1 BOOM TOWN
1 YACHT CLUB
1 POLO

 1 DEFENSE
1 BELL HOP
1 WOW

 1 O'BOY
1 CROSS LINE
1 SLUGGER

ARCADE

 2 Mutoscope Reels . . . \$ 30.00
1 Mutoscope Skyfighters . . . 55.00
1 5c Muts. Card Vendor '41 . . . 20.00

 1 Mutoscope Photomatic '41 . . . 350.00
1 Runyon Super Triangle . . . 100.00
1 Pokerino, Scientific, Floor Mdl. . . 195.00

 1 Wms. All Stars, Floor Model . . . \$375.00
1 Bally Rainbow Pencil Vendor . . . 35.00
1 Playdium Sign V Type . . . 350.00
1 Shermach Stamp Vendor . . . 92.50
1 Evans Tommy Gun . . . 50.00
1 Smile A Minute Photo Studio . . . 65.00

ONE BALL MACHINES

1 Bally Blue Grass, Free Play . . . \$40.00

1 Bally Sport Special, Free Play . . . 40.00

CONSOLES

2 5c Mills Four Ball, Late Head . . . \$ 50.00

1 Jennings Challenger (5c & 10c) . . . 475.00

1 Bally Hi-Boy . . . 350.00

1 Galloping Dominoes . . . \$175.00

1 Jumbo Parade, Combination . . . 55.00

SLOTS

 4 5c Mills Blue Front . . . \$ 75.00
1 25c Mills Blue Front . . . 95.00
2 5c Mills Brown Front . . . 65.00
1 50c Mills Brown Front . . . 195.00
1 \$1.00 Mills Chrome Bell . . . 325.00
1 5c Jennings Standard Chief . . . 175.00
1 5c Jennings Goose-neck . . . 20.00

 1 10c Jennings Silver Super Chief . . . \$125.00
1 \$1.00 Jennings Chief '41 . . . 375.00
1 25c Jennings Challenger, Floor Mdl. . . 375.00
1 25c Jennings Silver Moon Chief . . . 155.00
1 Columbia Bell (5c) J.P. . . . 99.50
1 5c Watling Rot-A-Top . . . 100.00

MISCELLANEOUS

 1 Daval Free Play . . . \$45.00
1 Bally Reliance . . . 30.00
3 Weighted Slot Safe Stands . . . 20.00

 1 25c Buckley Bones . . . \$30.00
1 Double Slot Stand . . . 70.00

 FOR SALE: Coin Machine Route. Located in Mountain States. Consists of Phonographs and free play Pin Games. All parts and stock goes, including '41 Ford Pickup. One man can handle, with plenty of room for expansion, \$25,000.
FOR SALE: Yellowstone Resort. Center of tourist travel. Consists of complete gift shop with connecting amusement center. There are two separate buildings. One building contains the Arcade. Thus business complete and operating, \$12,000.

STEWART NOVELTY COMPANY

WHOLESALE DISTRIBUTORS

1361 South Main Street

Salt Lake City, Utah

Telephones: 7-8171, 7-1195

 Precision Built
LIGHTNING FAST

 The
Master
Changer

 "AS ESSENTIAL AS YOUR
CASH REGISTER"

 Now service in over 10,000 locations,
the MASTER CHANGER has proved it-
self under the severest conditions


- A real time-saver.
- Will not stick or jam.
- Soon pays for itself in accurate change.
- Finished in lustrous chrome.



JUNIOR CHANGER

\$17.50

\$27.50

 Northwest Sales Co.
CHICAGO, ILLINOIS, U.S.A.

2544 Elm Ave.

St. Louis, Mo.

Copyrighted material

SPECIAL
CLEARANCE SALE

\$10.00 EACH

BIG HIT	PRODUCTION
BIG LEAGUE	RIVIERA
BIG PARADE	SANTA FE
BRAZIL	SOUTH SEAS
DOUBLE BARREL	CANTEEN, STG.
GRAND CANYON	STREAMLINER
LINE-A-BASKET	SURF QUEENS

\$20.00 EACH

MIDGET RACER	SUPERLINER
SEA BREEZE	NUDGY

\$30.00 EACH

BAFFLE CARD	BALLYHOO
FIESTA	HEAVY HITTER
LIGHTNING	RIO
SUPERSCORE	ROCKET

\$5.00 per game crating charge on orders of 5 games or less.

EXTRA

SILVER STREAMS—
Brand new, orig. crates... \$75.00

WRITE FOR SPECIAL PRICES ON
LATE FIVE BALL GAMES

COIN MACHINE SALES Co., Inc.

3804 Travis St. Houston 6, Texas

NEW
METAL TYPER MACHINES

REPAIR SERVICE

PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored

Write for Samples and Prices

FOR TOPS IN QUALITY

BUY DIRECT

FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

ACTION SALE!

WURLITZER 616	\$29.50
WURLITZER 24	49.50
WURLITZER 600	69.50
WURLITZER 850	175.00
SEEBURG REGAL	59.50
SEEBURG GEM (Victory Cab.)	59.50
SEEBURG CADET E.S.	79.50
RACE HORSE GLASS FOR ADVANCE ROLL	9.50

Send 1/3 Deposit; Bal. C. O. D.

HUB

DISTRIBUTING
COMPANY

632 Tenth Ave., New York 19, N. Y.
Circle 6-9570

Route For Sale

Real opportunity for Pinball, Juke Box Mechanic or experienced man. Working center for four counties with plenty of equipment. New Manhattan Juke Boxes just arrived and more to follow. Reasonable down payment and terms to responsible parties. Reason for selling, developing new park. Wire or phone:

VALERE L. MINET, Owner

Loon Point Park, West Port Bay Road
Wolcott, New York Phone: 5532

Record Reviews

(Continued from page 137)

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

HOT JAZZ

THE EDDIE HEYWOOD
TRIO
(Victor 20-2839)

Plymouth Rock
Piano solo with rhythm. Eddie uses the boogie beat that made his disk of "Begin the Beguine" a smash.

Chillicothe, Ohio
Eddie and unidentified femme vocalist give a pop the bouncy, groove treatment.

74 76 73 75

78 79 78 77

JOHNNIE GUARNIERI
(Majestic 1239)

Smoke Gets in Your Eyes
Relaxed, subdued, cocktail-lounge type performance of the Kern oldie by the talented jazz pianist.

More Than You Know
Reverie also a smooth, easy-going job on a fave standard.

74 75 73 74

72 73 70 71

RED NORVO'S NINE
(Capitol 15083)

Hollyridge Drive
Neat, quiet, pleasant swing jazz with equally good tenor, Bobby Sherwood cornet and Red Norvo solos.

Under a Blanket of Blue
String of solos by Eddie Miller, Sherwood, Norvo, Benny Carter, Arnold Ross and Dave Barbour make for a highly effective hunk of moody jazz.

68 80 70 55

73 82 70 67

ILLINOIS JACQUET
ORK

(Victor 20-2892)

Try Me One More Time
(Russell Jaquet)
Couple of adequately sung blues choruses with some soft Jaquet horn.

Jet Propulsion
One long tenor solo by Jaquet with plenty of repeats on some of the stuff he's done before.

68 69 68 67

72 72 73 71

ILLINOIS JACQUET
ALL STARS

(Aladdin 3011)

It's Wild
Up-tempo piece with some of Jaquet's wild tenoring in somewhat better taste than is usual.

Goodin' Off
The tenorist tackles the traditional 12-bar blues.

69 70 69 68

69 70 67 70

DIZZY GILLESPIE ORK

(Victor 20-2878)

Good Bait
Big band be-bop with Dizzy's ork playing cleaner than usual.

Ool-Ya-Koo
(Dizzy Gillespie-Ken Hagood)
Mad bop scat side with some interesting unison trumpet figures.

66 69 69 61

69 71 68 68

EDDIE "BUNKY" RED.

DING-RED SAV-
NERS ALL STARS

(Score 4001)

Freight Train Blues
Blues race about which might find some juke goin'.

Card Playing Blues
The "Deck of Cards" blues employed for a good race blues.

67 65 65 70

78 78 76 79

ARTIST

TUNES

LABEL AND NO.

COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

HOT JAZZ

JACK PARNELL
QUARTET
(London 162)

Scrubber Time
Clean unobtrusive small English jazz unit; smacks of the modern in the hot biz.

On the Sunny Side of the Street
Equally tasteful conception of the oldie with neat closing riffs.

62 68 61 57

62 67 60 60

LATIN AMERICAN

OSMAR MADERNA
TIPICA ORK
(Victor 25-0111)

Don Juan
Authentic tango alien to our conception. Ork competent tho weak.

Concerto to the Moon
L-A platter that lead to Larry Green waxing, with tune's clever handling baton. Captivating tango treatment of pretty melody.

46 50 46 41

70 74 67 69

IRVING FIELDS-THE
CAMPOS TRIO (Betty
Harris-The Three-O-
Niners)

(Victor 20-9035)

Pedro Piper
Typical showy infectious Fields fingerling of pert rumba. Harris gal and group harmonize lyric styled after Pied Piper nursery tale.

The Wedding Song
Adapted from "Raisins and Almonds," with Irving displaying flashy 88 maneuvers on a slow rumba kick. Okay vocal of sentimental lyric.

77 78 75 79

81 84 80 80

DAMIRO

(Seeco 657)

Para Vigo Me Voy (I'm Going to Vigo)
Wild rumba styling with a heavy beat and showy 88-ing of Leguona tune.

67 69 65 67

Manana
Out in Cuba with Spanish lyric retaining comedy appeal. Strong Damiron piano work and competent Chapusseaux chanting.

73 73 73 73

EVA GARZA (Roberto
Ondina-Suaritos Ork)

(Seeco 635)

Que Te Parece (What Do You Think?)
Gal exhibits highly dramatic tonality on fair rumba.

En Revancha (In Return)
La Garza delivers schmaltzy L-A patter prior to chirping ballad, rolling her r's with a flourish.

62 60 61 64

65 63 67 65

ALBERTO SOCARRAS
ORK

(Victor 20-9083)

Maria Elena
Socarras sweet flutes his way thru moderate paced bolero rendition of oldie.

Harlem Rumba
Eerie rumba beat with piercing Socarras flute leading way. Latter part of disk switches to high flying rumba with a boogie beat.

65 65 67 62

76 78 74 77

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$7.00 PER 1,000

Manufactured from Precision Dies from
Finest Quality Aluminum. Standard Thick-
ness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/2 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

Look..Special Sale..Look

Consoles

READY FOR LOCATION

Keeney 5¢ Bonus Super Bells\$275.00

Keeney Twin Bonus Super Bell,

5¢ & 25¢ 485.00

Keeney Twin Bonus Super Bell,

5¢ & 5¢ 485.00

DeLuxe Draw Bells 200.00

Hi Hand Combination 75.00

Watling Big Game, 5¢, P.O. or F.P. . 40.00

Pace Reels, 5¢, Like New 45.00

Super Bell, 5¢ 65.00

FIVE BALL FREE PLAY PIN GAMES..READY

FOR LOCATION..EACH \$50.00

Step-Up	Smarty	Vanities
Suspense	Show Girl	Carousel
Fast Ball	Spellbound	Smoky
Baffle Card	Fiesta	Rockets
Bally Hoo	Money	

Send 1/3 Deposit, Balance C. O. D.

LENZI MUSIC SERVICE

147 Columbia Avenue Vandergrift, Pa.

ATTENTION:

MANUFACTURERS & DISTRIBUTORS

For the past 15 years we have been operators of automatic phonographs and games in approximately 500 locations in the heart of N. Y. C. and vicinity. Since losing game operation, we are looking for new item to operate so that we may keep our salesmen, collectors, mechanics, trucks, etc., going. Interested in sound proposition only. If you have something to operate we will operate on percentage basis or partnership. Good references can be furnished. Write

BOX 322, THE BILLBOARD,
1564 BROADWAY N.Y.C.

PARTS

For All New and Pre-War
Coin-Operated Machines

Big Stock of Backboard Glass for
Pre-War Games. Send us your
requirements.

FREE PARTS CATALOG—
WRITE TODAY

Coin Machine Service Co.

1547 N. Fairfield Ave., Chicago 22, Ill.

MARDI GRAS
YANKSSHANGHAI
JACK 'N JILL

SAMBA

CALL FOR PRICES

Lehigh Specialty Co.

1407 W. MONTGOMERY AVE.

PHILADELPHIA 11, PA.

Phone: POP. 3200

Extend Order In S. Carolina Pinball Case

Next Hearing June 22

GREENVILLE, S. C., May 22.—In an order filed in Federal District Court here Tuesday (18), Judge C. C. Wyche granted T. B. Holliday an indefinite extension of a temporary order restraining law enforcement officers of the State from seizing or destroying all amusement machines with free play but without gambling features in which Holliday or his agents have interests within the jurisdiction of the court.

In granting the extension, Judge Wyche, who also filed the temporary restraining order May 5, stated that the new order would remain in effect until such time as the issues in the case are resolved or until the court issues a further order.

A second order filed by Judge Wyche this week called Judge John J. Parker, senior circuit judge for the Fourth Federal Circuit Court, and Judge Sterling Hutchinson, of the Eastern District Court of Virginia, to assist him in hearing the case on Holliday's request for an interlocutory injunction in the case which is set for June 22 in Greenville.

In his original complaint, Holliday, who is head of T. B. Holliday Company, Charlotte, N. C., distributing firm, sought an interlocutory injunction and a temporary restraining order to enjoin and restrain the enforcement on a South Carolina statute on the grounds that the statute involved was unconstitutional.

To Use Music Mchs. To Curb Burglaries

SCHENECTADY, N. J., May 22.—Local police will use coin-operated music devices here in their drive against tavern burglaries. The new plan is based on the Maestro Music wired music systems which are popular in this area.

Police Chief Joseph Peters and Elio Matazarro, president of the Schenectady Tavern Owners' Amusement Corporation (STOAC), have suggested that the microphones used by the patrons to give their musical selections, be kept activated from 3 to 9 a.m. when the taverns are closed. With the mikes picking up any sounds from the locations after closing hours, the central operator (attendant) could immediately notify the police, who in turn could check the location.

A preliminary test has been held, it was announced, in which various types of camouflaged sounds were made, and the central operator was able to pick them up accurately. Operators of the music system will install automatic signals to indicate immediately when a microphone has been tampered with.

The plan will involve 64 taverns which are now members of the STOAC and use Maestro Music. This number is expected to be increased to 100 locations in the near future.

More \$8 in More Pockets Seen for Coming Months

WASHINGTON, May 22.—More money in the pockets of more people for the next few months at least is predicted by Commerce and Agricultural departments. Commerce estimated this week that nearly 59,000,000 persons were at work during the first week of April, an increase of 1,000,000 over March.

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

LATIN AMERICAN

BOBBY CAPO (Roberto Ondina-Suaritos Ork) (Secco 650)

No, No y No
Full Capo bary warbling over satisfying orking. Ditty poor.

Dox Gardenias
Capo chants well here tho material again weak.

CONCEPCION LEMUS (Black & White 203)

La Inundacion De Acaponeta
Waxed in Mexico, in fair native fashion. Unison vocal weak.

SECUNDIDO DELGADO
El Corrido De San Luis
Flavor here same as flip except disk moves along at lively pace.

CLASSICAL & SEMI-CLASSICAL

NICHOLAS S. GOLOVANOV (Mercury 24000)

Khataturian: Lesghinka
Sampling of the fiery modernism of Khataturian as recorded in Russia.

Khataturian: Sabre Dance
Issued a bit late to catch the hit coin on this, this waxing nevertheless stacks up as a good standard stock item on "Sabre."

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

CHILDREN

THE WOODLAND SERENADERS (Bandwagon 402)

When You're Smiling
Good production work done on all these Bandwagon disks to lead into ditty. Tots should eat it up.

Baby Face
Hot idea for kiddies. Top copyright ditties embellished with menagerie noises and film cartoon-character sounds.

THE WOODLAND SERENADERS (Bandwagon 401)

Manana
Not as good as other Bandwagons since the song requires inimitable rendition rather than resting on own merit. Kid - production effort smart, tho.

Bye, Bye, Blackbird
A little bloodthirsty for kids and idea forced, not especially clever. Animal sounds still appealing, tad-wise, for kids.

FOLK

MERLE TRAVIS (Capitol Americana 40115)

Alimony Bound
Travis travels thru gay folk novelty at merry clip. Ork registers with top drawer backing.

A Fool At the Steering Wheel
Sermon in song of the evils of combining drinking and driving, preached in typical Travis style.

Rob Minnesota Coinman, Staffer and Policeman

FAIRMONT, Minn., May 22.—A local coinman, his secretary and a town policeman were victimized here recently by three armed, masked bandits who slugged, tied and robbed the trio of more than \$5,000 in cash and \$7,500 in jewelry. Victims were Charles Potter, owner of the Fairmont Novelty Company; his secretary, Gladys Erickson, and Police Officer George Cavers.

Potter told police he and Miss Erickson were in his Hall Lake home near here when two of the bandits entered about 11 p.m. and demanded money, threatening him with guns. Miss Erickson, in another room, heard the gunmen and fled thru a back door. The bandits went after her and dragged her back into the house.

This gave Potter an opportunity to telephone the sheriff's office. When the gunmen returned with Miss Erickson they took cash and jewelry from the two victims, tied them with strips from a bed sheet and slugged the two. The bandits then went about ransacking the house.

Meanwhile, Patrolman Cavers was sent to the home by the city police to whom the sheriff relayed the emergency call. Upon arriving, he mistook the automobile in front of Potter's home as belonging to the county sheriff, so Cavers entered the house without taking precautions. He was met by the bandits who held him up, took his gun, flashlight and wallet containing \$60 and then used the officer's handcuffs to tie him.

Op Makes Hot Sandwich Vender From Candy Mch.

AKRON, May 22.—Standard Stoner candy bar venders have been equipped to vend and heat sandwiches in a number of locations here, including industrial plants, with the incorporation of a patented heating, cooking unit invented by Paul Kistler. Called Kistler's Radar Chef, unit is being used by Kistler's own operation in addition to others. In some locations, both candy and sandwiches are vended out of the same machine.

Kistler, as manufacturer of the unit, has equipped a number of his six and eight-column Stoner venders with the heating elements, four to a machine. Each heating unit, cylindrical in shape and approximately a foot high, is attached, two to each side of a vender, on brackets.

Upon delivery of a sandwich from the candy vender, patron places it in the heating unit by hand, thru an opening in the top, and moves a lever to set the electrical current thru the heating elements. Heating time is approximately one minute.

To assure fresh merchandise, Kistler wraps each sandwich in a special cellophane, which is stamped with the date the sandwich is made.

BARGAINS

ON OUR COMPLETE STOCK OF

WOOD and STEEL BALL ROLL DOWN GAMES

All games are completely reconditioned (cabinet and mechanism) by factory-trained mechanics.

GENCO BING-A-ROLLS	\$250.00
GENCO ADVANCE ROLLS	125.00
CHI. COIN ROLLDOWN	125.00
BIG CITIES	50.00
BERMUDAS	165.00
ROBIN HOODS	165.00
SEA ISLES	95.00
BUBBLES	100.00
SINGAPORES	120.00
STORMYS	100.00

SEABOARD'S

Brand New, Complete Conversion of
Genco's Advance Roll

AUTO ROLL

Complete Price

\$249.50

Crating Extra

1/3 With Order, Balance C.O.D.,
F.O.B. N. Y.

WRITE—WIRE—PHONE

SEABOARD

SEABOARD NEW YORK CORPORATION

540-550 WEST 58TH STREET

NEW YORK 19, N. Y.

PHONE: COLUMBUS 5-4584

ARCADE AND LOCATION EQUIPMENT SINCE 1912 WE HAVE SOLD THE BEST BASEBALLS

Pitch 'Em and Bat 'Em (New)	Write
Scientific	Write
Big Inning, Bally (New)	Write
Deluxe, Western	\$100.00
Western	75.00
Upright, Scientific	85.00
Batting Practice, Scientific	85.00
Atlas	85.00

ABT CHALLENGER

1948 Plastic, Good As New,
Only \$25.00

Wood Balls, Rubber Balls for Pokero, Balls for Batting Practice, Metal Balls, etc.

EXHIBIT, MUTOscope, ABT

AND OTHER MACHINES AND
SUPPLIES. COMPLETE LINE AT
FACTORY PRICES

MUNVES FACTORY REBUILT MA-
CHINES LOOK AND WORK LIKE NEW.

FREE! May, 1948, Illustrated Catalog

New or Factory Rebuilt Amusement Ma-
chines — Any Make or Model — Parts,
Supplies and Cards—Munves Has Them All.

MIRE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-8677)

ARE YOU HANDICAPPED BY LOW VOLTAGE?

Why not do as hundreds of our satisfied customers are doing? Use our low-priced, efficient voltage booster. Will handle 1500 watt load. Operated on 115 volt, AC circuit with a 10% or 20% boost. They are being used on candy machines, movie projectors, juke organs, and many other electrical devices. Neat, compact and simple to operate. 95% efficiency at full load. It will save you time and expense. You should make this booster a "Must". \$15.00 each. \$5.00 deposit on C.O.D.'s. Write for special application.

W. R. DORSETT

ROUTE 6 MACON, GEORGIA

ROUTE FOR SALE

Music, Five Balls, Payouts, Slots, 75 Units, 15 years old. City 90,000, Rocky Mountain region, wonderful climate.
Box D-325, % The Billboard,
Cincinnati 22, Ohio

CENTRAL OHIO'S QUALITY BUYS

KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

NOW ON DISPLAY IN OUR NEW SHOW ROOMS

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

CONSOLES

USED

Draw Bells, Regular	\$229.50
Draw Bells, Red Buttons	259.50
5¢ Bonus Super Bells	295.00
5¢-25¢ Twin Bonus Supers	595.00
5¢-5¢ Twin Bonus Supers	575.00
5¢-10¢-25¢ Keeney Triples	795.00
5¢-5¢-25¢ Bally Triple	545.00
5¢ Bally Club Bell	89.50
5¢ Paces Reels, Comb.	49.50
5¢ Paces Reels, C.P.	49.50
5¢ Bally Big Tops, C.P.	79.50
5¢ Evans Gal. Domini-nos, '47	415.00

CONSOLES

NEW

5¢-25¢ Bonus Super Bells	\$800.00
5¢-25¢ Gold Nuggets	800.00
5¢ Bally Wild Lemons	542.50
5¢ Bally Double Ups	542.50

PIN BALLS, \$19.50 EACH

Air Circus, Bolaway, Bosco, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.

NEW PIN BALLS

WRITE

EXHIBIT—BANJO
UNITED—WISCONSIN
UNITED—MANHATTAN
GENCO—TRADE WINDS
CHI-COIN—TRINIDAD
WILLIAMS—TENNESSEE
BALLY—BALLERINA

ARCADE EQUIPMENT

Batting Practice	\$79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite League	149.50
Voice Recorder	89.50
9-Ft. Skee Roll	79.50
Scientific Baseball	89.50
Jack Rabbit, New	300.00
Buckley Diggers	89.50
Rotary Pushers	265.00
Pop Up, New	25.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goales, New	225.00
Wurl. Skee Rolls	165.00
14-Ft. Premier	165.00
10 1/2-Ft. Premier	165.00
Skee Rolls	WRITE

MUSIC

Rock-Ola Standard	\$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40	169.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	89.50
Airson, Like New	295.00
AMI Highboy, 40	295.00
Selections	295.00
Wurlitzer 500-R	99.50
Wurlitzer 500, Victory Cabinet	145.00
8' Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
616 Wurlitzers	89.50

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	389.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Walling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	\$79.50
10¢ Blue Fronts	89.50
25¢ Blue Fronts	99.50
5¢ Brown Fronts	99.50
10¢ Brown Fronts	109.50
50¢ Chiefs	249.50
50¢ Blue Fronts	249.50
\$1.00 Chief	475.00

REBUILTS

5¢ COPPER, GOLD AND BLUE, Hammeroid Finish	\$119.50
10¢ COPPER, GOLD AND BLUE, Hammeroid Finish	129.50
25¢ COPPER, GOLD AND BLUE, Hammeroid Finish	139.50
(Drill Proof and Kite Action)	

COUNTER GAMES

1¢ Sparks, Check P.O.	\$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	39.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Gottlieb Grip Scales	32.50
1¢ Daval Buddy	
Cigarette	27.50
Jennings	
Grandstands	12.50

SAFES & STANDS

REVOLVAROUNDS

Single	\$79.50
Single DeLuxe	119.50
Double	119.50
Double DeLuxe	162.50
Triple DeLuxe	262.50
Heavy Double	265.00
Box Stands	25.00

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO
COIN MACHINE EXCHANGE525 South High
★
Columbus 15,
Ohio

PHONES: AD. 7949 - AD. 7993

FOR SAVINGS ON TOP EQUIPMENT
WATCH LONDON'S SPECIALS!

Regals Crowns	99.50 EA.
9800 ESRC	210.00 EA.
8800 ESRC	210.00 EA.
Classics Vogues	189.50 EA.
Colonels ESRC	269.50 EA.
Envoys ESRC	269.50 EA.

W U R L	500K	99.50 EA.
	600K	99.50 EA.
R O C K O L A	Super Master	109.50 EA.
	Standard DeLuxe	99.50 EA.

CHECKED

LATE GAMES

CLEANED

Stage Door Canteen	\$29.50
Surf Queen	Each
Midget Racer	Each

Sea Breeze	\$49.50
Spellbound	Each
Big Hit	Each

Step Up	\$39.50
Shooting Stars	Each
Big League	Each

Superscore	\$54.50
Double Barrel	Each
Fast Ball	Each

SUMMER

ARCADE

GOALEES — \$99.50

ALL STAR HOCKEY	\$49.50 Each
SCIEN. BATT. PRAC.	
CHICKEN SAM	

TALLY ROLL	\$49.50 Each
DOUBLE UP PINCH HITTER	

SPECIALS

ALL STARS

\$249.50

HEAVY

HITTERS

\$69.50

RESORT

SKEE BALLS

SKEE BALLS	\$69.50 Each
TARGET ROLL	
SKILL ROLL	
ROLL-A-SCORE	
ROLL-A-BALL	
ROCK-O-BALL	WRITE
ROCKET BALL	

ADVANCE ROLLS

BING-A-ROLLS

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.
PHONE: KILBOURN 7323

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

MONARCH COIN MACHINE CO.

1345 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

WANT TO BUY

MILLS ESCALATOR SLOTS

GET OUR OFFER FIRST!

SPECIAL: 50¢ JEWEL BELLS—WRITE

IMMEDIATE DELIVERIES—ALL NEW EQUIPMENT! WRITE OR CALL FOR PRICES

RECONDITIONED ARCADE EQUIPMENT—READY TO OPERATE

Batting Practice	\$75.00	Drivemobile	\$119.50	Undersea Raider	\$89.50
Bally Torpedo	89.50	10¢ Groetche, Typor	245.00	Sky Fighter	89.50
Ace Bomber	89.50	Keeney Submarine	64.50	Whizz	49.50
Air Raider	89.50	Liberator-Periscope	89.50	Zingo	89.50
Chico's Hockeys	89.50	Panoram	275.00	Rocket Buster	79.50
Champion Hockeys	89.50	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: MOCOIN.COLUMBIA DOUBLE
JACKPOT BELL
SPECIAL

\$85.00 Ea.



Factory reconditioned like new.

Changeable right on location in a few moments' time in 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lb. wt.

WRITE FOR NEW COMPLETE CATALOG. Machines, Boards, Tickets.

BAT-A-BALL JR.

BRAND NEW
Original Price, \$79.50
WHILE THEY LAST

\$12.95 In Lots of 10

\$14.95 Ea.
1/3 Deposit on all orders.

AMERICAN EAGLE



Reconditioned like new. Fruit reels. Token or 25¢ pay-out. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel Cig. Reels also.

\$20.50 Each
Special: 5 for \$90.00King of country games
Abco NOVELTY Co.
King of country games

823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

NOW DELIVERING

GOTTLIEB'S JACK 'N JILL
CHICAGO COIN'S SHANGHAIEXHIBIT'S SAMBA
WILLIAMS' YANKS

UNITED'S MONTEREY NEW MILLS SLOTS GENCO'S MARDI GRAS

SEND FOR OUR COMPLETE LIST OF GOOD USED GAMES

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 36201

SOUTH'S LEADING COIN MACHINE BUSINESS

GROSSING NEARLY MILLION ANNUALLY

OLD ESTABLISHED BUSINESS IN BEST SOUTHERN TERRITORY

1. Distributing Business—Invoice or Blue Book less 20%.
2. Operating Routes—Games and music, will sell for 15 months' operator's share.
3. Operating Cigarette Routes—Will sell for 15 times weekly gross sales—good profit, no competition.

Only \$150,000 cash to handle, balance 36 months 5%.

Will divide if can sell all. Owner must retire for health.

BOX D-310

c/o THE BILLBOARD, CINCINNATI 22, OHIO

Eagle

REPLACEMENT PLASTICS

SOLID COLOR

TOUGH CONSTRUCTION

PERFECT FIT

TOP QUALITY

LOW COST

Strongest, toughest construction . . . almost 1/4" thickness. Solid colors through and through — not sprayed or painted.

Eagle Coin Machine Co.

3441 W. Montrose Ave.
Chicago 18, Ill.
Phone KEYstone 7681

MONEY-BACK GUARANTEE

FLASH

Soldering GUN

4 TIPS

OPERATED DIRECTLY FROM
110 Volts A.C. or D.C.

Quick heating, 75 watt. Natural gun grip provides convenient and cool protected plastic handle. Light-weight, handy to use. Includes four tips as illustrated.

4.95

LIST PRICE

See your jobber . . . if he cannot supply you, order direct.

BAKER-PHILLIPS COMPANY
2816 Aldrich South • Minneapolis, Minnesota

SEE SPEEDWAY'S TELE-JUKE

Speedway Products, Inc.

502 W. 45 Street New York 19, N. Y.
Longacre 5-0371
Al Bloom, President

TUBES

6J545	All Other
5Y338	Tubes
6L6G91	
205145	60%
6C429	OFF
70L71.29	

ENGLISH Sales Co.

620 Randolph Street Chicago 6, Ill.
Anderson 6604

ARCADE MACHINES

COUNTER GAMES

1 Bat-a-Ball Jr.	\$22.00
1 Flip Skill	18.00
1 Skill Jump	22.00
1 Pop Up	18.00
1 Kicker-Catcher	20.00
1 Holly Grip	12.50
3 Challengers A.B.T. Guns. Each	23.00
2 Jungle Hunts A.B.T. Guns. Each	18.00
3 Blue-White A.B.T. Guns, Model F. Each	10.00
1 Gatt. Single Grip	10.00
2 Gatt. Triple Grip, As Is	15.00
1 Gatt. Triple Grip, As Is	5.00
2 American Eagles, Each	10.00
1 Sparks	10.00
2 View Scopes, Each	25.00

PLAYLAND AMUSEMENT CO.

340 Monroe Ave., N. W., Grand Rapids 2, Mich.

MUSIC AND PINBALL ROUTE FOR SALE

47 Music and 33 Pin Ball locations in operation in Wisconsin. All year business. Truck, Parts, Supplies and Records. Established in 1936; good help, self operating. Have other business and lack of capital is chief factor in decision to sell. Total price is \$30,000.00. Can be bought on terms and will pay for itself. About half cash is needed. Will stand any investigation. Can be expanded. If you want a good route with the minimum of competition—investigate this business.

BOX D-321

c/o THE BILLBOARD

CINCINNATI 22, O.

READY FOR LOCATION

\$39.50 Each Uncrated, F. O. B. Springfield, Ohio

Havana
Dynamite
Spellbound
Fast Ball

Suspense
Sea Breeze
Super Score
Mystery
Stage Door Canteen

Maisie
Surf Queen
State Fair
Superliner

SUPREME NOVELTY COMPANY

207 S. FOUNTAIN AVENUE

3-3713

SPRINGFIELD, OHIO

OUT THEY GO

50

Used A.B.T. Challengers, 1c Play,
in No. 1 Condition. Each . . . \$18.00

PIN GAMES

10 Super Score, Each . . . \$20.00
10 Stage Door Canteen, Each . . . 20.00
25 Late Pin Games . . . Write for Price

Terms: 1/2 Deposit, Balance C. O. D.
Write for Price on New Pin Games and
Phonographs.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn.

SORRY!

Due to an error, the ad of

World Wide Distributing

Chicago, Illinois

was omitted from the issue of

MAY 22, 1948

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

UN. MONTERREY . . . W
GOTT. JACK 'N JILL . . . R
EXH. SAMBA . . . I
CHICOIN SHANGHAI . . . T
CHICOIN TRINIDAD . . . E
GENCO MARDI GRAS . . .
EXH. BANJO . . .
BALLY RANCHO . . .
WMS. YANKS . . .
MARV. LEAP YEAR . . .
ALSO NEW CLOSEOUTS!

NEW ONE BALLS

BALLY GOLD OUP, F.P. \$645
BALLY TROPHY, P.O. . . 645

ROLL DOWN GAMES

SPECIAL SALE
EXH. MIMI . . . \$189.50
BALLY HY-ROLL . . . 449.50
ESSO ARROWS . . . 295.00
PRO-SCORE . . . 245.00
BUCCANEER . . . 245.00
CHI. ROLL DOWN . . . 245.00
GOLD MINE . . . 269.50

NEW COUNTER GAMES

MARVEL POP-UP . . . \$29.50
ABT MODEL F . . . 52.50
ABT CHALLENGER . . . 49.50
SHIPMAN ART SHOW . . . 49.50
GRIP-VUE . . . 49.50
KICKER & CATCHER . . . 34.50
GOTT. GRIP SCALE . . . 29.50
BAT-A-BALL JR. & STAND, Originally \$79.50, Now . . . \$29.50

AOME SHOOKER . . . \$24.50
DAVAL BEST HAND . . . 24.50
SKILL THRILL . . . 24.50
FREE PLAY . . . 24.50
1c AMER. EAGLE . . . 37.50
GROET. CAMERA CH. . . 19.95
IMP, 1c or 5c . . . 14.50

NEW SLOTS

JENNINGS LITE-UP CHIEF . . .
JENNINGS STANDARD CHIEF . . .
MILLS JEWEL BELL . . .
MILLS BLACK GOLD, H.L. . . .
MILLS MELON BELL . . .
MILLS BLACK CHERRY . . .
COLUMBIA, JP . . . \$109.50
VEST POCKETS . . . 65.00

WRITE!

DE L. COLUMBIA . . . \$129.50
MILLS Q.T. . . . 115.00

NORTHWESTERN

BULK VENDORS
DE LUXE . . . \$27.00
MODEL 33 . . . 12.80
MODEL 39 . . . 14.40
MODEL 40 . . . 11.00
33 BALL GUM . . . 11.55

NEW CONSOLES

MILLS 3-BELLS . . . WRITE
KEEN. GOLD NUQ. . . \$800.00
EVANS RACES . . . 931.00
BAL. TRIPLE BELL . . . 895.00
EV. WINTERBOOK . . . 826.00
EVANS BANGTAILS . . . 671.50
EV. CASINO BELL . . . 637.50
JENN. CHALLENGER . . . 595.00
BAL. WILD LEMON . . . 542.50
BAL. DOUBLE UP . . . 542.50

NEW VENDORS

ARISTOCRAT POP . . .
CORN VENDORS . . . \$225.00
ATLAS BANTAM 5c . . .
ALMOND VENDOR . . . 12.50
MARION SCALE . . . 97.50
SILVER KING HOT . . .
NUT VENDOR . . . 28.85
5c 4-WAY MINT . . . 27.50
ADVANCE 25c MODEL . . .
21c VENDOR . . . 24.00
SILVER KING, 1c or . . .
5c NUT OR B.G. . . . 13.95
VICTOR MODEL K . . . 12.85
VIC. MOD. V. GLOBE . . . 12.50
VIC. CUSTOM-BUILT . . .
UNIV. . . 13.85
N-W STAMP VEND. . . 68.00

COUNTER GAME CLOSEOUT: New Daval Free Play (originally \$75 each), Now 2 For \$39.50

RECONDITIONED 5 BALLS

MELODY . . . \$169.50	HOLLYWOOD . . . \$44.50
NEVADA . . . 139.50	SUPERLINER . . . 44.50
BOWL. LEAG. . . 129.50	FAST BALL . . . 44.50
MEXICO . . . 119.50	SEA BREEZE . . . 44.50
HAWAII . . . 109.50	SUSPENSE . . . 44.50
FLAMINGO . . . 89.50	MID. RACER . . . 44.50
GOLD BALL . . . 89.50	LIGHTNING . . . 44.50
MARJORIE . . . 89.50	CANTEEN . . . 44.50
LUCKY STAR . . . 89.50	SURF QUEEN . . . 44.50
CROSSFIRE . . . 89.50	BIG LEAGUE . . . 44.50
HAVANA, with . . .	BIG HIT . . . 44.50
Motor Unit . . . 89.50	LITE-O-CARD . . . 29.50
HONEY . . . 89.50	YANK DOODLE . . . 29.50
MAISIE . . . 89.50	LAURA . . . 29.50
MYSTERY . . . 89.50	FLAT TOP . . . 29.50
CYCLONE . . . 79.50	LIBERTY . . . 29.50
TORNADO . . . 79.50	SKY CHIEF . . . 29.50
ROCKET . . . 79.50	BIG PARADE . . . 29.50
RIO (Motor) . . . 79.50	AIR CIRCUS . . . 29.50
VANITIES . . . 79.50	KNOCK OUT . . . 29.50
BALLYHOO . . . 79.50	SOUTH SEAS . . . 29.50
PLAY BOY . . . 79.50	SANTA FE . . . 29.50
KILROY . . . 74.50	BRAZIL . . . 29.50
FIESTA . . . 69.50	5-10-20 . . . 29.50
SUPER SCORE . . . 64.50	BOBOO . . . 29.50
SPELLBOUND . . . 49.50	HI HAT . . . 29.50
MISS AMER. . . 49.50	JUNGLE . . . 24.50
DYNAMITE . . . 49.50	BOLAWAY . . . 24.50
SMARTY . . . 49.50	VENUS . . . 24.50
SHOW GIRL . . . 49.50	ABC BOWLER . . . 24.50
BAFFLE CARD . . . 49.50	SEVEN UP . . . 24.50
STEP UP . . . 49.50	
STATE FAIR . . . 49.50	

SLOTS

50c MILLS GOLD CHROME . . . \$209.50
JENN. LITE-UP CHIEF, 25c . . . 235.00
JENN. LITE-UP CHIEF, 10c . . . 225.00
MILLS BLACK CHERRY, Orig. 5c . . . \$144.50; 10c, \$149.50; 25c, 154.50
5c MILLS BLUE FRONT, ORIG. . . 89.50
5c MILLS BONUS BELL . . . 119.50
5c MILLS ORIG. CHROME, 2-5 . . . 109.50
10c BROWN FRONTS . . . 109.50
JENN. SILVER CHIEF, 5c or 10c . . . 89.50
JENN. CIGAROLA XV . . . 99.50
GROET. COLUMBIA, J.P. . . . 69.50
5c MILLS VEST POCKET . . . 44.50
WATL. ROL-A-TOP, 5c, 10c or 25c . . . 60.00

ARCADE

P. O. O. CAMERA & BOOTH . . . \$500.00
CHI. COIN BASKETBALL CHAMP . . . 379.50
WMS. ALL-STAR . . . 339.50
DRIVEMOBILE . . . 189.50
FOOTBALL, IDEAL . . . 189.50
GENCO ADVANCE ROLL . . . 189.50
CHI. COIN GOALIE . . . 149.50
ROLL-A-BARREL, 10 FL. . . 149.50
SUPER BOMBER . . . 149.50
UNDERSEA RAIDER . . . 139.50
SUPER TORPEDO . . . 109.50
MAJOR LEAGUE BASEBALL . . . 109.50
EXH. MERCHANTMAN DIGGER . . . 89.50
BALLY HEAVY HITTER . . . 89.50
BATTING PRACTICE . . . 89.50
WEST. DE LUXE BASEBALL . . . 89.50
HOCKEY, CHICOIN . . . 89.50
LIBERATOR OR PERISCOPE . . . 79.50
ROCKET BUSTER . . . 79.50
TEN STRIKE . . . 69.50
AIR RAIDER . . . 69.50
A.B.T. CHALLENGER, Plastic Top . . . 34.50

ONE BALLS

BALLY EUREKA, F.P. . . . \$375.00
SPECIAL ENTRY, F.P. . . . 329.50
VICTORY SPECIAL, F.P. . . . 199.50
VICTORY DERBY, P.O. . . . 189.50
TURF KING, P.O. . . . 89.50
JOCKEY CLUB, P.O. . . . 80.50
LONGACRE, F.P. . . . 89.50
PIMLICO, F.P. . . . 79.50
CLUB TROPHY, F.P. . . . 74.50
KENTUCKY, P.O. . . . 74.50
BLUE GRASS, F.P. . . . 69.50
RECORD TIME, F.P. . . . 69.50
LONGSHOT, P.O. . . . 64.50
SPORT KING, P.O. . . . 59.50
'41 DERBY . . . 49.50
MILLS OWL, 1 or 5 Ball . . . 49.50

CONSOLES

5-25 TWO-WAY BONUS SUPER . . . \$565.00
BALLY TRIPLE BELL . . . 585.00
5c KEEN. BONUS SUPER BELL . . . 345.00
DE LUXE DRAW BELL . . . 285.00
TRACK ODDS, Late Model . . . 279.50
DRAW BELL, Regular . . . 235.00
4-WAY SUPER BELL, 5-5-5-25c . . . 189.50
MILLS 3-BELLS . . . 159.50
2-WAY SUPER BELL, 5-5c . . . 125.00
GALLOPING DOMINOS, J.P. . . . 119.50
EVANS LUCKY STAR . . . 109.50
HI HAND, COMB. . . . 89.50
MILLS 4-BELLS, 5-5-5-5 . . . 89.50
BALLY CLUB BELL . . . 89.50
WATLING BIG GAME, P.O. or F.P. . . . 69.50
5c PAGE SARATOGA SR., P.O. . . . 69.50
BALLY BIG TOP, P.O. or F.P. . . . 69.50
MILLE JUMBO, LATE HEAD . . . 69.50
PAGE REELS—CHR. RAIL . . . 69.50
JENN. FAST TIME, P.O. . . . 59.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin

MACHINE
EXCHANGE

1012-14 MILWAUKEE AVE. •

Phone EVERGLADE 2600

• CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

Avoid "5 o'Clock Cash Box Shadow!" SOUTHERN Is Your Fresh Up Tonic!

\$29.50
SPELLBOUND

SUSPENSE

\$29.50
SUPER SCORE

SEA BREEZE

\$39.50
BAFFLE CARD

\$39.50
FAST BALL

\$49.50
KILROY

\$49.50
STEP UP

HAYANA	\$ 69.50
HI RIDE	109.50
HUMPTY DUMPTY	169.50
LUCKY STAR	99.50
LADY ROBIN HOOD	169.50
MAISIE	109.50
MISS AMERICA	79.50
NEVADA	149.50
RIO	79.50
ROCKET	69.50
SINGAPORE	159.50
STARLITE	119.50
TALLY HO	109.50
TROPICANA	169.50

BRAND NEW CLOSEOUT
In Original Cartons
GOTTLIEB GRIP SCALE
\$24.50



Terms: 1/3 Deposit,
Balance Sight Draft.
Write for Complete List
of All Types of Equip-
ment.

"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

DISTRIBUTORS WANTED

SUBSTANTIAL RETURNS

ALL TERRITORIES NOW OPEN FOR ALLOCATION

It is advised with a feeling of pride and gratification that we are now prepared after many months of research by our engineers, to make deliveries of the newest and most original utility which will soon sweep the country.

Our New Modern Bottle Drop Accumulator will do away with all of the unnecessary inconveniences cafes, bars, grills, restaurants, and other establishments serving bottled beverages, have had to contend with.

You are invited to come in with us now, when the opportunity to make big money is here.

If you will communicate with us, we will be glad to have our sales director visit with you to outline our blueprint for successful distributors, and to acquaint you with the many features which make the Bottle Drop Accumulator so essential to every place where bottled beverages are served.

Distributors selected must be able to assume business responsibilities.

BOTTLE DROP CORPORATION

276 Fifth Avenue, Suite 1105, New York 1, N. Y.

USED GAMES

Triple Action	\$165.00	Honey	\$ 85.00	Kilroy	\$ 59.00
Singapore	150.00	Rocket	75.00	State Fair	55.00
Dolly	150.00	Mystery	75.00	Spell Bound	45.00
Bonanza	150.00	Carousel	75.00	Jumbo Parade	35.00
Ginger (with flippers)	125.00	Tornado	75.00	Midget Racer	45.00
Cyclone	109.00	Smoky	65.00	Arizona (with flippers)	35.00
Bronco	119.00	Lightning	65.00	Double Barrel	35.00
Rio	85.00	Super Score	59.00	Suspense	35.00
Cross Fire	85.00	Dynamite	59.00	Surf Queen	35.00

Any Three of the Following, \$50.00

Flat Top	\$19.50	Major, '41	\$19.50	Hit the Japs	\$19.50
Sluggo	19.50	Seven Up	19.50	Doughboy	19.50
Defense	19.50	Brazil	19.50	Venus	19.50
Red, White & Blue	19.50	Sun Valley	19.50	Attention	19.50
Yanks	19.50	Invasion	19.50	Five, Ten & Twenty	19.50

USED PHONOGRAPHS

619 Wurlitzer	\$ 65.00	8800 Lo Tone R.C.	\$280.00	Mills Empress	\$ 75.00
Commando	145.00	39 Standard Rock-Ola	125.00	8900 Lo Tone	245.00
850 Wurlitzer	225.00	40 Rock-Ola	145.00		

USED PENNY GAMES

Pop Up	\$16.00	Mexican Baseball	\$19.00
Best Hand	19.00	Oomph Girl	19.00

SEND 1/3 DEPOSIT, BALANCE C. O. D.

CONSOLIDATED DISTRIBUTING COMPANY, INC.

1910 GRAND AVENUE

VICTOR 2353

KANSAS CITY 3, MO.

FLIPPERS



COMPLETE

KIT

\$3.95

Per Kit

.....

When ordering ...

Specify the name of the game and who manufactured it. We must know this to make sure you get the proper voltage coils operating from the transformer.

Save more money ...

We pay all shipping charges on all orders of three kits or more if you send cash with your order.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Dickens 3444

**free buyers' guide
for operators**

NOW DELIVERING:
YANKS, SAMBA, SHANGHAI,
MONTERREY, MARDI GRAS

GOOD USED RECONDITIONED PIN GAMES

Amber	\$ 29.50	Hawaii	\$105.00	Spellbound	\$ 29.50
Banjo (Flipper)	185.00	Hi Ride	107.50	Starlite	127.50
Big Hit	19.50	Kilroy	49.50	Step Up	29.50
Bowling League	79.50	Klamos (P & S)	25.00	Super Score	37.50
Broncho	89.50	Lucky Star	97.50	Suspense	24.00
Carousel	65.00	Malzie	39.50	Stormy (Flipper)	165.00
Cover Girl (Flipper)	130.00	Miss America	37.50	Stage Door	19.50
Co Ed	97.50	Oklahoma	24.00	Canteen	19.50
Cyclone	59.50	Play Boy	80.00	Tornado	59.50
Fast Ball	29.50	Ranger	74.50	Tallyho	115.00
Flying Trapeze	80.00	Sea Isle	125.00	Victory	14.50
Gold Ball	57.50	Show Girl	37.50	Wagon Wheels	19.50
		Smarty	37.50	Surf Queens	19.50

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

BRAND NEW FLIPPER GAMES

IMMEDIATE DELIVERY

SAMBA
YANKS
WISCONSIN
JACK 'N JILL
SHANGHAI

MONTERREY
MARDI GRAS
VIRGINIA
BANJO
BALLERINA

WRITE FOR PRICES

BELL PRODUCTS

2000 NO. OAKLEY AVE.
CHICAGO, ILL.

CLOSE OUT SALE

LOWEST PRICES IN THE COUNTRY

SPELLBOUND, SURF QUEEN, ARIZONA, SUN VALLEY, MIDGET RACES, BIG LEAGUE.
\$20.00 Each — 8 for \$100.00

STATE FAIR, SUPER LINER, STEP UP—\$27.50 Each—4 for \$100.00.
All Games in Perfect Condition, Ready for Location, 1/3 Deposit, Balance C. O. D.

DAVIES NOVELTY CO.

509 MARKET ST.

(Phone: Chestnut 4318)

ST. LOUIS, MO.

SPECIALS FROM NEW ORLEANS NOVELTY CO.

United Tropicana	\$139.50	United Singapore	\$117.50
United Manhattans	159.50	United Nevada	92.50

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET

Tel.: CA. 5306

NEW ORLEANS, LOUISIANA

WANTED—780 WURLITZER COLONIALS

Will pay cash or trade "Pop Sex" Popcorn Machines, slightly used; Wurlitzer 750's, 800's, 850's, Super Rock-Olas or late Pin Games, all in good condition.

Write BOX D-322, c/o Billboard, Cincinnati 22, Ohio

EVANS' LONG SHOT RACES

WITH HIGH PAYOUT

50c to \$25.00 for 5c Play

FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

AVAILABLE IN 2 MODELS
CASH OR CHECK PAYOUT

OTHER GREAT WINNERS IN EVANS' CONSOLE LINE—

WINTER BOOK

CASINO BELLS

BANG TAILS

GALLOPING DOMINOS



WRITE, WIRE OR PHONE FACTORY OR SEE YOUR DISTRIBUTOR

H. C. EVANS & CO.

1528 W. ADAMS ST.
CHICAGO 7, ILLINOIS



it's wonderful

AMI's

sensational new model

22



53

IS ON DISPLAY IN

OUR SHOWROOMS

smaller
more flash
greater
quality
40
selections



see it today
immediate
delivery

DAVID ROSEN inc.
Exclusive AMI DISTRIBUTOR
For East. Pa., Maryland and Dist. of
Columbia

855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

OPERATORS, LOOK AT THESE PRICES

ALL GAMES GUARANTEED CLEAN AND
MECHANICALLY PERFECT

FIVE BALL GAMES

BAFFLE CARD	\$27.50	MEXICO	\$ 57.50
BALLY HOO	27.50	MARJORIE	65.00
CROSS-FIRE	62.00	MUDGY	47.50
CAROUSEL	50.00	OKLAHOMA	25.00
COVER GIRL	15.00	RIO	58.00
CYCLONE	52.50	ROCKET	49.50
CLICK	65.00	RANGER	65.00
DYNAMITE	27.50	STATE FAIR	35.00
FLYING TRAPEZE	75.00	SHOW GIRL	29.50
FAST BALL	22.00	SMOKY	55.00
FIESTA	25.00	SHOOTING STAR	20.00
FLAMINGO	64.50	SPELLBOUND	27.50
GINGER	79.50	SEA BREEZE	24.50
GOLD BALL	49.50	SINGAPORE	95.00
GRAND CANYON	15.00	STEP UP	22.00
HAWAII	89.50	SUPERLINER	22.00
HAYAMA	65.00	SUPER SCORE	29.50
HONEY	55.00	SMARTY	34.50
KILROY	34.50	SOUTH SEAS	15.00
LUCKY STAR	55.00	STAGE DOOR CANTEEN	17.50
MELODY	99.50	TROPICANA	145.00
MYSTERY	44.50	TORNADO	49.50
MAISIE	44.50	TORCHY	62.00
MIDGET RACER	19.50	VANITIES	49.50
MISS AMERICA	39.50		
1c BUDDY CIGARETTE MACHINE.....\$5.00			

ONE BALL GAMES

JOCKEY SPECIAL	\$495.00	VICTORY SPECIAL	\$169.50
SPECIAL ENTRY	325.00	VICTORY DERBY	110.00
DAILY RACES	175.00	BIG PARLAY	82.00

1/3 Deposit, Balance C. O. D.

WESTERHAUS COMPANY

3726 Kessen Ave.

Cheviot, Ohio

Phone: MONTANA 5000-1-2

ALLITE AUTOMATIC 1948 BOWLING ALLEY

(FOURTEEN FEET)

THE ONLY AUTOMATIC SCORING AND PIN SETTING BOWLING ALLEY

30 NEW SPECTACULAR FEATURES

NEW PIN PULLEY UNIT

- New drive • Alloy parts hardened
- No pin release switch • Time clock protection • 220 less parts
- Shock reduced 300%.

NEW ALL METAL SPRING PIN

- Won't chip • Won't break
- Will last life of game
- Pins set on steel plate
- Suspense noise still in machine—sound deadened.

NEW ALL METAL SHIELDS

- New simplified ball release
- All metal runway
- Only two roll-over switches
- Dust proof
- No adjustment
- Added protection
- Non-breakable
- Cabinet reinforced
- New service doors
- New reinforced locking system

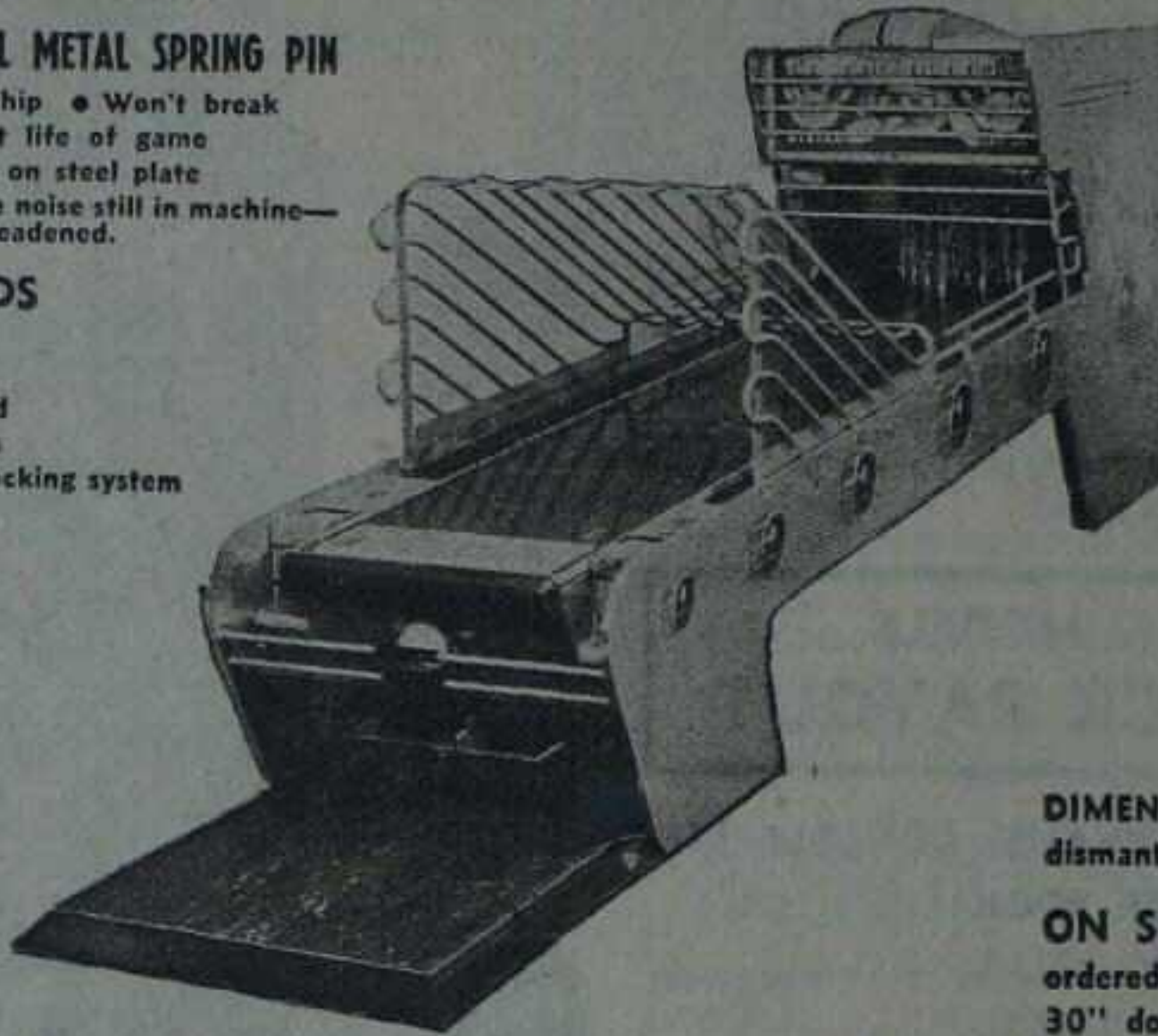
NEW CABLE

- Stressed at 600 lbs. sq. in.
- Cable fully spring covered

DOUBLE COIN GAME With Double Profits on Every Play

- Two 5 or 10c Coin Chutes
- Coin trips game

NEW 16 to 18-oz. BALL
New Latex-Covered Alley Cushion
NEW FOUL LINE STAND



All Electric Scoreboard

This colorful all electric scoring unit increases the player's interest.

Great Business Stimulator

Attractive, modern—attention getting. Draws business into any location.

Enormous Earning Power

Proven on location.

Tested producer of big profits on locations of every description. It's a game with universal appeal for young and old alike—men, women and children.

DIMENSIONS: 14 ft. long, 33 in. wide. Game dismantles into two sections.

ON SPECIAL ORDER—Machine can be ordered with divided head for clearance through 30" doors.

DISTRIBUTORS: Exclusive Territories Available—WRITE for DETAILS



ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.



The New EXTRA AWARD

CRISS CROSS

JACKPOT BELLE

X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

X X X



MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

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

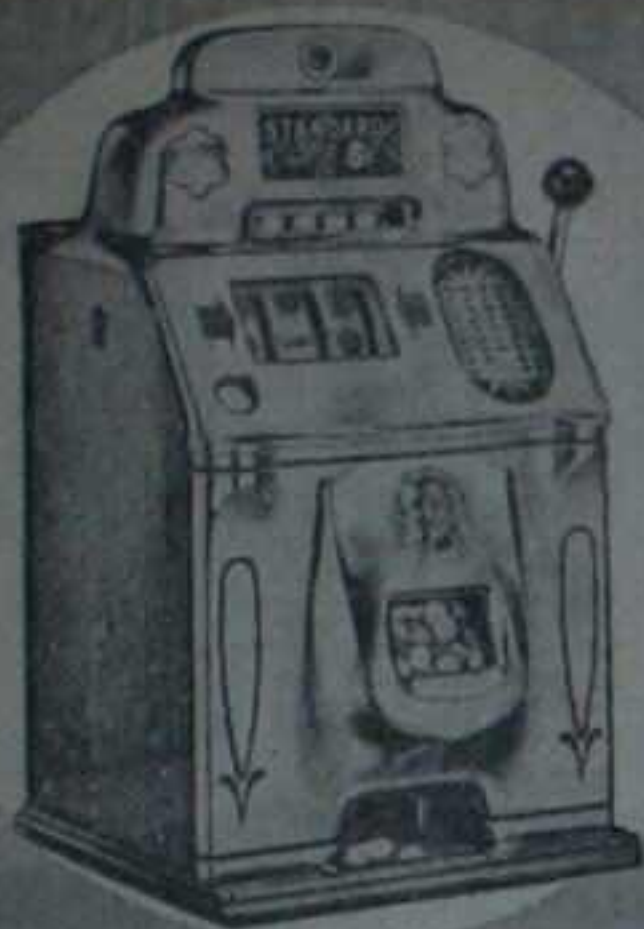
MACON, GEORGIA

PHONES 2681-2



MEMBER

Copyrighted material



Jennings
STANDARD CHIEF
1c - 5c - 10c - 25c - 50c - \$1.00 Play

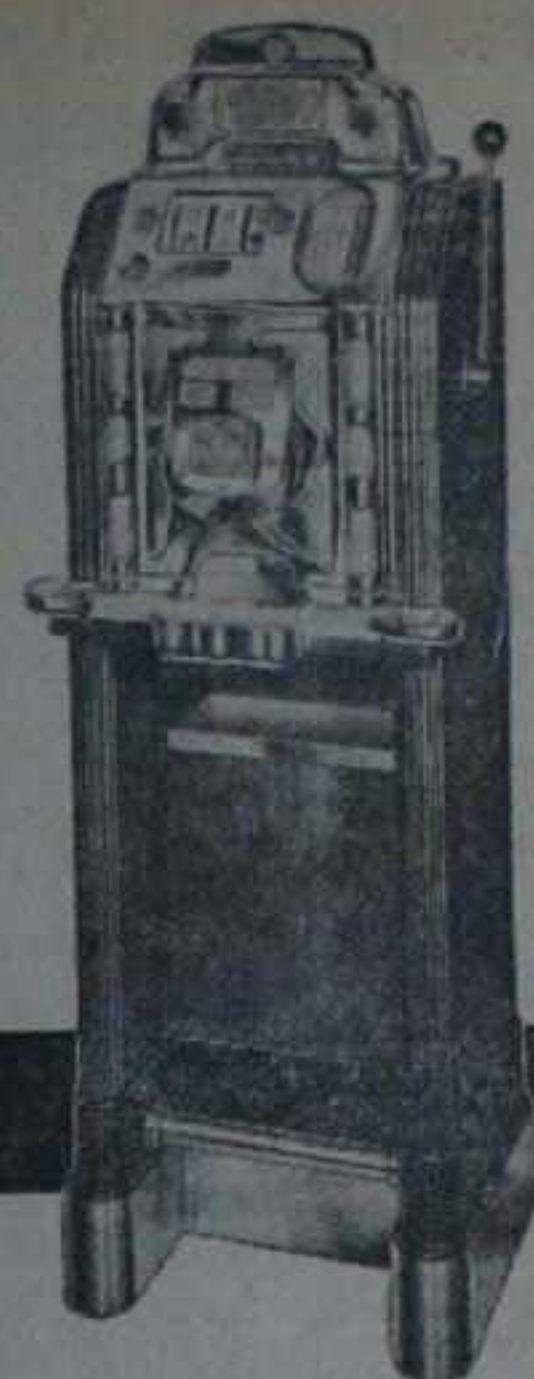
THE COMPLETE JENNINGS LINE!



Jennings
Super De Luxe
CLUB CHIEF
1c - 5c - 10c - 25c - 50c - \$1.00 Play



Jennings Twin Play
CHALLENGER
5c - 5c 5c - 10c 5c - 25c Play



Jennings
CLUB CONSOLE
1c - 5c - 10c - 25c - 50c - \$1.00 Play

★ ALL THESE MODELS AVAILABLE IN TIC TAC TOE

A post-card will bring you our new descriptive TIC TAC TOE Folder . . . Jennings' new payout sensation.

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS

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
- ✓ WORK PARTS REPLACED
- ✓ AMPLIFIER RECONDITIONED
- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POST-WAR AIREON NEW ACCUMULATOR AND MECHANISM . \$239.00
PHONOGRAPHS ROCK-OLA, 1422 \$329.00
SEEBURG LOTONE, Professionally Rebuilt . \$289.50

WALL BOXES Seeburg: S-20-1Z, \$3.95; W-5-2Z Wireless, \$19.50; DS-20-1Z 3 Wire, \$15.00.
Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

DAVIS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

DISTRIBUTING
CORPORATION
SEEBURG
FACTORY DISTRIBUTORS

PHONE
SYRACUSE
5-5194

BRANCHES
BUFFALO
ROCHESTER

5c WIRELESS WALL-O-MATICS (WS-2Z)	\$22.50
5-10-25c DELUXE WALL-O-MATICS (WS-10Z)	35.00
5-10-25c WIRELESS BAR-O-MATICS (WB-1Z)	32.50

Each unit completely reconditioned and refinished. All worn parts replaced.

GUARANTEED PERFECT

NEW GAMES

SAMBA	JACK 'N JILL
MARDI GRAS	GOLD CUP, FP
RENDEZVOUS	TROPHY, PO
SHANGHAI	QUBER \$19.95
GROETCHEN COLUMBIA	\$129.50

NEW CONSOLES

S 25c Challenger	\$885.00
5c Monte Carlo	600.00
S 25c Monte Carlo Challenger	745.00
Evans Bang Tails	671.50
25c Evans Races, JP, PO, FI, Sample	850.00
Triple Bell	895.00

SPECIAL! BRAND NEW SHOOTING STARS

In Original	\$69.50 Ea.	\$74.50 Ea.
Cartons	Lots of 5	Single Lots

BELL SPECIALS

5c Pace Comet	\$ 50.00
5c Jenn. Chief	65.00
5c Jenn. Silver Chief	85.00
5c Jenn. Bronze Chief	125.00
10c 4-Star Chief	74.50
10c Super DeLuxe Chief (Lite-Up)	175.00
10c Wurlitzer Reeltop	60.00
10c Pace Comet	60.00
25c Mills Brown Front	89.50
25c Mills War Eagle	85.00
25c Pace Bantam	48.50
25c Wurlitzer Reeltop	75.00
50c Goose-neck	75.00

NEW JENNINGS BELLS

Standard Chief, 5c	\$269.50
Standard Chief, 10c	279.00
Standard Chief, 25c	289.00
Standard Chief, 50c	399.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5c	324.00
Super DeLuxe Lite Up Chief, 10c	334.00
Super DeLuxe Lite Up Chief, 25c	344.00
Super DeLuxe Lite Up Chief, 50c	454.00
Standard Club Console	369.00
Super DeLuxe Club Console	424.00

*With Tic-Tac-Toe Reels, Same Prices.

PHONOGRAPHS

Seeburg K-20	\$ 89.50
Seeburg Concert Grand	175.00
Seeburg Crown	175.00
Seeburg Regal	175.00
Seeburg 8200 Conv. RC	179.50
Seeburg 8200 Conv.	148.50
Seeburg Cadet	245.00
Seeburg Concert Master, '40	185.00
Wurlitzer Victory 24	169.50
Wurlitzer 800	250.00
Wurlitzer 850	275.00
Wurlitzer 71 (Counter)	90.00
Rock-Ola DeLuxe	169.50
Rock-Ola Spectravox	39.50
SEEBURG LOTONE	275.00



Terms:
1/3 Dep.
Balance
C. O. D.

CONSOLE BARGAINS

5c Pace Reels Jr.	\$ 49.50
Bang Tails	425.00
25c Pace Reels	49.50
5c Big Game	49.50
5c Jenn. Club Console	79.50
25c Jenn. Club Console	89.50
Sport King	59.50
Turf King, P.O.	79.50

All used equipment completely reconditioned and refinished.

GUARANTEED TO BE PERFECT! HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARMITAGE 5005 • CHICAGO 47

Division of ATLAS MUSIC CO.
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2215 FIFTH AVE., PITTSBURGH 15
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3

MAKE US AN OFFER ON

KEENEY'S NEW CONSOLES

Twin Head Wild Ball	\$800.00
Gold Nugget	800.00
Twin Super Bonus Bells	800.00

7 POST-WAR MODELS, SCIENTIFIC POKERINOS, LIKE NEW, \$225.00 Each.

BRAND NEW VEST POCKETS—\$59.50

USED CONSOLES

3 Mills & Nickel	
4 Bells	\$125.00
2 Bally Club Bells, Comb.	95.00
3 Keeney 5¢ Super Bells, Comb.	95.00
8 Keeney 5¢-5¢-25¢ Super Bells	225.00
5 Silver Moons, F.P.	89.50
2 Bob Tails, F.P.	89.50
6 Bally Draw Bells	265.00
2 Paces Racer, F.P., Comb.	95.00
2 Sun Ray, F.P.	95.00
5 Buckley Track Odds, '48 Model	550.00
2 Buckley Track Odds, Latest Model	650.00
2 Baker's Paces, D.D.	175.00
1 BRAND NEW BALLY TRIPLE BELL	WRITE
4 Keeney 3-Way Super Bonus Bells	\$695.00
4 Keeney 2-Way Super Bonus Bells	495.00
3 Single Super Bonus Bells	275.00
5 Bally Triple Bells, 5¢-5¢-5¢	475.00
4 Super Bonus Bells, 5¢-5¢	495.00

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
Acme Electric Shocker	19.50
Camera Chief	19.50
Smiley	15.00

USED COUNTER GAMES

A.B.T. Red, White and Blue	\$ 20.00
Pop Up	14.00
Post Card Vendors	15.00
Smiley	10.00
Big-A-Ball Jr.	19.50
Blue Bonnet	15.00
A.B.T. Target Skill	20.00
Whiz	20.00
5 Pikes Peaks	18.00

SCIENTIFIC'S NEWEST PITCH 'EM & BAT 'EM

LIST \$499.50



M. S. GISSER, Sales Mgr.

CLEVELAND-COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. • CLEVELAND 15, OHIO
Prospect 6316 • 6317

20 BALLY OUP DRINK VENDORS, just off location.

100 BRAND NEW 2 COLUMN METROPOLITAN COUNTER MODEL POST CARD VENDORS.

50 PRE-WAR 1 BALL BALLY PAYOUTS, all perfect, 4 nickel play, crated.



SHOE SHINE MACHINE

Already location proven by thousands of satisfied operators. 5¢ or 10¢ operated for one-half minute. NOW DELIVERING—\$189.50.

USED VENDORS

4 15-Col. U-500 U-Need-A-Pak Cigarette Vendors	\$ 95.00
27-Col. S. & M. Cigarette Vendors	95.00
2 10-Col. Rowe Presidents	95.00
50 Silver King Ball Gum Vendors	8.50
25 Ace Nut and Gum Vendors	8.50
5 Shipman Stamp Machines, 2 Col.	15.00
50 5¢ Silver King Nut Vendors	8.50
10 N.W. DeLuxe 1¢-5¢ Vendors	22.00
200 N.W. #33 Porc. Finish Large Globe Gum Vendors	8.50

ONE BALLS

7 Victory Special	\$175.00
7 Gottlieb Daily Races	175.00
4 Keeney Favorite	Write

SPECIALS

Brand New Packard Wall Boxes	\$29.50
Brand New Mills Vest Pockets	59.50
30-Wire Packard Cable, Per Foot	.18
Packard Brackets	3.00

NEW GAMES—NOW DELIVERING

TRINIDAD	
MONTERREY	
SHANGHAI	
SAMBA	
MARDI GRAS	
LEAP YEAR	

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

ARCADE EQUIPMENT

2 Rapid Fires	\$110.00
1 Pitchem & Katchem	85.00
1 Scientific Baseball	95.00
Jafco 9-Ft. Barrel Roll	125.00
3 Ten Strikes	69.50
2 Batting Practices	95.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scorer	125.00
Keeney Submarine	95.00
Williams All Stars	325.00
2 Western Baseballs	95.00
2 Goalee	150.00
8 Boomerangs	95.00
10 Wurlitzer Skis	185.00
4 Wurlitzer High Score Skis	185.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
Panorams	195.00
1 Genco Play Ball	95.00
2 Strikes & Spares	395.00
Premier Skee Barrel Roll	135.00
30 Exhibit Merchantmen Diggers	85.00
Lite-o-League	95.50
1 Bio Ball	150.00
1 Under Sea Raider	135.00
3 Photomats, Inside Lites	350.00
2 Big Innings, F. S.	395.00

NEW ARCADE EQUIPMENT

Voo Doo and 10M Cards	\$245.00
Aladdin's Lamp and 10M Cards	245.00
Wishing Well and 10M Cards	245.00
Air Mail and 10M Cards	245.00
Blue Bird and 10M Cards	245.00
Tunnel of Love	245.00
Television Message	245.00
Romance Barometer	245.00
Wheel of Romance	245.00
Pep-o-Meter	245.00
Screen Test and 10M Cards	245.00
Kiss-o-Meter	245.00
Knotty Peaks, 2 Machines, 1 Base	175.00
Mutoscopes Silver Gloves	425.00

Steel Ball ROLL DOWNS

Hawaii	Write
Singapore	Write
Tropicana	Write
Bermuda	Write
Mimi	Write
Gold Mine	Write

WOOD BALL ROLL DOWNS

TALLY ROLL	\$ 80.00
TOTAL ROLLS	85.00
SKEE ROLLS	125.00
BIG CITY	150.00
TRI SCORE	125.00
ONE WORLD	150.00
ADVANCE ROLL	165.00
GENCO PLAY BALL	85.00
PRO SCORE	Write
X RAY POKERS	225.00
BING-A-ROLLS	Write

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 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES



JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. WRITE FOR PRICES

WRITE FOR PRICES

IMMEDIATE DELIVERY



MILLS Q T

A "Pony-Size" Bell. Weighs only 55 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 covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

THIS WEEK'S SPECIALS ON USED PIN GAMES

Your Choice of Games Listed At Right:

\$39.50 each



BEN RODINS SAYS

If I Can't Guarantee It . . . I Won't Ship It

NEW GAMES

UNITED'S MONTERREY
EXHIBIT'S SAMBA
CHICOIN'S SHANGHAI
GENCO'S MARDI GRAS
WILLIAMS' YANKS

USED GAMES

CLEANED • CHECKED • SCRAPED

BONANZA	\$124.50	HONEY	\$ 64.50
NEVADA	120.00	DOUBLE BARREL	24.50
HI-RIDE	119.00	STAGE DOOR CANTEN.	24.50
CO-ED	94.50	SURF QUEEN	24.50
RANGER	74.50		
MARJORIE	74.50		
MAIZIE	69.50		
LUCKY STAR	69.50		

Hundreds of Other Games Available . . . Write or Call for Lowest Prices.

MARLIN
AMUSEMENT CORPORATION
412 9th St., N. W. WASHINGTON, D. C. DI 1625

HERE'S MORE BARGAINS

STORMY	\$174.50	BAFFLE CARD	\$49.50
BONANZA	144.50	SMARTY	49.50
BRONCHO	129.50	SUPERLINER	39.50
MAISIE	89.50	SUSPENSE	36.50
GOLD BALL	79.50	STAGE DOOR CANTEN	36.50
PLAY BOY	74.50	SPELLBOUND	34.50
HONEY	69.50	FRISCO	29.50
MISS AMERICA	66.50	OKLAHOMA	29.50
SMOKEY	66.50	MIDGET RACER	29.50
BALLYHOO	59.50	BIG HIT	27.50
DYNAMITE	54.50		

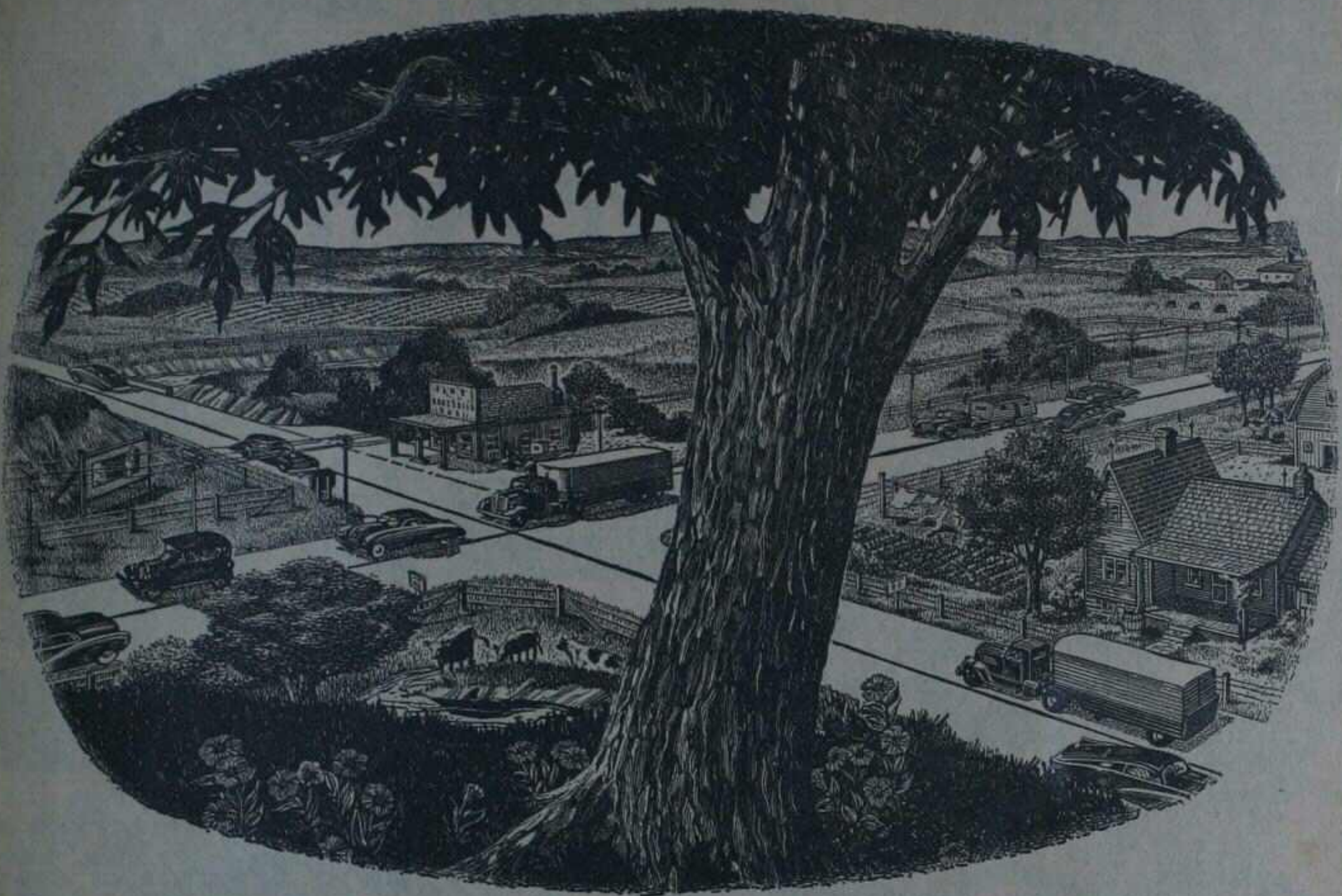
TERMS: 50% CERTIFIED CHECK, BALANCE C.O.D.
All Items Subject to Prior Sale

SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563



Summer

is a coming in...

The autos begin to chug chug over the highways in that vast endless stream that proclaims people are going places. What places? To the lakes, the mountains, to the hills, the country! Or maybe they're just going—on their way without knowing where. Every place they stop—whether for half an hour or half a week—they're in the mood to play Bells, their favorite summer amusement. With money circulating so much more freely this year, give them the newest, snappiest and latest styles—authentic machines that bear the world famous name MILLS!

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Chicago Coin
DOES IT AGAIN!

SHANGHAI

TRIPLE SCORING
ROLL "DOWN 'N' UP"
LANES

4 SUPER-POWER
FLIPPERS

940,000 SCORE

HITS THE
MARKET LIKE A
BOMBSHELL

2 FREE PLAY
LANES

SCORING
SEQUENCE
THAT
FASCINATES
ALL!

TWO - 50,000
BONUS
RUMPER

SUPER-BONUS
BUILD-UP
POCKETS

DOUBLE
SUPER-BONUS
BUILD-UP
POCKETS

"To Date
the HIT
of '48"

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

MEMBER
COIN MACHINE INDUSTRY ASSOCIATION
CMI

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Hoppel
MILWAUKEE see
Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$695.00	KEENEY BONUS 1-WAY, 5c	\$275.00
BALLY TRIPLE BELLS, 5-10-25	575.00	KEENEY BONUS 2-WAY, 5-25	575.00
BALLY TRIPLE BELLS, 5-5-25	565.00	KEENEY BONUS 2-WAY, 5-5	565.00
MILLS 1947 THREE BELLS	395.00	1947 GALLOPING DOMINOES, P.O.	295.00
MILLS 1941 THREE BELLS	189.50	1947 BANGTAILS, P.O., F.P.	295.00
KEENEY 4-WAY SUPER BELLS	169.50	BALLY DE LUXE DRAW BELLS	295.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (R. B.)	245.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	BALLY DRAW BELLS (M. B.)	225.00
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE F.P., P.O.	49.50
		MILLS JUMBO, LATE P.O.	39.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47	\$545.00
WURLITZER MODEL 1080	550.00	SEEBURG MODEL 1-46	475.00
A.M.I. 1946 MODEL M	595.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5c	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10c	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25c	189.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50c	295.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

WHILE THEY LAST! PIN BALLS

\$19.50 Each, 3 for \$55.00

TRADE WINDS
IDAHO
OKLAHOMAS
STREAMLINERS
MIDWAYS
SOUTH SEAS
BOLAWAY
JUNGLES
MAJOR '41
FLAT TOP

\$29.50 Each, 3 for \$85.00

SPELLBOUND
SURF QUEEN
BIG LEAGUES
MID. RACER
BIG HITS
FAST BALLS
STAGE DOOR CANTEN
SUPER SCORE
DOUBLE BARRELS
DYNAMITE

ARCADE SPECIALS

BALLY KING PINS
BALLY RAPID FIRES
CHI. COIN HOCKEYS
GENCO PLAY BALLS
SUPREME SKEE BALL
JEN. IN-A-BARREL
SKY FIGHTERS
ROCKET BUSTERS
AMUSE. LITE LEAGUE
BOWLING LEAGUE

SMALL CHARGE FOR CRATING
\$47.50 Each — 3 for \$135.00

WIRE OR CALL

BINGHAMTON AMUSEMENT CO., INC.

221 MAIN ST.

6-1971

BINGHAMTON, N. Y.

PUBLIC AUCTION

AT IDEAL NOVELTY COMPANY

2823 LOCUST STREET, ST. LOUIS, MO., MONDAY AND TUESDAY, JUNE 21-22
ALL COIN MACHINE EQUIPMENT IN BUILDING WILL BE SOLD.

Bids will be accepted by Mail, Telegram, or in Person. No reasonable offers will be refused.
Phonograph Sales can be Financed in Missouri, Illinois and Arkansas.

WATCH FOR COMPLETE LIST OF EQUIPMENT IN JUNE 12 ISSUE!!!

KEENEY BONUS BELLS

WANT TO BUY — BEST CASH PRICE
Write or Wire Model, Condition, Etc.

RAINBOW SUPPLY CO.

333 N. Michigan Ave.

Chicago

DISTRIBUTORS, OPERATORS, LOCATIONS

SAY THANKS TO

Williams

YANKS

100% MECHANICALLY PERFECT—
"PERFECT" FOR 100% OF THE PLAYERS!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY

161 W. Huron St., Chicago 10, Ill.



A KNOCKOUT GAME
WITH A PROVEN
PROFIT PUNCH!

MUTOSCOPE'S

SILVER GLOVES

(Trademark)

Sensational life-like boxing action has made SILVER GLOVES the main attraction wherever placed. Two players—one coin—two fighters—alive with fighting interest, knockdown scores and ringing bells.

Mutoscope's expert knowledge of what the public likes has turned out another winner . . . another member of the great Mutoscope family of profit producers, including . . . Photomatic, Voice-o-Graph, Fishing Well, Mutoscope Movies, Postcard Vendors.

Specifications: Approx. 26" wide—19" deep—62" high—plus attractive Sign.

Write, Wire, Phone
Today

INTERNATIONAL MUTOSCOPE CORPORATION

Established 1895

WM. RABKIN, President

44-01 Eleventh Street

Long Island City 1, N. Y.



JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BIG HIT	\$ 24.50	ROCKET	\$44.50
DYNAMITE	24.50	STAGE DOOR	
HUMPTY DUMPTY	139.50	CANTEEN	24.50
HAVANA, Motor		SUPERLINER	24.50
Unit	54.50	SUPER SCORE	34.50
KILROY	39.50	SPELLBOUND	24.50
LUCKY STAR	64.50	SURF QUEEN	24.50
MANHATTAN	154.50	SUSPENSE	24.50
PLAYBOY	49.50	TORNADO	49.50

Brand New
Keeney 3-Way
BONUS SUPER BELL
In Original Crates
\$920.00

Brand New
Keeney Twin
BONUS SUPER BELL
In Original Crates
5-Coin Multiple
\$720.00

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

Genco's Mardi Gras



A BRAND
NEW IDEA—A
1 TO 4 ROLL-
OVER BUTTON
COMBINA-
TION

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.

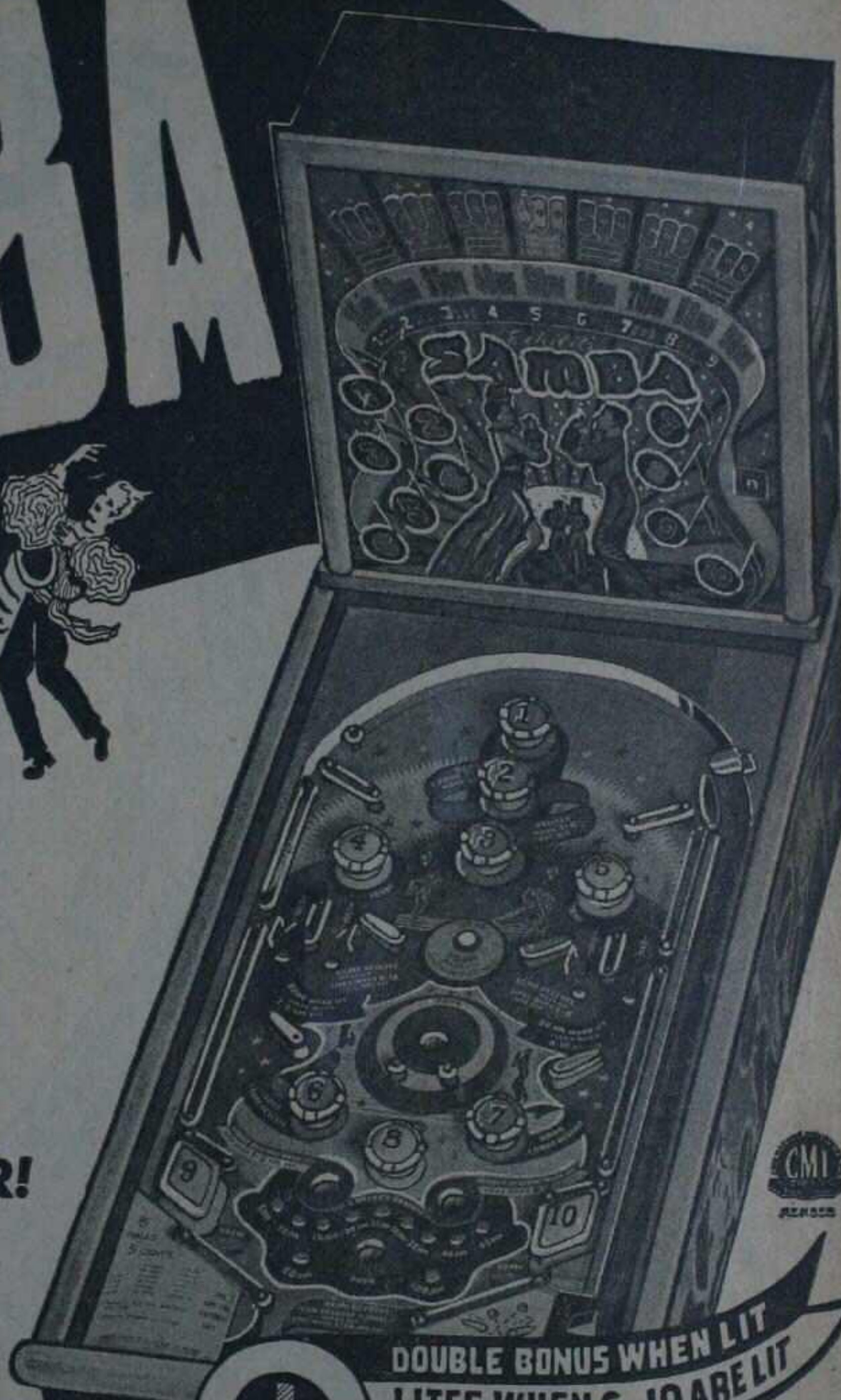
SAMBA

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

COLLECT BONUS

DOUBLE BONUS WHEN LIT
LITES WHEN 6-10 ARE LIT

5000 10000 15000 20000 25000 30000 35000 40000 45000
50000 5000 100000

bottom
of the
BOARD
COME BACK
'KICKER'
Makes Players
go wild

—and the
POPULAR
EXHIBIT

Four

SKILL FLIPPERS
WITH BANK
SHOT ACTION

GET IT! from Your Distributor

EXHIBIT SUPPLY COMPANY

(ESTABLISHED 1901) 4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

UNITED'S MONTERREY



**Greater Than
Wisconsin!**

**FIVE-BALL
NOVELTY
REPLAY**

KICKER
CONTROL
BUTTON

EACH SIDE



REPLAY BUTTON

See Your
Distributor

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

THE PEOPLE'S CHOICE!



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)

ORDER FROM YOUR
DISTRIBUTOR

SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

"There is no
substitute for
QUALITY!"



MEMBER

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

IN CONTINUOUS PRODUCTION FOR TWO YEARS

*Going stronger
than ever*

A sensation in 1946! A steady money-maker in 1947! Going stronger than ever in 1948 — after two solid years! Tops in player-appeal . . . earning power . . . flexibility for every territorial requirement. TRIPLE BELL . . . with triple coin-chutes . . . has unquestionably earned more profit for operators than any coin-machine in history. Get your share!



Bally
TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!

OTHER BALLY HITS

★ BALLERINA
★ GOLD CUP
★ TROPHY
★ EUREKA
★ HY-ROLL

★ BIG INNING
★ HEAVY HITTER
★ WILD LEMON
★ DOUBLE UP
★ HI-BOY

★ BALLY BOWLER



Bally **MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

THE *Symphonola*

GIVES YOU EVERYTHING YOU WANT IN A PHONOGRAPH.



ANIMATED DOOR AND DOME
Send forth a constantly changing pattern of soft, subtle colors.



PUSH-A-TUNE SELECTION PANEL
No buttons or knobs to push or turn.
All 20 selections always visible.



SINGLE COIN CHUTE
Illuminated arrow points to single coin chute that accepts nickels, dimes, quarters.



ALL-ALUMINUM CABINET
Eliminates shrinkage and warpage . . . unaffected by moisture or changes in temperature.



"148" Symphonola

Plus

SCIENTIFIC SOUND DISTRIBUTION

Dual amplifiers in the Symphonola—one for the speaker in the Symphonola, the other for remote speakers—provide music at conversational level—no blare near the phonograph—no fade-away in far corners. No adapters or converters are necessary.

REMOTE CONTROL

Seeburg Wallomatics make it easy for the public to select the music of its choice. Wireless or 3-wire models. All 20 selections visible—no "blind" listening to pre-arranged programs. Nickel coin chute or 5-10-25-cent coin chute.

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

**America's Finest and Most
Complete Music Systems**



Wireless and 3-Wire
Wallomatics



Auxiliary Remote
Control Amplifier



Mirror Tear Drop and
Recessed Speakers



Dual Remote
Volume Control

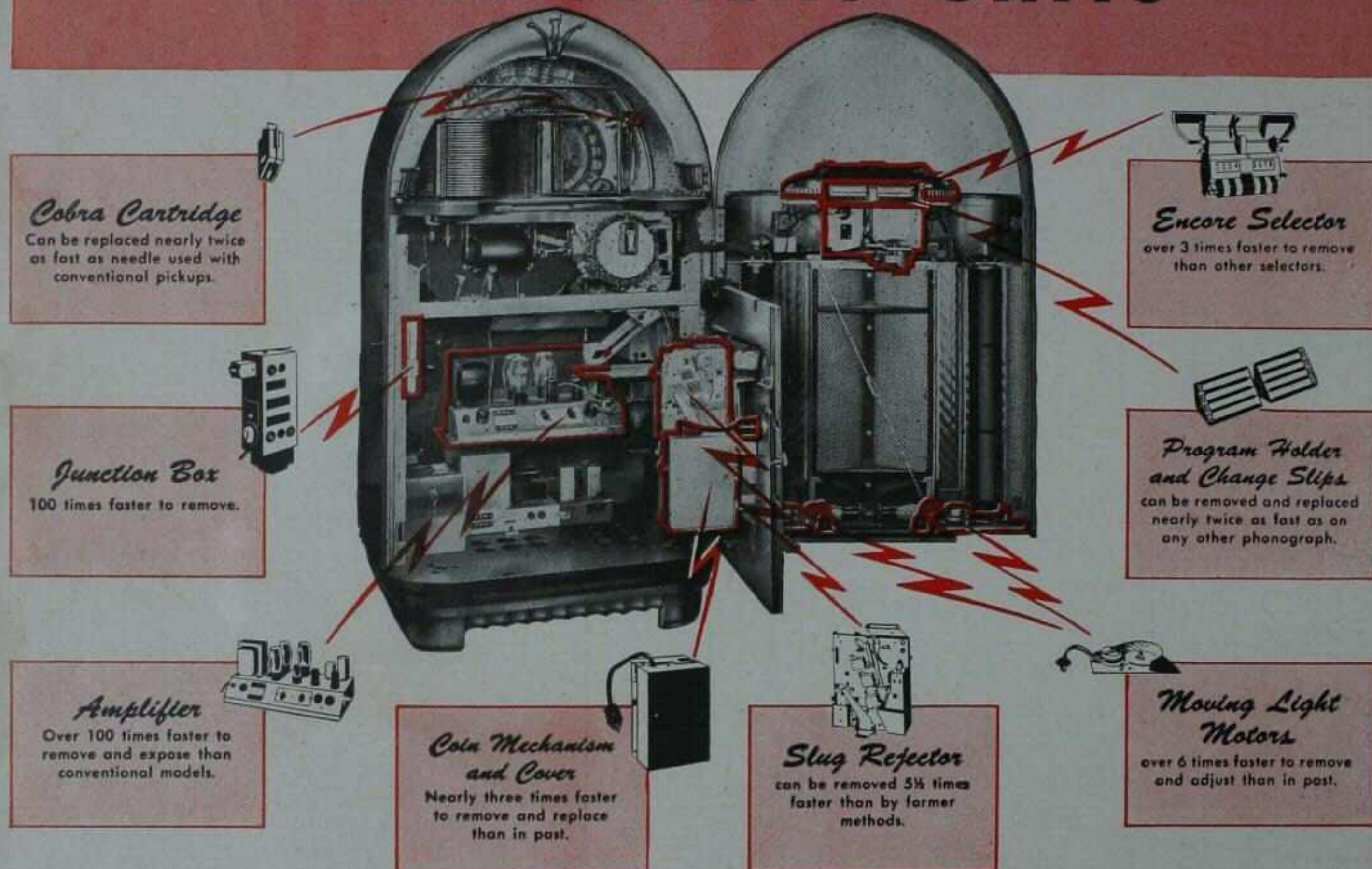


Public Address System

ONLY THE WURLITZER HAS

Quick-as-a-Flash

REPLACEMENT UNITS



Can be removed from 2 to 100 times faster!

● Mechanical and electrical parts in the new Wurlitzer 1100 are combined into compact assemblies—can be removed from two to one hundred times faster—replaced with "spares" when shop servicing is required.

This saving in time, plus the tremendous saving in record and needle cost contributed by the famous Zenith Cobra Tone Arm, should exceed \$300 saved in four years. And, this is in addition to the unprecedented earning power of the Wurlitzer 1100.

Records last up to ten times longer. After a thousand plays they sound just as they did the first time. No other commercial phonograph ever offered such quality of music, such play promoting design. That's why the Wurlitzer 1100 is the greatest money maker of all time.

Let us tell you how easy it is to increase your profits—pull down your service costs. Put new Wurlitzer 1100s in your top spots. Give a new lease on life to ALL your locations by moving up a better playing phonograph that will cost less to service. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



Ask your Wurlitzer Distributor about the
GENEROUS TRADE-IN ALLOWANCES
on your old phonographs
EASY TERMS ON NEW WURLITZERS

WURLITZER MUSIC MERCHANTS *Cash in* ON WURLITZER LEADERSHIP