

The Billboard

APRIL 27, 1946

25 CENTS

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

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NEW FEATURES in the Third Annual DONALDSON AWARDS

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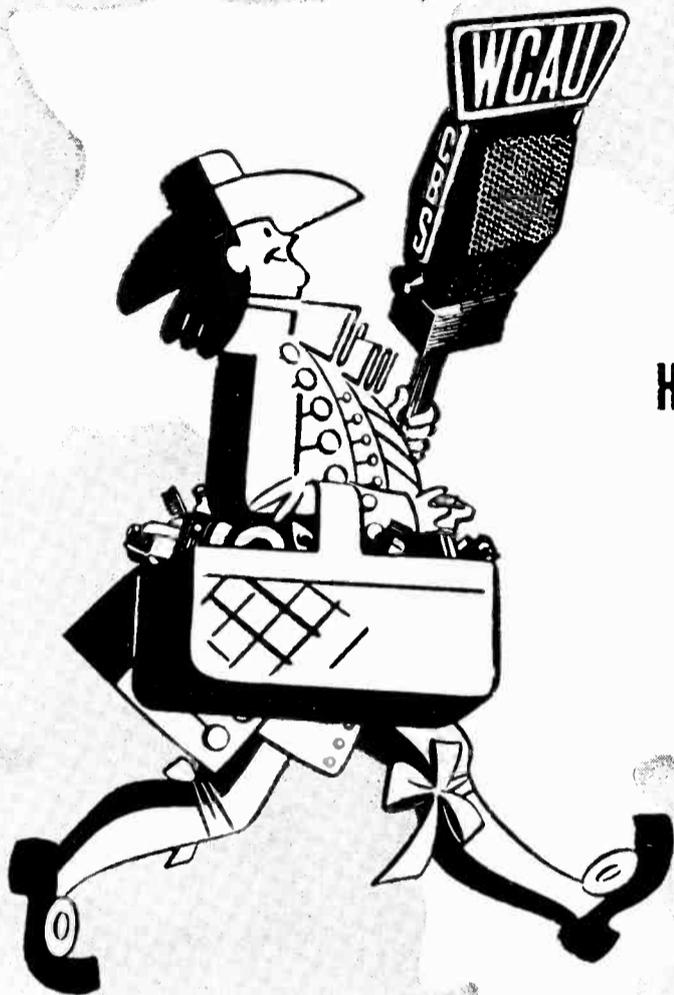
Covering performances and
achievements in the New York
Legitimate Theater from May
1, 1945, to April 30, 1946

—Page 3

ROY ACUFF
Getting Away From the Mike
(See Music Section) ➡



Mr. Philadelphia buys WCAU



HE'S AN EXPERIENCED
GUIDE TO FOLLOW
IN YOUR SELECTION
OF A PHILADELPHIA
RADIO STATION

Here's the close-up of the Philadelphia radio picture: Local business men—
"men who know Philadelphia best"—and who are on the scene to check
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firms do . . . **SELL ON WCAU.**

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Revivals In New Donaldson Awards

Buttler Served Tea

NEW YORK, April 20.—Practically everyone associates the late Vincent Youmans's Tea For Two...

"Youmans," he says, "didn't come up with Tea For Two in No, No Nanette. He came up with it two years before, in 1924, in a most deplorable turkey called Battling Buttler."

Limited-Run Plays Now Eligible; Special Palms For New Male-Fem Faces

The Billboard Preparing Exhaustive 1945-1946 Booklet

By Robert Francis

NEW YORK, April 20.—Comes April 30 and final preparations in annual balloting for season's top individual achievements in Broadway legit gets under way.

This year's Donaldson Awards (sponsored by The Billboard, and named in memory of the publication's founder, William H. Donaldson, 1864-1925) will include several new features.

Honors for Newcomers

The most important change, however, is the addition of a new category in both the straight play and musical divisions.

have been asked to cast ballots for 22 separate honors: Best straight play, best straight male and fem performances, ditto best supporting performances, direction, scenic and costume designs.

John Van Druten has snagged another honor. Last year voted top director in The Billboard Donaldson Awards, the playwright won himself a merit medal and a cash prize of \$500 from the American Academy of Arts and Letters.

Current ballot will call for conferring of four more gold keys. The Billboard feels that the best debut performances, both male and fem, in straights and musicals should likewise receive an accolade.

Preparing Reference Booklet

The new booklet will contain additional legit information which will make it a handy reference volume, aside from its value as a permanent record of seasonal Broadway activity.

New Plan To Spread Tax on Skyrocketing Incomes Over Years

WASHINGTON, April 20.—Treasury Department is mulling a new tax scheme, which, if enacted, will give a break to entertainers and allied workers who suddenly hit the big money brackets.

The tax benefit, however, would be limited to what Treasury calls "non-recurring items." Showfolk with con-

Chiang Kai-Shekels

NEW YORK, April 20.—Battles between Communist and Nationalist troops and a general undercurrent of warfare and strife notwithstanding, there are still folk who like to read The Billboard in China.

Anyway, a new subscriber has sent in his name for a year's run. He is T. Palotay, who lists himself as a revue producer, impresario, ballet regisseur and theatrical agent, with headquarters in Tientsin.

Trade Gets Rough Deal From CAP On New Building

WASHINGTON, April 20.—Entertainment biz construction projects are getting the bitter end of the first batch of rulings by Civilian Production Administration, even where building operations were under way.

Applications for CPA approval are pouring in at a heavy rate, and it is estimated that about 10 per cent of them are from showbiz ops who apparently are hoping that they can get their projects listed in an "essential" class.

COLE A SHOWMEN'S SHOW

Latest Edition On Thirty Cars

Zack Terrell nixes outside offers to build most entertaining layout of his career

By Pat Purcell

LOUISVILLE, April 20.—Zack Terrell's 12th edition of the Cole Bros.' Circus, unveiled here Thursday (18), is definitely a showman's show and by far the most entertaining and thrilling of the series.

During the interim between the November close and this opening, there were reports that Terrell would sell and step out of action. He had two opportunities. A New York syn-

dicate, said to be headed by Billy Rose and/or Mike Todd, made a deal to buy the outfit, lock, stock and barrel, for \$300,000. After saying yes, Zack changed his mind.

Terrell shunned these offers and then dug deep into his own bank roll

to add five cars, making it a 30-car show. The greater portion of the space on these extra cars will carry equipment designed to make it easier to up and down the show.

The versatility of the Cristianis most assuredly strengthens the program, as in addition to their sock

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Double Income Tax Nix Still Remote

WASHINGTON, April 20.—Chances for ocean-hopping entertainers to escape a double bite on their income, by Uncle Sam and John Bull, appear none too bright despite action of Senate Foreign Relations Committee Wednesday (17) giving showbiz an opportunity to oppose a section of the Anglo-American tax treaty excluding entertainers from benefits.

Process of revising a treaty, it is pointed out, is extremely complicated. Meanwhile, word is leaking out that entertainers planning to work outside of the country can get faster State Department action on passports by enlisting the aid of their congressman.

Who Put Color In RCA Video? Rumor Denied

Talk 'Inspired,' Execs Say

CAMDEN, N. J., April 20.—RCA execs here went all out and double underlined the fact that they haven't changed their stand on black and white despite all the what they called, "inspired rumors" running wild in New York and Washington. Queried categorically as to whether or not they had "electronic color" in the laboratory, execs, who refused to be quoted, stated that they had "touched bottom" in their color experimentation, and while they had a tube that could scan color it was in such a raw state that it wouldn't even be out of the lab for at least a year and a half.

An exec of the research division in Princeton admitted that they were "running tests" on a "cockeyed tube" that did things no tube had ever done before, but stressed the fact that to the engineers on the project it was thus far an "electronic nightmare," with responses, like bad dreams, differing every time tests were run.

RCA exec at 30 Rockefeller Plaza repeated what he had said a number of times before: "Black and white is here. Light sources, definition and receiving tubes will be improved, but the basis for pictorial entertainment in the home is an established fact in monochrome. Application withdrawals by broadcasters are not influenced by the imminence of color. It's simply a matter of pocketbook. Nine out of 10 of the stations that are withdrawing their FCC applications have become convinced that television will be a very expensive business, and they want to wait until it 'arrives.' Maybe they'll wait too long."

G.I. S Magicians See the Experts

NEW YORK, April 20.—Members of the Society of American Magicians in the armed forces were entertained Thursday (18) at the Barbizon-Plaza Theater by vet prestidigitators and others. Seventeen of the 30 members in uniform were present and were officially welcomed by emcee Al Baker in behalf of the society.

Seven abracadabra acts were put on for a full house. They displayed a wide variety of now-you-see-it-now-you-don't talent. Slick novelty was Roger Barkann, performing card tricks with a phonograph record of wisecracks, versifying, etc., from Tony Berg, the Falstaff Openshaw of the Fred Allen show. If Barkann can ever get a permit from Berg and the Allen show to put this act on as a commercial number, he's a sure for long bookings.

Del Monte opened with card, handkerchief and rope tricks which are smooth but strictly in the orthodox groove. Following Barkann was another sock act, Harriet, a fem who has a good rhymed patter with which to sell her tricks. Roz-on and (See G.I.'s See Experts on page 36)

'Sugar Chile' for Minneapolis

MINNEAPOLIS, April 20.—Charlie Milkes, of Greater Minneapolis Attractions, has booked Sugar Chile Robinson, kid 88 wizard, for Minneapolis Auditorium the first week in May. Deep River Singers, mixed choir, will augment the moppet.

Venezuela Starts To Percolate; From Canaries to Magic

CARACAS, Venezuela, April 20.—This town and Maracaibo, starved for top stage stuff for many weeks, have broken out in a rash of nitery and other entertainment. Top plush opening was that of Libertad La-Marque. Argentine thrush, who debbed at the Hollywood. Canary, well-touted, has made several guestings on the Philip Morris radio show, played the El Nacional Theater at stiff prices and appeared at top houses in Maracaibo.

The same week Fu Manchu, British abracadabra peddler, moved into El Nacional after long runs in Havana and Mexico City. Another magician, Prof. Carlini, has opened Tarzilandia, a children's theater in the new Altamira suburb. House will feature kid acts and movies.

Jaime Camino, Cuban ork leader, and his outfit opened at the Tropical, Maracaibo, after a solid six months in Caracas.

May Be Old-Style Lyceum Revival in New Dress

COLUMBUS, April 20.—Jeffrey's Lecture Bureau, going showbiz with a vengeance, is selling a three-hour all-star night to chautauquas and lyceums for one-night stands. Ducats for shows are generally priced at 50 cents. Program is a melange of all types of entertainment—a crooner, a humorist, a pianist, a magician, a one-man band, a violinist, a warbler and a play reader.

Live talent aggregation tries to weld the best features of tab and vaudeury with old-style class and community building programs of chautauqua days. Talent is being trained at Capitol College of Music by Dr. Galen Starr Ross, an old chautauquist.

Eugene, Ore., Proposes 5 Per Cent Amusement Tax

EUGENE, Ore., April 20.—Entertainment industry may be called on to provide additional tax revenue if city council acts on the proposal of City Manager Deane Seeger, who has suggested enactment of an ordinance imposing a 5 per cent tax on amusements. This levy would apply even to concerts and athletic contests, both of which are numerous at this site of University of Oregon.

Suggestion came during quest for additional funds for program to develop recreational facilities and for promotion of recreation work. Proposal was taken under advisement.

ATAM Nominates Boyar

NEW YORK, April 20.—ATAM nominated Ben Boyar to succeed Sol Abraham as prexy. Others on the slate are Charles Mulligan for vice-president; Milton Weintraub, secretary-treasurer; Oliver Saylor, business agent, and Fred M. Bondy, sergeant at arms. Mack Milliard, Morris Jacobs, Robert Milford and Frank L. Smith were proposed to represent managers on board of governors; Elise Chisholm and Phyllis Pearlman for the flacks; Garrett Cupp and Hal Olver for road agents, and Joseph Burstin and Nathan Parnes, for Yiddish agents. All posts are for one year.

A new committee was formed to work out an amendment to eliminate objections to a recently defeated measure affecting apprentices. Org aims to establish apprentices for all groups. Only the New York press agents are allowed to have them, under current set-up.

Coast Tele Applicants Set To Spend Dough, Big Biz in Preparing Presentations

Hughes Applies; L. A. Times Hearing May 20

NEW YORK, April 20.—While rest of the nation has ceased worrying much about hearings on video channel allocations on black-and-white, there's still plenty to-do about it on the West Coast. Applicants, points out the trade, have plenty of dough and are ready to spend it in Hollywood and it won't be a push-over for anybody there.

Latest bidder for a wave-length, who has hedged his bid, is Howard Hughes. Hughes has hired Hoyland Bettinger to prepare his program schedule so that it has real air-pic stuff. Bettinger, ex-movie director, artist and light expert, was program director of G.E.'s WRGB in Schenectady for longer than most p.d.'s continue in that non-professional operation.

Job of preparing applications has become quite a business for the few "names" in the video program field, with from five case notes to two grand being offered for the presentations—plus the program directorship of the station when and if it's okayed in operation. Only trouble is that the

names are tough to find—and when found they're not too interested in off Main Stem posts—and the program part of the applications must be related to the local area for which the pitch is being made.

L. A. Times Stirs

CHICAGO, April 20.—Beginning of the attempt of *The Los Angeles Times* to make itself a powerful influence in the video picture on the West Coast will get under way in L. A. May 20, when the FCC holds a hearing there concerning the program plans which the newspaper intends to make an important part of its presentation. This was revealed this week in Chi by Dave Crandell, president chief of studio operations at (See *West Coast Video* on page 36)

ATW Vets' Branch in D. C.

WASHINGTON, April 20.—American Theater Wing has established a branch of its Vets' Hospital committee here. Chapter will go all-out to feed entertainment to hospitalized G.I.'s, emphasizing audience participation. Mary Darrach, former Red Cross worker, heads the set-up, assisted by Mary Smith and Mildred Palmer.

WBKB's Baseball Television Flops

CHICAGO, April 20. — First attempt at the televising of a baseball game here, made today by WBKB, was unsuccessful. Failure of the attempt was due to electronic engineering difficulties.

Reason the attempted program was a failure was simply that the relay signal sent from Wrigley Field, where a major league game was being played between the Chicago Cubs and St. Louis Cardinals, was ruined by electrical interference at the building where it was to be received, the WBKB studio building. Plan was to have the signal from the ball park picked up at the WBKB building and from there retransmitted to the public.

Electrical interference that ruined the signal was created by the elevator mechanism in the WBKB building. It destroyed the signal from the park so completely the picture that resulted was so distorted figures were not even discernible.

Previously this week, when the WBKB engineering staff made its test telecasts from Wrigley Field to the WBKB studios, the signal was okay. But at this time the signal was being bounced off the Pure Oil Building, a tall downtown building in the line of transmission from the ball park. Last night (19) the engineers raised the receiving and antenna mast higher so that signal could be received over the oil structure. But in making the change at (See *Baseball Video Flop* on page 36)

When in Rome . . .

ROME, April 20.—Tobacco Road, apparently still as spry as ever, met the same fate here that it had on Broadway. The critics unanimously panned it. But the average playgoer, not any different than his American brother, seemed to like the play. Cast took six to eight bows at the end of each act of *La Via Del Tobacco*.

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The Billboard also publishes:
The Billboard Music Year Book and
The Billboard Coin Machine Digest.



INS FIRES FIRST ROUND AT FCC

"Next Step Petrillo's," Say NAB Execs; Trade Hopes To Avoid Sub-Committee Meets

Feel Justin Miller Comes Off "Second Best" in Exchanges

WASHINGTON, April 20.—Faced with the prospect of a constitutionality test of the anti-Petrillo law, but emboldened by President Truman's signing of the measure Tuesday (16), top ranking officials of the National Association of Broadcasters are now claiming that the next move in contract negotiations with the American Federation of Musicians is up to AFM President James C. Petrillo.

According to the NAB, responsibility for coming to an understanding rests with Petrillo, who, NAB spokesmen say, must designate the next meeting date for his subcommittee and an industry subcommittee headed by President Justin Miller. Off the record, some NAB big boys are worried about the outcome of another session of the subcommittees, since they say that Miller came off second best at the early ones. Consequently, they are hopeful that Petrillo will agree to establishment of a permanent advisory group of both organizations. Such a move, they explain, would give the industry a chance to file briefs and arguments instead of engaging in a personal battle of wits across a small conference table.

Angle Study

Meanwhile, NAB is studying all angles involved in a possible constitutionality test of the new law. It is recalled that several congressmen charged that the bill was unconstitutional in the course of debate on the measure. Rep. Clarence Hancock, of the House Judiciary Committee, and an ardent anti-Petrillo man, is known to have balked at the measure when it was up for passage in his chamber, and he assented to it half-heartedly, warning that it contained unconstitutional sections.

No AFM Concern

In AFM circles here there is little show of concern over the anti-Petrillo law, with Joseph A. Padway,

AFRA-SCB Pay Rate Set; Stations' Ante Upped to 22-42%

HOLLYWOOD, April 20. — End came to the two-month-old indie station announcers' pay boost dispute between the American Federation of Radio Artists and Southern California Broadcasters last week, with gabbers gaining base-rate hikes ranging from 22 to 42 per cent, depending on station classification. Pact is for 18 months, retroactive to March 17. Agreement was reached one week after voicers voted a walkout from 12 indies. Negotiations were carried on by AFRA executive Secretary Claude McCue and Attorney Dean Johnson, who spoke for broadcasters.

When talks first opened the SCB agreed to a 12 per cent boost, later saying it would go as far as 18 per cent. However, broadcasters claimed that come hell or high water, they (See AFRA-SCB Rate on page 22)

general counsel of AFM, readying for the challenge of the law. Padway has asserted that the union will continue to negotiate with broadcasters on the customary basis, backed if necessary, by strikes and boycotts. Expectations are that a court case will be provoked soon, with fast progress to the high court viewed as a certainty once the machinery is started.

In signing the bill this week, Truman went along with counsel of former FCC Chairman Paul Porter and other key advisers. Defeated on a number of his major program measures in Congress, Truman finally decided against inviting another certain defeat by vetoing the anti-Petrillo bill, since the veto obviously would have been overruled by both houses of Congress. The President had been considering letting the bill become law automatically, but political leaders convinced him that such procedure would leave him open to just as much censure from AFM as that he had signed the measure, which he thereupon decided to do.

"For Free"

NEW YORK, April 20.—There'll be a spiritual blending of two Kenyon & Eckhardt programs. Bill Gale, band leader on Borden's *County Fair*, 1:30-2 p.m., Saturdays, on CBS, and Mary Jane Krucik, singer on the *Ford Sunday Evening Hour*, 8-9 p.m., on ABC, will tie that knot May 5. K&E, handling both programs, is in a dither.

AP, UP to Beef On Report, Too

Wire services resent 'more than half' local news standard for local live programs

By Paul Ackerman

NEW YORK, April 20.—Federal Communications Commission's report of March 7, 1946, titled *Public Responsibility of Broadcast Licensees*, is drawing the fire of the three great news services—with INS already having filed its petition to the effect that the commission's point of view is damaging to the company's business. INS petition, which will be followed by similar arguments now being prepared by UP and AP, suggests that the commission clarify its report so as to remove any onus from a licensee who uses the petitioner's service in a way which satisfies local needs and local public interest.

Beef of the news services stems from the fact that the FCC, in its report, stated that when examining applications for license renewals it would give particular attention to (1) sustaining programs, (2) local live programs, (3) programs de-

15-Min. VD Series By WKY at 9:45 P.M.

OKLAHOMA CITY, April 20.—Selecting a sock hour, 9:45 p.m., WKY yesterday debbed the first full 15-minute series on the subject of VD to be aired in this State. Idea was pushed originally in spot announcement form by the U. S. Public Health Service, but most of the stations here ducked handling them. P. A. Sugg, Gaylord station brass, decided that it was too easy to tune out spots, and so went all the way and authorized the WKY program staff to build the best dramatic series it could—with VD mentions only at the end as clinchers. Thought here is that listeners will not tune out the program, as they might if they heard an opening announcement on the subject of syphilis and gonorrhea.

Series will air for 13 weeks and will run the gamut of whodunits, fantasies and hearts and flowers, with appeal always on tightly written drama that will hold and will tie in with the blood tests which the Public Health Service is trying to make a national routine.

Free E.T.'s

Plus in the WKY operation is that any station in Oklahoma can have e. t.'s of the program (all 13 of them) for free, with no air credit to WKY. Rest of the country can have them for dubbing, packing and shipping costs. Idea of making its key public service program available to other percolators is along the line of the attempt of WMCA to sell *New World A-Coming*. However, WMCA tried to get some dough for the disks, while WKY doesn't want to make a nickel from the distribution. As Sugg phrased it, "We want to go public service all the way and remove even the slightest reason for stations by-passing a vital but unpleasant job. We hope every city in the nation with a station comes thru and does the series, as entertainment and as necessary education."

Borroff Doing OK Says Prexy Woods

CHICAGO, April 20.—A rumor prevalent recently in the trade here concerning axing of top ABC Midwest execs was adequately scotched this week by Mark Woods, web prexy, and Ed Borroff, v.-p. in charge of the Midwest division.

Rumor had it that Borroff; his assistant, Jim Sterton; Gil Berry, sales manager, and Program Manager Gene Rouse were slated to be knifed off ABC roster soon. Queried in New York, Woods emphatically denied any such move was being contemplated and added that he was satisfied with Chi executive personnel and was not going to make any changes.

Borroff denied the rumor, too, saying he knew nothing about it, and added: "I don't see what anybody can hope to gain by spreading vicious rumors like this one."

NBC Summer Showcasing Has 13 on Adams's Wax Already

NEW YORK, April 20.—National Broadcasting Company, in a fever of production and talent-development activity, is assembling a large batch of packages for showcasing this summer. Robert K. Adams, web program development manager, is working on 19 shows, with more in the works. In addition, he has 13 on wax—completed since he came to the web in December, 1945.

Adams intends to put the programs on NBC's air as soon as summer spots open. In addition, the 11:30-12 p.m. slot, normally devoted to airing of remotes, may be requisitioned. (Columbia Broadcasting System may also use the late hours for program development.)

Thought behind Adams's program-building is closely tied in with radio's need for new faces. Accordingly, web program and production men are combing night clubs, musical comedies and vaude houses for possible material. Recent program meetings have stressed this angle, and all web employees associated with programming have been encouraged to catch acts, submit names, etc. Search is chiefly for comics and singers. In the case of comics, Adams makes it a point to catch all laugh-getters at niteries and other showbiz fields. In the event a night club or vaude comic shows potentialities, an NBC writer is assigned to catch the act several times to determine possibilities of devising a radio script for a performer whose appeal is to a large extent visual.

Niteries Come Thru

NBC invasion of the niteries fields has netted the web four new comics

—one of the most promising of them being Bernie West, who recently played Cafe Society Downtown. Web has also rounded up an equal number of singers—all of them, like the comics, unknown to radio. Adams plans to build a show around West, and around any other performer who appears likely radio material. Additionally, he is working on a 30-minute program for summer showcasing which will have a cast completely made up of niteries, vaude and

The G.I. Chance

NEW YORK, April 20.—Over 12,000 ex-G.I.'s have been given NBC welcome-home auditions. Better performers have been put on wax, and best of them all are likely to be given a chance this summer in packages developed by Robert K. Adams, NBC program development manager.

musical comedy thespis. Radio talent, as such, will be conspicuous by its absence. While this and other shows are in the process of building, talent under play or pay contracts is being kept busy with bit parts and are being coached in general radio technique. For instance, Warde Donovan, a singer, is being coached in radio dramatics. Other singers are being coached via liberal use of recordings of their material.

Adams' 16-17

Adams hopes to have about 16 or 17 shows for summer showcasing—(See NBC HAS 13 on page 19)

NO CLEAR CHANNEL? BEGGING

Decish Pends, Polls Confuse

FCC nixes 'jumping the gun' and eyes conflicting data—'proof' a moot point

WASHINGTON, April 20. — Federal Communications Commission, apparently certain that it is going to settle the clear channel controversy once and for all altho it isn't sure just when, is refusing to let stations jump the gun until a decision is reached. Yesterday (19) commission turned down two separate applications from United Broadcasting Company to switch its Akron station (WHKK) out of the 640 kc. clear channel dominated by Station KFI, Los Angeles, and to move its Cleveland station (WHK) into the vacancy with a power increase to 50 kw.

Commission also turned down application of WHEB, Portsmouth, N. H., to operate with unlimited time on the clear channel frequency dominated by WSB, Atlanta. Commission announced that both the Portsmouth station and United Broadcasting Company could re-submit their applications "after conclusion of proceedings" in the clear channel case.

At the same time FCC announced that WJJD, Chicago, operating on the 1160 clear channel frequency, has permission to increase its present 20 kw. power to 50 kw., but emphasized the station is to install a directional antenna to avoid conflict with the Class 1-A station on the same channel, KSL, Salt Lake City.

At the clear channel hearings, meanwhile, FCC has been examining polls purporting to show what type of service the rural listener is receiving. Poll here presented by FCC during the week from material garnered by the Department of Agriculture and Census Bureau. Dr. F. L. Whan, Wichita University, displayed results of several polls of Midwestern listeners' responses. While the Clear Channel Broadcasting Service kept things humming with its own poll results, the surveys of the government agencies "proved" that rural listeners are not satisfied with clear channel programming. On the other hand, the polls offered by Whan and the clear channel group "proved" that listeners are quite pleased with present programs.

CCNY Awards Set For Annual Dinner

NEW YORK, April 20.—City College of New York's *Second Annual Radio and Business Conference*, which will be held at the Hotel McAlpin, Tuesday and Wednesday, May 1 and 2, will conclude with its radio awards dinner, Wednesday evening. Awards, which have been made by a trade paper committee, cover the gamut of station, agency and network classifications. (They're listed in a box on this page.)

Top battle of the meeting will take place when the subject, *The FCC Report—Is It Right or Wrong?* hits the conference Wednesday afternoon. There will be five sessions, two morning, two afternoon and one evening gathering, and they'll all be "business."

1945 City College of New York Awards

Plaque Awards

Ralph H. Jones Co., Cincinnati Advertising agency—
For promotion of sponsored program: "Linda's First Love."
WEEI, Boston—
For promotion of public service radio program: "Life to the Front."
WCAU, Philadelphia—
For public service program: "Crusade for Better Drinking Water."
Columbia Pacific Network, Los Angeles—
For the most effective all-over promotion by a regional network.
National Broadcasting Company, New York—
For all-over national network promotion.

Awards of Merit

WGAR, Cleveland—
For the most effective direct selling sponsored program developed by a clear channel station: "Serenade for Smoothies."
WHN, New York—
For most effective institutional sponsored program developed by a clear channel station: "The Author Meets the Critics."
Buchanan & Company, Los Angeles—
For the most effective institutional sponsored non-network radio program developed by an advertising agency: "Romance of the Ranchos."
St. Georges & Keyes, New York—
For the most effective institutional sponsored network radio program developed by an advertising agency: "Exploring the Unknown."
WWJ, Detroit—
For the most effective public service radio program developed by a regional station: "Alcoholics Anonymous."
WCAU, Philadelphia—
For the most effective public service radio program developed by a clear channel radio station: "Crusade for Better Drinking Water."
Columbia Broadcasting System, New York—
For the most effective public service program developed by a national network: "Assignment Home."
Batten, Barton, Durstine & Osborn, Inc., New York—
For the most effective sponsored radio announcements developed by an advertising agency: "Chiquita Banana."
F. W. Ziv, Inc., Cincinnati—
For the most effective promotion by a transcription producer of a sponsored national radio program: "Calling All Girls."

Ralph H. Jones Company, Cincinnati—
For the most effective promotion by an advertising agency of a sponsored regional radio program: "Linda's First Love."
KMBC, Kansas City—
For the most effective all-over station promotion by a regional radio station.
WLW, Cincinnati—
For the most effective all-over station promotion by a clear channel station.
Columbia Pacific Network, Los Angeles—
For the most effective all-over promotion by a national network.
National Broadcasting Company, New York—
For the most effective all-over promotion by a national network.
WEEI, Boston—
For the most effective promotion by a regional radio station of a public service radio program: "Life to the Front."
American Broadcasting Company, New York—
For the most effective promotion by a national network of a public service radio program: "America's Town Meeting of the Air."
WKY, Oklahoma City—
For the most effective promotion by a regional station of a sponsored radio program: "Edgar Bergen and Charlie McCarthy."
National Broadcasting Company, New York—
For the most effective promotion by a national network of a radio program designed for sponsorship: "The Fred Waring Show."

Honorable Mentions

KPH, Wichita—
For an unusually effective public service program developed by a regional station: "Citizens of Tomorrow."
WROK, Rockford, Ill.—
For unusually effective all-over promotion by a regional radio station. Community Chests & Councils, Inc., New York—
For an unusually effective institutional radio program: "Crisis in War Town."
KLZ, Denver—
For an unusually effective public service radio program developed by a regional radio station: "Welcome House."
KSL, Salt Lake City—
For an unusually effective public service radio program developed by a clear channel station: "This Business of Farming."
National Broadcasting Company, Western Division, Los Angeles—
For unusually effective all-over promotion by a national network.

WBBM Cleaning Up Remotes, Ears Don't Change at 10

CHICAGO, April 20.—WBBM, CBS outlet here, in keeping with its policy on top production of dance remotes, is improving its acoustical and engineering facilities on present remote spots and is scouting for new night-eries, it was learned last week.

Station is air checking present remotes with a panel composed of engineers, producers, arrangers and musicians. Programs of possible new locations are disked and reviewed by the panel. Reason station is keeping tight check on late night segs, according to Don Kelly, CBS Midwest flack head, is that program department discovered listeners are "just as discriminating about production after 10:30 as in the earlier airings."

Another reason WBBM is improving its dance remotes is that station is planning to up its remote rates about 35 per cent over its present flat \$100 per week and figures with a recognizably top flight show, the hotel ops won't kick about the higher prices. Station now picks up orks from the Stevens, Continental, Congress and Sherman hotels, the Melody Mill and Rainbo ballrooms. It feeds web 11:30 seg which shifts spots nightly according to availability of name bands.

FM Good for Pop Music? Who'd Say So Except WHYN?

NEW YORK, April 20.—While all FM stations talk of "good music," WHYN, the Muzak operation, is thinking at the moment in terms of the reverse. Station will air programs of pop music just as it airs segs of middlebrow and longhair fiddlers. Idea is that static-less full-range broadcasting has just as much for the kids and the rebops as it has for Toscanini.

Muzak station is owned now equally by Bill Benton, Capt. P. K. Lieberman (*Family Circle* mag) and Charles Merrill, of Merrill Lynch, Pierce, Fenner & Beane, investment brokers, none of whom have to worry about making dough from the operation at this time. It's one of the stations airing to practically no audience at this time. In this, the trade points out, it is very much in the same boat with video stations returning to the air on their new wave lengths with practically no receivers reset for these wave lengths.

The chicken or the egg is in again.

South African To Inspect Various Broadcast Systems

JOHANNESBURG, South Africa, April 20.—Rene Caprara, director of the South African Broadcasting Corporation, will study commercial broadcasting in Canada, the United States, New Zealand and Australia before a commercial system is established in the Union of South Africa. Caprara will leave soon for the Antipodes and will return here via Canada and the United States. His report will serve as a basis for decision whether the ABC will extend its present system of non-commercial broadcasting in English and Afrikaan over 21 transmitters.

Proposal to introduce commercial (See Africa to Inspect on page 19)

Chi E. T. Biz Divided on Effect Of Exiting of Big Web Programs

CHICAGO, April 20.—Question of whether exiting of big name web radio shows from Chi will also mean departure of Midwest transcription biz is one of the paramount puzzlers facing radio planners here. Answer is important because the city now produces an estimated 30 per cent of nation's e. t. originals.

Investigation conducted by *The Billboard* this week showed that opinion on the subject is sharply divided. Most of those in the optimistic frame didn't object to being quoted, but the pessimistic thinkers did, apparently fearing reprisals from elements here that have been screaming loud that Chi is still a top radio town.

Bradley Optimistic

Dick Bradley, head of the National Film & Recording Company, is definitely on the optimistic side, and summed up part of the sunshine boys' thinking:

"Chi will keep most of its e. t. biz because it's ideally situated for dis-

tribution, for one thing. Also, most e. t. shows don't have big names anyway. And thus we won't need the big name talent that is hard to find here these days."

He gave as example two shows which he is now cutting. First is called *Secrets of the Secret Service*, and uses material supplied by Tom Callahan, head of the Secret Service in Chicago for 37 years. Second, *Story Rejected*, gives winning scripters \$100 for using a story previously rejected by a magazine. Both shows will use local actors and musicians.

"In fact," Bradley continued, "the big name shows moving out will actually stimulate e. t. production because many good actors who have found it too tough to crack radio will get their chance. The scope of opportunity will be widened."

Ellis Agrees

On same side of fence was Jerry Ellis, chief of CBS recording here. "Of course, all the big productions (See CHI E. T. BIZ on page 18)

FAX IS FACT AT HOGAN PREEM

France Preps Air Barrage to World With Seg Exchange

NEW YORK, April 20.—France is getting ready to resell itself to the peoples of the world thru its overseas broadcasting service. While the appropriation isn't large in terms of what the British Broadcasting Corporation spends for its overseas operation, it nevertheless, states Robert Lange, North American director, is a substantial start in the right direction.

Lange hit New York Thursday (18) and will be down in Washington April 22-25 and then back again to the Main Stem April 26-28. He then makes a trek that covers Cincinnati, Cleveland, St. Louis, Chicago, Mexico City, New Orleans and passes thru New York again (three-day stop-over May 17-19). Final period of New York operations will be June 5-15.

Lange will try to establish two types of program exchange, i.e., a short-wave deal such as BBC's, in which programs are beamed to U. S. for individual stations which in turn either disk them off the air or broadcast them direct. Second deal will find RDS (French Government Radio Service) sending platters of shows especially designed for certain stations in the U. S. Blanks for this operation are a problem at the moment but Lange hopes to clear that up before he returns to France.

Exchange deal has appealed to a number of station men since Lange is prepared to do musical platters as well as full dramatic shows—in campaign to rebuild the respect of America for his nation. Special fashion shows as well as news and entertainment will all be planned especially for U. S. RDS has on its pay roll several ex-U. S. Army men, well trained in radio and public relations, who will be handling that joint chore back in France.

RDS permanent rep in New York is Paul Gilson, of 14 East 53d Street, and while Gilson's job is more interpreting U. S. to France than the reverse, he'll give Lange a helping hand co-ordinating for him. Lange hopes that more and more U. S. listeners will tune Radio Diffusion Francaise directly via short-wave and the service has unusual "verification cards" printed up for hams who still like to tease programs from overseas on their receivers.

Butch Plans Short Trip; Morris Likely Sub on Noon Seg

WASHINGTON, April 20.—LaGuardia is not going overseas for any length of time, it was indicated at UNRRA headquarters. This answered the rumormongers who have been tilting about who would take over the noon time cheese-sponsored spot on WJZ, New York, while he was overseas. Nighttime seg for *Liberty* magazine has never been in question as far as the Little Flower is concerned.

Newbold Morris will, no doubt sub for Butch on the noon broadcasts if he hasn't, before that, been sold himself as a commentator. Morris has had mike ideas for sometime and there are a few bankrollers who stand ready to pay the bills if and when they have some product to sell.

W. E. Long Org Set To Pitch for "Commercials"

CHICAGO, April 20.—Further steps in their plan to have stations thruout the country defend their commercial operations with weekly programs upholding the value of commercial radio have been taken by executives of the W. E. Long Company here. This plan was first presented by Harold Gingrich, continuity editor for the Long agency, at the Oklahoma University radio conference (*The Billboard*, March 16). In short, the proposal made at Oklahoma was that stations thruout the country start a once-a-week series of program on which station managers or commercial managers would get together with sponsors, members of the listening audience, etc., in symposiums which would point out the value of commercial radio in the American system of free enterprise.

The new steps in the effort to put over this idea will be: 1. W. E. Long Company will pitch a letter and brochure to all the stations in the country advancing the merits of the idea. 2. Execs of stations will be contacted personally by members of the Long staff during their travels around the country. For example, Gingrich advanced the idea by personal contact on a trip in the Minneapolis-St. Paul territory recently. The plan will be outlined in an official letter from the Long Company to execs of the NAB. The NAB will be asked to back the campaign as part of their planned attempt to combat the influence of the FCC's recent 139-page report condemning commercial radio.

By these and future steps the Long Company hopes to get the support of the industry for a project that they think will combat some of the "propaganda" that has been spread around in some newspapers, magazines and other competing media concerning the "evils" of commercial radio.

Musical Participator Segs Due For Return If Lea Bill Sticks

NEW YORK, April 20.—President Truman's signing of the anti-Petrillo Bill is expected to result in a rash of musical participation programs, with networks producing such segs and lining up sponsors thruout the country. It's all hush-hush now, and a period of waiting is in order to see whether or not the AFM chief precipitates a test of the bill's constitutionality. If the bill sticks, however, the trade figures the musical participation segs will be in again—and in numbers.

Latest attempt to set up such a program was made at the end of 1945. Show was to be aired over the now defunct Associated Broadcasting System, with WITH, Baltimore, as originating point. Talent was set, but at the last moment the deal was axed by the AFM's insistence that stand-by fees be paid whenever a new sponsor signed.

Mutual Broadcasting System tried musical co-ops years ago, such as *Morning Matinee*, which had about 15 sponsors and used a different band each week, including Ben Bernie and Hal Kemp, and *30 Minutes From Hollywood*, with George Jessel, Norma Talmadge and Tommy Tucker's band airing from KHJ, Los Angeles.

NBC Press Offers "Feature This" as Newest Flack Bid

NEW YORK, April 20.—New feature service, matted and titled *Feature This*, will be sent to over 1,000 newspapers once a week by the press department of the National Broadcasting Company, starting soon.

Feature This, an idea fathered by Tom Knode, assistant press chief at NBC, will carry light humorous material. It will be a by-lined column, with all NBC press men invited to try their hands. Column will not carry biog material, rehashes or plugs for NBC. According to present intentions, it will be casual and indirect flacking.

Addition of this to NBC's regular feature sheet is timed to take advantage of the fact that newspapers thruout the country are opening to radio copy. There are two reasons for the latter development: (1) Easing of the newsprint shortage, and (2) radio copy continues to command high reader interest, as evidenced by *The Continuing Study of Newspaper Readership*, conducted by the Advertising Research Foundation of the Association of National Advertisers and the American Association of Advertising Agencies.

FCC Okays Sale Of WDGY for 301G

MINNEAPOLIS, April 20.—Sale of WDGY, indie, to Twin Cities Broadcasting Company, headed by Charles T. Stuart, of Lincoln, Neb., was approved this week by FCC. Stuart, operator of several radio stations in Nebraska, bought the station, one of the oldest commercial outlets in the country, from Mrs. Mae C. Young, widow of the founder, Dr. George W. Young.

Purchase price was \$301,000. Lee Whiting remains as station manager.

Both aired in the late '30's. Shortly after, musical co-ops had their props knocked out by the AFM's ruling that a stand-by fee be paid for each sponsor.

Promoters and radio men who have yearned for the green light on musical participation programs think the Lea Bill may give them their chance, inasmuch as it stresses the point that broadcasters must not be coerced into paying more musicians than are needed. From the standpoint of talent, the musical participation program is considered desirable. Show has many sponsors and, therefore, the performer loses his sponsoritis.

Latest rumor anent Bing Crosby is that he, too, is being approached with a musical co-op deal. Story is that the promoter has a batch of stations anxious to take a transcribed Crosby show and sell it to local sponsors.

Co-op which is affording the trade its biggest laugh presently is the Cliff Edwards stint over ABC Sundays, 1-1:15 p.m. Cliff plunks the ukelele and sings, and as a background there's the Paul Whiteman chorus—but no standby fees are necessary on this one, inasmuch as the AFM once ruled that the ukelele is not a musical instrument.

Added Cost \$40-\$100

Foolproof operation costs 5 cents for 20 pages — Home Fax 18 months away

NEW YORK, April 20.—Facsimile busted right out of the laboratory Wednesday (17) at a demonstration of the Hogan Facsimile system for the press. System had been demonstrated previous Friday (12) for the FCC as had the Finch System of Facsimile. Hogan's development, which has been underwritten by a group of 20 broadcasters,* is simple, practically foolproof and even at the outset will cost as little as a good automatic record changer—from \$40 to \$100.

Ted Streibert, WOR general manager, is said to have been the moving spirit in getting the Broadcasters' Facsimile Analysis, the group that speeded, with cash and interest, the work of Hogan and his engineers (Radio Inventions, Inc.). Streibert looked at WBAM (WOR's FM affiliate) and saw no prospects of dough coming forth from the station operation for years. He also viewed the station as competing with WOR for the metropolitan audience and decided that something ought to be done so that FM not only could serve its audience with staticless programming but some quick cash-producing, non-competitive service.

Finch Competish

Lt. Commander Bill Finch (Hogan's Fax competition) has been using his FM station for both sound and radio-printer service for some time, so Streibert decided delivering a newspaper into the home was an ideal service for an FM station. Hogan, who did Fax work for the government during the war, knew all the aches, and having disposed of his broadcast station interest to *The New York Times*, went to work on the problem. Solution, shown Wednesday, delivers four pages of printed copy each 15 minutes. Transmitter will be the same as for sound FM with a simple scanning device costing about \$15,000, according to figures which General Electric has made public. G. E. will manufacture transmitters under license from Radio Inventions, (See *Fax Is Fact* on page 12)

More Renewal Aches Expected for WMEX

BOSTON, April 20.—Station WMEX, whose application for an FM affiliate was so poorly documented that the FCC holds it up as the perfect example of how not to file for a construction permit, may not only have its FM ambitions permanently hexed, but may also find that its next application for renewal of its AM license will run the toughest gauntlet that any station has had to face.

Public service block in the commission is of the opinion that WMEX does not deserve its license and that it should be made an object lesson for the 139-page *Blue Book Report on Programming*. Owner is said not to have known that a block buyer of time on the station had been reselling a period to the Salvation Army, and a few other bits of vital information about the station operation.

CBS SCORES

The CBS "Highlight" Stations

- | | |
|-------------------|--------------------|
| KTUC, Tucson | WHCU, Ithaca |
| WBBM, Chicago | WHEC, Rochester |
| WHIO, Dayton | KIRO, Seattle |
| CFRB, Toronto | WDBJ, Roanoke |
| WBT, Charlotte | CKAC, Montreal |
| WHP, Harrisburg | KRLD, Dallas |
| WGAR, Cleveland | WRVA, Richmond |
| KOY, Phoenix | WCHS, Charleston |
| WCCO, Minneapolis | WBIG, Greensboro |
| WTAD, Quincy | WTOP, Washington |
| WWL, New Orleans | WABC, New York |
| WJLS, Beckley | KVOR, Col. Springs |

"Imagination
in
Promotion"

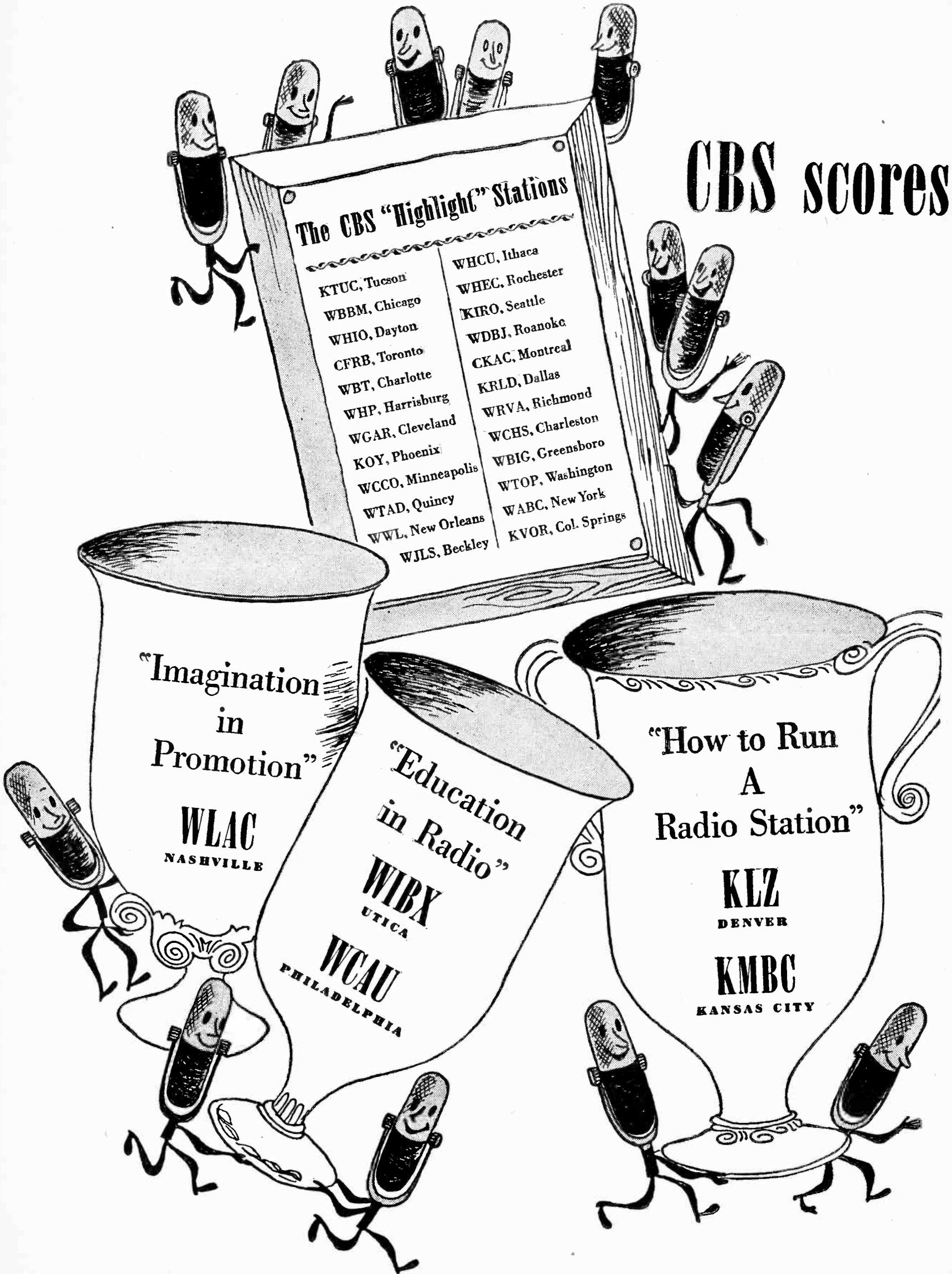
WLAC
NASHVILLE

"Education
in Radio"

WIBX
UTICA
WCAU
PHILADELPHIA

"How to Run
A
Radio Station"

KLZ
DENVER
KMBC
KANSAS CITY



first in SHOWMANAGEMENT

For the second consecutive year CBS forged ahead to win more major awards in *Variety's* annual "showmanagement" review than any other major network.

In seven different areas of public service *Variety* chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the *only* winners.

Variety nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia's *Danny Kaye* program for special citation in the areas of community service and racial tolerance. It cited Columbia's Norman Corwin and Robert L. Shayon for "mature" and "memorable" radio production.

Then it crowned its endorsement of the network's leadership by "highlighting" the achievements of 24 stations throughout the country.

For such leadership Columbia's thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry's foremost professional judges. They can now look forward to the *increasing* respect and attention of the listeners they serve.

This is CBS...the Columbia Broadcasting System

REVISION OF FCC A CERTAINTY

No New "Act" Seen for '46

All Capitol Hill factions want clarification of limitations of commission

WASHINGTON, April 20.—Sweeping revision of the Communications Act of 1934 is definitely in the wind for the next session of Congress. Act has been amended by Congress no less than 31 times, the latest change being the so-called anti-Petrillo Bill which became law this week. Generally conceded to be inadequate for recent rapid developments in the communications field, the FCC act has been under heavy fire recently, with FCC's public service report touching off most of the fireworks.

Since release of the report, several congressmen have indicated their belief that FCC has exceeded powers granted it under the act. Representatives J. Percy Priest and R. F. Harless, of the House Interstate Commerce Committee, which has jurisdiction over FCC, are leading exponents of this view, opposed by Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee, which generally approves the report.

FCC Has Noted Limitations

Commission has recognized limitations of the FCC act, as evidenced by repeated requests to Congress for broader powers and more direction as to policy. FCC specifically wants congressional authority to set price ceilings on sales of radio stations and a green light to go more thoroly into program content when considering renewals of radio licenses. At a hearing Thursday (18), Acting Chairman Charles Denny indicated that the FCC may ask Congress for specific authority to force advance publication of proposed station transfers. National Association of Broadcasters is contending that FCC has no power under the Communication Act to make such a rule.

Whether contemplated changes in the act next year will broaden or restrict FCC powers will rest largely on results of the November elections. Nine members of the Senate Interstate Commerce Committee, including Wheeler, are up for re-election, while all House members must run the voters' gauntlet. Wheeler, however, is expected to return as chairman of the Senate committee, as he has been serving continuously in the Senate since 1923. Chairman Clarence Lea, of the House Interstate Commerce Committee, is also expected to be returned to Congress. He has served since 1917. However, if Republicans win control of the House, the committee chairmanship probably would pass to Rep. Charles Wolverton.

Procedure?

One of the most important matters to be settled before Congress takes up changes in the FCC act is the problem of procedure. Present members of congressional interstate commerce committees are said to be leaning to the view that amendments should be considered in an omnibus bill rather than piecemeal as has been past practice. In any event, it is considered doubtful that the Federal Communications Act will be completely scrapped and replaced as was its predecessor, the Radio Act (See Revision of FCC on page 18)

Hoodoo Call!

To the Editor:

Here we go again. In regard to audience-delivering conditions in Kansas City your yarn on Cass Daley is hardly fair barometer. Some consideration should be given to competitive show. While rest of CBS carries *Blondie* played back on KMBC Saturdays we carry local religious half hour which never rates high in any man's country. Such comparison gives erroneous picture of true conditions, with KMBC leading fall-winter Kansas City Hooperatings by one percentage point over-all, first in week-day mornings, second in afternoons, second by only one percentage point nights, first Saturday all day, first Sunday afternoons, first over-all. By the way those call letters again are KMBS not KMCA. Regards,

E. P. J. SHURICK,

Promotion Director, KMBC.

Actually the call letters are KMBC.

WJJD Power Tops In Chi; Coverage Hike Set for Fall

CHICAGO, April 20.—Power of WJJD, local indie owned by Marshall Field, this week was increased by the FCC from 20,000 to 50,000 watts. More power than any other indie here.

According to Howard Lane, radio chief of the Field operation, the new power of WJJD will, at the beginning, mean only an intensified coverage of the Chicago area, with no increase in area coverage. The station expects to start work on a new transmitter to take care of the new power, and expects to be operating with the new power late in September. Operating problems will not be licked entirely. It still will be on the same frequency as KSL, Salt Lake City (1160 kilocycles) and therefore will have to continue ceasing broadcasting at sundown, Salt Lake time. In the near future the station expects to apply for permission to operate full time. That will be accomplished by the use of a directional antenna which will keep the WJJD signal out of the KSL territory. When and if the station gets full time its directional antenna will then be so arranged as to give it greater area coverage.

Mpls. Letter Writers Rap Blue Jokes, Soapers, Ads

MINNEAPOLIS, April 20.—Both radio comedy and commercials came in for attacks in letters to editors of *Minneapolis Star Journal* and *Tribune*. Anders B. Johnson, of Minneapolis, objected to "smutty references" in radio comedy which aren't "fit for a growing boy or girl to hear." He said some of the jokes "would bring blushes to an audience at a burlesque show" and warned that continuation of such standards would increase juvenile delinquency and sex attacks.

G. W. Van Citters, also of Minneapolis, declared in his letter that "The educational value of radio is highly doubtful, if not entirely negligible. The prevalence of soap operas, ephemeral music, singing commercials and humorless buffoonery so monopolizes radio schedules that education has no fair opportunity to assert

Tolerance Program From Mex Station Covers 34 States

DETROIT, April 20.—A new show slanted to promote inter-racial harmony is slated to go on the air Wednesday (24) beamed to hit most of the United States from XEB, Monterrey, Mexico. Station operates at 55,000 watts in the daytime, but steps up to genuine high power at night, classed at 125,000, but nearer to 150,000 watts.

Program, produced by Edward A. Baker Advertising Agency here, will be a transcribed show. Recordings are being made by United Sound System, Detroit.

Under the title of *Inter-Racial Goodwill Program*, show is being produced in English, as a variety program at 8:30 p.m. Wednesdays, EST. News, music, interviews, and talks by outstanding individuals, both white and colored, will be used.

Opening show (24) has Col. Winthrop D. Rockefeller as the top speaker, in connection with the drive for a Negro college fund. Records of Dorothy Maynor, Marion Anderson and Paul Robeson will be featured on the opening program.

Baker has produced the *Inter-Racial Goodwill Hour* as a nightly 90-minute live program on WJLB, Detroit, for the past seven years.

Baker said that XEB proved the only station that was available to give his agency what it needed on a national basis, as no network time was available, which could be handled on a resale basis, making it possible to undertake a program of this scope.

Coverage thru XEB's high night power, according to Baker, reaches 34 States with a clear signal, while satisfactory coverage is available in 10 other States.

Fact that time can be bought on a Mexican outlet to blanket so much territory in the United States will, it is believed, have a bearing on the Federal Communications Commission's settlement of the clear channel controversy. Commish now is examining all sides of the question . . . and has no control over stations south of the border.

Attempt To Control Segs Will Be Fought, Willard Says

BIRMINGHAM, April 20.—Any movement to control programs that stations broadcast will be fought thru every court in the land if necessary, A. D. Willard Jr., exec veepee of the National Association of Broadcasters, said during an organization meeting of the Alabama Association of Broadcasters here last week. The AAB has been formed to promote improvements in radio broadcasting facilities in the State and more complete coverage of State-wide and national events. Henry P. Johnson, vice-president and general manager of Station WSGN (ABC) was elected president of the group.

In addition, the following officers were elected: John Buttram, WSMA, Anniston, vice-president; David E. Dunn, WSFA, Montgomery, secretary and treasurer. Executive committee is composed of the three officers, and M. L. Vickery, WSML, Decatur, and Howard Martin, WALA, Mobile.

itself," he wrote. "The skillful manipulation with which sponsors contrive to drive penetrating shafts of advertising copy into the mind of the unwary listener . . . is rather disconcerting."

Prof Talks Back

To the Editor:

"It's Longhair versus Ulcer Gents" (March 23) apparently compares the Peabody and *The Billboard* radio awards for 1945 without knowing fully the method by which the Peabody winners are selected. Too, the article overlooks the fact that programs previously honored by the Peabody Board were not eligible for the 1945 "oscar of the air."

"Who listens most, a selected group of longhairs or the nation's radio eds?" If the writer of your article recognized the names of the Peabody Board members, he should have realized that few, if any, could rightfully be listed as "longhair." And how many members are "profs"?

Does your writer know the procedure followed in selecting Peabody winners? Any station, net, advertising agency, listeners' council, or NAB listening-post committee can submit programs for consideration. Scripts of those entered are read, transcription played, and recommendations carefully studied by a "screening committee" composed of University of Georgia faculty members. This committee recommends to the Peabody Board three programs in each category—in making its choices, of course, the board is not restricted to the committee's recommendations.

A former public relations director, I realize that it's natural for *The Billboard* to try to "build up" its awards (they bring in quite a few full page ads, don't they?). But when your writer seems to infer that newspaper radio editors (?) are infallible in their selections I question his line of reasoning. How many newspapers have radio "editors"? I grant you that many papers run radio columns, but how many of those columns sound as if the writer listened to one program per day? With a few exceptions, your lauded "editors" write with shears and paste, selecting items from the voluminous output of net, station and agency flack staffs.

Comparisons are odious. But *The Billboard* brought up the subject, Peabody Awards are made on the basis of "public service"; *The Billboard* citations, I believe, are presented to the "best" programs. As far as I know, there has never been any attempt by any person connected with the Peabody Awards to belittle *The Billboard* citations.

Sincerely Yours,

L. H. Edmondson,
Assistant Professor,
Radio Journalism,
University of North Carolina.

Delmar Sued by Schubert

NEW YORK, April 20.—Kenny Delmar is being sued by Bernie Schubert for claimed failure to pay him commissions under an old rep contract. Schubert claims Delmar has reneged on his agreement.

Delmar, in rebuttal, contends Schubert hasn't done right by him and has raised an interesting point. Under the AFRA contract an agent is subject to suspension or revocation of his franchise if he violates or doesn't perform his duty.

Delmar will claim that Schubert violated the agreement by offering him to different sponsors at the same time. It will be remembered that Delmar did not mention Schubert when he gave the gladhand in an ad in the March 23 issue of *The Billboard* to a list of people he felt were responsible for his being chosen "radio's newest star" in *The Billboard's* Annual Radio Editors Poll.



★KENNY BAKER
"SINCERELY KENNY BAKER"



★MARGARET WHITING
"THE BARRY WOOD SHOW"



★VINCENT LOPEZ
"YOUR PLEASURE PARADE"



★DONNA DAE
"SINCERELY KENNY BAKER"



★BARRY WOOD
"THE BARRY WOOD SHOW"



★BARNET NOVER
"WASHINGTON VIEWS AND INTERVIEWS"

Frederic W.
ZIV
Company
PRESENTS



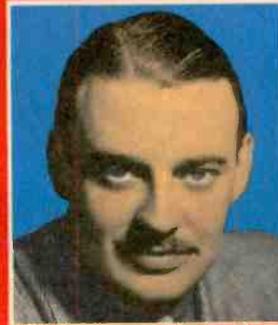
★DICK BROWN
"CALLING ALL GIRLS"



★GOODMAN ACE ★JANE ACE
"EASY ACES"



★ALAN COURTNEY
"THE KORN KOBBLERS"



★JIMMY WALLINGTON
"SINCERELY KENNY BAKER"



★THE MODERNAIRES
"YOUR PLEASURE PARADE"



★VLADIMAR SELINSKY
"SONGS OF GOOD CHEER"



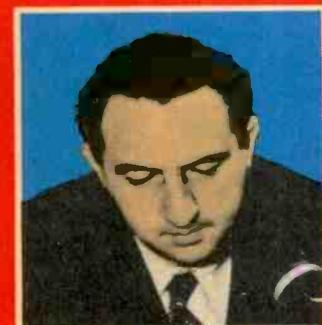
★THE MELODY MAIDS
"THE BARRY WOOD SHOW"



★THE PLEASURE PARADE ORCHESTRA
"YOUR PLEASURE PARADE"



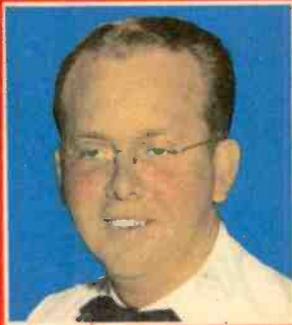
★JERRY SEARS
"SONGS OF GOOD CHEER"



★SAM BALTER
"ONE FOR THE BOOK"



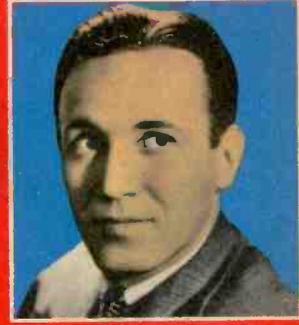
★THE KORN KOBBLERS



★BUDDY COLE
"SINCERELY KENNY BAKER"



★HENRY SYLVERN
"THE BARRY WOOD SHOW"



★DICK KOLLMAR
"BOSTON BLACKIE"



★SALLY FOSTER
"THE OLD CORRAL"



★PAPPY CHESHIRE
"THE OLD CORRAL"



★BOB KENNEDY
"YOUR PLEASURE PARADE"



★PAULA KELLY
"YOUR PLEASURE PARADE"



★MILTON CROSS
"YOUR PLEASURE PARADE"

TRANSCRIBED
SHOWS FROM
**THE HOUSE
OF HITS...**



3 GREAT MUSICALS

The new transcribed

BARRY WOOD SHOW

SMOOTH IS THE WORD FOR IT!

WITH
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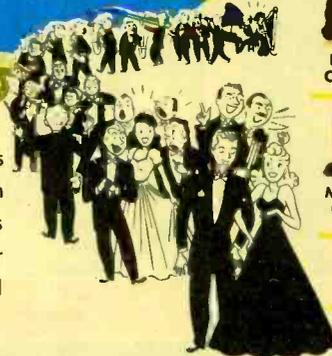
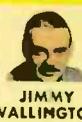
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★ BUDDY COLE
 And his men of
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★ JIMMY WALLINGTON
 Your Favorite Master
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NETS' EXIT FROM CAB MAZE

Unhappy Strike

NEW YORK, April 20.—Allen LaFever won't lift Phoebe, the Calif., on Borden's County Fair show today and perhaps not next Saturday (1:30-2 p.m., CBS). Allen smashed a finger while bowling. Meanwhile, Phoebe is growing rapidly. Yesterday she tipped the scales at 345 pounds.

Jockey Vs. Jockey Gives Film Colony Plenty Promotion

HOLLYWOOD, April 20.—Naming of a disk jockey to succeed Al Jarvis on local indie, KFVB, is expected to start a full-scale promotional war between WE and indie KLAC which now carries the Jarvis airers.

KLAC, recently acquired by the Thackreys, pubs of *The New York Post*, has had a month's start in exploiting Jarvis. During that time KFVB has been scanning the country in search of a likely successor to Jarvis (lucky guy, reportedly a big Eastern name, is set to be announced April 24 by Harry Maizlish, KFVB boss).

KLAC Jarvis Campaign

Signing of Jarvis by KLAC launched the biggest local promotional campaign in a long time. Station has reportedly spent between \$15,000 and \$25,000 to date exploiting the Jarvis switch, flooding the town with car cards, billboards, newspaper ads and even newsreel shoots. In addition, daily nylon giveaways plus other "for free" gimmicks that Jarvis uses, has brought a flock of new listeners to the station and made transition from one outlet to the other comparatively easy for the platter spinner.

While KFVB is keeping mum on exploitation plans, indications are that the indie will surpass the publicity build-up given Jarvis and will fight fire with fire. Regardless of the flackery campaign to build the new jockey, the newcomer will be fighting upstream all the way. Jarvis's prestige, influence and connections with filmland greats can't be luffed off or acquired overnight.

Case in point is Jarvis's ability to lure top radio and film names into appearing on his daily segs and weekly participating seg, *Can You Tie This?* Latter show, now several weeks old, boasts a guest list including (See *Jockey vs. Jockey* on page 14)

Bowling Quizzer Gets a Sponsor

CHICAGO, April 20.—*Right Down Your Alley*, ABC half-hour ailer since March 31 (Sundays, 3:30-4 CST) takes on a sponsor June 2 and a slightly different format. Hastings Manufacturing Company, of Hastings, Mich., is the buyer, and Keeling & Company, Indianapolis, is the agency. Contract is for 26 weeks. ABC central division sales department made the sale.

Show, which is aired from the Roxy Bowling Center, New York, is voiced by Bill Slater. Show will still retain its audience participation format, but questions will be broadened to include all sports. Question answers are given chance to compete with other participants in bowling, with winners being awarded prizes.

CBC System Finds Favor With British

MONTREAL, April 20.—The much discussed and much criticized government-operated Canadian Broadcasting Company, the Dominion's sole web, this week received quite a boost from a most unexpected quarter. It was revealed that in a recent British survey, 50 per cent of the people questioned were in favor of substituting the CBC system for that of the British Broadcasting Corporation. The inquiry was made in view of the great interest in BBC and its charter, which expires at the end of this year.

The British listeners thus favored the Canadian (and Australian) radio system by which State and private commercial broadcasting stations work side by side, altho the former exercises certain controls over policies and the choice of programs of the latter. The British listener repudiated the American all-commercial system.

BBC Walloped

They also expressed a good deal of criticism for BBC, whose present set-up permits only government-operated stations and excludes all privately owned commercial outlays. BBC is also under fire for its attitude toward what one critic called "The Cloth Cap and Woolworth Tie Trade." BBC allegedly has been treating working class listeners in a lofty manner. More criticism falls on BBC for the "ivory tower attitude" in its post-war broadcasts.

On the other hand, there are many who defend the BBC brand of news broadcasts. When Arthur Mann retired recently from the web's board of directors, he left behind a suggestion that the news broadcasts might be presented in a more attractive manner. Protests followed, listeners fearing that such a procedure would introduce personal opinion (of the commentator) into the news and that this would soon degenerate into propaganda, which would reflect on the high standing won by BBC all over the world during the war for accuracy, objectivity and lack of histrionics in its news broadcasts.

But newscasting aside, BBC has many critics, and it appears to be the general opinion that a thorough examination of the system it employs, particularly in its position as a State monopoly, will be made before the charter is renewed. It is highly possible that it will undergo drastic changes to alter it into an improved version of CBC.

Sask. Premier Protests

REGINA, April 20.—Premier T. C. Douglas said in a statement here that a decision by the Canadian Government to refuse transfer of CHAB (Moose Jaw, Sask.) license to the Saskatchewan Government is an infringement of free speech and an invasion of provincial rights "which we cannot tolerate." He added, "This is the type of centralized dictatorship which must be fought at every turn. We challenge the right of the federal government to say that a provincial government cannot own a radio station and we are prepared to put it to the test."

Douglas said that the effect of Ottawa's decision means that only the CBC and private corporations can (See *British Like CBS* on page 14)

Flack Flacking

NEW YORK, April 20.—Jinx Falkenberg, whose six-a-week program with husband Tex McCrary debuts Monday (22) on WEA, 8:30-9 p.m., is missing no bets to put the program over. She's sent all the press boys on NBC's fourth floor an individual, autographed picture of herself in a fetching pose. Each glossie contains some personal word of praise for the recipient.

Fight for Daylight Time Continues in Minneapolis Area

MINNEAPOLIS, April 20.—With Twin Cities radio stations plugging for Daylight Saving Time to harmonize local broadcasting hours with web time, the Minneapolis Civic and Commerce Association Friday (19) started to ballot 5,200 business firm members for their views on whether the city should set clocks ahead one hour from May to September.

Poll is being made to assist Minneapolis City Council, meeting Friday (27), to decide what to do. One alderman has introduced an ordinance calling for adoption of daylight time in the face of a State law, passed by the 1945 Legislature, setting all Minnesota clocks back to Central Standard Time even before the war was over. It was pointed out, however, that even if the city goes on daylight time in violation of the State law, the latter measure carries no punishment clause.

C. and C. Prexy Emmet Salisbury said that if poll results show a preponderance favoring a clock moving, and council is legally barred from such move, effort will be made by the association to arrange a voluntary program.

Meanwhile St. Paul is awaiting results of Minneapolis action before doing anything.

Radio station managers are plumbing for the proposal, but hard, pointing out that not only their industry, but the stock market and railroad and bus transportation are hit.

50 New Programs In Works at CBS

NEW YORK, April 20.—Davidson Taylor, v.-p. in charge of programming at CBS, has approximately 50 programs in some phase of production and is huddling with Ernie Martin, CBS West Coast program director, on production plans. This hypoped production is a record for the web, even tho some of the shows are in the quiescent stage and others may never see light. All types of pegs are included in the total, but Taylor figures he is still shy good dramatic material and is in the market for same. It's the old writing problem, he says, with high-grade scribblers hard to find.

Taylor is not yet ready to divulge plans for the summer, but the web, of course, will use open summer time to try out and develop programs. In addition, CBS, like NBC, may use the 11:30-12 p. m. slot, ordinarily devoted to remote bands. According to Taylor, the quality of CBS-built programs will dictate whether or not the period will be used. (See *CBS HAS 50* on page 14)

ABC Out; NBC, CBS Slated

Trade sees CAB ballot as set-up for continuance—Nielsen in with pitch

By Joe Koehler

NEW YORK, April 20.—Despite current balloting and the heavy logging of Ben Duffy, prexy of Batten, Barton, Durstine & Osborn, and Bob Elder, of Lever Bros., indications are that the networks will not go along with the Co-Operative Analysis of Broadcasting. First actual exiter was the American Broadcasting Company Friday (19) when Mark Woods, web prexy, tendered his resignation and that of the chain at the board of governors' meeting. Both were accepted at the meeting altho no public announcement was made of the fact.

B. of G. authorized CAB to prepare a budget that would not count on the fees now coming from the networks, just in case. Actually execs must have known that NBC will not continue to underwrite the research group, despite the fact that Frank Mullen, NBC v.-p. was not in attendance at the meeting. Trade knows that when Mullen decides that something is water under the bridge, he's the busiest man when meetings are called. However, other NBC execs stated that any comment on the balloting would be esoteric as far as they are concerned since "NBC had no intention of continuing as a member of the rating service."

CBS Withdrawal Certain

Columbia is also certain to withdraw its support, as it has indicated before. It's understood that no public announcement will be made until after the current balloting of the CAB members has been completed. It is understood that this is expected to occur within two weeks at which time the board will meet again and decide upon the next step.

The CAB committee on reorganization (Kobak, MBS; Brophy, Kenyon & Eckhardt, and Elder) this week had a digest of their report delivered to the CAB membership together with a ballot. With the digest, which called for CAB to get out of the rating service business, was sent what lawyers in the trade call the most amazing "legal opinion" they've read in a month of Sundays. In fact, the legal wizard of one of the webs called the three-page document more opinion than legal and pointed to phrases in the "opinion" that might well be construed as "libel" of Hooper and Nielsen. The parts referred to stated, "The private research organization exists for profit. There is implicit in the *modus operandi* (the italics are the report's) of the latter type of business the formulation of policies which will make money. No matter how honestly such an organization is run, there is an undiscernible urge to make its service and its result look better than those of the CAB. This necessarily biased approach lacks the objectivity of truly co-operative enterprise. The differentiation is well illustrated in a statement recently made to us by a prominent advertising man: "I want the CAB rating for (See *Nets Exit From CAB*, page 18)

Clients Back WEA F Pubserv; Give Up Time to UNB'casts

NEW YORK, April 20.—With the co-operation of its sponsors, WEA F is carrying a great amount of news from the United Nations Security Council sessions during regular commercial time. This coverage is in addition to the station's regular news periods, and is expensive inasmuch as it involves rebates to clients for periods pre-empted for UN coverage. In some instances clients, instead of taking rebates, are using other open periods suggested by the station.

According to William Burke Miller, station exec, commercial time will be requisitioned to broadcast the actual proceedings, right from the floor, whenever Thomas B. McFadden, WEA F news and special events chief, figures the proceedings are of sufficient importance.

Sampling of the station's coverage gives some indication of how much commercial time is used in addition to regular news periods. On March 27, for instance, the following periods were taken for a total of about three and one-quarter hours: 3:15-5:20 p.m., 5:20-6:05 p.m., 6:05-6:25 p.m., and 6:25-6:48 p.m. On March 29, 3:15-4:44 p.m.; April 3, 11-12 noon; April 4, 11-12:50 p.m.; April 15, 3:15-6:20 p.m.; April 16, 11-12:54 p.m. On April 17, about two hours and two minutes were requisitioned, etc.

Decision to cut into the station's commercial periods is regarded as indicative of the strong public service slant put into effect when Jim Gaines took over the operation at the end of January. Burke Miller this week stated, "Expenses won't stop us—and as long as it's done right, the sponsors go right along with us."

Too Short for a Head

Your Hit Parade reported in for program format change, with Kenny Delmar to be used to greater advantage in new set-up. . . . CBS peddling Milton Berle package to agencies for \$8,500 without guests. . . . London radio rep Harry Alan Towers in Hollywood to platter picture interviews for his BBC Cinema seg. . . . ABC West Coast station managers confabbing in Carmel, Calif., April 22-23. . . . WGN, Chi, offering more than \$5,000 in prizes as gimmick for Mr. and Mrs., audience participator. . . . Don Ameche takes over Drene show next fall, replacing current Rudy Vallee seg, which ends first week in July. . . . Call letters for new 250-watt Reno station, to be built by Sierra Broadcasting Company, on air June 15, will be KATO.

The Revolving Door: C. P. Jaeger, resigned ABC veepee of Creative Sales, to go into artist rep biz. . . . Emil Martinback in Sacramento, Calif., as director of music for McClatchy Broadcasting Company, with HQ at KFBC. . . . Lynn Morrow named sales promotion and publicity manager of WBZ and WBZA, Boston. . . . C. H. Cottingham upped from radio director at Erwin, Wasey to v.p. . . . George Sanders and Clark Kunej to Advertising Engineers Corporation as operating heads of radio department. Bill Babcock left KDKA announcing to become assistant to news editor at WHBC, Canton, O. . . . James Day with KPO, San Francisco, as assistant supervisor of PUBserv and ag. . . . David Harris upped from announcer and newscaster at WNHC, New Haven, Conn., to program director, replacing Kenneth Carter, and William A. Hanrahan added as announcer. . . . Jack Weldon added to announcing staff at WINX, Washington. . . . Blair Snowden named assistant flack. . . . Bruce W. Olin Jr. leaves WNAB, Bridgeport, Conn., May 1 to become prexy of Moline Broadcasting Company, which will open a new station at Moline, Ill. . . . Dan Ryan has joined Dancer-Fitzgerald & Sample ad agency in Chi. . . . Armand LaPointe, Bill Hayes, Charles O'Neil, Nicky Pinas, Victoria Sosnowski and Charles Bower new at WFEA, Manchester, N. H.

WOV's first annual jazz piano scholarship contest had Teddy Wilson and Joe Bushkin among the judges and brought out Mary Lou Williams, too. . . . ABC and CBS switch Buffalo affiliates on June 1. . . . NBC now has 55 newsmen thruout the world. . . . More than 250 stations will carry Louis-Corn fight from Yankee Stadium June 9. . . . Forty Indiana, Illinois, Wisconsin and Michigan members of Future Farmers of America Association and winners of 1946 WLS-Prairie Farmer Youth Award trip will be feted in Chi April 26 week end with all expenses paid by farm paper and outlet. . . . "Men Against Crime," WWJ (Detroit) PUBserver, has been picked for a special hearing by the National Safety Conference in Washington May 11. . . . WAYS, Charlotte, N. C., promoting outlet by supplying downtown offices with matchbooks and manicure sets. "One Man's Family" will be filmed in many foreign language versions.

People: C. Burt Oliver, general manager of Foote, Cone & Belding's Hollywood office, named a BMB director. . . . Van Haafden, WBBM (Chi) announcer, to WIND, Gary, Ind., indie. . . . Doris Grundy being considered for role of Julie Hayden in road version of The Glass Menagerie. . . . Elaine Rost getting a play from film talent scouts. . . . Pat Stanton, WDAS general manager, leaves April 26 for Ireland. . . . Don Mc-

Neil's Breakfast Club to do two evening performances at Mosque Theater, Newark, April 29. . . . Jimmy Foxx selling Vest-Pok Razors and other toiletries over WEEL, Boston, ballcast. . . . Gene Hamilton producing e. t. series, starring Zero Mostel. . . . George A. Putnam tripling between Portia Faces Life, Lorenzo Jones and Paramount newsreels. . . . Ray A. Furr, WIS, Columbia, S. C., program director, conducting a series of radio classes at University of South Carolina.

Decorated: Joseph L. Tinney, exec v.-p. of WGAU, Philly, just out of navy, awarded commendation ribbon. . . . WLS, for second consecutive time, selected national winner in the annual Gold Medal award competitions for outstanding PUBserv in field of fire prevention. . . . Harold E. Smith, general manager of WOKO, Albany, N. Y., awarded plaque by Albany Zionist district. . . . John Alexander, manager of KODY, North Platte, Neb., presented with Gold Medal by Treasury Department. . . . William S. Foulis, KFEL night news ed, awarded Gold Medal of Honor of Order of Orange-Nassau by Queen Wilhelmina of the Netherlands.

This-a and That-a: Louis Carlyle renewed for another 13 weeks for "Sunday Evening Party." . . . Tom Reddy packaging his own news program, "Listener's Digest." . . . Peggy Mann to take over Joan Edwards spot on "Hit Parade" this summer. . . . Elaine Carrington recently sold the first 600 episodes of "When a Girl Marries" to an Australian network. . . . Next stop in barnstorming tour by George L. Moskovics, commercial manager of CBS tele station, WCBW, in New York.

Back From the Shooting: Ted Steele to Benton & Bowles as v.-p. in charge of West Coast operations. . . . Don Kerr to WAAT, Newark, N. J., announcing staff. . . . Richard Coughlin speling at WIS, Columbia, S. C. . . . Fred Reinhardt, Douglass Hadley and Gino Monaco to WJPF, Herrin, Ill. . . . Al Lewin checking out of AFN. . . . John Boor, chief engineer of KGVO, Missoula, Mont. . . . Russ Baker skedded back at WOW, Omaha, June 1. . . . Bob Fransen and Ralph Backlund added to WCCO, Minneapolis, news staff. . . . Ray Carroll, spieler; Fred Barr, program director at WWRL, New York. . . . Joe Graham joined ABC as staff director.

Checking a script on stamp collecting, Ed Wallis, WIP's assistant program director, found that a page of 50 Graf Zeppelin stamps which he had forgotten about owning were now worth \$22.50 each. . . . John Murray, Red Skelton and Bob Crosby show scripter, has written a play, Two's a Crowd, which opens at Pasadena Playhouse April 23. . . . Orson Welles has inside track as summer replacement for Edgar Bergen show. . . . Eddy Duchin takes over Kraft Music Hall for summer. . . . Les Gottlieb, Y&R radio flack chief, leaves for West Coast on April 22 to work out fall promotion campaigns for programs originated there. . . . Byron Parker and his hillbilly group started 10th year of consecutive broadcasting over WIS, Columbia, S. C., April 15. . . . Jackson Beck, original radio "Cisco Kid," returned to Inner Sanctum 30 pounds lighter. . . . Norman Tokar, who replaced Ezra Stone as Henry Aldrich until he went into army himself, back with the Aldrich Family as Willie Marshall and script writer. . . . Patty and Alis Foster, two kids of Donald Foster, legit actor, now with Chi edition of State of the Union, starred previously in Ice-o-Rama, Trenton, N. J., icer, with Patty doubling on CBS's tele show, Tales of Huff.

CBS Has 50 New Programs in Works

(Continued from page 13)

has more good programs than open time, remote slots will be requisitioned.

Hiatus Time To Be Used

CBS is hoping summer business will shape up about the same as last year—but web execs admit that open time can be a "godsend for the folks downstairs." In other words, hiatus periods will be used to the hilt to develop programs. As of last week, 10 spots were open for the summer. Majority of these are half-hour and 25-minute periods, with some five-a-week segs. Lux will probably take another hiatus, too.

Talk that the web may revive its old forecast series to showcase programs is being kicked around. Many CBS execs are known to have fond recollections of the splash the programs made during the summers of 1940 and '41. The 1940 series was responsible for the showcasing and selling of such programs as *Duffy's Tavern* and *Suspense*. Series also brought forth such ideas as the battle of music (swing versus longhair, used on imitative programs), and such personalities as Danny Kaye, Albert Spalding and Edward Everett Horton.

BRITISH LIKE CBC

(Continued from page 13)

own an important medium of public information. He charged that the federal government was seeking to establish a "gigantic radio monopoly" to be shared between itself and big business to the exclusion of provincial and municipal governments. However, negotiations with the owners of CHAB will not be dropped, he said. The Saskatchewan Government has an option on the Moose Jaw station and continues to hold it until it is definite a transfer of license cannot be obtained.

CBC License Refusal Hit

EDMONTON, April 20.—The decision of the board of governors of CBC to refuse a public commercial license to CKUA here made it apparent that the Canadian government is determined to make a closed corporation of the National Broadcasting Facilities of Canada, said Alberta's telephones minister, W. A. Fallow, whose department took the station over from the University of Alberta. The CBC board of governors also refused an application by CKUA to build a 50,000-watt station at Red Deer, Alta. Fallow characterized the action as further evidence of "the planned system of creeping paralysis being forced on the provinces with the definite purpose of curtailing the rights of free speech and free thinking."

JOCKEY VS. JOCKEY

(Continued from page 13)

ing Dinah Shore, Nat (King) Cole, Buddy Rich, Bob Hope, Bing Crosby and Ella Logan. Jarvis reportedly is lining up Gov. Earl Warren, of California, as a future guest.

KLAC will welcome the battle royal, cashing in on publicity and counteracting any KFVB promotion with high pressure flackery of its own, sparked by another flood of easy-to-win giveaways.



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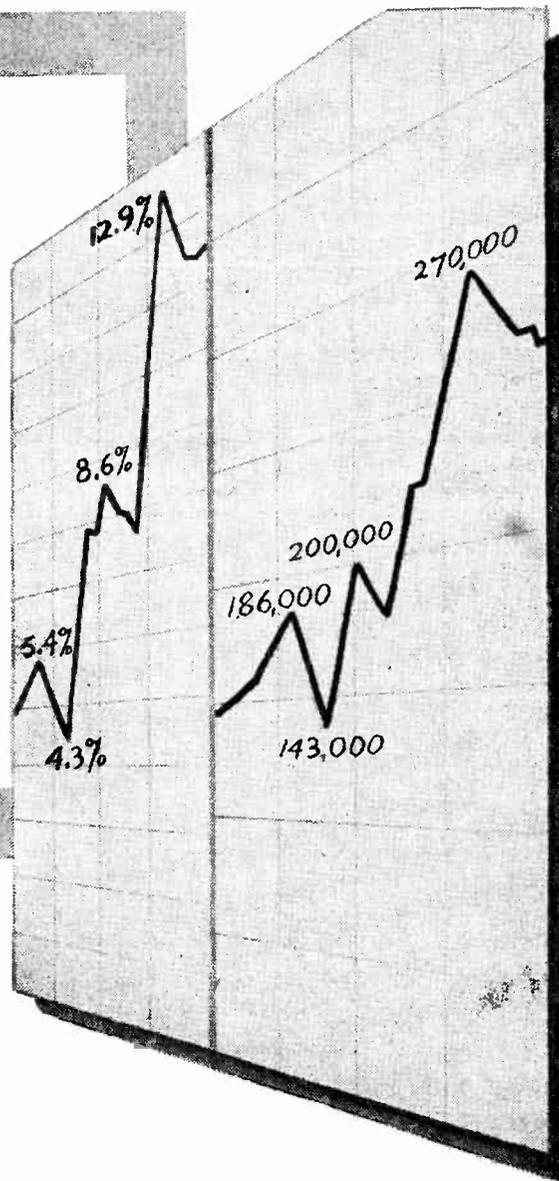
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ing of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.



THE NATION'S MOST MERCHANDISE-ABLE STATION

WTAG's Promotion Pitch Turns Local

WORCESTER, Mass., April 20.—WTAG having collected plenty in awards and prestige for its Worcester and the World series, is now turning its promotional and public service attention very much to home. New series, starting April 26, will have Judge Carl E. Whalstrom, a typical New Englander, hold panel sessions on careers for the teen-agers who are thinking in terms of "Where do we go from here?" Instead of educators on the panel (altho there may be some from time to time), the judge will have the business leaders

of the town work with him on the air. Another local pitch, current is WTAG's municipal airport program. City has been without an airport and air passengers have been forced to taxi in from Grafton, some 18 to 20 miles. Deal has finally been set and they'll be able to fly right into town. Airport airings are nothing new, but station is using the program to sell Worcester on flying and the fact that the airport's municipal and 'in town.' Starting in June, The Telegram-Gazette station will have a gala pitch in which the execs, from Ed Hill down, feel they have something unique. Idea is under wraps now—but it won't be long.

NIGHTTIME TALENT COST INDEX



Based on "FIRST FIFTEEN" HOOPERATINGS for Evening Programs and the "FIRST FOUR" Sunday Afternoon Segs.

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

Vol. III No. 6E (Report April 15, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length and Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
BOB HOPE Lever—Pepsodent F. C. & S. NBC 125	29.6	1/2 hr. 284	Concert Time—ABC Mardi Gras—CBS Lots Take Our Bearings—MBS Am. Forum of Air—MBS Upton Close—MBS	\$15,000	\$ 506.76	\$.54
FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N., L., & B. NBC 142	27.4	1/2 hr. 418	Hank D'Amico—ABC Doctors' Talk—ABC This is My Best—CBS Am. Forum of Air—MBS	\$10,500	\$ 383.21	\$.41
EDGAR BERGEN Standard Brands Chase & Sanborn J. W. T. NBC 144	25.0	1/2 hr. 380	Sun. Eve. Hr.—ABC Beulah Show—CBS Alex. Med. Board—MBS	\$14,500	\$ 580.00	\$.57
BING CROSBY Kraft Velveeta J. W. T. NBC 137	23.2	1/2 hr. 661	Town Meeting—ABC Kostelanetz—CBS G. Heatter—MBS Real Stories—MBS	\$12,500	\$ 538.74	\$.56
RED SKELTON (CH) Raleighs R. M. S. NBC 145	22.7	1/2 hr. 185	Hoosier Hop—ABC Congress Speaks—CBS Behind CBS—CBS Better Half—MBS	\$ 9,500	\$ 418.50	\$.46
FRED ALLEN Standard Brands Tender Leaf Tea Blue Bonnet Mar'ine J. W. T. NBC 141	22.2	1/2 hr. 484	Sun. Eve. Hr.—ABC Crime Dr.—CBS Don't Be a Sucker—MBS G. Heatter—MBS	\$12,000	\$ 540.54	\$.54
RADIO THEATER Lever Bros.—Lux J. W. T. NBC 149	22.0	1 hr. 523	I Deal in Crime—ABC Forever Tops—ABC Various—MBS Telephone Hr.—NBC Information Please—NBC	\$16,000	\$ 727.27	\$.79
JACK BENNY** Amer. Tob. Co. Lucky Strike R. & R. NBC 145	21.1	1/2 hr. 546	Drew Pearson—ABC Oon Gardiner—ABC Thin Man—CBS Operatic Revue—MBS	\$22,500	\$1,066.35	\$1.01
WINCHELL** Jergens L. & M. ABC 187	19.7	1/4 hr. 650	Request Performance—CBS Exploring Unknown—MBS M.-Go-Round—NBC	\$ 6,000	\$ 304.57	\$.30
MR. D. A. Bristol-Myers Ipana and Vitalls O. C. & S. NBC 131	19.5	1/2 hr. 351	Lead a Band—ABC Bob Crosby—CBS Spotlight Bands—MBS	\$ 4,500	\$ 230.77	\$.26
JACK HALEY Sealtast McK. & A. NBC 69	19.5	1/2 hr. 40	Detect & Collect—ABC Hobby Lobby—CBS Treasure Hour—MBS	\$ 8,500	\$ 435.90	***
SCREEN GUILD Lady Esther Powder Blow CBS 141	19.0	1/2 hr. 243	Bill Thompson—ABC Your Land and Mine—MBS Contented Hour—NBC	\$10,000	\$ 526.32	\$.59
KAY KYSER (10 p.m.) Colgate P-P Ted Bates NBC 139	18.1	1/2 hr. 379	Ralph Morman—ABC Great Moments—CBS Endorsed by Dorsey—MBS	\$ 8,500	\$ 469.61	\$.51
ABBOTT AND COSTELLO R. J. Reynolds Camel Esty NBC 140	17.7	1/2 hr. 119	Curtain Time—ABC Island Venture—CBS You Make News—MBS	\$13,000	\$ 734.48	\$.75
AMOS 'N' ANDY Lever Bros.—Rinso R. & R. NBC 148	17.4	1/2 hr. 328	Guy Lombardo—ABC Inner Sanctum—CBS G. Heatter—MBS Real Stories—MBS	\$ 9,000	\$ 517.24	\$.55
THE SHADOW (LN, MA) (Del., Lack. & Western) R. & R. MBS 35	10.8	1/2 hr. 273	Jones and I—ABC Family Hour—CBS Gen. Motors Symph.—NBC	\$ 2,500	\$ 231.48	***
ONE MAN'S FAMILY Standard Brands J. W. T. NBC 142	10.4	1/2 hr. 664	Thompson & Woods—ABC N. Y. Philharmonic—CBS Vera Holly Sings—MBS	\$ 4,500	\$ 432.69	\$.48
CARMEN CAVALLARO Shaeffer Pen R. M. S. NBC 142	8.5	1/2 hr. 17	Eimer Davis—ABC Gain Drake—ABC Philharmonic—CBS Songs Along Trail—MBS	\$ 6,200	\$ 729.41	\$.85
JOHN CHARLES THOMAS Westinghouse McC.-E. NBC 143	8.5	1/2 hr. 152	Vespers—ABC Hollywood Star Time—CBS Cunningham—MBS World Tomorrow—MBS	\$ 8,500	\$1,000.00	\$1.16

Sunday Afternoon

*Insufficient data. **Includes second broadcast on Pacific Coast. ***The network in this case is not extensive enough to permit of the projection of Hooperatings and listeners-per-listening-sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported.

LN—Limited Network. MA—Moving Average. CH—Computed Hooperating.

L. & M.—Lennen & Mitchell. O., C. & S.—Doherty, Clifford & Shenfield. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. J. W. T.—J. Walter Thompson. R., W. & C.—Roche, Williams & Cleary. R. M. S.—Russell M. Seeds. N., L. & B.—Needham, Louis & Brorby. McK. & A.—McCoe & Albright. McC.-E.—McCann-Erickson. B., B., D. & O.—Battan, Barton, Durstine & Osborn. H., H. & M.—Henri, Hurst & McDonald. L. W. R.—L. W. Ramsey. R & R.—Ruthrauff & Ryan. W. & L.—Warwick & Legler.

The average evening audience rating is 9.5 as against 10.0 last report, 9.4 a year ago. Average sets-in-use of 28.8 as against 30.4 last report, 29.1 a year ago. Average available audience of 79.5 as against 80.2 last report, 77.6 a year ago. Sponsored network hours reported on were 75 1/2 as against 76 1/2 last report, 82 1/4 a year ago.

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The first derby hat was made by James Knapp of South Norwalk, Conn. in 1850. It was named after the Derby in England.

The first broadcast of a children's program was heard over WIP in 1922.



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WIP - FM

DAYTIME TALENT COST INDEX

Based on "FIRST SIXTEEN" HOOPERATINGS for Week-Day Daytime and "FIRST THREE" Saturday A.M.



In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

Vol. III No. 6D (Report April 15, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
BREAKFAST IN HOLLYWOOD Kellogg-Pep K. & E. ABC 193	8.7	227	2d Husband—CBS Elsa Maxwell—MBS Fred Waring—NBC	\$1,500	\$172.41	\$.29
MA PERKINS P&G, Oxydol D.-F. & S. CBS 73	7.6	167	Constance Bennett—ABC Lopez Luncheon—MBS Various—NBC	\$1,300	\$171.05	***
BIG SISTER Lever Bros., Rinso R. & R. CBS 140	7.6	263	Glamour Manor—ABC Morton Downey—MBS Words & Music—NBC	\$2,500	\$328.95	\$.56
HELEN TRENT Kolyos-Bisdodol D.-F. & S. CBS 142	7.5	641	Club Matinee—ABC R. Maxwell—MBS Van Damme Quartet—NBC	\$1,800	\$240.00	\$.41
WHEN A GIRL MARRIES General Foods Maxwell House Coffee B. & B. NBC 76	7.4	260	Terry & Pirates—ABC American School—CBS Pete Howe—MBS	\$2,300	\$310.81	***
BREAKFAST IN HOLLYWOOD Ivory Flakes, P&G Compton ABC 194	7.4	227	Amanda—CBS Cecl Brown—MBS Fred Waring—NBC	\$1,500	\$202.70	\$.32
RIGHT TO HAPPINESS Ivory Soap Compton NBC 136	7.1	390	Ladies Be Seated—ABC Sing Along—CBS Various—MBS	\$2,250	\$316.90	\$.62
OUR GAL SUNDAY Anacin D.-F. & S. NBC 142	6.8	480	Club Matinee—ABC Music—MBS Maggi McNells—NBC	\$1,750	\$257.35	\$.47
PORTIA FACES General Foods Post Raisin Bran B. & B. NBC 87	6.7	251	Dick Tracy—ABC American School—CBS Superman—MBS	\$2,750	\$410.45	***
LIFE CAN BE BEAUTIFUL P&G, Ivory Soap Compton CBS 67	6.7	388	Baukhage—ABC Once Over—MBS Various—NBC	\$1,500	\$373.13	***
KATE SMITH SPEAKS Ivory Flakes Y. & R. CBS 133	6.6	368	Glamour Manor—ABC Wm. Lang News—MBS Words & Music—NBC	\$5,000	\$757.58	\$1.34
LORENZO JONES Sterling-Bayer Aspirin D.-F. & S. NBC 140	6.2	482	Time for Women—ABC Gordon MacRae—MBS Mutual Melodies—MBS	\$2,000	\$322.58	\$.53
PEPPER YOUNG P&G Camay Soap P. & R. NBC 79	6.2	597	Ladies Be Seated—ABC Sing Along—CBS True Confessions—MBS	\$2,650	\$427.42	***
DR. MALONE P&G Crisco Compton CBS 42	6.0	246	But Not Forgotten—ABC Smiletime—MBS Morgan Beatty—NBC	\$2,500	\$416.67	***
STELLA DALLAS Phillips Milk of Magnesia D.-F. & S. NBC 140	5.9	404	The Fitzgeralds—ABC House Party—CBS Johnson Family—MBS	\$1,750	\$296.61	\$.54
WIDDER BROWN Phillips Toothpaste D.-F. & S. CBS 140	5.9	388	Hop Harrigan—ABC Feature Story—CBS Mutual Melodies—MBS	\$1,600	\$271.19	\$.42
STARS OVER HOLLYWOOD Bowie's Darl-Rich Sorenson CBS 49	5.6	369	American Farmer—ABC On the Level—MBS Atlantic Spotlight—NBC	\$4,000	\$465.12	***
THEATER OF TODAY Armstrong Quaker Rugs B., B., D. & O. CBS 141	7.8	146	Piano Playhouse—ABC House of Mystery—MBS News—NBC Consumer Time—NBC	\$2,500	\$320.51	\$.43
LET'S PRETEND Cream of Wheat B., B., D. & O. CBS 142	7.3	708	Various—ABC News Round-Up—MBS Teentimers—NBC	\$2,000	\$273.97	\$.31

***Since these shows employ a network of less than 100 stations, it is not possible to project their Hooperating and listener-per-listening set figures upon a population base that would not be open to question. Therefore cost per thousand figures are not recorded in these cases.

Average daytime audience rating is 4.4 as against 4.6 last report, 4.4 a year ago. Average sets-in-use are 16.3 as against 17.0 last report, 15.1 a year ago. Average available audience of 72.3 as against 72.8 last report, 69.4 a year ago. Sponsored network hours number 91% as against 88 1/2 last report, 83 1/4 a year ago.

D-F & S—Dancer-Fitzgerald & Sample. Y&R—Young & Rubicam. R&R—Ruthrauff & Ryan. B&B—Benton & Bowles. B., B., D. & O.—Batten, Barton, Durstine & Osborn. K&E—Kendon & Eckhardt. P&R—Pedlar & Ryan. KR—Knox Reeves, McE—McCann-Erickson. L&F—Lambert & Feasley.

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 Clocked News—on the hour
 "Mobile" McNamara—the on-the-spot reporter
 "Can You Tie That?"
 Baseball Games of Hollywood and Los Angeles
 "Olympic Fights"
 "Sam Balter's Commentary"
 "T. Texas Tyler"
 "Jeff and Rufus"
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 OWNED AND OPERATED BY THE DETROIT NEWS

Nets Exit From CAB Maze; ABC Out: NBC, CBS Slated

Revision of FCC Is a Sure Shot

Chi E.T. Biz Split on Effect Of Web Exiting

(Continued from page 13)

the facts; I want the 'X' rating for my boss."

Digges Opinion

Much of the "legal" opinion—it's by I. W. Digges, CAB counsel—is so worded as to cause members of the organization to give deep thought to the consequences, trade researchers point out, before they vote the "death" of the organization. One key web exec called it "typical of the entire CAB mutual admiration society."

Final legal opinion states that if the CAB went out of the business of researching and returned that it "would be made subject of legal action, for restraining trade" and "in any event, the probability of such an event would make it desirable to assume that such an action would be begun."

The letter of transmittal for the committee report and the legal opinion is signed by Bernard C. Duffy, chairman of the CAB, and stresses the favorable aspect of report. The ballot gives the CAB members three choices, in the following order (wording is *The Billboard's*):

- (1) Continue CAB and improve the rating so that it fulfills the committee's requirements;
- (2) Continue CAB as an experimental research organization and drop its rating service;
- (3) Reject the committee's report.

The ballot is said to be so phrased that "it's not surprising that advance reports indicate that the vote is running four to one in favor of the first choice." This, say researchers, would have happened even tho the transmittal material had not been so heavily weighted in favor of this selection. They point to the fact that the first choice "is not the one which the committee itself recommended yet being placed first is bound to give it that importance." They also point to the fact that the first choice in any sequence has a two-to-one edge over any other selection.

Apropos of this, Hans Zeisel (McCann-Erickson) pointed out that last year when the market research council wanted to change its constitution the secretary, in a kidding mood, sent out half the ballots with the voting choice in the normal one-two order and the second half in a two-one order. Votes came back with a majority of the first group voting for choice one and the majority of the second group voting for choice number two. And points out Zeisel, the men voting were supposedly "the research brains of America." Trade says that since this is true, the vote for CAB is "a foregone conclusion."

Pitch to an A

Further log-rolling for CAB was handled by Ben Duffy at the Association of National Advertisers (ANA) at their meeting in Rye, N. Y., this week. While Bob Elder, one of the committee on the reorganization of CAB, didn't speak in favor of CAB, he read the report and presided at the meeting which considered the report.

Reasons given for CAB being continued (despite the fact that everyone agreed that the job it is doing at this time "is not adequate" are that the dropping of the service would create a "vacuum period" in research operations since a "new" service is not ready (shades of Hooper and Nielsen); the "monopoly" that might be obtained by "a private researcher"; the financial "waste" that would result from CAB's discontinuance; and "the legal restrictions against resuming operations if the rating service were once dropped."

From the Hooper researchery, letters were made public that Hooper had written Elder February 18 offering to make all of the Hooper experimental research available to the CAB committee, a letter that was not acknowledged. Another letter was sent to Ben Duffy April 18 repeating and amplifying the offer with a special note on the fact that the Hooper organization wanted to bring before the CAB board of governors the fact that it had a plan for "nationally projectable ratings with speed, economy, accuracy and rele-

(Continued from page 10)
of 1927. Most likely to be enacted are changes designed to define precisely what the commission can do and what it cannot do. Present act is considered by many to be too vague to work satisfactorily. With powers clearly defined, it is believed that much litigation involving interpretation could be avoided.

Considered almost a certainty to receive a thoro airing in any proposed Communications Act revisions are the following controversies: Number of television, FM and standard broadcast stations that can be controlled by one licensee; question of ceiling prices on station transfers; possibility of dividing the commission into two sections, one to handle public broadcasting and one to handle private communications; re-examination of the anti-Petrillo bill in the light of court developments; extent of FCC authority over advertising; whether number of commissioners should be altered, and the question of limitations on chain broadcasting.

vancy to the objectives of radio advertising."

This week, the A. C. Nielsen organization also entered the situation with a letter to CAB, directed to attention of Duffy, which was sent in miniature, to some 11,000 people in radio, together with the Nielsen booklet titled, *New Facts About Radio Research*, which explains the audimeter type of research and the Nielsen aims. Letter speaks of "120 clients who, in the aggregate, sponsor or broadcast nearly all of the network programs." "However, the booklet lists 50 as the number of clients who actually subscribe to the *Nielsen Radio Index*, the other 70 clients using the Nielsen drug or food indices. Moreover, a number of clients listed in the booklet, it is understood, have withdrawn their subscription—among them General Foods and Campbell Soup. Nielsen's only New York client at present is WOR, but it's expected that the station's results and advertising of the service will bring in more subscriptions. Only Mutual, among the networks, does not buy the index, and it's expected that WOR will lead them into the fold. The Mutual decision on CAB will no doubt coincide with the other three networks but since the net's prexy, Ed Kobak, was one of the committee of three, no announcement will come from Mutual headquarters until after a formal CAB proclamation on what the board of governors have decided to do—a decision that will be made public within the next two weeks.

Nielsen Eyes CAB Clients

Nielsen would like to service CAB clients—and promised, in his four-page letter, to give the "ideal service" that the committee recommended. Trade, noted, however, that Nielsen will be in no position to deliver this service on a national basis (using his own announced dates) until January, 1947, at the earliest. Also, it is stated that the "speed" which the committee requested could not be attained for almost a year from that date. Furthermore, the committee, altho it did not include it in the released report, was not satisfied that Nielsen's 3,000 audimeters would deliver a national sample beyond reproach.

Situation as it now stands is that both Hooper and Nielsen stand ready to deliver a "national rating" in the future, and the CAB "gang" is naturally interested in continuing the org. Furthermore, it's admitted that the "weighted ballot" will be in favor of CAB. However, as a final nega-

(Continued from page 6)
will continue to be made in New York and Hollywood—so we can't be losing anything else there. We've hit the bottom as far as the big shows are concerned, but it's the other type productions which account for 30 per cent of the e. t. biz. We won't be losing them, and may gain some."

Ellis said 1 minute, 5 and 15-minute segs as well as half-hour airers were here to stay for three reasons: (1) Shows can be produced cheaper in Chi than in New York or Hollywood. Agencies are beginning to watch their pennies closer than during the wartime boom and will gravitate toward centers that can produce non-name shows for the least amount.

(2) Emphasis in e. t.'s as well as live productions is swinging to the "idea" type (which requires no biggies) and away from big names. Only a few big sponsors are willing or able to part with the kind of dough Crosby or Hope ask for and get.

(3) Rivalry among branch offices of ad agencies is keen enough so that Windy City ad men will fight to keep e. t. shows they produce here from moving out—for production on either coast. Also, pressure to move e. t. shows won't be as strong as in the case of live airers, since few big names are involved.

Disk Pressing Influx

Another point for the optimistic side is that some record companies are known to be planning e. t. pressings here. Plans of at least one company are advanced far enough so that 16-inch pressings here aren't just pipe dreams of transcription producers. As soon as materials are available, it has been said, plants at which 12-inch pressing will be done will be started here. These same plants will later install presses to turn out 16-inch e. t. platters. In addition to some major companies, several indies are known to be figuring on Chi pressing plants.

When effected, this should give a tremendous impetus to Windy City e. t. productions, if only for geographical reasons. E. t.'s pressed and shipped here would mean days saved in transportation. This saving of time, which is always a potent factor, will be more important in the forthcoming days of stiffer competition.

Pessimistic opinion was largely concerned with bemoaning the already vanished big-time productions, and in taking the attitude nothing new can be started.

Here's a typical reaction of a member of this group: "Production will follow the talent. It's obvious that since practically all talent has gone, e. t. production can't flourish. Big names give the advertiser more value than the small stuff, and e. t. production will follow the trend of the radio industry—to both coasts."

ive clincher anti-CAB group points out that of the 175 subscribers of the Co-Op 85 receive "no other rating service" and that of this number at least 40 have no programs on the air at the moment and are therefore receiving the reports for "less than \$20 a month" . . . and like the idea.

No weighting by income or programs on the air are said to be in the works for the balloting so that numerically the vote may be 10 to 1 and still may not mean a thing in the treasury. As stated months ago, trade still feels that CAB is thru as a rating service, despite all the battle and face-saving that's being put up by the pro group. Face-saving is essential, since the CAB operates under a board of governors that reps the industry, in all its phases. "Everyone can't be wrong."



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NBC Has 13 on Wax For Summer Airing

(Continued from page 5)

or at least ready to be aired as soon as time opens. Four of these are likely to be daytime programs, and about a dozen for nighttime periods. New ones already on the shelf are *Tales of a Wayside Inn* and *Radio City River Boat*, the latter a musical based on Dixieland type of jazz. Two oldies have been rebuilt. These include *Hits and Misses*, which was aired last year, and the old Arch Oboler *Lights Out* series. In all, five shows are waiting for the go sign in New York.

There's activity in Chicago, too,

where the web has three recent packages. They are *Grand Marquee*, with Jim Ameche; *Easy Money*, which was on for 10 weeks and is now waiting for an evening spot, and the Nelson Olmstead opus which debuts today.

Latest package built in New York is the RCA-Victor show, starring Robert Merrill. This opus with original background music by Frank Black, who will conduct a 36-piece orchestra, is slated for a June 2 debut and will be on Sundays, 4:30-5 p.m. Other packages the web is pushing are *Honeymoon in New York*; *Archie Andrews*, featuring Jimmie Edmondson (Professor Backwards), and *Serenade to America*.

Strange Mating

NEW YORK, April 20.—Mike Donovan, noted CBS doorman, landed on Page 1 of *The New York Evening Sun* yesterday as an expert on pigeon lore. Seems this is the pigeon season, and with a pair of the birds raising a family on one of the CBS window ledges, CBS hurriedly had to find a pigeon expert to answer *The Sun* reporter's questions. Mike obliged, but made one slip. He got in a plug for the pigeons at Radio City.

AFRICA TO INSPECT

(Continued from page 6)

broadcasting has met with a mixed reception, but the majority of people seems favorably inclined toward it. At present, there are no privately owned stations in South Africa and commercial broadcasting has not been allowed since 1926.

There would be four stations to start the proposed system, at Johannesburg, Capetown, Durban and Port Elizabeth. Advertisers would be encouraged to produce their own programs. There are about 380,000 licensed radio listeners in South Africa for a population of 2,000,000 Europeans and 8,000,000 natives. Listeners pay an annual fee of 35 shillings (\$7.90).

THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them — linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

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EDWARD PETRY & CO., INC., Exclusive National Sales Representative



King's Record Shop

Reviewed Tuesday (16), 9:40-10 p.m. Style—Audience participation. Sustaining over WABD, New York.

With virtually no rehearsal the ABC network video gang transferred this piece of glorified platter jockeying from WRGB in Schenectady to the DuMont John Wanamaker Studio A in New York. And, believe it or not, the scannint pulled enough phone calls to tie-up the DuMont telephone board all thru the program.

There's nothing to this but corn, but John Reed King, when he's good, is very very good . . . and he was good this evening. The director, Harvey Marlowe, threw in a number of audience participation stunts, just in case the phone calls didn't roll in, but they did.

This was the fourth production in this studio and the first that didn't appear two dimensional. It proved that video doesn't require a great deal of hoopla to entertain. . . . And savvy pays off.

Here's How

Reviewed Tuesday (16), 8:15-8:45. Style—Service. Sponsor—Super Suds. Agency—William Esty. Station—WABD, New York.

The basic theme of *Here's How* is swell. Informative programs that are gag-coated are tops in service programming, with or without vision. The regret is that it didn't come off. At times the actors weren't good enough. At other times the blackouts built up to letdowns.

The essence of all blackouts is timing. There wasn't any.

And if all this weren't bad enough the bridges, which were no doubt supposed to be sudsy, looked like static. And then to top it all the especially made motion picture sequences (commercials) were just a waste of time.

Half the material, better acted and better scripted, better lighted and better directed would have made a program.

. . . And Al Foster, the producer, went way over the budget while 50 Esty-ites were there to see the fiasco.

TELEVISION REVIEWS

Experience

Reviewed Monday (15), 8:50-9:10 p.m. Style—Fantasy. Sustaining over WABD, New York.

Experience, to quote Jim Sauter, set television back in the arcades. To start with a plot line of having a dentist's nurse with a yen and a pair of horn-rimmed glasses fall in love with a self-made pain-in-the-neck only to be discovered by the pain, after he's had gas and a nightmare, is Circa 1850 and definitely Epworth League. No high-school drama club would be found dead doing anything like this . . . and DuMont used it to deb its studios. Sam Cuff, station brass, insists that Broadway standards for video are out of line, that the home air pic fan is naive and doesn't expect what industry critics demand.

Describe those as famous last words.

The production was elaborate, the lighting so bad that most sequences were eye straining. Lou Spoza, who directed the George (*Superman*) Lowther scripting, had a number of scenes that must have seemed swell on paper but which came thru the kine-scope like nothing human. A giant face came in and out of focus and seemed, in the latter stages, like a fetus.

A tent dropped down over the head of the dream man, but only the studio audience knew what had enveloped him. He tried to feed the baby hours with a bottle, but no viewer in the home saw the cute trick that wouldn't take milk.

The sets were good, the lighting flat. There wasn't a modeled face or body in the entire scanning. The actors struggled but were completely lost in the most pedestrian fantasy since that Texan oil millionaire backed *The Ladder*. (Anyone remember that far back.)

Only thing that compared with *Experience* was Grover Whalen's pronunciation of Dr. Quo Tai-Chi's name. Neither should have happened to a DuMont preem.

Famous Jury Trials

Reviewed Thursday (18), 8-8:30 p.m. Style—Mystery drama. Sustaining over WABD, New York.

The American Broadcasting System's formula of taking sock air shows and turning them into air-pix received another shot in the arm with the video adaptation of the Trans-American Radio & Television Corporation's radio package, *Famous Jury Trials*. Harvey Marlowe's adaptation and direction of *The State Versus Dolly Steele* were smooth. If there wasn't a great deal of imagination shown, what was demonstrated was plenty of scanning drama that didn't idle a moment from the first showing of the scales of justice over which credits were superimposed until the denouement.

Flashbacks that use at least one of the characters telling the present-day story are tough, but Marlowe did them without anyone but the actors suffering heart failure. By using an out-of-focus fade (in and out) the actors were able to get from one sequence to another without the audience being aware of the production hurdle.

Definition was good, altho video's lack of depth of field was very noticeable in several of the scenes. The performances were better. Dennis James's prosecuting attorney was tight and real, and Sidney Blackmer's underplaying of the defense legal light was always believable. Elissa Landi's Dolly Steele, accused of murdering her husband, a crook, was well drawn and without scenery tearing. The rest of the cast might have been taken from any courtroom, even the jury. Only Carl Stern, the murderer, seemed incompletely drawn by Alan Baxter.

Sets were good except the judge's bench, which was so patently a painted flat that it fought with the believable production all the way thru. The camera can spot a false piece of scenery even quicker than a bad performance.

Let's Have Fun

Reviewed Monday (15), 9:10-9:40. Style—Audience participation charades. Sponsor—C. F. Mueller. Agency—Duane Jones. Station—WABD, New York.

Climax of a terrible evening on the air and in the studio, on the opening of the DuMont John Wanamaker studios, was an audience participation seg produced by Tom Hutchinson, who should have known better. A tyro might have been excused the errors that Hutchinson made, but for an old-timer like T. H.—ouch!

When the cameras were supposed to be on the audience they were so far away that not even a fire department could have brought them back in time. The lighting was pre-tin-type. The scripting just a case of the jitters. Talent? There were enough good performers around to have produced a masterpiece, enough shapely bodies (Goldwyn girls) to make NTG drool. The actors did nothing.

The bodies couldn't be seen enough to yen.

. . . And top of it all, T. H. forgot to remember that no audience participation show is worth the powder to blow it to hell unless it has an emcee to carry it, and Walter Abel, an able actor (genius for understatement is noted here) just didn't know what to do. He had help, which out of pity shall be nameless, but they didn't know what to do to carry Abel. . . . And a box of Mueller's Macaroni for the correct answers, just wasn't funny.

The pity of it that Tom Hutchinson, who has at times produced good

Living Room Education

Reviewed Monday (15), 8:30-10 p.m. Style—Variety, film. Sustaining on W6XAO (KTSL), Hollywood.

Set owners could have saved their tubes on this one. Idea of tonight's telecast was to educate and entertain home viewers by showing them a typical day at a public high school. Scenes treating classroom discussions were to impart learning, those showing kids' extra curricular activities were to provide entertainment. Neither goal was achieved by a long shot.

Telev viewers were subjected to such yawn-provoking stuff as names of geometric figures, the parts of a flower, etc. Scenes of kids doing dramatic readings, singing and dancing were labeled entertainment. Except for one act (Spanish dance), talent was even below good high-school standards.

This hour-long eye waster was one of the poorest samples of video production beamed by Don Lee in some time. Technical side was consistently bad. Lenses lost their subjects and played the field until they were found. The other camera should have been brought into action immediately. Close-up camera was fuzzy, lighting poor, resulting in contrasty image.

Balaban & Katz

Reviewed Tuesday (16), 7:30-9 p.m. Style—News, variety. Sustaining on WBKB, Chicago.

Only two portions of WBKB's program tonight were worth more than fleeting attention: (1) A comic television "newsreel" showing some of the inventions now on display at the World's Invention Exposition at the Chicago Arena, and (2) Lee Phillips' *Magic From Aladdin's Lamp*. And because it was far from the best television magic show we have seen, Phillips' work barely got him into this category.

To make the invention explanation more than just a dry and routine picturing of some of the more important exhibits at the exposition, Bill Vance wrote a script that packed plenty of humor. He also acted as narrator and came up with a show that strongly resembled a Lew Lehr newsreel. He wove in such things as a pseudo inventor, an actor who took the part of a screwball "mastermind," some of the inventors who actually had inventions on display at the exposition, and scenes—some of them plenty comical—in which their inventions were explained. Result was 20 minutes of entertaining television and good publicity for the inventors and the exposition.

Phillips' magic show was good in that it had a few well-produced tricks that could be seen easily because gimmicks used were of color contrast with the background. Phillips continues to use a trick in which he supposedly is able to describe a design written on a paper inside a sealed envelope. Designs are supposed to have been sent in by the television audience.

Phillips, it is said, has not had a chance to see the design before he does his describing, but all of this is hard to believe because the home audience at its receivers has no assurance that Phillips has not had a chance to open the letter, look at the design, reseal the envelope and then go thru his paces. Producers of this program ought to figure out some way to make this trick look authentic, because it is used each week and is intended to be a merchandising stunt, too, in that people who send in the designs are given a \$10 mer- (See B&K on opposite page)

shows without trying, worked like the devil to do a good job on this. It just goes to show you.

neither too NARROW . . .

. . . nor too WIDE . . .

KTUL
COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA

Just Right!

• WRITE FOR INFORMATION

KTUL  **John Esau**
GENERAL MANAGER

5000 WATTS TULSA, OKLAHOMA

FREE AND PETERS, National Representatives

Pulitzer Varieties

Reviewed Friday (19), 8-8:30 p.m.
Style—Variety. Sponsor—Ben Pulitzer
Ties. Station—WABD, New York.

No matter how fine any collection of acts, in the television medium it'll lay big eggs if not linked by a theme and a personality. Bud Gamble, who produced this half hour, found himself an excuse—a rehearsal in a Hunter College auditorium for a UNO luncheon, with the college porter as emcee. Trouble was that he did the show virtually as an off-the-cuff presentation without sufficient rehearsal time or camera plotting. Result was a fair, well-lighted show, except the final commercial.

Nat Hale, the porter, could have been good if he had let himself go. As it was, he was just a camera wait except for his concluding impersonations. These were okay video stuff, but needed plenty of polishing. If Gamble uses him again, it'd be a good idea to let Hale see some rushes of himself before working before the mike. Trudy Goth and Henry Shwarze, first on, did a wooden shoe dance. Idea was cute, but the routine was for only about 30 seconds. The "Hollanders" were followed by the Jive Five, who did nothing tele-genic, but the fem, Pat Bonus, was okay on the close-ups, altho a little on the "toughie" side. China slithered in next in the person of Ming Chu, whose arm and finger movements had a touch of the East Indies in them. Chu's certainly something on camera.

Eleanor Dennis, as the ex-Hunter student who wanted to see what went without profs around, sang a pop number. Edward Duncan did a passable soft-shoe dance, and Ilse Marvenga, who did a French maid stint, filled out the program.

Faults were: Too much talent (no one was really sold to the viewers), scriping that wasn't attention-holding, and the reaching for a theme. Lighting was good except, as noted, for the final Pulitzer Tie commercial. It was impossible to see the ties clearly. You can't sell what can't be seen. In direct contrast with the closing commercial was the opening tie scanning. They were clear, both in design and texture. Intro commercial was filmed in advance by Gamble. Closer was taken live in the studio. Lights are still not adequate for close-up product shots at the John Wanamaker studio.

Theme and emcee aren't enough for a variety show—altho both are essential. There must be that indefinable something that's showmanship. All the camera work in the world won't make a show, nor will an overabundance of talent, unless it's given time to sell itself.

Show was professional; most of the DuMont scannings at 515 Madison Avenue weren't. Count this a miss but a good try—for Pulitzer.

B&K

(Continued from opposite page)
chandise certificate, redeemable at the store of Phillips' sponsor.

One of the worst planned and produced television news programs we have ever seen was the portion of the program featuring Bob Wright in his *Human Interest in the News*. To try to weave in an Easter motif, Wright had a couple of rabbits and a chick (of the poultry variety) on his desk during some of his show. They played havoc with his attempt to deliver a commentary by running all over his desk. Then he had Richard Weixler, one of radio's Quiz Kids, talk about the animals and for no apparent reason presented a couple of circus clowns. Finally, as if with an after thought, he did get down to reading some news. All very confusing.

A dance instruction team from the Frank Morgan studio tried to teach a few rumba steps on another portion of tonight's program. Because of the

New DuMont Studio Preem Lacks Oomph

Entertainment Angle Fluffed

NEW YORK, April 20.—DuMont's opening (April 15) of its John Wanamaker Studios came off in a blaze of floodlights and boiled shirts, but entertainment-wise it was a wash-out and that was the kind of a daily press it received. Program-wise (see reviews of the scannings in this issue), all, staffers and other, were so excited that they forgot that the show's the thing.

Cool lights were only partially installed and so the studios, especially the guest viewing sections of the balcony, were around 100 degrees. VIPs also wilted on the main floor thru the long session of tributes to Allen B. DuMont and the studios. From Mayor O'Dwyer thru congressional dignitaries the wilt continued.

Second night (16) saw production staff in less of a dither, but it wasn't until the shank of the evening when the ABC production of a John Reed King audience participation seg hit the ikes that anything resembling entertainment was aired. Wednesday (17) someone in the program department was off-base, according to the trade, since nothing but travelogues were scanned from Bud Gamble's *Flying Carpet*, to *Thrills and Chills*.

Thursday (18) more cool lights were installed and ABC produced

White, Begley Letters Brings CBS Into IBEW - IATSE Feud

NEW YORK, April 20.—Exchange of letters this week between Frank K. White, of CBS, and Frank Begley, security officer of the UN at Hunter College, on the latter's refusal to permit motion picture shooting for television at the conference, confirmed the trade feeling that it wasn't the IBEW (International Brotherhood of Electrical Workers) alone which were fighting the matter of IATSE jurisdiction over motion picture camera-men, but the Columbia network as well. White contended that UN had created a very important adverse labor decision by barring IBEW operators from covering the meetings for WCBW, CBS's local video station. UN stated that it was a jurisdictional dispute and the only one that had to go to "higher levels" for clarification.

Point that the trade makes is that CBS station is not on the air and therefore needs the pictures like a pain in the neck. Further point is that during the barring, NBC was continually scanning the meetings with its live video camera and, therefore, there was no anti-television slant to the decision. ABC and NBC use IATSE men when it comes to shooting film, but CBS and IBEW still contend that film for television is no different than actual live scannings.

difficulty of the steps and the speed with which they were presented, we doubt if any of the home viewers could duplicate one after the program was over. This definitely was not the way to teach dancing by television. Later, when the team did some finished rumba dancing themselves, the show at least had a modicum of entertainment.

Harriet Allyn's impressions of various female personalities hardly were worth comment.

Famous Jury Trial's which was sock. Second live show was canceled and hundreds of visiting firemen were disappointed with poor film.

Friday's (19) variety show was professional and the John Wanamaker Musicale in the spirit of Good Friday was what the doctor ordered.

Where's Showmanship?

It has taken a week to get production details at the studio set, but program-wise, agencies and producers point out, the operation is back where it started from—everything's there but showbiz. At one point in the development of DuMont operation, it was indicated that agencies would be delivering everything that was required to entertain viewers. However, the sales staffs of both DuMont and NBC are finding out that

CBS's color selling made black-and-white contract signing manifold more difficult than it was before Columbia had George Moskovics, commercial manager, unselling monochrome air pix. Industry-wise execs claim that now both DuMont and NBC must program themselves so well that proof of viewing not the novelty of the medium, or the necessity of "learning how to advertise on it," will bring in the contracts.

DuMont, in a few weeks, will have three studios going, and will deliver a good signal, the one up north in Westchester and Connecticut is still a minus quality at this time. Then, say black-and-white enthusiasts, it will be up to Les Cramer, v.-p. in charge of broadcast operations, to deliver entertainment—or else.

VARIETY'S

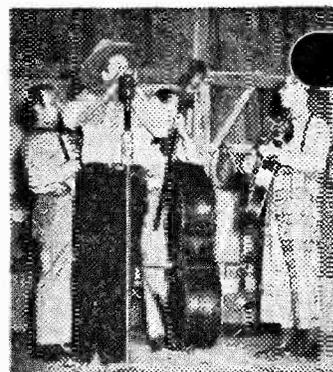
"How to run a radio station" award



"SUSTAINING PROGRAMMING"

With its staff of over 100 skilled artisans, KMBC recognizes that many community interests make up the Heart of America way of life resulting in programming such as Monday thru Friday "Big Brother Club" quarter-hours with good citizenship instilled in over 30,000 youthful members; "KMBC Schoolhouse" series of five quarter-hours weekly for all grade groups, supplementing CBS "School of the Air"—16 years on KMBC; special events and sports *on-the-scene* remotes as occasions demand; etc!

testifies on eve of KMBC's 25th year



"LOCAL LIVE SHOWS"

Though a basic affiliate of CBS, over 40 live programs originate daily from KMBC's studios and remote points—such as the middlewest's top radio-stage show, "The Brush Creek Follies", now in its 9th successful season; three times daily remotes from KMBC's own developmental "Service Farms"; ten newscasts daily by experienced (all Journalism graduates) newsmen; daily pioneer radio food shows by graduate home economist; etc!

as to one broadcaster (among many, we'd



"PUBLIC ISSUES DISCUSSIONS"

KMBC programming goes one step further, long since recognizing that the Heart of America is 51% urban and 49% rural. In addition to regular "Public Issues Discussions" of primary metropolitan interest—such as the CBS "People's Platform" and "Open Hearing", scheduled in preferred time, as well as KMBC's own weekly round table half-hour—the farm department produces at 9 p.m., Fridays a half-hour of purely rural discussion entitled "County Neighbor".

say!) serving in the public interest.



KMBC

OF KANSAS CITY



SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Fax Is Fact at Hogan Preem; Added Tariff Is \$40 to \$100

(Continued from page 7)
Inc. G. E., Alden and RCA will manufacture receivers.

Demonstration was a simplex one, in that while the printed material was being aired, it was impossible for the stations transmitting to air sound at the same time. Stations, however, believe that multiplex operations (sound and printer on same wavelength) will be achieved eventually. FCC has thus far refused to okay any multiplex because no one has proven that such operations will not interfere with other stations that are transmitting straight sound. This would mean that a station handling just FM audible programs would be forced to install equipment to shield its broadcasting just the same as the stations multiplexing. However, all design engineers in the Fax field are working overtime to solve this problem.

FM Pay-Off

In the interim, FM station licenses see part-time broadcasting and part-time Faxing as a way to make FM pay off before there are many FM sets in the home. Fax transmission can be handled in a way so it will deliver even while the set owner sleeps. One plan, already in the works experimentally, will have a daily Fax newspaper delivered before the owner wakens and its reception will not interfere with sound broadcasting during the get-'em-up hours. This may be done even during simplex operations. Simplex transmission may be performed at specific hours of the day, the way video is handled at present, i.e., to get a printed newspaper tune-in at 1, 5 and 10 p.m.

All involved want it made plain that there will be no Fax in the home before, conservatively, 18 months. However, it's expected that the 20 stations involved with Hogan

will do program experimentation as fast as transmitting equipment can be built and receiving printers produced. Hogan stated that development of the material to be transmitted into the home was a big problem, since no one knew exactly what would get the dialers to use their Fax machines.

Advertisers Pay

Program bill, it's expected, will be paid by advertising just as they foot the bill today, i.e., ads will be transmitted with the newspapers. However, what the Faxers want to know is whether it's wiser to transmit smaller ads on the same page as the news or whether it would be wiser to transmit full-page ads in between pages of news. Latter would mean that one page of ads could be transmitted to each three pages of news, if the FCC would okay a 25 per cent of commercial time on a radio printer.

For the home receiver at the present time the paper (especially treated but nothing extraordinary), stated Hogan, will cost 20 pages for 5 cents. Paper is kept moist and is passed over a heated bar to dry before it comes out of the slot. Wet paper formula was arrived at after ink, carbon and electronic methods of printing were tested and discarded.

Before Tele?

Agency men (the guys that are going to buy printer time) feel that Fax will be here, as an advertising medium before television and even before general acceptance of FM. Station operators, if they're tied up with a newspaper, are enthusiastic. Those station ops that are in areas where newspapers are highly anti-radio wish Fax had never been thought up.

Station cost of operation will be

INS Fires First Round at FCC; AP, UP To Beef on Report, Too

(Continued from page 5)
voted to public issues and (4) elimination of excess advertising. Factor (second) having to do with "local live" programs is the crux of the matter—INS finding fault with commission's classification as "local live" only those programs whose content is made up of "more than half" local news. Pointing out that such a distinction might lead to "grave problems," INS petition asks: "Does the licensee actually lose credit for many hours devoted to the dissemination of news 'in the public interest' merely because that news was transmitted to him by teletype? . . . Would there

very low and master control in most cases will be able to handle transmission with the addition of, at the most, one man—unless the unions move in and demand featherbedding. However, for a non-newspaper station, problem of establishing a regular newspaper organization is a real expensive item and that's why non-newspaper stations are looking but not talking.

Finch, back from service, will show his Fax equipment at the Waldorf-Astoria during the coming week.

Western Union has also been eyeing the Hogan equipment, altho it was designed for non-commercial use. WU has been experimenting with automatic FM relays, non-wire operation of Fax, and not only sees it as feasible but drools at the automatic relays which International Business Machine Company Broadcasting Division—now known as Globe Wireless—demonstrates can handle a number of video shows, FM broadcasts, business machines automatically all at the same time.

The technical problems of Fax have been solved, the aches ahead are operational—and program wise.

*WOR, WCAE, WOL, WINX, WWL, WGN, WNBH, WDRC, WHK, KMBC, WQXR, WABC, KXOK, WABF, KYW, WOKO, WFIL, Toronto Globe and Mail, Boston Globe, Faximile, Inc.

be a tendency on the part of some licensees to force their news editors to pad newscasts with 51 per cent local news so that the news programs could be classified as local live and therefore credited to the licensee in a review (of an application for license renewal)?"

"What Is Local News?"

INS also points out that domestic or foreign news often outweighs so-called local news, and asks, "What is local news?" In summing up its case, the petition points out to FCC that, rather than persuade stations to use "boiler plate," INS consistently sells its service on the angle that the station has the advantage of selecting from the dispatches those which are of particular significance to the coverage area. INS petition "respectfully suggests that the commission reword its definition of a 'wire program' to give 'local live' program credit to the licensee who maintains a contract for a news service of the type produced by the petitioner, and maintains a newsroom or news staff for the competent handling of the news service. . . ."

Trade regards the INS petition, prepared by Robert W. Brown, executive news editor of the radio department of INS, as having inherent worth but as going too far in its suggestions. INS, it is felt, oversteps its bounds by asking local live program credit only for those stations maintaining a news staff for the handling of a news service's copy.

More Caution Seen

UP and AP petitions are not expected to be so fiercely competitive. INS, for instance, constantly plays up its own service as against the "boiler plate, canned services of some services." The AP petition is expected to be the most cautious of the three, owing to fact that AP, in its squabbles with the State Department regarding the latter's plan for a world-wide information service, has refused it the use of AP copy on ground that such copy would be used for propaganda purposes.

FCC, in its answer, is expected to point out that the criteria mentioned in the disputed report—particularly the factors of "local live" programming and public service—are flexible factors whose measurement admits of no hard and fast rules. In other words, the criteria set up to guide the FCC in its examination of applications for license renewals, represent the commission's state of mind rather than any hard and fast law.

Acting FCC Commission Chairman Denny is already known to be in favor of relaxing the 51 per cent rule and taking into consideration the "spirit" of a station's operation in reviewing an application for license renewal. Despite this indication of flexibility, however, the FCC will bend to a point only. And the temper within the commission is such that any licensee will find himself in trouble if he persists in tearing a 15-minute news program off the teletype without adequate regard for local public interest.

"Living" Renewed One Year

CHICAGO, April 20.—Victorious Living, religious program now heard on 153 stations, will be renewed for another year effective June 3, 1946, by its underwriters, the International Council of Religious Education.

The series, which was cited by the FCC in its recent program report as being one of the two religious programs which "have done much to enrich American broadcasting," airs as five-minute transcribed segments six days a week.

AFRA-SCB Rate Set; Station Ante Boosted

(Continued from page 5)
wouldn't go beyond that point, as it was the peak percentage paid by industries thruout the country. Fact that AFRA was able to break down SCB resistance to agree to the 22-42 per cent base rate strengthens the union's Coast position on AFRA's negotiations with networks in October.

Despite the fact that AFRA got much more than SCB was willing to pay, broadcasters are relieved over not having to cope with the pay-per-plug plan that the union pushed at the outset of talks. At that time, AFRA had put in a strong pitch for giving gabbers a percentage of grosses of all commercials they voice. Union's reasoning behind this was that announcers' salesmanship sells the sponsor's products, and that they were, therefore, entitled to share the loot. This brought bitter rebuttal from broadcasters who claimed the plan called for examining station's books and would set an unprecedented basis for figuring wage scales.

AFRA won a point on eliminating the junior announcer classification. New paper cuts 12 indies into three groups and calls for the following minimums: Class 1 (KFWB, KMPC and KXLA), \$67.50 per week; Class 2 (KLAC, KGER, KFOX, KFAC, KRKD and KFVD), \$57.50, and Class 3 (KGFJ, KWKW and KIEV), \$52.50. Minimums previously ranged from \$37.50 to \$55. Three-group plan was not used before.

NOW

THE FIRST

MAJOR IMPROVEMENT

in radio facilities in years

FOR

MINNEAPOLIS • ST. PAUL

5000 WATT*

DAY and NIGHT

WLOL

MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS

General Manager

* CP granted, in operation in May, 1946.

Palladium's Rec. \$7,500 Gets Miller

May Also Get Ork Sued

HOLLYWOOD, April 20.—With Don Haynes, Glenn Miller ork personal manager, making a quick change-over booking decision for the band from the Avadon Ballroom, downtown Los Angeles to Hollywood's Palladium, Jack Rogers, owners of the Avadon, is understood to be checking with attorneys for possible legal action.

He told *The Billboard* that, altho Haynes did not actually sign a contract with Avadon, that he decided on and let it be known generally that he was putting the Miller organization into the Avadon starting September 11 for six weeks, but a couple of days later word was heard that the Palladium had contracted the band.

Palladium, along with Casino Gardens, Meadowbrook and Avadon were all in on original pitch for the Miller aggregation. With the situation settling to the Palladium's \$7,000 per week bid and the Avadon's \$7,500 pitch. Maurie Cohen, of the Palladium, upped his salary offer to \$7,500, said to be the largest ever paid any band to date at the Palladium. Meadowbrook and Casino Gardens also understood ready to pay price. Reason for switch-over according to Haynes is that the Avadon bandstand is too narrow to properly display the 30-odd-piece Miller crew and get proper balance for broadcasts. Barney McDevitt, Avadon manager, stated that the Avadon bandstand is 25 feet wide, whereas Palladium's is 28 feet, but Avadon's stand is 3½ feet deeper than Palladium's.

Disk Twist: 1 Tune Both Sides; 1 Sweet, 1 Jive

HOLLYWOOD, April 20.—Two of the newer coast labels, Paramount Records (not tied to the flicker firm) and Encore, are attempting to crash the field with approaches different from the usual race, Latin or jazz angle. Paramount, backed by Joe and Jack Cascales and Ivor Kallen, is bringing out releases by Johnny Richards's band, spotting the same tune on each platter side with one side in a legit vein with strings, harps, etc., and the reverse in a jump groove. Outfit is also set to release jazz diskings tied in with a serious jive narration by Alex Cooper, KXLA (Pasadena) disk jockey.

Anita O'Day, ex-Gene Krupa and Stan Kenton chirp who was prominently featured on Columbia and Capitol platters with these bands, is also penned to do Paramount sides. Arthur Q. Bryan, voice contortionist, is another. Meanwhile, Encore Records is going out after the kiddie market with albums, plus the intimate crowd with a platter package by singer John Walsh and the duo pianos of Eddie and Rack. All three are featured at the Cafe Gala here.

Blanche McCall, Singer, Dies

NEW YORK, April 20.—Blanche McCall, youngest of four sisters in the singing group which has been with Charlie Spivak's ork, died Wednesday (17) of poisoning. Miss McCall drank a bottle of rat poison earlier in the week after a period of despondency. McCall girls came from California.

Dealer Co-Op

NEW YORK, April 20.—Eddie Heller, Cosmo waxery's sales manager, was enthusing to a *Billboard* reporter anent the terrific promotional co-operation the firm is getting. "Why, there's a store in Wilmington, Del., the Maeson Record Shop, that makes every customer buy at least one Cosmo Record no matter what other records they ask for," Heller exulted. "Who runs the store?" asked the nosy *Billboard* man. "Feller named Heller," said Heller, somewhat sheepishly. "Bobbie Heller, my brother."

French Radio To Ease Up on Native Singers

PARIS, April 20.—French government is relenting somewhat on the tough attitude it has taken since the war's end against performers who were thought to have worked on the radio or elsewhere in France during Nazi occupation.

Such top Gaelic song stars as Maurice Chevalier and Edith Piaf haven't been permitted to work on Radiodiffusion Francais (French national radio network which is government controlled), but reports are here that la Piaf, Chevalier and others will soon be invited back on the Gaelic airwaves.

Some French radio officials, as a matter of fact, feel it would be highly desirable to give some of the native stars a proper air build-up before they take off for the United States. Reasoning is that if stars are in good standing with French people, their goodwill work in America for France will be that much more effective.

Miss Piaf is due to make an American jaunt in the not-too-distant future. She will be following other French names such as Jean Sablon, who has just returned here after doing some work in New York; Charles Trenet, who opens at the Embassy Club, New York, Thursday (25), and Moume, fem singer, who played Cafe Society Uptown recently.

Small Pubs 'Plot' Re 'Big Bad Peatman' Is Cooking; Rumors Up

NEW YORK, April 20. — Small pubs, reportedly with assistance from Broadcast Music, Inc., are plotting ways of combatting the Peatman System of tabulating plugs. Talk of a "committee" is freely bandied about, with almost any pub ready to reel off a list of alleged members, but declining to include himself.

Seeking to rally the Music Publishers' Contact Employees' Union behind the anti-Peatman drive, pubs close to the "committee" talk of statistics which will set out to prove that plugging unemployment is on the rise because of the new approach to exploitation demanded by the Peatman. There is also talk of hiring a flack and of presenting Music Publishers' Protective Association with a petition.

Pubs named by others as being most active in the movement state that their plans will mature within the next couple of weeks. Crusade is described as a "struggle for survival" against the growing squeeze from major publishers lately manifested in the new sheet.

Sinatra, Moore, Others Go Out On Controversial Issue Limb; Many Names in "Safer" Causes

See Trend Toward Greater Participation in Public Issues

NEW YORK, April 20.—Spurred by participation in a thousand and one government and army sponsored drives during the war, music personalities seem to be following thru on publicly taking part in national and international issues of every type. Whether flack-inspired or stemming from a sincere effort to help in a cause, trade observers feel the trend is a marked one.

This week Frank Sinatra, who has hitherto confined his public pronouncements to such topics as race prejudice and juvenile delinquency, stepped into the middle of the Spanish question with an anti-Franco blast. The *Catholic Standard and Times*, Philadelphia church publication, countered with an anti-Frankie editorial which in sum asked the singer where he gets off and suggested that he is the pawn of "fellow travelers." Also charged Sinatra with being a mere publicity-seeker and nominated Bing Crosby as a better-equipped spokesman for American youth. Crosby, of course, on more than one occasion has gone all out for causes in which he believed, most recent example being his infantile paralysis chairmanship.

Discrimination Talk

Another pop music figure not reluctant to stick out his neck in support of his convictions is Phil Moore, who at an April 7 meeting of the Local Independent Citizens' Committee of the Arts, Sciences and Professions, lashed out at anti-Negro practices in the American Federation of Musicians and the radio studios. He also had a word to say about bias toward Negro songwriters. Speaking on his five years' employment at Metro-Goldwyn-Mayer, Moore said he was denied a

post as musical director, and was told "there was no place at Metro for a Negro in an executive position." On the subject of Local 802, AFM, Moore said "There are a few officers in the union that have honestly tried to aid the Negro musician, but it seems that after elections are over, very little happens to eradicate this situation." He charged the National Broadcasting Company with having fired saxist Eddie Barefield unjustly after almost four years' employment there. Barefield was discharged to make room for a returned white veteran. Moore says that Barefield has seniority on about 20 other staff musikers and that his firing was a case of race discrimination.

Besides Sinatra, such music names as Woody Herman and Louis Jordan have manifested interest in the problems of American youth, doing concerts, special shows, etc. Lucky Millinder and other members of the Moe Gale stable are copiously quoted from time to time on topics of current interest, and outside the sphere of publicity releases Millinder has been active in the fight for preservation of the Fair Employment Practices Commission.

Other band leaders, singers and songwriters have signed numerous petitions and have put their services at the disposal of various civic or political-minded organizations.

Few Hot Orks, Plenty Spots Boost Prices

Midwest Ops Bid-Happy

CHICAGO, April 20.—Band prices for one-nighters and location dates in this territory seem not only to be holding but going up. Bookers and operators attribute the situation to the law of supply and demand. Bands formed by ex-servicemen and newer orks that operated thru the war have not built to the draw-proportions of names and near-names, say bookers, so there is a drastic shortage of attractions that can yank in the payees.

On the other hand, many spots which operated on a strictly part-time basis during the war, are now going full time. Summer operators are offering bigger dough than ever before and year-round locations have no intention of passing up bands that pack the joints. Result is that bidding is hot and bookers are taking advantage of the conditions.

Castle Farm, Cincinnati, is said to have offered Tommy Dorsey \$10,000 to show there for a week. Cedar Point, Sandusky, O.; Walled Lake and Eastwood Gardens, Detroit, are among warm-weather spots that have upped bid prices. Tom Archer, veteran operator in St. Joseph, Mo.; Omaha and Sioux City and Des Moines, Ia., told *The Billboard* that the name and near-name ork shortage is being felt in his area, too, and is being reflected in higher band prices. Bookers are scrambling to get it while the getting's good. One agent in Omaha is hustling the hinterlands for musickers. He now has 12 bands operating, whereas pre-war he had two.

Oxley Acts To Disk On Bullet; Bookings For Waxer's Units

HOLLYWOOD, April 20.—Booker Harold Oxley has closed a deal to represent Bullet Record Company, of Nashville, in Hollywood and New York, and has already cut Wynonie Harris, blues singer, and Cecil Gant, of *I Wonder* repute, for the label. Oxley will concentrate on the race and Latin field for Bullet, using a goodly portion of his stable of talent for waxings. Jim Bullet, prexy of the Bullet plattery, continues his personal supervision in recording hill-billy talent.

Tie-up works both ways in that Oxley will book some of the corn country talent Bullet puts on platters.

Label name, F-M, reported recently as the tag Oxley would use, is not being dropped with the Bullet deal set. F-M, standing for Famous Masters, will in time be worked into a label release of its own by Oxley.

"Heart Sings" Back on BMI

NEW YORK, April 20.—*My Heart Sings*, out of Leeds Music Corporation catalog, is now being included in Broadcast Music, Inc.'s index to its licensees. Song, which is jointly owned by Leeds and France Music Corporation, a French BMI affiliate, was suspended by the broadcasters last September when the society questioned its listing.

'Could Expect It' Penner Wants BMI Sued on 'Laughing'

NEW YORK, April 20.—Threat of a plagiarism suit over *Laughing On the Outside*, *Crying On the Inside* crimps Broadcast Music, Inc.'s elation over the ditty's unprecedented success. First BMI-pubbed number to enter the hit class in years, *Laughing* this week drew the attention and concern of Louis Dreyfus, owner of the defunct De Sylva-Brown-Henderson catalog, which includes a 13-year-old Al Hoffman-Al Goodheart-Ed Nelson opus entitled *I Could Expect It From Anyone But You*. In the opinion of Hoffman, the first four bars of *Laughing* are identical to the first four bars of his old composition, note for note.

Dreyfus is understood to have written BMI and also to have telephoned Merritt Tomkins, BMI exec, about the arrangement of an adjustment. Hoffman told *The Billboard* "If Dreyfus doesn't sue BMI, I'll sue Dreyfus for not suing." *Laughing* was written by Bernie Wayne and Ben Raleigh.

Rank Angle in Connelly's Bid For Picleffers

NEW YORK, April 20.—While other British publishers have sought to strengthen both their Continental and American hands by making full catalog reciprocal deals with American publishers, Reg Connelly, of Campbell-Connelly (and several other British pub firms) is working on a more direct approach. In town at present, the director of C-C is concentrating on making arrangements with songwriters themselves, wherever their publishing arrangements don't conflict with deals of other British publishers.

Connelly is hoping to work out mutually profitable deals with some top Hollywood cleffers, when he makes his Coast trip in the near future. He feels he has much to offer pix penners thru his Cinephonic Music Publishing Company, which he owns jointly with Arthur Rank, British film biggie.

Oxley Packages Wax Vocal, Instrumental Names & Tyro Orks

HOLLYWOOD, April 20.—Harold Oxley office is peddling a package entertainment set-up called *Show and Dance* for one-nighters, theaters, etc. Motive behind the move is to combine talent which has gained a reputation via recordings, and little-known bands, with publicity emphasis on the label for which artists record. Oxley has two shows ready to roll, and is heading East to set bookings.

T-Bone Walker and Tina Dixon, blues shouters; Leon Collins, dancer; Sam and Eddie, vent act, and Sammy Franklins' ork make up one of the units. Other includes Wynonie Harris, Cecil (*I Wonder*) Gant, Adelle Ford, Moon Davis and George Johnson's band.

Continental's Waters Album

NEW YORK, April 20.—Ethel Waters returns to wax next week, cutting an album of her specialties plus some Leonard Feather compositions for Continental Records.

Two New Fan Mags Prepping; Some Sheets and Columns Prove Picnic for Flacks

Trade Considers Fan Book Interest Healthy Biz Sign

NEW YORK, April 20.—Another music-record fan magazine, *Disc* is slated to hit the newsstands in June. Book will cover pop and classical recordings, and will be distributed thru Fawcett Distributing Corporation. Editing the job, and with a financial interest in it, is Larry Falkenberg, who at one time was on the editorial staff of *Tune-In*, radio fan sheet. Lyle Engel, song lyric mag publisher, also has a new music fan magazine in preparation, tho it may be held up due to the recent drop in newsstand sales of practically all types of general magazines.

Engel sheet will probably be called *Music Life*, and will heavily emphasize hot jazz, rebop, etc. It will be slanted at the Negro music trade. Lined up for the mag's editorial "board" are top Negro name ork leaders, including Duke Ellington, Cab Calloway and Count Basie. Editor will be Charles Reed Jones. Other fan sheets which started quite recently are Dave Dexter's *Hollywood Note*, a Seattle publication called *Platter Chatter*, Barney Young's *Song Time* and *Hollywood Nite-Life* published by Hank Sanicola of Barton Music. Latter book is figured to have Frank Sinatra financing and, tho it covers amusements and sports, it goes heavy on music fan stuff. Editor is Jimmie Tarantino.

In addition to these, the song lyric magazines practically all have feature stories and pix on music and musical personalities. There are, between Engle, the Davis Publishing Company and the Charlton Publishing Company, 10 song lyric-fan magazines in the field. In addition, there are semi-fan, semi-trade sheets such as *Downbeat*, *Metronome* and *Orchestra World*. Oldest fan book in the racket is *Bandleaders*, published by Joseph Hardie and edited by Walter Holze. It started in 1943 and has been building ever since.

Plenty P. A. Doors Open

Music biz, particularly pop ork leaders and singers, have also been cashing in publicity-wise with regularly featured music and music-record columns in many film fan mags, radio fan papers, magazines for teenagers, etc. *Screenland* has a music column done by its editor, Lester Grady, under a nom de plume. *Radio Romances* has an amusement column with heavy music overtones, by press agent Lester Gottlieb under the name of Kep Alden. Jill Warren does a column for *Movieland*. Dixon Gayner does one for *Screen Stars* and *Seventeen*. Pat Parks does one for *Miss America*. Leonard Feather pens musical chichat for *Modern Screen*, while Lyn Duddy, press agent,

ARA in Switches To Independent Distrib Structure

HOLLYWOOD, April 20.—Within 60 to 90 days ARA Records will drop distributing outfits owned by the firm and turn them over to outside individuals.

Move is part of distributing expansion by ARA, with over 35 cities to be covered by independently operated distributing companies.

Mark Leff, ARA prexy, who just returned from New York, initiated groundwork on the distributing set-up.

knocks out a column for *Deb*, and p.a. Joe Sasso bats one out for *American Girl*. Other general-interest magazines have been playing in the musical backyard. Outstanding example is *Esquire*, which runs hot jazz stuff by Leonard Feather and Paul Eduard Miller, and gets out a hot jazz year book for the faithful.

Tho some fan magazine editors have a good working knowledge of the music business and its personalities, there are others who have a great deal of difficulty distinguishing between a trumpet and a bass fiddle. As a consequence, trade press agents have had a field day with some of the fan books, palming off on the unhep editors double-page spread pictures and life stories about Moe Glotz and His Drip-Drippers and Sonnyboy Swoon, the new threat to Crosby, Sinatra and Como. Trade feels, however, that the increase in the number of fan magazines and column in general-interest books is another indication of the continued growth of the music and disk biz.

Lewis's International Record Show Drive

NEW YORK, April 20.—Robert Q. Lewis, platter spinner on WHN, local indie, is shooting for an international flavor on some of his sessions. Next week the jockey will have Reg Connelly, director of Campbell-Connelly, English pub firm, do a guest shot on the show, and will introduce an English waxing of the Connelly plug tune *I Want To Be Alone With You When You're Lonely*.

If response is good, Lewis will make arrangements to play platters of English recordings regularly. Shortly after the arrival here of Charles Trenet, due in Wednesday (24), Lewis will have the French singer on his show.

MCA Files for New Trial; "Investigation" Continues

HOLLYWOOD, April 20.—Legal brainwork for MCA officially filed for a new trial in Larry Finley's (San Diego ballroom operator) anti-trust suit award against the booking firm. Attorney Clore Warren appeared in the U. S. District Court before Judge Paul J. McCormick to make the motion and a hearing will probably be held in about 30 days.

Meanwhile, Herman Bennett, who has been investigating possible criminal action against MCA in the case for the Anti-Trust Division of the Department of Justice, has just resigned to go into private practice. Fred Weller, head of the local division, takes over and it is understood the case continues in the investigation stage under his direction. The extent of the investigation is vague at this point.

McDonald To Scout Hawaii

HOLLYWOOD, April 20.—Further evidence of band-booking interest in the Hawaiian Islands and Pacific Ocean territory may be forthcoming from the trip Billy McDonald, band booker for Frederick Bros., is planning to make to investigate ork outlets in Honolulu. McDonald may make the trip when the Matson lines inaugurates its run to Hawaii May 23 or perhaps fly via Navy plane.

Billing the Dead

NEW YORK, April 20.—Trade adage that the path of the booker leads but to the grave was literally manifested recently when Phil Hemingway, cocktail combo booker of the Harold Oxley Agency, announced that he was quitting his desk in favor of a less nerve-wracking job. Job is in Detroit, and Hemingway now is contentedly managing a grave-stone office on the edge of a cemetery.

Arrangers Set First "Forgotten Man" Concert April 28

NEW YORK, April 20.—First of what it is hoped by the organization will be a series of concerts run by the American Society of Music Arrangers (AFM) will come off at Town Hall here April 28. Aim of org is to highlight and win recognition for the work of arrangers, whom ASMA calls "the forgotten man of music."

Mark Warnow will conduct the ork at the concert and the original works of member arrangers will be played by such performers as Lucille Lawrence, harpist, and Max Polikoff, violinist, and sung by Frank Baker and Helen Beltwright. Mary Lou Williams is expected to do some of the piano numbers.

Arrangers whose work will get a play are Joe Glover (org's prexy and doodler for Andre Kostalanetz), Jeff Alexander (arranger for Leopold Stokowski) and Maurice Baron. Among pop dance band arrangers who belong to the organization are Cy Oliver (Tommy Dorsey), Dewey Bergman (Guy Lombardo) and Freddie Norman (Charlie Spivak).

Pubs, Diskers Shill For Juke Ops and Spots in Wax Twist

NEW YORK, April 20.—Twist some of the indie diskers are using to latch on to the important juke-box trade is to do a type of tune or lyric on their disks intended to increase trade for the operator of the phono or for the location itself. Continental waxery recently bowed with a gimmick of this type, *Got a Date With a Disc* tune done by Enoch Light. Just before the end of the side, there's a break in the music and a second voice (not Patsy Garret, who does band vocal) yells "Hey! put another nickel in the box."

Got a Date side is backed by *Laughing On the Outside*, *Crying On the Inside*. Four Star platter on the West Coast put out a Wingy Manone riff tune designed to jump just-before-closing time drink biz for locations. Tune is *Last Call for Alcohol* and Four Star has been attempting to promote bartenders to play the thing a few times from 5 to 15 minutes before deadline for serving drinks.

Other diskers and publishers from time to time have attempted to turn out platters and tunes designed for special appeal to the juke trade. There was *Juke Box Saturday Night*, which had several good recordings, and *Don't Shoot the Bartender*; *He's Half Shot Now*, which almost but never quite made the disk grade. Idea hasn't been sensationally successful in the past, but pubs and platteries keep trying.

Philly Disk Dealers Tie With Station

WPEN & Stores Reciprocate

PHILADELPHIA, April 20.—WPEN, independent outlet owned by *The Evening Bulletin*, has entered into an agreement with the Philadelphia Retail Record Dealers' Association for co-operative promotion. According to the plan, virtually all record shows on WPEN will carry where-to-buy tags for dealers. Station will also supply counter cards, stickers and other printed material. Back page of the monthly program booklet distributed for WPEN's nightly *Philadelphia Philharmonic Hour* will be devoted to information and whereabouts of dealers in the association.

Record dealers, in addition to featuring WPEN and selected programs in individual and collective advertising, will supply advance record releases for use in a Sunday afternoon radio program based on things to come musically. Individual dealers also will exhibit store displays relative to the tie-up.

Association includes most of the major operators in the city and surrounding area. Included, too, are numerous radio dealers and service shops. Latter facet brings a direct-to-audience opportunity for the station. WPEN, firmly established as a serious music station, carries a number of pop record shows so that the complete recording field will be covered in the reciprocal agreement.

Click Cleffers' Royalty Hunger Vs. National Pastime

NEW YORK, April 20.—After flipping their lids because royalty checks for the first quarter of this year were lower than those based on the last quarter of 1945, middle and high-bracket writer-members of the American Society of Composers, Authors and Publishers signed this week from a roar to mumble. Change was credited to an explanation from ASCAP execs that the royalty anemia was temporary, caused by heavy deductions made for payments due foreign performing rights societies. Implication given squawkers was that their next checks will be more robust. Opening of the baseball season is also felt to have diverted penner interest from last week's budding crusade.

When the checks came in last week, most of the howls were directed against so-called "dead wood," writers who remain in the higher categories year after year without creating new material. Altho the new method of paying more coin to low-rated cleffers on a participating (percentage) basis is known as a major reason for lessened upper-crust revenue, there is no resentment on that score. Writers seem to regard as just the concept that all members should benefit from increases in the society's total revenue, and even those who got less dough last week than they'd received three months ago were not inclined toward bitterness over the new system.

Plan will be demonstrated for dealers at a buffet supper to take place at the association's April meeting.

Cootie To Buy Chi's Grand Terrace Club

NEW YORK, April 20.—Cootie Williams is skedded to buy and reopen the Grand Terrace Club on Chicago's South Side in early September. Price is understood to be around 10 grand.

Club, closed several years, was a top nitery during the late '30's. Williams is currently sharing home name billing with the Edward Sisters at Chi's Regal Theater.

Hit Kits Still Going Strong, With 200,000 Sheets in June

NEW YORK, April 20.—Hit Kit, army lyric mag and folio set-up, is still going fairly strong. June edition will run into 200,000 lyric sheets (words only) and 93 copies of the folios (words and music books).

Larry Richmond, of Music Dealers' Service, continues to act in an advisory capacity to help the army select tunes to go into the Kit. Music biz feel that continuance of Hit Kit is fine for the men still in the service and the industry itself, since it keeps the boys interested in and familiar with current top pops.

Walled Lake in Name Band Pic Again After 2-Yr. Hiatus

DETROIT, April 20.—Casino Ballroom at Walled Lake, Mich., 25 miles Northwest of Detroit, is slated to reopen May 3 with Orrin Tucker's band after being closed the last two seasons. Name-band policy on one and two nights will be followed. Spot is operated by the Toolettene Bros., and is located at Walled Lake Park, altho under entire separate operation.

This Is Rich Tale Of How Not To Get Publicity Breaks

NEWARK, N. J., April 20.—New high in absent-mindedness was reached by George B. Evans' publicity office. When Evans' client, Buddy Rich Orchestra, was playing the Terrace Room, Newark, about two months ago, Rich received a letter from the editor of *The Greenville News*, Jersey City weekly, asking Buddy for some biographical data for a feature the editor wanted. After four weeks had passed with no word from Rich, the editor forgot about the deal when he received a letter from the Evans office saying they were enclosing some bio background on Rich. The editor shook the letter and envelope out but no bio material was enclosed. So he shrugged the whole thing off and decided to forget about it again.

Two weeks later he received another letter from the Evans office. In this one they apologized for the oversight in neglecting to enclose the bio in the last letter, saying it was enclosed in this one.

You guessed right. The Evans office had forgotten to include it in the second letter, too!

Shap-Bernstein's 'Rainbow' Answer Time Extended

NEW YORK, April 20.—Shapiro-Bernstein, one of the defendants in the Fred Fisher suit about renewal rights of *I'm Always Chasing Rainbows*, has been granted an extension until May 15 for the filing of its answers to the complaint.



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 HAL MITCHELL and Orchestra — MAMIE MILLER, Vocal

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SOME TERRITORIES STILL OPEN FOR WIDE-AWAKE DISTRIBUTORS

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NEW YORK:

English music and disk men are making the Yank rounds coast-to-coast. Wally Moody, top British disk exec, planned to Hollywood last week and is due back in New York next week. Leslie McDonald, of the Harry Foster Booking and Management Agency, London, is in town and was closeted in confabs with Tommy Rockwell, General Artists' Corporation prexy, most of last week. . . . Jerry Wald ork picked *Hi, Lo, Jack and the Game* as the tune to wax for Sonora, out of the *St. Louis Woman* score. Other orks concentrated on *Come Rain or Come Shine*, which is score's number one plug tune, but Wald figures if *Hi, Lo* catches, he'll be the only dance band on it.

Dixon Gayer, band flack, has hired Bernie Schiff, kid just out of army to help him handle flock of accounts. Gayer is putting heavy concentration on fan mag work, taking a Fort Worth, Tex., jaunt for *Bandleaders'* (fan book) promotion Wednesday (24). From Fort Worth Gayer will head to Coast with idea of setting up a Hollywood office. . . . Shortage of fem vocalists was emphasized this week when Tommy Dorsey used Dorothy Claire on word-slugging for Victor platter session. Claire gal won't stay with TD as she is doing a single. . . . Swoon sweep-stake entries among boy baries on the increase with Bob Eberly coming back into the picture strongly thru his Decca cuttings with Carmen Cavallaro, return of brother, Ray, from the army, Buddy Stewart leaving the Gene Krupa ork to go out as a single. Krupa will use trombonist Warren Covington on the vocals, at least until he can latch onto another boy.

Billy Wolfe, who was paid off as Louis Prima's personal manager with a check for \$32,500, is now handling Lee Castle and the MacFarland Twins. . . . Sam Donohue ork goes

Music—As Written

into Frank Dailey's Meadowbrook, Cedar Grove, N. J., May 14. . . . Wall Street dough still dangling in front of number of record companies. Mark Leff, of ARA, has been approached by the money guys, but nixed the deal. Picture company also propositioned Leff re cutting in on ARA deal. . . . Band booking agencies have complete financial reports on practically every disker of any size in the biz. Obvious reason is they don't want to make a mistake and tie up any of their important properties with an outfit that isn't going to be able to make the grade.

Couple of English pubs considering going into lyric mag business in England. No definite plans yet, but are mulling the idea. Sole lyric mag (and it's only a four-page "throwaway" type sheet) publisher in England is the Felix McGlennon Publishing Company. Distrib set-up in England differs greatly from U. S. There's only one major distrib in the country, W. H. Smith Company, Ltd., which has the exclusive distribution for all railway stations in the British Isles.

BAND BABBLE: Johnny Bothwell ork shapes up with seven brass, six reeds (including maestro), three rhythm and warblers Claire Hogan and Don Darcy. . . . Benny Goodman landed the July 4 week-end booking at Steel Pier, Atlantic City. . . . Kaye Bros. ork, led by clarinetist Lenny Kaye, with Sid on drums, now at Palladium here. . . . Pat Doyle replaces Max Rogel on publicity for the Meadowbrook. . . . Erskine Hawkins shopping for a thrush. . . . Bernie Mann, discharged from army, reorganizing band with Don Kemp on vocals and a Pelham Heath Inn booking in view. . . . Jimmie Lunce-

ford plays Notre Dame Spring Prom May 3. . . . GAC pacts Charlie Fiske, just out of service.

PLATTER PALAVER: Susan Reed signed for RCA-Victor Red Seal, with an album coming up. . . . Musicraft adds Lee Hartstone of the Massachusetts Music Distributing Company, and Joe Mollen, of the Niagara Midland Company as Boston and Buffalo area distrib, bringing the Musicraft total to .16. . . . Charles D. Werwin appointed purchasing agent of Columbia Recording Corporation's Bridgeport plant. Earl J. Maag named purchasing agent for Kings Mills (O.) layout. . . . Beginning in May, all Signature labels will bear facsimile of artist's signature. Firm has signed Curley Gribbs, cowboy singer. . . . Phil Brito's Monogram pic contract is for four years.

PUBS AND PENNERS: Robert B. Marks draws his discharge from the service and rejoins Edward B. Marks Music as manager of the mechanical department. . . . Irving Tanz mulling his own publishing house. . . . Robbins revival of *More Than You Know* means more moo for Billy Rose, listed as "William Rose," co-writer with Eddie Eliscu and Vincent Youmans. . . . Bell Music now publishing *There Are Just Two I's in Dixie*, 800,000 sheet seller at 10 cents per back in 1919.

CHICAGO:

Rainbo Ballroom is pulling stunt to whip up interest in orks skedded to play the spot. During each 10-minute intermission a soundies film-juke automatically goes on and shows shorts featuring bands penciled in for near-future dates. Among orks slated to work terperly are Les Brown,

Stan Kenton, Ray Anthony, Jimmy Dorsey and Charlie Barnet.

Spike Jones will do a one-nighter at Prom Ballroom, St. Paul, May 27. . . . Frankie Carle will do the Oriental Theater for two weeks starting September 26 and will then move to Chi's Rainbo Ballroom October 11 for two weeks. . . . Jimmy Dorsey comes to the Rainbo May 31 for a week. . . . Gerald Wilson opened at El Grotto April 19 succeeding Roy Eldridge who really went over at this spot.

Betty McGuire's ork set for Deshler Wallick Hotel, Columbus, O. . . . Russ Carlyle will open at Muehbach Hotel, Kansas City, Mo., May 29, and will move to Rainbow in Quincy, Ill., afterward. . . . Cecil Golly will go to Old Covered Wagon Inn near Philly for the summer.

HOLLYWOOD:

With Woody Herman at Casino Gardens, Stan Kenton at Meadowbrook, Les Brown at Palladium during simultaneous engagements this summer, jump bands are expected to come into their own again on the Coast in contrast to current let-down, with sugary newcomer Lawrence Welk at the Aragon only outfit registering upped biz. . . . Richard Cohen, Maurie Cohen's (Palladium) son, probably will handle much of papa's disker plans. . . . Joe Zimanich inked Betsy Gay and Stuart Hiambient. . . . Billy Sherman, ex-Abe Lyman, KDA, Pittsburgh singer, out of service and looking into deals here.

Sam Kerner, p.m. for Dave Street and Nora Martin, to New York. . . . New Howard Mack (Dinning Sisters' manager) ASCAP firm pushing *Iggydy Song* by Jay Milton and Jules Fox. . . . Desi Arnaz and Ethel Smith in Universal's *Cuban Pete*. . . . Tito Guizar, a Columbia flicker feature in *Rio*. . . . Hal Derwin getting big play from Capitol transcription. . . . GAC's Dick Webster introducing Dick Pierce, ex-



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(FOUR-THAT IS!)
YES SIR! FOUR RECORDS THAT HAVE EVERYTHING... (PLENTY THAT IS.)

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SWEET TUNE
DIXIAIRES
with MURIEL GAINES



STEEL GUITAR STOMP

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Midwest maestro and just out of service, to coast operators.

Bullets Durgom raving about his vocal find, Jeanette Davis, but CBS contract keeps her in New York. Durgom also landed ABC sustainer for Page Cavanaugh Trio and may put them in Trocadero between King Cole exit and Eddie Heywood entrance. . . . Navajo Ballroom, Big Bear Lake, jumping regular summer season with week-end dances, teeing off with Bennie Lagasse and Red Nichols. . . . Another new diskery, Americana, getting set to roll, with four Ray Baudice sides. Ken Callender and Bob Markun associated with Glendale Record store, operate plattery. . . . Louis Gould who designed Watch on the Rhine set is doing the job for Freddy Martin's disk shop in the Ambassador.

With Jack Flynn's return to band booking at William Morris Office here, Charlie Wick is taking over record and transcription department of WM. Before switching Wick placed Earl Hines into Swing Club, San Fran, for eight weeks. . . . Peg Lacentra, former Artie Shaw canary, to play fem lead in Cowboy Blues for Columbia. . . . Jack Cartwright, new publicity head for Screen Guild Productions. . . . Two new spots may use name talent with Glenn Billingsley hoping to add upstairs spot to his restaurant and the forthcoming Chateclaire on the strip operated by Louis Hayward and George Currier looking into big band policy.

Eddy Olivers' band slated for Troc. . . . Jimmy Hillard, Mercury Records music chief from Chicago, in town to cut Buddy Rich's Band and Tony Martin, who just penned with Mercury. . . . Modernaires set for Universal short and also Soundies series. . . . Lou Harris producing musical shorts for Paramount again. . . . George Pal's Puttetoons doing series featuring name band with Charlie Barnet leading off. . . . Char-

lie Teagarden, blowing trumpet with Harry James. . . . Paramount pics cut song, To Each His Own, on special transcription for radio stations spotting Robert Emmett Dolan's ork and singer Bog Graham. . . . University pub firm hitting hard on Darn It All.

HERE AND THERE:

Carl White is out of the army and the former Alex Bartha, vocalist, has started as a single at the Lamb's Club, Atlantic City. . . . What Would I Do, written by Frank Donahue, Philly advertising man, is to be recorded by KYW Shelly quartet.

Dr. William B. Richter, Philly song-writing dentist, has been named Eastern rep for Bell Song Publishing Company, Hollywood outfit headed by Lou Hershcer. . . . Edward De Luca, band leader at Jack Lynch's, Philadelphia, has arranged a series of numbers for Helen Traubel, Metopera star, who will record them on Columbia.

Frances Faye, at the Coronet, Philly, has just signed to make an album of records for the International label. . . . Jean Sherry is the new vocalist with George Sommers orchestra, Philly. Her husband, Ben Napier, plays trumpet in the same crew. . . . Savoy Attractions planning a series of 20 race dances in Philadelphia next year.

Miller Appeals ASCAP Out In Youmans' Royalty Suit

NEW YORK, April 20.—Miller Music has filed an appeal against a recent decision of Supreme Court here to discontinue American Society of Composers, Authors and Publishers as a defendant in the case of the late Vincent Youmans vs. Miller. As the case was originally filed, ASCAP was listed as a defendant. In a recent reorganization of the pleas, Leonard Zissu, attorney for Youmans, sought to have ASCAP discharged from the

Plug Spur

NEW YORK, April 20.— Couple of weeks ago, The Billboard (April 13) carried a box headed "No Plugs, But Fun" in which we told of the lightly-taken trials and tribulations of Crest Music Publishing Company, eight-week-old G.I. firm. Crest, unable to get plugs for its Love Means the Same Old Thing, we related, was going to change firm name to Crestfallen. It seems change will be unnecessary.

Day after The Billboard hit the stands, a girl came into the Crest office, said she was a nurse who had worked around hotels and knew a lot of bandleaders, etc. She had read the piece and wanted to help the boys. So she walked out with an armful of professional copies and went to work . . . for free.

Then a day later, Dinney Dinofer, ex-Fatha Hines, ex-Billy Eckstine drummer, called Stan Molan, of Crest (he had known the boys in the army and prior to service). Result, Dinofer went to work for the firm as professional manager. Followed in fast succession plugs from Al Trace, Herb Miller, Arthur Godfrey and Lionel Hampton. And plugs not only on Love, but on another of the new firm's tunes, Hush Up. If it keeps up, there may still be a firm name change, this time to "Riding the Crest" pubbery.

Arnstein Gets 2C Expense; Porter Suit Set for May 6

NEW YORK, April 20.—Ira Arnstein's \$1,000,000 alleged piracy suit against Cole Porter has been adjourned until May 6 on motion of the defendant.

Federal Judge Henry W. Goddard granted the postponement on condition that Porter pay Arnstein's expenses up to \$200. Suit was originally dismissed in Federal Court, but an appeal to Circuit Court by Arnstein resulted in the case coming up for trial again.

"Blossom Time" Hearings Adjourned Until June 3

NEW YORK, April 20.—Hearings in the Blossom Time radio rights litigation brought by Karczag Publishing Company, Inc., against Leo Feist, Inc., and American Society of Composers, Authors and Publishers, have been adjourned until June 3 by Federal Court here.

Suit involves Karczag's claim that assignment of the Sigmund Romberg score to Feist did not include radio performing rights.

Jersey Pier Bookings Set

PHILADELPHIA, April 20.—John J. Crowley, of the Orchestra Bureau of Philadelphia, have set a flock of bands for dates at Jersey resort piers this summer. Joe Frassetto set for today (20) and May 18 at Steel Pier, Atlantic City. Ditto with Bob Shebley, April 27; Bill Hammersley, May 4; the Haverfordians, May 11-12, and Moe Jaffe, May 25. Bob Shebley set for Hunt's Pier, Wildwood, N. J., May 25, and Bill Hammersley for the same location June 8.

PLATTERS UP... AND THEY'RE ALL HITS! cosmo's STAR LINE-UP:

COSMO BOLSTERS ITS BATTING AVERAGE WITH:

- HAL McINTYRE The "Sultan of Song" In a Hot Two-Bagger
"DO YOU LOVE ME?" VOCAL BY NANCY REED and "I FALL IN LOVE WITH YOU EV'RY DAY" VOCAL BY FRANKIE LESTER #472
"ALL THAT GLITTERS IS NOT GOLD"... VOCAL BY TONY PASTOR, VIRGINIA MAXEY, THE TUNETIMERS and CHORUS and "WHO'S GOT A TENT FOR RENT?"... VOCAL BY TONY PASTOR and VIRGINIA MAXEY #474
"COME RAIN OR COME SHINE"... VOCAL BY FRANKIE LESTER & QUARTETTE and "IT COULDN'T BE TRUE" VOCAL BY NANCY REED AND QUARTETTE #473
"SIoux CITY SUE"... VOCAL BY TONY PASTOR, STUBBY PASTOR & CHORUS and "LOOP DE LOO"... VOCAL BY TONY PASTOR and VIRGINIA MAXEY #471

TONY PASTOR in there pitching with... "IF YOU WERE THERE" VOCAL BY TONY PASTOR "AZUZA" VOCAL BY TONY PASTOR, VIRGINIA MAXEY and the TUNETIMERS COSMO RECORD #477 HAL McINTYRE Bats out an Irving Berlin Beaut—from the Hit Show "Annie Get Your Gun" — "I'VE GOT THE SUN IN THE MORNING" VOCAL BY NANCY REED and "SONG OF THE BAYOU" #478

COSMO RECORDS, INC. 745 FIFTH AVENUE, NEW YORK CITY

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IN THE MOON MIST

by JACK LAWRENCE

A TOP SONG RECORDED BY TOP ARTISTS ON TOP LABELS

- | | |
|----------------|-----------------------------|
| Johnny Desmond | Victor 20-1810 |
| Pied Pipers | Capitol 243 |
| Les Brown | Columbia 36961 |
| Randy Brooks | Decca 18752 |
| Phil Brito | Musicraft 15051 |
| Jack Leonard | Majestic 7165 |
| Art Mooney | Vogue 732 |
| Will Osborne | Black & White
770 BW 200 |

SHAPIRO, BERNSTEIN & CO. INC.
MUSIC PUBLISHERS

1270 SIXTH AVE. (RKO BLDG.) NEW YORK

LOUIS BERNSTEIN, *President*

GEORGE PINCUS, *Gen. Mgr.*



Where Did You Learn To Love?

By JULE STYNE, SAMMY CAHN, HARRY HARRIS

Recorded by

- | | |
|------------------------|-------------------------|
| BOB CROSBY (A. R. A.) | DINAH SHORE (Columbia) |
| GUY LOMBARDO (Decca) | TOMMY DORSEY (Victor) |
| TOMMY JONES (Sterling) | LOUIS PRIMA (Majestic) |
| BILL McCUNE (Guild) | VINCENT LOPEZ (Mercury) |



Prisoner of Love

By LEO ROBIN, CLARENCE GASKILL, RUSS COLUMBO

Recorded by

- | | |
|------------------------------------|---------------------------|
| PERRY COMO (Victor) | THE INK SPOTS (Decca) |
| RUTH ROBIN-GUS BIVONA ORK (4 Star) | BOYD RAEBURN (Guild) |
| BILLY ECKSTINE (National) | GORDON McCRAE (Musicraft) |

EDWIN H. MORRIS & COMPANY, Inc.



PART 1—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S TOP TUNES

1. OH! WHAT IT SEEMED TO BE
2. SHOO-FLY PIE AND APPLE PAN DOWDY
3. ONE-ZY, TWO-ZY (I LOVE YOU-ZY)
4. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
5. ALL THROUGH THE DAY
6. SIOUX CITY SUE
7. PERSONALITY
8. LAUGHING ON THE OUTSIDE (CRYING ON THE INSIDE)
9. DAY BY DAY
10. PRISONER OF LOVE
11. I'M A BIG GIRL NOW
12. SEEMS LIKE OLD TIMES
13. EASTER PARADE (SEASONAL)
14. DOCTOR, LAWYER, INDIAN CHIEF
15. THE GYPSY
16. I'M ALWAYS CHASING RAINBOWS

The nation's 15 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.

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		SONG	ENGLISH	AMERICAN
	Last Week	This Week			
10	1	1	CHICKERY CHICK	Campbell Connelly	Santly-Joy
9	2	2	I DREAM OF YOU	Peter Maurice	Embassy
4	7	2	I CAN'T BEGIN TO TELL YOU	Chappell	Bregman-Vocco-Conn
3	11	3	ALONG THE NAVAJO TRAIL	Peter Maurice	Leeds
5	3	4	ASHBY DE LA ZOOCH	Noel Gay	Manhattan
10	6	5	IT MIGHT AS WELL BE SPRING	Chappell	Williamson
5	7	6	LET BYGONES BE BYGONES	Feldman	*
16	5	7	CRUISING DOWN THE RIVER	Cinephonic	*
5	4	7	I'LL BUY THAT DREAM	Bradbury Wood	Burke-Van Heusen
16	8	8	IT'S A GRAND NIGHT FOR SINGING	Chappell	Williamson
5	10	9	IF I HAD A DOZEN HEARTS	Victoria	Paramount
11	12	10	WHEN THE GANG MEETS AGAIN	Strauss-Miller	*
19	9	10	I'LL CLOSE MY EYES	Sun	World Wide
2	19	11	IT'S ONLY A PAPER MOON	Chappell	Harms, Inc.
4	13	11	I'M SO ALL ALONE	Peter Maurice	*
4	15	12	PLEASE DON'T SAY NO	Sun	Feist
1	—	13	WAITIN' FOR THE TRAIN (To Come In)	Francis Day	Martin Block
14	8	13	KENTUCKY	Campbell Connelly	BMI
2	18	14	ON THE ATCHISON, TOPEKA AND SANTA FE	Sun	Feist
12	14	15	MY HEART IS DANCING WITH YOU	Irwin Dash	*
2	20	16	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Chappell	Morris
9	—	17	NANCY	Chappell	Stanwood
1	—	17	SOME SUNDAY MORNING	Chappell	Harms, Inc.
1	—	18	GOOD, GOOD, GOOD	Campbell Connelly	Berlin
17	—	19	SYMPHONY	Chappell	Chappell
2	16	19	I FALL IN LOVE TOO EASILY	Francis Day	Feist
18	19	20	IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris

*Publisher not available as Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALL THROUGH THE DAY (Williamson), in 20th Century-Fox's "Centennial Summer." National release date not set.

DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.

I CAN'T BEGIN TO TELL YOU (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." Sung by John Payne. National release date—November, 1945.

IF I HAD A WISHING RING (Melrose), sung by Andy Russell in Golden's "Breakfast in Hollywood." National release date—February 22, 1946.

I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox's "The Dolly Sisters." Sung by John Payne and Betty Grable. National release date—November, 1945.

IN LOVE IN VAIN (T. B. Harms), in 20th Century-Fox's "Centennial Summer." National release date not set.

IT'S ANYBODY'S SPRING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Road to Utopia." National release date—March 22, 1946.

ONE MORE TOMORROW (Remick), sung by Ann Sheridan in Warner Bros.' "One More Tomorrow." National release date not set.

(Continued on page 124)

Music Popularity Chart

Week Ending
Apr. 19, 1946

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 12, 8 a.m., and ending Friday, 8 a.m., April 19)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (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.

Wks. to date	TITLE	PUBLISHER	LIC. BY
6.	All Through the Day (F) (R)	Williamson	ASCAP
1.	Coax Me a Little Bit (R)	Bourne	ASCAP
	Come to Baby, Do (R)	Leeds	ASCAP
14.	Day by Day (R)	Barton	ASCAP
12.	Doctor, Lawyer, Indian Chief (F) (R)	Melrose	ASCAP
4.	Eastar Parade (R)	Berlin	ASCAP
3.	Full Moon and Empty Arms (R)	Barton	ASCAP
9.	Gimme a Little Kiss? (F) (R)	Bregman-Vocco-Conn	ASCAP
	I Can't Begin To Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
4.	I Don't Know Enough About You (R)	Campbell-Porgie	BMI
1.	If I Had a Wishing Ring (F) (R)	Melrose	ASCAP
20.	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
4.	In Love in Vain (F) (R)	T. B. Harms	ASCAP
1.	In the Moon Mist (R)	Shapiro-Bernstein	ASCAP
2.	It's Anybody's Spring (F) (R)	Burke-Van Heusen	ASCAP
1.	More Than You Know	Miller	ASCAP
11.	Oh! What It Seemed To Be (R)	Santly-Joy	ASCAP
5.	One More Dream (And She's Mine) (R)	Barton	ASCAP
6.	One More Tomorrow (F) (R)	Remick	ASCAP
12.	Personality (F) (R)	Burke-Van Heusen	ASCAP
7.	Seems Like Old Times (R)	Feist	ASCAP
7.	Shoo-Fly Pie and Apple Pan Dowdy (R)	Capitol	ASCAP
3.	Sioux City Sue (R)	Morris	ASCAP
2.	Strange Love (F) (R)	Famous	ASCAP
	Symphony (R)	Chappell	ASCAP
2.	They Say It's Wonderful (M) (R)	Berlin	ASCAP
8.	Tomorrow Is Forever (F) (R)	Advanced	ASCAP
10.	Wait and See (F) (R)	Feist	ASCAP
5.	We'll Gather Lilacs (R)	Chappell	ASCAP
2.	You Are Too Beautiful (R)	Harms	ASCAP
2.	You Stole My Heart (R)	Harms	ASCAP
9.	You Won't Be Satisfied (Until You Break My Heart) (R)	Mutual	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throughout the country. Unless in-

dicated in this chart, other available records of tunes listed here will be found in Most-Played Juke Box Records chart. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This	TITLE	Artist	Label	Lic. By
Week	Week	Week	Going Strong			
11	1	1	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905	ASCAP
7	3	2	ONE-ZY, TWO-ZY (I Love You-zy)	Phil Harris	ARA 136	ASCAP
12	2	3	OH! WHAT IT SEEMED TO BE	Frankie Carle	Columbia 36892	ASCAP
4	12	4	PRISONER OF LOVE	Perry Como	Victor 20-1814	ASCAP
1	—	5	ONE-ZY, TWO-ZY (I Love You-zy)	Kay Kyser	Columbia 36960	ASCAP
3	11	6	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Teddy Walters	ARA 135	BMI
			(Enoch Light Ork, Continental C-1175; Vincent Lopez, Mercury 2074; The Merry Macs, Decca 18811; Andy Russell, Capitol 252; Dinah Shore, Columbia 36964; Jerry Wald Ork, Sonora 3007)			
14	4	7	PERSONALITY (F)	Johnny Mercer	Capitol 230	ASCAP
3	—	8	I'M A BIG GIRL NOW	Sammy Kaye	Victor 20-1812	ASCAP
4	7	9	SIoux CITY SUE	Bing Crosby-The Jesters		
8	6	9	SHOO-FLY PIE AND APPLE PAN DOWDY	Stan Kenton	Capitol 235	ASCAP
2	13	10	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Dinah Shore	Columbia 36964	BMI
			(See No. 6)			
2	—	11	ATLANTA, G. A.	Woody Herman	Columbia 36949	BMI
			(Sammy Kaye, Victor 20-1795; The Five Red Caps, Davis 2102; Andrews Sisters, Decca 18833)			
5	5	11	ONE-ZY, TWO-ZY (I Love You-zy)	Freddy Martin	Victor 20-1826	ASCAP
8	11	11	SHOO-FLY PIE AND APPLE PAN DOWDY	Dinah Shore	Columbia 36943	ASCAP
4	13	12	PRISONER OF LOVE	Billy Eckstine	National 9017	ASCAP
1	—	12	PERSONALITY	Bing Crosby	Decca 18790	ASCAP
2	—	12	THE MAD BOOGIE	Count Basie	Columbia 36946	ASCAP
4	—	12	YOU WON'T BE SATISFIED (Until You Break My Heart)	Perry Como-The Satisfiers		
			(Victor 20-1788—ASCAP)			

Coming Up

IN THE MOON MIST	Pied Pipers-Paul Weston Ork	Capitol 243
SIoux CITY SUE	Kate Smith	Columbia 36963
THE GYPSY	Dinah Shore	Columbia 36964

STAN KENTON

Scores again!



'PAINTED RHYTHM'

Kenton's powerhouse follow-up to 'Artistry Jumps'

'FOUR MONTHS, THREE WEEKS.
TWO DAYS, ONE HOUR BLUES'

A race blues with that Kenton kick... June Christy's warbling is tops. A Kenton corker!

CAP 250 50c plus tax

RIDE ALONG WITH RITTER!

TEX RITTER

Vocal with String Band

'LONG TIME GONE'

and

'I'M GONNA LEAVE YOU
(LIKE I FOUND YOU)'

Tex Ritter comes out of the chute on two Western songs that can't miss... Tex's albums, radio shows, films and records are going great guns!



CAP 253 50c plus tax

Capitol RECORDS
FROM HOLLYWOOD

Sunset and Vine

PERRY COMO

with Russ Case and his Orchestra

THEY SAY IT'S
WONDERFUL

(from the musical production
"Annie Get Your Gun")

and
IF YOU WERE
THE ONLY GIRL

RCA VICTOR 20-1857



JOHNNY DESMOND

with Russ Case and his Orchestra
and Chorus

I DON'T KNOW
ENOUGH ABOUT YOU
and

SHOO-FLY PIE AND
APPLE PAN DOWDY

RCA VICTOR 20-1861



BILLY WILLIAMS

Singing with Orchestra

Heart Break Trail
AND Yippee Ki-Aye

RCA VICTOR 20-1849

BUCHANAN BROTHERS

(Chester and Lester)
Singing with Orchestra

Atomic Power
AND Singing an Old Hymn

RCA VICTOR 20-1850

MEMPHIS JIMMY

Blues Singer with Piano,
Guitar and String Bass

Drifting

TAMPA RED Blues Singer with Guitar;
Big Maceo, Piano; Tyrell Dixon, Drums

I Can't Get Along Without You

BLUEBIRD 34-0748

RCA VICTOR RECORDS



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. 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	Last Week	This Week	POSITION	Tune	Label
10	1	1	1.	OH! WHAT IT SEEMED TO BE (R)	Santly-Joy
3	4	2	2.	LAUGHING ON THE OUTSIDE (Crying on the Inside) (R)	BMI
9	3	3	3.	YOU WON'T BE SATISFIED (Until You Break My Heart) (R)	Mutual
4	8	3	3.	SIoux CITY SUE (R)	Morris
6	2	4	4.	ONE-ZY, TWO-ZY (I Love You-zy) (R)	Martin
2	9	5	5.	ALL THROUGH THE DAY (F) (R)	Williamson
4	7	6	6.	SHOO-FLY PIE AND APPLE PAN DOWDY (R)	Capitol
10	6	7	7.	PERSONALITY (F) (R)	Burke-Van Heusen
7	5	8	8.	DAY BY DAY (R)	Barton
2	10	9	9.	PRISONER OF LOVE (R)	Mayfair
2	—	10	10.	ATLANTA, G. A. (R)	Stevens
1	—	10	10.	THE GYPSY (R)	Leeds

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 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*.

Weeks to date	Last Week	This Week	POSITION	Tune	Label
2	4	1	1.	I'M A BIG GIRL NOW <i>Put Your Little Foot Right Out</i>	Sammy Kaye Victor 20-1812
5	3	2	2.	PRISONER OF LOVE <i>All Through the Day (F)</i>	Perry Como Victor 20-1814
11	1	3	3.	OH! WHAT IT SEEMED TO BE <i>As Long As I Live (F)</i>	Frankie Carle Columbia 36892
10	2	4	4.	OH! WHAT IT SEEMED TO BE <i>Day by Day</i>	Frank Sinatra Columbia 36905
5	6	5	5.	OH! WHAT IT SEEMED TO BE <i>Take Care</i>	Charlie Spivak Victor 20-1806
5	8	6	6.	ONE-ZY TWO-ZY <i>Sleepy Baby</i>	Freddie Martin ... Victor 20-1826
3	7	7	7.	SIoux CITY SUE <i>You Sang My Love Song to Somebody Else</i>	Bing Crosby and the Jesters Decca 23508

(Continued on page 124)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
6	1	1	1.	The Voice of Frank Sinatra	Frank Sinatra Columbia C-112
7	2	2	2.	Don't Fence Me In	Bing Crosby Decca A-417
7	3	3	3.	The Bells of St. Mary's	Bing Crosby (John Scott Trotter Ork) Decca A-410
35	5	4	4.	Glenn Miller	Glenn Miller and Orchestra Victor P-148
9	4	5	5.	Showboat	Tommy Dorsey and his Orchestra Victor P-152

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). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record	Label
23	1	1	1.	Warsaw Concerto	Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops Victor 11-8863
2	4	2	2.	Jalousie	Boston Pops Victor 12160
44	4	2	2.	Chopin's Polonaise	Jose Iturbi Victor 11-8848
2	2	3	3.	Warsaw Concerto	Kostelanetz Columbia 7443-M
5	3	4	4.	Spellbound	Al Goodman Victor 28-0404

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). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
3	3	1	1.	Grand Canyon Suite	Kostelanetz and Orchestra Columbia MM-463
7	1	2	2.	From a Program of Chopin Piano Music	Played by Vladimir Horowitz Victor DM-1034
10	4	3	3.	Rachmaninoff Concerto No. 2 in C Minor	Rachmaninoff, Philadelphia Orchestra Victor DM-58
2	5	4	4.	Night and Day	Allan Jones Victor M-1033
1	—	4	4.	Rachmaninoff Concerto No. 2, C Minor for Piano and Orchestra, Opus, 18	Gyorgy Sandor, pianist; Artur Rodzinski, conductor; Philharmonic Symphony Orchestra of N. Y. Columbia MM-605

Music Popularity Chart

Week Ending
Apr. 18, 1946

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from 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.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
12	1	1	OH! WHAT IT SEEMED TO BE	Frankie Carle (Marjorie Hughes)	Columbia 36892
4	6	2	I'M A BIG GIRL NOW	Sammy Kaye (Betty Barclay)	Victor 20-1812
4	9	3	SIOUX CITY SUE	Bing Crosby (Bob Haggart Ork)	Decca 23508
4	6	4	PRISONER OF LOVE	Perry Como (Russ Case Ork)	Victor 20-1814
12	7	5	YOU WON'T BE SATISFIED (Until You Break My Heart)	Perry Como-The Satisfyers (Russ Case Ork)	Victor 20-1788
10	3	6	OH! WHAT IT SEEMED TO BE	Frank Sinatra (Axel Stordahl Ork)	Columbia 36905
6	4	7	ONE-ZY, TWO-ZY (I Love You-zy)	Freddy Martin (The Martin Men)	Victor 20-1826
12	2	8	YOU WON'T BE SATISFIED (Until You Break My Heart)	Les Brown (Doris Day)	Columbia 36884
5	13	9	SHOO-FLY PIE AND APPLE PAN DOWDY	Dinah Shore (Sonny Burke Ork)	Columbia 36943
5	8	10	SHOO-FLY PIE AND APPLE PAN DOWDY	Stan Kenton (June Christy)	Capitol 235
5	13	11	SEEMS LIKE OLD TIMES	Vaughn Monroe (Vaughn Monroe-The Norton Sisters)	Victor 20-1791
3	13	11	SHOO-FLY PIE AND APPLE PAN DOWDY	Guy Lombardo (Don Rodney)	Decca 18809
4	13	12	YOU WON'T BE SATISFIED (Until You Break My Heart)	Ella Fitzgerald-Louis Armstrong (Bob Haggart Ork)	Decca 23496
14	5	13	PERSONALITY (F)	Johnny Mercer	Capitol 230
19	10	14	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton (Paul Weston Ork)	Capitol 220
2	-	15	ONE-ZY, TWO-ZY (I Love You-zy)	Hildegard-Guy Lombardo	Decca 23511
7	11	16	OH! WHAT IT SEEMED TO BE	Dick Haymes-Helen Forrest (Earl Hagen Ork)	Decca 23481
3	-	17	ONE-ZY, TWO-ZY (I Love You-zy)	Phil Harris (Phil Harris)	ARA 136
2	13	18	DON'T BE A BABY, BABY	Mills Brothers	Decca 18753

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
13	1	1	GUITAR POLKA	Al Dexter	Columbia 36898
10	2	2	SIOUX CITY SUE	Zeke Manners	Victor 20-1797
6	5	3	SOMEDAY (You'll Want Me To Want You)	Hoosier Hot Shots-Sally Foster	Decca 18738
4	4	4	KENTUCKY WALTZ	Bill Monroe	Columbia 36907
6	5	4	DETOUR	Spade Cooley	Columbia 36935
5	5	4	WAVE TO ME, MY LADY	Elton Britt	Victor 20-1789
7	-	4	HONEY, DO YOU THINK IT'S WRONG?	Al Dexter	Columbia 36898

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
9	1	1	HEY! BA-BA-RE-BOP	Lionel Hampton	Decca 18754
8	2	2	SALT PORK, W. VA.	Louis Jordan	Decca 18762
9	2	3	DRIFTING BLUES	Johnny Moore's Three Blazers	Philo P-112
4	3	3	DON'T BE A BABY, BABY	Mills Brothers	Decca 18753
9	4	4	GOT A RIGHT TO CRY	Joe Liggins	Exclusive 210
2	-	5	THE FRIM FRAM SAUCE	Ella Fitzgerald-Louis Armstrong	Decca 23496

The Billboard April 20, 1946

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
8	1	1	HEY! BA-BA-RE-BOP	Lionel Hampton	Decca 18754
8	3	2	DRIFTING BLUES	Johnny Moore's Three Blazers	Philo P-112
7	3	2	SALT PORK, W. VA.	Louis Jordan	Decca 18762
2	-	3	I COVER THE WATER-FRONT	Cats 'n' Jammers	Mercury 2003
3	3	3	DON'T BE A BABY, BABY	Mills Brothers	Decca 18753
6	4	4	VOO-IT! VOO-IT!	The Blues Woman	Decca 18753
1	-	4	R. M. BLUES	Roy Milton	Juke Box JB-502
6	-	4	GOT A RIGHT TO CRY	Joe Liggins	Exclusive 210

JB 502 VOO-IT VOO-IT and CRYING BLUES

The Blues Woman with Buddy Banks Sextet

JB 504 R.M. BLUES and RHYTHM BLUES

Roy Milton and His Solid Senders

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The Blues Man

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April 20, 1946 The Billboard

TOMMY JONES (Sterling 7001-02)

One-Zy, Two-Zy—FT; VC. We'll Be Together Again—FT; VC. Where Did You Learn To Love?—FT; VC. All Through the Day—FT; VC.

Jones has highly commercial aggregation and sports some highly listenable arrangements. The trumpet and sax sections are standouts. Louise Tobin, former vocalist with Harry James during his early days in the business, turns in some good singing on all four sides. "One-zy Two-zy" gets a standard interpretation but Louise comes back with a sock "We'll Gather Lilies" as a backer. She repeats her success with "All Through the Day," the Kern-Hammerstein song from "Centennial Summer," and does some nice singing on "Where'd You Learn to Love?"

The band is still in the newcomer field but interest in the songs should draw attention and once the combo is heard, there will be repeats.

Two more big numbers

RUBY NEWMAN AND HIS ORCHESTRA

STERLING NO. 7003 APRIL RELEASES

I'M A BIG GIRL NOW

VOCAL BY VERA HOLLEY

DON'T BE A BABY, BABY

VOCAL BY MICHAEL REVELL

STERLING NO. 7004 APRIL RELEASES

SEEMS LIKE OLD TIMES

VOCAL BY MICHAEL REVELL

IT COULDN'T BE TRUE

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PART 3—The Billboard

ADVANCE RECORD DATA

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.

- ALICE Y SAN DIEGO (Alice and San Narcisco Martinez (El Senderito) ... Victor 25-1057
- ALL THE WORLD IS LONELY NOW Roy Acuff and his Smoky Mountain Boys (That Glory) ... Columbia 36974
- ALL THROUGH THE DAY Vincent Lopez (Bruce Hayes) (Where ... Did) ... Mercury 3004
- ANTELOPE AND THE LION Al Trace and His Silly Symphonists ... (Diddle, Diddle) ... Coronet Cor-151
- ANY PLACE I HANG MY HAT IS Johnny Mercer (Paul Weston ork) (Li'l HOME ... Augie) ... Capitol 254
- AS LONG AS I LIVE The Hollywood 4 Blazes (George Crawford) (Dark Eyes) ... Lamplighter LL-103
- AZUZA Tony Pastor (Tony Pastor-Virginia Maxey-Tunetimers) (If You) ... Cosmo 477
- BALAGOURA Russian Gypsy Ork (Two Guitars) ... Standard International F-2004
- BARNYARD POLKA Standard Novelty Ork (Hit It) ... Standard International F-105
- BASIN STREET BLUES Jack Teagarden Ork (Richard Bradley) (Martian Madness) ... (No Number)
- BEAT OUT DAT RHYTHM ON A Kitty Carlisle-Russ Morgan (Jalousie) ... Decca 23542
- BEER BARREL POLKA Espe Musette Ork (Strictly Continental) ... Standard International F-110
- BEER BARREL POLKA (Roll Out the Lawrence Welk Ork (Sleepy Bugler) ... Barrel) ... Decca 18865
- BED ROCK Dicky Wells' Big Seven (We're Thru) ... HRS 1019
- BEGIN THE BEGUINE Frank Parker (Paul Baron Ork) (You Are) ... Mercury 2075
- W. BERNARD IN 2/4 TIME ALBUM W. Bernard Ork ... Standard International F-10
- By the Barn ... Standard International F-107
- Hobo Joe Polka ... Standard International F-108
- Oh, Doctor! ... Standard International F-107
- Polka in Paradise ... Standard International F-109
- Raiding the Ice Box ... Standard International F-109
- Under the Oak Tree ... Standard International F-108

At the suggestion of a number of readers who seemed to have difficulty finding the reverse side of records listed under this feature, *The Billboard* this week institutes another improvement in the Advance Record Releases feature. Immediately following the record number in the alphabetical listing of the first tune of a record mentioned, will be found the first several words of the title of the tune on the reverse side, so that the reader may more easily find the reverse side under its place in the alphabetical listing.

- BLUE MOON Georgie Auld (Seems Like) ... Musicraft 15060
- BLUES FOR FANNIE Nappy Lamare Levee Loungers (Some-times I'm) ... Mercury 2071
- BOY MEETS HORN Rex Stewart Ork (Jug Blues) ... Mercury 8001
- BROKEN JUG (Rozbity Dzban) Lida Brodenova-John Zak (Love Is) ... Standard International F-7002
- BROOKLYN POLKA Espe Musette Ork (Mama) ... Standard International F-112
- CALIFORNIA SUNBEAM Connie Haines (Paul Baron Ork) (She's Funny) ... Mercury 3006
- CALYPSONIAN INVASION Duke of Iron and His Calypso Troubadors (Convoy) ... Apollo 106
- CANDY CANE Harry Carney's Big Eight (Minor Mirage) ... HRS 1020
- CANZONE AMARA Stefano Lombardi (The Victor Continental Ork) (Che Malaspina) ... Victor 25-7079
- CARIB SONG ALBUM Baldwin Bergersen-William Archibald ... International Vol. 11
- Basket ... International B-401
- If ... International B-406
- Insect Song ... International B-404
- Sleep Baby, Don't Cry ... International B-403
- Washer Woman ... International B-405
- Woman Is a Rascal ... International B-402
- HOAGY CARMICHAEL ALBUM Hoagy Carmichael ... ARA 4
- A World of No Goodbyes ... ARA 140
- Baltimore Oriole ... ARA 142
- Sleepy Time Gal ... ARA 141
- Somewhere on Via Roma ... ARA 141
- Stardust ... ARA 140
- Sweet Lorraine ... ARA 142
- CEMENT MIXER (Put-ti, Put-ti) Charlie Barnet (Art Robey) (Madame Butterball) ... Decca 18862
- CHAMPAGNE POLKA Joe Bednarek Ork (Monday Morning) ... Standard International F-3003
- CHE MALASPINA Stefano Lombardi (The Victor Continental Ork) (Canzone Amara) ... Victor 25-7079
- CHEN'A'LUNA Rose Marie (In The) ... Mercury 3003
- CHIQUI-CHA Don Pedro Ork (La Paloma) ... Decca 18868
- CINCINNATI LOU Merle Travis (No Vacancy) ... Capitol 258
- COME (Vieni) Guido Bussinelli (Enchanted Dream) ... Standard International F-6006
- COME BACK TO SORRENTO Joe Venuti Ork (Toselli's Serenade) ... Pan-American Pan-046
- CONCERTO NO. 2 IN C MINOR, OP. Carmen Cavallaro (Concerto No.) ... Decca 18863
- 18 (First Movement) ... Decca 18863
- CONCERTO NO. 2 IN C MINOR, OP. Carmen Cavallaro (Concerto No.) ... Decca 18863
- 18 (Third Movement) ... Decca 18863
- CONGO BAILA (The Congo Dance) Luis (Lija) Ortiz and his Group-Yayo & Alvarado (Siempre Pensando) ... Standard International F-4008
- CONVOY Duke of Iron and His Calypso Troubadors (Calypsonian Invasion) ... Apollo 106
- CORN COBBERS POLKA Walter Dombrowski Polka ... Victor 25-1056
- CUIDADO CON EL GATO (Beware Conjunto Lirico Antellano-Vitin & Claudio of the Cat) (Haz Me) ... Standard International F-4007
- CYNTHIA'S IN LOVE Ray Bloch Ork (Bobby Doyle) (They Say) ... Signature 15021
- CYNTHIA'S IN LOVE Skitch Henderson Ork (Jene Byron) (Swan Lake) ... Capitol 255
- DAILY DOUBLE Georgie Auld (You Haven't) ... Musicraft 15059
- DARK EYES The Hollywood 4 Blazes (As Long) ... Lamplighter LL-103

(Continued on opposite page)

Music Popularity Chart

Week Ending
Apr. 18, 1946

AND POSSIBILITIES

RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by en-

try into best selling, most played or most heard features of the Chart.

JOSEPHINE, PLEASE NO LEAN ON THE BELL Vaughn Monroe (Ziggy Talent Vocal) Victor 20-1847

This novelty tune will get plenty of pushing and altho the Monroe platter is more Talent than Monroe or the band, that's all to the good in this case. Talent does a top comic-novelty job with a silly symphony that's written to be done just that way. Between Monroe's current popularity on almost anything, and the excellent piece of work by the band's novelty singer on this side, the etching is a cinch for one and all. It'll sell over the counters. The disk jockeys can play it over and over for a neat comedy spot on their shows, and operators will pull coins with it. Reverse is a good job, too, being another funny novelty called "Katinka," tale of a Russky who loses his gal to a Yank.

IT'S A WOMAN'S PREROGATIVE Pearl Bailey Columbia 35969

"Prerogative" is another one of these cases where a tune seems to have been written especially for the singer who does it. . . . Bailey gal practically stops "St. Louis Woman" (Broadway musical) show every time out with this one, and it comes off equally well in the wax version. It should be another three-way click: good for ops, disk jockeys and retailers. Reverse is also good, tho slightly blue-tinted. It's "Legalize My Name," also from "St. Louis Woman."

THE GYPSY CEMENT MIXER Hal McIntyre (With Frankie Lester Vocal) Cosmo 475
..... (With Nancy Reed Vocal) Cosmo 475

Here's a double-sided cinch with one big IF. . . . The "if" being whether or not Cosmo will be able to put enough production into platter to get it around sufficiently to make the Charts. "Gypsy" has moved right into the "Honor Roll of Hits" and still has plenty to go before it runs its popularity course. "Cement Mixer" is of course, the re bop fave which is doing well. If you can get this one, it'll do a job.

BEWARE Louis Jordan and His Tympany Five Decca 18818

Here's Jordan's next big one. The in-person rendition of the tune has stopped them cold in theaters, clubs and on one-nighters from coast to coast. There's an all-Negro film called "Beware" featuring Jordan and the tune, which is currently getting distribution in Southern houses, and the wax rendition will do the same job the in-person version has done. Put it down as number one race record right now. And look for it to move up on disk jockey, retail and most-played juke charts fast, too.

ADVANCE RECORD RELEASES

(Continued from opposite page)

- DARK EYES Russian Male Quartet (Real Love) Standard International F-2002
- DIDDLE, DIDDLE DUMPLING AND MY SON JOHN Al Trace and His Silly Symphonists (Antelope And) Coronet Cor-151
- DO DO'S BLUES Dodo Marmarosa Trio (I Surrender) Atomic A-226
- DRAG NASTY—THE WALK Dicky Wells' Big Seven (Opera In) HRS 1018
- DREAMING OF YOU (Sognandoti) Enzo Di Mola (May I) Standard International F-6005
- EASTER SUNDAY ON THE PRAIRIE Denver Darling and His Texas Cowhands (When I) Decca 9006
- ECCENTRIC RAG Bailey Swing Group Juke Box JB-506
- EL MATRIMONIO FELIZ (The Happy Couple) Orquidea Pino-Jose Monero (A. Mendez Ork) (Jamas La) Standard International F-4004
- EL SENDERITO (The Little Trail) Narciso Martinez (Alice Y) Victor 25-1057
- EL VENEDOR DE HUEVOS (The Egg Man) Jose Luis Monero-A. Mendez Ork (Mi Sol) Standard International F-4006
- ENCHANTED DREAMS (Suonno E' Fantasia) Guido Bussinelli (Como) Standard International F-6006
- EVERYONE IS SAYIN' HELLO AGAIN (Why Must We Say Goodbye?) The King Cole Trio (King Cole) (Route 66) Capitol 20058
- STEPHEN FOSTER ALBUM Bing Crosby Decca A-440
- Beautiful Dreamer (John Scott Trotter Ork) Decca 18802
- De Campdown Races (The King's Men) (Victor Young Ork) Decca 18803
- I Dream of Jeanie With the Light Brown Hair (John Scott Trotter Ork) Decca 18801
- My Old Kentucky Home (The King's Men) (Victor Young Ork) Decca 18803
- Nell and I (John Scott Trotter Ork) Decca 18801
- Old Black Joe (John Scott Trotter Ork) Decca 18804
- Swanee River (The Old Folks at Home) (The Crinoline Choir) (Georgie Stoll Ork) Decca 18804
- Sweetly She Sleeps, My Alice Fair (John Scott Trotter Ork) Decca 18802
- GIN AND COCOANUT WATER Wilmoth Houdini and His Royal Calypso Ork (The Calypso) Decca 23543
- GINGER BREAD (Pernikove Srdicko) Lida Brodenova-John Zak (Slovak Tunes) Standard International F-7001
- GIRL OF MY DREAMS Bing Crosby (John Scott Trotter Ork) (Remember Me?) Decca 18866
- HASTA MANANA (Toda Una Vida) Playera Capitol 20059
- Rhumba Rhapsody Capitol 20057
- Tierra Va Tembla Capitol 20060
- Tilin Tilin Tilan Capitol 20059
- Volvere Capitol 20060
- HAZ ME FELIZ (Make Me Happy) Conjunto Lirico Antellano-Minolin & Claudio (Cuidado Con) Standard International F-4007
- HELLO BABE Dickie Wells Ork (Linger Awhile) Signature 28115
- HEP CATS POLKA Espe Musette Ork (Major G) Standard International F-111
- HIT IT POLKA Standard Novelty Ork (Barnyard Polka) Standard International F-105

(Continued on page 122)

THE TOP ARTISTS AND THE TOP TUNES OF THE DAY

Here they are . . . a few of Musiccraft's artists and some of their latest Hits that are clicking in a great big way!



ARTIE SHAW
and his Orchestra
357

LET'S WALK
(I Don't Stand)
A GHOST OF A CHANCE



LOUANNE HOGAN
with Alfred Newman
and Orchestra
355

ALL THROUGH THE DAY
IN LOVE IN VAIN
(from the 20th Century-Fox
Picture "Centennial Summer")



DIZZY GILLESPIE
(The Be-Bop Man!)
All-Star Quintette
354

LOVER MAN
Vocal by Sarah Vaughn
SHAW 'NUFF



MAURICE ROCCO
and his Rockin' Rhythm
353

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ST. LOUIS BLUES

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(b) SILVER DEW ON THE BLUE GRASS TONIGHT

... Ozie Waters and the Plainsmen

2017—(a) THIS LONELY WORLD

(b) HIDE YOUR FACE

... Jimmy Walker and the Pecos River Boys

2022—(a) IF IT'S WRONG TO LOVE YOU

(b) YOU CAN'T BREAK MY HEART

... Idaho Call and His Sun Valley Cowboys

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PART 4—The Billboard

REVIEWS OF

Lightface portion of reviews is intended for users. Boldface portion is intended for information of all record and music guidance of juke box operators.

AL SACK (Black & White Album 52)

Velvet Moods

Radio batoneer Al Sack pours plenty of instrumental sugar into these eight sides. Emphasis falls on melodic appeal of such faves as "I Didn't Know What Time It Was," "Caravan," "Easy to Love," "I'm in the Mood for Love," "Blue Skies," "Penthouse Serenade," "April in Paris" and "What Is This Thing Called Love?" Sack gets rich, full-bodied effects from a strong Strad section balanced by reeds, with harp thrown in for the lush touch. There's not much contrast between sides. Tempo stays moderate for the most part with only "Caravan" and "Blue Skies" taking a brighter beat.

Ops may be able to use the sides in the more sedate locations.

MARGARET WHITING (Capitol 247)

Come Rain or Come Shine—FT; V. Can't Help Lovin' Dat Man—FT; V.

Margaret Whiting scores solidly in this pairing. She picks on sure-fire material in the Johnny Mercer-Harold Arlen tune, "Come Rain," from Broadway's "St. Louis Woman," backed by the evergreen, "Can't Help Lovin'," from "Showboat" now being revived on the boards. Miss Whiting proves her song-selling capabilities in "Come Rain," capturing the haunting mood of the melody. Flipover also finds her in top form as she gives meaningful interpretation to the torch tune.

There's plenty of nickel appeal in this twosome.

VAUGHN MONROE (Victor 20-1847)

Josephine, Please No Lean on the Bell—FT; VC. Katinka—FT; VC.

Vaughn Monroe donated his name and his band to this one, but it's Ziggy Talent's show on both sides, and he makes it a mighty fine one. Talent is the chief comic of the Monroe aggregation and his knack with dialects brings out the full humor of "Josephine, Please No Lean on the Bell." He does the verse, two choruses and a hilarious sing-song recitation of this novelty tune. Also in the click category is "Katinka," the plaint of a Russian who loses his gal to G.I. jitterbugs. The lyrics are tricky and catchy and Ziggy sings out in good style with the accent on comedy.

Monroe's name will lure the nickels and Ziggy's fine work with both sides will make for plenty of return shots.

CARMEN CAVALLARO-BOB EBERLY (Decca 18813)

Full Moon and Empty Arms—FT; V. Come Closer to Me—FT; V.

The combination of Carmen Cavallaro and Bob Eberly is a mighty fine one. Cavallaro sets the pace with his piano in addition to a rhythm accompaniment and it's practically all Cavallaro and Eberly for both sides. "Full Moon and Empty Arms" gets a classic piano introduction in true Rachmaninoff Second Concerto style and Eberly comes thru with a top vocal that brings out all of the path quality of the modern version. For the backer, "Come Closer to Me," from MGM's "Easy to Wed," the pace is a slow sweet ballad style and again the pair click.

The combination is a sure money grabber and can't be passed up.

MILDRED BAILEY (Majestic 1034)

All That Glitters Is Not Gold—FT; V. In Love in Vain—FT; V.

This is Mildred Bailey's first set for this label and it features some of the best of the rocking chair lady's vocalizing. Backed by Eddie Sauter's solid band, she is perfect in the plaintive "In Love in Vain," one of Jerome Kern's last tunes. She sings just off melody with a symphonic jazz backing that makes the side a honey. "All That Glitters" is in calypso style and should catch the interest created by "Rum and Coke" a while back. Mildred Bailey sings solid chorus after chorus and does a terrific selling job.

"All That Glitters" will get the novelty crowd and "In Love in Vain" will make it a collector's item.

PEARL BAILEY (Columbia 36969)

Legalize My Name—FT; V. It's a Woman's Perogative—FT; V.

Pearl Bailey turns in the two songs that helped win her rave notices for her on-stage vocalizing in "St. Louis Woman." "It's a Woman's Perogative" turns out to be the attention-getter with Pearl dishing out the ultra lyrics with the same finesse that drew attention in her initial recording, "Tired." Mitchell Ayres supplies the back-up muso and gives her a good piano for this side. "Legalize My Name" is another good one with trick timing which Pearl digs without trouble. She has two solid numbers here.

The rave notices given Pearl Bailey will arouse the curious and her singing will hold them.

ENOCH LIGHT (Continental C-1173-75)

Somebody's Walking in My Dreams—FT; VC. Just a Lucky So and So—FT; VC. Laughing on the Outside—FT; VC. Date With a Disc—FT; VC.

The commercial quality of Enoch Light's music is apparent from the start and makes good listening for dancers or siter-outers. "Laughing on the Outside" features "Date With a Disc" winner, Loren Becker, who makes you sit up and take notice with his exceptional voice. Light makes a wise choice in Becker and backs him with good band music. Patsy Garrett does the novelty tune "Date With a Disc" which should catch on. The tune has a clever finish. Patsy is also heard in the Ellington tune, "Just a Lucky So and So," which she fumbles slightly in the beginning but winds up in grand style. Danny Sullivan takes a chorus on "Somebody's Walking in My Dreams," which he does well. The band is full and sweet for this side, which is extremely pleasant.

The fine quality of the band and singers will make these sides count.

JIMMY DORSEY (Decca 18812)

Perdido—FT. J. D.'s Jump—FT.

"Perdido" is a solid rhythm tune on which Jimmy Dorsey's alto can be detected without difficulty but the general jamming makes the side a strict band number. "J. D.'s Jump" certainly lives up to its name and spots Jimmy's jammers with the maestro front and center on the alto sax; Louis Carter at the piano; Herb Ellis very apparent at the guitar; Norman Bates at the bass, and Karl Piffé at the drums.

It won't be another "John Silver" or "One o'Clock Jump."

SAMMY KAYE (Davis 2105)

Gimme a Little Kiss—FT; VC. Oh, Helen—FT; VC.

This is a re-issue of two sides originally made by Kaye for the old U. S. Record Company, the masters of which were sold to Davis by the Scranton Record Company. They are in the typical Kaye style with "Gimme a Little Kiss" spotting a vocal by the Three Kayettes. Of limited appeal is "Oh Helen," also featuring the Three Kayettes, which tells the plight of a stuttering suitor.

Kaye fans will welcome them.

FREDDY MARTIN (Victor 20-1848)

I Love an Old-Fashioned Song—FT; VC. You're the Cause of It All—FT; VC.

Both tunes are from Sam Goldwyn's "Kid From Brooklyn," which indicates that the film's score is only fair fodder. Art Wayne and the Martin Men are the vocalists on "I Love an Old Fashioned Song" and are restricted by the song's limitations. The same is true of Clyde Rogers' vocal on "You're the Cause of It All," which turns out to be a torch song in jump tempo.

The tunes rather than the band have limited appeal.

JOHNNY GREEN (Decca 23531)

I Cover the Waterfront—FT; VC. Coquette—FT; VC.

Johnny Green, the maestro, does well by Johnny Green, the composer, on "I Cover the Waterfront," which has a fine vocal by Barbara Ames, and an excellent arrangement which conveys waterfront atmosphere. "Coquette" is given a sock arrangement by the Kaye Thompson singers and the oldie comes out with lots of appeal. Green's band does a fine job on the tune.

May be limited for juke boxes but will click with the discriminating.

Music Popularity Chart

Week Ending
April 18, 1946

NEW RECORDS

BON BON (Davis 2106)

I Didn't Mean a Word I Said—FT; V. *Regretting*—FT; V.
With the Park Avenue Trio giving good rhythmic support, Bon Bon makes quick good work of "Regretting," a sock torch ballad, making every word and every note count. He also clicks on "I Didn't Mean a Word I Said," also featuring the Park Avenue Trio who gives out with strange Hawaiian music.

"Regretting" is the side that will get the attention from barroom juke.

BING CROSBY (Decca 23530)

Who's Sorry Now—FT; V. *I Found a New Baby*—FT; V.
The Crosby pipes get a good workout on "I Found a New Baby," one of his most terrific sides in a long time. Eddie Haywood supplies top piano backing for both sides. Crosby is also tops on "Who's Sorry Now?" and gives out with a slick one and one-half chorus version in slow swing.

With this one, the groaner has another top money-maker.

LOUIS PRIMA (Majestic 7177)

The Gypsy—FT; VC. *Baby Won't You Please Come Home*—FT; VC.
Jack Powers uses his pipes effectively, on "The Gypsy" with the maestro's trumpet creating a topnotch background. Prima vocalizes on "Baby, Won't You Please Come Home?" and shares the second chorus with Lily Ann Carol and the band who do some fine ensemble singing.

The phono fans will all go for this one.

ROY ELDRIDGE (Decca 23532)

All the Cats Join In—FT; VC. *Ain't That a Shame*—FT; VC.
Eldridge authored, plays and sings "Ain't That a Shame?" a terrific blues tune. His trumpet vies with an alto-sax and singer Buster Harding for the A side, "All the Cats Join In," which is a mighty good arrangement of the tune.

This is a good collector's item that will also click in the juke.

WOODY HERMAN (Columbia 36968)

You've Got Me Crying Again—FT; VC. *Panacea*—FT; VC.
"You've Got Me Crying Again" is the first disk made with the Blue Flames, who joined the Herd recently. Herman shares the vocal with them and makes it solid side. For the flipover, "Panacea," Herman turns in his first blues number in several years. Red Norvo makes his presence felt at the vibes and backs Herman's vocal with great skill.

It will be no trouble at all for this one to get the coin play.

ELLA FITZGERALD (Decca 18814)

I Didn't Mean a Word I Said—FT; C. *I'm Just a Lucky So and So*—FT; V.
Billy Kyle and His Trio supply just the sort of backing Ella Fitzgerald works well with. She's particularly good on "I Didn't Mean a Word I Said" but makes the cheerful "I'm Just a Lucky So and So" a near torch.

Fitzgerald fans will find their lady completely satisfying on this pair.

CHARLIE BARNET (Decca 18810)

Drop Me Off in Harlem—FT. *Gulf Coast Blues*—FT.
Barnet makes quick solid work of the Ellington, "Drop Me Off in Harlem" and the record really jumps. In a slower softer tempo, Barnet makes "Gulf Coast Blues" count in the blues category.

"Gulf Coast Blues" is the side to watch.

RED FOLEY (Decca 9003)

Harriet—FT; V. *My Poor Heart Is Broken*—FT; V.
Red is backed by Ray Rose and His Ramblers and gets a real sob out of "My Poor Heart Is Broken" with his terrific selling. His version of "Harriet" is also a clue to the sort of fine singing he does.

This will go in more than the hillbilly loving locations.

BOB WILLS (Columbia 36966)

New Spanish Two Step—FT; VC. *Roly Poly*—FT; VC.
Bob Wills and the Texas Playboys go cute on "New Spanish Two Step" but vocalist Tommy Duncan stays too serious. He's better in the hot lullaby, "Roly Poly," which is the flipover and a swell tune.

This one is limited to the locations where mountain music counts.

EILEEN BARTON (Mercury 3005)

They Say It's Wonderful—FT; VC. *You Brought a New Kind of Love to Me*—FT; VC.
Irving Berlin's ditty, "They Say It's Wonderful," from the new Rodgers and Hammerstein show, "Annie Get Your Gun," is elegantly rendered by Eileen Barton with lush background from Jerry Jerome's Ork. Fem chirp puts her heart in ballad, a top-drawer tune, and combination is a click. "Wonderful" is one of show tunes being worked on by Berlin pluggers at the moment and plenty of air-time will help build its popularity. A faster, more solid dance beat is picked up for platter's reverse side, the oldie by Kahal-Fain-Norman, but canary Barton seems to have her tongue-in-cheek here.

Plug tune, backed by perennial favorite, means at least fair play.

NAPPY LAMARE AND HIS LEVEE LOUNGERS (Mercury 2071)

Sometimes I'm Nappy—FT. *Blues for Fannie*—FT; VC.
The A side here is a rather uninteresting jam session while the B is a groovy blues spotlighting Nappy's low-down shouting. Sidemen are mostly from the old Crosby Bob Cats. Eddie Miller comes in on the blue side for a chunk of beautiful, lazy tenor sax. On the jam session, melody and riffs are bantered back and forth between Johnny Flonsky's trumpet, Doc Rando's alto and clarinet and the ivories of Stan Wrightsman. Ray Bauduc sets a steady beat at the traps. "Blues for Fannie" may get some attention in race spots on the strength of the lyrics. Otherwise, the platter's for hot fans and strictly live locations.

As good a blues as most race spot nickel-nabbers.

ROSE MARIE (Mercury 3003)

In the Land of the Buffalo Nickel—FT; VC. *Chen'A'Luna*—FT; VC.
Rose Marie here waxes two ditties from her stage repertoire, backed by Dick Maltby's ork. Ensemble scattering from the boys makes the sides sound as if picked right from the Capitol Theater. "Buffalo Nickel" is from Astor pic, "Beware," featuring Louis Jordan and satirizes the woolly West. "Chen'A'Luna" gets underway with a Rose Marie vocal in Italian first. Ditty sounds much like the famed "Butcher Boy" and has all the possibilities of that epic. However, side requires a lot of listening to get the full impact of the lyrics.

"Chen'A'Luna" should click in Italian neighborhoods.

VINCENT LOPEZ (Mercury 3004)

All Through the Day—FT; VC. *Where Did You Learn To Love*—FT; VC.
A brace of "top plug" ballads are here given svelte, slow-tempoed treatment by Lopez, with some interludes of Lopezian piano with the frills gone. Ork backgrounds for Bruce Hayes' vocal choruses are a considerable improvement over usual Lopez society kick, with fine phrasing in brass and reeds. Hayes himself has nice intonation and follows the Sinatra pattern. "All Through the Day" is one of Jerome Kern's last compositions, featured in pic, "Centennial Summer," and up for heavy pub-pushing. Item on the B side is less sentimental but still set at a pace for dreamy dancing.

Good song material here means both sides should reap part of the nickel flow.

JOSEPHINE, PLEASE NO Air Lane Trio (Tony Lane)

LEAN ON THE BELL..... De Luxe 1018
One of the most delightful comedy songs in many a moon, it's a cinch that "Josephine" will fast become a favorite. It's a song saga of woo pitching in a hallway, and the way Tony Lane tells the story in Italian dialect is out of the top drawer. "If I Had My Way" fills in for the flipover.

(Continued on page 124)



Majestic Records get the Plays!

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(To Make a Preacher Lay His Bible Down)
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AND THE PHIL MOORE FOUR
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Bulk of Youmans' Estate Goes to Tuberculosis Fund

NEW YORK, April 20.—Bulk of Vincent Youmans' estate will go toward setting up the Vincent Youmans' Tuberculosis Memorial, purpose of which will be to aid white collar workers stricken with the disease and unable to afford proper hospitalization. Writer's father, Vincent Youmans Sr., gets \$50 per week for the rest of his life by the terms of the composer's will.

Mildred Boots Youman, from whom the writer was divorced in Reno last January 21 would have received \$2,500 and a trust fund had the couple still been married at the time of his death. Youmans left nothing to his nineteen-year-old twins, according to the will which said on this point that action was taken "for reasons well known to them and their mother, Anne V. Escher." Youmans and Miss Escher were divorced in 1933.

British Fem Band to Ostend

OSTEND, Norway, April 20.—Another indication of the swiftly developing post-war exchange of talent, with particular emphasis on musical attractions, is the booking here of Joy Benson and Her Ladies' Orchestra. The 18-piece band opens at the Casino here later this month. Benson gal is a top English instrumentalist (sax and clarinet) and has built quite a Continental and English rep thru long-time airing via British Broadcasting Corporation. In 1943, she worked over BBC for a year, and since that time has done steady guest shots over the government-controlled network.

Pastor's Neat B'port \$2,577

BRIDGEPORT, Conn., April 20.—Tony Pastor, in his first Bridgeport appearance this season drew 1,841 customers last Sunday (14), grossing \$2,577.40. Admish was \$1.40.

DONALDSON AWARDS

(Continued from page 3)
casts changes which may occur during the year, hence only the preem night line-ups are listed. However, it should be clearly understood that a replacement in any production which preemed on Broadway during the current season also is eligible for award honors, and such choices by voters may be written in on ballots. The *Billboard's* prime objective in the Donaldson Awards is to foster the honoring of outstanding achievement in the theater by the theater. The Donaldson Awards are the stage's accolades to their own. Everybody who has a hand in the making of legit has a vote. The Donaldson Awards mark the season's finish line for top drama and musical attainment.

SPREAD-TAX PLAN

(Continued from page 3)
sistent incomes over a period of years would not be affected by the plan which as presently envisioned would chiefly aid "overnight sensations." Main stumbling block to the scheme's enactment is the loss in revenue to the Treasury, which one official said "would be considerable."

Plan is on its way to Secretary of Treasury Vinson for final approval. Sponsors are hopeful that Vinson will give it a departmental okay so that the recommendation can reach administration leaders in Congress.

West Coast Video Applicants Set To Spend Big Dough

(Continued from page 4)

WBKB, Windy City video station, who will be in charge of video programming for *The Times* when and if its commercial license application is granted. Crandell added that engineering hearing on the application will be held in Washington sometime in June.

The Times, Crandell said, intends to have studios in Hollywood, and its transmitter will be located atop Mount Wilson. Station will be programmed with at least 28 hours of airing.

It will get on the air as soon as materials become available after it has been granted its license.

In addition to Crandell, execs already appointed include R. A. Monfort, tele engineer for NBC in New York, who will be the station's chief engineer. A high ranking exec of *The Times* is expected to become general manager of the paper's video operation, with a station manager for the outlet to be put in charge of day-by-day operations. Herbert L. Wilson, Washington, has been appointed consulting engineer for the planned station, and Elliot C. Lovett, of the same city, has been named attorney.

The Times already has been granted an experimental video license, W6XPC, and expects to apply for an FM license too. The channel the paper is asking for its pending commercial video operation is No. 5. Power of the station has not been decided.

BASEBALL VIDEO FLOP

(Continued from page 4)

the WBKB building the receiving equipment was put into such a position that the electrical disturbance from the elevators was able to interfere.

Because the engineers made the change at night, when the elevators were not running, the interference was not noticed until this morning, at which time it was too late to change the equipment back to the positions they had earlier in the week. Result: Failure to make a pick-up from Wrigley Field.

For a while the station telecast a station identification picture while an announcer at the ball park gave an account of the play by play during innings. In between innings, J. W. Wilson, at the WBKB studios, was telecast as he summarized the game during the time between play.

Not discouraged by today's failure WBKB officials have already stated that either one day before Friday or next week or the next Saturday the Cubs play here (which will be May 4) they will try again. This time, they predict, they'll be successful.

G.I.'S SEE EXPERT

(Continued from page 4)

Ree niftily duplicated some of the Del Monte rope and handkerchief numbers.

Following an intermission, Leslie Guest scored with his mitt pix on a screen, followed by a kibitzer on his USO experiences and demonstrations of tricks which culled the hands from Pacific G.I.'s. Closer was Mystic Craig with a necktie-cutting act good for laughs.

Steve Child was at the piano for accompaniments.

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Wave to Me, My Lady—with vocal

Owen Bradley and His Tennesseans

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ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

Ina Ray Hutton

(The Rio, Boston)

(Booked thru Joe Glaser)

(Personal Manager: Frank Nichols)

TRUMPETS: Al Hirt, Charlie Dean, Eddie Zandy and Bud Ptacek.

TROMBONES: Leon Cox, Abe Noble and Jack Horner.

SAXES: Danny Cappi, tenor; Lou Parris, alto; William Petro, alto; Walter Wegner, alto, and Bill Hargen, baritone.

RHYTHM: Morty Saroff, piano; Eddie Cunningham, bass, and Buddy Christian, drums.

VOCALS: Danny Ricardi.

ARRANGER: Joe James.

For an eight-week old group, Ina Ray Hutton's new 15-man band listens well. As the aggregation stands now, the drive and precision, the imagination of the arrangements and the showmanly piloting by la Hutton are strictly okay. From out front, too, the enjoyment of the sidemen as they rip off a fast or a sweet number is pleasant to see. Not the least of the band's plusses are the arrangements, but the fine solo work, and the change of pace which marks each set jam the floor with dancers and watchers and rate consistent paddy-clapping from ring-siders.

This time, la Hutton has a band with which to work, and the results are tops. Gal leader plays herself down as a personality and dishes up good music. Her gowning is excellent, too, as an added touch of eye-appeal which doesn't get in the way of the music making.

On the oldie, *Blue Moon*, Bud Ptacek on sax, Al Hirt on trumpet, and Danny Cappi on tenor, took off solos with plenty of imagination, and the band gave them ditto support.

Danny Ricardi, vocalist, rated squeals from the ferns present with his singing of *Day by Day* and *Symphony*. Lad's warbling is good and his mike manners excellent. Ditto the stylized singing of Morty Saroff on *Personality*, with an effective assist from Miss Hutton. And tying up the vocal division into a neat package is the gal band leader herself. La Hutton's blues singing of *Just Sittin' and A-Rockin'* is well done. Number which really laid them in the aisles was *Hutton Boogie*, a red-hot opus with fine solo work by Hirt, Leon Cox and Cappi. Band nearly took the roof off, and when they finished, the cash customers responded in kind, with whistles and heavy mitting.

Tony Pastor

(Reviewed at Cafe Rouge, Hotel Pennsylvania, New York)

(Booked by General Artists Corporation)

(Personal Manager: Cy Shribman)

TRUMPETS: Charles Trotta, Robert Baylis, Dom Geraci, Stubby Pastor, Darly Campbell.

TROMBONES: Mike Behrens, Raeburn Wright, Robert Pring.

SAXES: John White, Richard Komenda, William McDougald, Joe Camilleri, Ben Lary.

RHYTHM: Les Burness, piano; Milton Norman, guitar; Eddie Garson, bass; Henry Riggs, drums.

VOCALISTS: Virginia Maxey, Tommy Lynn, the Tune Timers (four girl quartet).

ARRANGERS: Ralph Flanagan, Raeburn Wright, William McDougald.

For a fast lesson in band showmanship budding batoneers and some not so budding are urged to hustle over to the Cafe Rouge for a load of the Pastor outfit. Pastor band will probably never do a Carnegie Hall concert, and it would horrify musical purists, but it dishes out a brand of music that makes for easy listening and easier terping. Everything about the set-up (from the music stands in front of the reed section bunched together to make a solid chrome background on which a big but neat black letters spell out "Tony Pastor" to the ork's library of current pops and well-known standards) is commercial with a capital C.

And practically every number the (See TONY PASTOR on page 42)

King Guion

(Meadowbrook, Culver City, Calif.)

(Booker: MCA)

(Personal Manager: Stillman Pond)

TRUMPETS: Lou Obergh, Roger Hanson and Jack Winters.

TROMBONES: Phil Washburn, Dick Cole and Roger Ingman.

SAXES: King Guion, Guy McReynolds, Jim Hersbergen, Bob Milliken, Dave Madden and Sabelle.

RHYTHM: Tony Gladden and Francis James, Bass; Guy Scallese and Dick Fisher, guitars; Harry Wham, piano; Nick Pelico and Bill Harriman, drums.

VOCALIST: Barbara Ann Hill.

ARRANGERS: Marvin Wright, Roger Hanson, Joe Rizzo and Harry Wham.

King Guion, former 20th Century-Fox Studio musician, is now cutting his terp teeth. Aside from a couple of single shots, this is first location group has played. Lads have been working Tuesdays and Wednesdays only. Fact that ork is at it only twice a week places it at a distinct disadvantage which only more jobs can cure. To give the band a different twist, Guion features a double rhythm section based on the premise that the beat's the thing in dance music, and the stronger the beat the better.

For the most part, the sampling caught failed to bear out this theory. Band comes up bottom heavy, thrown out of balance by too much rhythm and not enough brass. In spots where band hits peak volume, seven-man rhythm wing comes up well, altho off-kilter tilt is still noticeable. However, when ork is subdued or not in full force, the exaggerated rhythm definitely detracts. If Guion decides to stick to his innovation, he would find it to his advantage to use regular rhythm in quieter numbers and save the twin beat-makers for when volume warrants it.

Double rhythm can be effective as evidenced in Guion's version of *Over the Rainbow* in which one bass-guitar-drum trio works against the other. However, when this is used thruout, novelty is lost. And even more dangerous, section's crisp beat becomes fuzzy, defeating the very purpose of the double-rhythm section. Only way around the latter pitfall would seem to be to have them adhere strictly to notation. Latter, however, would kill chances for improvisation, leading towards a stilted effect.

Band's book leans to the quiet side, occasionally sparked by bright numbers. Guion proves himself a good showman, pouring out personality to good avail. He takes time to demonstrate "why our band is different," letting terpstere hear a phrase with regular rhythm and the same with beat doubled. Barbara Ann Hill, who tries to make up lack of vocal capability with sales savvy, staggers under the load of carrying word department alone. Addition of male vocalist would help.

Jerry Wald

(Terrace Room, Hotel New Yorker, New York)

(Booker: General Artists Corp.)

(Personal Manager: Les Leese)

TRUMPETS: Al Porcino, Lou Ginsberg, Murray Redstone, Sonny Rich.

TROMBONES: Walter Nims, Bob Elliott, John Soltan.

SAXES: Jimmy Mosher, Al Willet, Chris O'Conner, Jimmy Ligon, Joe Grimm, Jerry Wald (clarinet).

RHYTHM: Irv Cottler, drums; Arnold Fishkind, bass; Fritz Becker, guitar, and John Quara, piano.

VOCALIST: Anne Russell.

ARRANGERS: Alvin Cohn, Bill Stegmeyer, Murray Redstone.

You hear more snatches of intriguing music listening to Jerry Wald than to any but perhaps a half dozen or so other name orks. On occasion you hear a full tune done in a style that is at once fascinating and unique. But generally you sit (See JERRY WALD on page 42)

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| 203 Please Believe Me
So Glad
Frank Haywood | 210 Blue Moods
Got a Right To Cry
Joe Ligins & His Honeydrippers |
| 204 Close to You
You Taught Me To Love
Frank Haywood | 211 Got Your Love in My Heart
Tisco Cisco
Vocal, Pat Kay with Herb Jeffries |
| 205 You Taught Me To Love
Johnny's Boogie
Johnny Moore | 212 I Know My Love Is True
Harlemesque
Joe Ligins & His Honeydrippers |
| 207 The Honey Dripper
Parts 1 & 2
Joe Ligins & His Honeydrippers | 213 Miss Betty's Blues
Lover's Lament
Joe Ligins & His Honeydrippers |

GEM RECORDS (65c)

- 16 Sugar Mama Blues
I've Been Drinkin' & I'm Drunk Again
Johnny Griner
- 15 Ooh, That I Dreamed About You
Ditty Bag Jump
Ditty Hicks
- 9 Flamin' Mamie
Serenade to a Jitterbug
Abby Brown's Cool Cats
- 7 Effie's Blues
I'm in the Groove Tonight
Effie Smith
- 2 Dream Awhile
Green Gin
Ernie Andrews
- 1 Wrap It Up, Put It Away
Soothe Me
Ernie Andrews

G&G RECORDS (49 1/2c)

- 5029 Noah
I'll Tell It Wherever I Go
The Revelators
- 5030 Brother Moses
Who's That Riding?
The Revelators
- 5031 He Is My Rock
Free at Last
The Revelators
- 5032 Didn't My Lord Deliver?
Walk Together, Children
The Revelators
- 1017 I Been Down in Texas
Root Lie Voot
Effie Smith
- 1024 I Got My Money Blues
Railroad Man
Johnny Griner

4 STAR RECORDS (49c)

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| 1021 Home in San Antonio
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"T" Texas Tyler and His Oklahoma
Melody Boys | 1051 You Turned a Good Man Down
I Hung My Head and Cried
"T" Texas Tyler and His Oklahoma
Melody Boys |
| 1022 Reup and Rocky
Beautiful Morning Glory
"T" Texas Tyler and His Oklahoma
Melody Boys | 1052 Gals Don't Mean a Thing
Black Jack David
"T" Texas Tyler and His Oklahoma
Melody Boys |
| 1019 Shame on You
Please Give Me One More Chance
Smokey Rogers & the Four Star
Rangers | 1035 Navajo Trail
It's Been a Long Long Time
Benny Rubin |
| 1033 Rollin' Prairie
Heading Down the Wrong Highway
Doc Denning & Four Star Rangers | 1036 Play, Fiddle, Play
G.I. Boogie Woogie
Benny Rubin |
| 1034 Dusty Trail
You Two-Timed Me One Time Too
Often
Doc Denning & Four Star Rangers | 1037 Atchison, Topeka and Santa Fe
Surprise Party
Benny Rubin |
| 1008 Oklahoma Hills
Remember Me
"T" Texas Tyler and His Oklahoma
Melody Boys | 1038 Tampico
Among My Souvenirs
Benny Rubin |
| 1009 You Were Only Teasing Me
Filipino Baby
"T" Texas Tyler and His Oklahoma
Melody Boys | 1026 EE-Bobaliba
Luther Luper
I Want a Little Girl
Jim Wynn and the Bobalibas |

Coronet Records (49 1/2c)

- 1020 You Go to My Head
Don't Let the Sun Catch You Cryin'
Ernie Andrews
- 1021 I Don't Stand a Ghost of a Chance
Paradise Lost
Ernie Andrews
- 1022 That's My Baby
Parts 1 & 2
Marvin H. Johnson & Orch.
- 1023 Peculiar Boutah
Too Bad
Bobby Pittman with M. Johnson
& Orch.

Gilt-Edge Records (65c)

- 535 Big Leg Mama Blues
Last Call for Alcohol—Dat's All
Wingy Manone and His "Jump"
Jammers
- 534 Rainy Weather for Me
Hit That Jive, Jack
Cecil (I Wonder) Gant
- 533 St. James Infirmary
Seven Eleven
Smokey Joe Whitfield, Teddy Bunn's
Group
- 532 You Don't Live Here No More
Smokey Joe Whitfield, Monette More,
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- EE-Bobaliba
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Lea Act National in Scope, No Local Musicians' Affair, 802 AFM Bd. Tells Members

1,700-Signature Petition for Lea Meeting Gets Fluffed

NEW YORK, April 20.—Saying that James C. Petrillo and other executive spokesmen for the American Federation of Musicians have forbidden activity by AFM locals against the Lea Act, the exec board of Local 802 here this week rejected a petition of 1,700 members asking for a special "fight the Lea Act" meeting. Exec board described the Lea Act as strictly a national AFM affair, giving rise to heated exchange floor discussion about the distinction between an AFM affair and an affair of vital interest to the AFM membership.

By-laws of Local 802 specify that a special meeting of the membership must be called upon written request by 500 members. However, the exec board is also empowered to kiss off special meetings by making their purpose the first order of business and the next regularly scheduled membership confab. Anti-Lea law committee of 19 which was formed at the hectic price list meeting last week (see *The Billboard*, April 20) and which was responsible for the petition for a special meeting, now plans to go on the exchange floor Monday (22) with pledge cards binding signers to appear at the next general membership committee meeting in May. Since the committee was able to gather 1,700 petition signatures in just one afternoon this week, and since there is high feeling about the Lea Act and the fracas at the price list meeting, the committee

is expected to have little trouble gathering a bunch of pledges. Should the pledges result in a quorum (500 members) at the May meeting, there is no doubt that it will be a historic occasion, with rank and file ire translated into action via majority vote.

News that Willie Feinberg, outstanding blue ticket vote-getter and bulwark of the administration, will not run for re-election and most likely will resign before his term of office expires (see *The Billboard*, April 20), has touched off considerable political activity, most of it behind closed doors. Members of the Unity ticket, traditional ballot opponents of Jack Rosenberg, local prexy, view this year as their year, with some Blue partisans and indies as well as certain Unity members, foreseeing the possibility of a coalition which would attempt to sweep out both Rosenberg's Blue regime and remnants of the Unity opposition.

Meanwhile, altho the December elections are not without immediate interest to exchange floorers, prime concern is over what can be done about the Lea Act. Statement Thursday (18) by Joseph Padway, AFM attorney, that Petrillo and he view the law as unconstitutional, came as no surprise and no comfort to 802'ers, who figure that unless the union enlists public support, Congress will simply go ahead and prepare another anti-AFM law which will not be unconstitutional.

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Folio Displays Up for Mulling By MPPA Bd.

NEW YORK, April 20.—Next board meeting of the Music Publishers' Protective Association will have presented to it by Walter Douglas, chairman of the board, an idea suggested by Mickey Goldsen, of Capitol Songs, to help stimulate lagging folio sales in music stores. Goldsen wrote Douglas February 22 recommending that MPPA hire an industrial designer to prepare sketches for special music store racks on which folios and other pub merchandise may be displayed.

It's Goldsen's belief that one of the chief reasons for the drop in folio sales in stores has been improper display. Douglas called Goldsen this week and told him he had answered his (Goldsen's) letter March 25. Goldsen's, however, never got the letter and the situation was revived because of the folio sales drop story in the April 20 issue of *The Billboard*.

Williams, Ex-JD, Ex-Miller Now Building on His Own

PHILADELPHIA, April 20.—Buddy Williams, former sideman with Jimmy Dorsey and Glenn Miller and just out of the army, is building his own band. He is now rehearsing a 15-man unit with two vocalists.

Trumpets include Dominic De Gange, Sandy Canaris, ex-Dean Hudson; Bob Harzell and Reo Clemens. Trombones are Barney Liddell, ex-Les Elgart; Billy Grandy from Woody Herman, and Joe Hoover. Saxes are Mike Goldberg from Charlie Barnett; Jerry Fields, ex-Ray McKinley and Mel Levine and Teddy Mack from

Jessel and Gilbert Big - Little Tussle Over "Rendezvous"

HOLLYWOOD, April 20.—Fate of new George Jessel-L. Wolfe Gilbert-Ben Oakland tune, *Dreamland Rendezvous* hangs in mid-air, while co-authors argue relative merits of big pub exploitation versus small publishing firm selling. Ditty was recently published by Magnetic Music, firm which trio formed to exploit this and future tunes.

Jessel holds that song would get better break if farmed out to one of several larger firms now interested in tune (Bregman, Vocco & Conn and Mills Music both reported anxious to handle it). Gilbert, however, wants to start in small way and build org as biz warrants. Gilbert's holding out for own exploitation, arguing that since Magnetic is new firm, outfit can concentrate all its promotional guns behind its one tune, whereas big pub house, with stable of tunes to exploit, can only devote fraction of time to pushing any one tune. Until authors agree on who gets tune it remains with Magnetic.

To date, song has been spotted with Andre Kostelanetz, Mary Small and Danny O'Neil, with an unreleased Decca waxing made by Dick Haymes also forthcoming. Ben Oakland, who wrote the music, is neutral.

Jan Savitt. Ellis Tollin, ex-Jerry Wald, on drums; Ben Dickman on bass, and Joe Mennotti, on piano, round out the combo.

Vocalists include Jack Edwards, ex-singer with Larry Press, and Kay Justice, local looker who was runner-up to Miss Philadelphia in the 1944 beauty parade.

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Art Mooney To Take Another Ork Fling After Florida Rest

NEW YORK, April 20.—Art Mooney, who scuttled his band last week when it became evident that available bookings would never match a mounting deficit, is planning to reorganize. Having secured a release from Music Corporation of America, Mooney is on his way to Florida for a rest and to make for a new start in early May.

Jack Rosenthal, operator of Palisades (N. J.) Park, wants to use Mooney for four weeks, kicking off the first week in May, and it is understood that Mooney's plans are geared to such a start.

Last summer Rosenthal was instrumental in saving Mooney from a difficult situation by booking him into the spot. Job resulted in Mooney's deal with the Hotel Lincoln here, where he lost in the vicinity of \$50,000 trying to build himself into an attraction. Pay roll of his recently jettisoned ork is reported to have been around \$2,600 per week. Execs say they made several vain attempts to persuade Mooney to shave expenses.

Duke's Mercer Cuts First Platters for Aladdin

NEW YORK, April 20.—Mercer Ellington, Duke's son, cut his first platters here last week for the Aladdin (formerly Philo) label. Titles etched were *Messy Bessie*, *Ditty a la Dizzy*, *The Willies* and *She's Got the Blues*. (First two are Mercer's own compositions.)

Disks were not made with the large band which the Ellington kid is forming, but with special group consisting of Jacques Butler, blues singer and trumpeter; Mary Osborne, guitar; Lawrence Brown, trombone; Al Sears, tenor sax, and Harry Carney, also sax (latter three out of Duke's band), plus Mercer himself, who contributed some trumpet and split the piano chair with Leonard Feather, who organized the session.

Thornhill's Halloran Preem

NEW YORK, April 20.—Claude Thornhill's new band preems Tuesday (30) at Halloran Hospital, Staten Island here, where it will get a chance to unkink itself for dance and theater work. Halloran job consists of a concert for enlisted men, followed by an officers' dance. Ina Ray Hutton does the date Tuesday (23).

ROY ACUFF
Gettin' Away From the Mike

THE TENNESSEE boy from the hills has shaken the WSM and MBS dust for a time to head out on his first personal appearance tour. Acuff has decided to do what many another hillbilly has done with profit—make in-persons in the areas that eat up his stuff but know him only by name. It's a sure-fire way of cleaning up at the box office and making future air and personal dates pay off. Acuff's fiddling and chanting over the air have sold him sight unseen to a vast audience of hillbilly entertainment-seekers. He's had the help of some Columbia spinners and pix. Even the G.I.'s have become infected with the corn he puts out and have adopted it for the vocal sessions.

The sections Acuff and His Smoky Mountain Boys hit will be treated to a sight when the 'billies arrive. They're traveling in a 10-sleeper bus and will set up a large tent on locations.

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GA Concert Dept.'s Middlebrow Push; Jones To Tee Off

CHICAGO, April 20. — Newly formed GA Concert department (*The Billboard*, April 20) will go into the middle-brow field on a national basis soon. An extensive booking program providing for tours that will be neither jivey nor longhaired was outlined this week by Bob Weems, local GAC head. Talent will probably be scouted chiefly on the West Coast, but all concert booking will be done thru the Chi office with Jack Denney in charge, Weems said.

First tour will start September 1 when Allan Jones, a piano duo and a dance team will do a Midwestern trek that is expected to run eight to 10 weeks. Jones's specific program has not yet been determined, but he will present the payees with his usual standard pop and light operatic renditions. He will play convention halls and auditoriums and will work on percentage privileges above his guaranteed figure.

Denney, who joined GAC here last week, is right out of khaki. He was in charge of Camp Shows for the army in Europe and was an independent promoter in Ohio before the war.

Glen Island-AFM Aches To Straighten Out Soon

NEW YORK, April 20.—Latest difficulties between Glen Island Casino, New Rochelle, N. Y., band location and American Federation of Musicians are expected by insiders to be straightened out shortly. Casino was put on AFM unfair list last week because union allegedly got wind of attempts by the management to pull dipsies with orks.

Spot has been in and out of hot water consistently during the past months. Its former booker, Howard Gill, became the patsy last month when his license was revoked by AFM, and the impression got around that the spot would henceforth behave. Ray Anthony and Harry Cool bands were set for summer bookings before the AFM edict was announced.

J. Dorsey Drops Plans To Open L. I. Location

NEW YORK, April 20.—Establishment by Jimmy Dorsey of a band location in suburban Forest Hills, L. I., here, has been abandoned because of the press of other activities. Spot in mind, a large white mansion which used to serve as the summer city hall, was regarded by Dorsey and his manager, Howard Christensen, as a possible summer ork operation. But since neither Dorsey nor Christensen will be able to spend any time here during the next few months, they have foregone the deal.

Christensen leaves for his Chicago home this week, after which he will go to Cincinnati for Dorsey's May 3 opening at Castle Farm. A quick trip to New York will be followed by a lengthy coast visit, during which Dorsey and brother, Tom, will make their film.

Varnum Columbia Flack Head; Longhair Tour Set

BRIDGEPORT, April 20.—Wayne Varnum, who pre-war was in the Columbia Records Advertising Department here, has rejoined the company as head of a new publicity department waxery is setting up in New York.

Varnum's first job is to go out on the road ahead of the Philadelphia Orchestra (Eugene Ormandy, conducting) to line up publicity and promotion for a 28-city tour the longhair ork is doing under sponsorship of Columbia Masterworks Division.

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**GAC, FB Angling
For Welk; May Solo**

HOLLYWOOD, April 20.—Lawrence Welk, whose band has been without a regular record release for well over a year, insists that remote time still plays an important role in bookings.

Welk, who is under contract to Decca, came to this territory cold last summer to play a half-year run at the St. Francis Hotel, San Francisco, followed up by his current holdover stay at Aragon Ballroom, Ocean Park, Calif. Welk is the only band which has upped biz among danceries here, and he attributes this entirely to radio time he had out of the St. Francis.

Generally unknown is fact that Welk's MCA contract has expired. It is understood that GAC is offering the New Yorker Hotel, New York, to Welk as incentive to sign with the firm, and L. A. Frederick, of the FB agency, is making strong bid for Welk to return to fold which he left when booker Joe Kayser exited Chi office of FB to join MCA's Windy City booking department. Welk, however, is giving serious thought to a free-lance booking arrangement.

**Berg Buys Sheep's;
Sets Honeydrippers**

HOLLYWOOD, April 20. — Billy Berg, owner of Hollywood jazz spots bearing his name, has bought half interest in Sheep's Playhouse, downtown Negro club, and will take over active operation of the location.

Berg plans to use name talent and may make Eastern junket to line up fresh acts for both operations. Joe Liggins and His Honeydrippers set for 16-week run at Playhouse, beginning middle of June.

JERRY WALD

(Continued from page 37)
thru a batch of sets and are puzzled by the product. You wonder what the band is trying to do. It is Wald's determination that the only way to hit the peak is to play a completely different style of music that is keeping him from hitting that peak. One good musician after another, fronting his own ork, has proved this over and over again. Until a band style, however distinctive, is properly flavored with the old mass-appeal, the commercial touch just doesn't happen.

Wald's own clary solos, as the aggregation now shapes up, are by far the chief attraction and always worth lending an ear. The brass and reed blending is pretty to hear, but is too often merged in incomprehensible patterns. Rhythm section gets neat pacing from Cottler on the drums and Fishkind on bass, but again their work is overshadowed by

No Basin & Beale

PHILADELPHIA, April 20.—Jitterbugs may be losing caste. Temple University News, in an editorial, asked that the Chuck Gordon band, set to play a school dance April 27, be reminded that they are playing at Broad and Berks (address of school) and not at Basin and Beale streets!

complex tonal effects played all around them. Anne Russell, on the vocals, is probably the band's weakest spot. Even with a mike she doesn't get enough volume into her chirping to be heard in the comparatively small Terrace Room, and the gal seems to have no comprehension of how to get across a song's meaning. Is particularly lost on blues-type stuff, and little better on ballads. Wald, himself, doesn't lend any particular personality to the band as a fronter, seeming content to let his clary work speak for him.

A better canary, addition of a boy singer, a little more fronting zest from Wald and less straining to be different would keep the customers from flocking out of the joint right after the ice show, which they did on night caught (18), and would probably move the band along a lot faster than it's moved in the past.

Wald gets two CBS airshots (12.30 to 1 a.m. Mondays and Saturdays) out of the spot, which has been (according to Wald) as ineffectual in building the band as remote air time has proved to be in many other cases. Leader also has a new disk contract with Sonora, which he expects will help him get up there.

TONY PASTOR

(Continued from page 37)
band does is a production, designed for its entertainment value as well as for dancing. On *Patience and Fortitude*, for instance, intro has whole band standing to wail hallelujahs, and from that point on Pastor and Virginia Maxey toss the vocal back and forth in comic-spiritual style that gets plenty of chuckles. Band backing (and they stand all the time they're playing) is just right and manages to maintain a solid dance beat so that terpers can keep moving. On *Who's Got a Tent to Rent*, tune Pastor waxed for Cosmo, intro is cute sing-talk dialog between Miss Maxey and Pastor, segueing into Pastor's high-pitched husky solo novelty vocal, again with the band ably supporting word-slinging while supplying a steady terp rhythm. Hardly a number in any set goes by without a vocal by Pastor, La Maxey, both, or boy vocalist, Tommy Lynn. The slightly hoarse quality of Pastor's own song selling seems to have become standard with the ork. Maxey has always had it, and when caught (18) Lynn's bary piping was somewhat gravel-touched. Canary, incidentally, is one of band's strong assets. She has what Peggy Lee had in the old days with Benny Goodman. Not that her voice has anywhere near the quality of Miss Lee's. However, she's blonde, cute-skinny, looks like butter wouldn't melt in her mouth, but rolls her eyes and does a ditty with a somehow naughty effect even when it has completely un-naughty set of lyrics. This is especially apparent on such tunes as *Coax Me a Little Bit, Do You Love Me*, etc. Gal knows how to sell a song.

Formula for the band's music-making is simplicity itself. When they're playing a ballad, it's soft, muted brasses thruout with a quiet rhythm lift. When they want to sound like a jazz outfit on such numbers as *Hey! Baba Re Bop* they just blow open and loud. Crescendos, diminuendos, etc., are all spotted so as to mystify absolutely nobody. In short, corn, but oh! so salable.

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IN SHORT

New York:

Matt Shelvey, commenting on Lou (Latin Quarter) Walters' charge that AGVA was threatening his business, said, "Lou is funnier than any of his comedians." . . . Steven Kennedy, singer, started at the Penthouse Club. . . Ben Cutler, ex-ork leader, opened as a chanter at Cafe Continental, St. Moritz Hotel. . . Village Vanguard celebrates its 12th anniversary May 5. . . Florence Desmond held at Blue Angel. . . Grace and Scotty reopened at the Chez Paree, Atlantic City, after a short vacation. . . Michael Day sharing the billing at Cafe Mardi Gras with Angie Bond Trio and Tune Toppers. . . Chi Wade at Club Park Central after 23 weeks at Blue Room, Miami Beach.

Chicago:

Morris Silver, head of William Morris Office just returned from a two-week vacation at Whitcomb Hotel, St. Joseph, Mich. . . Bob Weems, head of GAC in Chi, took a two-day business trip to Kansas City this week. . . Joan Ell, chirp on ABC *Teen Town* program here, is skedded to leave for Hollywood. . . Harold Lee, who recently left GAC, is now doing personal management and is currently handling Fred Lowery and Dorothy Rae and also Eddie Hubbard, comedy emcee on Chesterfield program. . . Leo Salkin returned Friday (19) from a quick trip to Detroit, with him was Dario, owner of New York's La Martinique.

The Keynoters, a trio recently returned from the army and led by Frank Avilla, are in for an indefinite stay at the new Mocamb Club. . . Fred Lowery and Dorothy Rae are currently in Detroit and will visit many Eastern and Southern cities on their tour that will end in Miami in June. . . Betty Carr opened Rip Tide, Calumet City, Ill., April 22. . . Don Ludlow is at Kelly Kawley's, La Salle, Ill. . . Jean Maxey Trio set for K. C. Club, Toledo, May 13. . . Lillian Bennett went into Ward's in Evansville, Ind., April 19.

Fiddle Bow Bill and His Dew Valley Acorns (5) closed Midway Gardens, St. Paul, where he has been for a year, and opened the Silver Congo in La Salle, Ill., April 23. . . Paul Gray will go to the Town Casino, Buffalo, in early May. . . Low, Hite and Stanley opened the Lake Club, Springfield, Ill., April 26. . . Paul Marr, Chi booker, is currently in Detroit on biz. . . Local bookers are waiting about the beer shortage, which, coupled with Holy

Week, has caused wails of anguish. . . Fulton Alexander and his band are skedded to stay at Chi's Ebony Lounge indefinitely.

Brucettes, four-girl acro-comedy team, have just completed 10 weeks in Mexico City and have embarked on a tour that will end up in Havana with the Paco Miller show this month.

Philadelphia:

Marty Bohn next into Sciolla's. . . Charles Marano and Lew Masell have opened booking agency, M. & M. Attractions. . . Jack Lynch trying to land the Ritz Brothers for his Walton Roof. . . Alan Gale set for the Latin Casino May 17. . . Jeanne Watson, of the Whacky Watsons dance team, planning to go to Germany to visit her army brother who is ill there. . . Harry (Lifty) Lewis, comic, injured when a jeep overturned in the Philippines. He is with a USO unit there. . . Kokomo, featured at the Music Village, signed for the KYW *Lunchtime With a Punchline*, daily ainer. . . Dottie McDonough, of the Tahiti Bar, in Women's Homeopathic Hospital for an appendectomy.

Detroit:

Johnny Mack, organist, and Don King, pianist, held over for four weeks at Sapphire Room, Wardell-Sheraton Hotel. . . Paul Gray is first comedian to be held more than two weeks at the Latin Quarter.

Don King opens June 1 at Show Bar, operated by Jack Grablinck at Houghton Heights, Mich., for a 12-week season. It's a return engagement. . . Wanda Rio, slated to open at the downtown Wonder Bar, missed out because of an auto accident which confined her to Saginaw (Mich.) General Hospital, but was due to appear later in the week.

Syracuse:

Booker Max Volan has the 3M's cocktail unit at Hotel Onondaga. Unit is first booked thru local agency. Volan Agency was represented last month with Barbary Coast Boys and Elaine Barrett, both acts playing Andre's, Syracuse.

Atlantic City:

Two A. C. spots have put in floorshows for spring and summer. Duo are Babette's and Paddock. Former featuring Rex Owen, Sheila Reynolds, Doris Ruby, Joyce Aime and Joe Renay's ork. Paddock has the Riampos, Cherri Joslyn, Betty Carlson, King Brown, Bob Bell and Paddock Prancers ork.

Pittsburgh:

Johnny Long comes to Vogue Terrace on May 20, for 10 days followed on Decoration Day by new Ina Ray Hutton outfit. . . Harry Bigley's (See IN SHORT on page 52)

Julie Dale Exits FB; Bernstein-Stoenner In

CHICAGO, April 20.—A cocktail department shake-up at Frederick Bros., Chi office this week left Julie Dale out as department head after more than two years with the agency. Financial disagreement was listed as one reason for her departure.

Reins of the department will fall to A. C. Bernstein and Royce Stoenner, both of whom worked with Miss Dale.

PHILADELPHIA, April 20.—Music Village Cafe was destroyed by fire Sunday (14) with a loss of \$100,000, according to Owner Morton Casway. Sum included \$25,000 worth of drinks. Spot was recently renovated at a cost of \$10,000, Casway said. Kokomo, swing pianist, and Phil Forrest were current.

Gypsy Rose Lee left MCA because office couldn't get her more than \$4,000. She's now with the Morris office. . . Dario and Monte Proser planned to Chicago to see Ben Blue. Comic may go to Proser. . . Paul Small has a guy with a Cossack uniform as a doorman for his office. . . Pierre's Cotillion Room will shutter month of August for renovations. . . Fenton Baker, owner of Baker Hotel, Dallas, in town seeking talent. . . Billy Rose has retained Dean Allange to defend him against new owners of Paramount Hotel, who may seek to oust his Diamond Horseshoe. . . Harvey Stone's first job out of Capitol will be a Bowery (Detroit) date, May 6. . . Willie Shore goes to the Club Charles, Baltimore, after Capitol Theater date. . . Moore Sisters start overseas for USO. . . Barbara Long, now in town, goes to Bowery, Detroit, May 20. . . Peter Lind Hayes set for the Copac some time in June.

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Climb for Drinks

SACRAMENTO, April 20.—Several months ago, when a cocktail lounge "Sky Room" on top of the 14-story Elks Building here was in the talk stage, the wisecracks about town predicted it would never go. Principal drawback, they said, was that the elevators in the building only go to the 13th floor, and customers would have to walk up a flight to get their big view and drinks. But since Rodney Weckworth and Harry Ludwig opened the spot last Thanksgiving it has done nothing but business.

Saturday, April 6, was the biggest day and night since last New Year's eve. In fact, elevator service was out of whack for a half-hour and 30 persons climbed 14 flights to get that view and drink.

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Per Cent Sign on Nitery Actors

Ops With Pay-Roll Woes Mull Guaranty-Percentage Deals

Big attractions have agreed to it before because they know they can pull, but nouveau names have a hard time seeing it without guarantee equal to act's price—agents confused

By Bill Smith

NEW YORK, April 20.—Present biz lull has nitery ops all over the country worrying themselves into ulcers and getting cross-eyed watching their competitors to see who they're buying and how they're making out. Business slip isn't local. The West Coast admits takes have fallen some 40 per cent. Middle West, with Chicago as the mouthpiece, seconds the West with a 30 per cent drop. New York has been equally hard hit. Broadway spots with a mass appeal say their dinners are holding up their 2:30 shows and are strictly from hunger. Rooms all over the country—the Chez Paree, Chicago; Coronet, Philly; Copa and La Martinique, New York, and Ciro's on the West Coast—are all feeling the pinch.

Ops don't know who or what is to blame. Some say it's Lent; some say it's strikes; others blame the weather. But whatever the reason, they all agree that fewer customers are coming in and less dough is being spent. A few of the biggest buyers are beginning to think that perhaps buying expensive attractions isn't the answer any more. Tip-off came from Florida last season. In a few weeks, this 16-mile square area had cornered the cream of showbiz pulling down some fancy moo. In this region were some niteries bidding against each other for names and willing to pay anything. Yet the season of seasons which was expected to bring in a lot of dough laid an egg.

Salaries Still Up

Florida's floperoo hasn't affected salaries of attractions. The make-me-laugh boys and the lady warblers of special material are still pulling it down. Major reason is that competition is still as hot as ever. In New York, the Copa watches the Martinique; in Philly, it's the Coronet vs. the Latin Casino and the Walton Roof; in Boston, it's the Mayfair against the Bradford; in Baltimore, it's the Charles squaring off against the Chanticleer; in Chicago, the Chez tries to beat the Rio Cabana and the Latin Quarter. And so it goes. To make the competition still greater a number of spots hitherto playing just shows have started with attractions. Every op who buys an attraction thinks that from then on he'll start making dough.

Unfortunately it doesn't work out. As things stand, there are few attractions that can keep pulling 'em in night after night, three shows a night, for two, three and four weeks. So in the end, the ops are back where they started, breaking their backs trying to buy new attractions who sometimes don't attract, and getting nowhere but breaking even.

Percentage Deals

Here and there some of the ops are beginning to wonder if it's worthwhile putting that money on the line with nothing but bills to show for it. This in turn has started another gimmick—the guaranty plus a percentage which some of the major

ops are trying to get acts to accept. Gimmick isn't new. It's standard practice in vaude theaters and has been in vogue in hotel rooms. But with the exception of a few spots—Carnival, New York; Latin Quarter, Chicago; Latin Casino, Philly—it is relatively untried in nitery field. Cafes feel if the names can pull down all that dough, based on their marquee value, they see no reason why attractions can't back up that belief by playing with the gate. Right now, say ops, they have to take all the chances, be responsible for big salaries week in and week out, while the attraction walks out with the dough.

Whether or not acts will take to the percentage idea is something else. Big attractions who have proven their draw have no hesitancy in going into a club on a split fee basis. They have done it before and know they can pull. But there are plenty of other attractions—at least they have become attractions in the last year or so—who shy away from the scheme. The only way they'd accept it is to get a guaranty that would be equal to their regular salary. And even then it would need a lot of talking.

Agents Disagree on Merits

Talent agencies are mixed up on this percentage deal with a guaranty. Reps in the same office disagree. One agent says he's all for it arguing that run of the mill acts are getting too much already claiming that they're attractions. "Put some of these in on a percentage deal and they'll die—and maybe it will be all for the good." Another rep in the same office disagreed violently. His arguments, however, were based on the amount of work involved in making such a booking, not on the drawing power. His beef was that it takes less work in selling an attraction at a certain price than it takes in trying to work out a percentage deal.

Other offices admit that money is too big and that a leveling process is overdue. But they blame it on cafes, not on performers. "The average buyer has nobody but himself to blame. Everybody is name conscious. If the op can't get an attraction thru an office he will frequently go direct to the act and make a bid in excess of what he knows it is getting. This results in increased bidding among the ops, and if they stub their toes they run around crying."

Acts Don't Care

Actors say they don't know from nothing. They want their dough and if one spot won't pay it there are plenty of others that will. Unfortunately, say agents, that's exactly the way it is and they are caught in the middle. They realize that this big dough can't go on forever and feel that acts should give the ops a chance to make a buck, otherwise a lot of clubs eventually will have to fold. But until clubs themselves take the initiative and say so far and no further (See Ops With Pay-Roll on page 49)

Hypno Twist

NEW YORK, April 20.—Eddie Schaeffer, comic, on the same bill with Ralph Slater, hypnotist, at a benefit at Carnegie Hall, approached Slater after he was finished. "Ya gotta great act," he congratulated. "My foot fell asleep."

Celeb Nights Back But Few Spots Get 'Em

AGVA Rules Nix Most Clubs

NEW YORK, April 20.—Celebrity nights with AGVA sanction are back but under conditions that will make the widespread gimmick a thing of the past. Union admits that under new rules no more than 10 clubs, and maybe only eight in the whole country, will be able to have those weekly nights.

The cuff angle is out. Clubs applying for permits will have to plunk down a bundle of dough (payment must be by check) which will go into a special AGVA Welfare Fund. Spot will have to agree to run celeb nights 52 nights a year, or one a week. Payment will be on a yearly basis with amount determined by club's classification. For example, an "A" spot will pay \$20,800 a year, or \$400 a week. "B" spot's bite will be \$15,600 a year, or \$300 a week, and "C" nitery will be assessed \$10,400 annually, or \$200 a week. A lump sum, to be determined must be deposited when the spot agrees to abide by the new regulations and receives permission. Thereafter, payment must be made weekly.

No Refunds

If a club tees off with a celeb night and then decides to drop it, the money deposited will not be returned. Union says deals are on a 52-shows-a-year basis and if an op doesn't follow thru he'll be out of luck.

The money will be credited to AGVA's Welfare Fund, it is hoped that eventually it will be transferred to a death benefit fund. Discussions with the Four A's for working out such a plan are now under way.

Three Conditions

Clubs receiving approval will have to abide by three conditions. First, there must be no coercion of actors. If it can be proven that any performer was forced to work a celeb night in order to get a booking, the club's permit will be revoked. Second, club must be a showcase in fact as well as in name. It must play a certain number of unknowns with every celeb; must give these unknowns adequate rehearsals (no talk-overs); must see that costuming is arranged and give the act a definite time of performance. Actors must not be asked to stick around for hours waiting to go on. Third, a club must be frequented by agents, bookers and other people in showbiz who can really do some of these kids some good.

Latter point, AGVA says, will automatically disqualify the joints which run celeb nights for local barbers, bootblacks or headwaiters. Burden of proof that nitery is a showbiz hangout will be on the club and subject to an AGVA check. If any club receives permission and later throws a curve, it will have to go back on pay-for-all-acts plan. Payment, as before, will be one-seventh of the performer's established salary. In New York, the Havana-Madrid and Leon and Ed-die's have received the nod.

Pittsburgh Ops Battle Judge's Flack Blasts

PITTSBURGH, April 20.—Heat has been pouring on Pittsburgh night club ops from two different directions during the last two weeks, with the most concentrated attack coming from Judge Henry S. Ellenbogen, presiding justice of criminal court. Ellenbogen's chief beef is that clubs and taverns of all types are contributing to juvenile delinquency and the general crime situation by serving minors and visibly intoxicated persons. To curb these violations, he is asking the April grand jury for indictments and claims that the State Liquor Control Board is not doing anything to punish offenders. Even so he states vaguely that 90 per cent of spots operate cleanly, entire trade is suffering from daily blasts in the three Pittsburgh papers.

Ellenbogen has even hired an experienced flack, Red Schmidt, who states the judge's case every day in screaming headlines. The night club owners guild rep met with the judge but came away with little satisfaction, except for the promise that if all the ops could be assembled in his chambers, he would talk to them and explain how he wants conditions corrected.

25G Fire Shatters Hub's Latin Quarter

BOSTON, April 20.—Early-morning fire starting in a laundry hamper and mushrooming thru the second and third floors of the Latin Quarter here, caused more than \$25,000 damage and forced shuttering of the club pending examination by the building commissioner.

Three alarms were turned in by the fire department because of proximity of films stored by the distributing exchanges near by, altho firemen had the blaze under control within an hour. Damage, extensive in the upstairs Apache Room and cocktail lounge, failed to hurt the main dining room.

Michael Redstone, owner of the club, announced plans to reopen the main room as usual, but this action depends on the structural damage and okay by the building commissioner.

San Fran Midnight Curfew Nix Sought

SAN FRANCISCO, April 20.—With business off anywhere from 15 to 30 per cent, local niteries are agitating for repeal of the midnight closing, but the road appears too rough, at present, for a 1946 repeal.

In all probability, the matter will come before the State Legislature which convenes early next year.

S. F. Court Nixes Injunction Plea in Stork Name Suit

SAN FRANCISCO, April 20.—New York's Stork Club lost the first round of its fight to prevent the Stork Club of San Francisco from using the same name in a ruling in Federal Court here.

Motion for a preliminary injunction against the use of the name was denied with this comment: "No outrageous injustice is being done, so the court will hear the case on its merits." The suit for a permanent injunction and \$5,000 damages will be heard in two weeks.

Billingsley's Quote Unquote

NEW YORK, April 20.—Sherman Billingsley, owner of the N. Y. Stork Club, wasn't worried about the refusal of the San Francisco Federal Court to grant him a temporary injunction in his suit against the Stork Club of that city. "It means nothing at all," he explained. "We had a couple of dozen cases where clubs out of town tried to use the Stork Club name, and beat them all."

He admitted however, that none of these ever came to trial. A letter warning them of misuse of name was sufficient. But in the majority of cases, the clubs folded before legal action could be taken.

Mex Actors' Org Mulls AGVA Pact

NEW YORK, April 20.—Mexican Actors' Guild will probably sign a reciprocal agreement with AGVA before the summer is over. Agreement will be similar to one recently made with Cuban actors' org, permitting of violation spot checks and interchangeable working permits.

Matt Shelvey, AGVA national administrator, will go to the West Coast next summer and will meet with Cantinflas, head of the Mexican union, to discuss methods. At present, AGVA members who work south of the border have to make their own deals on a non-AGVA basis.

Reason for the talkfest is that Mexican showbiz is beginning to boom. War has brought a lot of extra dough into the country. Many niteries are being built and they are beginning to bid for Yank attractions. Talent offices in Dallas, Chicago and Los Angeles are starting to go after the increased biz.

Danish Industry Slowly Revives

COPENHAGEN, Denmark, (April 20.—Showbiz here is slowly looking up with prospects that by September things will be improved. During the war, things were at a complete standstill. Some spots stayed open three days a week, but the curfew drove everybody home at 1 a.m.

National Seala and Lorry now play every day. The Valencia, Hollanderbyen and Prater are open five days a week. The five-day-a-weekers would run a full week if liquor were obtainable. The Tivoli Gardens was hit by bombs and nothing but rubble remains.

So far, only a few non-Danish acts have come into the country, the foreign performers have left to work in the United States. Erikson brothers sailed some time ago from here to join the Ringling Brothers show, causing some surprise. Reason is that two of the brothers are German and one Swedish and performers here are wondering how Germans can go to America on what is claimed to be Swedish passports.

Now Anti-Showbiz "Vigilantes" After Percentage Clan

PHILADELPHIA, April 20.—Booking agents, as well as performers and niteries owners, may be targets for police action when lewd shows are staged at Philly night spots in the future, said Assistant District Attorney D. Barlow Burke as the city prepared to clamp down on indecent performances in local spots.

Burke said he thought the law was broad enough to hold booking agents liable in the future. Previously he had issued a warning that managers of clubs would be as liable for obscene acts as the performers who offered them.

Emphasis was given to the new policy, aimed at totally erasing "indecency" from local floorshows, when two owners were held for the grand jury in bail along with an emcee.

The owners were held despite the plea of one of them that he had not seen the emcee perform.

Chi Colosimo Shuttters For Face-Lifting Job

CHICAGO, April 20.—Colosimo's, one of Chi's older theater restaurants, is closed for about a month to permit remodeling.

According to Johnny King, of local Frederick Bros.' office, Colosimo's booker, niteriy will reopen May 23 with Ada Leonard and her girl ork (16) and an ice show.

Music Hall Whopper 138G; Roxy 90G; Para, Cap Dip

NEW YORK, April 20.—A combo of Holy Week and the first two nights of Passover didn't do stem houses any good. The only house which continued to do a terrific biz with its hold-over was Radio City Music Hall (6,200 seats; average \$100,000), which pulled in \$138,000 for its second week with the Three Swifts, Marion Carter, the annual Easter show and *Green Years*. Opening stanza was \$135,000.

Roxy (6,000 seats; average \$75,000), attracted a nice \$90,000 for its preem with Jackie Miles, Connee Boswell, Lane brothers and *Dragonwyck*.

Para Wind-Up 61G
Paramount (3,664 seats; average \$75,000) wound up its seven-weeker with \$61,000 for Benny Goodman, Pat Henning and *Road to Utopia*. Show started with \$135,000 and followed with \$120,000, \$110,000, \$90,000, \$82,000 and \$72,000. Total take for the run was \$670,000. New bill (reviewed this issue) had Eddie Bracken, Johnny Long ork, Bob Eberly and *The Virginian*.

Capitol (4,627 seats; average, \$65,000) hit \$58,000 for its fourth week with Xavier Cugat ork, Harvey Stone and *Ziegfeld Follies* against previous

S. F. Gate Dips to 26G

SAN FRANCISCO, April 20.—Gross at Golden Gate (2,850 seats; prices, 45 cents to \$1; average, \$32,000) hit the downgrade with a \$26,000 for week ended Tuesday (16). This is the third straight week house has been off stride. Stageshow had Jan Garber and orchestra, Rex Webster, Judie Manners, and Nick and Vicki Collins. Pic, *Deadline at Dawn*.

Borscht Bookers, AGVA To Huddle On New Formula

NEW YORK, April 20.—Club bookers active in the Borscht Belt will meet with AGVA Monday night (22) to discuss basic minimum agreements for the sylvan retreats. Conditions in the resort area have long been a bone of contention. AGVA has maintained that actors have frequently been booked for a hotel at a certain price and under certain conditions which ops failed to live up to.

Under new formula to be discussed, bookers with AGVA franchises will be told that twisteros are a thing of the past. Any resort which tries it will be put on the unfair list and any booker who condones it, or is a party to it, will also be in danger of losing his franchise.

Kaye Named Aid To Matt Shelvey

NEW YORK, April 20.—Arthur Kaye, AGVA rep in charge of the Southeastern territory, working out of Miami, has been upped and is now an assistant to Matt Shelvey, national administrator of the union. Kaye will work out of New York and will take over the Borscht Belt next summer, commuting between the mountains and stem.

Dave Fox, number one assistant to Shelvey, will run the New York City territory. Dolores Rosaler, Shelvey's former secretary, is now in charge of AGVA's exclusive agency division. Mercedes Sana, formerly with the Miami office, has been transferred to New York as Shelvey's secretary.

Clean Up or Face Ban, AGVA Tells New Orleans Spots

NEW ORLEANS, April 20.—AGVA, at a mass meeting of reps from three States Sunday (14) laid down an ultimatum to New Orleans niteries: Either clean up by April 27 conditions under which members are employed or face withdrawal of all performers affiliated with the Guild and the labeling of the city as "off limits" indefinitely. Allen P. Nickerson, national rep of AGVA, called a two-hour session after receiving complaints that (1) Club managers were compelling female entertainers to become B-drinkers, and (2) that girls were being recruited from the street to become strip-teasers. Nickerson said that AGVA opposed B-drinking employment of any kind.

While indicting niteries generally in the city, Nickerson gave a clean bill of health to all hotel spots providing entertainment—the Moulin Rouge, Casino Royale, Kitten Club and Pete Herman's Club. He emphasized, however, that hotels and the endorsed spots will also suffer if the ban is declared. Police Chief Reyer promised "A thoro investigation" of Guild charges about revival of B-girl drinking after raiding two French Quarter spots and arresting 16 "entertainers." They were charged with disturbing the peace.

4 New Orleans Hotels Agree to AGVA Acts

NEW YORK, April 20.—New Orleans' leading hotels have agreed to use only AGVA acts in their cocktail lounges. This means that all units who do not come directly under the control of AFM (those who use voices only) will have to join the union to work in that city's hotels.

Hostelries have also decided that all performers working club dates in their public rooms will have to be in good with AGVA standing. The following hotels are involved: Roosevelt, St. Charles, Johns and the Mark Monteleon.

Eckstine's Zowie 31½G, Philly Earle

PHILADELPHIA, April 20.—Billy Eckstine whammed 'em at the Earle (seating capacity, 3,000; prices, 45 to 95 cents), in spite of Holy Week, to the tune of \$31,500 for six days. Bill featured Billie Holiday, Ann Baker, Otto Eason, Canfield and Lewis and Eckstine and his ork. Pic, *Terror by Night*.

Earle Skeds 2d Vaude Hiatus

PHILADELPHIA, April 20.—Earle is going straight pic for the second time in recent months. For three-week stretch beginning June 7, house will offer *Postman Always Rings Twice* rather than the customary stage fare. Dearth of top attractions is offered by Warner execs here as the reason for the switchover.

Miami Jewel Box Op Sued For 150G by Army Officer

MIAMI, April 20.—Suit was filed in Circuit Court Thursday (18) against Dan Brown, op of Jewel Box niteriy here, for \$150,000 damages, charging "false and malicious" statements. Capt. Guy Taylor, former provost marshal at Drew Field, Tampa, is the complainant.

Taylor charges that Brown joined a conspiracy to have him court-martialed on false charges. The ex-provost marshal was returned from Japan to face charges of drunkenness and extortion. Trial is skedded to start in Tampa next Tuesday (23).

Det. Downtown's Home-Made Show Hits Neat 28G

DETROIT, April 20.—*Fiesta Follies*, home-made show at the Downtown Theater (2,800 seats; house average, \$23,000) proved one of the surprises of the season with a very satisfactory gross running \$28,000 last week. House soared into the upper levels the week before, with an estimated \$38,000 set by Tommy Dorsey, and a slump was expected.

Charles C. Perry, managing director, and John Ferger, house manager, built up their own show around Ciro Romac and his ork and tacked on *Follies* title. With aid of good exploitation, result was shown in gross established. Pic, *The Mask of Dijon*.

Guy Lombardo's ork followed in, to do another lofty week, taking around \$35,000. Lombardo has remained a consistently good draw in this territory. Pic, *Strange Impersonation*.

Latin Quarter, Detroit

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Manager: Tony Morelli. Prices: \$1-\$1.50 cover.

The Quarter is placing strong emphasis on good food at moderate prices. Heavy pick-up in banquet and special party business is proof that it pays.

Current show is up to usual high standard and well balanced. Little emphasis on fem stars, but they're not missed because of good programming. Virginia Tiff Dancers open with beautiful *I'll Remember April* waltz number. Return in a novel Chinese bit with a rickshaw send-off in black light.

Sylvia and Christian, ballroom team, click on poses and whirls with the girl, a tall, striking platinum blonde, held aloft. She does a toe stand on her partner's hand.

Bob Williams puts on a canine turn with a naive style of comedy. Features a doleful hound that is a past master at doing nothing. A small terrier makes a good teammate for some straight work.

Jackie Heller, dynamic as ever, has a wide repertoire of vocals from the rousing to the sentimental, with a flock of parodies. All his work is special arrangement stuff, with the livelier ditties especially fitting small, punchy personality. His presentation style is infectiously happy, and his high vocal range helps to put spirit into it.

Paul Gray, tall, nearly bald and solemn-faced, works with exceptional versatility and stock of gags, non-chantly connected. He has something of the old-time vaudevillian's mastery of audience moods. Does a string of vocal impressions, ranging from terrible to tolerable, obviously enjoys his work and puts subtlety into his rapid-fire comedy.

Danny Beckner ork (14) contributes plenty to the entertainment bill. Beckner sets the pace of the show right from the start with his fast vocals.

Ramon and his Cuban ork continue at the spot with their rhythmic music, while Tom Montgomery is still starred at the organ in the Lounge.

NIGHT CLUB REVIEWS

Biltmore Bowl, Los Angeles

Talent Policy: Dancing and floorshows at 8:15 and 11:45. Manager, Joe Faber; publicity, Maury Foladare. Prices: \$1 cover.

Well-balanced, fast-moving show keeps patrons on edge thruout. Bill includes Vick Hyde, Stuart Morgan Dancers, Walter Nillson, Jane Slater and Alice Tyrell, with Jimmy Grier's ork providing support and terp tempos.

"One-Man Band" Vick Hyde knocks himself out to pull hefty mitting. He tees off playing trumpet, keeps adding horns, until he is simultaneously blowing three trumpets. (Latter are keyed at a third and fifth, hence staying in harmony thruout). Hyde then turns to imitations, doing trumpet take-offs on Clyde McCoy (*Sugar Blues*), and Harry James (*You Made Me Love You*), and ends up a la Frankie Carle, with piano solo. For the walk-off Hyde does triple-trumpet routine with one hand, twirls baton with the other.

Morgan Dancers (three guys and a girl) score solidly with their acro-terp routines. Group, slotted last, works with rare smoothness, keeping act going at high pace. Fellows send lass flying thru the air, bringing gasps from ringsiders.

Cyclist Walter Nillson adds plenty of zip to show with his wheel routines and has patrons palming for more. Lad is a top-flight showman and knows how to hold an audience with patter.

Jane Slater's tap dancing wins above-par response. Girl is good, holding the eye with her graceful toeing. Vocalist Alice Tyrell presents listenable version of *Always Chasing Rainbows*. She mars the effect by giving *Italian Street Song* an operatic once-over. She hits the high notes okay, but somehow vocal pyrotechnics aren't becoming. Tones in upper register are clear but flat in quality.

Grier aggregation (15) does much to make show successful.

Lookout House, Covington, Kentucky

Talent Policy: Floorshows and dancing at 8:30 p.m. and 1 a.m. Owner, Lookout House, Inc. Manager, Clay A. Rambeau; publicity, Betty Kapp. Prices from \$2.

With the affable and handsome Bob Gentry spearheading proceedings, patrons got all they bargained for and more in the new layout which opened Wednesday (17). It's top-of-the-barrel stuff thruout.

Leading off the new fare are the attractively costumed Gloria Lee Dancers (8), with a colorful and snappily routined beach parade number. They score again later with some fast Easter Parade terperery.

The Laska Sisters, comely duo, click handsomely in a neat adagio novelty, in which they combine slick acro work. Rode off to a sound mitting. Holdover Bobby Wertz, emsee, added tremendously to his ever-increasing following with four tenor offerings, *Mother McCree*; *Oh! What It Seemed To Be*, and *Did Your Mother Come From Ireland*. Begged off with patrons clamoring for more.

Bob Gentry is an ace monologist, with a wide repertoire of clean material. Had this clientele eating out of his mitt with his fast patter from his opening line. His "expectant father" bit proved the biggest laugh-getter. Called back, he wound up with a neat piece of curtain business.

Billy Wells and Four Fays (6) grab themselves plenty of palm-whacking. Colorfully garbed, they go thru a number of speedy and excellently executed comedy acro gymnastics that had table sitters gasping and giggling. Featured in a whirlwind finish is Patsy Lou, who executes a full-and-a-half twisting somersault, which brings down the house.

Bob Snyder ork is still doing an excellent job with the dance and show music, and the Feilden Four-some continues a fave in the inter-mish slot.

Frolics, Chicago

Talent Policy: Dancing and floorshows at 9, 12 and 2. Owners: Norm Schlossberg and Lefty O'Hern. Publicity: Turner-Brandels. Prices: \$2.50, \$3.50 minimums.

Altho Gypsy Rose Lee and her girls were billed as the star attractions for the new show at the Frolics, their entertainment value was surpassed by the so-called smaller-name attractions on the bill.

Miss Lee came on in flowing dress and picture hat and summoned, one by one, four semi-nude gals. Gypsy did her customary strip. Her gals were beautiful, Miss Lee's commentary was comical in a sophisticated way, and her routine was unusual.

Jackie Green, comic impressionist, held over from the previous show and continued as featured entertainment, receiving second billing. Green got plenty of palms despite the fact that he was at a disadvantage when Miss Lee didn't respond to her musical cue and emsee announcement and he had to jump in at a moment's notice.

The dancing of the Albins, ballroom dance burlesquers, got the biggest hand. Their work has been well received in hotel rooms here and got similar response at the Frolics.

Bill King had the audience's rapt attention while he juggled just about everything but the ork's bass drum. At one time he had a cut glass ball spinning on his head, hoops going on both arms and one leg and a ball balanced on a stick in his mouth.

Tom Breneman's, Hollywood

Talent Policy: Dancing and floorshows at 9:30 and 12:00. Owners, Tom Breneman and Walter Smith. Publicity, Renzo Czesana. Prices: No cover or minimum.

Current show fell flat on its collective face, offering ringsiders little in the way of entertainment. Only act that went over was the comedy terping and record pantomiming of the Waltons, whose horseplay and original dance numbers brought solid mitting. Otherwise, show was a hodge-podge welded together loosely by mediocre emseeing.

Opener was acro terper Betty Jo Huston, a pretty gal who worked hard to sell her wares. Fem did some difficult back-bending stunts, but got only fair hand. Tenor Tony Ferrell offered a few ditties in a pleasing manner. Boy has a better than average voice, should improve with more experience under his belt. Gagster-emsee Eddy Troy didn't quite make it. Take-off on drunk, which might have been funny, suffers from too much—too long, and builds to let down. Gat routines likewise prove disappointing.

Songstress Majorie Garretson has some good material, which she put over well. Bearing a striking resemblance to Sophie Tucker of a decade or so ago, Miss Garretson's original lyrics to such tunes as *June Is Busting Out All Over* and take-off on dime store sheet music plugger were okay. Act would have sold much better, however, had preceding acts paved an easier path.

Eddie Clero's seven-piece ork does a good job of backing up show and playing for dancing.

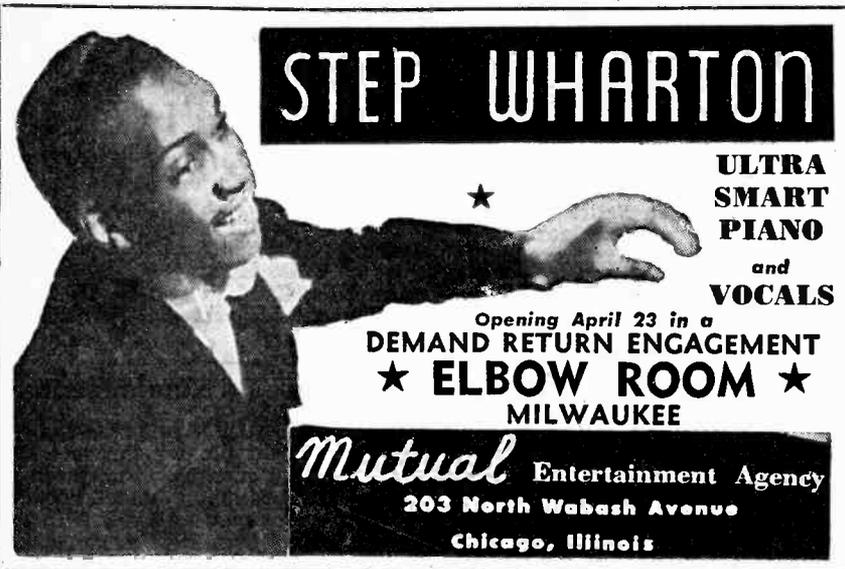
New Horizon Room, Hotel Continental, Chicago

Talent Policy: Dancing and floorshows at 8, 9:30, 10:30 and 12:15. Management: Fred Clare; publicity, Al Turner. No cover and no minimum.

This intimate, Michigan Avenue spot provided an appropriate setting for the piano solo offerings of Robert Crum. Soft lights and plush surroundings of this nitery put the audience right into Crum's lap seconds after he had finished the first measure on the 88. Crum describes his presentations as "Piano Portraits" and his first number, *Sweet Lorraine* was well mitted.

Crum goes all out to give his playing an individualistic touch impression and succeeds in doing so with as widely known an item as Gershwin's *Rhapsody in Blue*. *Humoresque* was next and his frequent lapses into jive and boogie woogie left the audience wondering whether they last heard of him at Carnegie Hall or on Basin Street. Crum in this, his first personal appearance since being discharged from the army recently, did not mix any patter with his playing and was well rewarded with audience reaction, altho he sometimes seemed oblivious to their presence. As a keyboard artist, Crum is of the top bracket but a bit more showmanship, warmth and smoother production will be required to put him solid with the table sitters.

George De Carl's Ork (7) provided the rest of this bill. De Carl's "whispering trumpet" caused payees to lean over and whisper to each other that he was good. He seemed to fit right in with the clientele and while the mitting was not thunderous it was certainly adequate.



STEP WHARTON

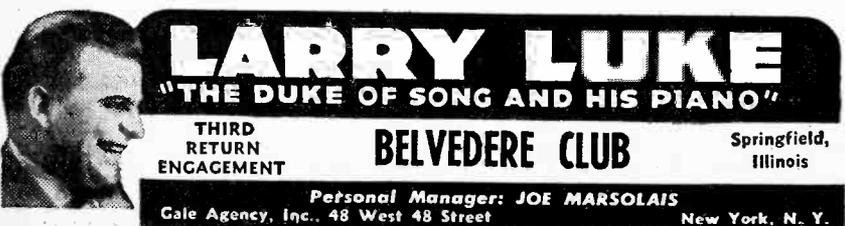
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Talent Policy: Dancing and floorshows at 9, 12 and 2. Owners: Mike Fritzel and Joe Jacobson; production, Olive Bernard. Publicity, Bob Curley. Prices: \$3.50-\$5 minimums.

Ben Blue, who is the heavy man during this show, was really in the pink and the rest of the show shaped up so well about him that opening night payees spent almost as much time mitting as they did observing. Production opened with *Chez Paree Adorables*, eye-pleasing line, doing a tricky routine called *Henrietta's Wedding*, while ork leader Gay Claridge chirped in the background. Mit was average and before the table sitters ever got their balance, in came Ben Blue.

He rates high with Chi nitery audiences because of his past appearances here and was mitted well before he opened his mouth. He did a monolog, a black-out, a soft-shoe number, and got ample assists from his side kicks, Patti Moore and Ben Lessy. He appeared in everything from Salvation Army get-up to red flannels. He came and went many times during the long performance and each entrance was greeted with loud laughs on the basis of his appearance alone. His bag of gags didn't seem to have an oldie in it and altho his risque patter brought color to some of the table-side cheeks, every time he broke for an exit the spontaneous whacking would begin anew. His switch to the serious just before he said good-bye almost stopped the show and his farewell found the palmers still true Blue to the tune of many, many bows.

Jayne Matthews, tap terper, drew a better than average mitt from the packed house with her very lively floor pounding. Kay Vernon, blond chirp, did well with the livelier *You Can't Have Everything* but lost her audience when she sang *All of a Sudden My Heart Sings*. She came back with *Sunny Side of the Street* and her stock went back up while the payee palms came together.

Dance team of Capella and Patricia ranked with Blue, Moore and Lessy as audience pleasers. They were intermittently mitted while they terped thru *Polonaise*, a heavily drummed *Besame Mucho* and a *Three Blind Mice* novelty number that was introduced by Capella in French and translated into English by Patricia. Their lifting and timing was practically perfect and while Patricia's looks and vivaciousness did not improve their dancing, she certainly didn't detract from their audience appeal. Almost exhausted after two encore numbers they concluded with a *Viennese Waltz*.

Patti Moore appeared with Ben Blue in the blackout number, Lessy followed him on the piano during his straight and they seemed to be strictly part of the Blue entourage until they came out and proved that they could operate very well on their own. Their parodies on radio commercials were a wow, their Ink Spot take-off was equally good and when they did the *Andrew Sisters* the laughs got so loud they had to mark time until they could be heard again. A medley of *Merry Oldsmobile*, *By the Sea*; *Oh, You Beautiful Doll*, and *Strauberry Blonde* was enthusiastically palmed. Lessy ranks right behind Blue as a polished comedian and together with blond Patti Moore they seem to prove that burlesque-type entertainment is as popular as ever in these parts.

Show came to rest as June Cabot danced thru a *Rumba Rhapsodie* while the chorus provided a beautiful backdrop. Gay Claridge's Ork (12) backed the whole show so well that when Blue called for a mitt from them he had to raise his hand to stop the customer's quick and sustaining mitt reaction. Lucio Garcia's Latin style dance offerings kept the floor filled with table-side terpers during lulls.

FOLLOW-UP REVIEWS

KELLY'S STABLE, NEW YORK—Linda Kean is back at this spot in a place vacated by the short-lived *Osmond Sisters Trio*. She fits the room perfectly and does a sock selling job of her crooned blues to a super piano background by Teddy Kaye. Her numbers have originality and slickness and her delivery, which ripples with oomph, has the customers pounding their palms for more.

The Earl Warren Sextet, growing smoother and mellower with time, do a fine job with a variety of tunes from sweets to re-bop. Nellie Hill and the Teddy Kaye Trio, and Nan BlaKstone with her sophisticated ditties, make up the rest of the bill.

VILLAGE BARN, NEW YORK—Addition of three acts, with one, Susan Cabot playing a return date, doesn't add too much to the package. Performers however, do a fair job and are adequate for the spot.

Chiquita, a slim dark-haired Latinish gal, has two numbers. On the first, she singles starting with a cape dance and seguing into a flamenco. Result is good. In the next spot she works with her brother, Nikko, beginning with straight ballroomology and following with a mixed-up routine that had bits of everything in it. Confusing effect got them just a so-so reception.

Susan Cabot has added a few mannerisms which detract from her professional appearance. Routine also is too slow. Customers obviously go for familiar songs with some pep in them. Semi-longhair numbers don't mean much here.

Irving Strauss, introed as a famous symphony conductor, comes on in a pair of blue jeans and a you-all accent, redolent of corn pone and pot likker. Thinnish guy was obviously nervous, hasn't much of a routine. Plays a lot of fiddle in square dance fashion, starting off straight then putting the bow between his knees. Customers liked him and his shy mannerisms.

HAVANA-MADRID, New York—Addition of *Ciro Rimac* and his troupe has given the current show a much needed shot in the arm. The kids put on a top show, working with a lot of fire and selling all the way.

First on are *Charley Boy Rimac* and *Mechita Virella*, who move around in a fast Latin dance as if they mean it. Both are sellers and walk-off hands were juicy. Next on is *Dorita*, a good-looking brunette

who works barefooted in a white feather and fringe costume. Routine is Afro-Cuban with a lot of touches that Cuba never saw. But result is exciting and wins sock applause.

Mechita and *Ciro Rimac* come back to do a fast samba with the little guy almost breaking himself in two doing the twirls and spins. Audience went for it in a big way. Later *Rimac* works with his son, *Charley*, in *O Fredo*, a new Brazilian dance in which the kid moved around as if he were on springs. He did fast falls, back and front, a couple of trick somersaults while his father did tiny steps around him. Effect was good.

Alziro Camargo, Brazilian canary, opened at a quick pace with *Mama Quiero* and followed with a catchy number described as a horse song. Latter got audience participation particularly with her chuck-chuck tag lines. Came back for an English medley of Latin beat songs and *Tico-Tico*. Did okay but couldn't top the horse song which was dynamite. *Singer* sold beautifully all the way.

Rest of the show, including productions, remains the same.

COPACABANA, NEW YORK: After *Jane Froman* finished her second show Thursday (11), the house literally blew up. The hands, the whistles and the yells that followed must have been heard in the street. Part of the walk-off reception was probably due to the singer's first steps. She got off her moving platform and, using a hand mike with a buried light which lit up her face, walked around the floor for a chorus of *Ho-Hum*, a *Joel Herron* original. Even the fact that the mike blew a gasket or something and went dead, didn't hurt. The room was so still it seemed deserted.

Looking gorgeous with her Florida tan and a band-box hair do, she opened with *Gypsy In My Soul*. Pace changer, *Oh, What It Seemed To Be*, followed. Then came *Easter Bonnet*, with *Joel Herron* on the platform piano, making like a motorman. Then came *Love Life of a Sailor* for a terrific hand, followed by *I Got Lost in His Arms*, from *Annie Get Your Gun*. *Mike* died and gal made a routine out of it, getting appreciative chuckles. *Millionaires Don't Whistle*, a simple, catchy tune in which she whistles, came next. *Toots Shor* was called up for the *Helen Morgan* piano-sitting bit while the canary gave with *Melancholy Baby*, followed by her (See Follow-Up Reviews on page 49)

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H. D. HOVER 8433 Sunset Blvd. Hollywood 46, Calif.

Paramount, New York

(Wednesday, April 17)

Show is notable for Eddie Bracken, pic name, who comes in with a routine that amounts to more than just one of those Hollywood I'm-glad-to-be-here things and expect customers to die from excitement. He is really an actor and has two vehicles to prove it. In between his set routines he throws his goat-like bleatish laugh for appreciative chuckles.

Bracken's best are his pantos of a baseball pitcher (a la Nick Altrock) and his Golden Glove fight contender. In both, he gets ample room to mug and do bits for top results. Finishes with a scene from his *Hail the Conquering Hero* dealing with the saga of marine corps and prances off to a wallowing mitt.

Boy opens with some amusing gags delivered with a shy, double-take manner plus excellent timing. A drawn out routine which involved a stutterer with asthma, hay fever and other afflictions was fair. In it, only his panto of the delayed sneeze registered. His gag about Two-Ton Tony Galento in the audience followed by an apology got a few titters but was hardly worth the effort.

Johnny Long (17) ork does an okay show job. Outfit, looking smart in white coats, does considerable comic glee club bits for titters. Best was the drummer routine which had just enough hoke in it to register. Open with *Hey Ba-Ba-Re-Bop* with the trombone doing a nice ride seguing into a vocal chorus with the sidemen behind him coming in with tag lines. Band's big number was *Symphony* with Long left-handedly using his black-lighted fiddle effectively. Also had sax section use giant megaphones giving distance effect.

Bob Eberly looks all right, starts with *Love Is Right Around the Corner* follows with *Love In Vain* and finishes with a medley. Singer seemed to be in trouble part of the way. He sang every song, after the opener, as if it were hard work. Crowd, however, liked him.

Acromaniacs (3 boys), a hand-to-hand act, move fast and show some nice tricks. Best applause pullers were their two-and-half and three-high ending with topple. Also got laughs with a duo jitter dance number which ended with a crab walk with all three participating. Big hand called them back for a tumble quickie.

Francey Lane, ork canary, wearing a blue off-the-shoulder gown, had them whistling, particularly after her walk-off line, "If you need me, just whistle." Opened with *Personality* and followed with a novelty based on an old pop. In latter, ork makes like a glee club again using special material for some top laugh effects.

Pic, *The Virginian*. Biz excellent.

VAUDEVILLE REVIEWS

Olympia, Miami

(Wednesday Afternoon, April 17)

A bang-up variety show is this week's offering with all acts doing nicely and one a show-stopper.

Iris Karyl, fem looker, started proceedings off on the right foot in a whirlwind tap specialty, and got a big mitt.

Martin and Florenz, favorites here, score heavily with a cute idea in puppet acts. Pair worked the strings on Charles Laughton, Carmen Miranda, Jimmy Durante, and Mae West. Bill Robinson imitation for encore tops. Nice hand for this one.

Bob and Howard Roland, fresh from the Airliner engagement, did a few song parodies, also their laughing impression of Bing Crosby and Frank Sinatra doing a duet. Insistent applause brought *My Heart Sings* to good returns.

Sammy White was the show-stopper. Does an eccentric dance and other antics. Take-off of woman preparing for a bath, and experiences in the tub, done to grand opera music, sock comedy. Ditty about a striker a honey. Begged off in a talk about apartment hunting.

Manuel Viera and Company, with a pair of comedy monks, got a lot of laughs. Monks did everything from a banana-eating contest to playing musical instruments. Heavy mitt.

Orpheum, Los Angeles

(Tuesday, April 16)

Jack Gwynne headlines his own sock magic show which turns out to be a highly entertaining bill. Show runs full range of hocus-pocus stunts, plus original material, which Gwynne puts over with convincing mystification. Long a standard single vaude act, Gwynne recently expanded his show. He has worked out the bugs and it runs smoothly from trick to trick.

Gwynne's stunts are heavy on the disappearing-girl side, with several interesting versions of same, including the sword box oldie. Fact that the stage is comparatively free of cumbersome drapes, sets and other distracting bric-a-brac, heightens the illusion and builds suspense.

Gwynne goes in for quickie illusions rather than big production numbers. He has a good personality, using well-placed gags and front-row asides for a change of pace in the hour-long performance.

Troupe is colorfully costumed; show has plenty of family appeal, and layout should draw big biz.

Pre-show overture by Al Lyons' house band, and vocal medley by tenor Bill Bradford, were well received.

Loew's State, New York

(Thursday, April 18)

Theater has a pretty good show. It has its share of laughs, a lot of corn and music that's strictly for the hep trade. Latter is supplied by Herbie Fields' new ork consisting of four trumpets, four rhythm, five saxes and three trombones. Band opens fast with a jump number that almost blew everybody out of the house. But settles down after that and does some real work.

Best was the *Rhapsody in Blue* for which Fields switches from reed to reed finally bringing his entire sax section down front for an effective chorus. Group also does some keen work on *Hey! Ba-Ba-Re-Bop* and an original, *Lady's Lullaby*. As an aggregation, sidemen do a competent job. But they really go to work when the diminutive Fields is down front with his hot clarinet. Result is some fine jazz and lots of excitement. As a fronter, Fields adds little to sight values. He's a musician and not a showman. And at the State patrons prefer showmanship.

Rufe Davis, hillbilly comic and singer, has taken a lot of corn and wrapped it up in a commercial routine which gets yock after yock. Stuff consists of some pleasant warbling of *Sioux City Sue* plus a lot of barnyard imitations with a heavy dose of mugging. Some of his bits, such as wiping his nose, is in doubtful taste, but crowd seemed to like it. Walked off to a solid hand.

Lynn, Royce and Nitz (fem and two boys) are an excellent act with enough class to make the big time. Boys wear white ties and tails; girl an evening gown. Start straight and first laugh bits seem accidents. Later develop into slapstick which just about rolls 'em into the aisles. The fact that gal is pretty, boys look good and all three are actors gives the effect of miscues a realism that builds for top laughs. In between funny bits they throw in some excellent dancing and at no time do they lose dignity. Group almost stopped the show and had to beg off.

Roy Benson is an ingratiating magician of the sluff-off school. Chatter is lively and amusing and helps warm the house. Tricks lean heavily on chain cigarette smoking bit and sleight-of-hand billiard ball stunt. Walks off to a nice hand after his table salt bit.

Barbara Perry, cute little blonde novelty dancer, opens with a folk dance in taps to *Country Garden* building slowly. Next was Spanish-Harlem combo which started with castanets and heel clicks and segued into a jitter to a boogie beat. Closed with a hoofing take-off of a lazy Mexican on a horse. Idea behind the routine is good. Audience, however, didn't take to it too well. Girl was ahead in the Spanish-Harlem number but lost ground in the Mexican impression.

Patti Powers, jet-haired ork canary, does a fairish job with *Shoo-Fly Pie*. Pic, *Miss Susie Slagle's*. Biz good.

Oriental, Chicago

(Thursday Afternoon, April 18)

It was Beatrice Kay as topper of the Oriental's new stage bill. With her Gay '90's songs, her risque patter and her ability to hold an audience with all the tricks of showmanship she has acquired in her many appearances on radio, stage and in night clubs, Miss Kay was able to give a performance that had the audience asking for more when she finally had to beg off after two encores.

Opened with a parody based on her own "sad" lot of being the gal who has become known primarily as a singer of Gay '90's routines. *They Stuck Me With the Bustle* was fol- (Oriental, Chicago, on opp. page).

Chicago, Chicago

(Friday Afternoon, April 19)

Top billing here went to Jayne Di Gatano and Adam, ballroom terpers, and rest of show included Peter Lind Hayes, comedian; the Berry Brothers, acrobatic hoofers; Marion Francis, radio singer, and the music of Lou Breese and His Ork (15).

Ork opened the show with *Lady of Spain* and Berry Brothers were first on with top hats and tuxedos. Pair did some acrobatic terping along jive lines that won them a big hand. Their cane twirling and hat doffing to *Bugle Blues* revealed that much time went into polishing off.

Marion Francis was a returnee to this stage and it is the only place where she has appeared in person. The audience seemed to nettle her at first and she muffed a line of *Doctor, Lawyer and Indian Chief*. Altho her stage savvy is lacking she improved with *Oh! What It Seemed To Be* and gave full evidence of her talent with her wind-up number, *I'm Just a Girl Who Can't Say No*, from the score of *Oklahoma*. Audience rewarded her well as she retired.

This was Peter Lind Hayes' first appearance here in five years. He was discharged Christmas Day after duty in the Pacific. The lay-off didn't seem to do Hayes much harm altho a few of his gags smacked of pre-war days. With excellent timing he kept his audience laughing while he mimicked John Charles Thomas and Cab Calloway. His clowning failed to hide the fact that he has a better than average set of pipes. His drunk act caused the audience to mitt him back on for two bows.

Di Gatano and Adam got off to a good start with a musical comedy number *Lousy Evening*. There was nothing lousy about their performance, which displayed classy footwork. Plenty of bounce put life into their renditions which otherwise might have been routine. Their second and last number was *Begin the Beguine* which made aisle sitters whack their palms. The ork did a good job of playing for the entire production and band leader Breese introduced the acts with very little ado.



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Ops With Pay-Roll Woes Mull Guaranty - Percentage Deals

(Continued from page 44)

ther, there is nothing that agents can do.

In the final analysis, it is the run of the mill club, playing shows and not attractions, which frequently makes more dough for each dollar spent. Even a split with a guaranty won't help them, they say. Small ops claim it takes 35 per cent of the gross to buy food and liquor; 35 per cent for entertainment; 15 per cent goes to overhead. Giving an attraction a split on that kind of set-up means red figures.

Open the Books?

The only way an equitable percentage deal can be worked out is to open books and determine a club's average business. If this runs to, say \$20,000, and the attraction claims it can do better than that, the op can make a deal to pay a certain percentage if biz passes the \$20,000 mark. Of course, the question of an honest count will also come up. But in these days of tax checking it isn't too big a problem.

Some of the agents are in favor of this arrangement, but admit that getting the actors to take it, unless the guaranteed figure isn't under their established salary is something else. Act after act will lay off rather than take a cut. Reason is that performers who have made a certain figure aren't going to back away from it no matter what. A few months of lay-offs, say agents, will change that.

If there is any single reason why actors are still getting the big dough it is Florida. Performers who pulled down four figures (and not small ones) are demanding the same kind of money in other spots. Fact is that there aren't enough spots in which they can work. This, in turn, has brought about an agent switching spree. Acts, and even attractions, are shopping around from rep to rep looking for jobs.

Clubs Blamed

The major cause of the sharp salary boost lies with the cafes. Theaters

say they have tried to keep salaries from jumping too high, but when a cafe owner comes along and offers to mortgage his place, theaters have to up their money or do without. Why niteries should offer big dough and hypo it every time around is something that has to do with pride. Every op wants to make like a big man in his territory. If getting an attraction away from his competitor will make him bigger in his mind's eye, he'll do it and go broke.

No one really knows where the whole thing will end. Ops are crying into their books. Agents say their hands are tied. Attractions which really attract aren't worried. But pseudo-attractions are either dying or laying off.

Follow-Up Reviews

(Continued from page 47)

usual *Tea for Two*. The elephantine Shor giggled like a kid and proved one thing—he's no actor. Crowd wouldn't let the gal off so she gave with a couple of *Showboat* tunes and then came her strolling bit and pandemonium followed.

Jan Murray started off okay but sagged in the middle and could never get back. Material was old, with the exception of a fight announcer routine which did nothing for him. Best laugh he got was when, waving his paw in the air, he said, "If I do bad here tonight they'll send me back to Dario." Thin-faced comic punches as well as ever but crowd just sat on its hands. Time and again Murray seemed to be fighting his audience. If a gag layed an egg, he made some comment which just put him further in the hole.

BLUE ANGEL, NEW YORK: This spot's velvety approach to entertainment has the customers purring with contentment — genteel approval, natch, but nevertheless socko. Added to the smash line-up of Rose Murphy and Mildred Bailey are Eddie Mayehoff and Florence Desmond. They tie the package with a gold ribbon.

Show-stopper is the blonde Desmond, mimic, who appears in a black, strapless floor-dragging gown that hugs a figure which, anywhere else, would evoke whistles. Miss Desmond sells from entrance. She has charm, poise and warmth, considerable facility of expression and a cockney ad lib that knocks 'em politely in the aisles. With all that ammunition, it makes no difference that her mimicking is only fair in several cases. The crowd's sold on her with the first victim.

Miss Desmond's refined decapitations start with a quartet—Charles Boyer picking a leading lady from three applicants, Claudette Colbert, Katharine Hepburn and Marlene Dietrich. Best take-offs are on Hepburn and Dietrich—Miss Desmond does her best with characterizations of people she resembles. Crowd cheers her on.

She follows with Barry Fitzgerald introducing Betty Hutton. Not so hot, but crowd still rocked with laughs. Slips on a benny for Ingrid Bergman in *Saratoga Trunk*, still fair, but okay with mob. Carmen Miranda bit that follows is better, and Tallulah Bankhead number with a sock gag ending is top stuff. Latter gets laughs from first incision.

Jimmy Durante take-off is good, a bit incongruous because of Miss Desmond's attractive face, but clicks. For encores she serves from the top of the deck with a Gertrude Lawrence bit from *Pygmalion* and Gracie Fields

Tahoe, Calif., Tavern Sold for 400G Cash
SACRAMENTO, Calif., April 20.—Tahoe Tavern at Lake Tahoe, one of the most famous resorts in the Western United States, was sold this week by Matt Green to Laurence Curtola and Louis Navone, of Oakland, for a reported \$400,000 cash. Price included the Tavern, Casino in which are housed the Curio Store, barber-shop, beauty parlor and two cocktail lounges, the Pleasure Pier, 500 acres of land with 2,200 feet of lake frontage, and also the golf links, saddle horses, motor equipment and all furnishings.

Glenn J. Green, manager for the last three years, will continue as resident manager, Mrs. Isabell Williams as assistant manager, and George LaSeur as maitre d'hotel. Resort will open the 1946 season June 19.

ORIENTAL, CHICAGO

(Continued from opposite page)

lowed with an oldie medley based on *Put Your Arms Around Me*. For one of her encores she sang *Take Me Out to the Ball Game* and had the audience singing with her before she was finished.

Crowding her for top audience acceptance on the program were Borrah Minnevitich's Harmonica Rascals. This group's routine has become stock with Johnny Puleo doing his usual crazy but funny antics while the rest of the boys go thru the paces of some top harmonica work.

As part of the stage program, Jane Russell, star of *The Outlaw*, picture that has played at the Oriental for six weeks, tried to sing a couple of songs. The audience could have felt rewarded by a sight of the famed Russell figure, but it certainly could not have received any entertainment from her singing.

Rest of program consisted of the sophisticated dancing and skating puppets Walton and O'Rourke and the tap dancing of Perry, Franks and Janyce, all okay.

Hickory Nuts are back at the Hotel Schroeder Cocktail Lounge, Milwaukee, for their third engagement in two years. Combo comprises Chubby Chuck Roe, bass; Pansy Newson, piano; Buddy Halpin, guitar, and Lou Cesar, fiddle.

singing *The Biggest Aspidistra in the World*. Terrific hand at the end.

Eddie Mayehoff brings out the guffaws with his humorous monologs, familiar to Stem legit-goers, starting with the after-dinner speaker. Hits high with the lady teacher from a girl's camp giving parents a pitch on why they should send their girls to the sylvan spots.

Mayehoff's delivery, gaited to the crowd, and his gestures, grimaces and subtle innuendoes are superb. The slick set that jams this spot goes for this type of humor with gusto, and Mayehoff went off to a big hand.

Mildred Bailey is worthy of special mention. Taking her cue from the room, she delivers a subdued version of jazz tunes that keeps the room in pin-drop silence. She keeps the payees riding with her from the first skip tune. Best of her numbers is *All That Glitters Is Not Gold*, which has some great lyrics.

Miss Bailey is tastefully spotted with a single light on her face and artfully makes the jive seem sedate enough to fit the room. It's skillful staging and selling, and she earns the energetic palm-whacking that accompanies her departure.

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Sez "Polonaise" Will Resume; Award Bois 2½G on Non-Billing

CHICAGO, April 20.—Reports published elsewhere that *Polonaise* was closed by Equity at termination of its Chi run (13) and would not be allowed to resume its road tour were denied by Producer Harry Bloomfield.

"The story is utterly untrue," Bloomfield declared. "The show opens Sunday (21) in St. Paul and will make scheduled appearances in St. Louis, Cleveland, Washington, and will play a return engagement in New York at the City Center."

As proof show had copped coin in its run here and elsewhere, Bloomfield said he had paid off \$5,000 in back royalties to Authors Gottfried Reinhardt and Anthony Veiller and \$7,000 to Choreographer David Lichine. *Polonaise* netted about \$18,000 here in six weeks.

Okay on Holy Week Yank

Bloomfield received permission from Equity's rep here, Frank Dear, to close show during Holy Week, prior to road run. During last week of Chi run, producer had to take up a \$6,000 IOU from the Shuberts in addition to meeting regular expenses.

"As a result," Bloomfield explained, "we fell below our two-week bond with Equity and I had to fly to New York for the money. I came back and posted \$5,000 with Equity, so there was never any question of the show's being forced to close."

Bloomfield now owns about 80 per cent of the production, having paid off J. J. Leventhal, a former backer, and most of the Shubert debt. Shuberts took over partial control when show crash-dived at New York's Adelphi.

It's understood that Martha Eggerth and four minor rolers took advantage of show's closing for one week and won't renew contracts for the road run.

AAA Makes Award

Meantime, American Arbitration Association this week awarded \$2,500 to Curt Bois (Sgt. Wacek Zapolski in *Polonaise*) for producer's failure to include him in various newspaper ads. Bois had a contract with Bloomfield, which specified "feature" billing.

Bloomfield gave Bois billing in all the show's flackery, but failed to include him in the two-inch newspaper ads which featured Jan Kiepura and Martha Eggerth. Bloomfield said he would carry the decision to court, claiming he wouldn't possibly have included Bois in the two-inch ads without reducing name of the show (in type) "to the point of absurdity."

Hill & Dale Prevue

Morristown Stock Company, under management of Jack Wasserman and Tommy Brent, gets under way for a 17-week season at Jersey Theater, Morristown, N. J., May 20. Policy calls for guest stars.

Mountain Playhouse, Jenners-town, Pa., reopens June 22, after a three-year war-shuttering. James Black Stoughton will produce and Louise Stoughton Maust will manage. Ten-week season is skedded with Equity company.

William Bourn Blood plans a fall musical with likely summer try-out at his Westchester Playhouse. Alex Fogarty has the score chore. Blood is not yet set on lyrics and book.

BROADWAY SHOWLOG



Performances Thru April 20, 1946

New Dramas

	Opened	Perfs.
Anna Lucasta (Mansfield)	8-30, '44	699
Antigone (Cort)	2-18, '46	58
Apple of His Eye (Biltmore)	2-5, '46	86
Born Yesterday (Lyceum)	2-4, '46	88
Dear Ruth (Henry Miller's)	12-13, '44	572
Deep Are the Roots (Fulton)	9-26, '45	238
Dream Girl (Coronet)	12-14, '45	139
Glass Menagerie, The (Playhouse)	3-31, '45	444
Harvey (48th Street)	11-1, '44	631
I Like It Here (Golden)	3-22, '46	35
I Remember Mama (Music Box)	10-19, '44	633
Life With Father (Bijou)	11-8, '39	2,704
Magnificent Yankee, The (Royale)	1-22, '46	104
O, Mistress Mine (Empire)	1-23, '46	102
State of the Union (Hudson)	11-14, '45	181
Three To Make Ready (Adelphi)	3-7, '46	52
Voice of the Turtle, The (Morosco)	12-8, '43	857

Musicals

Are You With It? (Century)	11-10, '45	187
Billion Dollar Baby (Alvin)	12-21, '45	140
Bloomer Girl (Shubert)	10-5, '44	646
Carousel (Majestic)	4-19, '45	426
Follow the Girls (Broadhurst)	4-8, '44	850
Lute Song (Plymouth)	2-6, '46	84
Oklahoma! (St. James)	3-31, '43	1,333
Song of Norway (Imperial)	3-21, '44	700
St. Louis Woman (Martin Beck)	3-30, '46	25

REVIVALS (DRAMAS)

	Opened	Perfs.
Candida (Cort)	3-3, '46	14
He Who Gets Slapped (Booth)	3-20, '46	37
Closes May 27.		
Pygmalion (Barrymore)	12-26, '45	130

(MUSICALS)

Carmen Jones (City Center)	4-7, '46	16
Red Mill, The (46th St. Theater)	10-16, '45	207
Showboat (Ziegfeld)	1-5, '46	121

ICE SHOW

Hats Off To Ice (Center)	6-22, '44	876
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BALLET

Ballet Theater (Metropolitan Opera House)	4-7, '46	8
Shuttered during Holy Week. Re-lights Sunday (21).		

OPENINGS

Woman Bites Dog (Belasco)	4-17, '46	5
Snowed under by a seven to two critical veto. Score: 22 per cent. No: Ward Morehouse (Sun), Louis Kronenberger (PM), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), Robert Garland (Journal-American), Lewis Nichols (Times), John Chapman (News). Yes: Vernon Rice (Post), William Hawkins (World-Telegram).		
Call Me Mister (National)	4-18, '46	4
Score 100 per cent via all-out thumb-up from critics. Yes: John Chapman (News), William Hawkins (World-Telegram), Robert Coleman (Mirror), Lewis Nichols (Times), Howard Barnes (Herald-Tribune), Ward Morehouse (Sun), Robert Garland (Journal-American), Louis Kronenberger (PM), Vernon Rice (Post).		

CLOSINGS

Woman Bites Dog (Belasco)	4-17, '46	5
Saturday (20).		

OUT-OF-TOWN OPENINGS

BIGGER THAN BARNUM

(Opened Friday, April 19, 1946)

LOEW-LYRIC, BRIDGEPORT, CONN.

A comedy with book by Fred Rath and Lee Sands. Directed and staged by Edward Clarke Lilley. Setting by H. Gordon Bennett. Produced by Fred Rath and Lee Sands.

CAST: Kenny Baker, Sid Melton, Chihl Williams, Jean Mode, Oscar Polk, Dan Evans, Patricia Neal, Charles La Torre, Jack Rutherford, Roy Johnson, Don Roberts, Lenny Ditson, Harry Kingston and Michael Bey.

Written for laugh purposes only, this opus is chock full of just that, including some real belly laughs which come fast and furious, with the entire action taking place in a concerted animal shed at Paradise Park, Coney Island.

A couple of broken-down carnival grifters, played by Benny Baker and Sid Melton, both seasoned veterans in garnering laughs, promote a white elephant exhibition which they create with the aid of some whitewash, and sell the idea to the park owners. It starts to rain and the boys are in a quandry because they are afraid that the whitewash will come off. Into the picture comes beauteous Chihl Williams, who is cast as a shapely small town gal very much on the dumb innocent side. She is taking part in a patriotic pageant at the park and is prevailed upon to ride the elephant in a form-revealing costume. The painter misses his whitewash, finds out the deception, and wants to declare himself in as a partner in exchange for not telling the park owners. Things start to happen then, with all types of characters taking part, including an undertaker, a safe-cracker, a deputy

sheriff and a parrot thrown in for good measure.

Show is inexpensively staged, with a prop elephant being the only costly item. Amusement park atmosphere is apparent thruout the show, even *The Billboard* being mentioned twice in dialog between Melton and Baker when they take a couple of flashlight pictures of the elephant to be sent to *The Billboard*.

Besides Miss Williams, other feminine roles are filled by Jean Mode, former burlesque actress, who is (*Bigger Than Barnum on opp. page*)

LAURA

(Opened Friday, April 19, 1946)

PLAYHOUSE, WILMINGTON, DEL.

Mystery drama by Vera Caspary and George Sklar from the novel by Miss Caspary. Staged by Michael Gordon. Production designed by Stewart Chaney. Costumes by Valentina. Production manager, Thomas Elwell. General manager, Thomas Spengler. Company manager, Ralph Kravette. Press agent, Mary March. Presented by Hunt Stromberg Jr.

CAST: Tom Neal, Tom Walsh, Otto Kruger, Walter Coy, Camilla Ashland, Irene Bonner, Miriam Hopkins and Roger Clark.

Laura is en route to Broadway and should be as successful in the new legit adaptation as in the already popular novel and film.

Performances, direction, plot, setting and costumes all are excellent. From Wilmington the play goes to the Walnut Street Theater, Philadelphia; the Wilbur, Boston, and then on to Chicago. Producer Hunt Stromberg Jr. plans to make this his first New York production of the new season. It should be a b.-o. smash.

What Legit Needs Is Flash Flacking, Says John Chapman

NEW YORK, April 20.—Legit is way back in the race for flash flacking when compared with pix or book publisher blurbs. Stem pluggers are far too tame in presenting their wares to prospective ducat purchasers. This is the theme of a column written last week by Critic John Chapman, of *The New York Daily News*, himself an ex-Hollywood columnist.

"What the theater needs," he writes, "besides a couple of plays, is some good publicity agents. The same agents it has now will do very well if they are given a little room to work in, for, by and large, they are smart and honest. Their handicap is that the mediums of expression other than the stage have gone beyond them—the movies and the books."

The legit flacker, in Chapman's opinion "has been too nice for his own good. He has rules of taste and conduct which make him unfit for competition with celluloid and cloth-bound pulp paper." He cites typical critic quotes which pluggers use to boost their shows. "Z a hit!"—Chapman. . . . "A must!"—Yorkick, Embalmers Monthly" are typical of Stem bravado. Such meekness pitted against Hollywood's "Colossal!! . . . Terrific!! . . . Stupendous!!" type of blurring makes Broadway's p.a.'s sound mousy, Chapman avers.

In the book field, too, adjectives are the order of the day. He quotes from the dust-cover flacking for recent Dial Press tome *King David* which reads: "A triumph. The characters leap living from the page. It will make history." Or the hulabaloo about *Anna Luhanna* which reads: "Wild, dangerous, untamed as the country she lived in! A novel of a beauty who tempted fate and many men. . . ."

He twits Francis Robinson, drum beater for the Katharine Cornell *Antigone* and suggests it be flacked as "The thrilling story of a girl who loved her brother's corpse. . . . Poor old legit," he closes. "Heaven help it, it still is legit. He believes in reticence. It is doomed. It won't last another 2,000 years."

Dozen Graybeards Top Year Run; Fete For 'Carousel,' 'Okie'

NEW YORK, April 20.—These are plush years for long runs in Broadway legit. Time was when a manager awarded himself a 21-gun salute if his show lighted 150 times in succession. Nowadays he's got to reach a first anniversary mark to be up there in the running.

Consider the current record. *Anna Lucasta* hits its second birthday next August. Ditto for *I Remember Mama*, *Harvey* and *Bloomer Girl* at later dates this year. *Song of Norway* was two years old March 31, same for *Follow the Girls* on April 8. *Hats Off to Ice* would come of similar vintage next June if it weren't washing up next month. *Voice of the Turtle* will be three next September and *Life With Father*, the daddy of them all, will be seven years old a month before. *Glass Menagerie* celebrated its first milestone March 31 and *Up in Central Park* passed the same mark last January.

It takes the Theater Guild, however, to celebrate two at one clip. Org's *Oklahoma* is already in its fourth year. Hit the three-year niche on March 31. But since Guild's other song-and-dance baby, *Carousel*, didn't make its one-year grade until Friday (19), a joint birthday party was staged tonight (20) at the Plaza Hotel.

BROADWAY OPENINGS

CALL ME MISTER

(Opened Thursday, April 18, 1946)

NATIONAL THEATER

A revue with music and lyrics by Harold Rome. Sketches by Arnold Auerbach. Directed by Robert H. Gordon. Dances, John Wray. Musical direction, Lehman Engel. Sets, Lester Polakov. Costumes, Grace Houston. General manager, Phil Adler. Stage manager, B. D. Krantz. Press representatives, Bernard Simon and Dorothy Ross. Presented by Melvyn Douglas and Herman Levin.

THE CAST: Betty Garrett, Jules Munshin, Bill Callahan, Harry Clark, George Hall, Chandler Cowles, Glen Turnbull, George Irving, Evelyn Shaw, Joe Calvan, Danny Scholl, Paula Bane, Alan Manson, Tommy Knox, Sid Lawson, Roy Rdss, Marla Karnilova, David Nillo, Betty Lorraine, Howard Malone, Kate Friedlich, Fred Daniell, Shellie Filkins, Patricia Penso, Marjorie Oldroyd, Betty Gilpatrick, Joan Bartels, Ward Garner, Lawrence Winters, Betty Lou Holland, William Mende, George Irving, Eugene Tobin, Robert Baird, Edward Silkman, Virginia Davis, Alex Dunaeff, Henry Lawrence, Alvis Tinnan, Bettye Durrance, D'Arcy Gardner, Rae MacGregor, Evelyn Shaw, Tommy Knox, Kevin Smith, Bruce Howard, Doris Parker, Paula Purnell, Ruth Feist, Peter Fara.

SONGS: Jodie Chant, Goin' Home Train, Along with Me, Surplus Blues, Drug Store Song, Red Ball Express, Military Life, Call Me Mister, Yuletide, Park Avenue, When We Meet Again, The Face on the Dime, A Home of Our Own, His Old Man, South America, Take It Away, The Senators' Song.

In all honesty it must be reported that *Call Me Mister* does not wholly live up to its advance bally. Critical hat-tossing along the tryout byways had the Stern agog for something super. But it must be hastily added that Melvyn Douglas and Herman Levin likely have a pleasant, lucrative revue on their hands. *Mister* is an uneven mixture of corn, fun and sophistication, but it has a quota of hummable tunes, several top-flight laugh sketches and a fresh, confident approach by all and sundry connected with the proceedings. The total is more than sufficient to call for a strong success bid.

Mister is, of course, essentially an army opera, being peopled on the pants side of ex-G.I.'s and its gals for the most part having at least some USO experience. The flavor of its songs, sketches and dances is mixed to spice a potpourri accenting the G.I.'s return to civvies. The ex-military pitch, however, has been skillfully pointed up so that the fun-appeal comes over to both non-veterans and "ruptured duck" wearers.

Only real fault of *Mister* is on Harold Rome's doorstep, with perhaps a bit of head-shaking at the director, Robert Gordon. Rome has done an all-over good job of scoring, but there are too many numbers in the ballad groove. Also (and this may be attributable to Gordon's direction), they run overlong as intros for production dance numbers and thereby put a brake on the show. However, such items as *Goin' Home Train*, *Red Ball Express* and *Face on a Dime* have a fine quality in themselves, and *Surplus Blues*, *Yuletide*, *Park Avenue*, *South America*, *Take It Away* and *Senators' Song* are Rome at his best. But a refrain or two, chiseled off most of them, would speed up and improve the show. It runs 2 hours and 20 minutes as it is. A 10-minute cut would do it no harm.

Betty Garrett and Jules Munchin are tops in the proceedings, with able comedy assists from Alan Manson and George Hall. La Garrett has never been better, knocking off sketch chores which runs all the way from a grandmother to a lovelorn waitress, and stops the show in its tracks with her *South America*, *Take It Away* number. Mushin is fine in all the Arnold Auerbach material, but a let-down in his Maurice Evans imitation.

Out-in-front sketches are a hilarious rib at the air force with Munshin, Manson and Hall in the laugh slots; a lampoon of army red-tape in which Harry Clark is Paul Revere vainly trying to get a horse; and a sock at Deep South politicians in which Clark

and Hall abet Mushin in plenty of laugh grabs.

Dancewise, *Mister* is right on its toes. John Wray has done well with the patterns and Maria Karnilova, David Nillo, Betty Lou Holland and Bill Callahan step them in top-drawer fashion. Danny Scholl and Paula Bane handle the romantic vocals, and Lawrence Winters contribs his excellent chanting to the more serious numbers.

Douglas and Levin haven't stinted on *Mister*. Lester Polakov's sets are artfully simple and pack plenty of imagination. Grace Houston's costumes are tasty and colorful. All-in-all, it adds up to fresh and unpretentious entertainment, certainly the best G.I. revue in one reporter's memory. Broadway should be ripe for one right now. Doubtless, *Mister* will be a sticker.

WOMAN BITES DOG

(Opened Wednesday, April 17, 1946)

BELASCO THEATER

A comedy by Bella and Samuel Spewack. Staged by Coby Ruskin. Settings, Howard Bay. Costumes, Mary Grant. General manager, Max Allentuck. Stage manager, Richard Beckhard. Press representatives, James Proctor and Lewis Harmon. Presented by Kermit Bloomgarden.

Amanda Merkle	Eda Heinemann
Tony Flynn	Frank Lovejoy
Betty Lou's Eric	Himself
Commander Southworth	Taylor Holmes
Sims	E. G. Marshall
Wilson	Harold Grau
Betty Lord	Mercedes McCambridge
Major Southworth	Royal Beal
Lizzie Southworth	Ann Shoemaker
Hopkins	Kirk Douglas
First Attorney	Richard Clark
Second Attorney	Arthur Russell
Slim	Dudley Sadler
Walter	Sam Bonnell
Valet	Russell Morrison
Breckenridge	Robert Le Sueur
Maurice Crash	Maury Tuckerman
Sokonovski	Boris Kogan
Lee	John Shellie
Mayor Stevens	Ed Nannery
Dean West	Roger Quinlan

Latest effort by the Spewack team is gaited strictly for laughs. True, there is a plot in it and a tolerable mixture of light romance, but prime object of the authors is a laugh-hoked lampoon of the Patterson-McCormick newspaper clan. There is nothing subtle about *Woman Bites Dog*. It's caricature laid on with the broadest brush and, of course, the plot is completely incredible. But on the chuckle and even the belly-laugh side, it rings the bell better than satisfactorily and it would seem that the Belasco at last has a staying tent.

Naturally, Mr. and Mrs. Spewack will insist that their principal puppets are composite cartoons of big-time publishers in general. But the disguise veneer is laid on thin. For purposes of *Woman*, Colonel McCormick seems to have become Commander Southworth, Captain Patterson is Major Southworth and Cissie Patterson is billed as Lizzie Southworth. All three come in for a hilarious ribbing with the commander taking the brunt of the jibes.

If the Spewacks had any notion of a "message" in *Woman*, they lost it before they typed the first page, unless the showing-up of some pompous and bull-headed publishers by a canny young newspaperman constitutes something socially significant. Latter turns up as a discharged G.I. with a fake yarn about his home town going communist during his absence.

The lad tells a great story and the Red-Hating commander and major fall for it hard. Via a girl reporter, who is fed up with her employers and their antics, the tale gets into print with obvious results for the Southworth family when it is exposed as pure fiction. It is all quite impossible and absurd, but extremely amusing. Naturally, boy gets girl and final curtain leaves the South-

Fay's Aching Tooth Delays Easter Egg

NEW YORK, April 20.—Frank Fay's aching tooth held up proceedings for a while Thursday morning as the Travelers' Aid Society awaited his arrival to do an Eastertide stunt with colored eggs, aided by canary Carol Bruce. Stunt was set for 10:30 a.m., when Fay would pose with la Bruce, decked out in rabbit headress as "Harvey's Girl Friend," and a group of servicemen and women at the Servicemen's Lounge in Grand Central.

Impatient because Fay was late, press photogs snapped Miss Bruce handing out the colored eggs and were ready to quit, when Fay arrived straight from the molar medic's chair, having had a bicuspid yanked. Pair did the stunt and threw in a few words over the air for John B. Gambling on WOR.

'Ozarks' \$2,500, Bridgeport

BRIDGEPORT, Conn., April 27.—*Maid in the Ozarks*, playing two performances at Klein Memorial here, municipally-operated house, April 11-12 didn't fare too well despite heavy billing thruout city. Grossed only \$2,500.

ROUTES

Dramatic and Musical

Around the World (Boston O. H.) Boston.
Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
Bigger Than Barnum (Wilbur) Boston.
Blackstone (Colonial) Boston.
Day Before Spring (Studebaker) Chicago.
Deep Are the Roots (Selwyn) Chicago.
Dear Ruth (English) Indianapolis.
Dear Ruth (Rajah) Reading, Pa., 24; (Lyric) Allentown 25; (Playhouse) Wilmington, Del., 26-27.
Dark of the Moon (Cass) Detroit.
Desert Song (Davidson) Milwaukee.
Goose for a Gander, with Gloria Swanson (American) St. Louis.
Harvey, with Joe E. Brown (Biltmore) Los Angeles.
Hamlet, with Maurice Evans (Locust St.) Philadelphia.
Lamb's Will Gambol (Shubert) New Haven, Conn., 25-27.
Life With Father (Auditorium) Rochester, N. Y., 22-24; (Grand) London, Ont., Can., 25-27.
Laffing Room Only (Forrest) Philadelphia.
Laura (Walnut) Philadelphia.
Late George Apley (Erlanger) Chicago.
Merry Wives of Windsor (Nixon) Pittsburgh.
On the Town (Great Northern) Chicago.
Oklahoma (Curran) San Francisco.
On Whitman Avenue, with Canada Lee (Shubert-Lafayette) Detroit.
Polonaise (Lyceum) Minneapolis 23-27.
School for Brides (Ford's) Baltimore.
State of the Union (Blackstone) Chicago.
Two Mrs. Carrolls (National) Washington.
Up in Central Park (Shubert) Chicago.
Voice of the Turtle (Gears) San Francisco.
Voice of the Turtle (Playmouth) Boston.
Windy City (Shubert) Philadelphia.
Windy Hill, with Kay Francis (Harris) Chicago.

worth menage in a state of lamentable dithers.

Show builds well on farce-comedy pattern and Coby Ruskin has packed it to get the most out of comic lines and situations. Most of the fun centers around Taylor Holmes as redoubtable commander who composes leads in rhyme and runs his paper like a three-ring circus. Holmes has a field day with the chore; ditto Royal, Beal and Ann Shoemaker as remainder of the Southworth trio. Kirk Douglas is the conniving G.I. who gets the girl reporter, Mercedes McCambridge, and Frank Lovejoy is the editor who doesn't. All three of them contrib successfully to the fragile love interest. Honorable mention goes to Maury Tuckerman for a bit as a would-be society columnist.

Kermit Bloomgarden has given *Woman* a good send-off. Cast is over-all well chosen. Howard Bay's two sets are excellent—particularly one of a publisher's office gone nautically modern—and Mary Grant's costumes are fine.

(Closed Saturday (20). Printed for the record.)

Radio P. D. Off On Circus Binge With Yankized "Opera"

SAN ANTONIO, April 20.—Following up caustic remarks of Karl Krueger, batoneer of Detroit Symphony Ork, regarding lack of showbiz savvy in presentation of grand opera (*The Billboard*, March 30), George Lee Marks, program director of K TSA here, goes the maestro one better.

Marks has scripted an Americanized version of *Pagliacci*, "with thanks to P. T. Barnum and apologies to Leoncavallo." New title is *Punchinello*, and face-lifted edition will be unveiled in San Antonio's Sunken Garden Amphitheater June 6.

Author feels that yarn about circus life should get atmosphere, so he has tossed in trained dogs, horses, clowns, acros, tumblers and other big top items. Act 2 will include a full hour of tanbarb acts. And while the original score has not been tampered with, the new libretto has been juiced-up with tanbarb and carnival jargon. Idea is cut down on the windy "recitative" and step the show up with straight dialog.

Another of grand opera's crying needs, according to Marks, is a bit of cheesecake. "We're going to have the shapeliest gals in Texas replace the usual octogenarian, rheumatic supers," he says. Instead of the familiar *Prologue*, Marks starts his opera off on the strains of the famous *The Billboard March*, which ushers his circus troupe on stage.

Modernized version will be sponsored by Sunken Gardens Association local civic group. Robert Brink will stage it.

Skinner for "Lady" in S. F.

SAN FRANCISCO, April 20.—Cornelia Otis Skinner has been signed by Homer Curran to play the role of Mrs. Erylne in the Oscar Wilde comedy, *Lady Windemere's Fan*, fourth production of the current Theater Guild subscription series. *Lady* will come to the Curran on August 26, and after its S. F. run will go to Los Angeles, then New York.

Bridgeport Play Group

BRIDGEPORT, Conn., April 20.—A new group, Bridgeport Play Shop, has been organized here to work on Broadway plays and original scripts. It's headed by Walter Klavun, a former director of the Federal Theater Project; William Sullivan, a member of the original *Janie* company, and Lou Josephson, handling publicity. Group has in rehearsal *Out of the Fryng Pan*.

BIGGER THAN BARNUM

(Continued from opposite page) making her legit debut in a minor role, and Patricia Neal, who furnishes the romantic interest by spending most of her time returning and taking back her engagement ring. Charles La Torre as Dominick Pisano, the painter, is a standout in his role, and drew applause on his every exit.

Show starts slowly and doesn't pick up until near the end of first act, only to sag again in the second act. Considerable tightening is needed, and then it should please the wise Broadway trade.

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Burlesque

By UNO

JOE DORRIS, emcee-comic, opened recently for his third return engagement at Melody Club, Union City, N. J. . . . Freddie O'Brien is number producer at Roxy, Cleveland. . . . Meyer Hamburg and Morris Posner, former burly house concessionaires, are newly partnered with Dave Rosen in operation of Wonderland Freak Emporium, formerly World Circus Side Show, Coney Island, N. Y., skedded to open Easter Sunday. . . . Rita Zane finished 25 weeks at Follies, Los Angeles, and is vacationing at the home of her ma in Fort Smith, Ark. . . . Jack Howard, former burly character-straight, played the role of Boss Tweed in *Up in Central Park* from March 21 until it closed last Saturday (13). . . . Hi-Way Casino, Fall River, Mass., going in for stage and radio names thru Paul Jordan, Boston. Held over are Chick Williams and Connelly and Radcliff. New are the Haywoods and Jean Moore. Other recent Jordan placements: Chico Simone's ork and the Four Adorables, for The Beachcomber, Providence, R. I. . . . June Marsh opened in Leon and Eddie's new show April 10. Held over is another ex-burlesker, Jackie Whalen, emcee-comic. . . . Emmett Callahan is managing the road edition of *Desert Song*. . . . Monroe Kirkland and Kay Drew are closing in the Midwest Circuit in Kansas City, Mo., and opening their own circle stock in Kansas. . . . June St. Clair's mother recently suffered a heart attack and is being treated in New York's Roosevelt Hospital. Maxine De Shon opened a Midwest circuit tour at Detroit's Avenue Theater April 19.

INA LORRAINE moved from Mona Lisa Club, Tijuana, Mexico, to the Burbank, Los Angeles, where co-principals are Betty Rowland (featured), Dixie Sullivan, Terry King, Margie Palmer, Nadine, Margie Roye, Paul West, George Rose, Harry Meyers, Irving Harmon and Will Hayes. . . . Mickey Mason and Chalimar partied Sammy Price last week at Holden Hotel, Dayton, O., with rest of the cast at Johnny Kane's house as invited guests. . . . Rudy King, Jack Gill and Frank Potmore have linked talents for a new trio, Three Nifties, placed by Billy Jackson at the Metropole. . . . Walter Stanford, comic, and Roland O'Keefe, straight, are readying an act for vaude under Tyler Mason's supervision. . . . Republic, Ocean View, Norfolk, opened with Irving Selig, Sid Rogers, Walter Budd, Vini James and Pat Morgan. Carol Lord and Colleen come in next with Harry Lander and Joe Lyons to follow. Week of April 28, extra attraction acts will be added for strengtheners. . . . Chalimar is featured at the Grand, Canton, O. Other principals are Ray and Rosalee Revel, Sammy Price, Mickey Mason, Chuck Wilson, Buddy Bryant, Olive Raye and Earl Root. . . . Louis Grosner, former burly costumer, is now a necktie salesman.

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Showbiz Angle In Auto Jubilee

DETROIT, April 20.—Plans for Automotive Golden Jubilee were unveiled in some detail at a press preview here last week-end, and proved to be developing toward the biggest national show ever staged by a single industry. Significance to showbiz proper, as outlined in recent issues of *The Billboard*, lies predominantly in the importance which the automotive industry has achieved as a major sponsor of show events.

Kick-off for the event will be the home-town celebration in the Motor City, May 31-June 9, but this will be followed by similar festivities planned thru the co-operation of local car dealers and others in the industry in every city in the country with dates being set according to local conditions thru the rest of the year, and into 1947, in some instances.

Major radio shows originating from Detroit, civic festivals, and a variety of entertainment angles are being planned for the home-town show, which will be the pacemaker for the nation. Show production is being handled by the Jam Handy organization, generally rated as the largest commercial film producers in the country, jointly with Wilding, and Sound Masters, in the series of events being planned for the jubilee.

In Short

(Continued from page 43)

combo signed for summer at Seventh Avenue Hotel Grill. . . . Leroy Brown and His Brown Buddies, in second year at Hollywood Show Bar. Boogie Woogie Sherman, Maxine Simon, and Jack Beck in fourth year at Schwartz's Nut House. . . . A new club, Green Acres, has opened in suburban Overbrook, using four-piece dance combos. . . . Jackie Heller's new club, The Carousel, is undergoing construction and will be ready for a mid-summer bow. . . . Harry Walton is in his 25th month at Mercur's Music Bar. His brother, Jon, who was with the Artie Shaw band when it disbanded on the West Coast, in his new combo.

Here and There:

Dave Wilborn Trio's contract renewed at Chancellor Lounge, Detroit. . . . Ray Regan, swing organist, renewed indefinitely at the Burgundy Lounge, Fort Wayne Hotel, Detroit. . . . Jean Andrews, after a brief layoff at her home in Detroit, has resumed her stripper chores with a two-weeker, with options, at Bill Mafod's Walker's Night Club, Steubenville, O.

Murray Pickford starts at Paradise Club, Westport, Mass., April 21. . . . Joan Edwards will do a pic for Republic next summer. Also signed with Vogue Records for 12 sides the first year, with five per cent guarantee and distribution deal for two years. . . . Phil Moore Four renewed for eight more weeks at Downbeat, New York. . . . Vincente Gomez added to show at Cafe Society Uptown, New York. . . . Velvetones opened at Oasis Club, Mt. Lebanon, Pittsburgh. . . . Sherman Brothers and Tessie are back together again after a three-year war separation. Team breaking in at Club Como, Buffalo, then to Club Marble, Rochester. . . . Lucille and Eddie Roberts new additions to Hotel Bradford, Boston. . . . Lyle Page moved from Hollywood Theater, San Diego, to Casino, Pittsburgh, as the line producer. . . . Threc M's to Hotel Onondaga, Syracuse, N. Y. . . . Charioteers to play clubs next summer when they work in the East. First date, Town Casino, Buffalo, April 27. . . . Ziggy Lane set for the Hipp, Baltimore, week of May 9.

Magic

By Bill Sachs

CARL SHARPE (The Amazing Mr. Ballantine), now taking the rest cure at Will Rogers Memorial Hospital, Saranac Lake, N. Y., scribbles that he's slowly getting better and fatter while anxiously awaiting the day he can return to showbiz. He tells of catching Willard Simms's act at the Town Hall, Saranac Lake, recently, and reports that the latter did an enjoyable performance to a capacity house. Simms is now on a string of dates in the South. . . . Marquis Show preemed for the Lawrence Golden office, New York, at the Auditorium, St. Joseph, Mo., April 9, with critics from the two local dailies bestowing high praise upon the offering, according to clippings at hand. Roster includes Ted Garden, tour manager; Al Wilson, stage director; Joe Zazarac (Vernon Henry) and Vera Vestris, chief assistants; Betty Russell, Alice Langtry, Louise Langtry, Victoria Vestris, John Mainle, Garth Garrich and Rene Delmonico, assistants; Leo M. Long, transportation manager, and Oscar Watson, porter. . . . More than 500 persons attended the annual magic show staged by the Yogi Club of Philadelphia at the New Century Club, that city, Saturday night, April 6. The Rev. Dr. John Bieri, well known for his use of magic in missionary work in South Africa, was one of the featured performers. Dr. J. A. Meyers, Station WIP's *Unseen Advisor*, served as emcee. . . . Go, quarterly mag published by the Carolina Motor Club, in its current issues carries a two-page story with photos on Lieut. Lee Allen Estes, the Safety First Magician of the Kentucky State Highway Patrol, outlining his recent tour thru that State under CMC auspices. Lieutenant Estes played to more than 8,000 children on the week's trek. . . . Harry King and Zorita are back in Chicago for club dates after winding up a two-weeker with their mental turn at Club 21, Grand Rapids, Mich. . . . Willard the Magician is working Pennsylvania theaters with his full-evening show. He plays the Lyric, Allenton, Friday (26).

DR. HARLAN TARBELL set for two performances, open to the general public, at Taft Theater, Cincinnati, May 5. . . . J. E. Stuthard, after three and a half years in Europe, where he entertained the fighting men as a member of the Royal Canadian Air Force, in which he served as a sergeant, returned to Montreal the first week in April, and the following week showed the Starland Theater there. Bill Kalman, of Montreal, who caught the Stuthard turn, reports that he has a fast, funny and entertaining presentation. Stuthard is carded to return to England in September for an extended engagement in the music halls. . . . A recent visitor to the magic desk was Ed St. John, of San Francisco, who appeared for a time with Bill O'Leary in the Topper and O'Leary magic turn, when the latter's partner, Tate Topper, fell ill. St. John was in Cincy on a sheet-writing expedition for *The Surplus Sales Reporter*, published on the Coast. He said he'd like to read a line here on Benny Doss, Peggy Austini and Steve Shepard. St. John expects to enroll in the Pasadena Playhouse in September under the G.I. Bill of Rights. . . . Nardini and Nadyne, after winding up on a string of theater dates thru New England, are working club dates in the Philly sector. . . . Roy and Vivian Shrimplin have been forced to cancel a number of their lyceum and school dates as a result of an auto accident near Youngstown, O., last Monday night (15), when a lushed-up driver made a shambles out of their car. Roy and Vivian were lucky to escape with a few sprains and bruises. They are slated to resume their bookings late this week.

Apt Buys Fort Wayne Bldg. for Terp Spot

CHICAGO, April 20.—A new ballroom in Fort Wayne, Ind., is in the making and will be in operation before the end of this summer, according to Johnny Apt, one-nighter promoter.

Apt has purchased the building where the ballroom will be housed and plans to spend 60G to reconvert the spot into a terperly. Apt said he would use top bands in the new spot which will be his first venture into ballroom operating.

Trade's \$1,000,000 N. Y.-UJA Quota

NEW YORK, April 20.—A quota of \$1,000,000 was adopted this week by the Amusements Division of the United Jewish Appeal of Greater New York as its part of the city-wide goal of \$35,000,000. With Billy Rose in the chair, members of the division met at a luncheon at which the speaker was Edward M. M. Warburg, who described the money quota as "the difference between life and death to people overseas."

Rose announced that all branches of showbiz would be organized. Ed Sullivan, *Daily News* columnist, will head up the nitery division. Sigmund Romberg will pilot the songwriters, aided by Jack Robbins. Emil Friedlander will take charge of the drive among costumers and stage designers, and William Feinberg will handle ork leaders. Abe Krakower will be responsible for ticket brokers and their special customers. A dinner at Sherry's Tuesday (30) is skedded, with Rose presiding, and Mrs. Eleanor Roosevelt and Robert Sherwood, speakers.

Casino, Somers Point, Back

SOMERS POINT, N. J., April 20.—Gateway Casino, mammoth nitery closed for some time, will reopen next month with name bands. Spot, located near Atlantic City, has been running off and on for past few years. It has been leased by Arnold Orsatti, of Philadelphia, and will undergo manicuring.

New St. Paul Booking Agency

ST. PAUL, April 20.—William Marlow, for many years vice-prexy of St. Paul Musicians' Association, has opened the Federal Artists Bureau here. Other members are former union members and war vets.

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TERRELL SPRINGS A WINNER

R-B Plugs Hit High Mark With Radio Tie-Ups

NEW YORK, April 20.—Ringling tub-thumpers functioning in high gear since the April 4 opening, have kept the Metropolitan area and a large section of the nation's population circus-conscious. Without a single strong new feature to sell, and minus the breaking of spot news, except for the Robert Ringling-Jim Haley squabble which they could have done without the free space boys have been connecting daily.

Traditional appeal of the circus paved the way for Beverly Kelley, publicity chief, and his staff Allen Lester, Frank Braden, Bernie Head, Frank Morrissey and Bill Fields.

Hits in national magazines have been numerous and will do a lot toward influencing the hinterland population. Probably the greatest audience has been reached thru radio with the Ringling title being plugged across the nation on an almost daily basis and sometimes in multiples. Programs include studio shows and remotes from the Garden.

Rain Crimps 101 In L. A. Region

LOS ANGELES, April 20.—The 101 Ranch Wild West Show wound up its Southern California tour at Pasadena, April 2. Rain hurt business the last week in the Los Angeles area. Reseda, in the San Fernando Valley, was a total loss March 30, due to heavy rains. Burbank proved a big Sunday date. Business was light the first day in Pasadena, but the closing night gave the show a full house.

During dry weather, the show had been playing to big business. Taft, April 3, was billed for night show only because of the long jump from Pasadena. The big light plant is being converted into tractor running gear. Capt. Harlan DeWitt, of the Los Angeles Fire Department, designed the show's new fire truck. Truck is also used for laying dust in the arena and on the lot.

Ruby Wood is recovering from a major operation. Bob Thornton is getting heavy applause for his five-mule Liberty act. Bud E. Anderson got the mules together, but their unpredictable nature made the act unsatisfactory and they were shipped to the West Coast a few years ago. They're working like well-trained ponies now under Thornton's direction.

\$300,000 Gross For Ringling Show

NEW YORK, April 20.—Ringling Bros. and Barnum & Bailey Circus grossed \$155,000 for 14 performances, April 11 thru 17, about \$20,000 more than it drew during its first 13 showings, for a total to date of nearly \$300,000.

Average performance gross this week of \$11,000 is expected to jump to \$14,000 or better during Easter Week. Matinees are sold out thru April 29.

Advance sale is far ahead of that of any other event ever held in the Garden.



PARLEY BAER AND HIS BRIDE, the former Ernestine Clarke, Ringling Bros.' aerialist and equestrienne, are shown cutting their wedding cake following their marriage in New York April 9. Enjoying the festivities with them are, from left to right, Mrs. Elizabeth Hanneford Clarke, the bride's mother; Arthur Springer, Ringling emcee; Merle Evans, musical director; Mr. and Mrs. Baer, and Pat Valdo, circus general director.

Cole Replete With Thrills

Cristianis, Chambertys add top class — Paul Nelson's liberty turn an innovation

(Continued from page 3)

riding act, they offer a whirlwind teeterboard turn, and a perch act that could center ring any performance. The Chambertys' casting provides top thrills and comedy.

Without these additions the program would have been strong, as Terrell's old standbys, Paul and Ruth Nelson, have added to their apparently endless repertory of routines.

Thus Terrell is moving into his 42d year as a circus campaigner with a show designed to please, even tho it cost him a hatful to get it that way.

Show is presented in three rings under the repaired big top that saw service last year, a 150 with three 50s. It will move on 15 flats, 9 coaches, 4 stock and 1 storage with 1 in advance. Wagons are the traditional red with silver trim and lettering, flats yellow with blue trim and lettering, and the coaches red with silver tops and blue trim and lettering.

The gas-powered light plants have been discarded for two new 75-kw. Caterpillar Diesels, which definitely improve the big show and menagerie lighting as well as the visibility on the midway. Another tractor has been added with a hoist, giving the show two designed to make the loading of canvas easier, and a third tractor will be used as a stake puller and a bulldozer. There are dozens of other new gadgets around the lot, including new handles for the shovels and grubbers.

A Steam Calliope

As a means of accelerating sentiment of the natives on circus day, Terrell had the old America wagon, which stood unprotected from the elements at winter quarters for six years, completely overhauled and re-finished, and equipped with a steam calliope. Noonday concerts will be given on the circus grounds, and it will be hauled into the heart of the various cities by baggage stock whenever it can be arranged.

Dress rehearsal was held Wednesday night and the matinee Thursday was in the nature of another tune-up, so the season was officially started when Mayor E. Leland Taylor, of Louisville, blew a gold whistle starting the *Caravan to Mecca* at the night performance.

Spec costuming indicated the outlay of heavy cash and while the story of the fantastic Egyptian march and ceremony was somewhat inconsequential, it had the effect of readying up the audience for the circus that was to follow. Izzy Cervone arranged the music, which gave Florence Tennyson an excellent opportunity to vocalize effectively.

Paul and Ruth Nelson, aided by Otto Griebing, offered a trampoline routine in the center ring while Brownie Baker and Dick Lewis held down the track ends while the rigging was being set for Harold Voise's two casting acts. While the rigging was being cleared, John Smith presented Barney Cole, the hind-leg waltzing pony.

Ballet, working under lusterlite, brought on Ruth Nelson for a single (*Cole Replete With Thrills*, page 64)

Barnes Bros. Opens 23-Day, 46-Show Date in Chicago

CHICAGO, April 20.—Barnes Bros.' Circus opened here today for a 46-show, 23-day run. Quarter-house was on hand for the opening matinee.

Prices are the same as last year, ranging from \$1.20 to \$3.60, except that full price is required for kids on Saturdays and Sundays. Last year, half-price ducats were available every day for children.

Show features spec titled *A Trip to Candyland*, staged and devised by Marion MacDonald, who is also responsible for the music and lyrics, presented via recordings.

Staff is listed as Arthur M. Wirtz, executive director; William H. Burke, production director, and Sam J. Levy, production manager.

Fred H. Kressmann serves as personnel director, Lew Hamilton as arena director, and Billy Senior as director of the spec. Bob White handles the mike, Izzy Cervone heads the band, with vocals by Marsille Edwards and Al Melgard at the organ.

Program follows:

- No. 1—A Trip to Candyland.
- No. 2—Clowns.
- No. 3—Terrell Jacobs, wild animal act.
- No. 4—Ethel D'Arcy, aerialist.
- No. 5—Wright Duo, balancing; Montes De Oca, trampoline, and Noble Trio, horizontal bars.
- No. 6—Clowns.
- No. 7—Aerial ballet, featuring Winifred Coleano and Louise Weir, and including Barbara Grant, Shirley Howell, Shirley Redman, Wanda Charlton, Mabel Miller, Ruth Dell, Ronnie Constantino, Ely Hanneford and Toni Tirco.
- No. 8—Clowns.
- No. 9—Frisco's Seals, Gulliver's Ganders and Spiller's Seals.
- No. 10—Clowns.
- No. 11—Tsi and Somay, Wong Troupe, and Coty and Sue, balancing.
- No. 12—Malkova, high wire.
- No. 13—George Hanneford and Company, equestrians.
- No. 14—Aida, aerialist, working from rigging powered by miniature airplane.
- No. 15—Roberta's ponies and dogs, Barnes Bros.' elephants and Kirks's ponies and dogs.
- No. 16—Clowns.
- No. 17—Littlejohns, Willys, and Hartleys, juggling.
- No. 18—Hollywood Ballet of Air, John Gibson and Company.
- No. 19—Paige, Jewett and Kiki; Mel Hall, and St. Clair Sisters and O'Day, cyclist.
- No. 20—George Cook and Company, Funny Ford.
- No. 21—Saxons, roly-boly; Gallagher Family, teeterboard, and Gasca Duo, roly-boly.
- No. 22—Blondin-Rellim Company, aerialists.
- No. 23—Clowns.
- No. 24—Flying Hartzels, Fearless Flyers and Flying Valentines.
- No. 25—Greer's Horses, handled by William Bushbaum.
- No. 26—Victoria Zacchini, cannon act.

Clowns include Eugene Randow Sr., Eugene Randow Jr., Smiley, Joe (Koko) Coyle, Whitey Harris, Roy Barrett, Jack Kippel, Lou Walton, Chic Yale, Cecil Eddington, Ted Toskey, Joe Ambrose, Charles Kline, Charlie Baker, Louella Baker, Austin Trull, Hop Green, Yoyo, Jack Landrus, Ruby Landrus, Bill Donohue, Arthur Borella and Lindsay Wilson.

Review of the show will appear in the May 5 issue of *The Billboard*.

Weather Off, Crowds Good for King Bros.

MANCHESTER, Ky., April 20.—King Bros.' Circus has been running into weather that includes near freezing to rain but it has been playing to excellent business.

Near freezing weather at Lebanon, Ky., Wednesday (18) night delayed crowd and start of the show was held up 35 minutes. But they came and had to take to the straw. Matinee, held in mild weather, was to capacity crowd.

Tuesday (16) at Campbellsville, Ky., was marred by cold weather, but it was not reflected in the matinee and evening crowds, both being full houses, with some night patrons taking to the straw. Monday (15) at Bardstown, Ky., with rain both afternoon and night, full houses were drawn.

ST. LOUIS STRONG ENOUGH

Biz Indicates A New Record

Clemens, Konyots, Flyers, Herbert, Hoagland jumpers top spots on program

ST. LOUIS, April 22.—St. Louis Police Circus, oldest of the fraternal presentations of this type in existence, opened a 15-day run Sunday (21) at the arena with a program entirely adequate to satisfy the thousands upon thousands who have purchased tickets in advance from the men on the beats, and a program which can hit a breath-taking tempo once the kinks are ironed out.

Again Frank Wirth, in conjunction with the St. Louis Arena, has produced this show, and even the unsteady opening matinee, caught by *The Billboard's* outdoor editor, moved fast enough to indicate that a lot of imagination and showmanship has been used in molding the program. There is plenty of variety, laughs and thrills—and a few disappointments.

Show is presented in the spacious arena which actually seats 12,987, with an individual chair for each customer. Plenty more can stand with enough harness coppers around to see that fire laws are not violated. Three rings and two stages are utilized, as well as a maize of rigging overhead.

Advance Sale Up

Advance sales have run one third better than the record-breaking pace set a year ago, chiefly because an extensive direct mail campaign was added to the promotion program. Opening matinee drew in excess of 5,000, despite a warm, sunny day which packed near-by Forest Park to the bulging point with strollers, picnickers, etc. The men with the badges do all their own promotion, and they were highly elated over the turnout, the opinion being that (See *St. Louis Police Show*, page 67)

Ex-G.I. Heads Shrine Winner at Columbus

COLUMBUS, O., April 20.—Don McCullough, a returned G.I. who heads his recently organized Public Enterprise Corporation, was credited with directing the third annual Achbar Grotto Circus thru a successful run, closing here Saturday (14) night. Nut of \$5,000 was said to have been cracked two days ahead of the opener.

The program in order: Achbar Grotto drill team and band. Bedell comedy acrobats. Clowns, Otto Griebing, Hip Raymond and Gaby DeCoe, Jimmy Davison, Huffy Huffman. Will Hill's dogs and ponies. Conchita, iron jaw. Clown walk around. Heerdinks' rolla rolla. Laddie Lamont, unsupported ladder. Clowns. Harry Pickard's Frisco seals. Don Dorsey, single traps. Hip Raymond, table rock. Intermission. Heerdinks' bar act. Clown boxing match. Laddy Lamont, rolling globe. Billy Pape and Conchita, perch pole. Clowns. Bedells, teeterboard. Mickey King, web and muscle grind. Will Hill's elephants.

Band of 12 was under direction of Ray Cincini. Don McCullough handled the program as well as booking and producing the show. Fred D. Pfening handled press.

Reverse Walkaway!

BAKERSFIELD, Calif., April 20.—Diogenes throw away that lantern, your honest man has been found!

Top believe-it-or-not story of the season comes from the 101 Ranch Wild West Show which played here April 4-5. When the show reached the stand at Wasco, Calif., April 6, a letter addressed to the manager was waiting. On the stationery of Bakersfield Hotel was the following message: "Gentlemen: Your ticket seller made a mistake in change when I visited the show Friday night. Attached is the dollar. Yours, very truly, John F. Sake."

101's Turnout Big For Madera, Calif.

MADERA, Calif., April 20.—Attendance at the 101 Ranch Wild West matinee and evening performances here Monday (15) was big by local standards, turnout being rated one of the best in years.

Matinee, however, drew half house, night performance three-quarter house.

10 in Sparks Billing Crew

WILMINGTON, N. C., April 20.—Manager John J. Cousins, of the Sparks Circus advertising crew, listed 10 men in his group, including Fred L. Maurer, Charles Thornton, Joe Baker, Harry Cabtree, Ralph Bliss, Charles O'Brien, Carlton Gregory, R. L. Long, Ralph Rice and Jack Drake. Joe Baker was named steward. Crew travels on three trucks.

Cole Bros.' Circus Officials

Zack Terrell, president and general manager.

Noyelles Burkhardt, assistant general manager; J. D. Newman, general agent and traffic manager.

Fred E. Schortemeier, general counsel; Estrella Terrell, secretary; Robert DeLochte, treasurer; Lorne Russell, chief auditor; Watson M. Koontz, general tax counsel.

William Curtis, general superintendent; Joe Haworth, legal adjuster; Orville Stewart, master of transportation; Paul Nelson, director of program; Col. Harry Thomas, director of performer personnel; H. E. Leeman, timekeeper; P. N. Branson and William J. Lester, contracting agents.

Press Department

Ora O. Parks, general press representative; Fred K. Moulton, Emmett Sims and A. J. Clark, story men; C. S. Primrose, contracting press; Robert North, public relations.

General Staff

Harry McFarlan, equestrian director; Arthur Hoffman, side show manager; James Gephart, advertising car manager; Richard O. Scatterday, national advertising representative; Karl Knudson and Billy Walsh, 24-hour men; George (Laughing) Davis, steward; Eugene (Arky) Scott, menagerie superintendent; Gene Weeks, concessions superintendent; Winn Partello, assistant concessions man-

Beatty Tosses Press Shindig

LOS ANGELES, April 20.—Clyde Beatty Circus, playing a 17-day stand at the Washington and Hill lot, opened its Los Angeles engagement with a press party April 12. A bar with plenty of refreshments was set up in the steel arena while the rings were occupied by tables bearing buffet lunches. Several sections of the grandstand were reserved for the press and their families who remained for the evening show.

The Beatty show came in for some unexpected publicity Sunday night (14) when Arthur Grevelle, 29-year-old menagerie attendant, had his trousers torn off by a tiger. The animal reached thru the bars, catching the man by the seat of the pants. He was treated at Georgia Street Receiving Hospital for lacerations on both hips. Story made Page 1 on the Monday morning dailies and was covered by several wire services, playing up the humor angle.

Business has been big since opening. The generators are not being used on this stand. A transformer on a wagon was brought in for the 17-day date so that the generators could be overhauled.

New fire truck is getting attention from the public. It is spotted near the front door and makes a flashy display.

Wirth Signs Cleveland Show, Hartford Musical

NEW YORK, April 20.—Frank Wirth has announced the signing of the Cleveland Arena Circus for Al Sutphin for eight days, opening January 7, 1947. He will also produce a musical, *Salute to Freedom*, for the Hartford, Conn., fire department for a week in the State Theater there opening September 29.

Cycle of Threes!

LOUISVILLE, April 20.—Don't try to tell any of the vet troupers on Cole Bros.' Circus that accidents don't happen in cycles of three around the big top. Here's why:

Billy Powell, wire walker, fell, crashed his rigging and was painfully bruised during the rehearsal Wednesday (17).

Shortly after during the same rehearsal George Chamberty missed his mat after a slip during the casting act, spraining his left foot.

Harold Voise fell 10 feet to the ground when a net-supporting post sprung loose during the aerial bar act early in the program of Thursday's matinee, causing painful injuries.

Go ahead . . . tell 'em they're merely superstitious.

Stevens Bros. Preps; Start Billing Opener

HUGO, Okla., April 20.—Everyone and his brother is busy at the Stevens' Circus quarters here as finishing touches are applied under direction of Bob Stevens before the show hits the road.

Trucks have already been overhauled and are in good condition. Two new ones have been promised before the opening. Two new light plants have been mounted, giving the show four plants.

Cookhouse is open and has been feeding 17 people, with more arrivals expected daily. N. Grady Stewart was due in today to take charge of the cookhouse.

Advance crew L. B. Briggs, W. W. Duke and Dick Plante left Monday (15) to bill opening stand. Raymond Duke, general agent, took off five days early.

Show will have all new seats. Three cages and two new bodies were built this winter by Shorty Gilson, quarters' superintendent, and crew. Canvas is practically all new, as it was used less than a month last fall.

Mel Lewis, side show manager, is here with his outfit ready to go.

Cole Programs

Display 1
CARAVAN TO MECCA—An Egyptian fantasy featuring show's personnel, lead stock, elephants and two allegorical oaks; conceived and staged by Harry Thomas; musical arrangements by Izzy Cervone; dances by Lillias Courtney; costumes by Mahieu, New York, and Lesters and Languay, Chicago; special sound by Ed Straight; lighting by Walter Rice.

Display 2
Brownie Baker and his bicycle; The Nelsons, trampoline; Dick Lewis, table rock.

Display 3
Aerial bars—The Voise and Harrold troupes.

Display 4
Waltzing pony, handled by John Smith.

Display 5
Ruth Nelson, single traps and one-arm phlanges.

Display 6
Clown walkaround.

Display 7
Gee Gee Engesser, Roman standing ride driving a 16-horse hitch.

Display 8
Perch acts—The Davisos, the Orantos and the Del Murls.

Display 9
Clown stop—reducing gag.

Display 10
Ring One—Earl Page and sea lions, assisted by Marion Knowlton. Ring Two—Paul (See *Cole Programs on page 65*)

Ballet Girls

Janet LaPisque, Vicki Kernan, Louise Hall, Virginia Gross, Ola Collins, Margaret Boyd, Francisco and Consuelo Partillo, Rita Biller, Joan Moffett, Mildred Shepherd, Joyce Shuck, Verna Sweeney, Jerry Wirth, Mildred Wright, Alberta Warner, Media Rucker, Marie Driver, LaVerne Young, Jacquelyn Richardson, Jean Moore, and Carmen, Margarita, Dora, Gloria and Chucka Caudillo. Mrs. Orville Stewart is in charge of the dressing tent and sleeping car.

Clown Alley

Otto Griebing, Freddie Freeman, Joe Wilde, Alfred (Billie) Burke, Howard Bryant, Brownie Guldath, A. C. (Huffy) Huffman, Gallifilli Bagonghi, Lawrence Cross, Chamberty Trio, Billy Hudson, Horace Laird and Dick Lewis.

SEE BIG SHOW LEGAL BATTLE

Say Ringling Mother Set To Battle Ouster

Haley Altering Show?

NEW YORK, April 20. — Jim Haley this week functioned as president of Ringling Bros. and Barnum & Bailey, following his election by stockholders at their annual meeting, Wednesday (10), while Robert Ringling, ousted head, who had threatened court action when he was told not to give orders at the night performance, Friday (1), remained dormant, but the public was only casually interested in the fight for control of the big show as they jammed the Garden for every performance and lined up in front of six advance ticket windows for a minimum wait of an hour to purchase every seat available thru the April 29 matinee.

Promised court action will probably be brought during the coming week in the name of Mrs. Charles (Edith) Ringling, co-signer of a voting trust agreement made in 1941 with Mrs. Aubrey Haley, in which they agreed to vote their stock the same way and, in the event of a disagreement, to submit to, and abide by, the arbitration of Karl D. Loos, Washington attorney. No indication has been given as to just when or where action will be brought. The agreement, signed in Florida, is claimed binding for 10 years, or until September 18, 1951.

Haley Claims He Was Patsy

Haley, obtaining the vote of his wife's stock by proxy (she was ill in Sarasota) joined forces with John Ringling North to defeat Robert Ringling and to have himself and North elected president and vice-president. Ringling has accused Haley of breaking the agreement, signed by his mother and Mrs. Haley, and also of reneging on a promise to postpone the meeting for 60 days. In according with arbitration by Loos Ringling hoped that Mrs. Haley could be present in person and evidently felt that she would vote for the continuance of the old regime. Mrs. Haley owns 31½ per cent of the stock, Mrs. Edith Ringling 31½ per cent and John Ringling North owns seven per cent and, as executor of the John Ringling estate, controls an additional 30 per cent for a total of 37 per cent.

Ringling and Mrs. Haley operated the show in 1945, its most successful season. Jim Haley, the only officer to serve a jail sentence as the result of the Hartford fire, felt that he was victimized and as such was entitled to something more than a subservient position on the show. Thrifty by nature, his theories on the cost of framing a show did not jibe with those of Robert Ringling.

Ringling Mixes Job-Trade

It was learned by *The Billboard* that during the winter Haley let it be known that he wanted to trade jobs with Ringling. Ringling regarded this unfavorably. Later, in New York, following the opening, Haley handed an agreement to Ringling outlining their respective duties as officials. Ringling refused to sign this since, in his opinion, while he retained his title, he would have no more authority than an office boy. (See R-B Legal Battle on page 65)



RAY W. ROGERS, veteran circus man, who passed on recently at his home in Rock Hill, S. C., after a several years' illness. Rogers had the Wallace Bros.' Shows on the road for a number of years, and prior to that operated the Barnet Bros.' Circus. He was at one time partnered with Bill Hamilton.

Final Tribute To Ray Rogers

YORK, S. C., April 20.—Circus folk, State and local officials, bankers, professional men and townspeople joined in paying homage here Monday (15) to the memory of Ray W. Rogers, retired circus owner, who died at his home in Rock Hill April 13.

Funeral services were conducted at the York Funeral Home by Rev. Malcolm P. Calhoun, pastor of the First Presbyterian Church, York, and Rev. J. C. Roper, pastor of the Trinity Methodist Church, York. Burial followed in York Cemetery with full Masonic honors.

Sunday the body lay in state in Rock Hill and Monday in York, the two cities where Rogers had spent much time during the last several years.

Telegrams and other messages of condolence came to the widow, Mrs. Emma N. Rogers, from every part of the nation, as well as Canada and Mexico. There was a profusion of floral offerings.

A host of friends from the Sparks Circus, then in Charlotte, N. C., visited Sunday and many attended the Monday afternoon services. Others came from troupes widely scattered over the country.

Among those at the funeral were Mr. and Mrs. Ralph J. Clawson, George Penny, Thomas McMahon, and Mr. and Mrs. Ray Goody and daughter, from the Sparks Circus; Mr. and Mrs. W. R. Tumber, of James M. Cole Circus; Ralph (Spec) Cautin, Cavalcade of Amusements; Alec and David McIntosh, Mr. and Mrs. Ted Lewis, La Bird brothers, all of York, and Paul M. Conaway, Macon, Ga.

Walter Rogers, son of the deceased, is off the road this season and was in York at the time of the death. Ray Goody canceled his performance of his wire act and foot slide for the Sparks matinee show, to attend the rites. He was a nephew of Rogers.

Gray's Sioux Falls Show Packs 'Em In

SIOUX FALLS, S. D., April 20.—Indoor Circus, presented by Gil Gray under Shrine Auspices here, April 8-13, played to excellent crowds.

Opening night drew three-quarter house but every night performance after that, with exception of closing, drew a capacity house. Matinees the last four days all played to capacity crowds.

Vets Back Lot Housing Plan

HARTFORD, Conn., April 20.—Yankee Division Veterans' Association will back the mayor's emergency housing commission proposal for municipal acquisition of the former Barbour Street circus grounds for veterans' housing, it has been reported.

R-B Departmental Rosters

Officers

James A. Haley, president; John Ringling North, first vice-president; Aubrey B. Haley, vice-president; Edith Ringling, vice-president, and James R. Griffin, secretary-treasurer.

Directors

Aubrey B. Haley, James A. Haley, Edith Ringling, Robert Ringling, George D. Woods, John Ringling North and James R. Griffin.

Executive Staff

George W. Smith, general manager; Edward F. Kelly, assistant manager; Lloyd Morgan, assistant to Kelly; Pat Valdo, director of performance; Fred C. DeWolfe, treasurer with show; Herbert Duval, legal adjuster; Terence P. O'Rourke, assistant to Duval; Arthur R. Hopper, general agent and traffic manager; F. A. Boudinot, assistant general agent; F. Beverly Kelley, publicity director; J. R. Griffin, auditor.

Contracting Agents

William J. Conway, Al Butler.

Publicity

General press representative—Bev Kelley.
Story men—Frank Braden, Allen

Lester, Bill Fields.

Contracting press—Bernie Head.
Radio—Frank Morrissey.

Big Show Band

Merle Evans—musical director.
Cornets—Joe Browning, Al Hiltenschmidt, James Downs, Joe Thorne, Philip Garkow, Earl Duncan.
Clarinets — Tony Ramirez, John Shidler, George Oliva, Ray Jensen, Fred Dini, Ralph Gibbs, Terzo Lugaenzi, James Schlanz, Bill Goodman.
Bass clarinets — Bill Mortman, Frank Gordon.
Horns—Karl Schinner, Bob Lee, Paul Davis.
Trombones — Lew Bader, Hollis Hunter, Andy Grainger.
Baritones—John Horak, Clarence Bennett.
Basses — Johnny Evans, Joyce Krunk.
Flute and piccolo—Max Ring.
Drums—Amos Thompson, Rollin Sherbundy.

Clowns

Al Albrecht, Paul Alpert, Jimmy Alphonse, Ducky Ames, Dick Anderson, Three Balarges, Bobo Bartholomew, Bangs Duo, Barton Bean, Henry Bedow, Charles Bell Trio, Jeff (See R-B ROSTERS on page 65)

WANTED FOR SPARKS CIRCUS

BOSS PROPERTY MAN, RIGGERS, GRIDDLE MEN FOR BACK YARD STAND. Join as per route. Address:

SPARKS CIRCUS
Portsmouth, Va., 24; Newport News, 25-26-27; Petersburg, 29; Lynchburg, 30.

WANTED KING BROS.' CIRCUS

Side Show Boss Canvasman, Riggers and Pushers on big top. For Big Show Band: Strong Cornet and Clarinet doubling Saxophone. For Colored Minstrel Band: Clarinet doubling Saxophone. Combination Billposter and Lithographer. Meals and sleeper accommodations furnished. Write or wire Cumberland, Ky., April 24; Whitesburg, Ky., 25; Hazard, Ky., 26; Wayland, Ky., 27; Paintsville, Ky., 29; Pikeville, Ky., 30; Williamson, W. Va., May 1.

WANT

Contracting Agent that can handle press. Feature Act for Big Show, Clowns, Mechanic, Colored Band for Side Show and Side Show Act. Useful People, answer. Show opens May 5th in Arkansas.

M. L. Clark & Sons Circus
4750 N. Main St. DAYTON, OHIO

JACK GRADY OF FRANCIS KITZMAN

Wire or Phone
BOB STEVENS

Bailey Bros.' Circus, Maysville, Ky., April 24; Portsmouth, O., 25; Huntington, W. Va., 26; Point Pleasant 27.
Also want Seat Butchers.

WANT

Half and Half for Side Show. Money-making deal to right party. Want to buy a Sword Box, in good shape, for cash.

GEO. E. FOSTER

c/o Buck Owens Circus
Fairgrounds, Springfield, Mo., until Apr. 28.

ATTENTION CIRCUS AND ADVERTISING MANAGERS

For Hire—Our 6-mule hitch of Appaloosa Mules. Come and see us. Nothing like them in the world.

WILL A. JOHNSON & SON
Sugar Grove, Ill.
The Spotted Mule Kings

FOR SALE MOTORIZED CIRCUS

BOX D-129
The Billboard, Cincinnati 1, Ohio

Wanted Bar Performers

Long season. No objection to good amateur.

BOB EUGENE

Police Circus, St. Louis, Mo.

SPANGLES TIGHTS
ALBERTS CO.
440 W. 42 ST., N. Y. C.
Part of this in Your Leg-
gins Book.

Dressing Room Gossip

Sparks

Mrs. Si Compton joined to take over wardrobe. The Leninger Sisters have also joined, doing Roman rings and triple traps.

Jose Fernandez did a nose dive over the ring curb, zooming off into space with the cheerful nonchalance of a paratrooper. Happy landings nothing! He hasn't worked since.

Mario and Concha, who did tight wire and shoulder perch, have left the show. Recent visitors included Robert Sams, Birmingham; Jackie Dale, Bud Wheeler, Louise and Jimmy Chavanne, Judy and Sid Crane, and Mr. and Mrs. Tom McClenden, all of Crescent Amusement Company.

Salisbury, N. C., was the first wet day of the season, but we packed them both matinee and night. Mickey the chimp, who is no mean pitcher, made a wild throw into the bleachers during the act. The shot cracked Harry Hammond, who was selling tickets, in the head with another block of wood, causing severe cuts and bruises that required considerable first aid.—CHARLES F. CLARKE.

Clyde Beatty

Henry Kyes bought himself a pair of pajamas that look like a barber pole. Kenneth Waite has a clown suit just like them, and it's hard to tell whether Kenneth is doing a walk-around or Henry is going to bed.

Included in the group of ladies recently joining was Mrs. Harold (Tuffy) Genders, who is on the front door. Clown alley now has three members, making 10 in all, and five more will join soon. New clowns are Art LaRue, Popo Debathe, Jose Solares and Jimmy Essex. Bozo, working the come-in, is doing a good job.

A new middle piece will soon be added to the dressing room top, making three poles and more trunks. Oh, my aching back!—DON FRANCISCO.

Ringling-Barnum

Starting our 1946 season in the Garden with a bang opening night (4). It was a gala affair as all Garden openings are. Advance sale is the biggest in years. Plenty of visitors, including Dr. H. H. Conley and daughter, Judy, of Park Ridge, Ill.; Dan DeBaugh, of the Ringling Chicago office; Father Sullivan, CFA chaplain; Johnny Grant, former showman now with Station WINS, New York; Dan Fitzgerald, concessionaire; Mac Steele, former superintendent of the front door; Mr. and Mrs. James Northridge, Katy Walkmer Rebinegg and son; Cliff Baxter, Mrs. Gretchen Jahn; Vander Barrette, former aerial director with the Big Show and now with the Orson Welles forthcoming show, *Around the World*; Ruby Lee, who visited her mother, Sally Nickolson; Margie Meyers, Reggie Bogart and Darnay Sisters mother. Movie star Gene Kelly and daughter visited, as did John North, Orson Welles and Cole Porter.

Joyce Seawell and Sally Nickolson were on the sick list, but are okay now.

The Theron bicycle act is now working after being out of the show (See *Dressing Room Gossip*, page 66)

Buck Owens Opens At Springfield, Mo.

SPRINGFIELD, Mo., April 20.—Buck Owens Circus is set for opening at the fairgrounds Coliseum here Monday (22), where it will make a six-day stand under Shrine auspices.

Ideal weather prevailed at quarters for an extended period, enabling an early clean-up of make-ready preparations. Trucks are painted red and white.

Buck Owens and Jimmy O'Dell have been polishing the Liberty acts. Felix Morales has made the rigging and has been rehearsing the gals. The Morales Family knocked off at quarters to play a date in Columbus, leaving Mrs. Owens in charge.

Personnel lined up by Co-Owners Rubin and Owens includes Charley Smith, superintendent; Tex Hayes, boss canvasman; George Foster, side show manager; John Dush, band director; Gene Harpole, kid pusher; Curley Ray, boss props; Owens, equestrian director; Pete Moles, steward; Clarence Bechtelheimer, transportation; Lee Baker, electrician; L. Byers, seats; Billie Grimes and Rubin in the office.

Leon (Tex) Snyder will have charge of the Wild West contingent. He will be supported by Shorty and Beulah Shearer, Joe Chiwirka, Irma Lee, Frances and Loraine Marriot, Alta Mae Owens, Novel Freeman and Nina O'Dell.

Rubins celebrated his recent birthday by serving ice cream and cake in the cookhouse.

CHS Clan Gathers For Peru Confab

PERU, Ind., April 20.—Circus Historical Society members from all parts of the Midwest and a few from more distant points gathered here, April 11-14, for the first national convention since 1941.

The four-day program culminated Saturday with a banquet program at a downtown steak house, where a sumptuous dinner, flavored with plenty of circus aroma, was served to about 60 in attendance. With an entire floor given over to the members, there was ample room for the many displays of circusiana and circus models.

Earlier during the convention, the delegates paid tribute to the many departed circus folks who are buried in the two Peru cemeteries. Wreaths were placed on many graves.

Terrell Jacobs's new, smartly refurbished winter quarters was headquarters for the members.

Sell-Out for Beatty Since Opening in La.

LOS ANGELES, Calif., April 20.—Clyde Beatty Circus has been a sell-out here ever since its opening. So heavy has been the play that fire department officials ordered ticket wagons closed a half-hour before starting time three performances Sunday (14).

A heavy advance sale for the rest of the run, which closes Sunday (28), is already in. Stand has received strong promotion and is backed by a strong program.

Barnes Bros. Detroit Dates Set for May 15-26

DETROIT, April 20.—Barnes Bros. Circus has been set for the annual Detroit booking at Olympia Stadium May 15-26. Show will have 21 performances, with matinees daily, except opening day. Admission scale, ranging from \$1.00 to \$3.00, will be the same as last year. Lew Diamond will be in as advance man two weeks before opening.

Cole Show Jottings

LOUISVILLE, April 20.—Random shots taken at the opening of Cole Bros.' Circus here Thursday (18):

Mrs. Noyelles Burkhart, nee Hilda Nelson, is confined to Norton Infirmary, Louisville, having undergone a major operation. Mrs. Ora Parks is convalescing at Marion, Ind.

Al Hoffman, veteran 24-hour man, is ill at Burlington, N. C., and an S O S brought Billy Walsh rushing in from New York to fill the breach.

If Richard O. Scatterday, the advertising specialist, had dug up one more banner sales it would have been hung outside the top or in a dressing room, as the big top was completely circled, as was the menagerie, but the latter institution also had three hanging between center poles. Richard really gave the Louisville folks a chance to advertise.

Col. Harry Thomas dazzled 'em when he stepped to the mike arming a cane fashioned from multicolored glass cubes.

Mrs. John G. Robinson and John IV motored over from Cincinnati to catch the opening and visit old friends.

Members of clown alley bowed low when Felix Adler, king of the clowns, strode into the dressing room before the matinee. With a wave of his hand he bade his subjects to "be themselves." They were happy to hear Felix has been reinstated by the Ringling-Barnum org.

CFA representatives noted were Mr. and Mrs. Tom Gregory, of Cleveland; Sverre O. Braathen, of Madison, Wis., and Adele Reenan, Cincinnati.

Cecil LaBelle is around without a portfolio. He was superintendent of the front door last season, but Frank Loftus was brought on to handle that assignment so Cecil can devote almost his entire time to business on the train. Naturally, he'll be around the front door when biz is heavy, as everyone works around this one.

Zack Terrell was forced to resort to the courts to be assured of opening on time. His canvas, shipped from Chicago, was tied up at a terminal by a truck strike, and Terrell pointed out the material would dry-rot quickly if not unpacked and "put in the air." The judge nodded in his favor, and then 50 cases of candy and six cartons of novelties were sprung in the same manner.

Stanley P. Dawson has been named assistant superintendent of big-top tickets emeritus by Frank (Dutch) Wise, the boss. Charles Frank has the downtown ticket sale, while inside men are George Telford, Ed Grady, Guy Smuck, Leo and Roland Gindlesfarger.

Three former Dressing Room Gossip correspondents for *The Billboard*, Golda Grady, Billie Burke and Dick Lewis, are with this org, and Freddie Freeman, who will continue to handle this chore on the Cole show.

Zallee Bros. Open Season in Pekin

PEKIN, Ill., April 20.—Zallee Bros.' Circus opened the season here last night and will present a matinee and evening performance today.

Feature billing went to Dot Burdett and Company, equilibrist; Sonny Conroy, slack wire; Bennie Wells and Company, horizontal bars; Collins and Bailey, hand-balancers; Elstroms, equilibrists; Paul Zallee, juggler; Ray Thompson and Gold Crown, horse act, and Ray Thompson and his menage horses.

Harold R. Austin, brother of Ben Austin, retired circus executive, was recently elected to the board of directors of the Pullman Company at the annual meeting held in Wilmington, Del. Ben resides in Los Angeles and Harold in South Norwalk, Conn.

FOR SALE Eight Trained Lions

These Lions are well trained and are in very good shape. Address:
BOX D-183, c/o The Billboard
Cincinnati 1, Ohio

NET ELASTIC OPERA HOSE

Black or Suntan, \$5.00. Elastic Dance Belts, \$3.50. Rhinestone Setting Punches, \$5.50. Settings, 25¢ a gross. Metal Spangles, Chânette Fringes, Cellophane Hulas, Lels or Bra, \$10.00. Folder? Yes. C. GUYETTE, 348 W. 45th Str., N. Y. 19, N. Y. CI-rcle 6-4137.

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Experienced.

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C. R. MONTGOMERY WILD ANIMAL CIRCUS

WANTS WANTS WANTS

BUILDER, CAGE HANDS, USEFUL HELP IN ALL DEPARTMENTS. CLOWNS AND GOOD FAMILY ACT FOR BIG SHOW. I. G. McCOY WANTS FOR SIDE SHOW: Act to feature, Mentalist and Magician that pitch. Ticket Seller for second openings. JACK BELL WANTS FOR BIG SHOW BAND: Calliope Player, Trumpet Player. Ben Behee and Peewee, wire or call CAL HICKS, Equestrian Director. All address:
Grass Valley, Cal., April 24; Lincoln 25; Marysville, 26; Gridley, 27; then as per route in The Billboard.

WANTED

MILLS BROS.' CIRCUS

For Big Show: Single-Double Traps, Web Family Act doing three or more. Wire Act strong enough to feature. Musicians for Big Show Band: Trombone, Baritone, Bass, Trap Drummer; other Musicians, write. Also want other useful people that do not drink, as they cannot last here. Wire MILLS BROS., Marion, 23; Delaware, 24; Marysville, 25; Columbus, 26 and 27; Circleville, 29; Lancaster, 30; all Ohio.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Colo-Tex, Texas,
April 20, 1946.

Dear Pat:

With spring weather prevailing (it rained some), the Won, Horse & Upp Circus inaugurated its 1946 season here last Monday. With bugles blowing, bands blaring and calliopes screeching, the parade of gold and glitter, a beautiful and imposing street spectacle, passed over the city's main thoroughfares promptly at 11 a.m. Outside of losing a wheel off the dog wagon, the parade had no mishaps before returning to the lot. Fifty of the burg's citizens quickly carried the back end of the wagon from the place of the wreck to the lot in order that no part of the parade would be missed by their friends and neighbors. So fascinating and thrilling was the street spectacle that hundreds of children and many of our local friends, butchers, bakers, grocers, feed merchants, lumbermen and their lawyers followed it to the grounds. They waited patiently for two hours for the ticket wagon to open.

The matinee performance was strayed to the ring curbs, with visiting circus men, leading city officials, clergy and the members of society on the seats. On the straw were the butchers, bakers, grocers, feed merchants, lumbermen, their lawyers and their families, who were guests of the show. (We were forced to put them inside until the boys in the side show could raise the ante.) Unfortunately,

we didn't have seats for the guests, who claimed that they hadn't come to see the show, but were there for business reasons.

Featured this year are the far-famed and renowned Boar King, Capt. Hedgel Quirk, Social Security No. 341-32-0000, and the Boar Queen, Acheleigh Scoopins, no number, who introduced three Arkansas forest-bred razorback hogs and a German boar hound in a 15-foot circular steel arena. Rough and tumbling, playing see-saw and forming pyramids on pedestals for the hound to leap over, amid the firing of pistols, the jungle-bred grunters were loudly applauded, with their trainers taking bow after bow. Because the boars weren't trained to bow, it gave their trainers an opportunity to do the nodding. It is a most astonishing exhibition of man's supremacy over brute creation. Because of the straw house, no spec was given, which didn't matter as the customers had seen it all in the parade. Our funny wearers of the motley (count him) presented the most laughable creations, but due to the straw house it was impossible for them (again count him) to roll the audience in the aisles.

Space will not permit us to mention each event. Following the appearance of the show's herd of elephants (count him) featuring Crumwell, the two-story elephant that entertained your grandparents over a (See *Won, Horse & Upp* on page 64)

UNDER THE MARQUEE

St. Louis Police came up with a program boasting 622 pages, in addition to the covers, and about 98 per cent of it is paid advertising.

Jim Stutz visited the Bob Dickman Circus at Fremont, N. C., and writes that the show has canceled 15 North Carolina towns, due to spotty biz, high licenses and wet weather.

Elmer McLaughlin, who toured with Al G. Barnes and Miller Bros.' 101 Ranch show as well as several carnivals, is confined to General Hospital, Wadsworth, Kan., as a result of a heart condition.

Harry W. Cole types from Detroit that Walter D. Nealand was \$75,000 short when he reported in *Press Agents, Past and Present*, that Barnum offered the Bailey & Cooper show \$25,000 for that baby elephant.

Bob Sams, Birmingham circus fan, caught Sparks at Columbia, S. C., April 11 and goes all out in his praise

for the new org. . . . Harry DeDio and his dog circus have just concluded an engagement in Ware's department store, New Rochelle, N. Y. Clowns Harry DeDio Jr., and Ernest Stebbing assisted.

Walter L. Main writes that he has often been asked if he was on the Battleship Maine, or if he ever had his circus at Skowhegan, Me., and if he ever rode the Spanish Main or the bounding main, and if he is related to Ledger D. Main. It's a coincidence that he now resides on Main Street, Geneva, O.

Bob Simons has left the 101 Ranch Wild West to join the Foley & Burk Shows as billposter. . . . John Brassil has the advance brigade on the Clyde Beatty Circus, with 22 billposters, billers and bannermen. . . . Herb Wilson has the brigade, three men, with the 101 Ranch show. . . . Francis Kitzman has the advance brigade, two (See *Under the Marquee* on page 67)

Hirohito's Horse Top Score In Dick Ryan's L. A. Rodeo

LOS ANGELES, April 20.—Good luck token which the daughter of the Japanese imperial horse minister attached to the neck of Hatsushimo when the famed white horse of Emperor Hirohito was presented to Lieut. Dick Ryan in Tokyo last year, paid off handsomely here when Ryan staged his international rodeo and thrill circus to a crowd of 50,000 in the Los Angeles Coliseum Sunday (7).

It was the first big rodeo of the season in the Los Angeles area, and the heavy turnout can be attributed to heavy billing and publicity.

Ryan, former circus and rodeo stunt rider and a cavalry lieutenant during the war, staged successful rodeos for G.I.'s in many parts of the

world. He received wide publicity last fall when he put on a show in Tokyo and was presented with Hatsushimo (First Frost), one of the imperial household's Arabian stallions which Ryan brought home.

Top billing went to Hatsushimo, ridden by Ryan. Among other high spots was the closing act of stuntman Dusty Rhodes leaping a crippled automobile over two busses.

Show, running slightly over four hours, was a winner. Admission was \$2 and \$3 for reserved seats and \$1 general. Music was furnished by a 30-piece band, electric organ and Western orchestra.

Program also featured ground and aerial stunts, Wild West and a lion act.

WANTED AT ONCE
ENLARGING ALL DEPARTMENTS
BREAKING ALL RECORDS ON ITS
TRIUMPHANT REAPPEARANCE

CALIFORNIA
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Presents

101
RANCH
WILD
WEST
SHOW

Golden
Anniversary
Tour

with
COL. ZACK T.
MILLER
IN PERSON!

SEE!

AMERICA'S GREATEST ACTION
SHOW
FEATURING A COMBINED CIRCUS
AND WILD WEST PERFORMANCE

IT'S A JIMMIE WOOD PRODUCTION PRESENTED
IN THE WORLD'S LARGEST PORTABLE ARENA.
PLAYING THE METROPOLITAN CITIES.

FRANK DEAN WANTS FOR THE WILD WEST

COWBOYS AND COWGIRLS
INDIANS TO FEATURE.

WARDROBE MUST BE OUTSTANDING

MARK SMITH WANTS FOR THE CIRCUS
CIRCUS NAME ACTS AND CLOWNS

— TO ALL PAPER HOUSES —
WANT TO BUY WILD WEST PICTORIALS, ALL
SIZES. OLD 101 RANCH PAPER PREFERRED.

101 RANCH SIDE SHOW

WM. DE BARRIE, Manager

CAN USE — Outstanding Novelties and high class
Freaks. Especially interested in three people Hawaiian
Act. South Sea Island Mack McGinn.

For Our Fast Stepping Union Advance Crew Herbert
Wilson Can Use Lithographers.

FAIR SECRETARIES,
ATTENTION

If you wish something new for your grandstand feature
contact us at once for Fall Dates.

22-23, San Jose; 24-25, Salinas; 26, Watsonville; 27, Santa
Cruz; 28, San Leandro (all California). See Circus Route.

Decker, Carson Off To Flying Start in N. C.

MARTINSBURG, W. Va., April 20.—Co-Owners Ralph Decker and Tommy Carson, moving their Joseph J. Kirkwood Shows in here for a week stopover en route from North Carolina to Trenton, N. J., reported that their first three weeks' dividends ranged far above 1945 figures.

Two days of rain delayed the opening at High Point, N. C., but the date continued under clear skies to roll up a record opening for the three-year-old Kirkwood org. Raleigh and Fayetteville followed, with a heavy increase over grosses chalked up when the show played the same cities last fall, according to Decker and Carson.

Emanuel Zacchini, leaping from the cannon over twin Ferris Wheels, is carried as a free act.

Eleven rides, 6 shows and 50 concessions make up the midway. The new Flying Scooter topped the rides, followed by the Comet, Ferris Wheels and Tilt. Earl Myers's Side Show was tops on shows. Jimmy Ferenzi's two girl shows, *Artists and Models* and *Gayety*, housed behind elaborate new fronts, did their share of business. Along concessions row were Art Ludwig's bingo, with a brand-new outfit; Ivan Miller, French fries; Lou Myers, new cookhouse; Mike Belderes, custard and popcorn; Harry Schreiber, five concessions; William Hagemann, two; Burkhardt's photos; Al Edwards and Swede Sorenson, three stock stores each, and Mollie Decker and Rhea Carson, eight stores.

Tillman and Johnson, with their new Comet Ride and Aireo Swings, are newcomers to the Kirkwood lot.

Decker and Carson have surrounded themselves with seasoned showmen, including Al C. Beck, treasurer; Jean Beck, secretary; Curtis L. Bockus, general agent; Cy Perkins and E. Conrad, advance advertising agents; J. W. (Jim) Stephenson, lot superintendent; William Hemmler, superintendent of rides; W. H. Truney, electrician; Freeman Eyley, superintendent front gate, and Jack Myers, the mail and *The Billboard* agent.

Albany Opener Good For Pacific United

ANTIOCH, Calif., April 20.—Pacific United Shows moved here Monday (15) for a week's stand following its opening last week at Albany, Calif., where a location next to Sally Rand's night spot was good, partly because of rubbing shoulders with the Rand spot. Weather was excellent opening week and rides, show and concessions all did business.

Visitors at the opening included Dan Michaels, of the Williams Company; Mike Krekos, West Coast Circus Shows; Mr. and Mrs. Louis Leos, Harry Myers, Bill Jessup, Harry Polish Fisher, Nathan Fisher Cohen; O. N. Crafts, Crafts Shows; Chapman, of Foley & Burk Shows; Harry Seeber, Consul Raiford, and Sammy Corenson, president of Showfolks of America.

Show is owned and operated by D. M. Lewis and A. E. Soares, with Lewis in advance.

Victory Expo for Tex. Fete

BROWNSVILLE, Tex., April 20.—Victory Exposition Shows have been signed to furnish midway attractions for the 1947 Charro Days Fiesta, according to Don M. Brashear, general agent for the org. Dates are February 13-16.

Brown Loses Top In Sparks Blaze

OPELIKA, Ala., April 20.—Fire destroyed the top and rigging of A. C. Brown's Wild Life Show on the J. F. Sparks Shows' lot here last week but all animals and birds were saved by the show's personnel.

Brown suffered severe hand and arm burns and other personnel were slightly injured.

Aside from the fire, it was one of the best weeks of the new season, according to show officials.

Norman Littlefield, with 25 concessions, was well satisfied. Lillian and Harry Clark joined with their Rhythm Boys, presented in the Cotton Club Revue. Sailor Katzy is getting top money along with Rex Barns and his Hollywood Monkeys. Red Brown is handling the front of the new Funhouse, with Hester Brown on the front of the Wild Life.

George Harr and Norman Littlefield made a trip to Chattanooga recently for concession stock. Mrs. Howard Reeves visited from Birmingham. Capt. Shin Songer, free act, makes a swan dive of 110 feet.

Outdoor Orgs Free of ODT

WASHINGTON, April 20.—The carnival industry is no longer subject to any restrictions put on it by the Office of Defense Transportation, Max Cohen, general counsel of the American Carnival Association, was informed by ODT officials this week.

All orders applying to the carnival field, including that requiring the filing of advance routes, have been revoked.

Ohio Valley To Open At Kenton April 27

YOUNGSTOWN, O., April 20.—Ohio Valley Shows will kick off for the season at Kenton, O., Saturday (27). Everything is in readiness, shows and rides having been rebuilt and painting practically completed.

Show personnel has been arriving. Among those already here are W. E. Hopkins with several concessions, Clifford Solkeld with his bingo, and Mr. and Mrs. Birschman, who have been helping their son, Bud, ready the Merry-Go-Round and Whip.

Bill Wolcott has booked his Penny Arcade. Jack Harris and Don Simon will again operate the Ferris Wheel, with Bob Harris and Pinky Harris on the Chairplane.

It's Wet, But Sam Prell's Broadway Org Rakes It In

RICHMOND, Va., April 20.—Prell's Broadway Shows pried off the lid here Wednesday night (10), opening a 10-day stand under auspices of American Legion Post. Despite inclement weather opening night and a heavy rainstorm that afternoon which threatened a cancellation, large crowds swarmed about the main entrance and Owner Sam E. Prell decided to open the gates to his new '46 midway.

It was one of the best opening nights in his history, said Prell, who has been showing in this city for the last five years. With over 60 concessions stringing the West Broad Street grounds, and 10 rides and shows in action, Prell reported a heavy take.

Cold weather and showers again proved the major obstacle Thursday and Friday. Saturday afternoon and night, the first clear day since opening, saw crowds jamming the midway. Additional ticket sellers and takers were posted at the main entrance Saturday night (13), when crowds lined almost a block long at

Gold Medal Gets Off To Biggest Opening

COLUMBUS, Miss., April 20.—A last minute switch of opening date by Manager Oscar Bloom gave the Gold Medal Shows ample time to set up on the fairgrounds lot here, and the org got off to the biggest still date gross in its history Wednesday (10). Everything did big. Floyd Woolsey's European Oddities reported largest single night business for that show since it first went out.

Thursday (11) and Friday (12) business was also good. Ideal weather helped. So did strong press and radio support. Radio Station WBJI broadcast from various attractions nightly. Special features included a news-carriers' midway party Thursday night and a benefit show Friday night.

New Spitfire arrived too late for the opening, but was in action Thursday. Junior Scott, paint department top man, was receiving congratulations for the paint job on the show equipment and rolling stock.

Show here under auspices of the Livestock Show Association winds up its stand this week; opens at Jackson, Tenn., next week.

the front entrance.

Teddy Barro's Hell-on-Wheels Motordrome, featuring his brother, Johnny, as well as Betty Allen, ran off continuous performances in the evening.

Owner Prell said: "It was the biggest night in all the years we've played Richmond." He estimated that from noon until midnight, more than 12,000 crowded the midway and the "take" was heavy all around.

Bob White's *Chez Paree Revue* played to capacity night crowds, as did James Thompson's *Parade of Freaks* and the Posing Show. Rides here were Ridee-O, Merry-Go-Round, Chair Swings, the Santa Fe Limited, a new streamlined miniature railway kiddie ride, Monkey Speedway and two Ferris Wheels, all brightly painted and flashed.

Heavy business, despite inclement weather and the big Saturday was laid to the promotional campaign launched by Prell. Spot announcements were bought on all stations with WMBG and WLEE selling 10 spots a day, with free interviews. *The Times-Dispatch* and *News-Leader* were unusually liberal with space. Daily ads were used.

Joe Prell is secretary of the organization with Abe Prell also an official. Charles (Buddy) Wagner handles press and radio, assisted by Fred Byron.

A party for press, radio and legion officials was tossed at the William Byrd Hotel Saturday (13) by Prell.

Visitors to the showgrounds were Frank Bergen, Bucky Allen, Jake Linderman and Pete Christian, of World of Mirth Shows; John H. Marks, of John H. Marks Shows; Jack Huffins and Rocco Macucci, Virginia Greater Shows; Sol Solsberg, of John Gecom's Bright Lights Exposition, and Paul Lane, Triangle Shows.

Royal American Dressed Up for Run to St. Louis

TAMPA, April 20.—Royal American Shows equipment stands out in splendid regalia under fresh paint and neon at winter quarters here.

Shops are occupied by scores of laborers, painters and mechanics putting on the final touches. Merry-Go-Round horses were designed by Bacchus Renaldo, Cuban artist. Shows and rides are newly decorated and illuminated. Talent has been contracted for Leon Claxton's *Harlem in Havana* and Danny More's *Victory Follies*. Rose's Midget Revue, under direction of Mrs. Rose, will include new scores and scenes. Kemp's Thrill Arena will have a new troupe, made up mostly of girls.

Under the guidance of Sam Gordon, a large bingo stand and cookhouse for showfolks are being constructed. Gordon has also revised the dining car. Train has been repainted and its interior redecorated. Included are new blankets, pillows and mattresses. Dining car will advertise Tampa with a beach and citrus scene on its exterior and the legend: "Royal American Shows' Winter Quarters, Tampa, Fla. This Year Visit Tampa, Hub of South Florida's Gulf Coast." This gesture has won high acclaim from the Chamber of Commerce and was photographed and storied in the press. Pix will also be published in the Chamber of Commerce national organ.

Show train will leave Tampa for St. Louis Wednesday (24) for its first showing.



DAVE ENDY GATHERED HIS STAFF for a bow behind the floral offerings at the opening of Endy Bros.' Shows April 4 at Charleston, S. C. Left to right: Jack Gilbert, concession manager; Joe Rowan, second agent and press; Milton S. Pear, secretary; Dave Endy, owner and manager; Louis A. Rice, manager; George Kerestes, purchasing agent; H. E. Stahler, representative; W. R. (Red) Hicks, general agent, and Ben Braunstein, promotion manager.

No Dough Raves In From Mobile

ATTALLA, Ala., April 20.—Running in two sections, Al Wagner's Cavalcade of Amusements arrived too late for the scheduled Tuesday (16) opening here. Rain fell all day and night, but the rail show was ready to open Wednesday before a large crowd which included many Hennies Bros. showfolks.

Sponsoring American Legion had put in plenty of work on the lot before the show arrived, including grading and removal of 23 trees. Hotel rooms in near-by Gadsden and here were at a premium owing to an AFL convention. Gadsden bus service was good, with front gate stops and extra busses from 6 to 11 p.m.

Mobile, last week's stand, auspiced by Abba Shrine Temple with a committee headed by Barney Smuckler, veteran showman, did not score big business. Three days of cold weather, the Lenten lull, and competing attractions which included Tommy Tucker's band playing to 5,000 and night baseball were held responsible.

Stand opened off but finished strong. Business picked up Thursday and hit its high Sunday when warm weather prevailed. Show racked up better business than it did on any of four Sundays it played here last year.

Joe Casper, of Stella note, unveiled his *Follies Bergere* Friday (12) night with a top price of 80 cents. Front carries plenty of flash, with streamlined effects, bright colors and neon. Casper carries a five-piece band.

Arthur Atherton, out of showbiz for six years, has joined as treasurer. Art Gardner, formerly with the Mighty Sheesley Midway and Alabama Amusements, has joined as night plant protection chief.

Eddie Lippman, shows' former legal adjuster who is booking Victor Borge, was among visitors at Mobile. Cavalcade is aiming for the Memphis Cotton Carnival, to be held next month when the org will attain full size.

Cold Weather, Good Biz at Buck Opening

POUGHKEEPSIE, N. Y., April 20.—O. C. Buck Shows will ring down the curtain here tonight on its first stand, which opened Thursday (11) to cold weather but, weather considered, chalked up excellent business.

Opening night lured 3,500 to the midway. Next two nights, also marred by cold, brought people out in sufficient numbers to cause good reports.

Visitors opening day included Ross Manning and his general agent, Pat Hanlon. Owner Oscar C. Buck received a horseshoe floral piece from Manning, along with many other good-luck telegrams.

New Caterpillar topped rides the first three nights. Bill Jones's new bingo, managed by Ralph P. Flannigan, reported good business.

Miniature train has been added, and delivery of a Spitfire and Whip is expected soon. Light towers are expected to be added at Newburgh, N. Y., where show opens Monday (22).

Johnny Arthur, son of Harry Arthur, lot superintendent, has joined. He was discharged recently from the service. Jack Burke has also joined.

Office staff includes Mrs. Buck, treasurer; James L. Quinn, general representative; Richard Tolman, secretary; Lon Ransdall, assistant manager; Roy F. Peugh, advance and publicity; Thomas Fisher, superintendent; Harry (Feeney) Arthur, lot superintendent, and George Lynch, advertising and billposting.

The Keenans, aerial act, have been booked as free act thru Al Martin.

Death Proves Cobra Woman Male, Wed To Man 18 Years

LONG BEACH, Calif., April 20.—Sensational disclosure followed the autopsy report here on the death of Elsie Marks, the Cobra Woman, snake charmer, who operated a Snake Show on the Long Beach Pike. "She" was found to be a man who had masqueraded as a woman for 30 years.

Bitten by a diamondback rattlesnake during a performance Sunday (14) Marks, a 58-year-old 295-pound concessionaire, died soon after despite treatment.

After the coroner's report was disclosed, Alexander F. Marks, shipworker, said he had been the Cobra Woman's "husband" for 18 years. He revealed that his "wife" had been married twice previously and that he did not know at the time of his marriage that "Elsie" was a man. He stuck to the bargain because he was sorry for "her."

Police learned that "she" was born 58 years ago in India of English parents and that her records were lost years ago in a circus train wreck. Marks had made his living for many years in traveling shows as "the Dog-Faced Boy" and "the Monkey Man," and had also worked as a female impersonator and "Bearded Lady" in side shows. The family name was discovered to be Nadir and the body was buried as "John Doe Nadir" and was dressed in feminine apparel in accordance with "her" last request.

Crescent in Strong Rock Hill Getaway

ROCKINGHAM, S. C., April 20.—L. C. McHenry's Crescent Amusement Company opened its season with unusually warm weather at Rock Hill, S. C., under American Legion auspices, chalking up business that topped last year's gross by 60 per cent for the week before moving in here Monday (8).

Doc Anderson and Professor Vidilla, with their *Mid-Night Follies*, did big biz. K. L. (Dick) Taylor enjoyed a good week with his new Funhouse, even tho his Laughing Sal, for the bally, arrived too late for the opening.

Jim Crane boasted good biz with his newly framed Snake-Illusion Show. Youngblood's two Mechanical Shows clicked all week. R. L. (Red) McGee's new 60-foot boat, Walk-Thru-It, racked up a nice week. Fearless Gregg cannon act featured. Business Manager George Smith, replacing A. C. Bartels, was credited with an excellent job in laying out midway.

King Amusement Purchases Ground To Expand Factory

MOUNT CLEMENS, Mich., April 20.—King Amusement Company, thru W. O. King, has announced purchase of a city block in the vicinity of the present factory, and building permits have been obtained for construction of two new all-steel structures.

Plans call for stepped up production of portable Funhouses and shooting galleries. As soon as conditions permit, the firm will introduce a riding device now popular in England.

Burbank Ups Fee

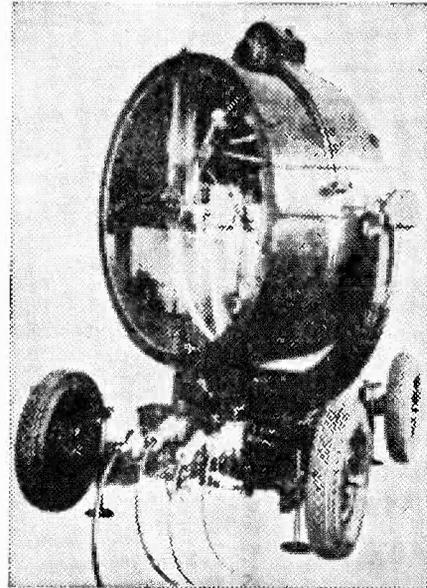
BURBANK, Calif., April 20.—It is going to cost more money now to play Burbank. A new amendment decrees that carnivals and shows involving 20 or more concessions will be nicked a fee of \$100 per day, with an additional \$5 per day for each concession in excess of 20.

WE RENT! MIDWAY SEARCHLIGHTS

SHOWMEN, GET IN TOUCH WITH US

WE FURNISH MEN TO OPERATE

WE SUGGEST 4 OR 6 UNITS ON YOUR SHOW



LATEST MODEL U. S. ARMY SEARCHLIGHTS COMPLETE WITH GENERATORS AND CONTROL EQUIPMENT

800 Million Candle-power

We Furnish Everything

A GREATER ATTRACTION THAN ANY FREE ACT ON ANY MIDWAY!

CAN BE SEEN 100 MILES AWAY

PHONE, WIRE OR WRITE FOR PRICE

HOYLE DOBSON

1906 MAIN STREET Phone 29032 COLUMBIA, S. C. D—M—COMPANY

MID-WESTERN EXPOSITION

CAN PLACE FOLLOWING CONCESSIONS: Popcorn, Candy Apples, Cigarette Pitch, String Game, Glass Pitch, Dart Game, High Striker, Scales, Guess Your Age, Diggers and Penny Arcade. Low privilege and good route. WILL BOOK OR BUY MIX-UP, ANY KIDDIE RIDES, PONY RIDE and FUN HOUSE. Harry Failor and Warren Estes, wire E. H. Singleton.

Address: MIDWESTERN EXPOSITION, Warren, Ark., this week; then per route.

WANTED

Electrician and Ride Help. Electrician to take care of gasoline driven Generator; all new equipment. Must be sober. No misrepresentation. Also must know gasoline ride motors. Top salaries. Bill Prew, wire. Foreman for Chair-o-Plane, Foreman for Loop-o-Plane; must be reliable and sober. No misrepresentation. Top salaries. Playing Philadelphia lots until September, then Southern fairs. Showing this week, 3rd and Berks Sts.; next week, 3rd and Alleghany Ave.

GRUBERG'S WORLD'S FAMOUS SHOWS

P. O. BOX 101, PHILADELPHIA 5, PENN.

NICK'S UNITED SHOWS

WANT Shows of all kinds at once for ten of the best spots in Indiana and Ohio. All answer

S. W. NICKERSON

Kokomo, Ind.

CAVALCADE OF AMUSEMENTS

CAN PLACE HIGH CLASS ORGANIZED MINSTREL SHOW

Have beautiful new front and entire railroad car for performers. Join here in Decatur this week. Charlie Taylor, answer.

Address: AL WAGNER, Mgr.

Decatur, Ala.

BOOM! COUNT WISWELL AND HIS ATOMIC FORD

RECOGNIZED NO. 1 COMEDY AUTOMOBILE ACT. NOW PLAYING AMERICA'S LARGEST INDOOR SHOW, ST. LOUIS POLICE CIRCUS.

REP. ERNIE YOUNG, 155 N. CLARK ST., CHICAGO
Permanent Address—Box 833, Erie, Pa.

SUNFLOWER STATE SHOWS WANT

HELP ON ALL RIDES. Ferris Wheel, Merry-Go-Round, new Mix-Up, Kiddie Ride and Loop-o-Plane. Good treatment—best of equipment. Guaranteed salaries. BOTH FIRST and SECOND MEN. ALL SHOWS OPEN except GIRL SHOW and SIDE SHOW. Others come on! BERT BOWLES WANTS Man for Dark Room and Slum Skillo Agent. OTHER STOCK JOINT AGENTS WANTED. WILL BOOK 2 NICE KID RIDES. "Twenty-Five Per Cent" Virgel, come at once. ALL USEFUL CARNIVAL PEOPLE come on, we can place you. Address: Wakeoney, Kans., this week; Colby, Kans. (Celebration on Streets), April 30-May 5.

SCIOTO VALLEY SHOWS OPENS AT WELLSTON, OHIO, MAY 4

Concessions: Cook House, Bingo, Stock Concessions that work for 15c. No Mitt Camps, P. C. or Flats. Shows: Can use Shows with own outfit. We play the best money towns in Ohio, Indiana and Kentucky. Have one of the best Fourth of July Celebrations in Indiana, Knightstown, on the streets. Address:

WM. E. LAMB, P. O. Box 6, Cincinnati 16, Ohio, until April 29; then Wellston, Ohio. (You Must Use Zone No. 16)
2 Saturdays—May 4 2 Saturdays—May 11

CAN PLACE NEON MAN

Good proposition for man who can handle neon equipment on large show. Must be able to shape and blow tubes. Top salary. Address:

BOX 365, The Billboard, St. Louis 1, Mo.

WANT

Foreman for No. 5 Wheel, also Foreman for Parker 32-Foot Merry-Go-Round. Have Second and Third Men for both. Book Kiddie Rides, other Rides, Shows of all kinds.

Brewer United Shows

Timpson, Texas, this week

W. S. MALARKEY CAN PLACE

Clean Shows and legitimate Games at the Broome County Fair to be held at Whitney Point, N. Y., opening on Sunday, Aug. 3rd, to 8th, inclusive. Can also use Rides for 10 celebrations. Address:

W. S. MALARKEY
210 Court St. Binghamton, N. Y.

Magnolia Expo Shows

Want Roll-Downs, Slum Skillo Agents. Will book a few legitimate Concessions. Want Second Man for Ferris Wheel, Chairplane Foreman. Best of wages and treatment. Whittle Neese and Shorty Barber, contact.

Double Springs, Ala., until April 27th. P.S.: Will pay cash for 20 by 30 used Top.

WANTED

Ferris Wheel Foreman that can drive semi to join at once, \$60.00 a week. Can also use Second Man. Address:

C. D. MURRAY
9600 Broad St. DETROIT 4, MICH.
Phone: Tyler 4-2026
P.S.: Big Jim Kinney, get in touch with me.

WANTED

Rides, Concessions, Midway for free Legion Celebration for Veterans, July 3rd-4th, at Hillsboro, Wisconsin. Write

AMERICAN LEGION, Hillsboro, Wis.

FOR SALE

Approximately 140 Wax Figures formerly used in the Eden Musee at Cedar Point, Sandusky, Ohio. Best offer accepted. Apply

MRS. YOST
1328 Hayes Ave. SANDUSKY, OHIO

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, April 20.—Andrew J. Metts is out of the navy. William Green has been discharged from the Canadian army. Paul McKee died in Memphis. Jack Carr has lost the use of his lower limbs and is confined at his home, Great Neck Village, L. I. Harry Mirsky back in town.

Like old home week in the club rooms with Irving Merson, Joe Dudlak, Frank Capell, Edward McKeon, Morris Glass, Frank Blatsky, Siro Aurillio, Louie Candee, Leo Bistany, Jack Shore, Sidney Rifkin, George Regan, William Russell, Ed Reicher, Joe Gold, Fred Perkins, Harry and Bill Moore, Fred Murray, Joe Hughes, Julius Kibbe, John Conway, Tom Quincy, Max Kassow, Dave Solomon, Joseph Taffett and Sol Eichen.

Mail being held for Sam Toris, Frank Miller, Sam Weiner and Benjamin Rosen.

Ladies' Auxiliary

Plans for the first picnic since before the war were announced at the April 10 meeting. Picnic will be held at Palisades Park, Sunday, June 23, beginning at 12:30 p.m. It was also announced that the amateur show has been scheduled for November 23. Proceeds of both events will go to the Bess Hamid Sunshine Fund.

Donations at the meeting were made by Sidone Silvers and Queenie Van Vliet to the Kiddies' Fund and Lydia Hall to the Bess Hamid Sunshine Fund. Membership application has been filed by Margaret Mary Van Vliet, daughter of Queenie Van Vliet, second vice-president.

President Anna Halpin greeted Sidone Silvers, Agnes Burke, Evelyn Fallon and Edna Lasures.

Mrs. Doris Eichholz, 1327 Croes Avenue, Bronx, N. Y., will welcome any interesting news items for the next issue of *The Bulletin*.

International Showmen's Association
Maryland Hotel, St. Louis

ST. LOUIS, April 20.—Short business session was held this week. Building committee reported that the deal is still pending on the downtown building for which the club is negotiating. Definite commitments will be made next week so that the committee may report at the meeting April 25. Club will vacate present headquarters May 1. Most of the members have departed to join shows, while a few are working on lots in this area.

United Showmen's League of America
136 Tuscarawas Street, W., Canton, O.

CANTON, O., April 20.—Meetings are being held each Monday night but they will probably be put on a twice-monthly basis soon, as some members are due to leave for the road.

Since organization February 4, 1946, the club has added members steadily. Most recent count showed 45.

At the Monday (15) meeting, the birthday of President Adam A. Shorb was celebrated. After the meeting lunch and refreshments were served.

Missouri Show Women's Club
Maryland Hotel, St. Louis

ST. LOUIS, April 20.—Meeting this week was well attended. Main topic was the new building fund campaign to be carried on thru the summer. Members will solicit donations on different shows, and awards will be made for those doing the best work, at a banquet to be held at the end of the year. Club will hold the last meeting of the season Thursday (25). Clubrooms will be vacated May 1. It is expected that the club will have its own new home by fall.

SIXTH ANNUAL STRAWBERRY FESTIVAL WALLACE, N. C. LAST CALL

All those holding contracts please notice: Be in Wallace April 28. Want Demonstrators, Jewelry, etc., for Main Exhibition Building. This positively biggest show in South this year. Expecting 200,000 people. We work 12 days. Want Flat Ride, Rolloplane, Flyoplane, legitimate Game Concessions any kind, Concession Agents, Bingo Help. Wire; no time to write.

All address

JOE E. BAXTER, Mgr., Sixth Annual Strawberry Festival, Wallace, N. C.

WANT WANT WANT WILLIAMS RIDING DEVICES

Small Cook House or Grab Joint Ex for \$35 a week. Want First and Second Men for Ferris Wheel, Swing, Caterpillars. Hickory, N. C., April 22 to 27.

All replies to TROY E. WILLIAMS, Morganton, N. C.

THE RAIN-BO CARNIVAL WANTS QUICK

10-In-1 or any Shows of merit. Pearl Shields, answer. Want Rides not conflicting. Have Ferris Wheel, 2 Chairplanes, Tilt-a-Whirl, Merry-Go-Round. HIGH FREE ACTS, WIRE. This show playing the best money spots. All first-ins. Good Fairs to follow.

TEX ROLLINS, Owner and Manager
Fair and Celebration Secretaries Virginia, West Virginia, Kentucky and Tennessee, get in touch with BILLY BURTON, General Agent, Box 636, Mullens, W. Va.
P.S.: Kentuck can use a few more P. C. and Slum Agents. Bob Sprouse, get in touch with us quick. Eskdale, W. Va., This Week; Smithers, W. Va., Following

CALL-CALL-CALL WORLD OF MIRTH SHOWS

Opening April 29, Richmond, Va.

All Agents for Concession department report in Richmond April 26. Wanted—Working Men for Concession department. All report to

BUCKY ALLEN

Manager Concession Department
William Byrd Hotel Richmond, Va.

FOR SALE

ANCHOR CONCESSION TOPS AND FRAMES, LIKE NEW. BALL GAMES, P. A. SYSTEM, ALSO BINGO STOCK. CAN BE SEEN UP.

HUB TRAILER PARK

U. S. Highway 66 at Lindbergh St. Louis, Mo.

ZACCHINI SHOWS

WANT

Second Man for Wheel, semi-drivers preferred. Legitimate Concessions all kinds, any Grind Shows.

Moultrie, Georgia, this week; Brunswick to follow.

GREATER UNITED SHOWS

CAN PLACE FERRIS WHEEL

PLENTY OF FAIRS AND CELEBRATIONS.

Wire J. GEORGE LOOS

Greater United Shows

Denison, Texas, this week

WANTED

Help on Duck and Fish Pond. George Hixon, wire address; have a good store for you. Want Middle Age Man for Miniature Streamline Train. Art, who was with me in Foley, Ala., this is a good job for you. Write or Wire

Mike or Eddie Cole

c/o J. R. Edwards Show
Fostoria, Ohio

AGENTS WANTED

A few choice Slum Stores open. Going north. Fairs start first week in July. Harris and Popeye, come on.

ALLEN BREWER

c/o Dyers Shows, Leland, Miss., this week

AMMUNITION

FOR SALE

12 CASES .22 SHORTS
MAKE BEST OFFER!

BOX 800, CARE BILLBOARD
1564 Broadway New York 19

CAN BOOK

Slum Skillo, one Roll Down, one Pin Store. Agents for Swinger or Agents for small Wheel. Smitty, wire.

FREAR UNITED SHOW

Emporia, Kans.

DROME RIDERS

One or Two More

EARL PURTLE

Palisade Amusement Park

Palisade, N. J.

Bee's Old Reliable Shows

WANT

Ride Help and Concession Agents for office Concessions.

Williamsburg, Ky.

AVAILABLE

Choice locations for the installation of Rides, Games, Motor Dromes and Shows on a percentage or rental basis at the playlands of New York City, Coney Island and/or Staten Island.

FOR INFORMATION

Carl Klarnet & Sons

1301 SURF AVENUE
BROOKLYN, NEW YORK

CAN PLACE

One more Bingo and Popcorn with reliable Show.

Wanted Bingo Counter men and Callers for 3 Bingos.

Wire or call

PAUL BOTWIN
Dick's Paramount Shows
Bridgeton, N. J.

WANTED RIDE MEN

FERRIS WHEEL FOREMAN, MERRY-GO-ROUND FOREMAN, MIX-UP FOREMAN, KIDDIE RIDE FOREMAN. CONCESSIONS OF ALL KINDS. ADDRESS:

CHAS. OLIVER
1417 Grettan St. ST. LOUIS 4, MO.

FOR SALE

16x32 Bingo with a ton and a half Chevrolet Truck. Priced for quick sale, \$1000.00.

J. E. BROWN
1404 Baronne St. New Orleans, La.

DYER'S GREATER SHOWS

Leland, Miss., this week; Greenville next week. Want clean Shows with own outfits, Kiddie Rides, 25%. Orchard wants Counter Men for Bingo and Ball Game Agents, Freaks and Strange People for Platform Shows.

CONCESSIONS WANTED

13 ANNUAL JULY 2-3-4th CELEBRATION
ROACHDALE LIONS' CLUB
Roachdale, Ind.

WANT READERS

FOR AMERICAN MITT CAMP. (No Gypsies.) WILL PLACE HUSBANDS ON CONCESSIONS. Address:
MRS. GATTIS
c/o Peppers All States Shows
Florence, Ala., this week

WANTED

Capable Agents for beautiful, well-flashed Roll-Down who can work as told. No lush heads or junkies tolerated. Also Front Man for Girl Show. Write, wire or come on. Jack Duffy, Leroy Rutter and all others who know me, come on or get in touch with me. **FRANK "WHITIE" VASULKA**, c/o Imperial Shows, Greenville, Ill., this week; then as per route.

WANTED ADVANCE AGENT

One who will put out paper on bill post or who can contract. Have panel job for transportation. Tell all in first. Address:
O. J. BACH
414 South Main St. ELMIRA, N. Y.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 20.—G. L. (Mike) Wright presided at the April 18 meeting in the absence of other chair officers. With him at the table were Walter F. Driver, treasurer, and Joe Streibich, secretary.

Bill Carsky and his committee continue to send packages to the boys in the service. Only seven now remain in. John Gallagher has sent in the membership application of Nello Pacini.

Sad news of the passing of two members has been received. Paul McKee died in Memphis April 16. Remains were sent to New York for burial. Harry Small died in Indianapolis April 16. Burial is to be in Showmen's Rest April 22.

Harry Wonnacott, in from Canada, attended his first meeting. Others in after an absence were Jack Duffield, Bobby Cohn, Irving Malitz, Harry Bernstein, Virgil Earl, Charles Magrid, Seymour Berger, Jack Krutt, Andy Markham and Paul Flannigan.

Sick lists includes W. C. Deneke, William J. Coultry, Tom Vollmer and J. D. Newman. Late reports advise that Newman's condition is critical. George Terry will enter the sanitarium at Napiersville.

Al Sopenar Legion Post is progressing nicely and service members are invited to join. Recent discharges from the service are Richard Pronath, Frank E. Birce, Joseph M. Dugas, James R. Hardy, Hunter Taylor and Russell L. Ingle.

Clarence M. Hunter, in the city on business, was a recent visitor.

Final meeting for the season will be held April 25. It will be a farewell party, with dedication of the Al Sopenar memorial on that date. Al was killed in action at Normandy in June, 1943.

Ladies' Auxiliary

Mrs. Louise Rollo, president, presided at the Thursday (11) night meeting. Seated at the rostrum with her were Martha McKay, first vice-president, pro-tem; Nan Rankin, second vice-president; Mrs. Lee Gluskin, third vice-president; Mrs. Lillian Woods, treasurer and Mrs. Robert H. Miller, secretary. Invocation was given by Mrs. Al Geller, chaplain.

Members were pleased to have Martha McKay, past president, and Flonnie Barfield present. It was reported that Anna Stewart, who had been ill, has recovered and is vacationing in Red Cloud, Minn. A welcome letter was received from Minnie Simonds, who returned recently from Miami.

Auxiliary will hold a bunco and card party in the West Room of the Sherman Hotel April 30. Prizes will be donated by members. Nan Rankine will act as chairman and will name members of her committee at a later date.

Myrtle Hutt-Beard, chairman of the membership committee, is sending out applications for membership this week to members, in the anticipation that each member will bring in a new member.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, April 20.—Caravans, Inc., celebrates its birthday anniversary with a party tonight at Como Inn. Pot luck party is scheduled at the clubrooms April 27.

Edith Streibich has accepted the position of financial secretary, the post relinquished by Ann Sleyster because of her mother's illness.

At the meeting Tuesday (16), correspondence was read from E. Freeman, Edna Stinson, Evelyn Lee, Francis Hennies, Minnie Simmons, Ann Roth and Irene Coffey. Dates for *Virtue's Reward*, written and directed by Dorothee Bates, were announced. It will open April 27 and continue over week-ends thru May.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

Featuring **EMANUEL ZACCHINI**
Shot From a Cannon Over Two Ferris Wheels

SHOWS—Excellent proposition for Monkey, Minstrel, Fun House, Motordrome, Jungleland, Society Circus and Wild West. **MABELLE MACK** and **SHELDON**, answer.

CONCESSIONS—All 10c Stock Concessions open.

RIDES—Will book or buy Octopus or Caterpillar.

HELP—Man to handle Light Towers and Marquee. Must be semi drivers. Can place two more reliable Workingmen.

All Address **JOSEPH J. KIRKWOOD SHOWS**, Trenton, N. J., this week; followed by Poughkeepsie and Newburgh, N. Y.

Wanted--Marks Shows--Wanted

CAN PLACE high-class Monkey Show, have outfit for same; also Glass House, Fun House or any Single Pit Attractions.

RIDES—Can place a set of Kiddie Rides except Train. Want immediately reliable Billposter that can drive panel truck and get a showing, also experienced Lot Man capable of handling this size Midway; also Special Agent experienced in handling Advance Publicity. Can always place legitimate Concessions.

All the above address

JOHN H. MARKS, General Manager

MARKS SHOWS

Richmond, Va., all this week

Want—ALAMO EXPOSITION SHOWS—Want

RIDE HELP: FOREMAN FOR RIDE-O. One that does not booze and have Ride operating Monday nights. FOREMAN FOR MERRY-GO-ROUND. Must be capable and able to handle Parker Baby Q which loads on one truck. Will book Wild Life Exhibit or any other Shows of merit.

SHOWS: Tabou Miller can place Girls for Hawaiian Show. (Salary no object if you can perform.)

CONCESSIONS: Can place Penny Arcade. Tex Tally wants Agents for Nail Store. BOB SEITZER can place Griddle Man for his Cookhouse. (Good pay—best treatment.) CAN USE CAPABLE ADVANCE AGENT. WILL STAY OUT UNTIL DECEMBER 1.

Address: **JACK RUBACK**, Mgr., Texas City, Tex., this week; Palestine, Tex. (Spring Festival), April 29 to May 4

LAST CALL REGENT AMUSEMENT CO. LAST CALL

OPENING DAYTON, OHIO, APRIL 26 — 7 DAYS — TWENTY GOOD SPOTS TO FOLLOW

Want Shows of all kinds with own transportation. Want Penny Arcade, Fishpond, Frozen Custard. Can use men for Merry-Go-Round and Ferris Wheel. All replies to **HARRY ALKON**, Concession Manager, 632 Brooklyn Ave., Dayton 7, Ohio.

Owners: **HARRY ALKON** and **BILL WITHROW**

WANT—DROME HELP—WANT

TALKER—MUST PRODUCE RESULTS. CAN PLACE RIDERS—MEN & WOMEN. TICKET SELLERS—**EDDIE O'MALLY**, come on. WANT HELP ON KID AUTO AND KID AIRPLANE RIDES. Good salary—good treatment—45-week season.

Wire or Write: **DEL CROUCH**
Endy Bros.' Shows, Norfolk, Va., this week

CRYSTAL EXPOSITION SHOWS

Can place at once legitimate Concessions of all kinds. Want Shows with own outfits. Want Ride Help in all departments. Val Arland wants Agents for Roll-Down, Slum Skillo, P. C. and Slum Store Agents.

Address All Mail to **W. E. BUNTS**, Thomaston, Ga.

MORRIS HANNUM SHOWS

WANT SHOWS—Monkey, Unborn, Iron Lung, Motordrome.

WANT CONCESSIONS—Ten-Cent Stock Concessions, Age-Weight.

WANT RIDE HELP for Merry-Go-Round and Chairplane.
Mr. Gast will book your Spitfire and Octopus.

Replies to Capitol Heights, Md., this week; Kensington, Md., week April 29 to May 4; both on the outskirts of Washington, D. C.

TRIANGLE SHOWS

ALL PERCENTAGE CONCESSIONS OPEN

Preference given to Operators with Grind and Merchandise Stores.

Wire or write full description of what you have!

A FULL SEASON'S WORK

ADDRESS

TRIANGLE SHOWS, Uniontown, Pa., this week;
Clarksburg, W. Va.

LAST CALL TWO BIG WEEKS—AMERICAN LEGION CELEBRATION

WAVERLY, N. Y. — IN HEART OF TOWN
APRIL 29 TO MAY 11

Want Concessions not conflicting. Shows of all kinds. Help of all kinds (no lusher).

Will book or buy Rolloplane, Octopus or Tilt.
All address

MICKEY PERCELL—PIONEER SHOWS
20 ORANGE STREET WAVERLY, N. Y.

CAPELL BROS.' SHOWS

WANT

WANT

Second Men on Ride-O and Merry-Go-Round. Workingmen on all Rides. Top salaries. Mechanic for 35-Truck Show.

Jack Thomas wants Stock Store Agents.

Address: H. N. CAPELL, Mgr.
Altus, Okla., this week; then per route

MIGHTY MONARCH SHOW WANTS

Legitimate Concessions of all kinds. Place Flat Ride and Kiddie Rides. Long season with ten Southern Fairs. Can use Second Men on Rides. Miami until May 1. Address

N. P. ROLAND, 822 Northeast 82 St., Miami, Florida

A. B. S.

Two Saturdays—1 Sunday TAUNTON, MASS. Two Saturdays—1 Sunday
APRIL 27TH TO MAY 4TH

Will book any Ride not conflicting. Low percentage. Will book any clean Show with own transportation. Will book all legitimate Stock Concessions. Have two sensational Free Acts. FIRST IN CITY. Can place P. C. Agents. Don't write! Wire or come on.

JOE SHINE, Gen. Mgr.

Taunton, Mass.

LAWRENCE CARR SHOWS WANT

First-class Billposter with own transportation. Come on at once.

Experienced Ride Help of all kinds.

Brockton, Mass., April 22-27; Beverly, Mass., May 1-11.

LAWRENCE CARR

Showfolks of America

San Francisco

SAN FRANCISCO, April 20.—Foley & Burk Shows were honored at the meeting Monday (8), with Sammy Corenson presiding.

Elected to membership were Harrison and Cecelia Fitch, W. R. Whipple, R. E. (Duke) and Viola Rose, Ralph Edmonson, Jessie Gomez, Byron Francis Doyle, Vance Blough, R. C. Lewis, Pearl M. Clark, Mrs. Yvonne Broome, Joe Botts, Leon Schonberg and Herbert Bowes.

New members and guests introduced were R. C. Lewis, Ralph Edmonson, W. R. Whipple, Vance Blough, Pearl M. Clark, Duke and Mrs. Rose, Perry the Great, Mr. and Mrs. Liebman, Mrs. Cora Gano, Ralph Deering and 30 members of the Foley & Burk org.

Fred (Doc Zeno) Weddleton donated \$50 to the Cemetery Fund, and 17 members gave \$5 each.

Fred Weidemann announced that the board of directors would meet once a month unless called into special session by the president.

Mrs. Joe Galliani was reported ill by Mrs. Weidemann. Kelly McShay sent a 20-pound ham from Elco, Nev., and a neat sum was raised by a double raffle.

Entertainment was supplied by Albert Roche, Richard Fagin, Frank Wiseman, Perry the Great, Sonia Goldman, Mickey Hogan and Olivette.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 20.—Back from a trip to the East and South, President Chester I. Levin presided at the closing meeting Friday (12). Secretary G. C. McGinnis and Treasury Harry Altshuler were also on the rostrum. Twenty-two members were present.

Fred H. Dean was elected to membership. Letter of appreciation from Conrad G. Haney was read.

Mr. and Mrs. Eddie Cantrell will leave May 10 with their concessions to play still dates thru North Dakota, making their first stand at Minot. Ellis White, in after several months with B. & L. Concessions, was prepared to leave for Celoron, N. Y.

Clubrooms will be open daily thru the summer and showmen are invited to make the club their headquarters while in this vicinity. Ladies' Auxiliary closed for the season with a meeting April 5.

ENDY BROS.' SHOWS

WANT

WANT

Foreman for OCTOPUS Ride, Second Men for Merry-Go-Round and Caterpillar, Canvas Men, General Show Help.

Can place Train Hands, Polers, Chalkers.

HAVE OPENING FOR GOOD TRAINED ANIMAL SHOW OR MONKEY SHOW. Wagons and fine equipment for same.

All answer

ENDY BROS.' SHOWS, Norfolk, Virginia, this week.

CENTRAL STATES SHOWS WANT

Agents for Stock Concessions. Cliff Knox wants Agent for Knife Rack. Have good opening for Girl Show. Also any Grind Shows, with or without equipment. "Yellow" Savage, contact me at once.

W. W. MOSER, Mgr.

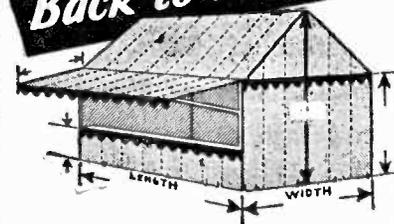
Great Bend, Kan.

WORLD OF MIRTH SHOWS, INC.

WANTS FOR MODERN COOKHOUSE: Cooks and Waiters. Long season, twenty-eight weeks; top salaries; best of treatment. Opening Richmond, Va., April 29th. COME ON, no time to write or dicker.

TOMMY RIGGINS, World of Mirth Shows, Inc., Wm. Byrd Hotel, Richmond, Va.

NOW! We're Almost Back to Normal



Material Available for Some
CONCESSION TENTS

Our war contracts, which necessitated all-out production for the drive to victory, have been terminated. Now you can order one or more of the famous Powco Concession Tents, made to your specifications by one of the largest manufacturers of canvas goods. Material is limited, so order now!



Canvas Covers, Tarpaulins,
Tents, Truck Covers,
Canvas Goods

POWERS & CO.
MANUFACTURERS OF
CANVAS GOODS
PHILADELPHIA, PA.

GIRLS WANTED

LEWY DUCHENE WANTS

Girls for Dancing and Posing Shows. Top salary.

Address

Care of Johnny J. Denton Shows,
Cookeville, Tenn.

WANTED

Buy, book or lease Short Range Lead Gallery. Will book 5 legitimate Concessions on percentage in building on Boardwalk at Gulf Beach. Free Acts, write.

FRED RAINEY

P. O. Box 87 PENSACOLA, FLA.

JOE AND MARY O'DELL

Wire me immediately. Can always use good Side Show Acts.

MARK WILLIAMS

Care Gooding Greater Shows
Charleston, W. Va., till May 4th

MAXINE GLYNN WANTS

"For modern Diner on Wheels." Griddle Man. Frankie Martz, Russell Wilson and others who have worked for me, contact at once.

c/o Harrison Greater Shows, Inc.
Richmond, Va., April 22 to May 5

LAWRENCE CARR SHOWS

WANT

Rolloplane Foreman; come on at once. Brockton, Mass., April 22 to 27; Beverly, Mass., May 1 to 11.
LAWRENCE CARR

SUNSET AMUSEMENT CO.

CAN USE

Ride Help that drive semis. Geek Show wanted. Virgil, please wire. Excelsior Springs, Mo., until May 4.

BUNTING SHOWS

OPEN MAY 2
BLOOMINGTON, ILL.

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS CALL. Address: E. H. BUNTING, Mgr., Box 297, Ladd, Ill.

WANTED

Chairplane Foreman, \$40.00 per week plus; Merry-Go-Round Foreman, \$45.00 per week plus; small 18-Horse Merry-Go-Round. Curley, wire Jack Metts. All Ride Foremen bonus \$10.00 extra each move and drive truck, plus percentage on Ride.

D. VAN BILLIARD

Exmore, Va., until April 27; then Parkesley, Va. Can place Women for Agents.

L. J. HETH SHOWS

Have good 4th of July Celebration contracted north of the Ohio River. Will turn same over to reliable show. All replies:

Callatin, Tenn., this week

WANT TO BOOK

Kiddie Rides, Percentage Agents for Pea Pool. Can book one more Ball Game.

C. V. (BILL) COX

Chesterfield, S. C.

ROSS MANNING SHOWS

OSSINING, N. Y., APRIL 29 TO MAY 4

CONCORD, CLAREMONT, BERLIN, N. H., TO FOLLOW

Can place Octopus or Rolloplane. Concessions—Duck Pond, Rifle Range, Custard, Grab Joint (Bill Harrington, get in touch).

Wire 109 W. 49th St., New York City

Tel. Circle 6-5880

WHITE STAR ATTRACTIONS

LAFAYETTE, TENN., APRIL 22 TO 27

Shows, come on; 10-in-1, Geek, Deep Sea, Jig or any Show with or without own outfit or Walk Through. Will buy or book for long season Tilt, Octopus, Kiddie Rides or any Ride not conflicting with Merry-Go-Round, Ferris Wheel, Spit Fire or Chair-o-Plane. Booking all Grind Stores and Slum Stores for Lafayette, Tennessee; Rising Sun, Indiana, to follow; then Mansfield, Ohio. Flats and gyms, save your time. Wire all replies to

A. O. COFFMAN, Manager, WHITE STAR ATTRACTIONS

WANT-GOLD BOND SHOWS-WANT

RIDE HELP—Foremen and Second Men for Merry-Go-Round and Ferris Wheel. FEW MORE CONCESSIONS THAT WORK FOR STOCK. HAVE OPENING FOR BINGO AND DIGGERS. SHOWS WITH OWN OUTFITS. Can place Concession Agents and P. C. Dealers.

Address: Pochontas, Ark., this week; Poplar Bluff, Mo., next week.

TRIANGLE SHOWS

WANT EXPERIENCED BINGO COUNTER MEN.

Address LOUIS WEINSTEIN, Care Triangle Shows, Uniontown, Pa., this week; Clarksburg, W. Va., next week.

Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, April 20.—Vice-President Harry Suker presided in the absence of President Mel Smith. The meeting Monday night was designated as "Dr. Ralph E. Smith Night" and was an open session with both men and women attending to do Dr. Smith honor.

On the rostrum were Suker, John T. Backman, treasurer; A. J. Cronin, Harry Rawlins, J. Ed Brown, Tom Regan and the honor guest, Dr. Smith.

Three new members were welcomed into the club. They are Isaac Miller, John J. Bush and Stanley Page.

Several members paid prospects to Dr. Smith. Among the speakers were Harry LeMack, John T. Backman, Harry Rawlins, Eddie Brown. Dr. Smith acknowledged the honor in a short speech. Moxie Miller acted as emcee.

Next meeting was designated Clyde Beatty Circus Night and will be attended by the personnel of that organization now in Los Angeles.

Following adjournment of the business meeting, a good feed was served under direction of Ray Rosard, acting chairman of the house committee.

Ladies' Auxiliary

Mabelle Bennett presided at the April 8 meeting. Easter greetings were read from President Betty G. Coe and Wilma White. Chaplain Minnie Fisher asked for a moment of silent prayer for Mr. Pepin, husband of the late Lelia Pepin, who passed away Saturday (13). Bertha Harris was reported ill, as was Stella Linton. Bank award went to Gertrude DiSanti.

A committee from the men's club announced that they were having a special night for Past President Smith and invited the ladies in for an evening of entertainment and refreshments. There will be no meeting on the following Monday as the members are invited to attend the Clyde Beatty Circus. A party for the members of the circus is scheduled to follow at the clubrooms after the show.

Peppers All-States Shows

"AMERICA'S FINEST"

Over Twenty Thousand Feet of Neon Lights

WANT

HELP—Six Workmen to handle Light Towers and Front Entrance. Can place Griddle Man and Waiters for office-owned Cookhouse. Good salary guaranteed.—Can place Assistant Mechanic for our truck fleet. Must be sober and reliable and have own tools.

CONCESSIONS—Will place Scales, Jewelry and exclusive on Frozen Custard. Mr. Robinson and A. Paul, please contact us. Good proposition to man and wife to take full charge of brand new 16-foot Photo Gallery. Can place Man and Wife on 24-foot Basket Ball Game.

SHOWS—Mechanical, Hillbilly, Crime or Wild-Life Show with own outfits and transportation.

GEORGE COLLINS wants for Side Show: Tattooed Man, Mental Act, Freaks and Working Acts. Can place Girls for Bally and Illusions.

NOTE—Theresa Tracy, we have a new route this season. Contact us if you can stand plenty fairs and top money.

THE BRAZILIANS can use one or two more Attractive Girls for high-class Girl Show. Also place Man for Ticket Box.

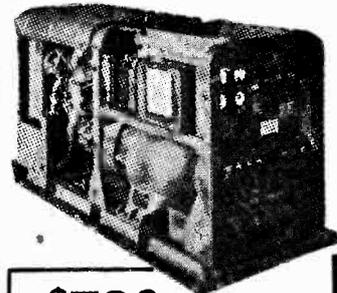
CAN PLACE A-1 LECTURER for Japanese Suicide Bomber Show. Prefer an ex-Marine as this a Marine Corps League Exhibit.

WANT Night Watchman. Ex-police officer preferred.

CAN PLACE HIGH-CLASS FREE ACT

Address this week: Florence, Ala., then per route

WANT



10 KW.—120/240 Volts—60 Cycle-Single Phase GAS ENGINE GENERATOR SETS

IMMEDIATE DELIVERY!
(Subject to Prior Sale)

Engine: 4 cylinder, 4 cycle L-head, water cooled, rated 35 horsepower at 1800 RPM.
Generator: 120 or 240 volts, single phase 60 cycle AC; rated power 10 kw. at power factor of 1.0; 12.5 kva. at 80% power factor. (Voltage change is accomplished by changing jumper connections on terminal strip.)

\$790 Each
F. O. B. Chicago, Ill. (Boxed for Export.) 25% Dep., Bal. C. O. D.

Willis Jeep Engines, complete with clutch & transmission—\$145.00 Ea.
Dodge Engines, complete with clutch and transmission—\$350.00 Ea.
Hercules JXD Engines, complete with clutch—\$265.00 Ea.

F. O. B. New York.

THESE ENGINES ARE COMPLETELY EQUIPPED AND READY FOR IMMEDIATE USE

HARRY HAYKIN
290 EMPIRE BLVD. BROOKLYN 25, N. Y.

SOONER STATE SHOWS

WANT

Photos and other Stock Concessions that don't conflict. Will book Ferris Wheel and Kiddie Rides with own transportation. 25 per cent plus 2 1/2 per cent insurance. No junk wanted. Can place one or two more Ride Men. Pay you according to what you can do. Virgil Turner wants Ball Game Agents. Jim Hinson wants Agents for Snow Cones and Hoop-La. James O. Harper, get in touch with Everett E. Harper, in care of this show. Will book Grind Shows with own transportation. This show has nice spring route. Canton, Okla., April 22 to 27; Laverne Race Meet, April 29 to May 4; Seiling Race Meet, May 6 to 11; others to follow. Address all mail:

K. E. (JELLIE) VANDERFORD, Owner and Manager
Sooner State Shows
Canton, Oklahoma

WANT

LAKE STATE SHOWS

2129 CASS AVENUE

ST. LOUIS 6, MO.

SHOW OPENS APRIL 28TH IN ILLINOIS. WANT RIDE HELP THAT CAN DRIVE SEMIS. Foreman for Chair-o-Plane. Second Men for all Rides. WANT MAN TO HANDLE FUN HOUSE. If married we have employment for your wives. Top salary and long season. WANT CAPABLE ELECTRICIAN. CAN PLACE CONCESSION AGENTS FOR BALL GAMES AND SLUM STORES. CAN PLACE A FEW MORE STOCK CONCESSIONS.

FAY'S SILVER DERBY SHOWS WANT

Concessions—Cork and Lead Gallery, Cotton Candy, Punk Race, Basket Ball, Clothes Pin Pitch, Bumper, Candy Apples or any Grind Store not conflicting. Shows—Minstrel, Wild Life, War Exhibit, Iron Lung. FAIR and CELEBRATION COMMITTEES—We have a few open dates for ILL., IND., WIS. and IA. We carry five Rides, four Shows, thirty Concessions and two Free Acts. Capt. Billy Sells Trained Lions and the Parroff Trio High Act.

E. J. FAY, Owner

Dallas, Ga., this week

MADISON BROS.' SHOWS

WANT TO BOOK TILT-A-WHIRL AND OCTOPUS. CAN PLACE FOLLOWING CONCESSIONS: Penny Arcade, String Game, Cigarette Shooting Gallery, Lead Gallery and Bumper. BILLY LOGSDON, GET IN TOUCH WITH US. CAN PLACE MECHANICAL SHOW OR ANY GOOD GRIND SHOWS. All Address:

KENNETT, MO., APRIL 22-27; THEN PER ROUTE.

Heth 20% Up In Huntsville; Org Has Flash

HUNTSVILLE, Ala., April 20.—L. J. Heth Shows moved here from quarters in record time and without a mishap. Show was up and opened Monday (15) to good business, the gross at this stand showing an increase of 20 per cent over last year. Show was a blaze of lights and color. All rides and fronts were newly painted in quarters and all canvas is new, including the front marquee.

The staff remains the same as last season, with L. J. Heth, owner-manager; Joe J. Fontana, assistant manager and general representative; Floyd R. Heth, concession manager; Dennis Heth, secretary-treasurer; Charlie Wrenn, special agent and billposter; Oscar Wren, sound car; Harry Harris, lot superintendent; Bill Bozman, electrician; Charlie Strickler, blacksmith; Fred Henon, show painter; George Spaulding, mail and *The Billboard*.

Org now has seven shows and eight rides, and in June takes delivery on a new Caterpillar, Tilt-a-Whirl, Fly-o-Plane and kiddie auto ride. Heth purchased a huge searchlight from the government. It is being mounted by the Lewis-Diesel Company in Memphis on a 1946 Ford truck. Show has also taken delivery on eight new 1946 Ford tractors.

Along concession row are Ray Smith, Gus Bethune, Clyde Brock, Graham Davis, J. R. Greene, Floyd Heth, Henry Heth, L. E. Heth, Hayward Berry, Harry Taylor. The Five Flying Fishers are to join June 1 to furnish the free attraction for the season.

Frank J. Lee With Ward

NASHVILLE, April 20.—Frank J. Lee bowed here as public relations director for the John R. Ward Shows with a campaign to interest city school children in two kids matinees Friday (19) and Saturday (20). Lee will have complete charge of press, radio, department store and school tie-ups, according to Ward.

LONE STAR SHOWS

Crystal Springs, Miss., April 22-27

WANT First and Second Men for Merry-Go-Round, Ferris Wheel, Super Roll-o-Plane, Octopus and Tilt. Top salary, come on. Will place you.

WANT legitimate Concessions of all kinds. Want Agents for office-owned Concessions. Can place a few more Shows with own transportation. Due to disappointment, can place good Cook House. Address all mail to

J. R. McSPADDEN
As Per Route

FOR SALE

Immediate delivery. Just completely overhauled in our shops and ready to operate. Allan Herschell Co. Moon Rocket. Price \$12,000 F. O. B. Spitfire Ride, price \$7,500.00 F. O. B. Will load same car or truck here. Wire, write or phone now.

CRAFTS SHOWS

7288 Bellaire Ave. No. Hollywood, Calif.

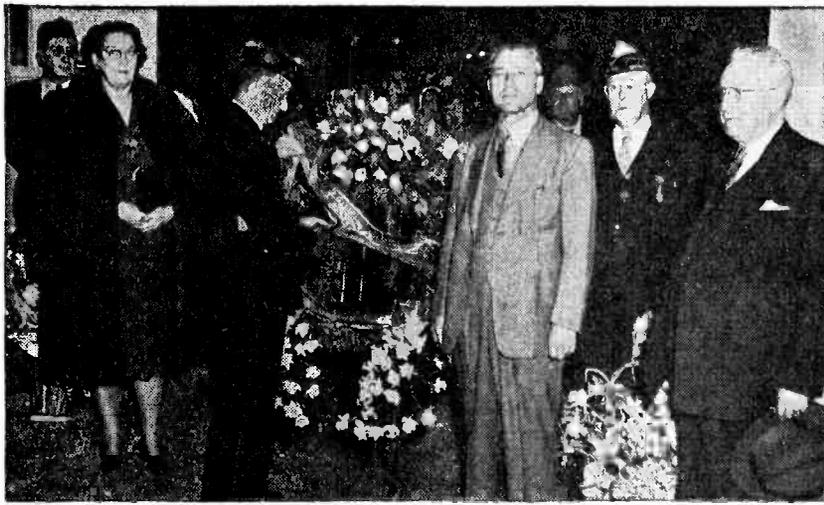
WANTED

Grinder and Ticket Seller for Monster Show. Good proposition. Springfield, Ohio, April 18 to 27; then Greensburg, Pa., April 29 to May 5.

Ed Strassburg, Gooding Shows

WANT FOR RENFRO VALLEY SHOW

Banner Man or Woman, Girl for Trapeze and Web. Working Men to drive semi trucks. For Sale—30-foot Middle for 60-foot Top, new, used 2 weeks, \$150.00. Answer: WM. KETROW, General Delivery, Lumberton, N. C., until May 6th.



CEREMONIES MARKING THE OPENING of the season of the James E. Strates Shows included the cutting of the ribbon Thursday night, April 4, at Washington. Left to right: Robert J. Graff, past department commander of the Army-Navy Union of the Department of the Potomac; Mrs. James E. Strates; Foster A. Touart, commander; James E. Strates; William Cornwell, past department commander, and William C. Fleming, general agent. Scores of wires of congratulation were received, as well as many congratulatory floral offerings, including one from the National Showmen's Association.

Cole Replete With Thrills; Show Moving on Thirty Cars

(Continued from page 53)
trap routine. She closed with one-arm phlanges. After the clowns walked it once, Gee Gee Engesser and the 16-horse Roman hitch was presented, which is definitely a thriller. Horses pounding down the narrow track, kicking shavings into the stands almost put the spectators in the act.

Orantos, back for another season, had the center spot in the perch display chiefly because rigging prevented the Davisos (Cristiani) from working their lofty perch there. Orantos were greeted solidly, but Davisos's turn caught the most attention. The Del Murlis, Mexican lads, capably handled the other ring.

Timing on the seal display was bad. Paul Nelson handled Harry, the riding finster, in the center ring and it was impossible for Earl Page to hold the pace with four in Ring one. Don Beal had a nifty pony drill in Ring three, and this section will be stronger when the seals are combined in the center with another pony drill for Ring one, a change said to be in the making.

Cristiani family's principal riding turn, featuring Corcaita, June and Hortenz, had there distinct applause grabbers, interspersed by clown antics. Eugene (Arky) Scott's 10 elephants, split into three rings, worked fast and in unison, climaxed by long mounts on both front and back tracks. Marion Knowlton's work in the center ring was outstanding. She set a sizzling pace for Patricia Scott and Bobbie Donovan.

Three wire acts, Billy Powell, the Caudillo Sisters and Senor Esquedas, offered plenty of variety even though Powell was handicapped by a bad fall suffered during the rehearsal Wednesday.

New Twist Okay

Paul Nelson came up with a new one when he worked his 12 palaminos from horseback in the liberty display. Paul handled his animals in a flawless manner, working them thru their familiar routine and added color by swinging his mount into the pack for the quick turns and breaks. Mahlon (Alabama) Campbell and John Smith worked groups of eight each in the end rings for a corking display.

Mayhap it is the modern trend because everybody's doing it, but for the first time the Cole aerial ballet appeared in uniform garb with attendants uniformly outfitted in gold and green harlequin costumes.

Eleven girls swung on ladders and anchors while seven worked Spanish webbs for a stirring picture. The seven girls spinning hard on the webbs gave it a pulse-quickenning finish. Paul Nelson staged this number.

First nighters missed one treat as the Chambertys were unable to work. George Chamberty suffered a badly sprained left foot when he missed the mat after a miscue during the dress rehearsal and was advised to rest for at least two days. Chambertys' rehearsals, however, was enough to make Terrell grin from ear to ear, even if the act does have a tendency to make the pay roll top heavy.

Cristianis Take Over

The Cristianis supplied the remaining top thrillers in the rings—and they were top thrillers, indeed. In the acrobatic display the family group offered their teeterboard in the center ring, featuring Hortenz, but Lucio contributing more than a full share of thrills. Hortenz's feature, as announced, was a two-and-a-half to a chair, but that was kids' play compared to her successful spin from the board to four-high—and she held it. Lucio's topper was a single with a full twister three high.

The Cristianis completed their chores for the night with their family riding act, six men and four girls, that has long been a top attraction. Lucio's clowning, comparatively a new feature, really got hearty laughs and his somersaulting from one horse to another and then leaping from the rear horse to the pacer seemed almost too simple.

Horses, Horses, Etc

As Kentucky is Terrell's home State and Cole Bros. has wintered in Louisville for several years, it is only natural that the trend should be more and more toward gaited and menage horses, a trend which was particularly evident. A good portion of the program was given over to the educated equines and the reception accorded their efforts by these horse-wise natives was rousing, to say the least.

The Flying Thrillers merely went thru the motions this opening night, and not very well at that, as Harold Voise was badly bruised and shaken by a fall in the aerial bar number during the matinee and could not work. Without Voise the timing was bad. Voise was expected to be back in the rigging by the time the show

Flighty Weather Brings Ditto Biz To Page in South

ATLANTA, April 20.—Biz on the Mighty Page Shows has been from bad to satisfactory in a three-week march thru Georgia and Alabama, the weather accounting for the ups and downs.

At Troy, Ala., the elements throttled the box office as cold rain and high winds struck during the week ending March 30. Wind toppled the Minstrel Show top and front in the second blowdown in four weeks, and not until Friday were the skies clear. Final two days produced a fair play. Following week at Columbus, Ga., the show got a break from the weather man and all attractions clicked to satisfactory grosses. Frank Tezzano's girl show had a strong week and concessions got money.

With weather again variable last week at Hogansville, Ga., crowds and biz were below par. Lot was far out on a hill side and not easy to lay out.

Cash Wiltse is now in advance. Mack House was called to Louisiana last week by the death of a brother. Bill Dollar was the dinner guest of Mr. and Mrs. Robert L. Overstreet. Frankie Tezzano returned from a business trip. Visitors have included Jesse Parks, J. F. Sparks. Shows, Lee Cresonne, Lee Amusement Company, and Red Burns, formerly of the Cavalcade of Amusements and now a police sergeant at Columbus, Ga.

Libbey To Hit Provinces, Me.

FREDERICTON, N. B., April 20.—Libbey Shows, which base here, will again tour the maritime provinces and Eastern Maine. Glen Libbey, owner, plans to play several indoor dates in rinks before using tents.

WON, HORSE & UPP

(Continued from page 57)

half-century ago, the program closed with a most intensely exciting and hotly contested handicap race, man versus horse—man to run once around the track while the horse does one and a quarter trips. Spectators were moved into the ring and on the stage to make room for the race. The visiting feed man was selected to race the horse. He lost not only the race, but the amount of his bill, which was protested by his lawyer.

Wild West concert featured a Western dance by dashing cowboys and pretty prairie girls, the old-time Virginia reel on horseback, and a Western spectacle, the torture by fire of a captured scout by savage redskins (Co-Owner Charley Horse and family), and his rescue by the cowboys (Manager Upp and sons).

bows in Terrell's home town of Owensboro Monday (22).

Hippodrome racing closed the show, with Ralph Clark, a veteran Wild West cowboy, and Jimmy Ray, a wrestler, heading the concert.

While Otto Griebing and Freddie Freeman were handicapped by a shortage of manpower in clown alley, those around proved of high caliber and they worked thru the entire performance effectively. The production numbers—the reducing machine and grab joint—were well handled. Otto and Freddie stopped the show with their fight.

The program ran 2 hours and 3 minutes without the Chambertys. Terrell aims for a two-hour show for the tour, mostly one nighters, and it will take some careful trimming to make it as the opening night ran as smooth as silk. There were plenty of prop boys and even tho the majority had no previous experience they were directed so effectively there was not a single delay.

Eddie Woeckener has the band and it can cut it.

Ludington Takes Leave From Crafts

SAN BERNARDINO, Calif., April 20.—Roy E. Ludington has taken an indefinite leave of absence as general manager of Crafts 20 Big Shows on the advice of his personal physician, who recommended several months of complete rest.

Ludington planned to leave with his wife for North Hollywood, show's winter quarters, where they will remain for several weeks before going to a health resort. He has been associated with the Crafts organization 12 years.

Hedrick's Gay Way Runs Hot, Cold With Weather

WADESBORO, N. C., April 20.—Hedrick's Gay Way, open since April 1, has scored with the weather, but was bumped into more than an equal share of bad weather to date, according to Secretary Hugh G. Coffey.

Equipment is reported in first class shape, with new canvas for all rides. A new side show is being framed at Winston-Salem winter quarters to join soon.

Staff includes, in addition to Coffey, Fred Hedrick, owner; Stanley Reed, manager; Stacy Knott, ride superintendent; Ray Price, concession manager; Bill Harrell, electrician; Bill Yost, transportation, and Sam Lindsey, lot superintendent.

American Banner To Open In Taunton's Mass., Saturday

TAUNTON, Mass., April 20.—American Banner Shows will open the season here Saturday (27) for an eight-day engagement.

General Manager Joe Shine spent the winter in Florida with his concessions, and now is ready for his annual tour of New England.

Code Okay Expected May 1

ROCHESTER, N. Y., April 20.—Final adoption of the outdoor safety code by the American Standards Association will probably occur about May 1, Max Cohen, general counsel, American Carnival Association, believes after conferences with Nolan D. Mitchell, of the National Bureau of Standards. When finally approved, Cohen said, he will forward copies of the code to ACA members.

Dennis Springs in Kansas

OBERLIN, Kan., April 20.—Dennis Shows opened the season here tonight. F. B. (Shorty) Dennis is owner, with Frank Nelson, general agent. Shorty's brother and wife recently joined from Jackson, Mich.

ROYAL RIDES

Bessemer, Ala., week of April 22.
Want to book or buy Ferris Wheel.
Want, due to disappointment, to book Cook House or Grab Joint.
Want Agents for following Concessions: Fishpond, Ball Game, String Joint. Wire Mecca Hotel, Birmingham, Ala.

SECOND-HAND SHOW PROPERTY FOR SALE

\$24.00 Olive Drab Tarpaulin, 15x20 ft. Others.
\$25.00 Egyptian Mummy, Glass Case, Old and Rare.
\$10.00 Eskimo Dog Skin, good condition. Bargain.
\$5.00 Govt. Wool Blankets, 62"x82". Have plenty.
50¢ Each Fleas for Banner Line. Make fine display.

WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

NOTICE!

BINGER & ANNA McCORD
or anyone knowing their present whereabouts, please communicate with Sister at once. Critical illness in family. TESS YATES, 3111 Harrison, Kansas City 3, Mo.

Cole Programs

(Continued from page 54)

Nelson presenting Harry, horseback riding sea lion. Ring Three—Liberty ponies worked by Don Beal.

Display 11

Principal riding act—Miss Corcaita, Miss June and Miss Hortenz. (All Christians.)

Display 12

Clown fight, featuring Otto Griebing, Freddie Freeman and Huffy Huffman.

Display 13

Elephants, four in center ring and three at each end, presented by Eugene (Arky) Scott, and worked by Bobbie Donovan, Marion Knowlton and Patricia Scott.

Display 14

Concert announcement, introducing Ralph Clark, wild west, and Jimmy Ray, wrestler.

Display 15

Clown walkaround.

Display 16

Tight wire, featuring Billy Powell, with Caudillo Sisters, and Senor Esquedas in end rings.

Display 17

Clown stop—Hot dog stand gag, with explosive finish.

Display 18

Liberty horses, featuring Paul Nelson in center ring working 12 Palaminos while astride a horse. John Smith and Mahlon (Alabama) Campbell handled eight each in the end rings.

Display 19

Aerial ballet, featuring 11 girls on ladders and anchors and 7 on Spanish webs—staged by Paul Nelson.

Display 20

Five-galtered horses ridden by M. F. Campbell, Gee Gee Engesser, John Smith, Don Beal, Marion Knowlton and Ruth Nelson.

Display 21

Clowns out of auto gag.

Display 22

The Chambertys, casting bars.

Display 23

Center ring featuring Cristian's teeterboard, starring Hortenz; Four Caudillo Sisters, tumbling in Ring One, and the Bonattis (Orantos) head balancing in Ring Three.

Display 24

John Smith's boxing horses.

Display 25

Second concert announcement.

Display 26

Menage featuring Ruth Nelson with Marion Knowlton, Gee Gee Engesser, Patricia Scott, Bobbie Donovan, Don Beal, Nena Thomas, Golda Grady, Maude Moore, Ethel Freeman, John Smith, Josephine Cofield, Sadie Woodcock, Shirley Adams and Rita Biller.

Display 27

High-jumping horses, featuring Scotland Yards, Liberty pony, and Niagara, Liberty horse.

Display 28

Easter Cloud, jiggerbug horse, presented by John Smith.

Display 29

Cristiani Family riding act, featuring Lucio.

Display 30

Clown walkaround.

Display 31

The Flying Thrillers—Harold Vaise act.

Display 32

Hippodrome racing.

R-B Legal Battle Foreseen As Tilt Over Ouster Starts

(Continued from page 55)

Both sides remained adamant, no concessions were made and negotiations broke down.

Enmities in the Ringling hierarchy have been numerous and have held no given line for long. Haley, hired by John Ringling, North's uncle, as a bookkeeper, was retained by the latter as manager of the Ringling Florida property interests while he was on tour with the show as its president. Haley later married Aubrey Ringling, following which he was instrumental in voting North out and Robert Ringling in.

J. R. North Vs. W. P. Dunn

William P. Dunn, a vice-president of the Manufacturer's Trust Company here, who retained his position as secretary-treasurer for eight years before being voted out along with Robert Ringling, has figured prominently in three of the most crucial incidents in the history of the circus. Acting for the Manufacturers Trust in 1937, he stepped in to consolidate two outstanding loans, one of which was held by New York investors, the other by MTC, thru its absorption of the old Chatham and Phoenix Bank, involving \$1,000,000, and the foreclosure of which would have probably finished the circus.

In 1943 John North wanted to purchase stock from Mrs. Haley and Edith Ringling but this was refused. During that same year, as president, he decided against taking the show on the road because of wartime conditions. Dunn, who held the deciding vote as a member of a seven-man board of directors, broke a deadlock and decided that the show would tour. The show had to be made ready for its Garden bow in 60 days and Dunn earned disfavor with North.

Following the Hartford fire, in July, 1944, Dunn was credited along with Dan Gordon Judge, attorney, with drawing up the creditors' agreement which made it possible for the circus to continue its operation without interruption, and without relinquishing any of the authority of its officials. Agreement allows the

circus to hold the first \$750,000, a comfortable working capital.

Meanwhile, it was reliably reported that Felix Adler, clown with the Big Show since 1911, and whose contract option was not picked up this year, would be reinstated by Haley after he had fulfilled his contract with Frank Wirth to appear in the St. Louis Police Circus.

Less Taylor, More Circus

Other anticipated developments under Haley management include the cutting of the Deems Taylor long-hair musical score of the spec, Toyland and reverting to the conventional circus music of Merle Evans' directions.

Pat Valdo, personnel director, will take to the road with scheduled stops in St. Louis for the Police Show, and Chicago for the Barnes Stadium opening, in an effort to sign new acts to bolster a noticeable weakness in the program. Better known acts supplying thrills are already under contract at this late date, either with circuses or for outdoor appearances, and the supply, according to bookers, is negligible.

Art Concello, appointed general manager by North in 1943, who was then serving his last year as president, was in New York and was spending much time at the Garden shortly after the announcement of the change of management was made. George W. Smith, whom he succeeded as general manager, regained his old job under Robert Ringling. Concello voiced no plans but his vacated operation of Russell Bros.' Circus, which folded last season, probably leaves him open for a proposition.

In the meantime, Robert Ringling is remaining in New York.

Marcell, Sally Marlowe, Theol Marlowe, Mickey Martin, Bee Mason, Peggy McKenna, Laura May McKenzie, Marjorie Meyers, Ala Ming, Polly Morrissey, Nio Naitto, Mildred Nelson, Sally Nicholson, Marion O'Leary, Edna Oliver, Nina Onesti, Skee Osborne, June Perkinson, Barbara Petry, Bella Salvador, Ernie Scott.

Joyce Seawell, Marion Seifert, Mary Seifert, Valerie Sellers, Lee Sharon, Nancy Teller, Louise Terris, Evelyn Thiel, Vera Thomas, Virginia Tompkins, Mireille Thorge, Alicia Tobin, Yvonne Tremblay, Helen Wagner, Edith Walker, Henrietta Wallace, Pat Walsh, Lee Walton, Martha Ward, Dorothy Webster, Vivian Webster, Bunny Wight, Alice Zandonel.

R-B Departmental Rosters

(Continued from page 55)

Bishop, Wilson Braden, Johnny Brennan, Beaver Brooks, Al Brown, Edgar Budlong, Slick Burgess, Arthur Burson, Ted Butterworth, George Campbell, Clayton Chase, Nabbo Conklin, Harry Dann, Curt Davis, Smiles Davis, Al Dickerman, Frank Ditmar, Everett Doane, Mike Dovol, Sam Doxon, Adolph Frohm.

John Gerlich, Homer Goddard, Ed Gore, Fred Grant, Herman Gunter, Pete Hand, Hanlon Brothers, Bob Harwood, Warford Hatch, William Hedge, James Hermwall, Paul Horompo, Lou Jacobs, Albert James, Sig Jarro, Joe Jenkins, Paul Jerome, Lester Jones, Paul Jung Trio, Emmett Kelly, Kewpie Kern, Bob Kerr, Bernhard Kilma, Jack Le Clair, Jack Le Clair Jr., George Levino, Tom Lightfoot, Frank Luley, Howard Marco, Bob Martin, Roy Merkel, Lou Montgomery, Paul Mortier, Joe Nauten, Harry Nelson, John Nelson, Alex Neuberger, Joe Neville, Nat Nevins, Harry Nichols, Butch O'Conner.

Alvin Peck, Jerry B. Picot, Seth Pillsbury, Monte Plew, Dudley Pond, Harry Rittley, Sam Roberts, Vic Robertson, Bill Russell, Bud Rybolt, Frank Saluto, Bob Seidel, Al Shaw, Skinny Shelton, Jim Smith, Pat Spiegel, Carl Stephens, Albert Stone, Cliff Strohl, Joe Teemer, Hank Thomson, Harry Toole, Howie Townsend, Elmer Travis, John Tripp, Try-

mer's Lilliputian Clowns, Adrian Turner, Harry Varco, John Wagner, Louis Walsh, Joe E. Ward, Walter Ware, Bemis Waterhouse, Bob Weaver, Paul Wenzel Trio, Ed Williams, George Wilson, Ernest Young.

Specs, Aerial Ballet, Equestriennes

Aida Aimala, Carmen Aiosa, Pepita Alaia, Romona Alaimo, Rosita Amato, Helen Amaya, Florence Anilick, Janice Bahr, Flo Bailey, Rose Barmonite, Betty Bateman, Rose Behan, Charlene Bell, Lydia Boda, Reggie Bogart, Josephine Borzi, Donna Cameron, Yvonne Carewe, Pat Cartwright, Sarah Cartwright, Kitty Clark, Barbara Clay, Harriet Clay, Alayne Clifford, Tony Cole, Dolly Copeland, Roxy Cropper.

Eileen Darnay, Lucretia Darnay, Jean Davis, Betty Dedrick, Mary Jane De Young, Gloria Earl, June Earl, Margay Elkins, Irma Erwin, Cappy Farley, Marie Forgeur, Margaret Frank, Valentine Frohn, Margaret Garnet, Rose Hanlon, Barbara Heller, Tamara Heyer, Geraldine Hill, Ruth Hoffman, Leona Howe, Terry James, Elsie Jung, Jane Kane, Lucille Kane, Kathryn Kramer, Madeline Kries, Verena Lawrence, Vivien Le Clair, Ermide Lobaso, Jinx Lochak.

Molly Locke, Bobby Mader, Renee

Side Show

Staff—Fred Smythe, manager; George (Red) White, assistant manager, ticket seller and talker; George Johnson, ticket seller and talker; Harry Roger and E. W. Adams, ticket sellers, and Speedy Smith, ticket taker.

Acts—Naeole's Hawaiians (David Naeole Jr., Jimmy Rica, Stanley Belmonte, Mary Paschat, Alola Naeole, Mary Tramm, Erma Pushnik and Beatrice Moran); Professor Roberto, magician; Rasmus Nielsen, strong man; Ada Mae Sabo, snake trainer; Doll Family, midgets; Sing Lee, fire-proof man; Percy Pape, living skeleton; Baby Irene, fat girl; Mr. and Mrs. Gottlieb Fischer, giant and giantess; Major Mite, world's smallest man; Frieda Pushnik, armless and legless girl; Alex Linton, sword swallower; Betty Broadbent, living art gallery; Molay, comedy juggler, and Charles Roark, ventriloquist and puppets.

Band—Arthur A. Wright's band and minstrel will join when the big show opens under canvas at Philadelphia.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A-1 Am. Co.: Pleasanton, Tex.
- Alamo Expo.: Texas City, Tex.; Palestine 29-May 4.
- A. M. P.: Gettysburg, Pa.
- American United: Tacoma, Wash.; Wenatchee 29-May 4.
- American Expo.: Springfield, O.
- Anderson Greater: Fort Scott, Kan.
- Atlantic Expo.: Mount Dora, Fla.
- Bach, O. J.: Elmira, N. Y., 25-May 4.
- Badger State: (Hopkins & Villard) Milwaukee, Wis., 27-May 5.
- Baker United: Beech Grove, Indianapolis, Ind.
- Barkoot Bros.: Toledo, O.
- Beam's Attrs.: Johnstown, Pa., May 2-11.
- Belton: Mayodan, N. C.; Leaksville 29-May 4.
- Bill's Rides: Maplesville, Ala.
- Bishop Bros.: Roy, N. M.
- Blue Grass: Owensboro, Ky., 27-May 4.
- Blue Ribbon: Lebanon, Tenn.
- Borderland: Taft, Tex., 22-28.
- Brewer United: Timpson, Tex.
- Bright Lights Expo.: Lynchburg, Va.
- Brownie Am.: Skiatook, Okla.
- Buck, O. C.: Newburgh, N. Y.
- Bunting: Bloomington, Ill., May 2-11.
- Burdick's Greater: Hillsboro, Tex.
- B. & V.: Garfield, N. J.
- Byers Bros.: Tucumcari, N. M.
- California: King City, Calif.
- Capell Bros.: Altus, Okla.
- Capital City: (8th & Archer) Nashville, Tenn.
- Caravella Am. Co.: New Castle, Pa.
- Carr, Lawrence: Brockton, Mass.
- Cavalcade of Amusements: Decatur, Ala.
- Celebration: Artesia, N. M., 23-28.
- Central American: Neodesha, Kan.
- Central Am. Co.: Waltersboro, S. C.
- Central States: Great Bend, Kan.
- Ceplin & Wilson: Newport News, Va.; Baltimore, Md., 29-May 4.
- Chanos, Jimmie: Eaton, O.
- Coleman Bros.: Middletown, Conn.
- Continental: Kingston, N. Y., 25-May 4.
- Crafts 20 Big: Pomona, Calif., 23-28.
- Craig, Harry: Lubbock, Tex.
- Crescent Am. Co.: Kannapolis, N. C.; Lexington, N. C., 29-May 4.
- Crystal Expo.: Thomaston, Ga.
- Cudney Border State: Maud, Okla.
- Curl, W. S.: London, O.
- Dennis: Atwood, Kan.; Bird City 29-May 4.
- Denton, Johnny J.: Cookeville, Tenn.
- Diamond Midway: Green Castle, Mo., 29-May 4.
- Dick's Paramount: Bridgeton, N. J.
- Dickson United: Chandler, Okla.
- Dudley, D. S.: Burkburnett, Tex.; Wichita Falls 29-May 4.
- Dumont: Oxford, Pa.
- Dyer's: Leland, Miss.
- Eddie's Expo.: Ford City, Pa.
- Edwards, J. R.: Fostoria, O.
- Endy Bros.: South Norfolk, Va.
- Exposition at Home: Baltimore, Md.
- Factotum: Sycamore, Ga.
- Fairway Am.: Willis Point, Tex.; Gladewater 29-May 4.
- Fay's Silver Derby: Dallas, Ga.
- Fidler's United: St. Louis, Mo.
- Fleming, Mad Cody: Brunswick, Ga., 27-May 4.
- Florida Am. Co.: Murphy, N. C.
- Francis, John: Granite City, Ill.
- Franklin, Don: Livingston, Tex.
- Franks: (Melrose & Washington) Macon, Ga., 22-May 4.
- Frear's United: Emporia, Kan.
- Gay-Way Rides: Macon, Ga.
- Gentsch, J. A.: New Albany, Miss.; Ripley, Tenn., 29-May 4.
- Gerens United: Seymour, Ind.; Connersville 29-May 4.
- Gold Bond: Pocatontos, Ark.
- Gold Medal: Jackson, Tenn.; Paducah, Ky., 29-May 4.
- Gooding Greater: Charleston, W. Va., 22-May 4.
- Greater Sutton: Sikeston, Mo.
- Greater Rainbow: Parsons, Kan.; Baxter Springs 29-May 4.
- Greater United: Denison, Tex.
- Groves Greater: Lake Charles, La.
- Hannum, Morris: Capitol Heights, Md.; Kensington 29-May 4.
- Happy Attrs.: Coshocton, O.; Mount Vernon 29-May 4.
- Harrison Greater: Richmond, Va., 22-May 4.
- Heaton, Bruce: Florence, S. C.; Columbia 29-May 4.
- Hedrick's Gay Way: Mount Holly, N. C.
- Heller's Acme: East Paterson, N. J.
- Heth, L. J.: Gallatin, Tenn.
- Hill's Greater: Greenville, Tex.
- Home State: Mountain Home, Ark.
- Imperial: Greenville, Ill.
- International: Ponca City, Okla.; Junction City, Kan., 29-May 4.
- Jones Greater: Point Pleasant, W. Va., 27-May 4.
- Jones, Johnny J., Expo.: Washington, D. C., 22-May 4.
- J. P. M.: Troy, N. Y.
- Joyland Am. Co.: Morehead, Ky.
- Kaus, W. C.: Durham, N. C.; Danville, Va., 29-May 4.
- Keystone Expo.: Florence, S. C.

- Kirkwood, Joseph J.: Trenton, N. J.
- Lamb, L. B.: Milan, Tenn.
- Lankford's Overland: Silvertown, Ga.
- Lawrence Greater: Portsmouth, Va.
- Lee United: (John R. & 10 1/2-Mile Road) Detroit, Mich.
- Leeright, J. R.: Pawnee, Okla.
- Lone Star: Crystal Springs, Miss.
- Long's United: Hayward, Calif.
- McArdell's Midway of Fun: Brainerd, Minn., May 1-4.
- McCown Midway: Holden, Mo.; Warrensburg 29-May 4.
- McIntyre: Camden, S. C.
- McKee, John: LeMay, Mo.
- Madison Bros.: Kennett, Mo.
- Mighty Page: Athens, Ga.
- Magic Empire: Osyka, Miss.
- Magnolia Expo.: Double Springs, Ala.
- Majestic Greater: Annapolis, Md.; Carlisle, Pa., 29-May 4.
- Manning, Ross: Peekskill, N. Y.
- Marton Greater: Newberry, S. C.
- Marks: Richmond, Va.
- Moore's Modern: Metropolis, Ill.; West Frankfort 29-May 4.
- Merit: Fall River, Mass., 25-May 4.
- Midway of Mirth: Percy, Ill.
- Nick's United: Kokomo, Ind.; Hartford City 29-May 4.
- Ohio Valley: Kenton, O., 27-May 4.
- Omar's Greater: Dexter, Mo.
- Pacific United: Madera, Calif.; Los Banos May 1-5.
- Page Bros.: Dyer, Tenn.
- Page, J. J.: Johnson City, Tenn., 27-May 4.
- Paul's Am.: Glenwood, Ark.
- Penn Premier: Peekskill, N. Y., 26-May 4.
- Peppers All-State: Florence, Ala.
- Percell's Pioneer: Waverly, N. Y., 29-May 4.
- Pike Am.: Searcy, Ark.
- Pine State: Ripley, Miss.
- Playtime Am.: Manchester, N. H.
- Porter's, Al, Wonderland: Suitland, Md., 29-May 11.
- Prel's Broadway: Alexandria, Va., 22-May 4.
- Rain-Bo: Eskdale, W. Va.
- Regent Am. Co.: Dayton, O., 29-May 4.
- Rogers Greater: Christopher, Ill.; Mount Vernon 29-May 4.
- Rogers & Powell: Starkville, Miss.
- R. & S. Am.: Williamstown, N. C.
- Rosen, H. B., Am.: Summerville, Ga.
- Royal American: (Grand and Laclede) St. Louis, Mo., May 1-19.
- Shan Bros.: (40th and Charlotte Streets) Nashville, Tenn.
- Shiple's Am. Co.: Athens, La.
- Siebrand Bros.: Kingman, Ariz.
- Silver Dollar: Magnolia, Tex., 22-30.
- Silver Slipper: Spring City, Tenn.
- Smith, Casey: Okmulgee, Okla.
- Smith, George Clyde: Duncansville, Pa., May 2-11.
- Smith's Greater: Fayetteville, N. C.
- Sooner State: Canton, Okla.
- Southern States: Tampa, Fla.; Ruskin 29-May 4.
- Southern Valley: Minden, La.; Oak Grove 29-May 5.
- Sparks Bros.: Jasper, Ala.; Tusculmba 29-May 4.
- Sparks, J. F.: Marietta, Ga.
- Strader, M. A.: Newton, Kan., 23-25; Junction City 27-May 5.
- Stebler Greater: Hillsville, Va.
- Strates, James E.: South River, N. J.
- Stumbo, Fred R.: Nashville, Ark.
- Sunflower State: Wakeeney, Kan.; Colby 29-May 4.
- Sunset Am. Co.: Excelsior Springs, Mo., 25-May 4.
- Tassell, Barney: Kenbridge, Va.
- Thompson Bros.: Duncansville, Pa.
- Tidwell, T. J.: Dumas, Tex.
- Tinsley Rides: Greenville, S. C., 29-May 4.
- Tivoli Expo.: Pittsburg, Kan.
- Triangle: Uniontown, Pa.
- Turner Bros.: (White City Park) Springfield, Ill., 23-May 4.
- United Am.: East Providence, R. I.
- United Expo.: McKinney, Tex.; Clarksville 29-May 4.
- Utah Expo.: Richfield, Utah; Spanish Fork 29-May 4.
- Victory Expo.: San Antonio, Tex.; Waco 29-May 4.
- Virginia Midway: Fries, Va.
- Virginia Greater: Crisfield, Md.
- Wade, W. G.: Pontiac, Mich., May 1-11.
- Wallace Bros.: Central City, Ky.
- Ward, John R., World's Fair: Owensboro, Ky.
- West Coast Victory: Vallejo, Calif., 23-28; show splits, May 1-5—(Fair) Lodi, Calif., and (Fair) Los Banos, Calif.
- White Star Attrs.: Lafayette, Tenn.
- Wolfe Am. Co.: Saluda, S. C.
- Wonder City: West Helena, Ark.
- Wonder Shows of America: San Antonio, Tex.; Austin 29-May 4.
- Wonderland: Washington, D. C., 27-May 4.
- World of Pleasure: Ecorse, Mich., 25-May 4.
- World of Today: Wichita, Kan., 22-May 5.
- Zachini: Moultrie, Ga.; Brunswick 29-May 4.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Bailey Bros.: Cynthiana, Ky., 23; Maysville 24; Portsmouth, O., 25; Huntington, W. Va., 26; Point Pleasant 27; Parkersburg 29.
- Banard Bros.: Etna, O., May 3.
- Barnes Bros.: (Stadium) Chicago, Ill., 22-May 12.
- Barr Bros.: Nelsonville, O., 27.
- Beatty, Clyde: (Washington & Hill lot) Los Angeles, Calif., 23-28; Santa Monica 29-30; San Pedro May 1; Long Beach 2-4.

- Cole Bros.: Evansville, Ind., 23; Terre Haute 24; Decatur, Ill., 25; Springfield 26; Peoria 27; Champaign 28; Bloomington 29; Danville 30; Lafayette, Ind., May 1; Indianapolis 2-5.
- Cole, James M.: Canton, Pa., 24; Milton 25; Sunbury 26; Lewistown 27; Chambersburg 29; Waynesboro 30; Hagerstown, Md., May 1; Frederick 2; Hanover, Pa., 3; York 4.
- Dalley Bros.: Huntsville, Texas, 22; Palestine 23; Jacksonville 24; Lufkin 25; Nacogdoches 26; Athen 27; Mt. Pleasant 29; Paris 30; Bonham May 1; Denison 2.
- Hamid-Morton: Buffalo, N. Y., 22-27; Montreal, Can., May 4-11.
- King Bros.: Harlan, Ky., 23; Cumberland 24; Whitesburg 25; Hazard 26; Wayland 27; Paintsville 29; Pikeville 30; Williamson, W. Va., May 1; Omar 2; Kimball 3; Mullens 4; Mills, Bro's., Marion, O., 23; Delaware 24; Marysville 25; Columbus 26-27; Circleville 29; Lancaster 30; Newark May 1; S. Zanesville 2; Cambridge 3; Massillon 4.
- Montgomery, C. R.: Auburn, Calif., 23; Grass Valley 24; Lincoln 25; Marysville 26; Gridley 27.
- Owens, Buck: (Fairgrounds) Springfield, Mo., 23-28.
- Polack Bros.: (Auditorium) Sacramento, Calif., 26-May 5.
- Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York, until May 12.
- Selles Bros.: Greenfield, Ind., 29.
- Sparks: Norfolk, Va., 23; Portsmouth 24; Newport News 25-26; Petersburg 27; Lynchburg 29.
- Stevens Bros.: Antlers, Okla., 27; Soper 28.
- Zallee Bros.: Beardstown, Ill., 23; Rushville 24; Mount Sterling 25; Pittsfield 26; White Hall 27; Carrollton 29; Jerseyville 30.
- 101 Ranch Wild West: San Jose, Calif., 23; Salinas 24-25; Watsonville 26; Santa Cruz 27; San Leandro 28.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Barrett, Roy: (Stadium) Chicago 22-May 12.
- Basile, Joe, Band: Buffalo, N. Y., 22-27; New Haven, Conn., 30-May 4.
- Birch: Bainbridge, Ga., 24; Cairo 25; Moultrie 26; (City Aud.) Thomasville 27; Tifton 29; Cuthbert 30; Eufaula, Ala., May 1; Newnan, Ga., 2.
- Campbell, Loring: Heber, Utah, 25; Vernal 26; Roosevelt 27; Myton 29; Price 30; Wellington, May 1; Monticello 2; Provo 3.
- Couden, Doug & Lola: School assemblies, Tullahoma, Tenn.
- Darrell: (Lafayette) Batavia, N. Y., 24-25; (Capital) Dunkirk 26-27.
- Harvey and His Instruments: (Del Rio Club) Manor, Pa., 27; (Moose Club) Trenton, N. J., 29; (Trinity Men's Club) Philadelphia May 3.
- Key, Tucker: (Joy) Houston, Tex., 25-27.
- Lewis Lyceum Co.: Coburg, Ore., 24; Junction City 25; Santa Clara 26; Sweet Home 27; Shedd 29; Monroe 30; Mill City May 1; Falls City 2; Stayton 3.
- La-Mar: Harrod, O., 24; Austintown May 1; (Memorial Hall) Springfield 3.
- Marquis: (Auditorium) Lexington, Ky., 24; (Palace) Rockford, Ill., 26-28.
- McClung's Pythons: Camden, N. J., 24; New Brunswick 25; Somerville 26; Rahway 27; Plainfield 29.
- Scheetz, Raymond: San Augustine, Tex., 24; Lufkin 25; Grapeland 26; Hearne 29; Smithville 30; Austin May 1; Navasota 2; Port Arthur 3.
- Willard: (Lyric) Allentown, Pa., 26.

DRESSING ROOM GOSSIP

(Continued from page 56)

the first few days due to illness of members of the troupe.

Annual membership drive of the Ramdoodle Club will begin this week. Thanks to everyone for the swell cards and letters received by the writer this past winter. Harry (Bad) Brown, will be in charge of the Ramdoodle activities on Dailey Bros.' Circus and, as usual, Eckie Lawson is in charge on the Beatty show.

Backdoor scenes: Dave Blanchfield proudly driving his 1946 jeep used in the show during the *Changing of the Guard* number. . . . Florence Baker having a hectic time getting the new girls in their places for each number. . . . Lou Jacobs and his midget car are the hit of the show. . . . Emmett Kelly funny as ever. His gag with the spotlight during the intermission is a riot. . . . Frankie Saluto with his rabbit gag going over big during the Easter holidays. . . . Johnny Tripp and Bob Kellogg garner plenty of laughs with the Marzy Doats laundry gag. . . . Pat Valdo having his troubles getting spec in and out of the Garden. . . . It's good to see Mickey Clark out of the hospital and back at his old stand as backdoor watchman at the Garden. . . . Tex Rowan, of the wardrobe department, did a good job playing the calliope during the *Treasury Salute* program. . . . Con Colleano back with the Big One and better than ever.—DICK MILLER.

Taber, Jim Green, Pauline Webb, Mr. and Mrs. Bob O'Hara and Mr. and Mrs. Tucker. Tucker is a former clown who used to work with Milt Taylor.

Bernice and Frank Dean and Cliff and Toni Henry were dinner guests at the home of the Ladds. Frank Dean has recovered from his recent illness. Mark Smith girls have a swell sleeper, with hot and cold running water and a shower. There are six bunks with a separate compartment for Mr. and Mrs. Smith.

Jack Dayton heads the parade opening the show. He makes a striking appearance with his big hat, orange angora chaps and his white goatee. Fred Bowery, rodeo clown, and his trick pony, Champ, not to mention his Brahma bull, Jiggs, get plenty of laughs. The bull is worked like a menage act.

Hope McLennan and her pony, Toy, make a cute picture in the trick riding exhibition. Hope's husband is with the army in Germany. Leo O'Brien has the bucking horses in the concert. He also takes the part of a thief in the playlet dealing with horse thieves. The other day the cowboys really dealt him some punishment. They roped him and dragged him 100 yards behind a running horse. Fortunately, he was not seriously injured.

Anna Metcalf, recently on the sick list, is okay again. A welcome visitor at Azusa, Calif., was Jim Green, who used to travel with minstrel shows.—TONI MADISON.

Bailey Bros.

Personnel wishes to thank the CFA, CMOB (model builders) and others for the many telegrams and letters wishing us a successful season.

Most everyone spent Sunday in Middlesboro, sightseeing and exploring the caves and trails that Daniel Boone made famous. The writer has relinquished the title of "Mountain Top Sitting" to Mrs. Laura Anderson and Mr. and Mrs. Frank Ellis.

Al Dean had his share of woe the past week: A car wreck, a big garage bill and a sleepless night. Five a.m. the next day found Al busy preparing breakfast. He stumbled sleepily over a misplaced pot or pan and did a "Steve Brodie" out of the cook-house wagon. Now he needs the aid of a cane for several days.

Ernie Stewart, aerialist, arrived in Middlesboro. His late arrival was due to an emergency operation a few weeks before opening.

Ellis Goe, our maestro, had a pleasant visit with his son, who was just released from the armed forces. It was the first time they had seen each other since the boy was four years old.

King Jr., the great Dane pup, developed nose trouble the other day. He poked his nose in a hole in the ground and got bit by a snake. With his swollen jaw, he now can easily claim the title of the home-liest pup in the world.

Hubert L. Merk, Rock Island, Tenn., storekeeper with the TVA, was a recent visitor. That's all.—DOLLY JACOBS.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags at \$9.25 per 100 pounds.

PEANUTS

Roasted Jumbos in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw (not Jumbo) in the shell @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

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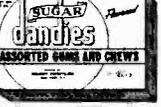
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ALL TYPES OF BOXED CANDY — POPULAR PRICES — CHOCOLATES, GUMS, CHEWS — WILL STAND ALL KINDS OF WEATHER — FREE CATALOG ON REQUEST — 20% DEPOSIT ON ORDERS

DELIGHT SWEETS, Inc. 50 East 11th Street, New York City

St. Louis Police Show Strong; Early Biz Points to Record

(Continued from page 54)

the 1945 record run will be kicked into the discard by the same pace as the advance—or one third better this time.

Program opened with a spec, the Easter Parade, in which four floats, carrying out the theme of police work with a spring motif, were drawn around the track by jeeps. Spring motif was accentuated by green shavings, an innovation for this annual. Entire company, the ballet and lead stock participated in the tournament in addition to a piper band.

Clemens Thrills 'Em

First thrill was furnished by Dick Clemens and his lions. Clemens worked five lions in a larger case that he has used heretofore and he made up the shortage of cats by rapid-fire action. He pours plenty of showmanship at the customers, with lots of popping guns and cracking of whips.

Count Ernesto's Wiswell gave with his customary sure-fire comedy Ford, and the dog display kept the heads of the center section payees twisting back and forth like they were at a tennis match, Wirth coming up with Sonny Moore, Arsene Gautiers steeplechase and Mrs. Alf Loyal's dogs for a sock go. Arturo was slid on the high wire and then Mrs. Loyal's daughter, Nana, copped a display with her trained dachshunds flanked by Mr. and Mrs. Walter Guice and the Three Pages.

Powers elephants aren't as spry as they used to be, but their carefully schooled comedy routines went over. Bob Eugene's lads had the aerial bar display almost to themselves as the inexperienced prop men were late setting the net for Harold Voise's aggregation.

The Bar Flies will do okay when they get working together.

Call for four boys to volunteer for Phil Wirth's riding school brought kids running and tumbling from every direction, one lad dropping from the mezzanine in his anxiety to get in the act. The kids selected were funny enough, but for safety's sake plants should be used in a city where it seems that every youngster

wants to be a circus rider.

The St. Louis Police Quartet, ordinarily an act that would be out of place in a circus, gave with three popular numbers, and the applause justified its annual appearance.

Carl Randall's ballet of local girls made their bow with Jinx Hoagland's garland entry, topped off with a living replica of the Iwo Jima painting. It was a little flat at the matinee as the huge building cannot be darkened for lights, but at night stroblite and spots put it over, as was proven at the dress rehearsal Saturday night.

There was a pot pourri of rolling globes, perch, bicycles and jugglers which caused Bandmaster Frank Cervone to loosen his hair, but he settled by playing for Pape and Conchita and letting the others rattle along as best they could. It was a happy selection, as Pape and Conchita wow 'em with their perch. Laddie Lamont was on the rolling globes, the Sidneys, and Marks and Lucille on the bicycles, while Kay and Karol did the juggling.

Big Boy Out of Place

Stevens Brothers and Big Boy, a sock night club or fair act, seemed to be lost on this audience. The big Russian bear handled his assignments well, and the brothers reeled and grappled, introduced three little Negro stooges and did their best to save the day, but the audience failed to respond.

The menage number produced a fine group of well-trained horses. Hoagland's jumpers were tops, while Mr. and Mrs. Carlos Carreon handled Polack's Steppers well. Arthur and Dorita Konyot, however, were given the center ring, and it was a wise choice. They exhibited three fine horses, and the ability and personalities of the riders brought spontaneous rounds of approval. Dorothy Herbert wound up this portion of the program with her sensational rearing horse, and her daring lay-black high jumps. She still has it, and delivers.

The neck-bending section, offering the Ortos, Miss Bernice and Kurtzo and Kurtz on the high poles left 'em gasping as they swayed all over the lofty ceiling.

Another five-piece display brought out the Slayman Ali, tumblers, and the Three Kings, wire walkers; Maximo, Walter Heriod and the Dearos. Heriod was spotted in the center ring and he finished before the others were well warmed up, a number that will have to be timed better to be effective.

Carreon works Polack's Black Horse Liberty Act in a smooth satisfactory performance.

Flyers Sell It

Ward Bell and the Flying Valentino troupes got together on their timing to offer an excellent aerial number, the Flyers timing their moves so that each feat could be followed with a minimum of neck-twisting, and they finished with an over-and-under together.

Wirth went patriotic in the final again, the ballets picturing around a huge replica of the Statue of Liberty as the national anthem was played. Stroblite made this one a seller.

Clown numbers were curtailed in an effort to speed up the program, but the funny men did show often enough to prove they can deliver when the routines are tightened. Production numbers were limited to the fire department, the auto gag and the prize fight. Happy Kellems tramped it thruout the program and even succeeded in making the reviewers grin while some of the customers guffawed at his pantomime.

Opening matinee was pushed thru in 2 hours and 43 minutes. Engagement closes May 5.

Under the Marquee

(Continued from page 57)

men, with the Montgomery circus. . . Charles (Kid) Koster is on the advance of the Clyde Beatty show.

Raymond B. Dean and William B. Antes are the press representatives for the Clyde Beatty Circus. . . Carey C. Emrie left Cincinnati April 23 for St. Louis, where he will spend the next two months. . . Henry Kyes's band on the Clyde Beatty show was given a puff by Forrest Warren in *The San Diego Daily Journal* recently.

Phil Bailey spent several days on the Clyde Beatty show in Los Angeles recently, taking colored pictures and visiting friends. He also saw the 101 Ranch show. Hugh McGill, Reuben Castang and Harry Quillan were also recent visitors to the Beatty org. . . La Tosca Canestrelli was injured in a fall from walking ladder at the Shrine Circus in Washington. She was removed to Sibley Hospital there for treatment.

Los Angeles.—Mr. and Mrs. C. W. Webb may have a circus on tour in 1947. . . George Parkins may join the 101 Ranch Show when he winds up his MGM contract. . . Art LaRue had the clowns at the Dick Ryan Rodeo in the Los Angeles Coliseum April 7. . . Dick Lewis spent two weeks at home in Los Angeles between his winter circus dates and the Cole Bros.' opening in Louisville.

Dumas, Reid Open Season With Stand at Dearborn

DETROIT, April 20.—Happyland Shows, operated by William G. Dumas and John F. Reid, opened the season Monday (15) at Ford and Wyoming highways in suburban Dearborn. Dumas arrived in town several days earlier from Florida to supervise the opening. Reid drove in with his house trailer Sunday afternoon.

The lot is a few hundred feet north of the former circus lot at Michigan and Wyoming roads, and just across the street from the Detroit city limits. The former big lot is now unusable because of the construction of the Willow Run Expressway.

Happyland Shows opened with seven rides and a few concessions, but will not add the bulk of concessions and shows until they open May 1 in Mount Clemens, Mich., for two weeks. Show then moves into Royal Oak, North End suburb for another two weeks.

ENTERPRISE AMUSEMENTS

Want to book or lease Wheels or Kid Rides. Stock Concessions open, need Grab, Photos. Have for Sale—1 Bingo Top, green; also Concession Tops.

JACK FRICK
Ferriday, La.

WILL PLACE
Frozen Custard Machine
Carnival, park or pool. What have you to offer?
JACK CONDER
44 Oak Grove Dr. Baltimore 20, Md.

MAJESTIC GREATER SHOWS

CAN PLACE FOR

Carlisle, Pa., and Balance of Season including 12 Fairs in Michigan and North Carolina: SIDE SHOW, MOTORDROME AND MONEY-MAKING GRIND SHOWS. FLAT RIDES NOT CONFLICTING. CONCESSIONS OF ALL KINDS. Will sell X on Candy Floss. Want Second Men on Wheels and Merry-Go-Round. WANT TO BUY 100 KW. TRANSFORMER.
SAM GOLDSTEIN, Owner-Manager, Annapolis, Md., this week; Carlisle, Pa., week April 9.
HARRY E. WILSON, Asst. Mgr.

JOHNNY J. DENTON

WANTED

WANTED

Capable Ride Superintendent that can handle Men. Must be sober and reliable to handle seven Rides. See them on and off lot. Salary no object if you can produce. Rides are in A-1 condition. Also capable Builder; would prefer one able to build Fun House on 40 ft. trailer. Information wanted as to the present whereabouts of one Jon Earl Love.

JOHNNY J. DENTON SHOWS, John J. Denton, Mgr., Cookeville, Tenn.

JACK GREENSPOON AND ART LEWIS WANTS

FOR SEASIDE PARK, VIRGINIA BEACH, VA.

Opening May 11, Glass and Fun House Operator and Assistant, Foreman and Second Man on Rolloplane, Ride-O, Merry-Go-Round, Tilt-a-Whirl, Whip, Laugh in Dark. Good wages and living quarters in park. Apply now.

SEASIDE PARK, INC.

TRAINMASTER WANTED

Bradford McClain, wire. Teamsters for Baggage Stock. Lufkin, 25; Nacogdoches, 26; Athens, 27; Mt. Pleasant, 29; Paris, 30; Bonham, May 1; Denison, 2; Sherman 3; all Texas.

DAILEY BROS.' CIRCUS

BAKER UNITED SHOWS WANT SHOWS

Monkey Show, large Reptile or any Show with own transportation. Concessions—Can use a few more legitimate Stock Concessions. Ride Help—Want First Men for Ferris Wheel and Chair-o-Plane, Second Men for Tilt-a-Whirl and Octopus.
BAKER UNITED SHOWS, Beech Grove, Indiana, this week; Bedford next week.

WANT HARRY CRAIG

Operator for completely framed Pet Show, Man to operate flashy Snake Show. Courtis Henderson wants Slum Skillo Agent, also Count Store Agents. Earn Apple wants Outside Help for Wheels, Ball Game Agents, Man for new Six Cat Joint. Red James wants Counter Man for Bingo. Jack King wants to hear from Jimmy Springs and Chief Bowlegs. B. C. McDonald, get in touch with me.
Lubbock, Texas, this week; then as per route.

WANTED

Two Dancing Girls with or without experience. Wire or call

F. J. BROWN
Richmond, Va.

WANTED QUICK

Novelty Acts for Side Show due to enlarging. Impalement, Magic, Ventriloquist, Tattoo Man, Fire Eater, any good Novelty Acts in keeping with high class Annex. Tommy Thompson, Boola Boola, Billie Stiles, Jessie O'Neil, wire. Place good Side Show Ticket Seller, Colored Musicians all instruments. Sleeper accommodations. Address:

LEON BENNETT, Mgr.
Annex, Bailey Bros.' Circus
Portsmouth, Ohio, 25th; Huntington, West Va., 28th; Point Pleasant, 27th; Parkersburg, 29th.



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CATERING TO CONCESSION TRADES MIKE TISSER, Gen. Manager
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WANTED WANTED WANTED

Can place on account of disappointment, Drome Rider, Lady or Gent. Also Talker. "Whiskey" Ryan, Bowers, "Wild Bill" Reams or Logan, wire. Side Show Acts—Half and Half, Tattoo, Sword Swallower, Mental Act or Strong Annex. Harry and Ted and Leonard St. Clair, wire.

CONCESSIONS—Apple, Floss, French Fries. No time to write; wire. Show opens in Peekskill, N. Y., Friday, April 26. Address all wires to

LLOYD D. SERFASS, Gen. Mgr. Penn Premier Shows
Buchanan, N. Y.

LEGION BEACH PARK

Free gate. No Gypsies or Grift. Year-round prosperous population and responsive. No strikes.

Want Skooter, Octopus or Tilt, Moon Rocket or any thrill ride. All replies

MANAGER, LEGION BEACH PARK PHONE 616 BILOXI, MISS.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway"

Woodstock, Va., week April 29th, Lions' Club Celebration

Can place one Flat Ride. Place the following Shows—Wild Life, Iron Lung, Fun House, Mickey Mouse, Walk Thru Show, Motor Drome, Minstrel. Place the following Concessions—Waffles, Slum, Bowling Alley, Penny Arcade, String Game, Basket Ball, Slum Blower, Lead Gallery, Watch-La, Country Store, Darts. Second Man for Wheel. Danny Donnini wants Pill Pool Agent and General Help. Walter Poole wants Working Acts. Tattoo Man to make opening for 10-in-1. Bob Houser wants Talker for Girl Show, good proposition; also Ticket Seller. Can place one good experienced Girl. Shorty Davis, Slim Pleasant, contact. Here is just a few fairs we have—Lewistown, Pa.; Indiana, Pa.; Ford City, Pa.; Luray, Va.; Rocky Mount, Va., and 6 more here; 3 Firemen's Conventions, 6 Homecomings. Sky High Girl Free Act. Write or wire

JOHN GECOMA or L. O. HECK, Lynchburg, Va., this week; Woodstock, Va., next week.

Page Biz Good in Tex. Despite Cool Weather

BROWNSVILLE, Tex., April 20.—Page Bros.' Shows, flashing much new canvas and one new ride, got away to good business but cool weather here Saturday (13). Stand on depot lot was sponsored by American Legion.

Lyle Page, brother of Manager W. E. Page, who received his discharge from the armed services Saturday (6), is now in charge of rides and rolling stock.

Org's next four spots will be strawberry festivals.

Harry L. Small Dies

INDIANAPOLIS, April 20.—Harry L. Small, 58, carnival agent and manager, identified with the outdoor show world for over 40 years, died here Friday (19) in St. Vincent's Hospital. As an agent, Small had been associated with Sol's Liberty, John R. Ward, Strayer's Pan-American and Baker United shows. He was also agent and manager for the Rogers United Shows, and in the 1930's was co-owner of Small & Bullock Shows, which operated in West Virginia. He was a member of the Showmen's League of America. Survived by his widow, LeNora, of Indianapolis, where they had resided the past year, and a brother, John, Memphis. Services were held here Saturday (20), with burial in Chicago, Monday (22).

Berryville United Readies For Vanceburg, Ky., Debut

LUCASVILLE, O., April 20.—Berryhill United Shows are being whipped into shape for the season's opening at Vanceburg, Ky., May 5. Org is getting a new paint job from front to back. Manager Berryhill is pleased with the progress which already has been made. Co-owner Clyde R. Pierce arrived recently from Florida. Mrs. Pierce is readying her concessions.

H. C. Lewis is again legal adjuster and advance agent. Ham Anderson, ride superintendent, expects delivery of a new house trailer before opening. Bob Miller, with five concessions, is due here soon.

Ride line-up includes Jack Pierce, Ferris Wheel foreman; Short Johnson, Loop-o-Plane; Eddie Vaughn, Chairplane; Ernie Cooper, Merry-Go-Round, and L. Stevens, kiddie autos.

Franks Leases Rides

MACON, Ga., April 20.—W. E. Franks has leased the Gay-Way rides for the Macon lots being played by Frank's Playland. The Gay-Way org has been operated for several seasons by J. L. Johns, under management of Jim McCall, ex-senator in the Georgia Legislature, brother-in-law of Franks.

First week at Catholic Playgrounds, First and Amos streets, proved a winner, Franks said. Outfit is now in fourth week of season in Macon and is enjoying unusually good play, he added.

J. J. PAGE SHOWS

Opening Date Postponed to May 4 on Downtown Location, Johnson City, Tenn.

On account of disappointment, can place Trumpet, Trombone and Clarinet Player for Colored Minstrel Show. Salary and percentage. Can also place 3 Chorus Girls. Emmie Smith, get in touch at once.

Can still place a few legitimate Concessions. Want money-getting Grind Shows with or without own outfits. Michelle Starr can place Girls for Hollywood and Hawaiian Review. Opening for useful show people in all lines.

Can place Concession Agents. Sam Housner wants 2 first-class Griddle Men. Too late to write, wire

J. J. PAGE SHOWS, JOHNSON CITY, TENN.

FRED HEDRICK, Owner **STANLEY REED, Mgr.**

Playing the Spots That People Are Working In

WANT WANT WANT

GENERAL AGENT AT ONCE

Can place a Flat Ride with transportation. We can give Shows with own outfits real proposition. Stacy Knott, Ride Supt., wants to hear from Clyde Mulligag, Pee Wee Phelps, Phil Maslick, all contact me. CONCESSIONS—Custard, French Fries, Cane Rack, Knife Rack, String Game. Ray Price wants P. C. Dealers and Slum Store Workers. Capt. Geo. Hanson is our free attraction. Can place Mitt Camp.

HEDRICK'S GAY-WAY SHOWS

MT. HOLLY, N. C.

HELLER'S ACME SHOWS

Open April 18th to 28th, Inclusive—2 Saturdays, 2 Sundays—Market St., East Paterson, N. J.

Want Billposter. Want High Free Act. Want Shows. Want Man to drive truck and take charge of 4 Ball Games, also Man for Diggers. Want Auto Truck Mechanics. All Concessions booked except Novelty and Potato Chips. No Gees. Ride Help wanted. Foreman for Whip, Spitfire, Chair-o-Plane, Kiddie Rides, Ferris Wheel. Mike Cramer, Bobby Edwards, Red Pendergraph, come on. Spitfire Schuey and Merry-Go-Round Joe De Selata, wire. Clarkson, what's wrong? Winter quarters open, Campgaw, N. J. Come on, take bus from Paterson, N. J., to Campgaw School. All address:

HARRY HELLER, Box 6, Campgaw, N. J. Phone: Wycoff 4-0752-W.

FOR SALE—Spitfire Ride, can be seen in operation.

WANTED FOR

BARKOOT BROTHERS' SHOW

For week of April 22nd, Lewis and Laskey, and week of April 29th, Front and Main, Toledo, Ohio. Can place two more Rides, Tilt-a-Whirl and Octopus; also two Kiddie Rides. Can place high-class Shows, also Platform Shows. Can place Merchandise Concessions of all kinds. Want Ride Help who can drive semi trucks. Can place small Cook House and Grab Joint. All address to

K. G. BARKOOT, MANAGER, 463 1/2 FOURTH ST., TOLEDO, OHIO

JOHN R. WARD'S WORLD'S FAIR SHOWS

Can place Musicians, Dancing Team, Singers and fast-stepping Chorus Girls for Minstrel Show. Salaries guaranteed by office. Good sleeping accommodations on train.

Can place first-class Show Painter and Scenic Artist. Can place Foreman for Octopus. Can place 3 reliable Boss Canvasmen. Address, this week, Owensboro, Ky.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 20.—This year's annual visitation program was inaugurated Thursday night (11) with a visit to James E. Strates Shows at Oklahoma Avenue and Benning Road, Washington. Shows presented an excellent appearance, with all new canvas and equipment. Many courtesies were extended by Owner James E. Strates, General Agent William C. Fleming, Special Agent Keith Buckingham, Secretary Percy Morency, Treasurer Nick Bozinis and Press Agent C. W. Franklin. Eighty-seven personnel membership cards were issued.

Information on prospects in the automobile passenger field reveals there will be a supply of 3,500,000 cars in 1946 as against a demand of 15,000,000. Commerce Department has furnished us with a catalog of various publications issued by the Census Bureau, including one covering all places of amusement. Many of the publications are by locality and contain information of interest to the carnival industry.

We also have detailed information covering available lumber on hand and the areas in which the same is located. Same department has furnished us with information relative to its program of aiding so-called small business.

A membership certificate has been received from William T. Collins Shows.

Collins Nearly Set For Opening May 13

MORRISTOWN, Minn., April 20.—William T. Collins Shows' quarters hum with activity as 10 men are busy painting and repairing the rides. Work is under the supervision of Father Harley. The twin Ferris Wheels are painted and loaded on their trucks. Merry-Go-Round is ready to be loaded.

The new rolling stock that Manager Bill Collins purchased this winter is beginning to arrive in quarters. Two new Superior semi-trailers and one new 1946 Ford tractor arrived last week. Collins is sporting a new 1946 Chrysler.

Show opens May 13 at Faribault, Minn.

Visitors at quarters the past week were Jack Walsh, of Wadena, Minn.; Jack McDonald, of Veterans' United Shows; Phil Little, Dallas; Frank Heregathy and George Machacek, St. Paul.

Collins recently returned from a buying trip thru Iowa and Illinois, stopping in Chicago for a few days.

Edwards Adds 5 Cele Dates

WOOSTER, O., April 20.—J. R. Edwards Shows, Inc., with quarters here, last week signed contracts to provide midways at Murray City, O., Old Home Week; Junior Chamber of Commerce Celebration, Moundsville, W. Va.; Firemen's Celebration, Barnesville, O.; VFW Celebration, McConnellsville, O., and American Legion Celebration, Malta, O.

CETLIN & WILSON SHOWS

30 CAR RAILROAD SHOW

Week April 29, Baltimore, Md. (Highlandtown)

WANT—Worthwhile Grind Shows with or without own equipment and transportation.

CAN PLACE Posing Girls, young and attractive for Posing Show.

WANT—FOREMAN AND SECOND MAN FOR CHAIRPLANE.

WANT—Second Man for Octopus.

WANT—Carpenter who can build fronts and wagons. Can also place first-class Blacksmith.

WANT—One Boss Canvasman and Train Help in all departments.

CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS THAT WORK FOR STOCK ONLY.

All Address This Week

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NEWPORT NEWS, VA.



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WANT FREAKS AND WORKING ACTS

Sword Swallow, Anatomical Wonder or Rubber Man. Rubber Nelson and Anato Hayes, please notice; can use you both. Want at least fifteen Acts for the biggest Side Show ever presented. Pay every week, no days taken out for any reason. Yea-round work; no salary too big if you got what it takes. Want Mental Act, Half and Half. Following people please write: Grace McDaniels, Betty Lou Williams, Ralph the Elephant Skin Man, Bob Wallace, John Saylor, Pop-Eye Perry, Glass Blowers, Ward Pin Heads, Armless Wonder, Bag Punchers, Scotch Band, Turtle Girl or any good Acts answer. This Show is backed by a half-million-dollar enterprise, booked a year in advance, not a chance of folding up. Write at once, don't miss it; get with the biggest thing in Side Show history. All answer to **BOX D-182, care The Billboard, Cincinnati 1, Ohio**

MAD CODY FLEMING SHOWS

Want Chairplane and Eli Help, also couple Second Men. Will book one major Ride. Few Stock Concessions open. Boatwright, come on.

Will Buy or Book Fun House.

Help given preference that can handle 30-foot semis.

We open Brunswick, Ga., auspices American Legion and V. F. W. Combined, White Lot, April 27 to May 4; Colored Lot, May 6 to 11. **TWO BIG WEEKS.** Have 16 Still Dates, pretty good, then 11 Fairs. All wires to Brunswick, Ga., or come on. No phones; too busy to wait for phone. No Sale Stands, no P. C., no Mitt Camps for these two dates.

MAD CODY FLEMING

Brunswick, Ga.

VIRGINIA GREATER SHOWS

WANT

Frozen Custard, Coca-Cola, Lead Gallery, Cigarette Shooting Gallery, Huckley-Buck and Penny Arcade. Jack Huffines wants Agents for Ball Games, Rat Games, Beautiful Nylon Store and Lady for Photo Gallery. Dutch Kerchner, come home.

Crisfield, Md., this week.

BELTON SHOWS

Want for Best Route Still Dates and Fairs in the South

Want all kind of 10¢ Stock Stores, must work for Stock; High Striker, String Game, French Fries, or what have you? Want any good Grind Show. Have good proposition for good Side Show with or without transportation. Will consider good Girl Show if you will work like you are told; no heat. Want Roll-o-Plane with or without transportation. Lee McDaniel and Stock Wilson want Plant Show People, Drum and Trombone. Stella and Chison, come on. Look this route over: Next week, Leaksville, N. C.; then Statesville, N. C.; Hickory, N. C.; Salisbury, N. C., and the best 4th spot in the South. All address: **BELTON SHOWS, Mayodan, N. C.,** this week; then as per route.

CLYDE PARRIS, Gen. Agent **C. J. BELTON, Owner**
W. R. "WHITEY" JOHNSON, Mgr.

DICK'S PARAMOUNT SHOWS

WANT RIDES—Will book Rolloplane. SHOWS—Wild Life, Funhouse, Side Shows, Magician. CONCESSIONS—Grind Stores that do not conflict, Guess-Your-Age Scales. HELP—Second Men on Rocket and Ferris Wheel.

April 22 to 27, Bridgeton, New Jersey

WANTED

Small animated Lead Shooting Gallery, also modern Race Horse Electric Back Board to work with rolled balls; must be in good condition. If you have a new Concession, both new in idea and in construction, contact me immediately with literature or full description. Either new or used equipment of the above nature will be considered. State price and when you can ship in first wire or letter.

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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$15.00

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 75-Player Complete \$5.00
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 All Readings Complete for 1946

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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 Samples of the 4 Readings, Four for 25¢.
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 120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.

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PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

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"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders or P. P. Extra.

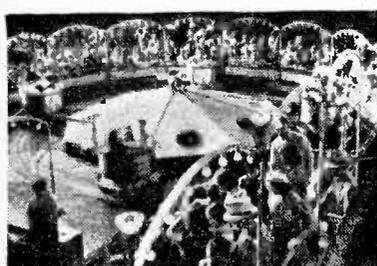
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 All Sizes of Bags.
 Salt and Seasoning.

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 Consolidated Confections
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ORGAN GRINDER MONKEY WANTED

Please describe fully variety, also whether organ and prons included together with acts; also best cash price. P. O. BOX 1540, San Antonio 6, Texas.

MIDWAY CONFAB

Cleo Renee, of Betty Bancroft's Side Show with the John H. Marks org, recently visited Linda Lopez's *Oriental Harem* on the Morris Hannum Shows at Emporia, Va.

Doc Waddell visited Louisville recently and scored with a two-column feature in *The Courier-Journal*, which was sock stuff for the Rex Howe Shows, on permanent location there.

Maurice, "the Ossified Man," off the road since Pearl Harbor, pens from Garfield, Colo., that he contemplates a return to the business. . . . Mr. and Mrs. E. V. Richardson celebrated their ninth wedding anniversary April 12 on the Joseph J. Kirkwood Shows in Fayetteville, N. C. Mrs. Richardson (Alice, the Alligator Girl) received many gifts, among them a bouquet from Mrs. Tommy Carson and Mrs. Mollie Decker.

Best part of weekly meetings of show employees is where everybody gets what-ever is bothering them off of their chests—even tho no one listens.

Robinson's frozen custard joined John R. Ward's World's Fair Shows and scored a winner at Nashville. . . . Willis Johnson, Union City, Tenn., billposter, has joined Prell's Broadway Shows. . . . Sailor Katzy, Sandra Lee, Charleen and Frances Spradley had a gabfest recently with Billy Lodgson on the Silver Derby Shows. . . . Jack and Amy Everitt have purchased a tourist court and trailer camp at Hot Springs, Ark.

Mike Wright will be missing from Chicago's Loop on week-ends until the snow flies, as the water has been turned on at Delavan Park, Wis., and the golf course has been opened. The turf really flies up there from now on.

Ivan Miller's birthday party, arranged by Mrs. Miller, was attended by Mr. and Mrs. Charles Fraker, Mr. and Mrs. T. Moreno, Jack Dolloff and Russell and Richard Fraker, the last named was on furlough from the marine base at Parris Island. Others are members of the Joseph J. Kirkwood Shows.

James Mott, St. John, N. B., operating the eats concession at the Forum there during the recent hockey and skating season, chalked up good biz. Mott has been with the Lynch Shows for years. . . . William Whitebone, concessionaire and magician, also of St. John, has been in ill health since the death of his wife last winter.

J. W. St. Clair writes from Big Stone Gap, Va., to warn showfolk who might be driving thru, that "There is a new village clown on at night there running a line-up store. If a transient goes in a beer joint, the clown and his stooge spot the car and make a pinch. It's \$13.90 for one or two bottles."

Louis J. Berger, of Hennies Bros.' Shows, is in St. Louis, making arrangements for that show's appearance in East St. Louis, Ill., starting May 4. . . . J. C. (Tommy) Thomas, general agent, and Herb Pickard, press agent, of Royal American Shows, are in St. Louis, publicizing the coming stand on the Grand and Laclade lot for 20 days, starting May 1. . . . Mr. and Mrs. Jeremiah (Jerry) O'Reilly and Mr. and Mrs. Eddie Hunter, concessionaires, on Royal American Shows, were among the first to arrive in St. Louis.

Billy Bell has joined Billy Logsdon's Side Show on Fay's Silver Derby Shows to work his sword act.

Jake Shapiro sent out formal invitations to announce the opening of his Triangle Shows Monday (22) at Uniontown, Pa., while Dave Endy used a reprint from a page in *The Billboard* to announce Endy Bros. bow at Charleston, S. C., April 4. . . . Edward L. (Slim) Field has changed his mind about staying put for the season and will operate a pan game with Beam's Attractions.

A fellow in Chicago, widely known as Neon-Head has been wondering why Bob Parker hasn't shipped the golf clubs from Miami and Andy Markham, the concessionaire, remarked: "He probably hasn't paid the transportation and storage fees."

OCTOPUS ROLLOPLANE FLY-O-PLANE
 World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

ALABAMA STATE FAIR
 BIRMINGHAM
 Cook House and Legitimate Game Concession Space Now Available.
 Date — Week September 30th
 Address:
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BEAM'S ATTRACTIONS
 OPENS JOHNSTOWN, PA., MAY 2

CONCESSIONS: Will book Fish and Duck Ponds, Pitch-Till-You-Win, Darts, Scales, String Game, Cane Rack, Arcade or any new concession. Capable Agents, preferably couples, for office owned concessions. Man to lecture on Snake Show. Sober Ride Help.
 Write or Wire M. A. BEAM, Windber, Pa.

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RIDES & SENSATIONAL FREE ACTS
 FOR 10 DAY DETROIT STAND — JULY 25-AUGUST 4 INCLUSIVE
 On paved Lot in Major Business Center, Right in City. This is the Fourth Annual. Draw 50,000 last year, should double this year. PERCENTAGE DEAL.
 CAPTAIN JIMMY JAMISON, Contact Us.
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NEW Buddha Papers
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 Belle Mead, N. J.
 Send Stamp for Catalogue

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 CARNIVAL AND WHOLESALE POPPERS
 Pops 60 Lbs. Corn Per Hour
NEW PEANUT ROASTERS
 — FULL LINE OF SUPPLIES —
 Popcorn, Seasoning, Salt; Glassine Cones, Bags, all sizes; 5¢, 7 1/2¢ and 10¢ Cartons.
Atlanta Popcorn Supply
 145 Walton St., N. W. Atlanta 3, Ga.

FLOSS OPERATORS
 We repair all makes of machines. Our new Model #100 AC is ready—Single Spinnerhead, \$175; Double Spinnerhead, \$190; Single Band and Ribbons, \$5 ea.; Double Bands, \$13 ea. Terms: 25% with order, balance on delivery. F. O. B. Toledo. **CONCESSION SUPPLY CO., 1857 Ottawa Drive, Toledo, Ohio.**

SOUTH AMERICAN POPCORN
 Direct to you from our farms. Quality is supreme. Grown since 1932. Send \$2.00 for liberal sample. Price, \$8.50 per cwt., or 500 lbs. corn and 50 lbs. seasoning for a total of \$57.50. Order yours now.
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 Spencerville, Ohio

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
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Yes, folks, you will find hundreds of poppers doing a popping good business on the Midway of Outdoor Shows this season and most of these operators will use their old standby shelled

HOOSIER PRIDE POPCORN and Supplies

A penny postal card will bring our list. If in a hurry
 Phone or Wire
INDIANA POP CORN CO.
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ATTENTION COOKHOUSE—GRAB MEN

Have a limited supply Griddles, 21x32; weight 45 lbs. each. Grease trench all around. Good condition. Government surplus. No junk. \$8.00 each, two for \$15.00; F. O. B. Henderson, Ky. Priced about one-third O.P.A. ceiling. Draft or M. O. No checks.

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When EAST Get Your Hi-Test South American POPCORN

Fresh Roasted PEANUTS from **VIRGINIA & SPANISH PEANUT CO.**

Providence 7, Rhode Island
 Write, Wire or Phone GASpee 2543

GOOD USED SELECTION OF TRUCK TRAILERS

CARLEY TRAILER & EQUIPMENT CO.

General Office:
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 Branches: Albany & Swainsboro, Ga.

WANT TO PURCHASE

A FERRIS WHEEL, CHAIRPLANE, MERRY-GO-ROUND and a WHIP. Write or wire.
MR. WILLIAM I. GOSNELL
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BEN WEISS
 Please Contact **SAM DORF**
 Travelers Luggage Co.
 7 Broadway New York 4, N. Y.

NOW AVAILABLE FOR THE FIRST TIME! The Kettle Kleaning Kit

- 1 Carton of "Char-X"
- 1 Gal. Liquid "Kettle Kleaner"
- 1 Pint "Pot Sweeter"
- Stainless Steel Spatula
- 2 "Plas-Ti-Pads"
- 12 Absorbent Wipes

All for \$6.00
BLEVIN'S POPCORN CO.
 Atlanta—Atlanta Service Warehouse, 377 Whitehall, S. W.
 Nashville—155 2nd Avenue South
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Logsdon, who purchased a house trailer at East Tallahassee, Ala., reported visits from Sailor Katzy, Sandra Lee and Charlene. . . . Linda Lopez and Jimmie Tanner visited with Harry Fink on the A.M.P. Shows at Farmville, Va. Fink has the Jewel Box Casino and Girls on Parade. . . . Ben (Great Lorenzo) Pardo is in his 16th year with his mental act on Pete Kortez's Side Show with the Clyde Beatty show.

Frank and Betty Durham, off the road since 1940, during which time Frank was employed in the General Motors plant at Anderson, Ind., have returned to trouping after spending the winter at Belle Glade, Fla., where Frank was confined to the hospital on two occasions. He is now fully recovered. The Durhams are now with Joyland Amusement Company, where Frank is foreman on the Merry-Go-Round, and Betty is operating the penny pitch. Frank was a visitor at *The Billboard* while in Cincinnati last Thursday (18) on business.

Mrs. Robert S. Knapek, the former Georgia Brown, will be back with World of Mirth Shows this season with an iron lung, reports her husband, Lieut. Robert S. Knapek, with whom she has been residing in San Antonio the past four years. . . . William Meyers, operator of Minit Studio, Detroit, writes that he had an enjoyable time at the Chi winter doings and is now back at work. . . . George A. Gregg, in Veterans' Hospital, Chillicothe, O., since April, 1945, advises that he is showing considerable improvement. He would like to hear from friends.

Mr. and Mrs. Frank Rupp and family, in from Florida, have rides in operation on the W. G. Wade No. 2 Shows. . . . Eugene Avery has joined the Wade Shows with his Octopus, and will add his midget racers at Pontiac, Mich., May 1. . . . Fred Miller and D. Wade, of the Wade Shows, have returned from a business trip to Indiana. Miller will open his cookhouse on the lot at Pontiac May 1. . . . Ben Liddon, who had been seriously ill for many weeks, is now out of danger and is expected to be up and about by May 1, his daughter, Mrs. Charles Stapleton, concession operator, reports.

Mrs. Lou Stein visited at Paterson, N. J., with Virginia (Steele) Mazurkiewicz. . . . Stanley Steele, out of service after three years, is a mechanic with Heller's Acme Shows. . . . Circus Side Show line-up on World of Today Shows includes Charles Zerm, manager; Harold Henrich and Mrs. Charles Zerm, tickets; Harry Leonard, inside lecturer; Grace Oakie and Helen Sikes, ticket takers; Carle, glass-blower; Jean Mercer, mentalist; Henry Gold and June Albright, blade box; Two Leonardos, impalement; Basla, pygmy child; Prof. Effay, magic; Rich Doolan, juggler; Oscar Beard, ventriloquist; Floyd (Slim) Arnold, music; Romero Sombera, Punch and Judy, and Maxine, annex.

B. Nessler left his Sheldon, Ill., home April 20 for Springfield, Ill., to be on hand for opening of Turner Bros.' Shows in that city. He will operate his new bingo and five other concessions on that midway this season. . . . John J. (Fleas) Roth went to St. Louis from Quincy, Ill., for Jack Downs, owner of Gem City Shows, which are slated to open in Hannibal, Mo., April 22. . . . Mrs. Roy McGlasson with her daughter, Patricia Ann, made the long jaunt from Cuero, Tex., to St. Louis to visit her brother, Ferd Lyon, who has been ill. Roy McGlasson is with Victory Exposition Shows. . . . Charles Rotolo has booked his Rolloplane with American Beauty Shows and will leave his Arma, Kan., home Wednesday (24) to open the season in Perryville, Mo., May 4.

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SPECIAL CONTRACT PRICE THROUGH JUNE, '46
\$10.75 Per 100 lb. Bag

It's the best Hybrid Corn money can buy! Backed by a money-back guarantee if the popping volume doesn't prove it! Non-contract price, \$11.10 per 100 lb.

ALSO SUPPLIES: The top-quality Popcorn Cartons—small, medium and large. Colored Cones, Glassine Bags, fine quality Seasoning, Cups, Spoons and Flavors.

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PEANUT SUPPLIES: Strong attractive bags . . . best Virginia Roasted-in-the-Shell Peanuts. Send for complete price list and details. Write, wire or phone the factory nearest to you. Address Joe Moss or Ed Berg for quick personal attention. It pays off to use the BEST.

Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS. Deposit Necessary on Your Order Per Our Terms.

CHUNK-E-NUT PRODUCTS CO.
 JOE MOSS Philadelphia 6, Pa. Factories in ED BERG Pittsburgh 22, Pa.

BRAND NEW FUN HOUSES

Dark walk-thru type built on semi-trailer. Beautiful 50-ft. front, air compressor, ticket booth, etc. Requires only one operator; goes up and down in an hour's time. A real money maker, priced right.

IMMEDIATE DELIVERY

Write today for full information and photo

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OHIO SUPER YELLOW POPCORN

BULK High Expansion — Ohio Grown **PACKAGE**

Packed in 100-lb. moisture-proof bags and in 10-oz. moisture-proof cans. Processors' ceiling prices. Test sample free on request. Also complete stock of Popcorn Cartons and Supplies.

BETTY ZANE CORN PRODUCTS, INC.
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 Growers and Processors of Selected Popping Corn

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 On Midways All Over America
 Its Grosses Are Getting Better All the Time

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POPCORN CONCESSIONAIRES

Jumbo Popping Units for your Trailer are available now. Tank gas fired, capacity 50 lbs. of raw corn per hour. Price without stand, \$248.00; with stand, \$298.00. Write for circular today.

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NEW IMPROVED SPITFIRE RIDES

Available for 1946 Season
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DOBSON'S UNITED SHOWS

OPENING MAY 8TH AT MAHTOMEDI, MINN., ON WHITE BEAR LAKE

WANT Ride Help, must be Semi-Drivers
 Good Show Electrician, no light plants; must be here May 1st
 TEX ROBERTS WANTS SLUM STORE AGENTS
WANT ALL SHOWS CONCESSIONS AND HELP CONTRACTED, WIRE CONFIRMATION
DOBSON'S UNITED SHOWS, Willernie, Minn.
 P. S.—W. R. SOLOMAN, YOUR LETTER FROM US RETURNED

ROLL TICKETS 100,000
 PRINTED TO YOUR ORDER \$21.50

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
 Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

10,000	\$7.25
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50,000	13.75

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

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, 50¢. Ping Pong Balls, printed 2 sides . . . \$30.00 Ping Pong Balls (for blowers). Dz. . . 1.50 Replacements, Numbered Balls, Ea. . . .50 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . \$ 1.25 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,000 . . . 1.25 3,000 Featherweight Bingo Sheets, 6 1/2 x 8, loose, per M . . . 1.40 Round Gray Cardboard Markers, 1800 for 1.00 Thin Plastic Markers, brown color, M . . . 2.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
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FROM THE LOTS

John H. Marks

RICHMOND, Va., April 20.—Shows, which are breaking in a new lot at Chamberlayne Avenue here, close tonight, then go into South Richmond for a week. First of the two weeks here was spotty, due to weather.

Small lot was in poor condition when shows hit it and it proved a difficult layout job. Opening night (8) was lost to rain but everything was ready Tuesday, when biz was good.

Wednesday, Thursday and Friday of opening week was hit by inclement weather. First Saturday was excellent. Special matinee for the kids, sponsored by local merchants, was successful, and night business was tops.

Mrs. Jack Corbitt, recently arrived from Miami, is a patient at Johnson-Willis Hospital, where she is undergoing treatment for a disease that has baffled diagnosis. She has been receiving blood transfusions. Donors from the shows include Joe Corey, Paul Ligure, Johnny Aranalas, Dallas Duncan, Eddie O'Brien, Frank Cincotta, Mickey Carr, Don Lorena, Malcolm Moore, Robert Handy, R. M. Elam and James O. Grant. Forty others are on the available blood-donor list.

New arrivals include J. Lindeman and his kiddie ride, Mrs. James Cassidy, fruit wheel, and Mr. and Mrs. Williams with their French fries. Mr. and Mrs. Joe Jarnegan and their niece, Virginia Campbell, are now connected with Willie Lewis. Bill Tippin is back again.

Recent visitors were Sam, Abe and Paul Prell, Sonny Campbell and Finnegan brothers of Prell's Broadway Shows; Gerald Snellens, Sam Beatty, Jack Fields, Bert McGrain, Tommy Sanders, Mr. and Mrs. Earl Purtle, and Mr. and Mrs. Dick Trailer of the World of Mirth Shows; Bill Stewart and Tom Evans, of Hannum Shows, and Mrs. Bob Hallock, Majestic Shows.—TED GRACE.

Don Franklin

ALVIN, Tex., April 20. — Shows continue to get good weather and good biz. Only one night, March 26, at El Campo, has been lost on account of rain. El Campo and West Columbia were both good. Last week's stand at Angleton, under Junior Chamber of Commerce auspices, benefited from a live-wire committee and city co-operation. Shows, which played inside the city limits, only five blocks from downtown, did excellent biz, everyone clicking.

Tilt-a-Whirl and Little Farm Show, both owned by F. N. Curl, Sioux City, joined at Angleton. Personnel includes M. B. Jeffery in charge; Louis Curl, Tilt-a-Whirl foreman, and Mr. and Mrs. E. L. Baker, Little Farm operators. Bill King joined last week as foreman of the Merry-Go-Round.

Spitfire continues to top rides. Shows have one light plant, with another 90-kw. Diesel promised for May 1 delivery. Semi-trailers are on order, with delivery promised in six weeks.

Milt Hinkle has been engaged as general agent, and Harry Goodwill, formerly with Joseph J. Kirkwood Shows, is ride superintendent. C. Harris, recently discharged from the marines after 51 months in the Pacific, joined with a corn game.

Don Franklin, owner, has been awarded contracts to play Fayette County Fair, La Grange, Tex.; Centennial Celebration, Cameron, Tex., and Negro Celebration, Brenham, Texas.

Shows are set up in the heart of town.

Lawrence Greater

SANFORD, N. C., April 20.—Show came out of quarters here and opened Saturday (6) to good weather and fair attendance. Equipment looked good.

Pop Louie Gueth's Merry-Go-Round indicated much work. Ditto Bob Young with the Whip, and Windy Weiser with the Ridee-O. Frank Murphy had the Octopus in shape and is readying the Roll-o-Plane. William (Scotty) Johnstone is electrician. Chair-o-Plane is handled by Jim Smoot. Willie Tucker has the Ferris Wheel.

Bill Woodall has renamed the girl show *The Gayete*. Dale Barron has the Side Show. Rex Allen is managing the *Vanities*. Chief Congo drew well with his show.

Hiram Beale has 10 stores; Barney Abel and Otto Franz, 6, and Steve Swinka, 4. Jack Stern is handling office ball games and razzle-dazzle. Dropper Barron is on rolldown, and Pete Lockhart on beat-the-dealer. Hiram Jones has the tub; Jack Nelson, slum spindle, and Bob Paul, wheel.

Bill Jones has a new bingo managed by Gaylord Buck. Bob Parker's diggers are in the hands of Harry Dunbar. Swain again has the cook-house, Marion Gloden is handling pea pool, and Limey Fenwick and Daley have popcorn and candied apples.

Mrs. Sam Lawrence, B. Herman and Sam Levy are co-owners.—J. F. McDEVITT.

Majestic Greater

DURHAM, N. C., April 20.—Week ended April 13; auspices, Loyal Order of Moose; location, Hillsboro Road grounds; weather, bad; business, good when open.

What promised to be the biggest week of the season turned out to be only satisfactory due to four days of heavy rains.

Show opened Monday night, but rain and wind kept many away. Clear weather Tuesday, Ladies' Night, brought 2,800 paid, not counting women who more than doubled the count, and everyone did big business. Wednesday and Thursday night rains nixed business. Friday, despite a continuous drizzle, the gate piled up 2,100 paid and business was fair. Saturday's children's matinee, with clear weather, was big, and the night crowd filled the lot. Shows, rides and concessions had the second biggest day of the season.

Charles A. Fry was called to Miami due to the death of his sister. Mr. and Mrs. John T. Ascher joined here, the latter to handle advance publicity. C. M. Rumley, Mel Thompson and Tom Hasson were visitors. Sponsors co-operated. Sam Solof returned from Detroit. Mrs. Sam Goldstein, wife of the owner, advised from Detroit that she must enter the hospital there.—HARRY E. WILSON.

Regal Exposition

DALTON, Ga., April 20.—Threeday downpour and a low lot at Summerville, Ga., last week brought plenty of mud, altho shavings were hauled all week.

Show moved here Sunday and opened the next night under American Legion auspices to a fair crowd. Rain canceled Tuesday night business.

Work unfinished in quarters is being done on the road. V. L. Sollier expects early delivery of a new trailer from Atlanta, and Mr. and Mrs. Johnnie Reed are looking for delivery of a trailer soon. Eight concession and one show top have been ordered. Mrs. Norma Chambers has been making drapes and costumes for shows.—MARGARET E. JAMES.

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GENUINE ALUMINUM
NOK-DOWN BOTTLES

Crowd pleasers because they go down with a satisfying, noisy clang! Sturdy, long-lasting aluminum construction . . . Made in standard size and can be used with old wooden models if desired. Priced only \$18.00 per dozen or \$1.50 each F. O. B. factory. Shp. wt. approx. 20 lbs. per doz. Terms 1/3 with order, balance C. O. D. Immediate delivery if you order now!

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J. R. Edwards Shows, Inc.

Can place Rides, Shows and Concessions that won't conflict with what we now have.

Jack Newton, contact show.

All mail and wires to
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Fostoria, Ohio

FOR SALE
4 WELL FRAMED, BEAUTIFUL GAMING CONCESSIONS

At year 'round beach in sunny California. San Diego. All built-in booth. Well lighted. Also have one on city lot in heart of town. Operate 365 days a year to good business. Good and true reason for selling. If interested wire or air mail

JOHN R. CASTLE
Bristol Hotel, 423 West 8th St.,
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WANTED
MAN WITH TRANSPORTATION

Capable of laying out the lot; handling forty-eight hour duties, such as press, radio, and purchase of supplies. Salary no object if you can qualify.

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Peppers All States Shows
Florence, Alabama, This Week

FOR SALE

40-Ft. Merry-Go-Round Track Machine, 24 horses, 2 chariots, in good shape, no motor and no cable, \$500.00.

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You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

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ATTENTION—ATTENTION
Have Popcorn Trailer in first class condition with own transportation to book for season of 1946. A credit to any midway.

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WANTED TO BUY
Frozen Custard Machines, single, double or triple dispensers unit. Write to
ANTHONY E. MIZZER
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NOTICE!
RUTH NEESE WANTS
Slum Skillo and Roll Down Agents for opening Ohio Valley Shows, Kenton, Ohio, April 27th.
Wire Care Western Union, Kenton, Ohio.
A good spot and other good ones following.

OMAR'S GREATER AMUSEMENTS WANT
Merry-Go-Round and Tilt-a-Whirl. Will lease or buy Stock for Wild West Show. Want Agents. Chick Williams wants Outside Men for Skillo. Few more Concessions for sale. Nearly new Pilot Trainer Ride, \$400.00.
Address: DEXTER, MO.

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... where you want it!

● Live and travel in comfort in a modern, mobile home that has every facility of a 2-bedroom house. Follow the job—or the fishin'—in true comfort. No worry about reservations, you always have a place to live. **COMPLETELY FURNISHED** Built-in furniture, 3 large wardrobes and many drawers and closets provide the storage space you need. Sliding doors give 3-room privacy; davenport in living room converts into an extra double bed. Kitchen with ice box, oven range and double sink makes full meals easy. See your Schult dealer today or write for new colored catalog showing 1946 models. **SCHULT CORPORATION, Dept. 204 ELKHART, INDIANA.** Member: TCMA

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COMFORT Cross ventilation; full insulation; built-in double bed plus sofa bed.

QUALITY Designed, engineered and built by pioneers of the industry, using the finest selected materials.

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SCHULT TRAILER COACHES

J. A. GENTSCH SHOWS WANT

Ride Help who can drive semi. Want to book Diggers, Tilt, Octopus, Roll-o-Plane and Spit Fire. Can use a few good Agents for Stock Concessions, also Penny Pitch and P. C. and Cook House Help. Want Chorus Girls for Minstrel Show. Anyone knowing the whereabouts of Eight Rock White, colored comedian, have him contact me at once; very important to him. All wires to New Albany, Miss., this week; Ripley, Tenn., next week.

TRUCKS-TRAILERS FOR IMMEDIATE DELIVERY

A good assortment of used Tractors, Trailers and Trucks.

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ARNOLD STRUFE
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WANT TO BUY WHITE RATS FOR RAT GAME

HAROLD PINE
Elks' Carnival Clifton, Ariz.

WANTED

Ride help, first and second man for No. 5 Wheel and Chairplane. Opening for Kiddie Ride. Best proposition ever to Shows with own outfits. Open May 1st. Money spots, short jumps, no racket.

AL ZELLERS UNITED SHOWS
148 PENN AVE., JEANETTE, PENN.

W. C. Kaus

RALEIGH, N. C., April 20.—W. C. Kaus Shows really put on two openers, the first three weeks ago at Beaufort, N. C., where it moved part of its equipment, and the full-scale opening last week at New Bern, N. C., shows winter quarters, when it massed all of its equipment. Business at both spots was good.

New Bern stand brought out many officials, business men and friends of the Kaus and Owens families, who make their home there. State Senator Sherwood Upchurch was in for the opening date.

Independent concessions on the show are George and Perry Minden, 7; Slim and Bee Barry, 2; Frank Maddish, 1; John Strunk, 1; Hayden Wiggs, 4; George Hoar, 2; George Rector, 2; Agnes Trout Beauquette, 1; Lola (Parker diggers) and Jimmy Ryan, 2; Ephriam Marks, 1, and Jack Perry, 5. Other concessions are office owned.

E. M. McIntyre has the cookhouse. Walt Rusch, out of the army, is handling the lot and an office concession.

Show works with a 20-cent gate, with Hugo Zacchini, cannon act, as free midway feature.

Staff includes Marie Kaus, owner-operator; Russ Owens, manager; Jack Perry, assistant manager; Herb Shive, general agent; Helen Owens, secretary-treasurer; Grover C. Hill, special representative and billposter; Eddie Elkins, superintendent of privileges; John Ragle, Diesel engineer and electrician, and Hank Owens, *The Billboard* sales agent.

Recent visitors included Red Hicks and Ben Braunstein, Endy Bros.' Shows.

Pepper All-State

SELMA, Ala., April 20.—Shows opened late here April 5 because of difficulties encountered in arrival of the new light plant. However, all reported good business despite the delay in getting open. Big crowds prevailed Saturday night (6) and local officials complimented Owner Peppers on the show's appearance. Shows are well flashed and much new canvas and neon has been added. Concessions are uniform in size and feature new blue canvas.

Graves H. Perry, general agent, returned from a successful booking trip and will stay with the shows for a few days. V. A. McNamara left for a few days, but he's expected back soon. Owner F. W. Peppers is busy rechecking appearances of fronts, as is Jack Barry, concession manager. E. H. Broome, manager, enjoyed a visit from his brother, A. J., Eroome, who will remain with the shows. Mrs. F. W. Peppers is still receiving medical treatment following a throat operation. The Brazilians, girl show, arrived, and a Spitfire has been added, making a total of 11 rides.—**JACK MARTINKUS.**

West Coast Amusement

SAN JOSE, Calif., April 20.—As shows moved in here to open its fifth week of the season, Mike Krekos, general manager, said that figures in every department are comparable with 1945, despite cold and bad weather which has been met. Ride business as a whole has been off but inside attractions and the main gate are up. This is the first time a rural valley has been played in early spring.

Opening here was moved up to Monday (15) to permit a seven-day stand. Vallejo, Calif., is the next stop for a six-day stand. Date was for 10 days last year. Shows will split in Vallejo to double up with Pacific United Shows to play It's May Day in Los Banos festival. West Coast rides and a few concessions will go to the American Legion picnic at Lodi, Calif., and side shows, remaining concessions and free act to Los Banos.

Special News
CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

LOOPER
MOON ROCKET
CATERPILLAR
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NORTH TONAWANDA, NEW YORK

LAST CALL WM. T. COLLINS SHOWS LAST CALL

Opening at Faribault, Minn., May 13th

ALL PERSONS CONTRACTED PLEASE ACKNOWLEDGE

WANT SHOWS—With Own Equipment and Transportation; Ten-In-One, Hillbilly, Snake, Fat People, Glass House or Funhouse.

WANT HELP—Foremen and Second Men for Ferris Wheel and Fly-O-Plane. Also second men and general help for other rides. All help come on to winterquarters. Top salaries and best of treatment. Lushies and chasers, stay where you are as you won't last.

Address: WM. T. COLLINS, Mgr.
Winterquarters: Morristown, Minnesota

SPARKS BROS.' SHOWS WANT

Chairplane Foreman and Second Man, also Second Man for Wheel. Book or buy Roll-O-Plane or Loop-O-Plane. Wonderful opportunity for Big Snake, Monkey Show, Illusion or Wild Life. Kid Hunt, wire Jack Oliver, season's work for you. Dale Curtis wants Trumpet and Trombone for Colored Minstrel, also Chorus Girls; salary out of office. Smokey Roberts wants Dancers for No. 2 Girl Show. Book 10 Cent Concessions.

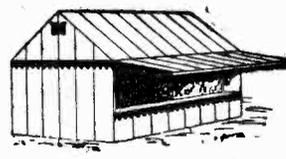
ALL WIRE TO
FRANK SPARKS OR JACK OLIVER
Jasper, Ala., This Week; Tuscumbia, Week April 29th

ROGERS GREATER SHOWS WANT

10-in-1; Mark Williams and Billy Logsdon, answer. Grind Shows; Mose Smith, Joe Teska, Helen and Buster Hays, answer. Any other Show of merit. Can place Stock Concessions. Want reliable Ride Help. Want Ferris Wheel Foreman; Reelas Harper, wire.

We have three annual celebrations and long season of Fairs. Address Christopher, Illinois, This Week; Mt. Vernon, Illinois, Next Week.

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With 15 weeks of New York State's Largest County FIREMEN'S CELEBRATIONS and OLD HOME WEEKS and 7 Weeks of OUTSTANDING NEW YORK STATE FAIRS to follow.

HELP for MERRY-GO-ROUND, TILT, WHEEL, CHAIR-O-PLANE and WHIP. Top salaries, best of treatment.

RIDES—Book or buy, with or without transportation, one more Flat Ride and Kid Ride.

SHOWS—Girl for Girl Show, also People for 10-in-1. Concessions, 10c Grind Stores, CUSTARD, ARCADE and NOVELTIES.

Write, Wire, Phone B & C's EXPO SHOWS, Hemlock, N. Y.

ALL HELP REPORT TO WINTER QUARTERS AT HEMLOCK AT ONCE

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WANT SOBER AND RELIABLE FOREMEN AND SECOND MEN for Merry-Go-Round, Ferris Wheel, Octopus, Kiddie Auto and Flying-Scooter. Also SECOND MAN on Spitfire.

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Wants for three of the best spots in Virginia PORTSMOUTH—NORFOLK—NEWPORT NEWS

All Downtown Locations

RIDES—Kiddie Auto and #5 Ferris Wheel. Have eight Rides of our own. SHOWS: Organized GIRL SHOW—have new frame up; Monkey Show, Organized Minstrel Show, Fun House, Side Show Acts, or what have you to offer? CONCESSIONS—All Concessions open except Bingo, Custard, Popcorn. Want Agents for Slum Skillo, Wheel, P. C. Stores, all office-owned. Have 36-ft. Motordrome, new top, \$400.00 takes it; stored in Kutztown, Pa. RIDE HELP—All Ride Help that can drive semis.

LAWRENCE GREATER SHOWS, INC.

Portsmouth, Va., week April 22-27

W. G. WADE SHOWS

Open May 1, Pontiac, Michigan, for Twelve Days, Including Two Saturdays and Two Sundays.

Can place Independent Shows and a few more Legitimate Concessions.

Want Ferris Wheel and Tilt-a-Whirl Foremen to join at once, \$60.00 a week. Can also use Second Men and Helpers. Address

W. G. WADE 19199 WOODINGHAM DR. DETROIT 21, MICH.

WANT

Merry-Go-Round Foreman join immediately; \$50 week. Must be sober truck driver. Concession Agents, Ticket Sellers, come on.

Fairway Amusements

Wills Point, Texas, April 22-27; Then Gladewater, Texas.

WANTED

For American Legion 4th of July Celebration at Fairgrounds, Muncie, Indiana. Independent Shows, Rides and Concessions. Address all letters or wires to

ORA SANDERS American Legion Chateau

NEAT SHOW WOMAN

as Cashier for Iron Lung Exhibit. Salary \$50.00. Join on wire. Also one Girl as lung subject to work short shift. Salary \$40.00. To join on wire. Year around.

GEO. E. LAMBERT

Chancellor Hotel Parkersburg, W. Va.

WANT WANT W. S. CURL SHOWS

Chairplane Foreman, Ferris Wheel Foreman. A-1 opening for good Electrician. Have our own transformer. Lush hounds and chasers, save your time and mine.

London, Ohio, April 20th-April 27th.

From the Lots

International

COFFEYVILLE, Kan., April 20.—Despite cold weather, International Shows did good business here the week beginning April 7. Org opened the previous week at Pryor, Okla., to good business.

Staff consists of Coleman Lee, general manager; High Pockets Lindsey, legal adjuster and concession manager; Stuart W. F. Scott, secretary, and Clara Lee, treasurer.

Mr. and Mrs. Buddy Spain operate the new cookhouse. Mr. and Mrs. A. J. Rounds and Mr. and Mrs. Curly Clark have a newly framed corn game. Mr. and Mrs. Charles Elder have seven concessions and Marion Thompson has two. Gard has a neoned fishpond. Mr. and Mrs. Davis have hoop-la.

Mr. and Mrs. Nelson Wells are back, the former having the mit camp. Billie Lindsay has a dart game; Bonnie Lindsay and Alice Thompson, ball games. Nelson Lee, assisted by his brother, Jackie, diggers; Joyce Lee and Joyce Lindsay, candy floss and ice cream, and Mrs. Helen Scott, pan game. Other concessionaires include Dutch Simmons, Bud Lime, Bill Collier, Googer Red Honeycutt, Crip Bron, R. Decoste, Don Urquhart, Mabel Mullett, Pearl Miller, John Bonnell, R. E. Lee, Mrs. Elizabeth McLain, Mr. and Mrs. Roy Langley, Daisy Robinson and Mr. and Mrs. Roy Cloud.

Shows and their operators are Ten-in-One, Mr. and Mrs. Blue Osenbaugh; Hula and Posing, Mr. and Mrs. Claude Williams; Snake, W. L. Bell; Mechanical, Jack Lennox and his son, Bill, who also have Barrel Ride; Monkey, Bill King, and Nite in Dixie, Jeff Heath.

Lucille Peterson is on the front gate. Glenn West is electrician, and Barney Miller, lot superintendent. Hank Farrar oversees rides. Poor Boy Wimberly has two Elis. Frank Robinson, assisted by Frank Lewis, has the Merry-Go-Round.

Bill's Rides

PINE APPLE, Ala., April 20.—Show, which opened three weeks ago at Luverne, Ala., where it wintered, has been racking up good business since. Luverne was good. Fort Deposit, Ala., wound up on the right ride of the book despite two days of rain.

Staff includes Bill Brown, owner manager; Mrs. Brown, secretary-treasurer; J. C. Brown, assistant manager; Mrs. James Green, concession manager, and D. H. Blackwood, general agent.

Personnel includes: Jumbo Finn, Fat Show; J. Mitchell, mit camp; Danny Ryan, pea pool and sound truck; Mrs. Danny Ryan, cookhouse; Mrs. D. H. Blackwood, fishpond; Thomas Fleming, shooting gallery; Mr. and Mrs. C. L. Spell, clothespin and block games; J. C. Jackson, R. E. Hardy, Bill Long, Ernest Rice, A. P. Peterson, J. C. Majors and Pat Wilson.

Smith's Greater

FAYETTEVILLE, N. C., April 20.—This is opening day and everything is set for a banner season. Duke and Anne Doran were among the late arrivals with their cookhouse, coming from Tampa. Ivone, Imp of the Clouds, a free act, finished her new rigging in time for the bow. Owner K. F. (Brownie) Smith brought in a new trailer from Sumter, S. C., for his International tractor, and Eddie Gordon, business manager, hopped back from the Deep South to be here for the opener.—HERBERT WIGGINS.

Sparks Bros.

FAYETTE, Ala., April 20.—Dutch Tillison came up with a pip layout of the lot, four blocks from heart of the city, and it was a good week for all hands. Girl Show and Minstrel Show clicked nightly and concessions won money. Harry Starbuck joined with popcorn trailer, with neon flash.

BAKER'S GAME SHOP

Wheels and Laydowns. All types. 48-Inch Glass Covered Big Sixes. 48-Inch Race Horse Wheels. 30-Inch Counter Size Little Sixes. Counter Wheel Posts and Wall Posts. Jumbo Chrome Plated Skillos. Baker Scissor Buckets. Chrome Plated Race Tracks, 12 & 15 Horse. Huckly Buck Kegs in sets of six in frame. MILK Bottles, both Steel and Aluminum. Soup Peps—Big Dice and Chuck Logs. Pan Games and Pea Pool outfits. Under and Over Seven Layout Cloths. Beat the Dealer Layout Cloths. Roll Downs, Penny Pitches and Razzles. WATER FALL BLOWERS. Bingo Blowers.

Note: A small advance in prices on some items. At present immediate delivery on all items except blowers.

2907 W. WARREN DETROIT, MICH. Phone: TYler 5-0334

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Douglas Greater Shows

TEN-IN-ONE and GRIND SHOWS With or Without Own Equipment.

Address

Route 5, Box 870, Kent, Wash.

WANTED

Mechanical Show, City, Farm or Circus; must be A-1. Will pay up to \$10,000.00 cash if set what wanted. Write or wire at once.

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5417 S. TACOMA WAY TACOMA 9, WASH.

FOR SALE

ON ACCOUNT OF POOR HEALTH JACK GIFFORD'S MECHANICAL FARM SHOW including truck, living quarters, show and P. A. system. Everything in No. 1 shape, ready to open for business. New canvas, good rubber, two new tires. For full particulars, write BETTY L. GIFFORD, KAHOKA, MO.

Want-Frozen Custard-Want

Due to disappointment will book Custard exclusive. Mr. Robinson, James Sacobie, please answer.

J. F. SPARKS SHOWS

Marietta, Ga., This Week

WILL BOOK

Bingo, Cook House and any kind of Grind Stores for Chicago Lot. Will book, buy or lease Ferris Wheel or any other ride. Opening date, April 28th.

BOX 734, THE BILLBOARD 155 No. Clark St. Chicago, Ill.

WILL PAY CASH FOR USED RIDES

When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. R. T. WADE, 16845 Lindsay, Detroit 27, Mich. Phone: VERmont 6-5232.

SHOOTING GALLERIES

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G. W. TERPENING

137-139 Marine Street Ocean Park, Calif.

Want Experienced Help

For Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Chair-o-Plane. In all departments—long season.

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Style 153, just rebuilt by us. Write WEST COAST ORGAN CO. 1281 1/2 La Brea Ave. Los Angeles, Calif.

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CLEMENTINE COFFEY

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

Winchester Apple Cele in Revival

WINCHESTER, Va., April 20.—Earmarking youth and beauty as its theme, 19th annual Shenandoah Apple Blossom Festival, suspended during the war, will be held here May 2-3. Festival committee, under direction of President J. V. Arthur, is setting over 2,000 people in motion to handle details of the annual event.

A 14-department organization is being set up to handle each aspect of the celebration with provisions being made for concessions, dances, name band, decorations, fireworks, pageants and queen and court. Fete officials said that this year's celebration will be greatly increased in size. Event's queen is expected to be selected within the next few weeks.

WINCHESTER, Va., April 20.—Fleet Admiral Chester W. Nimitz will crown Queen Shenandoah XIX on the first day of Virginia's famed Shenandoah Apple Blossom Festival, May 2 and 3, it was announced by Tom Baldridge, director general.

Middletown, N. Y., Skeds Spring Festival May 6-11

MIDDLETOWN, N. Y., April 20.—A spring festival sponsored by the Middletown Fife and Drum Corp will be held here May 6-11. William Smith heads the committee.

Penn Premier Shows have been signed for the midway. Free acts, a parade and nightly band concerts will be offered.

\$8,500 in Dubois Kitty

DUBOIS, Pa., April 20.—Twenty-two civic organizations, united in sponsoring a victory celebration here, have raised \$8,500 to pay for promotion, parades and floats. Parade entries are being solicited within a 100-mile radius.

Parking area, adjacent to Municipal Stadium site, is being arranged to accommodate 5,000 cars.

Profits will be used to erect a war memorial, it is announced.

LE ROY FALL FESTIVAL

And Veterans' Home-Coming Celebration
LE ROY, ILLINOIS—AUG. 29-30-31
A County-Wide Annual Free Gate Event That Always Packs 'Em In!
WANTED: High Class Carnival—Feature Acts—Concessions. Write Now.
Lyle V. Morgan, Chairman, Le Roy, Ill.

WANTED TO BOOK

RIDES — SHOWS — CONCESSIONS
for the
ANNUAL HOME-COMING AND PICNIC
July 28, 1946, sponsored by the South Saginaw Business Men's Association. Contact
MR. J. E. CALKINS, 2350 Shattuck Road,
Saginaw, Michigan

WANT LARGE CARNIVAL

for
ANNUAL 4TH OF JULY CELEBRATION
At Leadwood, Mo. Run every night that week and all day the 4th. Contact
I.O.O.F. LODGE, Leadwood, Mo.

WANTED

Unique Attractions, Shows, Concessions, Carnival for big celebration, Aug. 31, Sept. 1 and 2, business district Edina, county seat Knox County, Mo. Big crowds.
J. E. SCHOFIELD, Sec.

WANTED

Carnival or Independent Rides for July 4th Return Festival Engagement in September Sponsored by Chamber Commerce, Lions, Legion
ERNIE MORAN, Chairman
MINONK, ILL.

Horses Into Cans, Frontier Days Hit

REGINA, Sask., April 20.—Saskatchewan government's operation of a horse-canning plant at Swift Current is expected to have a direct effect on the city's Frontier Days Rodeo Celebration.

Charles Powley, rodeo chairman, says that the horse-processing plant "has had the effect of absorbing a great many horses in the district, which automatically cut down the bucking stock."

Stock rental is expected to run \$12.50 a head.

Du Bois, Pa., Books Heavy Bill for GI Home-Coming

DU BOIS, Pa., April 20.—Thirty civic and fraternal organizations have combined to stage a six-day G.I. home-coming celebration at Municipal Park here in July. Ted Sowinski, of the Board of Trade, was elected general chairman. Karl Brewer, superintendent of schools, has been appointed chairman of the program committee.

Entertainment features, booked thru George A. Hamid, include a revue plus acts each night; two days of Jack Kochman's Thrill Show; Sam Nunis auto races, and fireworks three nights. Program will also include firemen's parade; pony, mule and harness racing and athletics.

Seating accommodations will be expanded to provide for 5,000 spectators. Extensive billing will be used.

Governor Martin and his staff will be invited to attend the opening. Caravella Shows will be on the midway.

Martin Men Line Up Talent For Annual July 4th Cele

MARTIN, Tenn., April 20.—With radio entertainers from two Memphis stations set to highlight activities, Young Men's Business Club is setting up final plans for the annual July 4th Celebration here. Sponsors, says J. M. Morgan, president, have contracted for much air time to plug the event and attempts are being made to have a number of outstanding personages over the State as honored guests.

Last year's event attracted 20,000, and this year giveaways include a 1946 Chevrolet.

Le Roy Plans Resumption Of Annual Fall Festival

LEROY, Ill., April 20.—This city's Fall Festival Association is rapidly completing plans for resumption of its Fall Festival, first since 1941 when event was canceled out because of the war. Lyle V. Morgan, program committee chairman, says the association plans to make this year's revival one of the finest in the history of the organization.

Monterey Marks Flag Day

MONTEREY, Calif., April 20.—Parades, barbecues, horse shows, races, fireworks and naval displays are scheduled for the four-day Centennial Celebration commemorating the raising of the United States colors over California which is scheduled here July 4-7. Gov. Earl Warren has appointed a 15-member State commission to participate.

Select Site and Dates For Detroit Civic Event

DETROIT, April 20.—Fourth annual event sponsored by the Northwest War Council, community group of civic leaders and organizations, will be held July 25-August 4, at Grand River and Greenfield roads.

Plans are being made to book a carnival and free acts, according to Arnold Klett, chairman the past two seasons, who will handle publicity, advertising and entertainment this year. General chairman of the event for the first time is Gordon Sinclair.

Build-up will be centered on a merchants' and manufacturers' fair this season, in place of the garden show and fair which has been a feature in the past.

With no State fair to be held in Detroit this year, it is expected that the show will draw local attention the State event would normally command.

Gate is being upped from the former 10 cents to 25 cents, with a 10-cent admission for children.

Jamestown, Va., Plans Summer Memorial Pageant

NEWPORT NEWS, Va., April 20.—Plans for a Jamestown Pageant of similar size and scope to the *Lost Colony* of Roanoke Island was made at a meeting here yesterday.

Production plans include the matter of a script, and Paul Green, author of *Lost Colony*, has indicated that he will take a shot at the story without advance payment, tho it would mean a leave of absence from his present job in a Hollywood studio. It is planned to inaugurate the pageant at Jamestown in the summer of 1947.

Former Gov. Colgate W. Darden, Norfolk, is president of the Jamestown Corporation, and Gov. William M. Tuck is honorary president.

Ambitious Plans Outlined For Vancouver Celebration

VANCOUVER, B. C., April 20.—John Harkrider, of New York, who has been signed to produce this city's Diamond Jubilee Cavalcade, July 1-15, told a meeting of the Jubilee publicity committee that a cast of 5,000 would be used in depicting the "story of one family symbolizing the past, present and future of Canada's Pacific Gateway." Hollywood stars, one each night, will be central figures.

Radio features will include *Town Meeting of the Air*, and possibly Phil Baker's *Take It or Leave It*. Alan Young, a native of Vancouver, has promised to assist. He will be vacationing here during the celebration.

Apple Blossom Festival

WINCHESTER, VIRGINIA
MAY 2D AND 3D
Novelties, Grab and Juice, and
All Straight Sales.
Biggest Spring Celebration in the East.
S. L. NUGER

FULLER GREATER SHOWS

Opening Calnbrook, Pa., May 4th
Due to disappointment can book Grab. Also can place Waffles, Frozen Custard, Snow Cones, Novelties, Darts, Sling Shot, High Striker, Scales, Fish Pond, Pitch Till Win, Duck Pond, Shooting Gallery and any others not conflicting. Hatchie, wire me.
PAUL E. FULLER, 514 Main St., Meyersdale, Pa.

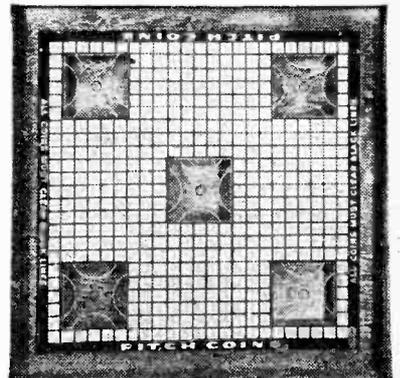
PERFORMERS

We can supply you with any made-to-order equipment. Ballbearing Swivels, Wire Rope, Manila or White Line Splicing, Seamless Covered Spanish Webs. Send for sample.

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Continuous Action Boards Defy All Competition.
#1 1 1/2" Squares \$60.00
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IMMEDIATE DELIVERY.
Boards #1, 2 and 4 All Over Size 48"x48".
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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.

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UNIVERSAL MOTOR COMPANY
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ROGERS GREATER SHOWS WANT

Girl Show with Girls, will furnish complete outfit. Good route, long season. Christopher, Ill., this week; Mt. Vernon, Ill., next week.

WILL BOOK

On account disappointment, new 16 Ft. Aluminum and Stainless Steel Popcorn, Peanut and Carmel Corn Trailer; Neon Lite; 16 Ft. Photo Gallery, 3 size pictures; Neon Lite and five 10-cent Concessions, new canvas. Wire

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801 E. Wilson Ave. Pascagoula, Miss.

HELP WANTED

Steady, sober Agents for Grind Stores. Salary or commission. Apply:

CLYDE HIPPLE

Crawford House BOSTON, MASS.

BALLOON, SOUVENIR AND NOVELTY MEN WANTED AT

19th Shenandoah Apple Blossom Festival Winchester, Virginia, near Washington, Baltimore, Thursday, Friday, May 2, 3.
License reasonable. More than hundred thousand people expected from all Eastern States.

WANTED

Independent Rides, Shows, Free Acts, Concessions for American Legion Celebration, July 2-3-4, Casey, Illinois.

H. HALLSTEIN

WANTED

Rides of all description for the
SWISS CENTENNIAL
To be held August 15-16-17-18 at New Glarus, Wis.
Write ED N. FUHRMANN

OPS ALL OUT FOR OUTINGS

Picnic Gravy Bidding Heavy

Jack angles for Rockaway biz via financial page ad in "Times"—sales are easy

By Jim McHugh

NEW YORK, April 20.—Eastern park managers, operating without restrictions for the first time since start of the war, have inaugurated extensive campaigns to reclaim the lucrative outing biz, and in some cases get a new hold on it. Most ops anticipate big grosses with minimum promotional effort, basing this on healthy takes from early week-end openings. Those with an eye to new business, particularly in competitive areas, are angling to hog-tie for the future outings involving large personnel groups.

Aware of the fact that block patronage on any one day can add up to four-figure grosses, the gravy possibilities justify expenditures necessary to attract these groups. Skillful scheduling of events for the usually dull Monday thru Thursday allows for a personalized touch in catering to outing groups, and provides for steady operation without adding to the normal heavy week-end load.

Here's Jack's Pitch

Julian Jack, promotion manager at Rockaway's Playland, catering to metropolitan New York, let go with a novel pitch Saturday (13) when he ran a four-inch, three-column ad on the financial page of *The New York Times*—a departure from the usual method of selling industrial-retail outing patronage. Copy, stressing employer-employee relations, ran as follows:

"Are you interested in full production? Then you must have good management-employee relations. There is a feeling of bitterness and resentment in the air today. The papers are full of strike talk, of union leaders criticizing management—and of management finding fault with labor policies. This way leads to chaos. Only thru an era of good feeling between labor and management can our country get back to full production.

"How can this best be done? A good old-fashioned outing for your employees is certainly a step in the right direction. It's a fine opportunity to show your interest in your employees—and worthy of your fullest personal co-operation. It will do more to bridge that torrent of ill-feeling than almost anything you can do. Are you interested? Write or phone today."

The Follow-Up

Jack timed the sending of numerous telegrams to attract attention to his ad. These were aimed at publicity outlets, columnists, commentators (See *PARK OPS SAIL* on page 100)

Bingo Bldg. for Marcresan

UNION CITY, Pa., April 20.—A new \$3,000 bingo building, 25 feet wide, 60 feet long, will be a feature of near-by Marcresan Beach Park when it opens May 28. Structure is equipped with four speakers and new amplifier.

And Now They're Going To Nab A Sea Serpent Off Vancouver

VANCOUVER, B. C., April 20.—Space in the gazettes and wordage over the radio mounts as a projected hunt is proposed to locate and snare a sea serpent said to have been seen near here by hundreds of people during the past seven years.

Quest for Caddy, as the elusive one has been named, hit newsprint and the air when A. K. McMartin and associates here told city park commissioners that they have formed a syndicate to capture Caddy and bring the serpent back alive.

McMartin informed the commission that if his group gets Caddy, they'd like to turn the serpent loose in Kitsilano Pool or Second Beach Pool, charge admission to all who would like to eye it. Syndicate would cut the park board in for a third of the take, the committee for Vancouver's jubilee in for a third, and it would keep a third.

The park board has replied to McMartin, saying that it will make a pool available for Caddy at any time during the summer, when the pools are not used for public bathing.

Plans of the McMartin group are simple.

They would circularize all fisherman in the vicinity of Vancouver Island, ask them to contact the syndicate if they spot Caddy.

Once spotted, a special plane carrying nets, cables and lassos, would then be sent out, the serpent snared and towed ashore.

Study Repair Plans for Big Asbury Casino

TRENTON, N. J., April 20.—Disclosing that the city-owned Casino Auditorium, Asbury Park, near here, "suffered damage progressively, especially in the underpinnings, since it was built," George A. Smock, mayor of the shore resort, announced this week "that a final report by engineers and architects on the condition of the Casino, which was badly battered in the hurricane in 1944, is now ready for public study."

Mayor Smock told newspapermen that any proposed repair work will be postponed until fall because it would involve "a major construction project."

Claiming that it would be unwise to restore the auditorium ground floor unless they plan a project that would resist a storm like the heavy hurricane of 1944, Ellwood D. Powers, consulting engineer, and Ernest A. Arend, architect, suggested three possible solutions.

"1—Restore the entire building, remove a major part of the auditorium floor, install new piles and foundation piers, construct a massive seawall to keep the water pressure from getting under the store section, reconstruct the heavy floor, cut down the promenade, rehabilitate old concrete surfaces and repair the superstructure. Estimated cost: \$482,000.

"2—Demolish the auditorium section and reconstruct the remainder by establishing an open sun deck over (See *Study Repair Plans* on page 78)

McMartin waxes enthusiastic over Caddy.

"It would be the greatest show on earth," he told the press, which quoted him verbatim. "Many people—including prohibitionist—have seen the serpent. All descriptions are identical. It has a head like a horse with large eyes and nostrils and is 35 to 40 feet long. One of our own members was within 200 yards," McMartin said as a clincher with the press man.

McMartin infers that, "If we're successful we'll show him at the jubilee here, and then Caddy might join Royal American Shows to play Class A fairs.

Eastwood Preview No Occasion for Detroit Hurrahs

DETROIT, April 20.—There were no predictions of big biz this season for major parks in the Detroit area in Sunday's (14) one-day preview at Eastwood Park, East Detroit.

Grosses for the day ran almost dollar for dollar with the grosses for last year's preview held on the corresponding Sunday.

However, the weather at last year's preview was away off, the temperature hovering around 37 degrees, whereas this year the mercury was up in the 70's.

Parkmen read into the results a drop of roughly one-third as the immediate prospects for park business as compared with last year. The long-extended strike situation and the conversion back to peacetime production, with its lower gross pay rolls, are responsible for the tighter amusement spending situation.

A one-third drop from last year's biz prevails generally here in the amusement business, both indoor and out, and no increase is seen until production gets rolling thruout the area.

AC Attracts 125,000 Palm Sunday; Topper Forecast for Easter

ATLANTIC CITY, April 20.—Palm Sunday brought 125,000 visitors, the greatest influx to the resort since the end of the war, and Easter Sunday week-end is expected to top that.

Steel Pier will reopen for the holiday week-end with a gala entertainment bill, featuring Vaughn Monroe's orchestra in the ballroom. Pier will be headquarters for the best-dressed women contest, an annual boardwalk event. Various prizes will be offered winners by a committee of experts.

Pier will reopen later in the season for its full-time summer schedule. Hotel operators report 99 per cent occupancy from reservations already received and "no rooms" is expected to be a familiar sign around the resort.

Other amusement centers will also open for the three-day holiday. Shutters on most of the boardwalk spots will be stored away for the summer, but many places expect to shut down and resume a full week schedule later in the season.

Fairyland Out Of Ashes With M. Brancato

K. C. Spot Spic and Span

KANSAS CITY, Mo., April 20.—Marion Brancato, who started in the amusement biz as a Merry-Go-Round operator and became owner of Fairyland Amusement Park here, where the ride operated, has plenty of what it takes.

Brancato acquired the park at the close of the 1945 season. It had been severely damaged in 1943 by a \$500,000 fire which destroyed the dance hall and five blocks of covered mid-way.

Since his acquittal, Brancato has had eight men at work at the plant since the close of last season and recently 40 have been busy. As a result, plenty of changes have been made, and when the park opens May 11, few reminders of the '43 fire will be noted.

The dance hall won't be there. A Funhouse, reconverted for that purpose since the fire, will continue to be used, but there'll be plenty of evidence of a busy winter.

New Buildings

A new office building has been constructed, as have several new concession buildings. A block-long covered canopy extending from the office to the ride area has been framed.

All rides will be bright from new paint. Picnic pavilion, too, will show many changes, having been repaired, repainted and modernized.

Swim pool has been repainted and its facilities have been overhauled and modernized. Filtering plant received a thoro going-over and provisions have been made for basket-method of checking clothes.

Reconverted Rides

Rides will be increased to 18, of which 12 are owned by Brancato. Included among the new rides are the Moon Rocket, owned by Alex Bendixon; Fun-in-Dark, owned by R. H. Crawford, and the Funhouse, owned by the Kirkpatrick Bros. The Sea Plane has been converted into a Moon Rocket thru the use of alumni. (See *Fairyland Blooms* on page 78)

N. Y. Ops Win Insurance Cut

CHICAGO, April 20.—Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, said today that his organization has arranged thru the Associated Indemnity Corporation to give New York operators insurance benefits not previously possible.

This arrangement, developed by the corporation with the New York State Insurance Department, permits refunds up to 15 per cent of the premiums paid if profits justify it, according to Hodge.

On the basis of past experience, he added, "it is fair to assume that this benefit will be enjoyed by all New Yorkers coming under the plan."

Until now, said Hodge, all companies entered in the State have been required to write policies at rates established by the National Bureau of Casualty and Surety Underwriters.

BELMONT LOOKS FOR RECORD

Puts Out 100G To Ready Plant

Adds kiddie zone — contracts for DDT spraying from air to end insects

MONTREAL, April 20. — With more than \$100,000 being spent this spring for new equipment, rides, general modernization and a complete repainting job, Montreal's Belmont Park, Canada's largest, expects that last year's record attendance of more than 1,000,000 20-cent admission payers will be topped substantially.

Belmont will hold two previews, May 4-5 and 11-12, with the grand opening May 18, after which it will be open every day until Labor Day. Rex Billings, general manager, has signed a contract for regular DDT insecticide spraying by low-flying airplanes.

Five Kid Rides

New feature this year will be a separate kiddies' section, with five new miniature rides. The rides have been leased to J. W. (Patty) Conklin, who will also operate eight adult rides.

A score of painters has been busy for several weeks, while a corps of workmen, headed by Jack Roy, is installing indirect lighting. All rides and elevated concessions will have indirect lighting. More than \$15,000 worth of new fire-fighting equip- (See Montreal's Belmont on page 78)

Flacking Pays Off In Memphis Bow

MEMPHIS, April 20.—Billing and publicity paid off here Saturday (13) as hundreds jammed the Fairgrounds Amusement Center for a preview of attractions lined up by Manager Cliff Wallace.

News of the opening was blasted out for miles by radio, paper and press, and biz hit early season highs, with the new Flying Scooter, handled by Bill Ferguson, registering as top feature.

Coaster was idle as Paul McKee and crew labored to make repairs. McKee's efforts culminated in the heart attack which caused his death April 17 (see Final Curtain).

Ken Murray, Bloomington, Ill., ride operator, arrived with his Roll-o-Plane and Caterpillar, but was unable to get the latter in operation in time. Other rides in action were Ferris Wheels, Merry-Go-Round, Noah's Ark, Dodgem, Old Mill, Pippin, Airplane Swing, Tumble-Bug, Whip, Rocket Express and Pretzel. Park will operate week-ends until the formal inaugural May 4.

Lake Forest Spots Swimmers

SCOTTDAL, Pa., April 20.—Aquatic contests and local entertainers will be featured at the opening of Lake Forest Park here May 30, says Owner George Briercheck, who has spent about \$5,000 for improvements on the pool, bathhouse and dance floor.

Hamid Sees 50G Sales at Pier

ATLANTIC CITY, April 20. — Rental revenue from concessions and exhibit space on the Million-Dollar Pier here will reach an estimated \$50,000, George A. Hamid, president, claims.

Entertainment policy will include a permanent line of 15 girls in the Hippodrome, with vaude and movie changes weekly. A circus will be presented at the end of the pier. Negotiations are now underway between Jim Haley, Ringling circus president, and Samuel Gumpertz, pier general manager, for inclusion of a wild animal act. Clowns will include Kinko and Billy Rice. Princess Yvonne will have a magic and mental act.

Alex Barth and band will leave Steel Pier in June to take over in the Ballroom of States. Name bands will supplement.

Gilbert Noon is installing a new shooting gallery. Joe Lynch has contracted his concessions. Texas Jim will present his alligator farm and novelties. Jack Stern will have a motion picture and television show.

Henry Robinson and Al Hill have been on the job all winter and the pier has been painted inside and out. A new arcade, under construction, will be ready for opening.

Staff line-up will include Samuel Gumpertz, general manager; Juan M. Caloca, assistant manager; Henry Robinson, treasurer; Doc Irving, theater manager; Mark Wilson, publicity, and Johnny Rumphier, outdoor advertising.

WANTED! WANTED!

Attractive Female Novelty Dancers and Bally Girls

Also Good Girl Show Talkers and Unusual Freak Attractions.

Good pay, rain or shine. Short hours, six days a week for Talkers. 20 Weeks' Work Guaranteed All Summer.

Write, Wire, Phone or Call

TIRZA

2905 W. 15th Street, Coney Island 24, N. Y. Phone: ES-planade 2-2916

WANTED

KIDDIE RIDES

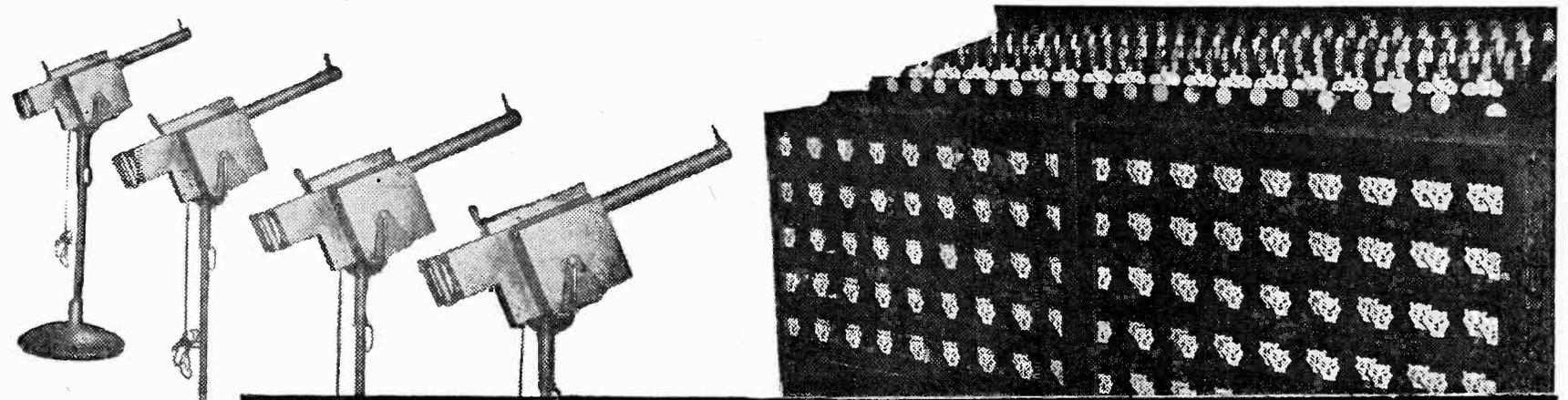
Four or five Kiddie Rides on percentage basis. Must be in perfect condition.

NEW SEASIDE AMUSEMENT PARK CO.

166 Seaside Ave. Rockaway Beach, N. Y.

—WANTED—

For OAK RIDGE Amusement Park Restricted Area—No Competition RIDES and CONCESSIONS On Commission Basis—Six Months' Season No Game of Chance Considered Also good Bathing Pool Manager wanted. STANDARD AMUSEMENT CO. of Oak Ridge KNOXVILLE, TENN.



ARCADES
CARNIVALS
SHOOTING GALLERIES

Here's the sensational money-maker you want
GENUINE U. S. NAVY

ELECTRIC MACHINE GUN

REAL—NOVEL—BRAND NEW—SHOOTS PELLETS
Set up a battery of four guns and our attractive target background and start scooping up the dollars!

The ELECTRIC MACHINE GUN was specially developed for the Navy and used in the Air Technical Training Command for marksmanship training. These guns are BRAND NEW (not used), are easily operated and actually hit a moving target at 25 feet. No plumbing or compressors are necessary—just plug in to operate. Guns are portable and easy to assemble. They shoot with real machine gun sound effects. SET UP NOW FOR SPRING AND SUMMER BUSINESS. IMMEDIATE DELIVERY GUARANTEED! WRITE FOR COMPLETE DETAILS! LIMITED QUANTITY!

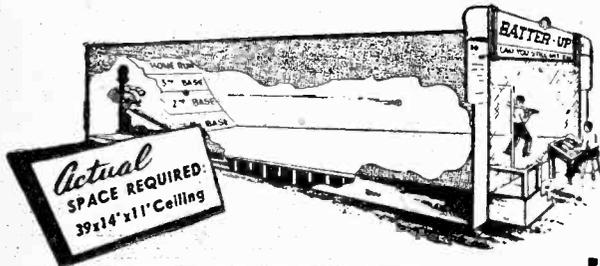
\$3250 COMPLETE WITH GALLERY, FOUR GUNS AND 100,000 PELLETS!

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JOHN "PAT" KELLY & BRUCE BRYAN

Announce That They Have Taken Over

BATTER-UP CO.



THIS IS IT

and **WE CAN DELIVER**

Now!

THAT'S WHAT THEY ALL SAY
 Averaging over 500 a week . . . Phila.
 I am well satisfied . . . Macon
 Paying handsome dividends . . . York, Pa.
 Minimum trouble—great profit . . . Norfolk
 Having great success . . . Kingston, N. C.
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 Real money getter . . . Miami

THE GAME THAT GETS TOP MONEY IN

OPEN A **BATTER-UP** STORE

ARCADES, PARKS OR "BATTER-UP STORES"

PARTS CANVAS — BASEBALLS
 BATS — SCORE SHEETS

PLANS NOW AVAILABLE IT CAN BE CONSTRUCTED **PORTABLE** FOR FAIRS AND CARNIVALS

WRITE OR WIRE

EXCLUSIVE TERRITORY FRANCHISE

Get In On The March Of Dimes

WRITE OR WIRE FOR DETAILS



General Offices
 401 Michigan Bank Bldg.
 Detroit 26, Mich.

Formerly "Jeter's" Batting Game

Montreal's Belmont Looks for Fat Run

(Continued from page 77)
 ment will be installed for the opening.

Space Sold Out

With at least two new adult rides, including a Ridee-O added, there will be 28 standard rides. Laugh-in-the-Dark and the Magic Carpet, acquired from Harry A. Illions, have been added to the three other management-owned rides.

"We are sold out on concession space, Billings said, "and we have to turn down the demands for concessions which are pouring in." He said that more than 350 persons would be employed.

Billings, who returned recently from a New York booking trip, said that Belmont would present as free acts this summer, including the Beroninis, the Loyal Repenskys, the Ward Bell Flying act, the Seven Brannocks and the Voises. Mons. Ben Mouton, French aerialist, will be the opening feature.

Boat Ride Back

To date no band has been selected for the dance hall. The main restaurant will again be managed by W. Kairshner. Thomas (Slim) Nugent, Vic Joslyn and Cyrille Roberge will have the games. Bish-Rocco has taken over the Flying Scooters and R. S. Uzzell will operate the Scoot-a-Boats, the Airplane Swing and the U-Drive-It.

The 39-minute speedboat ride on the Back River, discontinued during the war years, will be revived. The French fried and hot dog stands and the Caracolle are leased to L. M. Lymburner's Amusement Corporation. A new orange drink stand will be featured this year by Hermas Gibeau. Frozen custard will be sold by Ben Rosenberg, who will also install and operate a Photomaton.

FAIRYLAND BLOOMS

(Continued from page 76)

num obtained from government surplus property, and the Fun-in-Dark is the converted old Pretzel. The result will flash up the ride area.

Bush & Laube, who have the concessions, have overhauled their stands, repainted and installed electric refrigerators, which will add to the general appearance of the plant.

Picnic Biz Booms

Intensive work to drum up picnic business has been conducted by Harry Duncan, general manager. Duncan, who first assumed the picnic-peddling job in 1942, has built it up from one elementary school and nine high schools in '42 to 54 elementary schools and 10 high schools for the coming season. If it weren't for the inability of bus companies to furnish special busses, there would be more school picnics, according to Duncan. Other picnics besides those of schools are coming in stronger than ever, Duncan says.

Among Fairyland veterans who will be back at the park are George and Hattie Howke, back for their 26th year with 12 concessions, and Bob Ingersoll, with his Sky Rocket Coasters, which he has streamlined and repainted.

STUDY REPAIR PLANS

(Continued from page 76)

the present stores in the eastside of the arcade. Estimated cost: \$180,000.

"3—Demolish the building back to the westerly side of the boardwalk, reconvert the easterly wall and the boardwalk. Estimated cost: \$118,000.

The original capital investment in the Casino Building, exclusive of equipment, was \$1,667,000. Of this amount \$854,000 was spent on the auditorium, \$258,000 to stores east of the boardwalk, \$77,000 to the covered boardwalk or arcade, and \$478,000 to the section west of the promenade.

JOLLY JOYCE PRESENTS

★ Stars ★

of **RADIO - SCREEN RECORDINGS**

Available for

Parks - Fairs Celebrations

★ HOOSIER HOT SHOTS

★ NBC KIDOODLERS

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★ DOWN HOMERS

★ DUKE OF PADUCAH

★ STEPIN FETCHIT

★ CACKLE SISTERS

★ MAYBELLE CARTER FAMILY

★ MILT BRITTON AND CRAZY BAND

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For "Dixie Drive In Park"

Rocky Mount, N. C., Fairgrounds

NORMAN Y. CHAMBLISS, Manager

Three or four modern Rides, Portable Skating Rink, Bingo, Portable Bowling Alley, one American Palmist, Shooting Gallery, Guess Your Age.

This is your chance. Fairgrounds in city. Will open June 1st. Penny Pitch and Ball Games sold. No tented shows. Thirty thousand people in Rocky Mount. Contact me by wire, telephone or letter quick.

NORMAN Y. CHAMBLISS, Mgr.

TRAINING PLANE

Equipped with 15 horse power motor. Operating condition. Inspection invited. Complete with fence and ticket box. \$750.00. Also 4 Tubs for Eyerly Aircraft Roll-O-Plane. \$300.00.

FRED SCHAEFER

Playground Park Route 4, Box 650-S
 Beaumont, Texas

FOR SALE

WHIP - - - - - \$2,950.00

CHAIR-O-PLANE - 1,450.00

These rides were operating in excellent condition at the close of last season.

LIBERTY ENTERPRISES

210 E. Lexington St. Baltimore 2, Md.
 Phone: Lexington 2775

DARK RIDE ILLUSIONS

UNDER U. V. LITE — BRILLIANT Also for Funhouses. 5'6"x30"x10". Will increase receipts.

AL NICHOLS STUDIO
 BOX 191 HUDSON, N. H.

KIDDIE RIDES

EARLY DELIVERY

LEARMONT AMUSEMENT CO.

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POKER GAME OPERATORS

Equip your tables with our new improved, everlasting Positive Contacts. Send \$2.50 for sample set of 18 contacts. We also make contacts for Fascination, Five Star and all group games.

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Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere! Organizations, Landlords, Promoters—what have you? Write in strict confidence! Satisfactory arrangements can be made!

REDEF & COMPANY 10 Lawrence St., Newark 5, N. J.

NEW—Kiddieland Hand Car Railroad—NEW

A new Ride that children go wild over! Send 50c in coin or stamps for an 8x10 Gloss Photograph and complete description.

AMUSEMENT RIDES, Incorporated

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DECREE DOOMS VENICE PIER

While Strolling Thru the Park

Co. Loses Its Fight for Site

Owners charge politics to blame—ops expect action biz was off due to raps

VENICE, Calif., April 20.—Final curtain fell here Monday (15) for the 40-year-old Venice Amusement Pier when the structure was declared unsafe and closed to the public after a prolonged political struggle which ended in victory for the faction seeking its condemnation.

Pier, owned by the city and leased to the Abbot-Kinney Amusement Company, will be razed. All permanent equipment on it will be sold for salvage by the firm, and the rest will be turned over to the city for disposal, according to a spokesman for the Abbot-Kinney company.

Sudden closing of the pier was not unexpected, and many concessionaires had already moved their equipment from the premises. Business the last winter, due to bad weather and bad publicity about the structure's safety, had been way off.

Alleged unsafe condition of the pier and the fact that a proposed new Coast freeway will cut off the entrance, were official reasons for condemnation proceedings.

Company operating the pier, however, has another story to tell. They maintain that the whole thing is the result of politics, and that the freeway cannot be a factor in the present closing because it is barely in the blueprint stage. Further, they allege that nearly \$68,000 was spent last year alone for new piling and repairs, and offer letters from safety engineers to show that the structure is in excellent condition.

Tho the pier will no longer be open, plans are underway to develop a new amusement area on the strand in the vicinity.

It is still too early to announce details of the proposed new project, but indications are that Venice will have a new amusement area along the beachfront as soon as priorities and financing can be arranged.

Riverside Week-End Tops 7-Year Mark

AGAWAM, Mass., April 20.—Second week-end (April 14-15) of operation at Riverside Park brought new records in all departments. Sunday figure topped all previous records for the seven years of operations. Clear skies and moderately comfortable weather again hit the area and the highways to park were jammed all day and early evening.

New Kiddies Dude Ranch has caught on with the youngsters and is off to an impressive start. Second dance in ballroom is skedded for Saturday (20), with Jess Stacy orchestra booked. Charlie Spivak follows Saturday (27), and George Paxton, May 4. New Easter parade promotion on tap is a style display by professional models following usual contests.

Park visitors included Mr. and Mrs. Al Martin, Boston; Phil Pulatto, Crescent Park, R. I.; Joe Cairo, R. I. Fireworks Company; Sam Lavy, Lucky Toy Company, New York, and Morris Cohen, Nantasket Beach, Mass.

Ocean Beach Hikes Parking Charge; Books Concessions

NEW LONDON, Conn., April 20.—Parking rates for Sundays and holidays this year at Ocean Beach Park will be 50 cents, instead of 25 cents, the park board has decreed.

Book tickets will replace the non-transferable season tickets as a result of a decision of the board. Effect of changes will be felt mostly by out-of-towners.

No action was taken on offers for boat concessions. Jerome J. Dempsey submitted two proposals, one that he would give 10 per cent of the net to the city and that he would spend \$5,000 to build a pier and boathouse; the other that he would give up a third of the net to the city if it would build a pier and boathouse. The Pioneer Steamboat Company offered to install a 72-foot removable floating pier and give 10 per cent of the net to the city.

Several concession contracts have been closed recently. Michael Lovetere, roller-skating concessionaire, has been granted year contract for 50 per cent of the gross, plus \$250 for electricity charges.

A contract for a Merry-Go-Round has been signed with Edward J. Carroll and for kiddie rides with Edward Fitzpatrick. Horace W. Rowe and Irving R. Mitchell have been awarded a contract to construct a building to house a Dodgen.

Contracts have been awarded the General Steel Products, Inc., to install 720 new lockers in the bathhouse.

Board has also approved the request of Joseph Y. Gloth, operator of the Arcade, to pay \$12,000 in three installments, April 15, July 8 and August 5.

Rockaway's Billing Draws Sunday Turnout of 10,000

NEW YORK, April 20.—Rockaway Playland chalked up a red one Sunday (14) when 10,000 people braved cool winds to give the week-end a mid-season appearance. A. J. Geist, president, said: "We had hopes of making expenses, but are getting real money instead."

Heavily populated area in a 10-mile radius of the spot was well papered. Julian Jack, publicity and promotion director, said he checked patrons and claimed that 30 to 50 per cent were attracted by the billing.

"Holiday" Mag's Pictures Riverside, Phoenix, Ariz.

PHOENIX, Ariz., April 20.—Scenes from Riverside Park here are featured in a story in this month's *Holiday* magazine. Titled *Carnival Lure* and written by Oren Arnold, Phoenix author, the story graphically depicts amusement park operation.

Many in the industry will recognize Spencer Moore, publicity agent for Johnny Mullins's spot, in his pose as the typical "barker," complete with bow tie and cigar.

Buckeye Lake Opens With Lee Barrett Ork

BUCKEYE LAKE, O., April 20.—Manager A. M. Brown opened Buckeye Lake Park here Sunday (14) in a pre-season bow which saw most of the rides, new games and other attractions in operation. Crystal Ballroom offered Lee Barrett and His Pennsylvanians, dance band.

Danceland Roller Rink, redecorated and with floor resurfaced, offered matinee and night sessions with the veteran Pop Roberts in charge.

Willow Grove Opens; Has Many New Rides

PHILADELPHIA, April 20.—Willow Grove Park opens the season here this week and will operate on Saturdays and Sundays only until May 25, when it starts a full seven-day schedule.

Many new features, including thrill rides, funhouses, a pony track and a Toy Town passenger railroad have been set up, giving the park its first new midway attractions since before the war.

Park will feature week-end dancing in the Casino Ballroom. Sunday will feature free shows in the park's pavilion. Roller skating rink is open every night and week-end afternoons.

South Bend's Playland Week-End Sked Under Way

SOUTH BEND, Ind., April 20.—Playland Park opened here today. Plant will operate Fridays, Saturdays and Sundays until May 15, when it will begin daily schedule. New Glasshouse, new ships for aeroplane ride and new concession buildings were ready for the opening.

South Bend's entry in the All-American Girls' Baseball League will play its home games here.

Philly Zoo Gets Shipment

PHILADELPHIA, April 20.—Philadelphia Zoo this week received the largest shipment of animals it has had since the war. Animals were imported by Warren Buck, Camden, N. J., animal dealer. From Africa came two Stanley cranes, two pairs of spur-winged geese, a Kolbe vulture, a pair of Syke's monkeys, and a male Hamadryas baboon. Three reptiles, a cantill and two black iguanas, came from South and Central America.

H. F. McLaughlin, who operates a Snake Show and petrified man exhibit at Venice (Calif.) Pier, hit the headlines when one of his diamond-back rattlers escaped. Rattler was found in the airspace between two walls. Part of the wall was torn down before reptile could be captured.

Washington Park, Michigan City, Ind., operated by the Lakeview Amusement Company, has developed a picnic grove overlooking the bathing beach with 625 concrete tables and benches. Development of the grove was started eight years ago, and now has 200 shade trees.

Herman Knobel has operated the Goat Ride at Rockaways' Playland, New York, for 20 years. At 65, he is still urging them down the home stretch to make room for more patrons.

Bert Nevins, Palisades (N. J.) Park tub-thumper, enjoyed a good week-end recently when he landed a two-column picture in the "hard-to-get" *New York Times* on Saturday and followed on Sunday with a plug on the Coast-to-Coast *We, the People* radio show.

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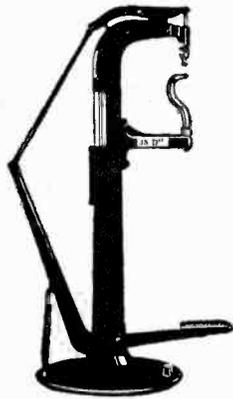
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Big Speedster List Produced by Arena For Mich. Contests

DETROIT, April 20.—Final re-sults in speed eliminations held by Arena Gardens Roller Skating Club here were announced by Fred A. Martin, Arena general manager. Winners will participate in the Michigan State meet, to be held at the Arena April 23.

Results: Juvenile "C" Girls, Jean-alee Smith, first; Frances Goldtrap, second, and Gloria Johnson, third. Juvenile "C" Boys, James Johnson, George Webb and Ronnie Martin. Juvenile "B" Girls, Donna Hill, Barbara Hirsch and Nancy Kromis. Juvenile "B" Boys, Erwin Judge, Don McMasters and Robert Storcks. Juvenile "A" Girls, Barbara Abraham, Vivian Fisk and Dorothy Van Damme. Juvenile "A" Boys, Bert McCann, Joey Hakim and Bobbie Martin. Junior Girls, Shirley Martin, Marlene Sies and Delphine Smalarz. Junior Boys, Kenneth Hudson, Leo Johnson and Donald Wonsowicz. Intermediate Girls, La-verne Martin, Dolores Hewitt and Lee VanGemert. Intermediate Boys, Bill Notto, William Gordon and Tom Allan.

Twin City Gets Top Honors in USARSA N. J. Competitions

BAYONNE, N. J., April 20.—Twin City Dance and Figure Skating Club, Elizabeth, took the major share of honors in the New Jersey Championships conducted April 9-11 in Boulevard Arena here by the USARSA and sponsored by the New Jersey Amateur Skating Association. Winners are eligible to compete in the 1946 nationals, to be held May 7-11 in Norwood (O.) Roller Rink, near Cincinnati.

Other participants included clubs from Paramus, Boulevard Arena, Passaic and Perth Amboy. Results: Juvenile dance (uncon- (See *Twin City Snares on page 84*)

66 Entries in Wash. Contest

REDONO, Wash., April 20.—Wash-ington State RSROA - USFARS Championships held March 25-26 at Redondo Beach Rink here were heavily contested, 66 amateurs taking part, and spectators filled the rink to capacity despite inclement weather. New addition to the rink was not completed in time for the competition. W. J. Betts, operator, said scarcity of materials is causing the tie-up, but that the section will be ready soon. William T. Brown, RSROA president, was pleased with success of the event and predicted even greater interest in future competitions.

30G Spot in Works At Pueblo; Sallee, Norcross Are Ops

PUEBLO, Colo., April 20.—Con-tract for construction of a \$30,000 one-story building to house Skatemor Rink in the Mesa Junction section here has been awarded to a local contractor, according to G. A. Sallee, manager, who will be associated with J. W. Norcross, of Greeley, Colo., in the operation.

Norcross also operates Lakeside Roller Rink, Fort Collins, Colo., and Warnoco Amusement Rink, Greeley. Not long ago it was announced that he had become a partner with Fred (30G in Pueblo Spot on page 84)

CPA Edict Crimps Operators' Plans For New Rollerries

CINCINNATI, April 20.—An- nouncement by the Civilian Production Administration of rigid restric- tion, except home building for veter- ans, kills off plans many rink op- erators have been formulating for erection of new establishments.

Under the CPA order, issued March 26, service establishments such as roller rinks, are limited to expenditures of \$1,000 without au- thorization.

Exempted from the ban are con- struction jobs "on which materials had been incorporated in the struc- ture on the side and work was being (See *CPA Edicts Hurts on page 101*)

Oregon State RSROA Meet Draws Attendance of 1,000

PORTLAND, Ore., April 20.— About 1,000 people witnessed night sessions of the recent two-day RSROA Oregon State Championships in Jess Fee's Rollerdrome here. There was a free gate during afternoons. Night admission was 25 cents. Com- petition was open to any skater hold- ing a card in the USFARS, RSROA affiliate.

Clarence Neal, rink manager, an- nounced the following winners: Junior dance, Harold Syverson and (See *Oregon Meet Draws on page 84*)

Roller Rumbings

Imperial Rink, Portland, Ore., has signed a new pro, Earl Myr, who taught ice skating in St. Louis.

A. J. Bach, returned serviceman, has opened a roller rink in New Hampton, Ia.

Peekskill (N. Y.) Rollerdrome re- cently presented its fourth anniver- (See *Roller Rumbings on page 101*)

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LINE-UP FOR ARMY EXHIBITS

Calif. Annual Definitely on Despite Freeze

Steel Arena for Steppers

SACRAMENTO, April 20.—Fear that the 1946 California State Fair, scheduled for Sacramento, August 29-September 9, would not be able to open because of the new federal housing ban on non-essential construction, was dispelled at a recent meeting of fair officials and the Civilian Production Administration office in San Francisco.

Phil Van Dusen, director of operations, and F. M. Sandusky, secretary-manager, said CPA heads had told them they could go ahead with erection of the structures which do not require new lumber or take labor that could be used in veterans' housing.

Rent Steel Arena

"This means the fair will be able to open, altho some features familiar to fair-goers will be missing," Van Dusen said.

A contract has been made with a Los Angeles firm to rent a knockdown steel arena for the horse show, one of the big features of the annual. Canvas will be put around the sides of the open-air pavilion.

Capital construction at all district and small fairs in the State this year is running into difficulty. A. E. Snider, chief of the State Division of Fairs and Expositions, has turned down applications for capital construction consistently the past two months, even before the federal housing order came out.

Woodland Event Off

"We felt, in the State Finance Department, it just wasn't good policy for lumber to be used in some livestock pavilion when that lumber should go for homes for veterans," Snider said.

Money is in the State treasury for such capital construction, sorely needed, but Snider isn't allocating it. He said applications for the smaller fairs have averaged \$30,000, and all these have been denied.

Yolo County Fair, Woodland, 25 miles from Sacramento, canceled out due to this. In this case, however, a new site was to be used and much more than ordinary construction was contemplated.

Meanwhile, agricultural, livestock and commercial exhibitors in every category have literally swamped California State Fair with requests for space.

Heavy Space Sale

Sandusky said \$20,000 worth of commercial exhibit space already has been sold as compared with \$13,600 from this source at the last annual in 1941.

"We could sell twice as much space if we had the facilities to accommodate all the applicants," he said.

Plans are going ahead for the acquisition of a new, modern and enlarged fair plant to be ready for the opening of the 1949 Gold Rush Centennial Celebration.

Joseph Spink, a Sacramento engineer, recently gave a favorable report on the location under consideration near the confluence of the Sacramento and American rivers.



COMMISSIONAIRES FOR THE TROIS RIVIERES (QUE.) EXHIBITION recently met with Frank R. Conklin and executed a 10-year contract for Conklin Shows. From left to right: Jean-Marie Girard, P. B. Kimball, Maurice Fortin, Charles P. Rocheleau, Jules Montour, Conklin and J. H. Valiquette.

Six N. Y. Events Organize Circuit

Move cited as step to protect harness racing interest cut by pari-mutuels

MIDDLETOWN, N. Y., April 20.—Six of New York State's county fairs have formed the Central New York Fair Harness Racing Circuit with the avowed intention of doing something about the harness racing which, these fairs hold, has been of dwindling interest for many annuals since the pari-mutuel tracks have drawn most of the good trotters and pacers for the past three or four years.

"We do not go along with some of the fair men," says Alan C. Madden, secretary of the Orange County Fair here, "in their threat to discontinue horse racing and substitute thrill shows or some other form of entertainment for the grandstand crowds. In our efforts we have been assured of support from a substantial number of horsemen who realize there would have been no pari-mutuel racing in the State if the fair men had not lined up behind the bill before the Legislature enabling pari-mutuel betting. The horsemen needed the fair men and they may need them again and this fact has been brought to their attention by several of the fair secretaries."

The fairs comprising the new racing circuit are: Tioga County Fair, Owego; Tompkins County Fair, Ithaca; Chemung County Fair, Elmira; Broome County Fair, Whitney Point; Cortland County Fair, Cortland, and Orange County Fair, Middletown.

Early closing date is May 1 and horsemen have been asked to file their entries with the individual secretaries prior to that date. At a recent meeting in Albany of the Association of New York State, Town and County Agricultural Societies, State officials who have supervisory authority over pari-mutuel racing, assured the secretaries present that they would see to it "the fairs have plenty of entries for their races if they will notify Albany in time."

Wis. State Sets Dairy Day

MILWAUKEE, April 20.—Appointment of a Dairy Day committee for the 1946 State Fair has been announced by Ralph E. Ammon, fair manager. Day is set for August 23. Committee, including leaders from the industry in Wisconsin, will hold its first meeting at the Plankinton Hotel here April 23.

Touring Units In Big Demand

120 annuals make request and more likely to follow —plays to spur enlistments

WASHINGTON, April 20.—The army will need a King Solomon to satisfy all the fair execs who will ask for G.I. exhibits this year, it was revealed here.

Already 120 have asked for exhibits, and the total is expected to mount as secretaries of smaller fairs begin work on plans for '46 events.

Army is eager to co-operate, and will do so whenever possible, officials at the Pentagon told *The Billboard*, but just how far the army will be able to go to meet demand hinges upon the availability of G.I.'s.

24 Units To Go

That's why the army is sold on the value of exhibits at "tailor-made" fair crowds—to build up enlistments.

Army plans call for 24 units, 12 from the air forces and six each from the service and ground forces, to make fairs this year. Due to various factors, wide flexibility will be exercised in scheduling their appearances, it was indicated.

At major expos with past attendance marks of 300,000 or better, an exhibit of merged units from the air, ground and service forces will be used wherever practical. At smaller fairs, a unit representing one of the branches, is the probability.

Vary in Size

Air force units are already built. Those of the other branches are on the way. Units of the branches will vary. For instance, those in the service force will run up to 80 men and four officers and move on as many as eight semi-trailers. Ground forces exhibits will move on one to eight huge trailers and include various strengths up to eight officers and 96 men. Air force units will be transported on four or five trailers and will number as many as six officers and 90 men.

Folks To Participate

Overall plan was worked out here by Col. C. C. Carter, chief of the technical information branch of the Adjutant General's Office, with assistance of Stanley G. Somers. Both have been long identified with this work. Somers handled exhibits this year at the Tampa fair and the Fort (See *Touring Units on Page 83*)

Where To Apply For Army Exhibits

WASHINGTON, April 20.—Requests for army exhibits should be made to the commanding general of the various Service Commands. For the convenience of fair executives, a list of Service Command headquarters follows:

- First Service Command—808 Commonwealth Avenue, Boston 15.
- Second Service Command—Governors Island, New York City 4.
- Third Service Command—Post Office and Courthouse, Baltimore 2.
- Fourth Service Command—Post Office Building, Atlanta 3.
- Fifth Service Command—Fort Hayes, Columbus, O.
- Sixth Service Command—Civic Opera Building, 20 North Wacker Drive, Chicago 6.
- Seventh Service Command—New Federal Building, 15th and Dodge Streets, Omaha.
- Eighth Service Command—San Fe Building, Dallas 2.
- Ninth Service Command—Fort Douglas, Utah.

Miss. Valley Offers \$11,500 in Premiums

DAVENPORT, Ia., April 20.—Premiums totaling \$11,500 will be offered at the Mississippi Valley Fair, August 13-18, it is announced by President J. Neff Wells. Manager Frank Harris said hopes are the premium book will be ready for distribution June 1.

Awards will be split as follows: Horse division, \$500; cattle, \$3,000; swine, \$2,500; poultry, \$1,000; agricultural products, \$500; horticulture, \$500; culinary, \$250; textiles, \$250; art, \$200; photography, \$200; hobbies, \$200; women's projects, \$100; Farmers Union auxiliary division, \$100, and 4-H Club section, \$2,000.

Members of the fair board will meet with the Scott County Farm Bureau classification committee Tuesday (23) to settle details regarding 4-H Club participation and premiums.

Entertainment features will include a rodeo two afternoons and nights; automobile races the afternoons of opening and closing days; a thrill day presentation, and an army show. The last four nights will be featured by the Iowa Centennial Pageant, portraying the history of Iowa and Scott County.

Midway attraction will be John R. Ward's World Fair Shows.

Madera Dates Changed

MADERA, Calif., April 20.—Dates for the Madera District Fair have been changed from October 10-13 to October 3-6, H. J. Bunce, manager, announces.

There's Many Ways To Skin a Rabbit

REGINA, Sask., April 20.—A Shetland pony and a collie pup will be given away at a children's matinee of the Regina Light Horse Show, to be held this month under Regina Exhibition Association auspices.

Original plan to have a ticket draw was stymied when a local minister charged that gambling was being encouraged and threatened to go to the courts. Now, the boy or girl giving the closest estimate to the weight of the pony will be the winner. Runner-up gets the dog.

Nash Sees Upped Admission As Answer to Higher Costs

SPRINGFIELD, Mass., April 20.—Increased cost of operations this year may force boosting of admission charges to Western Massachusetts fairs, Charles A. Nash, general manager, Eastern States Exposition here, told a meeting of the Western Massachusetts Fair Association here Thursday (11).

Nash, however, pointed optimistically to the mounting interests in fairs and the removal of wartime restrictions as certain to help annuals be more successful than at any time since 1941. He cited the national interest in food production, increased livestock sales and horse

shows, particularly, due to legality of showing horses with docked tails, as reason why they should prove successful.

On the darker side he pointed out that annuals will not be altogether unhampered. A shortage of vaude acts, tents and merchandise required by concessionaires will be felt, he said.

Margaret Fenton, of Palmer, chairman of the program committee, was elected president of the association. She succeeds Allen H. King of Westfield, retired president.

An unexpected guest was Hector Soza, director of agricultural education in the ministry of agriculture in Chile. He attended the meeting as his first stop of his three month's coast-to-coast study of this country's agricultural system.

Louis J. Brehms, of the State Department of Agriculture, reported that 117 events this year are asking for State premium aid. George Bean, Northampton, and L. B. Boston, association secretary, were prominent on the program. Former talked on his life as an auctioneer and latter led a discussion on what the public should see and enjoy at the fairs."

Clark Co., Wash., Sets Dates, Site Undecided

VANCOUVER, Wash., April 20.—Clark County Fair board rolls toward date (September 5-7) of its first post-war event without yet having selected a site. Board met recently with County Agent R. T. Coie, but was unable to decide between use of the former war housing project location, Ogden Meadows, and the grounds at Battle Ground.

Chief obstacle in way of selection of Ogden Meadows Community Center was lack of data on cost of operating there, and a committee was named to report back to the board, at a date undecided, on upkeep figures. Some, who proposed use of Battle Ground as being more centrally located in the county, pointed to inadequate sanitary facilities at the housing project site.

Petersburg Fair, Inc., Succeeds Southside Org

PETERSBURG, Va., April 20.—Southside Virginia Fair has surrendered its charter and annual here will be operated by the Petersburg Fair, Inc., J. Thompson Watt, president, and R. Willard Eanes, secretary.

Fair, scheduled for October 14-19, has contracted Cetlin & Wilson for the midway.

Helicopter Service To ESE 1947 Plan

SPRINGFIELD, Mass., April 20.—Visitors to the first post-war Eastern States Exposition in September, 1947, will arrive at the grounds here in helicopters from metropolitan centers thruout the East, if plans of exposition directors go thru.

J. Burleigh Cheney, Providence, R. I., an Eastern States vice-president who is president of Skyway Corporation, said at the annual meeting Monday (15) that he plans to have a fleet of 50 helicopters ready to carry patrons to the grounds from all major cities of New England.

Airborne visitors would arrive to find awaiting their inspection the largest helicopter show ever assembled, according to Cheney, chairman of the aviation committee of the New England council.

Genesee Will Pay Grandstand Bonds

BATAVIA, N. Y., April 20.—Genesee County Agricultural Society has agreed to pay off \$90,000 in bonds issued in 1924 to finance building of a grandstand. Action followed threatened foreclosure by a bondholders' committee after the fair board announced that the bonds had been invalidated under the statute of limitations.

T. A. Buhl, attorney for the society, agreed that the bond issue will be reinstated; maturity date will be postponed 15 years, interest will be reduced from 6 to 4 per cent and back interest will be waived, and that half of all lease money received from Genesee-Monroe Racing Association will be segregated for interest charges not exceeding \$3,600 a year.

Racing association has a 20-year lease with the fair providing for payment of \$150 for each night grounds are used for pari-mutuel betting on harness racing.

Former District Attorney James L. Kelly is chairman of the bondholders' group. G. W. Grinnell is secretary of the fair.

Ingham County, Mich., Combines Two Rodeos

MASON, Mich., April 20.—Two rodeos, Raum's and Cherokee Hammond's, will feature Ingham County Fair August 12-17. Contracts have been signed for the double show Tuesday, Wednesday, Thursday and Friday nights, Joy O. Davis, secretary, announced.

Opening feature will be Hoosier Hop, WOWO show.

New officers are Otto Hartig, president; S. A. Laxton, Bert Roche, Clarence Puffenberger and Gilbert Putman, board members.

Washington, Pa., Resumes; Plans Plant Improvements

WASHINGTON, Pa., April 20.—Washington County Fair, inactive during the war, will be revived here. Planned \$40,000 expansion program will include paving of streets, increasing grandstand capacity from 3,000 to 4,500, and several more buildings.

Entertainment program will embrace a George A. Hamid revue, Sam Nunis auto races, Jack Kochman's Thrill Show, Carvella Shows on the midway and harness racing.

Lee Barton Evans will handle promotion, assisted by Brownie Brice.

Galt, Calif., Goes For Pari-Mutuels; Circuit Dates Set

GALT, Calif., April 20.—Pari-mutuel betting on horse races will be held at Sacramento County Fair and Horse Show here for six days as a result of recent action by fair directors. State racing board has granted the fair a permit, with purses to average \$5,000 and 8 to 10 races daily.

Eugene Osler, president, pointed out that the action places the annual in the major circuit of California fairs conducting thoroughbred running and harness races.

Allocation of dates in the circuit follows: Alameda County Fair, Pleasanton, July 2-13; Sacramento County Fair, July 22-27; Sonoma County Fair, Santa Rosa, August 3-10; San Joaquin County Fair, Stockton, August 17-25; California State Fair, Sacramento, August 29-September 9, and San Mateo Fair, September 14-28.

Eugene Kenefick, secretary, has announced that the Civilian Production Administration has approved improvements necessary to install pari-mutuel machines. No critical materials will be utilized, he said.

At a recent meeting of directors, J. R. (Dick) Deterding announced that the rodeo would be presented Sunday, July 28. Chairman James Tapp, of the horse show committee, appointed LeRoy Miller, manager, and Harrison Cutler as managing director of the show, which will be held four nights, beginning Thursday, July 25.

Other directors present were James Guttridge, Fred Knudsen, Charles Hayenga, A. J. Granlees, Joseph Green, E. C. Hemley and Harry LeBrequé, the last named director of public relations.

Hypo Needed To Rebuild Canadian Pacific Interest

VANCOUVER, B. C., April 20.—First control board meeting of Canadian Pacific Exhibition was told by J. S. C. Moffitt, horticultural committee chairman, that people have lost interest in Hastings Park. "We've got to stimulate interest for the 1947 exhibition," he said. "During the war people stopped going to the park."

No decision was made on the question of a general manager for the exhibition. President Mackenzie Bowell said that 81 applications have been received. Board authorized a committee to contract with the Diamond Jubilee committee for use of Callister Park for the Jubilee show to be held July 1-14.

Expenditures of \$12,830 for building an extension to the Hastings Park racing grandstand, and \$15,000 for repair of the golf clubhouse were authorized.

Leaksville Gets Charter

RALEIGH, N. C., April 20.—Tri-City Agricultural Fair Association, Leaksville, N. C., has received a charter from Secretary of State Thad Eure to conduct agricultural fairs. It is a non-stock corporation. Principals include Ben Holmes, Harry Lovelace and R. Moody Davis, all of Leaksville.

Putney Heads Utica Revival

UTICA, N. Y., April 20.—Local fair will be revived following a wartime lapse, Ralph Putney, president, announced. Ground has been purchased for expansion, a new stage and grandstand bleachers will be erected. Attractions have been booked by Joe Hughes of George A. Hamid, Inc. B. & V. Shows will be on the midway.

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250G FIRE DAMAGES ONE STAND

Huge Stadium May Be Built

50,000-seat stadium and 15,000-capacity auditorium—other changes proposed

TORONTO, April 20.—Fire of undetermined origin destroyed two-thirds of the 30,000-seat grandstand at the army-occupied Canadian National Exhibition grounds here early Sunday (14). Damage was estimated at \$250,000.

Three days later Elwood A. Hughes, expo general manager, and R. H. Saunders, mayor of Toronto, which owns and operates the plant, introduced a plan calling for replacement with a 50,000-capacity memorial stadium and in addition, construction of a 15,000-capacity civic auditorium.

Provide for Spec

Stadium would encircle a one-third-mile track and would be used for sports events. It would be so designed and equipped that it would be suitable for rugby and soccer and for the Canadian National Exhibition's famed night spectacles.

Grandstand attraction in '41, when the fair was last held, drew 360,000 paid admissions. Many of the world's foremost outdoor acts had appeared before the stand. Scenery for the spectacles, owing to their size and weight, were mounted on railway carriages operating on track in the rear of the stage.

Would Erect Buildings

In addition to proposing construction of a new stadium, Saunders and Hughes advanced plans for widespread changes and new construction.

Included among them are: (1) Erection of a food products building and razing of the present structure.

(2) Erection of a new electrical building to be devoted solely to exhibition of electrical appliances. Present engineer building would be used entirely for engineering exhibits.

(3) Extension and straightening of Prince Boulevard to run the entire east-west length of the grounds.

(4) Construction of a new press building to replace the existing structure which lies in the way of the proposed boulevard extension.

(5) Stanley Barracks would be razed and replaced by a civic auditorium. Auditorium would be built to accommodate large conventions, among other things. Barracks is part of a large area still occupied by the army, but early release is expected.

Complete for '47 Expo?

Hughes told *The Billboard* that he believes the new construction could be completed in time for the '47 exhibition.

Prior to the fire, the city and CNE had reached a settlement with the Canadian government on wartime occupation (*The Billboard*, April 13). It called for payment of \$1,292,453.

At the time of the fire, the army occupied half of the grandstand, that portion which was damaged. Only a small part of the section turned back to the CNE was damaged.

Al Martin, Boston booker, absorbed Joseph F. Dineen's column in *The Boston Globe* recently by telling him how acts spend their time in the off seasons.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 19.

The complete List of Fair Dates was published in Spring Special Number dated March 30. The next complete list will be published in issue to be dated May 25. See each issue of *The Billboard* for corrections and additions.



Arkansas

Hatfield—Hatfield Fair Assn. Aug. 8-10. Mrs. Joe Lewis.
Imboden—Lawrence Co. Fair Assn. Sept. 26-27. H. B. Sallis.

California

Madera—Madera District Fair. Oct. 3-6. H. J. Bunce.

Florida

Milton—American Legion Milton Fair. Oct. 7-12. Thomas S. Maddox.

Georgia

Madison—American Legion Morgan Co. Fair. Oct. 7-12. H. E. Haley.

Indiana

Montpelier—Montpelier Racing Co. July 17-20. Homer C. Michael.

Kansas

Alma—Wabaunsee Co. 4-H Club Fair Assn. Aug. 29-31. Al J. Pecinovsky.
Girard—Crawford Co. Fair Assn. Aug. 26-29. Lon Hartong.
Wakefield—Wakefield Free Fair. Oct. 10-11. Mrs. Mildred Eye.

Kentucky

London—Laurel Co. Fair. Aug. 21-24. Ellie Asher.

Mississippi

Forest—Scott Co. Colored Fair Assn. Sept. 18-23. Ananias Ware.
Kosciusko—Central Miss. Fair. Oct. 14-19. S. A. Spivey.
Senatobia—Panola-Tate Co. Livestock Assn. Early in Oct. S. R. Morrison.

Missouri

Aurora—Tri-County Fair. Sept. 11-14. Harry E. Ritchhart.
Paris—Monroe Co. Agril. Assn. Aug. 6-8. R. B. Sproul.
West Plains—Howell Co. Fair Assn. Sept. 4-7. E. E. Thornburgh.

New Mexico

Portales—Roosevelt Co. Fair Assn. Sept. 26-28. W. G. Vinzant.

North Carolina

Hickory—Catawba Fair Assn. Oct. 7-11. John W. Robinson.
High Point—High Point Fair Assn. Week of Sept. 9. T. C. Potts.

Oklahoma

Duncan—Stephens Co. Free Fair. Sept. 12-14. Herb Galloway.
Durant—Bryan Co. Free Fair. Week of Sept. 9. Allen Hill.
Pawhuska—Osage Co. Free Fair Assn. Sept. 9-12. Harold Shearhart.

Pennsylvania

Hughesville—Lycoming Co. Fair Assn. Oct. 1-5. Elton B. Edkin.

South Carolina

Columbia—South Carolina State Colored Fair. Oct. 28-Nov. 2. Mrs. H. G. Reese.
Union—Union Co. Fair. Week of Oct. 14. M. C. Page.
Walterboro—Colleton Co. Fair Assn. Oct. 7-12. E. E. Jones.

Tennessee

Manchester—Coffee Co. Free Fair Assn. Sept. 19-21. E. D. Jernigan.
Ottway—Greene Co. Fair. Oct. 2-5. George R. Justis, Greenville, Tenn.

Texas

Anderson—Grimes Co. Fair Assn. Oct. 10-12. J. W. Jennings.
Bellville—Austin Co. Fair Assn. Oct. 9-12. H. M. Brouillette.

Utah

Tremonton—Box Elder Co. Fair. Aug. 26-28. Vernal Millie, Brigham, Utah.

Virginia

Petersburg—Petersburg Fair. Oct. 14-19. R. Willard Eanes.

Washington

Chehalis—Southwest Wash. Fair Assn. Aug. 22-25. Vernon Zerwekh.
Deer Park—Deer Park Community Fair Assn. Sept. 12-14. L. D. Boyd, RFD 1, Clayton.
Lyndon—Northwest Wash. Fair Assn. Aug. 14-17. Dr. A. E. Rusco.
Ritzville—Adams Co. Fair. Sept. 13-14. Mrs. Owen Wiffin.

West Virginia

Mannington—Mannington Dist. Fair Assn. Sept. 18-21. Goffe H. Sturm.

Wisconsin

Bloomington—Blakes Prairie Agril. Soc. Sept. 20-22. Robert Brodt.
Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 22-24. Raymond Wall.

Wyoming

Lusk—Niobrara Co. Fair & Rodeo. Aug. 23-25. T. A. Godfrey.

Private Contractors To Reconvert Minn. Plant; Army To Pay

ST. PAUL, April 20.—Minnesota Agricultural Society and the army have agreed on terms for reconversion of that part of the State fairgrounds taken over by the army at outbreak of the war for use as a propeller plant.

In a settlement arrived at this week, it was agreed that Twin Cities private contractors will renovate buildings under direction of the State fair board, with the army footing the bill.

Ray Lee, fair board secretary, declined to confirm details of the settlement now awaiting final War Department approval.

Altho amount of the settlement was not disclosed, it was reported to be between \$1,500,000 and \$1,750,000. Original claim by the fair was for \$2,800,000.

Army is expected to remove soon all machinery remaining in the structures formerly occupied by the A. O. Smith Company.

Touring Units For Army Exhibs

(Continued from Page 79)

Worth Fat Stock Show. Displays will feature working models, with stress placed on audience-participation. Machinery on which patrons can try their hands will be on display. Tanks, anti-aircraft equipment and other firing pieces will be represented where units representing the three branches are merged.

Space for Free

Schedule of the units will rest with commanding generals of the nine service commands. Officials here urge that all requests for exhibits be sent to the respective service commands.

It was pointed out that outside of space and power, all the army asks from fairs is co-operation. Power will be confined to that needed to run some of the army display equipment, and cost of that is seen as negligible. With farm implement displays expected to be off from pre-war size, most fairs are expected to have ample space.

Personnel will travel on per diem allowance, eliminating the need for tenting and messing on the grounds.

Experience at Tampa and Fort Worth was that army exhibits proved strong crowd-lures.

Holly Springs, Miss., Improvements Under Way

HOLLY SPRINGS, Miss., April 20.—Work has been started on the Marshall County Livestock Association showgrounds near Holly Springs Experiment Station on Highway 7.

Miller Keith, vice-president of the association, and L. B. Slayden, director, are supervising the project which will cost an estimated \$15,000. Facilities will include a 300-foot long horse barn with sheds and exhibit halls for livestock and 4-H clubs.

Show ring will be 200 by 100 feet, equipped with floodlights and surrounded by a grandstand with a seating capacity of 4,000. A white board fence will be built around the entire showgrounds.

Work on the project is expected to

How Far To Go, or Not To Go; Posers For Calif. Execs

SACRAMENTO, April 20.—Whether the California State Fair here August 29-September 9 is to be held on a full scale, a curtailed basis, or called off entirely will be decided at a special meeting of fair directors May 3, it was announced Thursday (18) by the directors.

At a luncheon meeting here, directors were told by Gov. Earl Warren that he did not want the fair to interfere with either labor or materials designed for veterans' housing. If it did, he wanted it called off, he said.

Crux of matter is application before Civilian Production Administration officials, San Francisco, for permission to go thru with 15 fair rehabilitation projects, CPA has approved 1 per cent minor projects, but these are large ones.

Most important and on which whole fair may rest—is application to reconstruct sanitation facilities. If this is granted, and if plumbers can be obtained from plumbers union, chances for fair to go on are considered good. Decision by CPA on applications for 15 projects is expected before the May 3 meeting.

be completed in time for the Horse Show, July 22. The 4-H Club and county livestock show is scheduled for September 4-6.

SAYS THE BAKER . . .

I'll spend my dough any day to see one of Selden's performances! That guy really "takes the cake" when it comes to thrills . . . he certainly has a lot of "crust" to go through those antics on top of that 138-ft. swaying pole. Yes, sir! He's tops!



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REP RIPPLES

A. W. CHARLES will have a drama-pic show in Western Pennsylvania, opening near Harrisburg about May 1, to play halls until middle of June and then under canvas. He recently closed his school show. . . . William Auton is readying a vaude-pic show at Pittsburg, Kan. . . . Valley Players, who have been in Northern New York, will have drama and pix in New York resort towns this summer. . . . Walter's Family Show opens late in April to play halls on two-week stands in Idaho and Eastern Washington. Org will offer 16mm. pix and dramatic sketches. . . . Ernest Gray, who has a drama-pic trick in Virginia and West Virginia, opens under canvas in Maryland middle of May with four people. . . . M. N. La Tendre has his vaude-pic show in the Chatham (N. B.) area. . . . Everett Players, having closed the hall season, will operate at Waldoboro, Me., during the summer with combination drama and film show. . . . Hall Family Show is using E. F. Hannan's *Oakie From Oklahoma* around Carson City, Nev. Hall has three people and uses 16mm. pix. . . . Bird's Show, vaude-pic,

will operate in Western Texas after May 1. Unit recently was in Oklahoma schools and halls. . . . Towne's Ebony Players, five-people colored trick, has recently been around Yazoo City, Miss., showing under auspices. Org will later have an *Old South* show at fairs and celebrations.

ED HILER reports that the John Lair Renfro Valley Folks Tent Show is slated to open May 6 and that he will work three weeks ahead, with the bill car 10 days in advance. Mr. and Mrs. Bill Ketrow and Bob Ketrow left Miami April 15 for winter quarters at Charlotte, N. C., to ready the equipment. . . . Lowell L. Kriel will have a rep trick in Southern Iowa, opening in June. . . . H. A. Anderson has a drama-pic trick around Tucson, Ariz. He played from Tampa to Arizona and will put in the summer in his established territory in Arizona. . . . Mercer Brothers, after four months of religious films in New England, opening under canvas soon in New Jersey, with Virginia and West Virginia to follow. They were former bar performers. . . . Braley Players show Utah this summer, presenting short-cast bills and pix.

A. J. TIBBETTS will soon launch a magic-pic show at Wolfeboro, N. H. He played Maine and New Hampshire schools with his solo magic show the past winter and has just added a 16mm. outfit. . . . McKee's Vaude-Pic Show is playing around Jordan, Minn. . . . Locklace Tent Show, colored, will play hall dates under auspices in the Gulfport (Miss.) sector before going on a fair and celebration schedule. Org has *South Fo' War* show. . . . Nile's Show is in Southwest Kansas with drama-pic, and will use tent stored at Beaver, Okla., after middle of May. Org plays three-people rep bills and has a 35mm. outfit. . . . H. H. Jordan has hit the road with his drama-pic show and reports biz satisfactory on his first two-weeks in Brazos County, Tex. Three-people org gives 'em flesh bills and 16mm. pix. . . . Gilman Players, who have been doing schools in Pennsylvania and West Virginia, will have a drama-pic show in resort towns of the Keystone State and New York after middle of June. . . . L. L. Freely has booked Louisiana and Mississippi towns with E. F. Hannan's *Expose*, and will follow these hall dates with fairs and celebrations. Freely had a vaude-pic trick in Central Texas most of the winter. . . . Bailey's Texas Show is around Trinidad, Colo.

Silas Going Over the Line

MACON, Ga., April 20.—Returning to the Auditorium here Monday (15), the Silas Green show played to a packed house. Comedy team of Butterbeans and Susie is featured, and show is staged and produced by B. S. Dudley. W. P. Jones is owner-manager, and H. A. Burdge, agent. Burdge states that the show will this season cross the Mason-Dixon Line for the first time in its 57 years on the road.

Modern Formed at Dayton; W. J. Loring Gen. Manager

DAYTON, O., April 15.—Papers of agreement were signed here April 11, forming the Modern Sound and Picture Service.

M. M. Fox was appointed secretary-treasurer, and W. J. Loring, Reading (Pa.) general manager. Latter operated open-air theaters as far back as 1935.

Loring has left here to look over spots in Pennsylvania, New Jersey, Maryland and Delaware.

Org is scheduled to open about June 1 with movies and stagershow.

Twin City Snares Honors in Competish

(Continued from page 80)

tested), Joyce Bonocore and Fred Backus, Paramus. Juvenile girls' figures, Diana Lanzotti, Twin City; Connie Sahlin, Boulevard, and Joan Kitzler, Twin City. Juvenile boys' figures (uncontested), Fred Backus, Paramus. Juvenile pairs (uncontested), Bonocore and Backus. Novice dance, Patricia Gillen and George Hallenbeck, Paramus; Jean Fisher and Charles Binger, Boulevard, and Charlotte Ludwig and Kurt Hoernlein, Twin City. Novice ladies' figures, Shirley Ludwig, Twin City; Hilda Weinberg, Passaic, and Lois Clark, Boulevard. Novice men's figures, Jude Cull and Kurt Hoernlein, Twin City, and Robert Luddy, Boulevard. Novice mixed pairs, Lois Clark and Robert Luddy, Boulevard; Violet Gargano and Kurt Hoernlein and Mary Leahey and John Callahan, Twin City. Junior ladies' figures, Violet Gargano and Mary Leahey, Twin City. Junior men's figures, Frank Salvage and John Callahan, Twin City. Junior dance, Dorothy Lesak and John Purcell, Boulevard; Mary Buonogura and Joseph Zemkoski, Boulevard, and Mary Leahey and Thomas Niemiec, Twin City. Junior ladies' pairs, Joan Kitzler and Dianna Lanzotti, Twin City; Hilda Weinberg and Joan Foerch, Passaic, and Dorothy Benville and Elizabeth Cunningham, Twin City. Junior mixed pairs, Shirley Ludwig and Jude Cull, Ann Dickerman and Rodwell Hackett, and Roselyn Thomassen and Larry Ennis, Twin City. Senior ladies' figures, Charlotte Ludwig and Doris Harrington, Twin City. Senior men's figures (uncontested), William Reed, Boulevard. Senior dance, Doris Matturro and William Reed, Boulevard; Mary Petronchak and Andrew Lisovsky, Boulevard, and Doris Harrington and Lachlin McNeill, Twin City. Senior ladies' pairs, Charlotte and Shirley Ludwig, Twin City; Violet Gargano and Mary Leahey, Twin City, and Dorothy Laboucky and Alma Garaffa, Perth Amboy. Senior mixed pairs, William Reed and Nancy Reuter, Boulevard, and Frank Salvage and Charlotte Ludwig, Twin City. Fours, Doris Matturro, Nancy Reuter, William Reed and Robert Luddy, Boulevard; Shirley and Charlotte Ludwig, Frank Salvage and John Callahan, Twin City, and Violet Gargano, Mary Leahey, Jude Cull and Rodwell Hackett, Twin City.

OREGON MEET DRAWS

(Continued from page 80)

Rosella McGinnis, first; Gary Markstallar and Janice Markstallar, second, and Everett Ponder and Carol Witherspoon, third. Novice dance, Don Fredericks and Doris Gill and Rick Jensen and Shirley Brezee. Junior girls' figures, Arlene MacFarlane and Kay Calend. Novice ladies' figures, Shirley Brezee, Eileen McGuire and Beverly McManus. Novice men's figure, Rick Jensen, second (only entry). Novice pairs, Shirley Brezee and Rick Jensen and Arlene and Don MacFarlane. Fours, Don Fredericks Norma Batie, Shirley Brezee and Rick Jensen.

The Kids

By E. F. Hannan

ALL outdoor showbiz depends in a great part upon the kids. The kids, in turn, drag along the rest of the family. Chester Cobb, who has had a world of experience with tent pic and vaude-pic shows, says: "Kid biz is about 50 per cent." Cobb also says: "Don't shoot too high with your show. Aim at the 15-year-old mark and you will hit a good average. In fact, you will strike a 90 per cent average."

This seems reasonable because Hollywood and radio rate it at just about this mind average. An old-time vaude performer got on a sustaining program, and when he struck out with stuff he had been successful with, it was dead-pan. He got another try and felt his way with dated material and Simple Simon stuff and began to catch.

Cobb's advice may be good for tent pic showmen taking on film, "Keep in mind the kids."

30G IN PUEBLO SPOT

(Continued from page 80)

Bergin in a Fresno, Calif., rink which is undergoing remodeling and is expected to open soon. Bergin is a former partner of Fred H. Freeman, Bal-a-Roue Rink, Medford, Mass.

Sallee said the present Skatemor closed February 18 to permit remodeling of the building for use by a company that occupied it before the war. Construction of the new building is expected to be completed this spring.

New building will be of cinder block construction with brick facing. It will have a doomed roof and a 75 by 190-foot floor, about double the size of the present Skatemor. Outside dimensions will be 100 by 190 feet, with space along one side for an aisle, offices, fountain and skate and dressing rooms. There will also be a large parking area. Tiled flooring is planned for the lobby. Air conditioning and heating units will be installed under separate contracts.

Location was chosen, Sallee said, because it is served by all transportation lines, without need of transfers. It is also away from liquor establishments, dance halls and downtown crowds.

Mrs. Betty Kelley, owner of Chez Vous Roller Rink, Upper Darby, Pa., is in University Hospital, Philadelphia, for an operation.

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DRAMATIC PEOPLE all lines for Summer Season under canvas. Also Piano Player and Boss Canvasman. Rehearsals, May 15th. Answer.

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J. M. PACE TENT SHOW
New Tent, 35x65 firefall 14-oz. canvas, one Chevy 1 1/2-ton Truck, one Kohler Light Plant, one Trailer, 150 Folding Chairs, three sections Blues, seven complete Programs of Pictures, 16MM. and Projector like new. All accessories. Three Thousand Five Hundred Dollars. Show must sell due to bad health. Cash. No offers. Show en route, good territory. Contact manager by Western Union or Gen. Del. MOUNTAIN GROVE, MO.

WANTED

FOR TRAVELING TENT SHOW, Vaudeville Teams, Novelty Acts, Blackface Comedians, Hokum, Girl Singers and Dancers, Small Band and Orchestra, Piano Player, Advance Agent, one with car preferred. Want to hear from people in all lines. Will place inexperienced girls who wish to learn stage show business. State all in first letter, no time to dicker. W. S. Dale, Marie and Happy Loter, write.

W. C. RICHARDS

Route 2, Box 380

Pensacola, Fla.

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Med show people, all lines, for Free platform show. Hillbilly, Novelty acts. Must change strong for two weeks. No boozers. The Aussicks, wifed you at Dallas, wire returned; write in again.

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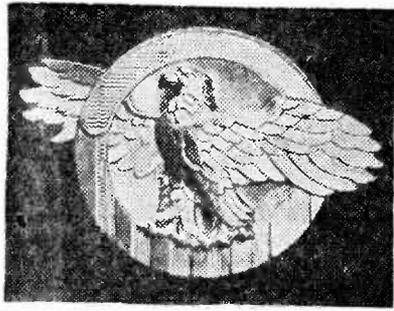
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The Billboard's VETERANS' RE-EMPLOYMENT SERVICE



Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ACTOR, 31; army Special Services. Pre-army stock companies, comedy, dramatic stock preferred. Miles E. Solle, 2448 S. Central Pk. Ave., Chicago 23, Ill. Tel. Rockwell 1598. 411/3/16

ACTOR; pre-army repertoire, stock (5 years). Ventriloquist, magician. Interested legit, radio, vaude. Ken Hodges, 1720 N. Emporia, Wichita, Kan. Phone: 4-1565. 416/3/16

ALTO SAX-CLARINET MAN, 24; radio, club, theater experience. Union. Available May 15. Location job preferred. Robert E. Smith, General Delivery, Lisbon Road, East Liverpool, O. Phone 1958. 465/4/27

ANNOUNCER; passed auditions: NBC, ABC, MBS (New York); studied radio announcing at New York Institute of Music and Art. Script writer, newscaster, WNLK, AFRS (Alaska) while in U. S. Navy. Willing to travel. Salary \$40 per week. Arthur Emmanuel Wiskari, 242 East 87th St., New York 28. Tel. LI. 4-3272. 426/3/23

ARRANGEER; musical arrangements for dance bands. Pre-army experience. Air corps dance band arranging while in the service. Sanford I. Lewis, 747 Sheridan Rd., Wilmette, Ill. Phone: Wilmette 1353. 419/3/16

ASSISTANT manager motion picture theater; 3 1/2 years' pre-army exp. Completed course at Theater Managers' Institute. Howard E. Beck, 916 Edgar Ave., Ethingam, Ill. Phone 766-W. 433/3/30

BARITONE VOCALIST; popular, semi-classical. Chicago Music Festival winner (42). Interested radio, motion pictures. Dan McCabe Danforth, 4447 Wolcott Ave., Chicago, Ill. Edgewater 5209. 389/3/7

BARITONE; sang with name bands while in navy (Tommy Tucker, Shep Fields, Henry Busse). Seeks opportunity with dance band. Harry M. Goodmuth, 2742 Wilkens Ave., Baltimore 23. Phone ED. 3138-J. 431/3/30

BARITONE; popular, classical. Featured with 45-pc. coast guard band (2 yrs.). Radio, night club exp. Own arrangements. Interested musicals, night clubs. Nick A. Corcell, 3111 Park Ave., Bronx, N. Y. Me. 5-6678. 458/4/20

BARITONE, 25; night club, dance band, radio exp. (10 yrs.). References on request. Interested dance band; radio recording. Anthony Rea, 127 Goodwin St., Bridgeport, Conn. Phone 4-1427. 460/4/27

BUSINESS MANAGER; club, vaude shows; pre-army, Bridge Twp., Marionettes. College. Promotion administration exp. Jack Vinik, 1121 New Hampshire Ave., Washington, D. C. RE. 0630, Ext. 708. 396/3/9

CHORUS BOY, 24; pre-army dance team (girl partner). Interested musical. Martin Romang, 85 03 133d Ave., Ozone Park, New York. 390/3/9

CLARINET-SAX MAN; legit theater ork preferred. Pre-army college symph. band exp. B. A. (Music) AAP Band. Will consider dance band offer. David W. Westgate, 109 West 77th St., New York, N. Y. TR. 4-9846. 449/4/13

COMIC, dialect, character actor; performed 200 G.I. shows, wants to become professional entertainer. Excellent for stage or bit parts. All reasonable offers considered. Radio, vaude preferred. Paul Jacobson, 1402 Sterling Place, Brooklyn. President 3-7296. 464/4/27

DRUMMER solid or Dixieland; read, fake; pre-army—3 years' combo bands. Seeks radio, night club or vaude band. Tommy Evans, 254 W. 98th St., New York, N. Y. AC. 4-8710. 418/3/16

ELECTRIC GUITARIST, 30, seeks location job. (N.Y.C., Long Island) with dance band, cocktail unit. Pre-army band leader. Local 802. Radio, clubs, preferred. Edward E. Schledorn Jr., 6926-68 68th St., Brooklyn, N. Y. 413/3/16

EMSEE, straight man; army shows; pre-army amateur exp. fast talker; record forwarded on request. Will travel. Burlesque, vaude preferred. George H. Clune II, Brouns Grove, Scottsville, N. Y. 429/3/23

EMSEE; 3 1/2 years Army Special Services shows; vocals, comedy, announcing. Consider any reasonable offer. Radio, clubs preferred. Paul J. Connor, 749 No. 63d St., Philadelphia, Greenwood 3220. 429/3/30

EXPERIENCED VETERAN seeks job in colored night spot as manager, headwaiter, bartender. William L. Davis, 331 Livingston Place, Akron 4, O. 397/3/9

HAMMOND ORGANIST; own organ; 1 year prof. exp.; seeks opportunity. Interested all fields. Sonny Durant, 405 Ardsley Rd., Scarsdale, N. Y. 400/3/9

HAMMOND ORGAN specialist; also pipe organ, novachord. Extensive civilian, army experience. Interested radio, club, roller rink, vaude. Gary Lohr, 3 Prospect St., Spring Valley, N. Y. Phone 5-2R. 436/3/30

HILBILLY MUSICIAN, fiddle, guitar; hill-billy vocals (original songs). Seeks location job, radio, vaude. Starting salary \$60 week. John A. Ewing, 613 W. Church St., Champaign, Ill. 424/3/23

LEAD ALTO-SAX man; 8 years' dance band exp. (clarinet, sax), army bandsman (4 years). Interested radio, night club, vaude. Peter Lombardo, 3521 65th St., Woodside, L. I. HA. 9-2862. 423/3/23

LEAD ALTO SAX, clarinet man; bass clarinet, double tenor. Pre-army small combos, cocktail units, dance bands. Radio, vaude exp. Played NYAFF Symphony Orchestra. College. Seeks show or dance band. Location job preferred. Frank Johnson, Alden Hotel, 4526 Sheridan Road, Chicago. 432/3/30

LEAD TRUMPET MAN; 12 years' exp. with semi-name bands. Coast guard dance band; military band soloist. Angelo Castigliola, 2318 Frenchmen St., New Orleans. Phono FR. 7455. 424/3/30

LYRIC WRITER; pre-army staff writer for American Music, Inc., Los Angeles. Songs for radio, stage, screen. Will collaborate with composer. William S. Nale, Box 340, Medaryville, Ind. Phone: 156. 425/3/23

LYRIC WRITER; popular songs, night club material. Twelve published songs. Seeks opportunity music publishing company. Mel Lewis, 302 West 87th St., New York, N. Y. SCH. 4-9034. 443/4/6

MAGICIAN; pre-army club dates, night clubs (2 years). All-soldier theater unit (2 years) while in service. Vaude, night clubs preferred. Noel J. Spangler, 1102 Case St., Centralia, Ill. Tel. 1512-W. 428/3/23

MAGICIAN'S ASSISTANT; 7 years' exp. comedian, talker, side shows, vaude, emcee. Vaude preferred. Quintin B. Liborio, 42 Harrington Ave., Quincy, Mass. 392/3/9

MANUFACTURER'S AGENT; salesman; amusement machines, novelty mdse. mfgs. Pre-army selling exp. Own car. Up-State New York preferred. Straight commission basis. Robert R. Cluse, 283 Forham Rd., Rochester 12, N. Y. Charlotte 2258-M. 393/3/9

MOTION PICTURE PROJECTIONIST; trained in army school, seeks job as 35mm. projection machine operator. Ray Garman, 315 Taylor St., De Kalb, Ill. Phone: QE. 69. 422/3/16

NIGHT CLUB MANAGER, 16 years' exp. entertainment field. Baritone vocalist, emcee. Will travel. S. A. Ramsey, P. O. Box 4, Arden, Nev. 398/3/9

NOVELTY ROLLER Skate Act; 3 years' club date, fair, vaude exp. Clippings, letters on request. Interested theater, clubs. Edwin L. Simmons, Henry, Ill. 407/3/9

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service. The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

ORGANIST; 8 years theater, cocktail lounge exp. Consider all offers except rinks. Theater, radio, preferred. Will travel. Buddy Nolan, P. O. Box 105, West Point, Pa. Phone: North Wales 834. 440/4/6

PHONOGRAPH RECORD LIBRARIAN, 28; classical repertoire; knowledge of light, popular music. Excellent references. Desires position with radio station, publishing company, record retail store. Ernest H. Lorman, 339 Riverside Drive, New York, N. Y. WA 3-2123. 448/4/13

PIANIST; concert and dance ork exp. Seeks summer resort engagement with dance ork. Salary \$50 per week plus maintenance. Robert W. Hubbard, P. O. Box No. 65, Lockport, N. Y. 439/4/6

PIANIST, GUITARIST, SINGER; work single, team, ork. Pre-army 10 years show biz exp. Interested all fields. Adolphe E. Salecto, 2525 Federal St., Philadelphia, Pa. 450/4/13

PROJECTIONIST; camera man army projectionist, pre-army motion pictures. Will consider helper job to start. Howard W. Martin, 5040 N. Kenmore, Chicago, Ill. Phone: Ardmore 2025. 421/3/16

PROJECTIONIST; 40; civilian and army experience—all type equipment. Desire to locate in Ohio, Kentucky, Illinois, Indiana, Virginia. George Takacs, 305 McKinley Ave. S. W., Canton, O. Phone 6155. 456/4/20

PUBLICITY WRITER; free-lance work wanted. 8 years' exp. College graduate. Ken Russell, 4847 N. Harding St., Chicago. 435/3/30

RADIO ACTON, 27; varied experience—legit, tele, radio. Scholarship student 6 years. Excellent references. Irving Berlow, 739 Arnow Ave., Bronx, New York. Olivville 5-6479. 451/4/13

RADIO ANNOUNCER, actor; pre-army KVEC, KRIC; program director, announcer, actor, writer. Pasadena Playhouse grad. Interested radio, legit, William Royal Griffin, 8731 139th St., Jamaica, L. I., N. Y. JA. 6-5375. 380/3/2

RADIO ANNOUNCER-PRODUCER-WRITER; college graduate, pre-army experience all phases; 3 years with metropolitan station. Wrote, produced, announced army radio shows. Seeks job with future. Murray Benson, 6209 23d Ave., Brooklyn, N. Y. ES. 8-2061. 447/4/13

RADIO ANNOUNCER, 25; college. Army radio shows. Willing to serve as apprentice to gain experience. Transcription furnished on request. Travel anywhere. Vernon Paule, 7034 South Indiana Ave., Chicago 37. Phone Aberdeen 1076. 463/4/27

RADIO PRODUCER-ANNOUNCER; varied program exp. (2 years). Ent. dir. Army Spec. Ser. (3 years). Fine recommendations. Don Whitman, 12741 Birwood Ave., Detroit, Mich. Hogarth 6464. 455/4/13

RADIO SCRIPT WRITER, director, producer. Pre-army free-lance writing (Norman Corwin, Mitchell Grayson, WNYC, Fawcett Publications, etc.). Irving Levinson, 118 Riverside Drive, New York, N. Y. SU. 7-4150. 445/4/13

RADIO SPOT SALES; 3 years' prof theater, radio exp. Creative sales ability. Interested radio sales, television production. Richard Stark, 257 Claremont Road, Ridgewood, N. J. 444/4/6

SCRIPT-WRITER; pre-army radio exp. News, dramatization, special events broadcasts. Interested radio, motion picture. Midwest prof. Guy S. Harris, 1142 Ainslie, Chicago, Ill. Ravenswood 5820. 371/2/23

SINGING BOY for ensemble; Army Special Services (2 years). In army show "Egg in Your Beer." Pre-army chorus exp. Leo Pelletier, 85 Shamut Ave., Central Falls, R. I. 430/3/30

TELEVISION PRODUCER; formerly motion picture ass't producer; sales, engineering background. Video since 1940. Seeks position with aggressive firm, excellent references. N. Deville, 16 W. 87th Street, New York, N. Y. 417/3/16

TENOR CLARINET, vocalist; loc. 802, civilian and army band exp. Will travel. Arthur Randolph, 232 E. 116th St., New York. Phone LE. 4-9378. 438/3/30

TENOR VOCALIST; popular, semi-classics. Double in dramatics. Interested all fields. Resort, club, preferred. Starting sal. \$75 wk. William Freeman, 142 Margaret Blvd., Merrick, L. I., N. Y. Freeport 5338. 462/4/27

THEATER MANAGER; pre-army own theater. Theater Managers' Institute grad. Also experienced projectionist. George A. Hillas, 2609 West Sixth Place, Cleveland, O. Apt. 9. 401/3/9

THEATER MANAGER, 37; experienced. References on request. South preferred. Zenobia Austin, 718 Court St., Lynchburg, Va. 402/3/9

THEATER MANAGER; projectionist with 5 years' experience, seeks position. Starting salary \$40 per week. Marvin Martin Manheimer, 432 Hull Dr., Tallahassee, Fla. Phone: 1276W. 420/3/16

THEATER MANAGER, publicity director; 10 years exp. (independent, circuit operation). Desires position with growing org. New England preferred. Pierce Parkhurst, 29A Elm St., Gloucester, Mass. 452/4/13

THEATER MANAGER; 5 yrs. pre-army experience (Balaban & Katz Theaters, Aurora, Ill.). Willing to travel anywhere. Ervic M. Anderson, 310 Walnut St., Aurora, Ill. Phone 5310. 459/4/20

TRUMPET MAN; play section, jazz. Want to join dance ork. Radio, club, vaude, mce. preferred. Joseph N. Machl, 1448 W. 83d St., Chicago. RAV. 1424. 487/3/30

TRUMPET MAN; 5 years' dance band exp. Pre-army own combo. Arranging, composing exp. Interested night club dance band. Clifford Bottoms, 136 West 112th St., New York, N. Y. 442/4/6

TRUMPET MAN, 23; lead; wants to join dance band. Radio, club, vaude preferred. Club date, society band exp. Joseph Merola, 244 60th St., Brooklyn. Phone Windsor 9-6145. 461/4/27

VETERAN, 27, seeks clerical position with music publishing firm or booking agency. Willing to learn field. Music background. Jerry D. Goodman, 1372 Riverside Drive, New York, N. Y. WA. 7-5529. 416/4/13

VOCALIST, dancer; summer stock, radio, vaude, club exp. Navy shows. College grad. AGVA. Paul Woods, 817 S. Normandie, Los Angeles 5, Calif. EX. 7165. 404/3/9

VOCALIST, 24; baritone; pre-army radio (3 yrs.), television, club, band, exp. Radio preferred. Joe Craig, 3463 King St., Denver 4, Colo., Keystone 9732. 412/3/16

VOCALIST; civilian and navy dance band experience. Seeks opportunity—night club, road dance band. James Martin Mills, 548 W. 162d St., New York, N. Y. Watsworth 3-9408. 457/4/20

WEST COAST PUBLICITY; 5 years' cartooning experience; layout, copy exp., 2 years. Willard Hope, 3346 Thelma Ave., Los Angeles, Calif., Capital 3714. 364/2/16

WRITER; publicity, radio advertising. College. Interested legit, radio. Edward B. Schulze, 1138 Scott Ave., Chicago Heights, Ill. Chi. Hgts. 1752. 395/3/9

WRITER; script adaptation, stories. Pre-army advertising copywriter, radio script writer. Radio field preferred. Colin C. Kempner, 4831 N. Kedzie, Chicago, Ill. Keystone 6125. 403/3/9

WRITER, musical drama; will consider all offers sent with references. Stage, screen, radio; script, music. Top rate salary. Benjamin J. Contra, 91 West 6th St., Mansfield, O. Tel. 2-0446. 414/3/16

THE FINAL CURTAIN

ANDREW—John J., former news announcer at WCBS, member of the United Press staff at Springfield, Ill., and later a war correspondent in India, has been officially reported dead by the War Department. Andrew, son of John R. Andrew and Dollie Julian, well-known circus people, was lost on a B-29 mission last November 3.

BAILEY—Ens. Walter E., 22, in a plane crash near Key West, Fla., March 25. Deceased was an aerial performer prior to entering the service. Survived by his parents and two sisters.

IN MEMORY
of My Beloved Husband
J. W. (DUKE) BOYLE
Who Passed Away Jan. 24th, 1946.
MRS. VELMA BOYLE

BROOKFIELD—Anita, 32, harpist with New Haven Symphony Orchestra for 15 years, in Rensselaer, N. Y., April 16. She was motoring from her home in New Haven, Conn., to join the orchestra of the musical, *The Day Before Spring*, in Chicago, and was fatally injured in a collision with a truck in Rensselaer.

BURNSTEIN—Mrs. Grace, mother of Rose and Ida Mills, of Mills Bros.' Circus, April 16 in Cleveland Clinic. Burial in Cleveland April 18.

BUTLER—Murray, artist, actor and magician, suddenly April 15 in Bedford, O., where he was appearing at Masonic Hall. He had been associated with a Cleveland commercial art studio the past 30 years, during which time he devoted much time to presenting magic shows. Butler had toured in vaude and with traveling stock companies for many years.

BYRNE—Mrs. Anna, mother of Eileen Byrne, singer, in Philadelphia April 12. Survived by another daughter and two sons.

COMEGYS—Mrs. Elinor Foster, mother of Claiborne Foster, actress, and for many years a dramatic reader and lecturer at Brooklyn Institute of Arts and Sciences at Columbia University, in New York April 16.

DE ROSA—Eugene, 57, architect and builder of New York theaters, in New York April 15. Among the New York houses he designed were the Apollo, Belmont, Cameo, Coliseum, Colony, Klaw and Vanderbilt theaters.

ELLIOTT—J., British actor, journalist and pioneer scenario writer, in Bushey Heath, England, April 15. He was credited with producing the first talkie drama presented on the English screens.

ELLIS—William, 37, staff announcer at WFIL, Philadelphia, April 12 in that city.

FRANZ—Mrs. Harry P., 44, director of the Arthur Murray School for Dancing, of East Orange and Newark, N. J., in New York April 16. She was a former ballerina with *Ziegfeld Follies*, *Earl Carroll's Vanities* and other Broadway productions.

FRASSETTO—Frank, 75, father of Joe Frassetto, former band leader at WIP, Philadelphia, in that city April 12. Survived by two other sons and two daughters.

WE WISH TO THANK
Mr. Morris Hannum, the personnel and everyone connected with the Morris Hannum Shows for their wonderful help and cooperation in our bereavement.
Jim & Marie Gordon

HERO—Maria Iturbi, 28, daughter of Jose Iturbi, concert pianist, a suicide at her father's home in Beverly Hills, Calif., April 17. Besides her father, she leaves two daughters, Maria Teresa and Mario Antonia.

HOGARTH—Lionel, 72, actor, in

Amityville, L. I., N. Y., April 15. He studied Shakespearean roles and appeared in amateur theatricals before joining a road company presenting Gilbert and Sullivan operettas in Canada. After appearing in Boston theaters, he joined the Sarah Bernhardt company in New York and on tour. For several years was stage manager for Maude Adams and played important roles in her productions. He also appeared with Otis Skinner, Jane Cowl, Eva Le Gallienne, Dennis King, Ethel Barrymore and Walter Hampden. His last stage appearance was in *Richard II*, in 1937, with Maurice Evans. He was a member of the Lambs, Actors' Equity and Actors' Fund. Interment in Actors' Fund plot in Kensico, N. Y.

HUTCHENS—Raymond D., 41, editor of *Relay*, house organ of RCA Communications, Inc., in New York, April 16. He joined RCA as a radio technician in 1928 after working as radio operator on ships of the Ward and United States Lines.

IN LOVING MEMORY OF OUR BROTHER, NEPHEW AND FRIEND



JOE HARRY HODGES HODGINI
WHO PASSED AWAY
MARCH 25, 1946

Edward Hodges Hodgini—Brother
Bob, Caroline, Carol Hodgson—Sister, Niece,
Brother-in-Law
Bert, Corinne Dearo—Sister, Brother-in-Law
Mrs. Charles Rooney—Aunt
Flora and Walter Gulce
Joe Hodgini and Family

JOHNSTON—John LeRoy, director of advertising and publicity for International Pictures since 1944, in Hollywood, April 15. He was a publicity director for over 20 years, serving Universal, Famous Players, First National, Warner Bros., Walter Wanger Productions, Hunt Stromberg Productions and Republic Pictures. He was also managing editor of four Fawcett publications.

JOHNSTON—LeRoy, 49, pioneer Hollywood studio publicist, April 15 in that city of a heart attack. Survived by his widow, two sons and a daughter.

KONCHAR—George W., former president and charter member of Entertainment Managers' Association, April 11 in Chicago. Survived by his widow and two sons. Burial April 13.

LEVIN—Sadie, 62, sister of Harry Levin Sr., burly comic, in Baltimore April 12.

LOOKAROUND—Angus F., 52, former member of the Carlisle Indian football team and a former musician with Sousa's and the Milwaukee American Legion bands, in Milwaukee April 15.

McKEE—Paul, brother of Joseph McKee, vice-president of the National Showmen's Association, suddenly in Memphis April 17. Services in New York April 22.

MACK—Joe, 67, stage and screen actor and former member of the vaude team, Keegan and Mack, April 8 in Los Angeles. Survived by his

widow and three sisters. Interment in Forest Lawn Memorial Park, Los Angeles.

MILLHAUSER—De Witt, 61, chairman of the finance committee of the Radio Corporation of America and a director of the National Broadcasting Company and RCA Communications, Inc., in New York April 14.

MOORE—David T., 78, former baritone soloist with the Bostonian and Castle Square opera companies and member of the faculty of Pittsburgh Conservatory of Music, in Pittsburgh April 13.

NIRSCHL—Paul Fredrick, 68, in Memorial Hospital, Danville, Va., April 5. Nirschl started in show business 50 years ago as the Great Fredrick, a wire act.

PEPIN—J. E., 58, bird trainer, April 13 in Los Angeles of a heart attack. Survived by his sister. Interment at Showmen's Rest, Evergreen Cemetery, Los Angeles.

PETERS—Yetta, 71, of the former vaude team of Antrim and Peters, in Lynbrook, L. I., N. Y., April 14. Survived by a son.

PREVOST—Frank, 50, former clown with Ringling and Polack circuses, April 16 in Los Angeles. Survived by his widow, Kathleen. Interment at Valhalla Cemetery, Los Angeles.

SCHULZE—Herbert E., car steward for the Ringling Bros.' and Barnum & Bailey Circus for two decades, April 13 of a stroke. Prior to joining the Ringling show, Schulze was a singer with various minstrel shows, including Quicks, Hills, Lasses White and Field. He had also appeared in the vaude act of Burt, Mays and Finn. Survived by his mother and brother. Burial in Burlington, Ia.

STEVENS—James S., 78, nationally known choral leader and State musical director of Connecticut, in Hartford, Conn., April 16. He was founder and vice-president of the Associated Glee Clubs of America.

In Loving Memory of our Dear Friend and Associate
ELMER W. WEAVER
Who Passed Away April 26, 1945
Doris & Jake Goutermont
Garnet & Gettus Pugh
Ann & John Gallagan
Gladys & Melvin Olson

THERIAULT—Stephen M., April 10 in Detroit. Funeral April 13. Memorial services will be held by the Michigan Showmen's Association April 24.

In Memory of Two Beloved Pals
MY FATHER
Who Passed Away May 7, 1920
and
HAROLD DIAMOND
Who Passed Away April 24, 1945
May You Rest in Peace
WILLIAM WILSON

WOODRING—J. Ross, 63, former press agent, in an Edmonton, Alta., hospital, April 3. Born in Peru, Ind., he did publicity for Sells-Floto and other circuses and theatrical companies before joining *Edmonton Bulletin* staff in 1920. Surviving are his widow and one daughter.

DELANEY - POPP — Edythe Delaney, Philadelphia dancer, and Charles L. Popp, in Grand Haven, Mich., April 11.

HUGHES-GRANT—Max Hughes, nonpro of Remington, Ind., and Lois Grant, for the past five years a member of the Reynolds and Donegan Skating Girls, in Remington April 9.

KARLOFF - HELMAR — Boris Karloff, stage and screen actor, and Mrs. Evelyn Helmar, April 11 in Boulder City, Nev.

KARLWEIS-TALLON — Oscar Karlweis, starring in *I Like It Here*, in New York, to Ninon Tallon, niece of Edouard Herriot, former premier of France, in New York April 16.

ROMANO-HAYDEN—Tony Romano, guitar and accompanist for Frances Langford in Bob Hope's overseas troupe, to Barbara Hayden, screen actress, April 14 in Hollywood.

ROTHMAN - WEXLER — Eleanor Rothman and Nathan Wexler, Philadelphia night club owner, in that city April 8.

Births

A son to Mr. and Mrs. William Wyler at Cedars of Lebanon Hospital, Los Angeles, April 4. Father is a film director; mother is the former Margaret Tallichet, actress.

A son to Mr. and Mrs. Gus Diregios in Methodist Hospital, Philadelphia, April 3. Father is bass player in Clarence Fuhrman's orchestra at KYW, Philadelphia.

A daughter to Mr. and Mrs. Ned Chambers in Philadelphia April 2. Mother is Ann Rubert, Philadelphia nitery pianist.

A son to Mr. and Mrs. Fred Wieting in Abington Memorial Hospital, Abington, Pa., April 1. Father is with program department of WIBG, Philadelphia.

A daughter, Francine, to Mr. and Mrs. Ezra Stone at Osteopathic Hospital, Philadelphia, April 1. Father is the actor-star of the *Henry Aldrich* radio program.

A son to Mr. and Mrs. George Konath in Roseville, Mich., recently. Father operates the Roseville Theater there.

A daughter, Maria Christina, to Mr. and Mrs. Pierre Aumont recently. Parents are Pierre Aumont and Maria Montez, screen players.

A son, to Mr. and Mrs. Ernie Neff April 11. Father is WCAE, Pittsburgh, staff announcer, and mother is Carol Mansfield, former model and band singer.

A daughter, Teresa Ann, to Mr. and Mrs. John Guilfoyle in Philadelphia April 10. Father is an emcee; mother is the former Connie Henson, dancer.

A daughter to Mr. and Mrs. Brand Levonians in Philadelphia April 11. Mother is a radio actress.

A son, John Hopkins, to Mr. and Mrs. Jack Kelly in White Cross Hospital, Columbus, O., April 15. Father is manager of Station WCOL, Columbus.

A daughter to Mr. and Mrs. Albert Cohen in Jefferson Hospital, Philadelphia, February 27. Father is film attorney and an executive of Motion Picture Associates there.

Twin daughters to Mr. and Mrs. Jack Feldman in Mount Sinai Hospital, Philadelphia. Father is manager of the Byrd Theater there.

Divorces

Frances Ramsden, actress and leading woman for Harold Lloyd, from Paul E. Deloqueyssi, writer, April 4 in Los Angeles.

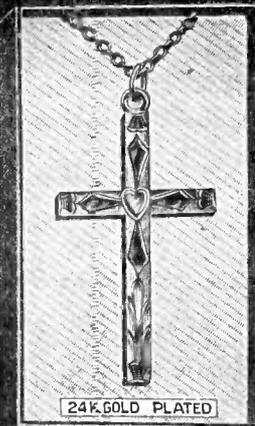
Ethel Thompson Tutteron from Charles C. Tutteron April 1.

Boris Karloff, screen and stage actor, from Dorothy Karloff in Las Vegas, Nev., April 9.

Lorraine Woolcott Jackson Parker from Robert B. Parker, former WLW newscaster, April 11 in Cincinnati.

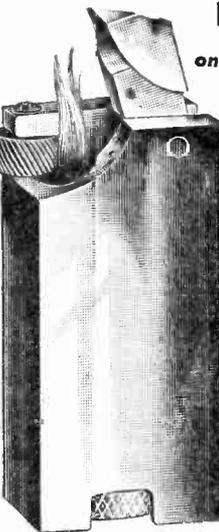
Nelson M. Griggs, announcer at WKRC, Cincinnati, from Elizabeth Pound Griggs, Albany, N. Y., April 11.

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60¢ each
Here is the greatest Gold Plated Cross value ever offered! Cross is skillfully embossed in filigreed pattern. Cross measures 1 3/4". Chain full 18". Boxed in handsome velvet covered Maroon and Gold box. Only \$7.20 per doz. Send 25% deposit, balance C. O. D. unless rated.

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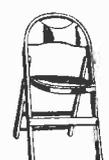


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HOLLYWOOD MASK PERFUMES
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INDIAN ROMANCE—for Blond
NEW YEAR—for Brunette
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To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office in Cincinnati early in the week.

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ITS WIT TICKLES. ITS MELODY PLEASES. Ladies say it's cute. "I'd Like To Be in Washington," 33¢. Oluf L. Veien, 809 Bradley Place, Chicago 13, Ill.

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YES, IT'S TRUE, I'M HIGH PRICED BUT THE Originals Gags, Pacter, Playlets, Humor Bits, etc. I write for you is Real Professional Material and worth what I ask. Ace, nationally known Cartoonist. Author in at Your Service. Write Ace, Bayview Prtg. & Pub. Co., 20 E. Bay St., Savannah, Ga.

YOUR WORDS SET TO MUSIC—SONGS AR- ranged, Revised, Copyrighted. Write today for our free booklet, "Getting Ahead in Songwriting." Song Service, 331-B West 46th, New York.

AGENTS & DISTRIBUTORS

AA-1 QUALITY BEAUTY CREAMS, SCALP Ointment, Hormone Cream. Sure sellers. Write for price list, Letoi, 1094 East 180th St., N. Y. C. 60.

A DOLLAR BRINGS YOU LARGE SAMPLE Assortment of Tricks, Jokes, Novelties, etc.; our 1947 Catalogue included Free with first order. Get started now and make real money. Novelty Supply Co., 49 Hanover St., Boston 13, Mass. my4x

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Made of Two-Tone Wood, Superb Styling With Finest Workmanship.
Jewelry Box—Velvet Lined

Stationery Chest With Stationery
Floral Decorated Cover COVERS ON BOTH MIRRORED ON INSIDE.




No. 4601 K
\$86.40 PER DOZ.
PACKED 1/12 DOZ.
About 10 ins. long, 7 ins. wide, 3 1/2 lbs. per doz.
PROMPT DELIVERY TO RESELLERS. NO C. O. D. SHIPMENTS WITHOUT 25% DEPOSIT. PLEASE SEND FOR OUR PRICE LISTS (K) that constantly aim to bring to our customers a GRAPHIC MESSAGE of our NEWLY ADDED GIFT GOODS to the already exciting SPLENDID VALUES

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10 1/4 x 6 3/4 inches, 3 1/2 lbs. per doz.

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TOY METAL GUN

Trigger Makes Loud Noise

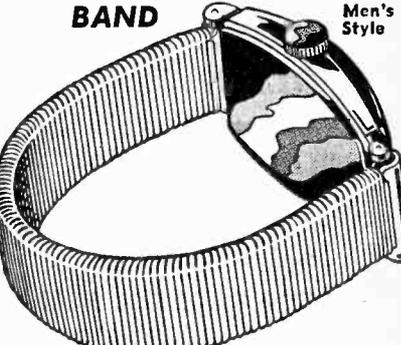
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50% Deposit

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EXPANSION WATCH BAND Men's Style



S-T-R-E-T-C-H-E-S EASILY. FITS COM-FORTABLY. Heavily silver plated over highly flexible muslo wire. Plating not guaranteed to last indefinitely. Manufactured during war when use of stainless steel was restricted. Priced at Rock Bottom!

3 DOZ. LOTS \$6.50 6 DOZ. LOTS \$6.25
12 DOZ. LOTS \$6.00
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Gold or silver plated over brass. Holds 20 cigarettes. Exclusive design, attractively engraved, individually boxed. Ideal for men or women. Fits handily in shirt or vest pocket. Regular \$5.00 retailer. While moderate quantity lasts

Dozen Lots or Over \$21.00 per doz.
Samples \$2.00 Ea., Postpaid

Cash or 1/3 Deposit; Balance C. O. D.

All prices F. O. B. Chicago

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We manufacture and sell more CHARMS than anyone else in the whole world.

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333 Hudson St. New York 13, N. Y.

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TRAFFIC SIGN PINS

Now Ready for Immediate Shipment

675 CROS ASSOCIATED
1/3 DEPOSIT IN ALL C.O.D.'S

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109-116 FIRST WILMUT ST. — MILWAUKEE, WIS.



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8 3/4" Dia., 14" Overall
\$1.29 OPA retail
\$8.53 Per Doz. to Dealers
\$6.48 Per Doz. to Jobbers
2 Doz. to Carton

DUST PANS
20 Gauge Steel—Packed 4 Dozen to Carton
2 Doz. Red, 2 Doz. Green
29¢ ea. OPA
\$2.25 per Doz. to Dealers
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On Attractive Display Board
Contains 36 Assorted Belts with Chart to Fit All Current Models
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Minimum Order 1 Doz.

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- 24-Piece Stainless Steel Service 5.75
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CLOTHESPINS, REGULAR SIZE, WAXED Hardwood, 6 dozen \$1.00 postpaid. Order all you need. Immediate shipment. Tollys, 944 N. Water, Decatur, Ill. my4

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WHOLESALE DISTRIBUTORS SINCE 1911
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New, Sensational! Suitable for Ball Games, Novelty Stands and Circuses. Can be put on canes. Light Weight. Assorted Feather Dresses. Over-all height, 15 inches. Packed 6 dozen Dolls and dresses to carton.

Per Dozen - \$ 3.00
Per Gross - \$33.00

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- ALPINE HATS, With Feathers, Per Dozen, 1.35
- Per Gross, 15.00
- PIN WHEELS, Per Gross, 9.00
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- ASSORTED PLASTIC ANIMALS, Per Gross, 1.25
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- PLASTIC THIMBLES, Per Gross, 1.20
- RAYON BOW PINS, Per Gross, 1.25
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- COMIC HAT BANDS, Per Hundred, 1.75
- Per Thousand, 16.50
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- HEAVY LEIS, Per Gross, 6.75
- 48 LIGNE COMIC BUTTONS, Per Hundred, 1.40
- Per Thousand, 10.00
- 50 LIGNE COMIC BUTTONS, Per Hundred, 1.75
- Per Thousand, 16.50

BALLOONS, All Sizes, Available At Once, NEW CORN GAME and FLASH ITEMS. Order from this list, 50% deposit with order, Bal. C.O.D.

In business 34 years in Chicago. Visit our show room when in Chicago.
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Genuine RABBIT'S FOOT KEY CHAIN

Packed in cellophane pouches. Attached to individual cards or 6 to a card.

They sell like hot cakes in front of schools, factories, race tracks, ball parks, carnivals and everywhere crowds gather.

WONDERFUL PREMIUM FOR SALESBOARD OPERATORS \$12.50 Gross

F. O. B. New York.
Packed 1 gross to a carton. Weight 3 lbs. 25% deposit, balance C.O.D. Sample mailed on receipt of 25¢.

CHAS. BRAND, Mfr.
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LOOK! NEW WRIST WATCHES!

Do Not Confuse These Watches With Cheaper Watches Advertised Elsewhere — There Is No Comparison!

Immediate Delivery!
IDEAL PREMIUM OR GIFT ITEM!

- ★ BRAND NEW — MILITARY STYLE
- ★ SWISS ROSKOPF
- ★ RADIUM DIAL AND HANDS
- ★ RED SWEEP SECOND HANDS
- ★ FINE CHROME CASES WITH LEATHER STRAP
- ★ FANCY ARTISTIC DIALS
- ★ BELOW RETAIL CEILING

ONLY \$7.70 EACH, INCL. FED. TAX
TERMS: 1/2 Deposit, Balance C.O.D., F.O.B. Montgomery, Ala.

AMERICAN MERCHANDISING CO.
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SPECIALS: WORTH SPECIAL BASEBALLS \$27.00 GROSS
WORTH FAULTLESS BASEBALLS 24.00 GROSS

Terms: 25% deposit with all orders, balance C. O. D.

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LEE RAZOR BLADES

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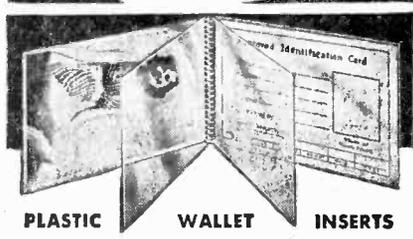
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BOX 68 REVERE 51, MASS.

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You can't beat my SPECIAL DEAL on plastic wallet inserts!



PLASTIC WALLET INSERTS
 \$3.50 assortment (dozen) of 4, 5 and 6 envelope books —easily sold for \$7.50. **NOW ONLY \$1.50** (discounts on gross lots)

IMMEDIATE DELIVERY! Take my advice, mister! If you want to make some real money—dollars, not pennies—you'll go after this tremendous plastic wallet insert market right now! It's big—it's easy to sell—and it sure offers swell profits! Just to prove what I say, I'm making this special introductory deal: I'll send you a dozen handsome plastic wallet inserts with 4, 5 and 6 envelopes, all with heavy plastic covers. Sell these for 50c to \$1 each and get at least \$7.50 on the whole lot. Think! All for \$1.50 investment! My inserts are the finest on the

Edmasters' MONEY-BACK GUARANTEE
 You've absolutely nothing to lose! If you aren't 100% satisfied with my deal when you see it, or if you can't sell a few inserts, I'll refund your money on the inserts you have left. But you'll really have no trouble making \$6 on this assortment!
ORDER NOW!

Greatest Value in the Country!
NEW AGENTS WANTED!
 Profitable Territories Now Open!

market —strong wire spiral binding, clear, heavy plastic envelopes, and I put an identification card in each insert. Remember, to sell wallet inserts today you must show an assortment of attractive designs in different price ranges. That's just what I give you here. Rush me \$1.50 for your trial shipment and start making these big profits at once. No personal checks, please.

EDMASTERS CO.
 Dept. B, 113 N. 3rd St. Brooklyn 11, N. Y.

Ed Masters THE WALLET INSERT KING

75 GIRL PHOTOS, 25¢. LARGE ASSORTMENT Cartoons, Jokes, Novelties, \$1.00. Superior Photo Service, Box 404, Mount Vernon, N. Y.
500 GROSS IMPORTED FROM HAITI, 60 INCH Beaded Necklaces. Closeout per gross, \$6.00. Kopitko, 26 West 47th St., New York 19, N. Y. my11

ANIMALS, BIRDS, PETS

ASSORTED DENS SNAKES, BOA CONSTRUCTORS, Giant Rattlers, Dragons; Spider Monkeys, and Squirrels. Snake King, Brownsville, Tex. se7

AVAILABLE FOR IMMEDIATE SHIPMENT— Dens of mixed non-poisonous Snakes, \$15.00, \$25.00 and \$35.00. Specify price when ordering. Also on hand, Boas, Diamond Black Rattlers, Moccasins, Iguanas, Beaded Lizards. Chase Wild Animal Farm, Egypt, Mass. my4

BIRD ACT COMPLETE—4 COCKATOOS, 1 Macaw, Parrot, 2 fine cages, necessary props, \$500.00. Mme. Jo Kamm, 1425 Republic, Cincinnati 10, O.

BABY RHESUS MONKEYS, MANGUEBY MONKEYS, Sloths, Patagonian Cavy, Bear Cubs, White Squirrels, African Green Monkeys, Mona Monkeys, Pictail Monkeys, Hawks, Deodorized Skunks, Colored King Pigeons, Mice, Peccaries, Boa Constrictors, Dens Mixed Snakes. Chase Wild Animal Farm, Egypt, Mass. my4

CIRCUS MICE IN MANY NATURAL COLORS— All good performers. Our selection of mixed colors, \$25.00 per 100. Burgess, 4415 Union Rd., Buffalo 21, N. Y. my4

FOR SALE—PAIR OF RHESUS MONKEYS, \$50.00, collared. Two Swift Foxes, \$10.00 each. Will trade for other animals. What have you? Write Johnny C. Jones, Seagraves, Tex.

MEXICAN DONKEYS (BURROS)—HEALTHY stock for immediate shipment. Young, tame, suitable for children to ride on, \$35.00 each or 2 for \$60.00. Mother with beautiful baby, \$65.00. Medium or large sizes for pack, carry, saddles, \$35.00. Carload of 45, special prices. Guaranteed live delivery. Cash with order. Antonio Cavazos, Box 516, Laredo, Tex. my4

TAME LIVE ARMADILLOS, SPECIAL FOR pets, \$3.50 each, \$6.00 pair. Whistling Squirrels, \$3.50 each, \$6.00 pair. General Mercantile Co., Laredo, Texas.

BUSINESS OPPORTUNITIES

ADVERTISING DOES PAY! THE RICE WAY! —Read "How To Make Money By Mail" (by Rice). Definitely a must for all business people. 14th, latest, deluxe edition sent postage paid, \$2.95. Further information on request. But receive additional, valuable, money-making information by ordering now! Nemaco, P. O. Box 57, Alton 34, Mass.

BE YOUR OWN BOSS, START YOUR OWN business by writing for free catalog, that has sure winning ways to make money. Act now. Jay Arr Sales Co., 26 Beaver St., Brooklyn 6, N. Y. ap27

DO YOU WANT TO MAKE MONEY?—IF SO send 5¢ in coin or stamps to Formula, Box 301, Hamilton, O. my4

EXCELLENT OPPORTUNITY AS CO-PUBLISHERS of syndicated magazine. Each member operates his own business. Small capital and energy essential. No openings for kids and drones. Small Business Magazine, 3825 Tenth St., Northwest, Washington 11, D. C. my4

FOR LEASE—HISTORIC INDIAN RESORT Land, Buildings, Springs, Fish, Hunt. 6 Miles from Peru. A rare opportunity. J. Omer Barnhart, Peru, Ind.

FOR SALE — PLAYBILL OF THE PLAY AT Ford's Theatre, April 14, 1865, when President Lincoln was shot, 81 years ago. Anna Herlihy, 372 W. 7th Ave., Columbus, O.

GOT \$24,500; USED JUST THREE SCHEMES from "Schemer" Magazine, Alliance, Ohio. 48th year and only \$1.00. Three special copies, 25¢. my4

HURRY! SELLING SUCCESS TIPS—PLANS, supply sources galore; booklet and opportunities only 25¢. Parcell Market, 2701 S. Main, Elkhart, Ind. my18

LEARN MAIL ORDER SELLING—PROGRESSIVE Mail Trade Magazine, gives latest plans, ideas, stories, etc. Copy, 10¢. Ace Mail Service, 4304 Maryland, St. Louis 8, Mo.

MAIL ORDER OPPORTUNITIES—READ OLD- est Trade Journal in the field. 53rd year. Copy, 25¢. Mail Order News, Somerville 30, N. J. ap27

MAKE MONEY WITH MAGIC SHOW — SE- crets of old-time showman revealed. Big money to be made now. Get your share. Postal brings free details. Ellis, 76B Sagamore, Winthrop 52, Mass. my11

MAKE MONEY WAY I DO. NO "GET-RICH- quick" scheme. Start now. Sample. Details dime. McDonald, Box 1047-B, Rochester 3, N. Y.

NEWSPAPER HEADLINE OUTFIT COMPLETE, \$195.00. 1/3 deposit. Mr. Jordan, 90 Warrenton St., Boston (16), Mass.

SELL BOOKS BY MAIL—TREMENDOUS SALES and profits. We furnish everything and help you succeed. Details free. Century, 101-B West 14th St., New York 11, N. Y. my11

SHOOTING GALLERY—LEAD, LONG RANGE, modern, factory built, all steel, complete, guns. Foster, 2019 Valmar, Little Rock, Ark. Phone 3-7738.

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SUREFIRE PROFIT MAKER — WRITE US TO- day for free information on what sells, who buys and how to reach them. Rennolet B, 1022 9th St., Rock Island, Ill. my11

WHY SPEND MANY DOLLARS TO FIND sources of supplies? Let us show you how to save money and time. Details free. Ron. Wollard, Newark 1, Ohio.

YOUR OWN BUSINESS SHOWING TALKIES theaterless communities. No investment. We rent sound equipment, programs, reasonable. Remarkable possibilities. Earn \$50-\$200 weekly. 2200 R. K. O. Building, Radio City, New York. my11

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Worth Covered Base Balls \$ 2.75
Weighted Feather Darts, Doz. 1.20
4 to 7 Inch Hoop-La Rings, Doz.70
Straw Horse & Man 4.00
Horseshoe Plaques 2.00
Large "Pin Up" Plaques 2.00
Small "Pin Up" Plaques85
R. W. & B. Batons, Gross 16.50
Jr. Batons, Gross 8.00
Flying Canes, Gross 14.50
Flying Birds, Gross 16.50
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Medium Leis, Gross 4.00
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Cane Rack Rings, Per 100 2.75
Shooting Corks, Per 1000 2.25

Tumblers \$ 4.00
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Plaster Dogs, Ducks, Etc. 1.25
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Lead Pencils 2.15
Painting Puzzle Book 6.50
Puzzle Pictures, Per Bale (250) 1.50
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Wheel Tops 4.80
Airplane Gliders 4.00
Paper Hats 5.00
Assorted Prevue Brooches 9.60
Comic Hat Bands, Per 100 1.85
Per 1,000 17.50
Comic Books, Per 100 1.50
Flag Buttons, Per 100 2.00
Motto Buttons, Per 10090
MacArthur Buttons, Per 100 1.45
Army Metal Buttons, Per 10040

U. S. MADE SLUM
Heavy Whiskey Glasses Per Gross \$ 3.50
Miniature Mugs 4.00

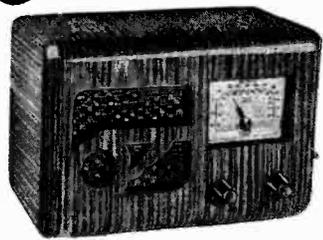
Limited Quantity—25% Deposit, Balance C. O. D., F. O. B. Indianapolis.
Importers KIPP BROTHERS (Established 1880)
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RADIOS BRAND NEW TABLE MODEL

6 TUBES

SAMPLE \$26.50
 F.O.B. N.Y.C.
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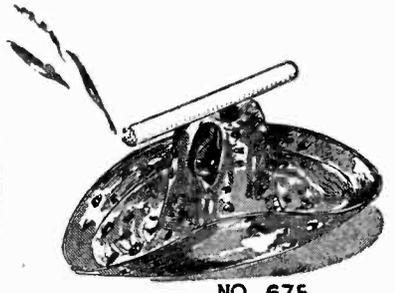
FULLY GUARANTEED SUPER-HETERODYNE BUILT-IN AERIAL A. C. - D. C. 110 V. ALL ELECTRIC



IMMEDIATE DELIVERY! Rich hand-rubbed walnut cabinet with RCA Licensed Tubes and a 5" Heavy-Duty PM Speaker—tremendous volume—hairline selectivity—outstanding tone. No aerial required. Each radio is packed in an air-cushioned carton, fully guaranteed and immediately shipped when your order is received. Rush your order today and be positive your radio is on its way tomorrow! Order Now! SEND 25% DEPOSIT WITH ORDER—BALANCE C. O. D.

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GENUINE COPPER SOUVENIRS COWBOY HAT ASH TRAY



Made of genuine copper with a rich oxidized finish and hammered to represent a battered up old Cowboy Hat. Size in diameter, 5 7/8".

#675 \$4.80 Doz.

LESS 2% FOR CASH
 25% DEPOSIT WITH ORDER

MEIER AND FRANK MERCHANDISE COMPANY
 2150 ARAPAHOE ST. DENVER 2, COLORADO

ELECTRIC FLASH BOARDS!



IMMEDIATE DELIVERY

Specials, 7 & 10 Colors
 Lap Board Markers
 Padded 5, 6, 7 Ups
 Plastic Markers,
 3/4", 5/8"
 Wire Bingo Cages
 7 Ups—3000 Sets

6 Ft. by 2 Ft. 4 In. by 9 In.

RUBBERIZED BINGO CAGES

WIRE OR WRITE FOR CATALOGUE

JOHN A. ROBERTS & COMPANY
 235 HALSEY STREET NEWARK 2, NEW JERSEY

ACE-TEX BALLOONS
 Factory To You
 IMMEDIATE DELIVERY

Sizes	Per Gross
#5	\$ 2.40
#6	3.40
#7	4.15
#8	5.25
#9	6.90
#11	7.80
#14	11.40
Target Balloons, Per 100	18.00

NO ORDERS FILLED LESS THAN \$25.
 50% Deposit With All Orders, Bal. C. O. D.

HOLLYWOOD NOVELTY CO.
 P. O. Box 1294
 Hollywood 28, Calif.

A BIG SELLER

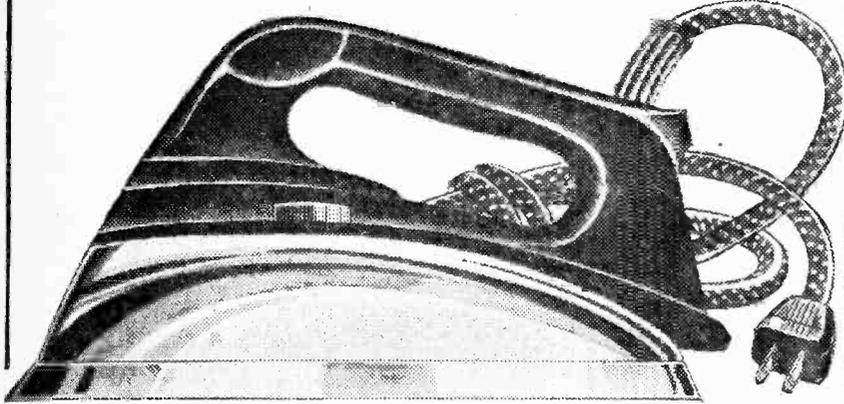
Veterans' Service Rings for all branches of the service. A plastic ring, with a 24-kt. gold plated discharge pin placed in center of ring. A souvenir that will last a lifetime. An excellent assortment of colors.

\$24.00 A DOZEN
 1/3 Deposit With Order, Balance C. O. D.
Cardell's Photo Novelties
 Box 7005, Roseville Station, Newark 7, N. J.

USED GOLF BALLS WANTED

FOR DRIVING RANGE. WRITE
M. WALDMAN
 2542 DORR ST. TOLEDO, O.

BACK IN PRODUCTION AGAIN!



110-120 Volts Underwriter Approved Chrome Finish
 Individually Boxed 6 Ft. Heavy Duty Cord
 Insulated Plug 12 to Master Carton
\$6.63 Each
 F. O. B. Chicago. 25% With Order, Balance C. O. D.
COMMANDER PRODUCTS 343 SO. DEARBORN ST. CHICAGO 4, ILLINOIS

SALESMEN! AGENTS! OPERATORS!

WOODY HERMAN'S Sweetwind

A NATIONALLY ADVERTISED SENSATION

Even a child can play a song on the SWEETWIND. ...Not a toy but a miniature clarinet that plays 2 1/2 chromatic octaves.

"The easiest playing musical instrument"

\$195 RETAIL

Place Your Order Now!

Marth MUSICAL SALES CORP. 6116 BROADWAY, CHICAGO 40, ILL.

SPENCER ELECTRIC DRY SHAVER

TEN OUTSTANDING FEATURES

- New POST WAR Non-Slip Rubber Grip.
- New 1946 DeLuxe Shaving Head.
- Self Starting — Self Sharpening.
- 110-120 V. 60 Cycle A.C. Operation.
- Precision Built Vibrator Type Motor.
- Available in Ivory Plastic.
- Distinctive Streamlined Design.
- Ground and Lapped Steel Cutting Blades.
- No Radio Interference.
- Fully Guaranteed.

Beautifully Packaged in Self-Selling Counter Box

IMMEDIATE DELIVERY

\$2.17 Ea. Less Than Doz. **\$2.08** Ea. Dozen Or More



1 YEAR GUARANTEE

25% with order, Balance C. O. D.

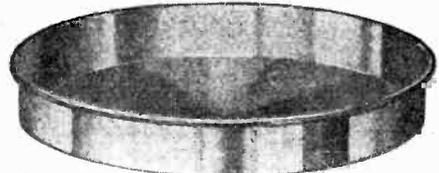
GIANT TABLE LIGHTER
 Featuring the Famous Precision Milled Ignition Wheel
 Sells on sight. A Natural for Salesboard Items or Gifts.
 WRITE FOR PRICES

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 We expect to deliver Radios soon. Write for prices.

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Complete Line of Aluminum Cooking Ware. Very desirable as premiums. Write for catalog and prices. Available Now!



LATEX RUBBER

Make your own molds for plaster and get better detail. Write for prices and information.

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 2401 South Ervay St. Dallas 1, Texas

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

AA BUYS! — BRAND NEW POSTAGE STAMP Machines, 1¢ LoBoy and Ticket Weighing Scales, Nut-Candy Vendors. Free list. Adair Company, 6926 Roosevelt, Oak Park, Ill. my4

AA BUYS! BRAND NEW POSTAGE STAMP Machines, \$7.50; new Match Vendors, \$6.00; Weighing Scales, \$15. Northside Sales Co., Indianola, Iowa. my25

A-1 AMERICA'S POSTAGE STAMP MACHINES for sale. Buying all kinds. Folders, immediate delivery. Write U. S. P., 100 Grand St., Waterbury 5, Conn. my4

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postal, 6750 N. Ashland, Chicago. my11

ARCADE MACHINES — CHESTER-POLLARD Football, \$125.00; Play Golf, \$80.00; Mills Punching Bag, \$110.00; Call-O-Scope Drop Pictures, \$30.00; Seeburg Hockey, \$80.00; Crystal Gazer, Vendo Cards, \$55.00; Texas Leaguer, \$35.00; Cinematone Light Up Phono, \$90.00. Joe Frederick, 2263 Newton, Detroit, Mich.

BARGAINS—1 10¢ WATLING ROLATOPS, \$67.50; 2 5¢ Watling Rolatops, \$60.00; 8 Columbia J. P., \$45.00; 6 Jennings Free Play Slots, \$45.00; 1 25¢ Mills Jumbo Parade C.P., \$147.50; 3 Mills Owls F. P., \$60.00. Deposit. West Coast Amusement Co., 197-109 South Willow Ave., Tampa 6, Fla.

CIGARET VENDORS FOR SALE — 500 PERFECTLY reconditioned in our own shops. Kehler Vendors, 4509 N. Clark St., Chicago 40, Ill. ap27

CLOSING TERRITORY—KICKER CATCHERS, Fikes Peaks, APT Challengers, F's, Fire Smokes, \$22.50 each. Five for \$100. C. Rite, 1751 Morse, Chicago 26, Ill.

CROSS-LINE WILD-FIRE, \$47.50; BANG, \$20.00; Sink-the-Jan, \$45.00; Jolly, \$25.00. Ed. Signor, 1135 Hudson St., S. W., Grand Rapids 9, Mich.

DUO-VEND PEANUT VENDORS, SCOOTER, Everready Nut, Candy Vendors @ \$5.50; Caille Combination Gripper Shocker, Goretta Cigarette Vendor, Kicker-Catcher, Fire and Smoke @ \$24.00; APT Game Hunters, Call-O-Scopes, Grippers @ \$19.00; Tommy Gun, Submarine, Punching Bag @ \$95.00; Anti-aircrafts, Bally Bull, Automatic Library Jennings @ \$50.00; Pipe Stands, \$2.00. W. McLennan, 134 Moss, Detroit, Mich.

EXHIBIT PHOTSCOPE, \$22.50; WIZARD Fortune, \$16.50; Exhibit Model D Postcard, \$22.50; Mutoscope 3 Slot 5¢ Card Vendors, \$30.00 each; Exhibit Love Meters, \$35.00. Joe Fredericks, 2263 Newton, Detroit, Mich.

FACTORY REBUILT—38 KEENEY TRACK- time Consoles, like new with latest improvements. Cabinets refinished, \$160.00. One-third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 7729 Constance Ave., Chicago.

FOR SALE—40 WATLING FORTUNE TELLING Scales, excellent condition, \$90.00 each. Tuxedo Novelty Company, Roxboro, N. C. ap27

FOR SALE: NINE PENNY MACHINES—4 Baseballs, 2 Circus, 1 "Bomb-Japan," 1 Keep-Em-Bombing, 1 Moving Picture, as is, \$10.00 each; \$80.00 for lot. One official Sweepstake, 1¢ to 25¢; takes in \$20.00. Mark Serbin, 2316 Eldridge St., Pittsburgh, Pa.

FOR SALE, CHEAP—TWO 5¢ V.P. BELL JT Machines, one 5¢ Liberty. Pays out quarters. Make us an offer. La Crosse Photo Service, 1353 Caledonia Street, La Crosse, Wis.

FOR SALE—CRANES, MUTOSCOPE AND Calloscope in A-1 condition. Address P. O. Box 52, Detroit 10, Mich.

FOR SALE—21 AMERICAN EAGLES, GOOD condition, \$15.00 each, 1/3 down, balance C.O.D. G. G. Novelty Co., 10507 Grandview Ave., Cleveland 4, Ohio.

FOR SALE—200 ADVANCE PEANUT MACHINES, double column, good condition, make offer on lot or part. Sample, \$7. R. E. Sullivan, R. R. 4, Evansville, Ind.

FOUR ROSES, METRO, ROTATION, \$49.50; Sky Fighters, Models A and B, \$200.00; Paves Reels Sr. with Rails, P.O., S.P., \$95.00; Hi Hand, F.P., P.O., \$199.50; Western Baseball Deluxe, \$125.00; Mills Smoker, \$65.00; Columbia Gold Award, \$65.00. All A-1 every way. Ten days' trial. Cash. Norman Dee, 301 North Centre St., Cumberland, Md.

MILLS JUMBO PARADE, C. P. LIKE NEW, \$139.50; Vest Pocket B. G., \$47.50; Columbia G. A. Cig. Reels, \$49.50; Marvel Token P. O., \$17.50; Watling 5¢ Rola Top, \$84.50; Pace 5¢ Comet, \$79.50; 1/3 deposit, bal. c.o.d. Owl Distributing Co., 201 South 9th St., Independence, Kan.

NINE PRACTICALLY NEW SHIPMAN TRIPLEX Stamp Machines for sale. Box 774, c/o Billboard, 1564 Broadway, New York, N. Y.

PAGE ROYAL COMET CONSOLE 5¢, \$149.50; 25¢, \$169.50; set three Mills Club Bells, Nickel, Dime, Quarter, \$850.00. Large stock Slot Parts. Coleman Novelty, Rockford, Ill.

PIN BALL GAMES—ONE EACH 3 SCORE, Dixie, Keeney Cowboy, Commodore, Bowling Alley, Anabel, Home Run, Sports Parade, Lead-off, Speed Demon; the lot for \$350.00. 1/3 Deposit. Durango Dells, Durango, Iowa.

PLASTIC TRANSPARENT PENNY COUNTERS, Stackers, \$10.00 dozen; Sample, \$1.00. Leather Punch Bags for Mills and Exhibit machines. Coleman Novelty, Rockford, Ill.

POSTAGE STAMP MACHINES OF EVERY description. Bought, sold and exchanged. Box 775, c/o Billboard, 1564 Broadway, New York 10, N. Y. my11

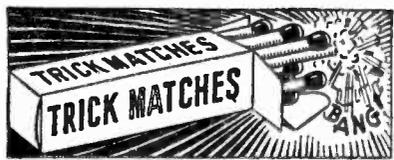
REFINISHED AND RECONDITIONED COLUMBUS, Northwestern and Silver King Ball Gum and Peanut Machines, close out at \$7.50. We reserve right to ship what we have, but guarantee satisfaction. Thomas Novelty Co., 1572 Jefferson, Paducah, Ky. ap27

SALE 1¢ COUNTER GAMES — 15 KICKER Catchers, \$22.50; 10 Challengers, \$27.50; 10 Spitfires, \$12.50; 10 Baseball, \$10.00; 10 Bingo, \$10.00; 10 Peo Games, \$7.50. Cameo Vending, 432 West 42nd, New York.

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LYLE DOUGLAS

MFR. JOKE NOVELTIES
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FOLDING CHAIRS?

All You Want!
 Prompt Delivery!
 Low Prices!
 Write or Wire—

J. P. REDINGTON & CO.
 Dept. 28, Scranton 2, Pa.

BIRTHSTONE RINGS IN ALL COLORS*

A closeout. Only \$4.00 per doz. \$45.00 per gross.

LADIES' 10 KARAT GOLD ENGRAVED BAND \$15.00 PER DOZ.

25% deposit with order, balance C.O.D. Also a variety of Ladies' and Men's White Stone or Colored Stone Rings. Send \$10.00 for sample assortment. If samples are unsatisfactory money will be refunded. No catalog. *Surrounded with simulated marcasite.

STERLING JEWELERS
 Carroll, Ohio

Ladies' and Men's Rebuilt WRIST WATCHES

7 Jewel Swiss	\$12.00
15 Jewel Swiss	12.95
7 Jewel Bulova, Gruon, Benrus	17.00
15 Jewel Bulova, Gruon, Benrus	19.00
0 & 3-0 Size Elgin, Waltham, 7 Jewel	15.50
0 & 3-0 Size Elgin, Waltham, 15 Jewel	16.50
6-0 & 10-0 Size Elgin, Waltham, 7 J.	17.00
6-0 & 10-0 Size Elgin, Waltham, 15 J.	19.50

Other sizes, models and makes proportionately priced.

B. LOWE
 Holland Bldg. ST. LOUIS 1, MO.

Continental

ORDER FROM THIS AD TODAY!

- 8706 Comic Buttons . . . \$17.50 M
- 8264 American Flags85 Gr.
- 24063 Pencils 2.00 Gr.
- 94029 Metal Crickets . . . 1.90 Gr.
- 9470 Metal Whistles . . . 1.85 Gr.
- 87102 Wedding Rings . . . 1.10 Gr.
- 8709 Plastic Crucifix . . . 1.50 Gr.
- 8700 Comic Hat Bands . . . 17.00 M
- 94030 Musical Stems 1.20 Gr.
- 8708 Bow Pins 1.35 Gr.

- GLASSWARE**
- 1830 Beer Mug \$ 3.25 Gr.
 - 18502 Ash Trays 3.60 Gr.
 - 18052 Ash Trays 3.90 Gr.
 - 18301 Salt & Pepper Shakers . 3.00 Gr.
 - 18068 Merry Bowls 3.80 Gr.
 - 1827 S-Oz. Tumblers 5.52 Gr.
 - 18503 Glass Reamers 5.04 Gr.
 - 18083 Green Cups 5.78 Gr.
 - 18084 Green Saucers 5.78 Gr.
 - 18202 Hat Ash Tray 6.25 Gr.

- NOVELTIES**
- 8627 Spanish Hats \$27.50 Gr.
 - 8622 Mexican Hats 24.00 Gr.
 - 8635 Cowboy Hats, Small . . . 14.75 Gr.
 - 8640 Cowboy Hats, Large . . . 32.00 Gr.
 - 8807 Yodeler Hats 16.50 Gr.
 - 78339 Elsie Dolls 16.50 Gr.
 - 8405 Swaggar Ganes 10.00 Gr.
 - 8403 F.W.B. Batons (Without Bell) 18.00 Gr.
 - 8408 F.W.B. Batons (With Bell) 21.00 Gr.

- BINGO**
- 4720 Metal Smokers \$11.00 Dz.
 - 4101 Steel Skillets (In Lots of 20)65 Ea.
 - 49103 Aluminum Skillets . . . 8.69 Dz.
 - 4043 Glass Coffee Maker (6 Cup) 12.50 Dz.
 - 41037 Canister Sets (4 Pieces) . 6.30 Dz.
 - 4064 Glass Bake Set (10 Pieces) 11.40 Dz.
 - 4004 Glass Roasters 8.00 Dz.
 - 49025 Nut Pick & Bowl 6.25 Dz.
 - 1850 Water Set (7 Pieces)80 Ea.
 - 4857 Baby Blankets 11.00 Dz.

Continental Distributing Co.
822 N. THIRD ST.
MILWAUKEE 3, WIS.

ENGRAVERS

- FAST SELLING ENGRAVING JEWELRY**
- Men's Idents., Alum. \$3.50 & \$4.20 Per Doz.
 - Men's Idents., Gold Plated . . . 3.50 & 4.80
 - Envelope Bracelets, Alum. 4.80
 - Double Heart Brace., Gold Plated 3.50 & 4.00
 - Double Heart, Fillgree Gold Plate . . . 4.80
 - Anklet, Stealing, Plain Center . . . 5.40
 - Anklet, Stealing, Double Heart . . . 5.40
 - Anklet, Gold Filled 8.40
 - Sword or Key Pin w. Double Heart . . . 3.50
 - Sport Quarc Pins, Gold Plate . . . 2.25
 - Sport Pins w. Double Heart . . . 2.25 & 2.40
 - Scotty, Gold Plate 1.50
 - Double Heart, Gold Plate . \$1.25, 1.00 & .90
 - Ring, Nickel Plate, Boy's, Oval Signet . . 3.50
 - Ring, Gold Plate, Girl's, Oval Signet . . 2.40
 - Ring, Gold Plate, Girl's, Heart Signet . . 3.00
 - Lighter, Block Type, Satin, \$8.40; Polish 10.80
 - Compact, Block Type, Gold Plate . . . 13.50
 - Compact, Heart Shape, Gold Plate & Colors 21.00

FAST SERVICE
A variety of other Pins, Rings, Bracelets on hand. Big discount for orders in gross lots. Send \$5.00, \$10.00 or \$20.00 for samples. 1/3 Deposit, Balance C. O. D.
Alesare Distributors
710 Metropolitan Bldg. DETROIT 1, MICH.

FLYING BIRDS

(Inside Whistle) **\$14.80 GROSS**
Immediate Delivery
Well constructed, works freely and will attract the kiddies with its beautiful sounding whistle.
We have sufficient quantities in stock. Please order at once for prompt delivery.
1/2 Deposit, Balance C. O. D.
Schattur Novelty Co.
142 PARK ROW NEW YORK 7, N. Y.

CONFECTION ITEMS

NOW AVAILABLE FOR SALESBOARD OPERATORS
SENSATIONAL VALUES
IMMEDIATE DELIVERY
Write
STARR CONFECTIONS
2240 N. RACINE CHICAGO 14, ILL.

SPECIAL — ONE PERFECTLY CLEAN AND mechanically right Columbus, Silver King or Northwestern Peanut Machine filled with 5 lbs. No. 1 Spanish Peanuts, \$8.60. Thomas Novelty Co., 1572 Jefferson, Paducah, Ky. ap27

THOUSANDS OF USED PHONOGRAPH REC-ords for sale—10 or 10,000; state your requirements. Olin Milner, Wholesaler, 335 McDaniel St., Atlanta, Ga. ap27

THREE ONLY—USED 54 BAR CAPACITY U-Select-It Candy Machines, \$35.00 each. Shipped freight prepaid in Illinois or nearby. Ted's Vending Service, 514 Kreitzer, Bloomington, Ill. Can use National or Stoners.

WANTED — MECHANICS, ONE BUCKLEY Track Odds man, also one combination man for music and coin operated amusement machines. United Novelty Co., Inc., Biloxi, Miss. my11

WANTED — USED GRIP MACHINES, RE-gardless of condition. State make, number you have, and price. Thomas Novelty Co., 1572 Jefferson, Paducah, Ky. my4

WANTED—JENNINGS GOOD LUCKS 1¢ OR 5¢. Must be in working condition. State quantity and price. Square Deal Novelty Co., Manteno, Ill.

4 MILLS PANORAMS WITH WIPERS, \$375.00 each. 3 Seeburg Baromatics Wireless, 5-10-25, \$48.50 each. Terms: 1/3 with order, balance C. O. D. Fazio & Bada, 32 Stevens St., White Plains, N. Y. my4

10 ELECTRO HOISTS—DELUXE, ROLL Chute. Floor models. Beautifully refinished with orange enamel and mechanically perfect. In storage last five years. \$55.00 each. Will take Arcade Machines in trade. Erwin Baldrige, 10690 E. Grand River, Brighton, Mich. my4x

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ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50; Net Elastic Opera Hose, \$5.00; Net Panties, \$1.25; Net Bras, 75¢; Rhinestone G-Strings, \$10.00; Bras, \$2.00. Girl Show Wardrobe, reasonable. C. Guyette, 346 West 45th, New York, Circle 6-4137.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. Chorus Costumes, \$1.50 each; Evening Gowns, \$5.00. Other costumes and accessories. C. Conley, 308 W. 47th St., New York. my4

RHINESTONES IN GARMENTS, DROPS, BAND-ings or loose, any condition. Mail items, samples quoting best prices. Prompt action. Square deal assured. Brown, 36 Bank St., New York 14. my4

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TEN CURTAINS (18x18)—EACH, \$20.00. Five different Banners, \$50.00. Eight green velvet Curtains (5½x11), two for \$25.00. Rhinestone G-Strings, cellophanes. Chorus sets. Wallace, 2416 N. Halsted, Chicago.

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ALL AVAILABLE MAKES POPPERS — FIFTY All Electric or Gas Heated Machines, cheap. Burch, Advance, Cretors, Dunbar, Kingery, Peerless Roaster. Caudy Corn Equipment, 120 S. Halsted, Chicago. my4

FOR SALE—ROOT BEER BARREL, POP-corn Machine, Electric Pop Case, Soda Fountain. J. H. Bennett, 416 S. 18th, Mattoon, Ill.

FOR SALE — AUTOMATIC COMBINATION Frosted Malted and Ice Cream Freezer with Hardening and Dispensing Cabinet. Self contained compressor. Frank Komunish, Box 146, Lima, O.

GIANT HEAVY ALUMINUM TWELVE QUART Popping Kettles, new, \$13.50; all electric, gasoline, city gas Peanut Roasters, new. Northside Co., Indianapolis, Iowa. je8

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SLUM JEWELRY—300 ITEMS, \$10.00. ONE pound broken Jewelry, \$4.00. B. Lowe, Holland Bldg., St. Louis 1, Mo. my4

STAINLESS STEEL EXPANSION GENTS' Watch Bands, high grade. Send \$1.50 for sample. B. Lowe, Holland Bldg., St. Louis 1, Mo. my4

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3 BARBER CHAIRS—2 KOKEN, 1 BERN-inghaus, with large mirror, all for \$179. 1/3 deposit. The Durango Dells, Durango, Iowa.

100 JEWELRY ITEMS, \$25.00. (ITEMS re- tail at \$1.00 each.) B. Lowe, Holland Bldg., St. Louis 1, Mo. my4

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Are you represented in Texas and neighboring States? Am interested in representing manufacturers on commission basis, especially toys. At present selling leading chain stores, department stores, toy stores, drug stores, carnival trade and jobbers.

Write to M. J. BERGER
Manufacturers' Agent
680 West Fort Worth Ave. Dallas 8, Texas

HERE'S PROFIT ON FAST MOVING SALES BOARDS

Deal No.	Grand Prize	Additional Premiums With Deal	Size of Boards	Takes In	Amount of Money Con-solation Prizes	Your Cost	Guaranteed Profit
130	6-Tube AC-DC RADIO	15 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$39.50	\$ 90.50
131	Electric Kitchen CLOCK	14 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$25.00	\$105.00
135	Electric TOASTER	12 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$27.50	\$103.50
136	Electric Auto-matic IRON	12 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$29.50	\$100.50
137	Electric Mantel Alarm CLOCK	15 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$34.50	\$ 95.50
141	Electric Table Alarm CLOCK	12 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$25.00	\$105.00
144	Electric 4-Blade Remington RAZOR	16 Pieces	10¢ 2,500 Holes	\$250.00	\$20.00	\$49.50	\$180.25
145	Electric Mantel CLOCK	13 Pieces	5¢ 3,000 Holes	\$150.00	\$20.00	\$29.50	\$100.50

LAST PUNCH MUST GO
Sorry no catalogue. Terms: 25% deposit, balance C. O. D.
AR-JAY, 224 S. Market St., Chicago, Ill.

DEALERS—SALESBOARD OPERATORS

NEW ★ BEAUTIFUL ★ DIFFERENT

Colored high lustre burnished aluminum Musical Powder Boxes. Be first with the flashiest on the market. Pearl-line handles on covers with etched gold and silver striping. Imported clock-like precision works that come in a variety of old favorites and popular tunes.

No. 5478—Overall Height 4 1/4 Inches. Diameter 4 Inches. EACH \$5.00
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No. 5480—Medallion Top. Overall Height 3 1/2 Inches. Diameter 5 1/2 Inches. EACH . . . 6.30

WISCONSIN DE LUXE CO.
1902 N. THIRD ST. MILWAUKEE 12, WIS.



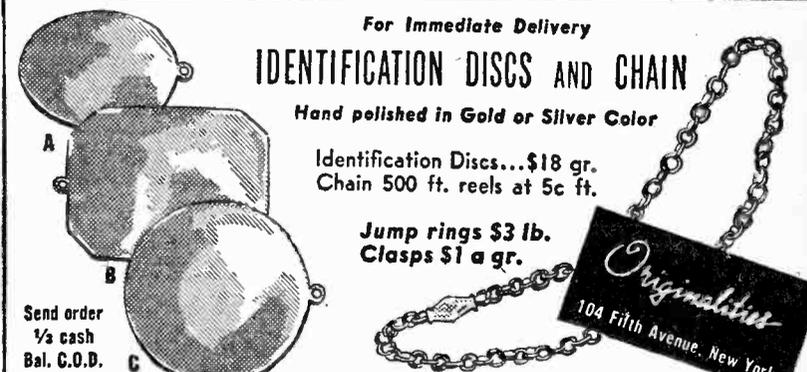
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IDENTIFICATION DISCS AND CHAIN
Hand polished in Gold or Silver Color

Identification Discs...\$18 gr.
Chain 500 ft. reels at 5¢ ft.

Jump rings \$3 lb.
Clasps \$1 a gr.

Send order 1/2 cash Bal. C.O.D.

Originalities
104 Fifth Avenue, New York



CARNATIONS—FOR MOTHER'S DAY

BEST QUALITY—RED-WHITE-PINK

No. 75—Carnation, \$40.00 per 1,000; \$4.50 per 100. Prepared Green Fern for Carnations, dozen bunches, \$6.00. Three bunches Fern required for each 100 Carnations. Prepared Green Foliage for Carnations, 10-lb. carton, \$6.50. Three pounds Foliage required for each 100 Carnations. Send for New Price List of all Flowers, Flower Materials and all Items for Mother's Day and Memorial Day. 50% Deposit, Balance C.O.D.

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1429 LOCUST ST. ST. LOUIS, MO.

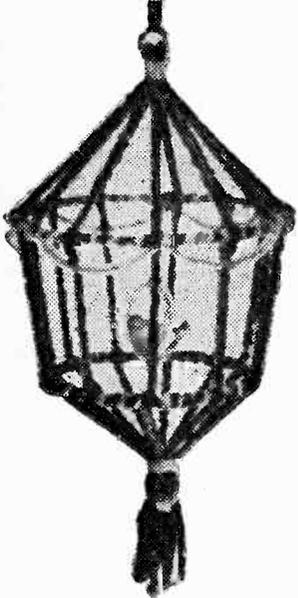
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CAROUSEL CHENILLE CANARY CAGE

Beautiful Rich Chenille Bird Cage with Realistic Canary—Ideal for Carnivals and Fairs, Novelty and Gift Shops



MUST BE SEEN TO BE APPRECIATED No. 601 Cage is 20" long, 8" in diameter, weighs 6 lbs. per doz. Assorted colors. Price, \$15.00 per doz. Individually boxed.

No. 602 Same as above, slightly abbreviated size. Price, \$10.50 per doz. One Each, Sample Order, \$2.50 Shipped Postpaid.

25% Deposit Required—Balance C. O. D.

LOUIS LE VITE

20 East Van Buren Street, Chicago, Illinois

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A NEW CATALOGUE 35MM. MOTION PICTURES, outright sale. New prints, low prices. We have any type picture you want. Catalogue for stamps. Inusa Film Exchange, Friendship, O. ap27

ALL METAL FIREPROOF BOOTH, B-X WIRING, two 35mm. Powers machines, \$150.00. Operadio Amplifier, two Speakers, Switch-box, eighteen features, sixteen comedies, in A-1 condition. Working now. Can be seen in Edward, N. C., up to April 27th; Grimesland, N. C., May 4; after that Route 1, Aurora, N. C. \$700.00 cash. Mrs. Bertha Wood.

ARCHERY IS GETTING BIG PUBLICITY—8 Shooter Range, \$98.00. 4 Shooter Range, \$50.00. Profits \$100.00 per week. Stan Johnson, new address, 515 Clinton St., Jamestown, N. Y. my11

ARTISAN PAPER ROLL BAND ORGAN, style C-I, 57 keys, best of shape, price \$700.00. Wayne Hale, Lenox, Iowa.

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FINEST QUALITY LIQUID RUBBER FOR making molds. Sample mold free. \$3.00 Quart. \$10.00 Gallon. W. Wooley, 115-C Donald St., Peoria, Ill.

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FOR SALE—PORTABLE SKATING RINK, Maple Floor, Tent, Skates, Music. Phone 1681 or see at Armory, Durant, Okla. L. W. Stagner.

FOR SALE—40x70 SQUARE END TOP. Seams pulled on one end, otherwise good shape, \$75.00. Also 50x110 round end top, fair condition, \$100.00. No walls. Lawrence Show, Brookier, Fla.

FOR SALE—TEN CASES, 10,000 PER CASE. .22 Short, standard speed ammunition. \$750.00. Box C-163, Billboard, 1564 Broadway, New York.

HOLMES 16MM. SOUND PROJECTOR, NEW. est. model, almost new. List \$485, only \$365. Also latest Victor 40-BJ, slightly used. T. Carrillo, 225 N. Bixel St., Los Angeles, 26, Calif.

KIDDIE AUTO RIDE—12 PASSENGER Deluxe, A-1 condition, newly painted, beautiful. 1940 Chevrolet Truck, very good rubber, excellent condition, newly painted, for hauling ride and more. Ride and truck real bargain, \$1,750.00. House Trailer, 17 ft., new tires, perfect condition, beautiful, first \$800.00. Ralph Bowers, 1340 N. 48th, Lincoln, Neb. Phone 6-1312 after 3 p.m.

POWERS 35MM. PROJECTORS—AMERICAN Electric Sound Head, Webster Amplifier, Speaker, \$200.00. G. C. Caylor, Hot Springs, S. D.

PUBLIC ADDRESS SYSTEMS DESIGNED especially for the carnival trade, \$45 up. Public Address System Hq., College Corner, Ohio.

RUBBER MOLDS—CARNIVAL AND GIFT Shoppe Statues and Plaques. Liquid Rubber Latex, \$2.50 qt.; \$8.00 gal. We will duplicate any model to order. Write Art Plas-tex Products Co., 4120 Magnolia Ave., A128, Chicago 40, Ill. ap27

SKATING MAT—ALMOST NEW; 10' WILL be sold to professionals only. \$15.00. Box 776, c/o Billboard, 1564 Broadway, New York, N. Y.

SLUM—FUN CARDS AND BOOKLETS, 5 gross, \$5.00. Patriotic Bow Pins, 5 gross, \$5.00. Funny books, \$1.50 per 100. Plastic Jewelry on cards, \$3.00 per 100. W. Wooley, Peoria, Ill.

TANGLY CALLOPE, \$200; AND WURLITZER Band Organs, No. 153 and 148. Write L. M. Horstman, 157 Oneida St., Pittsburgh, Pa.

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TENTS—12x12 TO 40x200. PUSH POLE, hand roped, like new. List, \$1.00. Describe fully. Send stamp. Smith Tents, Auburn, N. Y. my25

THEATER SOUND PROJECTORS, ARCS, RECFifiers, Chairs, Drapes, Screens; government surplus material. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. my11

UPHOLSTERED THEATRE SEATS, VENEER Seats, Ten, Projectors, Curtains, Screens, Folding Chairs, Movie Film, Lights. Lone Star Film Company, Dallas, Texas.

35MM. SOUND FILMS BOUGHT, SOLD, rented, exchanged. Perfect prints. Low rental prices. Oakley Film Exchange, 242 Koutner St., Nelsonville, O. ap27

25 MODEL VICTOR SOUND 16MM. LARGE Speaker, \$318.50. Don't write. Wire Steve Stanley, Ashland, La. Will ship c.o.d., subject to express office examination. x

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HELP WANTED

ADVANCE AGENT FOR AMERICA'S NUMBER One Ghost Show. Must know your theaters, and deliver contracts. Affiliated Roadshow Attractions, Erwin, Tenn.

BASS PLAYER—WITH BRASS AND STRING. Willing to travel with semi-name dance band on East Coast. \$70 min. Good treatment. Billboard, Box NY-82, 1564 Broadway, N. Y. C.

CLARINET THAT CAN RIDE—DOUBLE ALTO or Tenor Sax; for semi-name band in East. Union. Write Billboard, Box NY-80, 1564 Broadway, N. Y. C.

COMMERCIAL DANCE MUSICIANS—ALL instruments. Established territory band. Eleven men. Write frankly, complete details. No feelers. Write Box C-162, Billboard, Cincinnati 1, Ohio.

Advertisement for 'TOPS' in POPULARITY jewelry. Features 'Mother's Day' personalized jewelry, including necklaces and pendants. Includes prices and contact information for Unique Novelty Jewelry Corp.

Advertisement for MRS. PALMER'S CANDIES. Features 'FOR CANDIES FOR WARM WEATHER' and 'BIG VALUE CHOCOLATE ASSORTMENTS'. Includes prices and contact information for Mrs. Palmer's Candies.

Advertisement for MERCHANDISE FOR ALL CONCESSIONS. Features 'EXCEL MDSE. & NOVELTY CO.' and lists various items like balloons, whips, canes, flying birds, airplanes, hats, batons, aluminum, clocks, lamps, glassware, slum, etc. Includes contact information for Excelsior Novelty Co.

Advertisement for Mills Sales Co. featuring '30 YEARS' and 'OUR PRICES ARE RIGHT'. Includes a list of products like stuffed toys, leather goods, cutlery, sun glasses, combs, flashlights, batteries, shoe laces, fire proof glassware, drug sundries, etc. Includes contact information for Mills Sales Co.

Advertisement for Mills Sales Co. featuring 'MILLS SALES CO.' and 'WORLD'S Lowest Priced WHOLESALERS'. Includes contact information for Mills Sales Co.

Advertisement for Men's Swiss Watches. Features 'Men's Swiss Watches' and 'Wrist and Pocket Watches'. Includes a list of watch features like brand new, fancy dial, chrome case, unbreakable crystal, leather strap. Includes contact information for Mudial Gift Co.

Advertisement for Fluorescent Fixtures. Features 'FLUORESCENT FIXTURES' and 'GOING BIG WITH DEALERS—AGENTS—CONCESSIONAIRES'. Includes contact information for Abrams Fluorescent Lighting.

Advertisement for Carded Joke Tricks. Features 'CARDED JOKE TRICKS' and lists various joke tricks like bloody jokes, beer tricks, hot cigarette, hot picks, invisible ink, etc. Includes contact information for Certified Products Co.

Advertisement for 'Originals' Buzzer. Features 'AT LAST!! NEW "Originals" Buzzer' and 'Everybody Wants One'. Includes prices and contact information for Lewis Novelty Co.

Advertisement for RUBBER MOLDS. Features 'Make Your Own RUBBER MOLDS' and 'RED LATEX MOLDING COMPOUND'. Includes contact information for Ohio Supply Co.

Advertisement for K. S. CAUFIELD. Features a list of items like Spanish Hats, Silver Batons, Flying Birds, Small Felt Hat, Baseballs, Slum, 1000 American Slum, Long Lash Whip, Swagger Sticks, Pennant Cane. Includes contact information for K. S. Caufield.

IT'S NEW

The Rodeo Ring



A reproduction of a fine hand-carved Championship Rider's saddle. Solid sterling silver. Sizes 9, 10, 11, 12.

\$36.00
DOZ.

Ladies' ring exactly as above but on smaller scale. Both rings of highest quality, finish, and workmanship. Sizes 6, 7, 8

\$27.00
DOZ.

Illustrations 3/4 actual size.

SAMPLES, cash with order
Gents, \$3.60; Ladies, \$2.75

25% Deposit Required on C. O. D. Dozen Orders.

National Jewelry Co.

Dept. 6-W, Wheeling, W. Va.

GHOST SHOW WORKER WANTED IMMEDIATELY! Must be mentalist, hypnotist, and perform Hindu magic. Hams lay off! Affiliated Roadshows, Erwin, Tenn. x

GIRL MUSICIANS—ALTO, TENOR AND Pianist for hotel band. Must be experienced. Top salaries. Steady location work. Box 161, B. Board, Cincinnati, Ohio.

HELP WANTED—TRUMPET OR SAX. MUST be ballad vocalist. Long location. Wire Frank Silva, Eunice, La.

HOT TRUMPET AND TROMBONE FOR SEMI- name band on East Coast. Union. \$70 min. Write Billboard, Box NY-79, 1564 Broadway, N. Y. C.

MAN FOR MONKEY SHOW—ONE THAT CAN drive semi. Frederick, 2263 Newton, Detroit, Mich.

MANAGER WANTED—HIGH CLASS MENTAL Act. Charming girl, 18, has thousands mail order friends. Public appearance means box-office sellout. Make story good for contract. Tressa, Box 24, Hazel Park, Michigan. ap27

MAN FOR JUNGLE SHOW—SEMI DRIVER. Year round work. No chasers or boozers. Frederick, 2263 Newton, Detroit, Mich.

MAURICE, OSSIFIED MAN, NEEDS HELPER in show business and drive truck. Side show managers, make me your best offer. 1095 Garfield St., Denver, Colo.

MUSICIANS—ALL INSTR. THAT CAN DO double violin, vocals, arrange, or entertain. Union. Only those in East reply. Billboard, Box NY-81, 1564 Broadway, N. Y. C.

NATIONALLY KNOWN RECORD MANUFACTURER seeks top notch salesman for New York City territory. Commission basis. Write in confidence. Box No. 777, Billboard, 1564 Broadway, N. Y. C.

ORGANISTS—OR NOVACHORDISTS WITH own instruments. For fine location spots in West. Send photos, publicity material if possible, also when available and minimum salary. Orchestra Management Company, 3119 Troost Ave., Kansas City, Mo.

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ORGANIST WITH INSTRUMENT—RINK LO- cated Lexington, Ky. Two and half hours nightly. Seven nights, two matinees. Wire or call Ed Kissick, Phone 85-W, Irvine, Ky.

PIANIST—CAPABLE AND WITH STYLE FOR featuring on talent program and semi-name dance band on East Coast. Must transpose. Write for details. Billboard, Box NY-78, 1564 Broadway, N. Y. C.

PROFESSIONAL WATER HIGH DIVER, MALE or female; amateur considered and trained for old established Free Attraction. Booked at all the big parks, fairs and celebrations. Best of salary and treatment. Address H. D. Act, Billboard Pub. Co. Cincinnati 1, Ohio. my4

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THEATRICAL AGENT WANTS TALENT HE can exploit into top money maker. Singers, Dancers, Exotics, New Acts; photos, details. Box C-152, Billboard, Cincinnati 1, O. my4

TRUMPET MAN—WANTED IMMEDIATELY. play 2nd, some lead. All location work. Salary, \$70.00 week tax paid. Telephone or wire Jimmy Elynn, Spur Inn, Karnak, Ill.

WANT—DANCE MUSICIANS. ALL INSTRU- ments for Territory Tenor Band. State all in first letter. Sammy Haven, Grand Island, Neb. ap27

WANT TENOR SAX, DOUBLING CLARINET. String Bass-Ballad Vocalist for commercial unit playing variety of styles but no mickey. Long location for sober, sensible, union musicians. Seven nights, thirty-six hours. Salary, seventy clear. All transportation, union and income tax paid. George Ellis, Apartment 24, 2920 Devine, Columbia, S. C.

WANTED—RHYTHM PIANIST ON MIDWEST tenor band; one nighters, permanent headquarters, home nearby every night. Wire Lynn Kerns, Fairmont, Minn. my4

WANTED—EXPERIENCED LEAD ALTO (OR Tenor man. Must play good clarinet. Established band location. Leader, Box 3693, Daytona Beach, Fla.

WANTED—GIRL ROLLER SKATERS, FREE to travel, established act. Box C-166, Billboard, Cincinnati 1, O.

WANTED—A-1 PUBLICITY ADVANCE AGENT to handle one of the top Western Swing Bands and Show, to book Theatres and Auditoriums. Must have own transportation. If you are not experienced and can't get top spots and money, please don't waste both of our time. Box C-165, Billboard, Cincinnati 1, O.

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BOOKS AT 25¢ UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Judo, Mystical, Fun, Snake and other shows. Stock and special editions. Write your business; 30 different samples, \$1.00 postpaid. Stein Publishing House, 521 S. State, Chicago, Ill.

CRACKERJACK CARTOONIST—FAST, FUNNY, reasonable, terrific. Drawings sketched to your order, \$1.00. Samples, 10¢. Ross, 111-14 76th Ave., Forest Hills, N. Y. my4

HOW TO BECOME VENTRILOQUIST, HOW to throw voice. 8 lessons complete. Three monologues, \$1.00. Bowen, 5500 Morello Rd., Baltimore 14, Md. up

HYPNOTIZE! MESMERIZE! THRILL! ASTON- ish, baffle audiences! Be master entertainer. Hypnotize instantly, completely. Send \$1.00 for lesson. Elzora, 109 South Fifth East, Salt Lake City 2, Utah. my4

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis.

ELECTRIC PENDULUM CLOCK



Actual Size
16 in. High
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NOW AVAILABLE FOR
IMMEDIATE DELIVERY

The only self-starting Electric Clock with a swinging pendulum that acts as a second indicator. Has a beautiful finish and outstanding eye appeal.

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OPA Retail Price—Now **\$17.95**
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Terms: F. O. B. Chicago.
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Net 10 days to rated firms.

200,000 PIECES OF JEWELRY AT 1/2 PRICE

REMODELING SALE

COME AND SEE US

WE WILL GUARANTEE TO MAKE
IT WORTH YOUR WHILE

TUCKER-LOWENTHAL CO.

5 SO. WABASH AVE. CHICAGO, ILL.

WHILE THEY LAST

"A PERFECT LIGHTER THAT NEVER FAILS"



It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. 88-110

\$3.60 Per Dozen in Lots of 12 Dozen or More.
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223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS



FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, VARIETY STORES, RESORTS, PROMOTIONS, etc. **FAST SERVICE!** Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Earrings, etc. Send \$10.00 or \$20.00 for Samples.

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BALLOONS

#6 ----- \$4.00 Per Gross
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Other Sizes Upon Request.

Immediate Delivery
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M. L. FISHER

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ANOTHER 2000 ELECTRIC IRONS

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It's Here! FOR MEN AND WOMEN

New Improved EXPANSION WATCH BAND

With the Smooth Top
Mirror-Like
Finish . .



Individually Packaged! America's Hottest Sellers—Act Now! Sensational Profit Makers! Counter Display Cards With Order!

MEN'S Stainless \$13.50 doz. 18 K. Gold \$18.00 doz.
Steel Finish Top

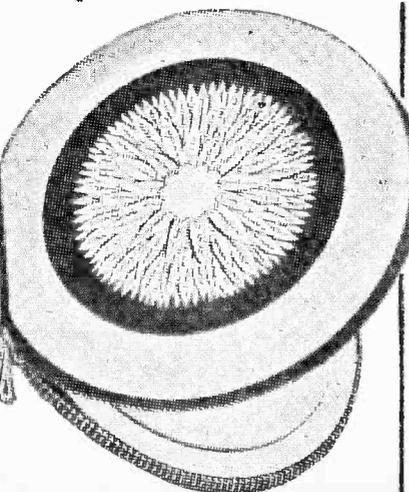
WOMEN'S White, Pink or Yellow Finish \$18.00 doz.
Write for Quantity Prices.

Postage Prepaid—50% Deposit With Order.

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Send \$17 for 1 Doz. Sample Assortment 8 Men's and 8 Women's—Ass't Finishes.
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\$3.26 Each Postpaid **\$36.00** Per Dozen

Novel Zipper closure—All Metal Streamlined Case

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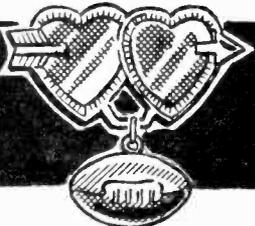
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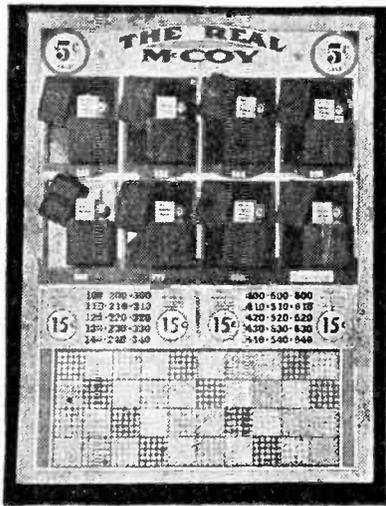
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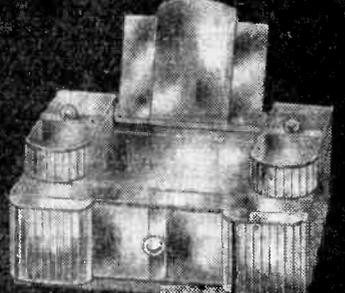
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A-1 CIGARETTE AND CANDY VENDING MACHINES; all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. my11

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LORD'S PRAYER (ON PENNY) MACHINE with Any Other Dies. State price, weight, condition, etc., and send samples. William Paterson, 2000 Spindrift Drive, La Jolla, Calif. ap27

PORTABLE SKATING RINK FLOOR—APPROXIMATELY 50x100 or 110', maple. With or without underpinning and railings. Must be in A-1 condition. Will pay cash. State price. Write full particulars. Wire or telephone. Dee Spraberry, Rt. 1, Box 238, W. Grand Artesia, N. M.

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AVAILABLE AFTER MAY 1—AGENT FOR Bingo, Popcorn, Candy Apples, or any merchandise concession. Young, sober and reliable ex-serviceman. Like to get on big show. Good worker. Am troupier and dependable. Wire or write your proposition immediately to Ben Favish, 3792 Talman Ave., Bellaire, Ohio.

BRIGADE OR CAR MGR.—AGENT—SOBER, reliable, experienced. Twenty years in circus and show advertising. Write L. A. (Joe) Gunnels, Box 359, Dothan, Ala. my4

ROLLER RINK MANAGER—AGE 30, SOBER, reliable. Experienced in clean rink operation, improvement, and promotion. Capable of some instructing if necessary. Can go anywhere. Will consider any fair offer. Write Charles D. Grimes, 119 E. Main St., Fort Wayne, Ind.

BANDS AND ORCHESTRAS

AT LIBERTY APRIL 27—TOP NOTCH COMBOY Band. Nice wardrobe. Experienced in all lines. Write, wire "Preacher" Cast and His Oklahoma Black Jackets, Radio Station KGFT, Shawnee, Okla.

AT LIBERTY AFTER MAY 16—JAMES Browder and His Orchestra. A colored dance orchestra, consists of 15 pieces. Would like to hear from bookers, dance promoters and booking agencies. Write to James Browder, 28 W. 132 St., Apt. 5W, New York City.

ATTENTION NITE CLUBS, CAFES—BOOKING advance engagements, smart New York six-piece union orchestra; singing; entertainment; all versatile. Priced to suit. Available through direct contact, saving agency fee. Write Box NY-76, Billboard, 1564 Broadway, N. Y.

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25% With Order, Balance C. O. D.
Write for Photographic Booklet and Price List.

Nite Glow Products Co.
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WANTED—BALL GUM, STATE AMOUNT can ship. Notify Leon J. Osier, 4642 E. 2nd Ave., Spokane 15, Wash. ap27

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WANTED—LORD'S PRAYER ON A PENNY Embossing Machine, good condition. S. Freedman, 227 E. 119th St., New York City.

WANTED—CANDY FLOSS MACHINES, CORN Poppers, Ice Machines, Tops, Two Wheel Concession Trailer. Will buy most anything. James Rosetter, Albany, O.

WANTED—KIDDIE AUTO RIDE. PHONE E-32842. Fred C. Miller, 1115 Oak St., Fort Wayne, Ind.

WANTED—GOLF CARPET FOR MINIATURE golf. Box 292, Russells Point, O.

WANTED TO BUY—HOLLYWOOD OR VI-bratone Organ Tone Cabinet. Will buy complete outfit if Model B and is equipped with same. Write Jack Stephens, c/o Spalding Hotel, Duluth, Minn.

WANTED—POPCORN TRAILER, EQUIPPED with popper, peanut roaster and candy apple equipment. Arthur Stevens, 9644 Grand River, Detroit, Mich.

WILL PAY \$100.00 CASH FOR GOOD 14 ft. Milk Bottle Ball Game complete with frame. Address J. St. John, 408 N. Delaware St., Indianapolis, Ind.

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union, hotel commercial, well organized. Save booker's fee. Young, clean veterans. Desire Michigan or Wisconsin resort, night club, hotel. Write Bob Greep, Route 6, Box 894, Battle Creek Mich. my11

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Four men, entertaining and staging. Jump Jackson, 4719 S. Dearborn, Chicago, Ill. my11

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PRINCESS SALAMATU, NATIVE JUNGLE dancer, and famous Domingo Fire Eater. Write to Joseph Domingo, 115 West 120th St., New York 27, N. Y. ap27

MISCELLANEOUS

EXHIBITION BALLROOM DANCE TEAM—Teaching Rumba, Samba, etc. Available for first class resort hotel. Mr. Pierre, The Arlington, Hot Springs, Ark. ap27

MAN—26, WANTS TO LEARN JUGGLING. Write James N. Bevenger, 334 Vandever St., Middletown, O. my11

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A-1 STRING BASS MAN—SEMI NAME EXPERIENCE. Age 26, married. Desire locations. Available immediately. Ralph E. Fitzgerald, 322 1/2 W. Locust St., Cherokee, Iowa. my4

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6	23	40	50	71
5	21	44	58	74

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30" HIGH DOLL

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- SMALL 3.00
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- #10 Cedar Chest (Mir. in Lid) & 1 Lb. ... \$ 2.49
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AT LIBERTY — ARRANGER, PIANIST. Plenty experience large and small combos. Good rhythmic, passable takeoff. Have car. Only top offers considered. State all in first. Box C-158, Billboard, Cincinnati 1, O.

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DRUMMER — HONORABLY DISCHARGED. Available April 24. Mouse or jump. All offers considered. Willing to travel. Union. Experienced. Cut shows. Sober. No panics, please. Eugene Beyer, Seneca Hotel, Louisville, Ky.

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HAMMOND ORGANIST, PIANIST, MUSIC DI-rector, Arranger—3 years' radio experience from swing to classics. Strictly A-1. Wife, singer. Permanent radio connection desired. Veteran. Walter Stuart, 18 Spring St., Millburn, N. J. ap27

HAMMOND ORGANIST—WITH ORGAN, EX-perience all lines. All replies answered. Address Billboard Box C-157, Billboard, Cincinnati 1, Ohio.

LEAD TENORMAN, DOUBLE CLARINET and Arrange. Desire location or jobbing with established tenor band in Chicago. Phone Al. Gaffney, Fairfax 1677.

MALE VOCALIST-PIANIST—SEMI NAME piano experience 5 years, name vocal group experience 3 years; very good looking, 22, honorable discharge, solo vocal experience too, baritone. Prefer vocal chores, will do both. Excellent references. Available immediately. Travel. Wire, give salary, details. Box 47, 142 S. Jackson St., Bluffton, Ohio.

MUSICIANS—TENOR SAX, CLAR., FLUTE, Tenor Band. Exp.: tone, transpose; sober, reliable. Desire min. \$10. Marvin Allen, 112 Fourth St., San Antonio, Tex.

PIANIST—ARMY HONORABLE DISCHARGE, desires opportunity where talent and training are appreciated. College education. Life-long professional experience, concert, dance, classic, popular. Union. Single, past 35. Box C-164, Billboard, Cincinnati 1, O.

PIANO MAN—WELL EXPERIENCED, MAR-ried, dependable. Prefer N. Dak., S. Dak., Minn. location. Available now. Warren Catron, Rural Retreat, Va.

RINK ORGANIST—THOROUGHLY EXPERI-enced. Last five years in two R.S.R.O.A. rinks; available shortly. Permanency, where good music is financially appreciated, essential. Box C-160, Billboard, Cincinnati 1, Ohio.

STRING BASS WANTS TO LOCATE WITH jazz combo. Other offers considered. Available April 29. Bob Woltz, Western Union, Grand Island, Neb.

STRING BASS—GIRL, 21. READ, FAKE. Experienced in combo, semi-name symphony. Prefers combo work. Musician, 2403 E. Bennett Ave., Milwaukee, Wis.

STRING-BASS—EXPERIENCED, VET, READ, fake. Available now. Write or wire. Age 27, neat appearance. Rudy Bandy, 3004 Lorain Ave., Cleveland, O.

TENOR ALTO AND CLARINET—2D OR 3D chair, union, sober, married. Location, prefer Chicago or vicinity. Minimum \$85.00 and transportation. Will consider all offers except one nighters. Sonny Mandella, c/o M. B. Violette, Iuka, Miss.

TRUMPET AND DRUMMER AVAILABLE April 18th. Prefer nicky or hotel style band, cut shows. Reliable. Don't misrepresent. Write or wire Musician, Shamrock Inn, Wilmington, N. C. ap27

TRUMPET—WANT LOCATION JOB. FINE style, read, fake, tone, range. Prefer combo. Married. Harry Hodnett, 2411 3rd Ave., Scotts-bluff, Neb.

PARKS AND FAIRS

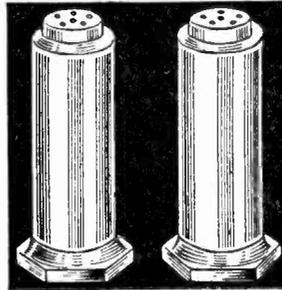
AT LIBERTY FOR PARK OR BEACH— Operator for Moon Rocket or Merry-Go-Round, married, sober. Fred Krielder, General Delivery, Erie, Pa. ap27

COMEDY TRICK HOUSE—ACROBATIC NOV-eltly, five people family act. trapeze act, cradle pole act. May and June dates wanted. For particulars address The LaZellas, Billboard, 390 Arcade Bldg., St. Louis, Mo.

OUTSTANDING HIGH FIRE DIVE ATTRAC-tion. Parks, fairs, celebrations, carnivals. Ad-dress H. D. Act, Billboard Pub. Co., Cin., O.

OUTSTANDING PLATFORM TRAPEZE ACT— Available for outdoor, indoor events. Real act. For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

THE ONLY AND ORIGINAL PROF. PAMAHA-sika presents the Gay Nineties Tropical Bird Circus. The world's greatest acting birds. For particulars, George E. Roberts Pamahasika Studio, 3504 N. 5th St., Philadelphia 40, Pa. my11



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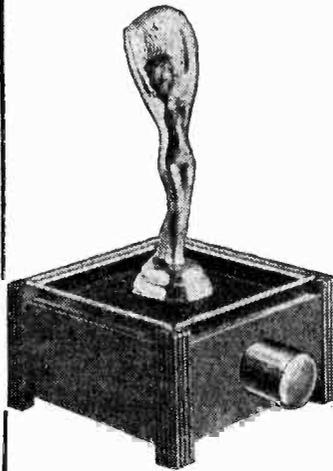
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Terms—Net cash, F. O. B. shipping point—25% deposit with C. O. D. orders—10-day terms to rated accounts.

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NEW MAGNETIC WHIRLING

GOP Elephant, DEM Donkey

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Two red-hot "demonstrator" novelty profit makers for Distributors, Salesmen, Hustlers. Black and white plastic Scotty Pups, mounted on genuine licensed Alnico Magnets, offer fun for everyone with their dog-stone antics. New, sensational black and white plastic GOP Elephant and DEM Donkey, mounted on genuine licensed Alnico Magnets. Children go wild with their moving antics—adults like 'em for fun and as a campaign teaser.

ORDER NOW—Prices on Each—2 Doz. to Display Box, \$4.00; 6 Doz. Lots, \$1.90 Doz. Gross Lots, \$21.00—Prices. ONE DISPLAY BOARD TO EACH BOX.

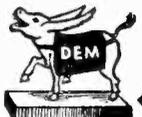
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LARGE AND SMALL PLASTER, GLASSWARE, CANES, SLUM, FUR ANIMALS, LAMPS, ASH STANDS, LEIS, TAILS.

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Sium Pins, Novelties, Toys, Cele. Bags, etc., 10 Gross Lots, Gr. 1.50
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Compacts Plastic, Large Size, Asst. Colors, Dz. 4.50
Perfumes, 9c Seller (Standard), Gr. Lucite Dresser Sets, Ea. 1.25
Wall Plaques Asst., Beautiful Numbers, Big Flash, Per Gr. 9.00
Novelty Jewelry, Asst., Boxed, Dz. Kids' Necklaces, Cell. Env., Wonderful Giveaway, In 10 Gr. Lots, Gr. 1.50
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Jitter Bug Novelty Pins, Gr. 4.50
Penlite Batteries, Sterling, Gr. 3.50
Prize Bags, Asst. Nov., 500 for... Plastic Bag Earrings, Carded, Gr. Pictures, Asst. Sizes, All Kinds, Per M. 2.50
Metal Compacts, Asst., Retailing up to \$5.00 Ea., Per Dz. 9.00
Bracelets, Asst., Real Bargain, Boxed, 24K Gold Plated, Dz. 3.00
S. S. Double Heart Pins, Dz. 1.50
Wing Bracelets, 24K G.P. Dz. 3.00
1,000 Costume Jewelry Stones, 2.50
100 Jewelry Items, \$1.00 Sellers. 20.00
Earrings, Metal Screw Backs, Asst. Styles, Beautiful Numbers, Dz. 2.00
Face Powder, \$1.00 Size, Gr. 9.00
Pillow Tops, Satin, Asst. Styles, Boxed, Dz. 4.00
Rosaries, Crystal, \$2.98 Seller, Dz. 6.00
1 1/2" Brass Pin Back, Gr. 1.50
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NATIONALLY KNOWN IMMEDIATE DELIVERY

\$1.00 retail. O.P.A. approved. Beautiful pearl holders, in blue, maroon, green, grey, brown and black.

Silver palladium point, wide band, lever filler. Fully guaranteed; packed 6 dozen to a box.

In 1 Gr. Lots—Per Gr. \$81.00
In 5 Gr. Lots—Per Gr. 78.00
In 10 Gr. Lots—Per Gr. 72.00

Mail check with order and we ship prepaid, or else 25% deposit, balance C. O. D. collect. Ask for our catalog; many fast sellers.

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1199 B'way, New York, N. Y.
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Life-Like and Decorative by Daylight. Glow With Exotic Beauty in Darkness.

- Per Dozen
No. 8 Special Orchid \$4.75
No. 14 Camellias With Bud (Asst. Colors) 5.50
No. 20 Jonquils by Four 6.50
No. 22 Cluster of Four Daffodils (Asst. Colors) 6.50
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This is quality merchandise made with the care our high standards demand.
Send for complete price list, which includes our large list of statuary and other flowers.
Terms: 25% Cash With Orders, Balance C.O.D.

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F. O. B. Chicago. Limit Per Order, 100 Boxes of Each Item. No C. O. D.'s, Please.
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CASSERLINE BROS.
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LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list one time only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place, Cincinnati 1, O.

Parcel Post

Barber, Mac 30c Bender, R. E., 25c (License Plates)

- Allen, Bettie Lee
Allen, Mrs. Bill
Allen, Ireland
Ami, Ray
Amok, Chief
Anders, Roots
Anderson, Ernest
Anderson, Calvin
Annin, Mrs. James
Annin, Ralph J.
Archambeau, Dave (Fronchy)
Ascerido, Betty
Avery, Sgt. Jos.
Ayers, Claude W.
Baker, Louis
Peanuts
Balch, Matt
Barclay, Robt. L.
Barron, Dale
Bass, A. H.
Bechard, Arthur E.
Beene, Mrs. Mae C.
Belew, Mrs. R.
Bell, Lloyd "Fat"
Bernard, Arthur
Blackburn, Mrs. Bob
Blank, Theo.
Blasic, Henry
Bluestein, Morris
Branch, Curtis
Bratton, Wm.
Bresk, Keitha
Briggs, Wm. E.
Brown, Edgar P.
Brown, Johnie
Browning, James
Browning, Millard
Bumpus, James
Burch, Bob
Burckel, Edmund
Burckel, Ted
Burgess, Jack
Burgess, Millard
Burke, Lester
Burkhardt, Pete
Burlison, Mrs.
Burns, W. Frances
Burton, Billie
Bushae, Robt. L.
Ruxbaum, Edw.
Bybee, Mattie G.
Cady, Herman L.
Caldwell, Kenneth
Cales, Robt. W.
Campbell, Ralph
Cannon, Frank
Carbide, Lucy
Carey, Wm.
Carland, Clarence B.
Carpenski, Al
Carr, Chas.
Carroll, S. J.
Carter, Jimmie
Chandler, Mario
Chapman, Jack
Chester, Harry
Ciesla, June
Clark, Fay
Clewley, Carroll
Cody, Richard
Cozoquio, Joe (Animal Oddities)
Collins, J. E.
Columbus, Nathan S.
Conklin, Lola
Costello, Robt.
Cotton, J. R.
Coulston, Don W.
Couture, L. J.
Covington, F. W.
Cox, Ernest
Cox, Walter B.
Crandell, R. (Bingo)
Crosby, Wm. C.
Dale, Jackie
Darcy, Thos.
Darge, John J.
Davidson, Mrs. Jimmy
Davidson, Maurice
Davies, Al
Davis, Geo. Lee
DeLano, Louis
Decker, Therman
Delmarter, Wm. E.
Decker, Joe & Louise
Delmont, Louis
Demetro, Archie
Dengler, Geo. C. L.
Dickson, John G.
Dixon, W. H.
Dontinguey, W. C.
Doss, Jimmie
Dougherty, Alex
Drake, Edwin E.
Dunlap, Mrs. Ted
Dunlevy, Anna J.
Dunn, Junius Earl
Edwards, Louis
Eklund, Eric
Ellis, B. E.
Ellis, Buster
Ellis, Mrs. Sylvia
Eshberry, Tommy
Emerling, Joe Tracy
Engel, Lyle
Eskins, Rodney G.
Everitt, Mrs. Amy
Eyated, Benjamin
Farlington, Leroy
Ferguson, Mack
Festor, C. G.
Fester, Chuck
Fitzpatrick, Fred
Flash, Jimmy
Floumoy, Chancy
Florence, Consuelo
Foster, Bill
Fowler, Lewis
Frances, D. J.
Francis, Betty
Frank, Mrs. Lizzie
Franklin, Jos.
Freeman, Bealer R.
Freshour, Kenneth
Fulmer, James F.
Pfe, Dewey
Fyfe, John
Garland, Beatrice
Garner, F. E. (Carolina)
Gates, Mrs. O. A.
Gay, Ernest L.
Gibson, Mrs. Bert
Gibson, Earl M.
Goff, L. W.
Goodman, Morris L.
Gorrell, Ellsworth M.
Goss, Chas.
Gray, Clifford H.
Grendol, Jos.
Gura, Andrew S.
Hale, D. D.
Halley, Leo
Handeck, Bill
Handing, Mrs. Steve F.
Hansen, Herbert Jos.
Hansford, Alice
Hanson, Dutch
Hardini, (Magician)
Harper, Marshall
Harris, James Otis
Hartmann, William F.
Hartung, Robt. A.
Hartz, Raymond Lee
Hartzburg, Amos
Hatcher, James
Heaton, Mrs. Russell
Hecker, Lee
Hendrickson, Lon
Hendrix, Pete
Henen, Fred S.
Hibbert & Byrd
Higgins, Pat
Hill Jr., John
Hill, R. S.
Hinkleby, Raymond H.
Hoffman, Robt.
Hoge, Mrs. Clarence
Hoit, Florence A.
Hokeman, Thos. G.
Horan, Jos. B.
House, Irene
House, Mac
Hoy, Edith
Hudson, Connie
Huffman, Harry W.
Huffman, Harry
Huffman, Harry
Hunt, Arthur E.
Hunt, John Wm.
Hunt, W. S.
Hurley, Harry J.
Hutchinson, L. T.
Irvin, O. V.
Jackson, Robt.
Jankin, Leo (Stick)
Jartell, Art
Jernigan, Joe
Jimmie The Rebel
Johnson, Harriett
Johnson, John (Of Bill Franks)
Johnsou, R. A.
Johnson, Jack
Johnson, Stacy Henry
Johnstone, Wm.
Kabntroff, Morris
Karr, Lonnie
Kay, Beatrice
Kayne, Don
Kehe, L. H.
Kieholokai, David & Lulu
Kelly, John J.
Kelly, Michael Pollock
Kennedy, H. D.
Kennedy, Tom
Kens, Richard D.
Kibel, I. H.
King Jr., Frederick
King, Patrick T.
Kiser, E. D.
Klein, John P.
Knabe, Herman David
Knapp, James Francis Jr.
Knox, Mrs. C. R.
Kohler, N. A.
Kowaluk, Leona
Krug, Mrs. C. H.
LaPorte, Jules
Larue, Gloria
Lafayette, Arthur & Iva
Lafferty, Del
Lamb, Buddy
Lambert, Chas. E.
Lammers, Cpl. L.
Lang, Robt. E.
Larson, Thomas A.
Lawrence, Effie
Lee, Ezra
Lee, Floyd
Lee, Rosa & Estel
Leivis, LeVerie
Levy, Ralph
Lewis, Don
Lider, Geo. Gert
Linton, Jack or Harry
Litchfield, Mrs. Frank
Longo, Louis
Lopez, Lynn
Lorenz, Helen
Lorenz, Mac
Loring, Max
Lown, Ralph W.
Lutz, May J.
MacDonald, Bruce Martin
McClain, Elizabeth
McClure, Bones
McComick, D. J.
McCulley, J. C.
McCall, Glenn J.
McDonald, Reid L.
McElwain, C. B.
McGarry, Gerald P.
McKesson, John R.
McKinney, Thos. E.
McManus, James
McNally, Mac
McNary, Danny
McPherson, E. M.
McSpadden, Jannette
Macolly, Mrs. P. N.
Mailbot, Theodor W.
Mann, Jack
Marcus, Joseph
Markovich, Louis
Marr, J. A.
Marshall, Ray Crip
Martin, Bob Muscles
Martin, H. D.
Martin, James C.
Marvin, Dave
Meacham Co., E.
Meadows, Dudley D.
Meadows, Louise
Mercy, Frank F.
Meserve, William
Meyers, Bill
Meyers, Mrs. Z.
Mical, Jerry Elizabeth
Mical, John J.
Miller, Jimmie (Humps & Bumps)
Miller, Mae
Miller, Peggy
Mills, Jack
Mills, W. A.
Mitchell, Bob Dick
Mitchell, George J.
Mitchell, Sharkie
Moberly, Glenn
Mober, Junnie
Mober, Kathleen
Moncrief, Berdie Mae
Montello, James
Montgomery, G. F.
Montgomery, Maynard M.
Moore, Carl
Moore, Sgt. Joseph
Moses, Travis
Mott, Iron Jaw
Moyer, Edward
Munroe, William
Munson, John
Murray, Bernard
Myers, Clifford
Neely, Mrs. A. Bill
Neise, Joe & Angy
Niswander, Thomas Alfred
Noal, June
Nubson, Family of Elmer T.
Nuthmann, Charles
O'Brien, Jerry (High Diver)
O'Dear, Alfred A.
O'Donnell, James
Oliver, C. J.
Oliver, Wilford
Orick, Mrs. J. B.
Osbourne, Paul Jennings
Painter, Elmer
Parker, Carter
Parks, Bill & Bob
Parks, Mrs. Billie
Patman, Earle Newton
Patterson, L. W. Pat
Patty, Chester
Payette, Raymond
Pearce, James Caldwell
Pendleton, Floyd
Peterson, Howard
Phillips, Ralph E.
Pierson, Alton
Pinard, Al
Powell, Charles M.
Prevo, Mrs. Frank
Prinn, Willie
Prince, Don
Randolph, Bingo
Ratliff, Grady A.
Ray, Charles
Reed, Frank (Bartones Ideal
Reed, Smedley Co.
Reeves, Mary
Reid, Edwin Joseph
Reinhart, Jackie
Renaud and Ardon (Dancing Team)
Richardson, Melvin
Richardson, Vaughn
Richey, N.
Richman, Harry
Rickman, Owen
Riley, C. E.
Riley, Eugene
Rillo, Lee Arthur
Robinson, Donald
Robinson, Jack
Rogers, Clarence L.
Rorabaugh, Harry
Ross, Diane
Roth, Edward
Robert
Rorark, Marie
Rozer, Harley F.
Russell, Frank A.
St. Jermain, T. O.
Salsberg, Mrs. Irving
Salsberg, Irving B.
Salzer, Mrs. Raymond
Samford, Leo
Sargent, William H.
Schaeffer, Shorty
Schaffner, Neil (Playwrite)
Scheiman, William
Schneider, Ralph
Schultz, Frances
Scott, Harold C.
Scott, Nina B.
Shea, William
Shellenberger, Mrs. Bill
Shereff, Izzy
Short, James Harrison
Shorty, Albert Jr.
Showalter, Sailor
Shrewsbury, George
Sicora, Jos.
Siera, Joseph
Simon, Leo C.
Simpson, Wilfred George
Slate, Joseph B.
Slaughter, Mrs. Ken
Smart, Frank
Smith, Helen
Smith, Howard Walter
Smith, Leonard
Snyder, Ethel E.
Snyder, William
Russell
South, Miss Gene
Spears, Eleanor
Spencer, Chas.
Spicer, Kathleen
Spurlock, Jimmy C.
Stack, Dick
Stanley, C. W.
Stebbins, P.
Stewart, Mrs. Billie
Sumbrock, Larry
Sylvester, Ernest
Tames, Peter
Tan, Alex
Tarbes, Henry
Taylor, Bill
Taylor, Ray Eugene
Thardo, Claud
Thomas, Ben
Thomas, Calber
Thomas, Cottrell J.
Thomas, (Magician)
Thomas, Frenchie
Thomas, L. I.
Thomason, Orbin Harold
Thompson, Betty Lee
Thornton, Ida
Till, John G.
Tiber, Harry
Todd, Wm. L.
Toone, Leon or Leona
Travulares, Peter
Trent, Paul
Underwood, H. C.
Urbarrik, Edward
Unger, Ellen
Valier, Bud
Valley, Edward Lawrence
Vann, Robert
Vess, Pop
Videto, Ken
Vieau, D. J.
Vinson, Charles
Wall, Johnnie A.
Walters, Geo.
Warren, Fred P.
Weinberg, Joe
Westerfield, Chuck
Wheeler, Roy
Whitman, Betty Boots
Wilkinson, Kathleen
Williams, Carol
Williams, Charles Dome
Williams, Paul V.
Williams, Walter
Willoughby, Ruth
Wills, Paul V.
Wilson, Ted
Windham, Miss Gene
Wixom, John D.
Wood, Bert
Woods & Ragan
Woods, Marion E.
Wrisk, Donald
Zeelsdorf, Louis

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

- Aarons, Minnie
Allen, Robert S.
Amherst, H. M.
Baron, Henry
Begar, Harry
Blumberg, Philip J.
Boykin, Jessie
Carmen, James
Clair, I.
Clayton, Ruth
Cole, Olive C.
Dee, Paul
Delancy, John
Diavolo, Dare Devil
Earle, Bea
Evans, Edward
Feron, Jas.
Forschner, Dorothy Edwards
Franks, Jessie
Gordon, Ernest
Gordon, Jack
Hebron, Lillian
Hewitt, Warren
Hoar, George
Horton, Morris
Hughes, Tom
Kelsey, Billy
Kress, James
Lyons, Bayne
Mackey, M. S.
Mason, Gil
McLean, Jack
Pasco, Betty
Powers, Del
Raymond, Mical
Reynolds, Rae
Rice, Edward LeRoy
Shore, Jack
Shore, Louis
Siegel, Louis J.
Sutton, V. C. Van
Townes, Fred
Travis, Lenny
Waltz, Nadine
Whitmer, Ken
Wilson, Robert

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

- Erickson, Eric
Frobes, Harry
Lunde, Eugene
Lunger, Herschel
Seels, Robt.
Stevens, Tom
Williams, Edwin
Wilson, E. A.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

- Decker, Joe 6c
Anthony, Mr. & Mrs. Milo
Baldwin, Margaret
Bateman, L. C.
Bell, Bill
Boudreau, Adrain
Burnett, R. C.
Carson, Rex W.
Cundiff, Mrs. Pat
Decker, Joe
Dopson, Mrs. C.
Dorey, Edw.
Emerson, Mrs. George
Frazer, Mrs. Opal
Hamilton, Jay
Hannie, Jim
Hasting, Carlton
Hutton, Ralph
Johnson, Raymond
Kinney, Big Jim
Lafayette, Art & Iva
McNish, James
Miller, Frank
Morgan, Otis
Ogilvie, L. B.
Schulze, Gus
Smawner, Mr. & Mrs. L. M. "Tex"
Shedden, W. D.
Silcox, Joseph
Smuckler, Mr. and Mrs. Berney
Stevens, Mrs. Diana
Stevens, Tom
Thorton, Mr. C. A.
Tinson, Jack
Williams, Joe
Yates, Kirby L.

Available NOW!

BULK CHAIN

- Sterling Silver Cable 10c Ft.
Sterling Silver, Gold Plated Cable 12c Ft.
Gold Filled Cable 12c Ft.
Sterling Silver Curb 18c Ft.
Sterling Silver, Gold Plated Curb 14c Ft.
Gold Filled Curb 20c Ft.
Sterling Silver, Heavy Neck Chain Curb 30c Ft.
Gold Filled, Heavy Neck Chain Curb 45c Ft.
.030 Sterling Silver, Charm Bracelet Curb 42c Ft.
.030 Gold Filled, Charm Bracelet Curb 80c Ft.
.040 Sterling Silver, Charm Bracelet Curb 50c Ft.

1/3 Deposit, Balance C. O. D. F. O. B. New York

WIRE TRADER

114 East 32d St. New York 16, N. Y. Telephone: Lexington 2-5788

BALLOONS

We Buy, Sell or Exchange Any Size, Any Kind.

BALLOON BELLOWS.....\$12.00 Ea. (Foot Type)

We also have Balloon Sticks.

Balloon Filters (valves) for helium and hydrogen cylinders at \$10 each.

HARRY FRIEDMAN

1065 Mission St. San Francisco, Calif.

ALL METAL

ROLLER SKATE CASES

4 Colors, Hinged, with Lock and Key. Can Be Used as Overnight Bag. \$3.00 EACH. OPA RETAIL, \$5.95. Minimum 1 Dozn.

TRICYCLE Assorted Sizes \$8.19 Ea.
1/3 Deposit, Balance C. O. D. Write for Quantity Prices
L. FALK SALES CO. 8520 LINWOOD AVE. DETROIT 6, MICH.

DISTRIBUTORS WANTED

Our Charm-Glo Creations that Glow in the Dark sell like hotcakes! Distributors everywhere are clearing up. (Profits run over 150%!) Get in on these easy profits!

EVERY HOME OR STORE A PROSPECT! With Charm-Glo you have MANY prospects—every home where there are children is a SURE sale. Write TODAY for free details and sample.

CHARMS & CAIN, 457-E Old Colony Bldg. CHICAGO 5, ILL.

Be Our

PERFUME DISTRIBUTOR

Enjoy fast, easy sales and big profits supplying huge demand for popular Tower Hall Perfumes and Colognes. World famous essences. Multi-million dollar, highly advertised industry. Complete line, attractively packaged. Amazing low prices. Fast Shipments!

SELL STORES, JOBBERS OR DIRECT

Greatest demand in history! Pleasant, easy work, plus immediate profits. Get started! WRITE TODAY for free details and sample. TOWER HALL 425-G Manhattan Bldg. Chicago 5, Illinois

SOUVENIR

BIRCH BARK CANOES

From 5 to 14 inches, 90c to \$4.80 Doz. Sample Orders, \$10.00, \$15.00, \$25.00. 1/3 with order, balance C. O. D.

ROSS C. BICKLEY

Post Box 802 SANDUSKY, OHIO

JR. PRINTMASTER



PRINTING SET

WITH ACTUAL PRINTERS' TYPE . . .
**SALESMEN! DEALERS!
JOBBER!**

It's a Natural! Not just a toy
but a utility item with hundreds
of uses.

\$21.00 Per Dozen

Discount to bona fide jobbers.
25% with order, bal. C. O. D.

DICHTER AND NATHAN

431 So. Dearborn St.
Chicago, Illinois

**Pipes
For Pitchmen**

By Bill Baker

Communications to 25 Opera Place,
Cincinnati, 1

WIRE WORKERS . . .
are reported to be working doorways
in Wichita, Kan., to click turns.

GUY KIMBLE . . .
ace pitch exponent of Kansas City,
Mo., rolled up some neat takes at the
recent Shrine parade and convention
there with balloons.

BOB WARD . . .
has his med show clicking in Pahokee,
Fla. George Ward is assisting
Bob in the unit's operation.

Good weather means good geedus for
good workers.

THE CHARLIE MORGANS . . .
are going well with a perfume pitch
in a Miami five-and-diner. They
have made the same spot for a number
of winters.

AL LEACH . . .
is pitching med at Professor Seward's
lot in Florida to good results.

BILL BOYCE . . .
is in Florida getting ready to make
his usual string of fairs this season.

DOC BERT CAYTON . . .
and Doc Silvers are vacationing in
Miami and reports indicate that they
plan to remain there thru the summer.

"DR. AND MRS. MILTON BARTOK . . .
have just returned here from a
visit with Ross Dyar and F. L.
(Fergie) Ferguson, of General Products
Laboratories," scribes James
Arnold, assistant manager of Bartex
Minstrels, from Sarasota, Fla. "The
Bartoks are making final plans for
the opening of the new Bardex Radio
Minstrels, med show. Sid Carter,
formerly with World's Minstrels, is
en route from California to visit the
Bartoks before taking off for the
North. We were sorry to have missed
Mary Ragan and Harold Woods when
they were here. Saw Clarence and
Sonia Giroud and they are doing well.
Fergie Ferguson looks in the pink."

BUSINESS IS BOOMING . . .
in the toy balloon trade at Phoenix,
Ariz., according to a recent survey
made by *The Phoenix Gazette*.
"That's not a joke, folks," the story in
the newspaper pointed out. "One
pitchman working toy balloons on
the street said he averages up to
about \$400 per week when he has
enough stock." The story stated that
it is hard for "adults to realize that
most children under 8 have never
seen a balloon before." The kids
born shortly before and during the
war are set on getting their share of
balloons now.

There's plenty of the boys and girls
getting the scratch in between the April
showers.

BEN MEYERS . . .
the horsebacker, after seven weeks of
activity in Oklahoma, is heading for
the Battle of Flowers at San Antonio.
Ben says he also plans to make the
Kentucky Derby, Louisville; 500-mile
Speedway Races, Indianapolis, and
the National Air Races, Cleveland.
In the meantime he says he'd like to
read pipes here from Tom Kennedy,
Morris Bluestein, Barney Kaplan, Al
Weston, Johnnie Klein, Whitey Regan
and Red McCoy.

HARRY GREENFIELD . . .
comes thru with the following from
New York: "There's plenty of money
in evidence around here and there
are still a number of spots to be had
on the Boardwalk at Coney Island. A
little promotion, a few good workers
on the hair, books, foot aids, health

CLOSE OUT

**14-KARAT SOLID GOLD LADIES' & MEN'S
WRIST WATCHES**

BRAND NEW, LATEST DESIGN

Rose Diamond and Emerald Cut Jewel Numerals, Rectangular 14-Karat Yellow or Pink Gold Cases, Ultra Modernistic Design Heavy Magnifying Crystal, 17 Jewel (Dascho) Best Swiss Movement, Gold Chain Stretch Band; a perfect timepiece, retail value, \$150.00; to close one or 1,000, each \$59.50. (Money back guarantee.) Mark orders "For Resale" to avoid 20% tax. Remit by postal money order. Checks must be certified.

Over 20,000 Billboard Customers.

Ladies' 14 kt., 17 jewel Octagon, same as above \$49.50

Men's, gold filled, stainless, same as above; genuine leather band 37.50

J. Aubrey Whyte Studios
116 W. 45th Street NEW YORK CITY

**Pitchmen—Concessionaires—Demonstrators
NOW!! BUBBLES ARE A HOT MONEY MAKER**



WE FURNISH DISPLAY SHEETS FREE
LAMINATED ART PRODUCTS CORP.

TERRIF SELL FEATURES

- No Stain Solution
- Colored Plastic Patented Wand
- Triple Action Effects:
 1. Wave it
 2. Blow Thru Loop
 3. Blow Thru Handle

IMMEDIATE DELIVERY!

Colorful 2 Ounce Bottle With Wand..\$10.80 Per Gross
Colorful 4 Ounce Bottle With Wand.. 16.00 Per Gross

F. O. B. Factory—Money Order or Check With Order
Sample 25c

120 E. 16th ST., NEW YORK CITY

Miniature (Sizes Approx. 2 1/2 In.)

SPORT NOVELTIES

Made of Genuine Leather

Here are items with a big and popular demand. Fast sellers, and at this amazingly low price you'll find these leather Sport Novelties big money makers. To be worn on lapel, coat, dress, suit or shirt. Tremendous demand for them at sporting events. Splendid souvenirs and knick-knacks. Assortment consists of **BOXING GLOVES** (In natural and pastel colors), Footballs, Football Helmets, First Baseman's Mitts, Catcher's Mitts and Fielder's Gloves (all in natural brown). **YOU MAY ORDER DOZEN ASSORTMENTS OR INDIVIDUAL ITEMS OR GROUP THEM AS YOU DESIRE. FREE:** Attractive display card included with each dozen ordered. **TERMS:** 50% deposit with order, balance C. O. D., plus postage upon delivery. **OR SEND FULL AMOUNT WITH ORDER AND WE'LL PAY ALL POSTAGE.** Order now!

SPECIAL ONLY \$3.50 DOZ.

CURIO IMPORTS

330 S. WELLS ST. DEPT. T-1 CHICAGO 6, ILL.

PORTABLE AUTOMATIC RECORD CHANGER

Be first to cash in on record-breaking demand for automatic record changers! Has three controls. Plays 12 ten-inch or 10 twelve-inch records. Full tone with emphasis on treble or bass provided by graduated smooth-acting tone control. Shuts off automatically. Striking two-tone leatherette carrying case. Your cost \$46.16. OPA retail ceiling \$69.99.

ARISTA ASSOCIATES 446 DEAN STREET, BROOKLYN 17, N. Y.

SELL ULTRA-BLUE STOCK SIGNS

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Fast Selling Signs. 35¢ Sellers. 15—Sample Ultra-Blue Store Stock Signs, 7x11, \$1.00 postpaid. 15—Sample Ultra-Blue Religious Signs, 7x11, \$1.00 postpaid. 100—Ultra-Blue Stock Signs, 7x11, \$5.00. No C. O. D.'s. **L. LOWY,** 8 West Broadway, New York 7, N. Y. Dept. 278

**18 MONEY-MAKERS
HARD-TO-GET MERCHANDISE**

Cameras, Film, Lighters, Watchbands, Cigarette Cases, Aprons, Money Clips, 5 Pc. Glass Sets, many other fast movers for the right salesmen or women. Write for samples. Large profit-margin.

RAYLEE INDUSTRIES Dept. B-103
608 S. Dearborn St. CHICAGO 5, ILL.

**Now Available!
OAK-HYTEX
BALLOONS**

Present production limited to a few popular sellers. See your jobber.

The OAK RUBBER Co.
RAVENNA, OHIO

PAPER MEN

Good publications for small towns and rural areas. Have some new deals. Would especially like to hear from you Eastern boys. Plenty of good maps in stock.

Ed Huff & Son

5411 GURLEY DALLAS 10, TEXAS

PAPER MEN

Can use a few good Paper Men in Kentucky only. Best proposition. Write

KENTUCKY FARMERS' HOME JOURNAL
Louisville 2, Kentucky

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
127 E. Spring St. (Dept. B) Columbus, Ohio
There Is No Substitute for Quality.

AGENTS WANTED

Selling high grade Medicines. Write for catalog. We pay freight.

THE QUAKER MEDICINE CO.

220-24 George St. Cincinnati 2, Ohio

**COSTUME JEWELRY Latest Creations
BARGAIN ASSORTMENTS**

Double your investment with these \$25, \$50, \$100 to \$500 assortments (for resale to jewelry, novelty, gift, department and other stores). Fast sellers at popular prices. 25% deposit—balance C. O. D. Credit to rated firms.

COSTUME JEWELRY SUPPLY HOUSE
Dept. B, 264 Fifth Avenue, New York City

**HIGH GRADE
YELLOW GOLD-PLATED STAINLESS
STEEL EXPANSION WATCH BANDS**

1/2 DOZ. FOR **\$9.00**

Send \$2.00 for sample band. Retail for \$4.50.
B. LOWE, Holland Bldg., St. Louis 1, Mo.

NEW AND IMPROVED HE-GO GAME

Profits are limitless, pays as much as 5 for 1. Cheat and fool proof, unconditionally guaranteed. Sample free. **F. O. B. Chillicothe, Mo.**

HE-GO MFG. CO.
Chillicothe, Mo.

FLYING BIRDS

ALL INSIDE WHISTLES—WITH STICKS
 N9481—Assted, colored bodies, tinsel trim, with feathers. GR. \$15.00
 N9483—Yellow bodies, assted, decorations. GR. 18.00
 N9482—Metallic bodies, bright 2-tone colors, very flashy. GR. 21.00

HAWAIIAN LEIS

N1448—Size 1x40 In., assted, bright colors. GR. \$3.50
 N402—Jumbo size, finest quality. GR. 6.75

COMIC BUTTONS

N9273—Size 1 1/4 In., assted, sayings. Per 1000 \$16.00
 Also have other sizes and styles.

COMIC HAT BANDS

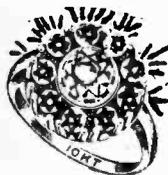
N9288—Large 24 In. size, Latest sayings. Per 1000—\$18.50

NOVELTIES

We stock a complete line of the best sellers at prices that meet or beat any house.

WRITE FOR OUR CATALOG
 YOUR BEST BUYING GUIDE

LEVIN BROTHERS
 TERRE HAUTE, INDIANA



BEAUTIFUL 10 Kt. GOLD CLUSTER RINGS

Sparkling assorted color stones with contrasting center stone. Each \$5.85

MATCHING EARRINGS
 Each Pair\$7.15

RING AND EARRINGS
 Produce a Set of Unusual Beauty. Each Set \$12.50.

Write for Illustrated wholesale price list—Jewelry, Giftware, Etc. Also Jobbers' Setup.

Kayco Sales Company
 26 West 47th St., Dept. B, New York 19, N. Y.

22-INCH BALLOON STICKS

\$1.25 PER GROSS

SEND \$1.50 FOR SAMPLE
 GROSS PREPAID
 JOBBERS, WRITE

WEIDEMAN'S

718 JAY ST., SACRAMENTO, CAL.



FUR COATS JACKETS—CHUBBIES

Large assortment of N.Y. 1946 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

LOWEST FACTORY PRICES

S. ANGELL & CO. Manufacturing Furrier
 236 W. 27th St. (Dept. B-3), New York 1, N. Y.

BIG FIFTEEN INCH PLASTER..... 20c
 TINSEL, REAL HEAVY..... 22c
 SLUM 10c

Price in Nanticoke

NANTICOKE STATUARY
 Broad & Walnut Sts. NANTICOKE, PA.
 Phone 895

DISCHARGE HOLDERS

Fits all services. One Agent made \$500 a week with them. I have 1000 on hand that cost \$400.00. Finest quality of leatherette. Will sell all or any part of them at \$30.00 per 100. Send \$1.00 for sample. You will be given credit for same on any order of 50 or more.

JOHN F. KLEIN
 P. O. Box 107 WESGONNETT, FLA.

food, etc., would do the trick. Pitch store on West 50th Street, after four years, is still doing big business with hair products. This business has a wonderful future. All it needs is promotion."

DeWITT SHANKS... currently in the advertising business in Harrisonburg, Va., says he'd like to read pipes here from Frank Haver, Harry Maiers, Bill Dauker, Fine-Art Hanks, the Peterson Brothers and Clarence Heckendorn.

BILL SINGER... is pitching scotty dogs in the streets in Los Angeles to some long green.

With May beckoning, how many of the boys and girls have begun their season's reckoning?

JACK (BOTTLES) STOVER... and Pat Malone are still high in the hills of West Virginia, where they report business good.

SHERIDAN COLEMAN... is still going strong around Baltimore, as is Dan Rice, reports from that neck of the woods indicate.

FREDDY SISEMAN... recently discharged from the service, cards from Jersey City, N. J., that he met Dick Francis operating a book store there to good returns. Freddy says the last time they had seen each other was on Guadalcanal.

Chain-Store Strolls

By Ben Meyers

WHILE strolling thru a chain store recently, I was much amused by a character working a gadget which cuts glass so smooth, almost like a waitress cutting butter. When he had completed his pitch and his tip had gone, I complimented him on his amplifying system, because it sounded not unlike Amos 'n' Andy, and attracted new tips continuously. When I asked him his name, he seemed reluctant to give it. But I noticed that his gear bore the name of Tom Kennedy. He asked me my name and I replied that it was Willie Oftenskoff and a friend of Duke Eatwell, who is a first cousin to Count Seldom Skoff. From that moment on he was very amused to meet me, indeed.

Park Ops Sail for Picnic Bookings

(Continued from page 76)

tors and heads of orgs that might be interested in the message. Too early yet to evaluate the worth of the campaign, Jack figures that the cost will easily be absorbed by the successful promotion of one good outing. Selling efforts will be continued by mail and personal contact.

"We are going to make outings an effortless undertaking," Jack said. "There will be nothing for the groups to do but enjoy themselves." In line with this, Rockaway's Playland will offer half prices on rides, concessions, bathing privileges; furnish advertising for inter-office or plant promotion, and arrange for necessary transportation. Beach and boardwalk privileges will be available.

Industrial-retail managements, for the most part, are not aware of the potentialities of outings in creating good will. Fraternal and civic groups are better informed. Selling can best be done in person. More successful ops advocate this approach.

It's Time To Play

Personnel managers are in an acceptable mood. It has been all work and no play thruout the war, with the result that the time is ripe for outings. George A. Hamid, operator of Steel Pier and Million-Dollar Pier, Atlantic City, and of White City Park, Worcester, Mass., says that in-

Doc Tasker

By E. F. Hannan

ONE of the top med men of the Kickapoo days was Allan (Doc) Tasker. Tasker's talents came naturally, as his father was one of the early traveling med specialists. Tasker was another Dexter Fellows in dress. He once appeared at Brighton Beach race track with a diamond tie pin that represented a trotting horse with stones said to have been worth several hundred, and Mart Demarest said to him: "Can I stable that horse for you?" Demarest was racing a horse that Tasker was interested in, and when the horse won, Tasker came around to the stable and stuck the pin in Mart's tie. "It's in your stable now," Tasker cracked.

Tasker was a magician and spent good money with Chase, the Boston magic manufacturer, and when things were way off he'd book himself for a week or two until things righted themselves to get back into med.

In his last days he got himself some money by selling several med items that he worked up a trade for to patent med concerns, but like many others he went for stuff that was outside his line and ended with friends that knew him when he was heydaying it. Doc Tasker goes into the book as one of the good early med men who knew all angles of the game.

terest in outings is back on a pre-war plane.

Already signed for Steel Pier are the Lancaster (Pa.) Grocers' Association, Philadelphia Inquirer newsboys, Rotary International, and Boy Scouts of New Jersey. Bookings for his other units are on a par, Hamid said.

Revere Beach, Mass., embarking on its 50th year, is setting aside special days for surrounding communities, hoping to turn them into promotions designed to create community holidays, with local governments and the populace teaming to help the amusement area celebrate. Special events will be scheduled as added inducement.

Independent outing promotors for parks, Charles C. (Doc) Morris Sr., and his son, Charles Jr., note that outings are available in numbers and can be secured with the proper selling. They will book their signed outings in various spots, working for a percentage of the gross.

Satisfied groups, catered to and sent away happy, add up to repeat business, secured with a minimum of effort and expense.



5" AIDACO BRAND SHEATH KNIFE

Laminated washer grip—aluminum teardrop knob at butt—high polished case hardened steel—sharp edge ready for use. Comes in top grain cowhide leather sheath.

\$18.00 PER DOZEN
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25% Deposit, Balance C. O. D. Immediate Delivery. We carry a full line of Bingo, Concession and Carnival Merchandise. Write for our listing today.

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	Per Gross
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Balloons, Airship	4.00
Hawaiian Leis, U. S. A.	3.75
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Wood Pins	6.00
Earrings, 1 On Card	6.00
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Plenty Other Slum, Glassware, Darts, Hoop-La and Bingo Items

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6 different Western motifs. Individually carded. \$2.50 PER DOZ. ASST. IN 6 DOZ. LOTS.

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 SQUAWKERS BALLOONS 8.00 Gross
 ARMY BALLOONS 18.00 Gross

1/3 Deposit With Order

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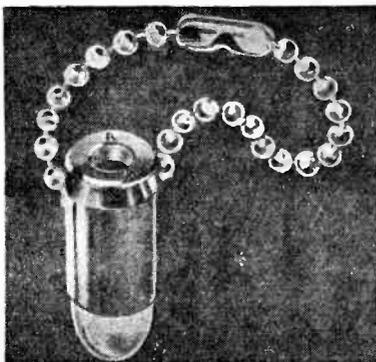
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Coming Events

These dates are for a five-week period.

Alabama

Attalla—Legion Spring Festival. April 26-May 4. O. H. Bruce, Box 191.
Birmingham—Livestock Show & Rodeo at Legion Field Stadium. April 29-May 4. Luther Fuller.

Arizona

Douglas—Douglas Rodeo. May 11-12. Michael F. McCue.

Arkansas

Bald Knob—Strawberry Festival. May 6-18. Jimmie Novak, Box E.

California

Bakersfield—Patrolmen's Rodeo. May 18-19. F. R. Walker.
Bellflower—Fair & Horse Show. May 10-12.
Chaffey—Chaffey Junior Fair. May 17-18.
Chico—Chico Rodeo. May 5.
Corona—Circle City Round-Up. May 25-26.
Escalon—Rodeo & Horse Show. May 4-5.
Fresno—National Raisin Week. May 12-15. M. P. Lohse, Box 1469.
Hanford—Pioneer Home-Coming Rodeo. May 10. Norman J. Holt.
Hayward—Hayward Rodeo. May 19. Frank Magers.
Lakeside—San Diego Co. Rodeo. May 19. C. D. Moore.
Lodi—Legion Picnic. May 4-5.
Los Banos—Merced Co. Livestock Show. May 3-5. D. Oliver Germino.
Modesto—Modesto Rodeo. May 12.
Victorville—Victorville Rodeo. May 30-June 1.

Illinois

Chicago—Antique Expo. & Hobby Fair. May 6-10. O. Lightner, 2810 S. Michigan Ave.

Indiana

Indianapolis—Home Show. May 10-19. Carl Weiland, 120 S. Capital Ave.
Indianapolis—500-Mile Auto Race. May 30. W. Wilbur Shaw, 444 N. Capital Ave.

Iowa

Pella—Tulip Festival. May 8. Robert C. Lauterbach.

Michigan

Holland—Holland Tulip Festival. May 15-16. Willard C. Wickers, Netherlands Museum.

Minnesota

Minneapolis—Northwest Sportsmen's Show. April 20-28. F. Kahler, Pence Bldg.

Missouri

Green Castle—Business Men's Home-Coming. Week of May 1.
St. Louis—Police Circus at Arena. April 21-May 5. Frank Wirth & Arena Mgrs.' Assn.

Nebraska

Omaha—Neb. Sports-Vacation Show. Legion. April 20-28. Martin P. Kelly, First Natl. Bk. Bldg., St. Paul.
Omaha—Tangler Shrine Circus. May 29-June 5. Rink Wright.

Nevada

Las Vegas—Elks' Helldorado & Rodeo. May 23-26. O. K. Adcock, Box 872.

New York

New York—National Plastics Expo., Grand Central Palace. April 22-27. W. T. Cruse, 295 Madison Ave.
New York—New York Antiques Fair. May 6-10. C. J. Nuttall, 40 E. 49th St.

North Carolina

Wallace—Strawberry Festival. May 1-11. Joe E. Baxter.

Ohio

Cleveland—National Folk Festival. May 22-25. M. J. Pickering, Public Auditorium.
Middleport—Apple Blossom Festival. Am. Legion. April 22-27. Charles Childs.

Oklahoma

Tulsa—Tulsa Stampede. May 21-26. O. W. Mayo, Box 555.

Oregon

Lebanon—Linn Co. Strawberry Festival. May 31-June 1. L. E. Arnold.

Pennsylvania

Holsopple—Street Carnival, Community Fire Co. May 20-25. H. A. Spangler.
Deven—Deven Horse Show. May 28-June 1. Ward Sullivan, 1218 Arch St., Philadelphia.

Tennessee

Humboldt—West Tenn. Strawberry Festival. May 8-10. J. H. Parker.
Memphis—Memphis Cotton Carnival. May 13-19. William H. Chandler Jr., Sterick Bldg.
Portland—Strawberry Festival. May 18. J. E. Clay.

Texas

Brownwood—Regatta. May 8. Darrell Wilson, Decatur—Wise Co. Livestock Show. May 18-18. Mrs. Joe Durkin.
Fredericksburg—Centennial Celebration. May 5-8. William M. Petmecky.
Houston—Sport Show. May 17-23. M. S. Bright, Houston Chronicle.
San Antonio—Battle of Flowers. April 22-27. Jack Raybould, 609 Insurance Bldg.
Vernon—Santa Rosa Round-Up & Livestock Expo. May 29-June 2. E. Paul Waggoner.
Waco—Merchants & Mfrs.' Expo., Elks Lodge. April 29-May 4. R. W. Stevens.
Waco—Cavalcade of Waco. May 4-5. Fred Husbands, Chamber of Commerce.

Utah

Delta—Jnnior Horse Show. May 23-24. Eugene Sanford.
Ephraim—Junior Livestock Show. May 17-18. Glenn L. Bartholomew.
Kamas—Kamas Valley Fiesta. May 24-25. Gordon Taylor.
Richfield—Junior Livestock Show. May 8-10.
Richmond—Black & White Days. May 15-16. S. Milton Webb.

Spanish Fork—Junior Livestock Show. May 1-4. Merrill Hallam.
Vernal—Livestock Show. May 22-23.

Virginia

Clifton Forge—Firemen's Festival. May 27-June 1. R. L. Reynolds.
Winchester—Shenandoah Apple Blossom Festival. May 2-3. Tom Baldrige.
Woodstock—Lions' Club Celebration. April 29-May 4.

Wyoming

Worland—Air Show. May 11-12.

Canada

Amherst, N. S.—Cumberland Motor Show. May 1-4. E. W. Corbett.
Saskatoon, Sask.—Fat Stock Show. May 31-June 1. S. N. MacEachern.
Winnipeg, Man.—Shrine Circus. May 11-18. Frank E. Simmons.



Dog Shows

These dates are for a five-week period.

California

Beverly Hills—May 4-5. Mrs. Jack Oakie, 808 Rodeo Drive.
Los Angeles—May 18-19. William O. Bagshaw, Beverly Hills.
San Diego—May 26. C. S. Beals, Box 314, El Cajon, Calif.
San Rafael—May 26. Mrs. Irene M. Ward, San Anselmo, Calif.

Indiana

Anderson—May 18-19. Rees L. Davies.
Hammond—May 12. Mrs. D. O. Taggart, Whiting, Ind.

Iowa

Des Moines—May 5. Della Munn, 733 Grand View Ave.
Oskaloosa—May 14. Mrs. Murray Hardsoog, 917 Albia Road, Ottumwa, Ia.

Kansas

Wichita—May 1. G. R. Perkin, 447 S. Belmont St.

Maryland

Baltimore—April 28. Mrs. Harry A. McCauley, Cockeysville, Md.

Minnesota

Minneapolis—May 18-19. Barbara Healy, Route 10.

Missouri

Kansas City—May 12. Mrs. Thomas B. Price, 326 Law Bldg.

New Jersey

Far Hills—May 26. Foley, 2009 Ranstead St., Philadelphia.
Madison—May 25. Foley, 2009 Ranstead St., Philadelphia.
Trenton—May 5. Foley, 2009 Ranstead St., Philadelphia.

New York

Buffalo—May 4-5. Mrs. D. F. Gentz, 593 Delaware Road, Kenmore, N. Y.
Glen Head, L. I.—May 19. Foley, 2009 Ranstead St., Philadelphia.

North Carolina

Asheville—April 29. H. S. Campbell, Box 1326.

Oklahoma

Oklahoma City—April 27-28. Paul W. Berlowitz, R. R. 1, Box 94.
Tulsa—May 5. Thomas F. Kane, Box 2706.

Oregon

Portland—May 5. Evangeline Fuller, 6662 S. E. Slavel St.

Pennsylvania

Doylestown—May 4. Foley, 2009 Ranstead St., Philadelphia.
Lancaster—May 12. Foley, 2009 Ranstead St., Philadelphia.
Marion—May 30. Foley, 2009 Ranstead St., Philadelphia.

South Carolina

Greenville—April 27. K. V. Miles, Box 923.

Texas

Tyler—May 4. Charlotte Essman, 2016 N. Bois d' Aro.

Utah

Ogden—May 25-26. Melvin E. Pearson, 725 38th St.

Virginia

Alexandria—April 27. Mrs. G. E. Forbush, Fredericksburg. April 26. Foley, 2009 Ranstead St., Philadelphia.
Richmond—April 25. Foley, 2009 Ranstead St., Philadelphia.

CPA EDICT HURTS

(Continued from page 80)

carried on" March 26. Incorporation of materials on the site was defined as the actual pouring of concrete footings, installation of steel girders or masonry work on new buildings. Possession of materials on the site is no exemption. Under the regulations, each separate building would be considered a separate job, CPA officials said.

Repainting and repapering or replacement or repair of existing equipment also is exempted if it does not change the structure itself. Laying of new floors or putting in new partitions would come under the \$1,000 limit.

CPA action was forecast March 8 by the Department of Commerce, Washington, in a notice to Fred A.

Fatal Accident Puts Heat On Sunday Auto Races in Pa.

MECHANICSBURG, Pa., April 20.—Editorial campaign hitting at Sunday automobile racing in Pennsylvania was launched by the Harrisburg (Pa.) Patriot following fatal injuries sustained by driver Joe Sanko, 24, Elizabeth, N. J., in AAA-sanctioned auto races here Sunday (14) at Williams Grove Speedway before a record crowd.

Editorial Monday (15) pointed out that all Sunday sports in the State are outlawed by blue laws, excepting those specifically permitted thru local option. So far, there has been no enabling legislation to pave the way for local option voting on the question of Sunday auto racing, the editorial declared.

Stories Anti-Racing

Front-page coverage of the accident by *The Patriot* was anti-racing. One story played up the injury sustained by Sanko, who died in Carlisle (Pa.) Hospital six hours after the race, and also made prominent an injury to a spectator who attempted to cross the track before the final race ended.

Another hit at the traffic jam which blocked roads within a five-mile

radius of the speedway, saying that in one instance the jam delayed an auto accident victim (not associated with the race) nearly an hour in reaching a hospital because the ambulance could not free itself from traffic.

Race accident occurred when Sanko lost control of his car and collided with another driven by George Luppó, Detroit. Death was due to a broken neck, the hospital said. Luppó was uninjured.

Sanko's private-life name was Joseph J. Hrysenko. He is survived by his widow, Margaret, and a son, Jay, of Elizabeth, N. J.

\$3,000 in Purses

Attendance was announced as 41,750. Roy Richwine, who operates the speedway and the adjacent amusement park, had offered \$3,000 in purses. Crowd paid 83 cents for general admission; \$1.25, bleachers; \$1.67, grandstand, and \$2, reserved seats, exclusive of the federal tax bite.

George E. Shelley, ex-G.I. and one-time *Stars and Stripes* staffer, handled publicity.

Feature race was won by Walt Adaer, Bernardsville, N. J., with Joe Chitwood, Reading, Pa., second, and Ted Horn, Paterson, N. J., third.

Meet was first major speed event of the season in Pennsylvania, and attendance is regarded as an indication of strong pulling power of racing after the four-year lay-off.

ROLLER RUMBLINGS

(Continued from page 80)

sary show under the direction of Barney Fluke.

Dolores Higdon and Richard Muelforth, of Carl Trippe's Ideal Roller Rink, St. Louis, won the Missouri junior dance championship at Springfield, April 5 and 6. Lorain Marxer Faucett is Ideal pro.

Earl Van Horn Figure Skating Club, Mineola (L. I.) Roller Rink, presented its complete 1946 Winter Carnival, March 28-29, at Rainbow Roller Rink, Bergenfield, N. J., 70 per cent of gross receipts going to the United States Amateur Roller Skating Association.

Headliners of *Skating Vanities* including Ann Manion, Gloria Nord, Art Elsasser and Sue Breeding, took part in the recent ground-breaking for the new Roller-drome-at-the-Beach, San Francisco, to be managed by M. M. Shattuck, formerly of the Arena, St. Louis.

Lieut. (j.g.) Bill Love, who was cited for his part in the Iwo Jima and Philippine invasions, was recently released from the navy. He has returned to his pre-war post as skating columnist for *The New York Journal-American*.

H. Linick reports sale of his Roller Sports Rink, Cleveland, to three partners, one of whom is Kenneth Carson, ex-service man, who will manage the spot. It will be closed temporarily for alterations. Linick plans construction of another rink as soon as materials and a location are available.

Philadelphia rinks got an unexpected boost recently in *The Evening Bulletin* in an interview with Nancy Donovan, who was appearing there in *Love in the Snow*. Nancy admitted to weighing 175 pounds at one time and told reporters that she attained her present 128 by roller skating.

Martin, secretary of the RSROA, Detroit. Shortages were noted by the Commerce Department in many building materials, such as steel, hardwood flooring, construction lumber, brick, tile, sewer pipe, roofing supplies and gypsum board. Only in such items as cement and wall-board is there sufficient supply, the report noted.

Phillips County, Ark., To Resume; Dates Not Set

HELENA, Ark., April 20.—Phillips County Fair, out of action for several years, will be revived this year at West Helena Fairgrounds, it has been decided. Dates will be set soon.

J. J. White, acting fair director for several years, has been elected president. Henry H. Rightor Jr., former president, was named vice-president. Other officers are F. W. Crabtree, second vice-president, and David S. Barlow, executive secretary, treasurer.

Board of directors members are Sam Cooke, J. W. Crabtree, Ed Hof-fard, Ed Kalb, J. J. Partridge, Ralph Bunch, Mrs. Jessie Mae Hill, D. G. Walker, D. D. Dodd and Barlow.

Fort Worth Coliseum Ready for Occupancy

FORT WORTH, April 20.—North Side Coliseum here, which has been undergoing a thoro remodeling, is now complete and ready to house various entertainments, according to R. G. McElyea.

Changes include new refreshment rooms with the latest equipment, including an especially designed self-service soft-drink bar, 150 feet long; new rest rooms and completely equipped new dressing rooms.

Siros Grabs U. S. Rights To British Ride Products

HOUSTON, April 20.—Bill Siros, president of Amusement Enterprises, announced here this week that his firm has acquired American sales rights to five ride devices manufactured by the British Motorboat Manufacturing Company, Ltd., London. Rides are Scooter Racer, Rytcraft Miniature Cars, Bumper Racer, Scoota Boats and Scoota Car.

Crystal Plunge Goes June 1

FLORENCE, Ala., April 20.—Crystal Plunge Park here opens June 1, Manager C. H. Jackson has announced.

Editorial

Planning Real Program

A guest editorial by Dave Gottlieb, president of Coin Machine Industries, Inc.

Much careful planning is being put into the preparations for putting the public relations program of the coin machine industry into action. Many ideas have been accumulating in the minds of nearly everybody in the trade all these years.

The board of directors has been holding meetings to get a formal program into shape. At all these meetings there is the greatest enthusiasm about what can be done, and especially the need of doing something. There are always many ideas about how it should be done. Readers of this publication will no doubt recall that we have all been talking about public relations for as many years as we have been holding conventions.

Practically all of these talks and ideas have been good, and in time the industry may be able to use many plans for promoting good will for the industry that have been suggested by various men. At the present stage, it is best to say that every suggestion and criticism is appreciated by the officers and board of Coin Machine Industries, Inc., the national organization which has undertaken to sponsor the forthcoming program.

Frankly, we are still in the planning stage, but the board of directors and the committee at work on the program will soon have some specific announcements to make that will be the signal for the program's beginning.

After deciding that, this very year, an industry program must be put into action by CMI, a general campaign has been under way to enlist operators and distributors in the program. While this step of enlisting the trade in the program has been going on, the manufacturers have been at work on details and also on the major points to be accomplished during the first year or so.

While manufacturers have been buried in their own problems of trying to get materials to make new machines, and the various other problems of reconversion, at the same time they are determined to do something about public relations this time, and not just talk about it.

I could say that the manufacturers would go ahead with a big public relations program even if operators and distributors did not support it, but that is not the way to express it. One of the most important things from the start is to get a definite expression of trade unity and solidarity. It is important to show the public, as well as ourselves that we can work together for the good of the industry.

We have always been accused of being a badly divided industry, but even if we disagree among ourselves, there should be evidence of complete unity when it comes to anything like a public relations program. The fact that the trade will be united in this program may mean more eventually than the actual money spent on the program.

The support which operators and distributors have already given the program is a real encouragement. The plan which CMI adopted was to welcome operators and distributors as associate members of the national organization. This associate membership plan will have many advantages for the trade generally, which will become more evident as time goes on. The original goal was a thousand associate members scattered over the country generally, who would be active contributors to the cause, and in that way would be a framework for the much bigger things planned in the future. During the time that we have been taking in these associate members, there have come many encouraging messages from men who realize how important the work is, and how much groundwork must be done before a full-fledged general program can be put into operation.

We appreciate all these messages and suggestions that have come from both operators and distributors who took time to write their views while sending in their membership fee. We know that many more men will be sending in their applications, and hope they will also offer their suggestions and ideas.

The trade press has co-operated fully by informing the trade of the progress made. The papers will be depended on still more to help arouse enthusiasm when talent has been put to work on the program. Trade members who have not already enlisted will see in all these news reports on our work an invitation to get in and have a part in it.

We are going to have a real program. It is going to be carefully planned from the beginning. We will employ capable men to do the work. There will be specific services offered to operators as well as the general work of building good will for the trade. It is a permanent plan for the good of the industry in which you will want to do your part.



(Cartoon by Ted Key, reprinted from This Week.)

News Digest

JUKES—The juke box plays an increasingly important role in modern merchandising as an aid to selling. Marshall Field & Company, famous Chicago department store, has two juke boxes in its Chicago store. One is in the boys' and one in the girls' high school shops. Jukes are leased on a flat rental fee from a regular operator and may be played free by store patrons.

PINS—In New York the threatened pinball invasion of the city, announced in front-page stories last week, came to an anti-climax this week. Operators' side of the story was presented by at least one paper. *The News* carried an interview with a nationally prominent doctor who advocated the legalizing of pinballs and bookies as a measure to prevent crime.

CANDY—In Chicago this week a newspaper columnist said that the government is currently investigating a candy black market and will come forth with some interesting facts soon. Officials at the National Confectioners' Association were surprised to hear of the rumor, saying there were surely no major firms involved if the rumor is true.

MOTORS—Coin machine manufacturers continue to find fractional motors scarce. Diminishing supplies of such basic materials as steel and copper are holding production of these motors down despite end of the electrical strike. One leader in the industry predicts that fractional motor supplies will be smaller than demand until the middle of 1947.

EXPORTS—Canada, according to trade leaders, will come in for extensive development as a coin machine export market during the remainder of this year. At least two juke box manufacturers have already named Canadian distributors, and these distributors have shown the new model jukes. Canadian operators and distributors report, however, that demand for such equipment will exceed production at least thru 1947.

SOFT DRINKS—Despite shortages, Coca-Cola has announced that the firm realized profits of \$25,000,000 last year. Soft drink beverage bottlers and vending machine operators who handle carbonated drinks are certain that this summer will set new records in sales, despite fact that

sugar is still a short item. Fresh fruit drinks, or carbonated drinks made from fruit extracts, will get increased attention.

LOCATIONS—West Coast has an idea for establishing a new kind of gasoline station. Stations would cater only to trucking firms, with overnight accommodations, lounge and recreation rooms for the drivers. Operators up and down the Coast look to this idea to produce a new location for all types of coin-operated equipment.

SHOWS—Increasing public interest in all kinds of coin machines is reflected in World's Invention Exposition now in progress at Chicago Arena. Among devices on display, there are several coin-operated machines. Radio Station WGN interviewed inventor of one amusement game and gave him wide publicity. Current issue of a national news weekly has a good plug for the vending machine industry in an advertisement from one of the nation's larger banks.

IDEAS—Some of the inventions which were not widely known or used prior to the war are now coming into the news. One of these is the use of "black light," an invisible light which will create numerous startling effects. Coin machines are already on the way to using black light, while newspapers are just beginning to realize the wide use to which the light may be put.

CMI—Officers of Coin Machine Industries, Inc., are not letting work on the industry's public relations program lag. While the organization's officials are working out the fine points and details of the program, the drive to enlist support of distributors and operators everywhere continues. Applications and checks for associate members continue to come in.

SHIPPING—Catching on in this country is the practice of rushing jukes, games and other coin machines to distributors by airplane. Most of the juke boxes shipped out for first showings to distributors went via the air route. This was a common practice before the war in Australia, and had caught on to some extent in this country. Practice gives manufacturer advantage in delivery, which is important in some instances.

Big Scare on Pins Fizzles Out

Shortages Dim Small Motors Pix

Lack Steel, Copper

CHICAGO, April 20.—New setback is reported in production of small motors, for which coin machine manufacturers are bidding against many other industries to build up a current unfilled demand for 30,000,000 units.

With General Electric, one of the Big Two in fractional motors, back in production after a prolonged strike, and smaller manufacturers getting near full production, it had been expected that output would rise during the next three months to ease the shortage substantially.

Supplies Shrink

Now, shrinking supplies of raw materials, notably steel and copper, have developed to dim this outlook. Industry spokesmen are saying that raw materials shortages will force them to low production levels for several months.

One motor manufacturer declared recently that even under the most favorable conditions, the industry could not catch up with current demand until mid-1947.

This is in bleak contrast to the skyrocketing small motors production during the war. Huge demands of aircraft manufacturers—the B-29 alone used 300 motors in a single plane—then boomed output from a \$50,000,000 to a \$500,000,000 annual rate, representing a 10-fold increase.

War Responsible

The war, in fact, was responsible for the first wide-scale development of small motors. General Electric alone now makes more than 40,000 styles of fractional motors, and Westinghouse has almost as many. Both, together with smaller manufacturers, have vastly increased their techniques for making smaller motors without sacrificing horsepower.

With this war production background, fractional motors for domestic products have been assured a bright future, if and when current difficulties are ironed out.

D. F. Mourer Named NDPPA National Head

CHICAGO, April 20.—D. F. Mourer, Rosewell, N. M., was named president of the National Direct Positive Photographers Association in election of officers held at the first annual convention, in session at Congress Hotel this week.

Mourer succeeds R. O. (Skipper) Mitchell, Georgetown, S. C., who has guided the organization thru its initial stages.

Three-day gathering drew an impressive delegation of arcade men who operate coin photo booths. Many of them participated in featured addresses and discussions centering about new sales methods and photographic techniques for the direct positive process.

Elected treasurer for NDPPA was Ralph Preston, owner of a large ar-

(Mourer NDPPA Head on page 115)

Calendar for Coinmen

April 30-May 2.—National Candy Wholesalers' Assn., Sherman Hotel, Chicago.

May 1.—Ohio Phonograph Owners' Assn., Carter Hotel, Cleveland.

May 1.—National Automatic Merchandising Assn, New Jersey and Pennsylvania meeting, Bellevue-Stratford Hotel, Philadelphia, 10 a.m.

May 1-4.—National Assn. of Tobacco Distributors, regional convention, St. Francis Hotel, San Francisco.

May 9-11.—Allied Non-Theatrical Film Assn., Inc., Hotel New Yorker, New York.

May 13-16.—Radio Parts and Electronics Equipment Conference, Stevens Hotel, Chicago.

May 14.—National Automatic Merchandising Assn. Kentucky, Ohio, Michigan and West Virginia meeting, Neil House, Columbus, O.

May 26-29.—National Peanut Council, Cavalier Hotel, Virginia Beach, Va.

June 5-7.—Associated Retail Confectioners of U. S., Drake Hotel, Chicago.

June 13-15.—Retail Tobacco Dealers of America, Hollenden Hotel, Cleveland.

June 24-27.—National Confectioners' Assn., Stevens Hotel, Chicago.

July 15-18.—Music Industry Trade Show, National Assn. of Music Merchants, Palmer House, Chicago.

July 18-20.—Southern Wholesale Confectioners' Assn., Miami.

Cigarette Vending in New Era Will Require Greater Care for Customer Wants

Clear-Cut Policies Seen Need as Trade Starts Growth

By Burnhart (Bip) Glassgold
Vice-President and General Manager
of Arthur H. DuGrenier, Inc.

It's good to get back into the old familiar harness again! Four years of relentless war effort was necessary—but cigarette merchandising—well, that's our real business and we're certainly glad to be able to devote our entire production effort to it again.

There has been a lot of conversation the last few years on what was in store for us "post-war" in the cigarette vending machine industry. The post-war era will be based on the sound principles that have always been adhered to in the growth of the automatic cigarette merchandising business—with refinements in engineering and improvements in location selling that have been studied thru the four-year waiting period.

Complete Break

The manufacturer will experience, of necessity, a complete break-away from the egocentric view of manufacturing equipment. The machines he produces will be based upon accurate surveys conducted among the people who are going to use those machines and incorporate the feature they deem necessary. No operator is going to buy a machine just for the sake of buying—those days are gone. The manufacturer will have to think more of the location than he has in the past, and still more of the ultimate consumer. These factors were brought about over a period of years because of good old American competition, and it is up to the manufacturer to meet that challenge.

Thinking of the ultimate consumer, one of the first things the manufacturers will do, or have done (as the case may be) is to design the cabinet of his machine not only to blend with the interiors of various locations, but to attract the sale of the

merchandise. That is why you will see the names of nationally famous industrial designers connected with various products of cigarette machine manufacturers from time to time. The manufacturer realizes that designers such as Raymond Loewy Associates devote their entire efforts toward studying problems exactly like those which confront him and, having surmounted these problems, can apply their experience in designing merchandisers that will do the job of selling for the operators.

Customer First

The manufacturer has to look at his cigarette merchandiser as a means of convenience to the product consumer. That is why our present equipment is designed to carry the greatest variety of cigarettes to meet (See Customers' Wants on page 137)



BURNHART (BIP) GLASSGOLD

O'Dwyer Sees 'Tide Turned'

But dailies of nearby towns take up cry despite police denials of pinball influx

NEW YORK, April 20.—Newspaper stories telling of a threatened pinball "invasion" of New York came to a kind of anti-climax this week.

City's dailies moved the story off Page 1 to spots inside and to the back pages. *The New York Times* (April 12) published a column-long story based on an interview with "the representative of 850 pinball machine operators," giving the operators' side of the situation.

By mid-week, one large manufacturer's quarters had been raided. Police announced that they had discovered 300 machines which "could be used for gambling." The same day stories of the raid occurred, Mayor O'Dwyer announced in an informal press conference that the tide had been turned and the invasion had been foiled.

Neighbors React

Meanwhile, newspapers in neighboring Connecticut and in Philadelphia began to take up the story where New York left off. Difference was that in Connecticut and Pennsylvania, papers did not use headlines as large as those used by New York's dailies. Nor did their stories run to such length.

In Hartford, Conn., newspapers reported that executive officials of the Connecticut Committee on Crime Prevention had gathered in the Hartford County Building to issue a communique.

Said the committee in part: "At the executive committee meeting of the Connecticut Committee on Crime Prevention held at Hartford, it was resolved that recognizing the imminent danger surrounding the permitting of pinball machines, slot machines and other similar devices, including the sale of salacious literature, it should bring to public attention and notice to all law enforcement agencies of the respective communities to take preventive measures to rid their localities of these adverse influences."

After the meeting, State Police Commissioner Edward Hickey announced that Connecticut State police had been alerted to watch for any influx of gamblers.

In the other direction, *The Philadelphia Daily News* of April 12 carried an interesting story under an Atlantic City dateline.

In Atlantic City, said the Philadelphia paper, Police Chief Harry Saunders was likewise alerted against outsiders coming into the area. The paper has Saunders saying that pinballs are not the concern of the Atlantic City Police Department anyway, since the department licenses such devices.

Saunders, the story continued, belittled rumors of infiltration of out-of-town interests.

Back in New York, *The Times*, in its interview explaining the operators' point of view, quoted Joseph Hirsch, former president of the Amusement Machine Operators' Association of New York, who said he represented 850 operators.

This spokesman, according to the interview, said that a committee of (See Big Scare on Pins on page 115)

New York:

Joseph Marcelle and Mario Caruso, of Eastern Electric Vending Machines, are in Italy. They are due to fly back in two weeks. . . . George Holloway, Eastern Electric's Southern salesman, spent some time in Asheville, N. C., recently.

Mrs. Ben Smith has been ill, keeping Ben close to New York. His return flight from the Pittsburgh AMI showing with Perry Wachtel, his partner in De Peri Advertising, was unusually bumpy—but he claims he successfully fought temptation.

Al Bloom has resigned from his position as secretary of the Automatic Music Operators' Association to enter business for himself under the name of Speedway Products, Inc. Al's music machine repair business will be located at 502 West 45th Street.

Cliff Blake, Blake Sales, Los Angeles, is in town putting finishing touches on his deal to handle all sales west of Denver for Eastern Electric Vending Machines. Cliff's firm will also handle the San Francisco showing of the machines at the NATD fair May 2-4.

Al Denver, president of Automatic Music Operators' Association, announces that a new secretary will be chosen at the next meeting of the organization—about April 30.

Mike Munves, Jack Mitnick, Abe Green and "Sugie" Sugarman are back from the Chicago showing of the AMI juke box. . . . George Trad, Tradio Radios, is also back from Chicago after showing his coin-operated radios to many coin machine operators.

Ronald Hughs, Dallas vending machine operator, was in town meeting many of his old friends. Ronnie formerly operated in Boston.

Jack Fitzgibbon, Jafco, states that Al Schlesinger's Barrel Roll isn't having any lumber troubles and production is reaching new highs. . . .

COINMEN YOU KNOW

Charles Shankman reports that the movie machines in Macy's are creating attention.

George Ponser, Amusement Enterprises, Inc., states that the firm is busier than ever with orders piling up. . . . Leon Taksen, Philadelphia coin machine distributor, was in town looking things over and visiting friends.

John I. Cleary, sales manager for National Slug Rejectors, was in town at the Empire Hotel. John plans to head for New Jersey and Baltimore and then work his way west to Chicago. He plans a visit to the West Coast within a month.

Lou Wolf, Marty Fried and Joe Kaplan, postage stamp machine operators, announce their support of the proposed association Leonard Tyron is starting in Philadelphia. Organization would show newcomers the ins and outs of the business to avoid bad feelings on the part of location owners for poorly run machines that cause patrons trouble.

Cigars vended thru coin-operated machines are on the upswing in New York, with the movement almost an overnight one. Taverns, restaurants, candy stores and other type locations now have cigar venders on location.

Bernie Wolfson, Runyon Sales of New York, claims the AMI juke box is still getting more orders than they know what to do with. Bernie further states that the machines will start rolling from the factory at the end of the month.

Ed Ravreby has returned from Chicago. . . . Martin Kreisburg, Newark juke op, claims records are flowing better in the East. . . . Harry Berger has a lot on his mind these days. . . . Bill Ricklin flew in for a few days from the Coast.

Al Cohn, Asco Vending, reports his hot nut vender is still getting orders by the barrel. . . . Bill Robinson, American Vending, is due in town to look things over and write some business.

Bob Larks, vending machine operator, reports that several new type machines will be announced soon in this area. . . . Another manufacturer is slated to announce his entry into the coin-radio field within the next two weeks.

Hal Meeks, sales manager for Eastern Electric, reports that a new factory in Staten Island will start to work soon. . . . Bob Ryan, former engineer with several Chicago coin machine manufacturers, is slated to announce a new type food vender about May 1.

Jack Seidler, Brooklyn cigarette vending op, announces that the new association for ops is underway. . . . Dave Simon is out of town making the rounds. . . . Bob Fisher, Biff Sales, is headed New England way.

Stanley Gersh, Perfect Games, has taken over the whole building that he is now in to handle the increased flow of business that has been coming his firm's way of late. . . . Morrie Goldberg, G. F. G. Skill Games, has moved from Coney Island to 557 Rogers Avenue, Brooklyn, with Supreme Enterprises, Inc., G. F. G.'s national distributor.

Robert L. Racker, New England coin machine operator, in town for a few days, states that resort business in his area will hit new highs this year. . . . Milton Myers, just back from a look-see in that section, reports that the New England States "should get a bumper crop of tourists this year."

Bill (Chuck) Ryan reports that the coin radio business is booming in Brooklyn. . . . Leonard Rosenthal states that he is getting into the operator end of cigar venders as soon as he can fix and re-stock his machines.

J. Renz Edwards, Kansas City (Kan.) cigarette vending machine operator and owner of F. S. Edwards Tobacco Company, was among recent Midwestern visitors to Manhattan.

Chicago:

Jack G. Lovelady, who operates Supreme Distributors, Inc., at Miami, braved the changeable northern weather to make the showing along with his brother, also named Jack Lovelady, who operates H. & L. Distributors, Atlanta, in partnership with Morris Hakin, who also came up from Georgia.

Nils G. Peterson, who handles distribution of Buckley machines, and Pat Buckley were busy this week showing the visiting coinmen their latest game.

Fred R. Springer, vet Chicago arcade operator, just couldn't stay out of the business for long. Springer sold the arcade which he and his wife operated on West Belmont and headed for Florida, but after a few months' stay in the South, they repurchased the business and are running it again.

Louis Koren of Distributing Corporation of Illinois is in Florida for a quick vacation that also includes some business details. . . . Arthur Freed, of Lewart Distributing Company, is expected back from Los Angeles in about 10 days. He is looking after some matters in connection with the firm's newly established West Coast office. . . . His partner, Jack Lewis, is looking after the Chicago end, helping David Halper and Max Berenson complete arrangements for location tests of the new hot-dog vender which are scheduled for the next week or 10 days.

Altho Victor B. Neiswanger, Elgin (Ill.) operator, is exclusively a vender man, his interest in all types of coin-operated machines prompted him to visit a recent juke box premier in

Chicago. Neiswanger's candy venders are featured at Elgin's teen canteen. Sam Stern, of Scott-Crosse Company, Philadelphia, was in the city for a quick look at the situation last week accompanied by two other Philly coinmen, Ben Fireman and Max Brown, who were in search of new games.

George and Victor Trad, who head up the Tradio Company, Deal, N. J., were in town last week showing their coin-operated radio at the Sherman Hotel. . . . Don Hawkins, Minneapolis-St. Paul radio man who is just out of the service, was likewise in town for the showing. Hawkins will operate the radios thruout Minnesota, the Trad brothers say.

Clarence Leathurby, of G. H. Leathurby Company, San Francisco, stopped off in Chicago last week. Clarence is a veteran music machine operator, first associated with the trade as long ago as 1914.

J. R. Pieters, King Pin Equipment Company, Kalamazoo, made another regular business trip to Chicago last week. With him was his salesman, Joe Auton. Together they made a tour of the factories. Pieters reports used equipment is still big business in his territory and will be until new machines come in quantity. He said he was able to get about 100 new games during March but finds shipping cartons are a big problem for manufacturers in addition to other shortages. Pieters sends his own truck to the factories to pick up machines so that cartons are not needed. His firm covers Michigan and Northern Indiana for some of the companies he represents.

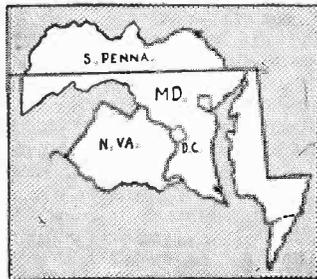
Bill Marmar, Sicking, Inc., Cincinnati, was welcomed with open arms when he came into Bell-o-Matic this week after sending the boys six white shirts. Marmar said it took only 1,000 miles of travel and some mighty patient searching to dig up the precious garments. . . . Frank O'Brien, Acme Amusement Company, Dallas, was making the rounds in search of new games.

Roy McGinnis, who operates his own firm in Baltimore, and Oscar Schultz, Automatic Coin Machine, are the talk of the trade—about that week-long game of theirs which some described as "honeymoon bridge." On the serious side, McGinnis is visiting his family here and making a few business contacts.

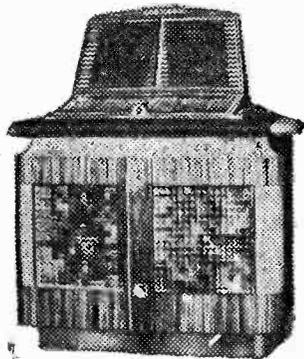
John Williams, Houston Novelty Company, checked in at the Sherman, but he was so busy seeing coin machine executives that we didn't get a chance to talk to him. . . . Joe Frank, of Automatic Coin, Nashville, (See Coinmen You Know, page 106)

Look To The GENERAL For LEADERSHIP

DISTRIBUTORS FOR THE INDUSTRY'S LEADERS



Aireon
Electronic
Phonographs



The phonograph that's taking the industry by storm! Revolutionary in design, it is equipped with exclusive features that mean easier operation . . . bigger return for your investment . . . better profits! See and hear AIREON in our showrooms now!

DISTRIBUTORS FOR THESE TOP-RANKING PRODUCTS:

- Cottlieb's Stage Door Canteen and DeLuxe Grip Scale
- Exhibit's Big Hit
- Amusement Enterprises Bankball
- Jennings Bronze Chief and Super DeLuxe Chief, Bottled Beverage Dispensers, Dairy Drink Dispensers
- Coin-Arts Industry's "Shine-A-Minit"
- Max Glass Mfg. Co.'s "Champion Hockey"

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.
Formerly The General Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

Phonograph and Pinball Route For Sale

IN ONE OF THE LARGEST CITIES IN THE SOUTH

34 Phonographs, 35 Pinballs, now netting between \$500 and \$600 per week. Office and supplies, shop equipment and truck, cheap rent. Will take about \$28,000.00 to handle at top cash box prices, plus 20% for locations.

BOX #D-135
THE BILLBOARD CINCINNATI 1, O.

FOR SALE

1 Panoram, 1 new Roll of Films. First-class condition. One-third deposit.

BILL EIDT
715 N. Union St. NATCHEZ, MISS.

RADIO DEAL

For Operators and Distributors. Write for Catalogue.
ABC NOVELTY CO.
809 W. Madison St. CHICAGO 7, ILL.



Smiley

is here

BRAND NEW LEGAL COUNTER GAME



Pile the \$\$\$\$

WITH

Smiley



Here is the game with real "appeal" that you've been waiting for . . . brand new, legal counter game . . . first post-war game that is completely NEW throughout . . . delivery — now — when we receive your orders.

"Smiley" is an upright five ball counter amusement game built for penny or nickel play . . . pure amusement with skill feature . . . legal anywhere, good for closed territory . . . cabinet is wood, attractively designed with eye-appealing colors . . . simple machine to operate . . . high score 10,000 to 50,000 . . . dimensions: 25½ inches high by 15½ inches wide by 8 inches deep . . . a sure-fire hit.

Choice of large variety of colors to fit color scheme of any location

See your nearest distributor

COMPLETE FOR ONLY

\$ 39⁵⁰

AVAILABLE FOR IMMEDIATE DELIVERY

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PIONEER COIN MACHINE COMPANY

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ALL TELEPHONES: NATIONAL 2727

"Pioneer" will pioneer



Smiley

is here

The Brand New Legal

Counter Game

Distributed by

DEEP SOUTH DISTRIBUTING COMPANY

364 S. Washington Avenue

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COMPANY

Poplar Bluff, Missouri

Phones: 359-347



DAVID C. BRADLEY



JACK CHALCRAFT

See Your Nearest Distributor

PIONEER'S
"Smiley"—the game with appeal!

Completely
NEW Throughout!

Complete for
ONLY—

\$39⁵⁰

Available for
IMMEDIATE
DELIVERY!



See Your Nearest Distributor

Pile the \$\$\$
with
"Smiley"

Available for
IMMEDIATE
DELIVERY!

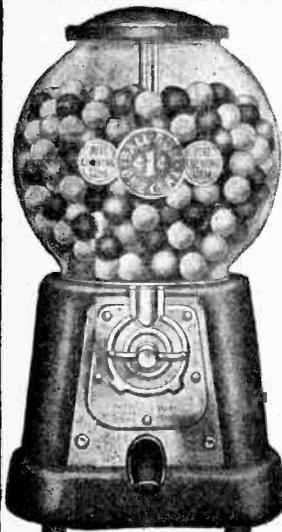
Complete for
ONLY—

\$39⁵⁰



"Smiley" • SEE IT TODAY! • "Smiley"

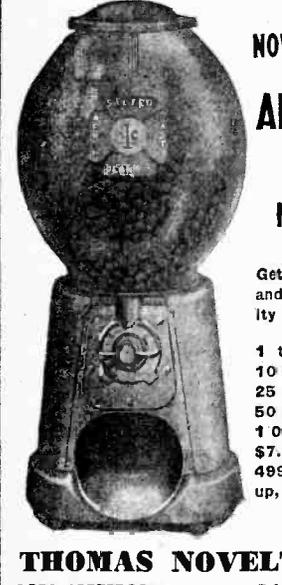
Venders Aid Defeat of Cig Tax



ADVANCE Ball Gum Machines
Order now and have your priority number in when shipments begin to move in regular order.

1 to 9, \$9.94;
10 to 24, \$9.01; 25 to 49, \$8.35; 50 to 99, \$7.95; 100 to 199, \$7.69; 200 to 499, \$7.42; 500 and up, Jobbers' price, \$7.29.

It won't be long now until ADVANCE will be ready for Everybody. Neat, light, clean, trouble free; one of OLDEST.

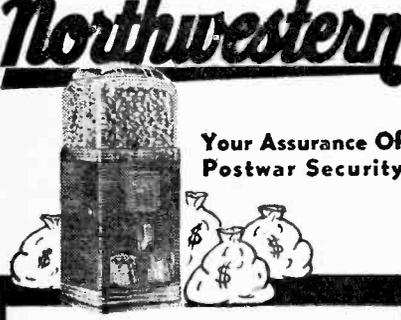


NOW Shipping ADVANCE PEANUT MACHINES

Get your order in and reserve priority number.

1 to 9, \$10.31;
10 to 24, \$9.35;
25 to 49, \$8.66;
50 to 99, \$8.25;
100 to 199, \$7.98; 200 to 499, \$7.70; 500 up, Jobbers, \$7.56.

THOMAS NOVELTY CO.
1572 JEFFERSON PADUCAH, KY.



Northwestern
Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

WORLD'S FINEST PRECISION BUILT 5 CENT BULK VENDOR

CAN TAKE IN \$30.00 ONE DUMP DISTRIBUTORS WANTED KANSAS CITY EAST SALESMEN WANTED — OMAHA EAST

Get in while there is no competition. Mass production means IMMEDIATE DELIVERY.

LOS ANGELES MANUFACTURERS
Rm. 518, 448 S. Hill St., Los Angeles 13, Calif.

L. A. Tobacco Levy Beaten

Banners on machines help as trade stages campaign against council proposal

LOS ANGELES, April 20.—Cigarette vending machine operators took an active part in the campaign of the Los Angeles tobacco trade which resulted in a thumping defeat of a proposal to impose a 2-cent city levy on cigarettes.

Measure, which came up for discussion in city council 12 times, was rejected by a vote of 14 to 1 after vigorous opposition from venter operators and other tobacco retailers. Campaign included direct appeals to the cigarette buyers via advertisements, postal cards and brilliant red streamers plastered on venders throughout the city.

Efforts were directed by a committee composed of Mannie Yellen, chairman; Al Weymouth, I. L. Zimmerman, Sam Rothman, Joseph Mittler and Pitt Walker, all of the Los Angeles Tobacco Table. Yellen reported that an unofficial poll of 10 councilmen before the campaign showed them standing eight to two in favor of the proposed tax of 2 cents per package.

Point Effect

Tobacco men pointed out to the councilmen that, since Los Angeles proper has only half of the metropolitan area's residents, the measure would only have the effect of causing many citizens to buy their cigarettes in suburbs, thus taking business away from Los Angeles merchants.

In an effort to meet this objection, Mayor Bowron of Los Angeles, called a meeting of city officials of Pasadena, Glendale, Long Beach, Inglewood and other near-by communities and asked them to seek enactment of similar taxes. Pasadena city council replied by adopting a resolution announcing there would be no nuisance taxes in their community.

Counter Move

Tobacco dealers also countered efforts of Mayor Bowron and Councilman Austin to obtain approval of the tax by proposing that it be put up to a vote of the people by general referendum. When the final vote was taken, Austin was the only councilman voting for the proposal.

Battle over the tax attracted attention of Eric Calamia, president of the Retail Tobacco Dealers of America, and of cigarette vender operators throughout the nation. Adoption of the tax was seen as the first step toward enactment of similar levies by large cities throughout the nation, thus driving an increasing share of cigarette business into near-by towns which have no such levies.

Shortages Nip Net Profit of Canteen

CHICAGO, April 20.—Despite material shortages even worse than during war years, Nathaniel Leverone, chairman of the board of Automatic Canteen Company of America, reported this week the company had a net income of only \$11,104 less for the 24 weeks ending March 16, than for the similar period in 1945.

Candy Black Mart?

CHICAGO, April 20.—Irv Kupcinet's column in *The Chicago Times* recently noted: "OPA and Justice Department officials will soon crack down on a \$20,000,000 black market in candy bars. Their agents are now gathering evidence in Chicago, Philadelphia and New York, the key cities in the illegal transactions."

Plans To Place Shoe Shiners in Police Stations

DETROIT, April 20.—Henry C. Lemke, of Lemke Coin Machine Exchange, has some interesting location plans afoot for Shine-a-Minit, new coin-operated shoe-polisher for which he is distributor in the Lower Peninsula of Michigan.

Lemke has contacted the Detroit Police Department, and is negotiating locations for machines in every precinct station. Policemen, among other specialized groups, must always have their shoes properly shined. Lemke's idea is to make the spit-and-polish detail easy.

Plan of operation is to donate commission percentage to charitable purposes. In the Detroit stations it will be the local Boy Scout troop sponsored by each precinct which will benefit. Already operating on a similar basis in these locations are cigarette, beverage and candy vending machines.

Lemke also has contacted bowling alleys and reports that some 25 per cent have exhibited interest in the new shoe-polisher.

Candy Session At Fort Worth

FORT WORTH, April 20.—Next Western meeting on the schedule of the National Candy Association will be held in the Alamo Room of the Texas Hotel April 25, according to R. F. McNemer, King Candy Company, who will preside.

The meeting will feature the association's merchandising program director, James F. Mulcahy, who will address the group on subjects of importance to the industry.

The Fort Worth meeting follows the Los Angeles confab held at Los Angeles Athletic Club yesterday (19). Warren Watkins, prominent West Coast manufacturer, was chairman.

Other Meetings

Meetings have already been held in other parts of the West, where the stepped-up program of the association was outlined to large groups of candy men. First Western meeting was at the Cosmopolitan Hotel, Denver, March 29.

C. H. McKinstry, president, Imperial Candy Company, presided at a meeting held in Seattle at the Chamber of Commerce April 3.

Mulcahy also addressed a group at the Whitcomb Hotel in San Francisco April 12. Melvin Sosnick, president of the Melvin Sosnick Candy Company, was chairman.

Philadelphia NAMA Meet Slated May 1

For N. J., Penn Groups

PHILADELPHIA, April 20.—Pennsylvania and New Jersey members of the National Automatic Merchandising Association will convene in a regional meeting at the Bellvue Stratford Hotel here May 1.

Leading off with an address by R. Z. Greene, president of NAMA and of Rowe Manufacturing Company, Inc., event will highlight the association's new regional meeting feature, a public relations clinic. There also will be an "Information Please" question-and-answer period led by industry leaders.

Directors Present

This will mark the first regional meeting which NAMA's board of directors have attended in a body. Presence of all directors, together with attendance of members and prospective members from nine States outside of the Pennsylvania-New Jersey region, is expected to produce a full representation of vending machine men.

Public relations clinic, popular innovation at other regional gatherings, takes the form of an audience participation program designed to promote better and more aggressive public relations within the industry.

Panel of industry leaders who will answer questions directed to them from the audience include the following:

Panel Leaders

Representing beverages: T. Gordon Mason, Dr. Pepper Co., and I. H. Houston, Spacarb, Inc.

Representing service machines: L. D. Chambers, Peerless Weighing & Vending Machine Corp.

Representing cigarettes: R. Z. Greene, Rowe Manufacturing Co., Inc.; Howard Medholdt, Stephano Brothers, and James Vipond, D & B Distributors, Inc., Scranton, Pa.

Representing candy, cookies, gum and nuts: Clarence Adelberg, Stoner Manufacturing Corp.; Arthur Echil, D. Goldenberg, Inc., and John Collins, New York Automatic Canteen Corp.

Clinton Industries Profits Top Million Dollar Mark in '45

WILMINGTON, Del., April 20.—Clinton Industries, Inc., formed in February by the merger of National Candy Company, of St. Louis, with the Clinton Company, of Clinton, Ia., reported net profits of \$1,073,753 for 1945. This was an increase of \$141,077 over 1944 earnings, Ray E. Clizbe, president, reported.

Company's gross sales last year totaled \$36,377,904, a rise of \$2,626,000 from the previous year, and an increase of more than 80 per cent from its total sales of \$20,461,835 in 1941.

Clinton Company, prior to the merger, was the third largest U. S. maker of corn sugar, sirup and other corn products.

Well worth waiting for!



MINIT POP

TRADEMARK

The Sensational New Coin-Operated

POPCORN VENDING MACHINE

- Completely Automatic; No Attendant
- Gives Operator About 7c Gross on Every Play
- Pops Corn Fresh in Machine on Location
- Compact—Takes Little Space
- Modern, Streamline Styling
- 10c Unit of Sale
- Simplified Mechanism—Easy to Service
- Deodorized—No Objectionable Odor
- Air Conditioned
- Thermostatic Heat Control

ATTENTION DISTRIBUTORS

Desirable territories for MINIT-POP are now being assigned. Write us today for full information. Please mention territory covered, number of outside salesmen, number of inside salesmen. Also describe briefly your showroom and service facilities. Don't delay. Act fast. Be all set to go with MINIT-POP!

a product of THE **VIKING** TOOL AND MACHINE CORPORATION

TRADEMARK

12 Main Street, Belleville 9, N. J.

MANUFACTURERS OF AUTOMATIC COIN-OPERATED VENDING MACHINES FOR THE TRADE SINCE 1933

Northwestern Vendors



De Luxe Merchandiser \$19.75
 Model "33" 9.95
 Model "39" 11.35
 Model 40 (4# Globe) 7.20
 8# Globe, 15¢ Extra
 33 Ball Gum (3 1/2 # Globe) 8.40
 (5# Globe, 15¢ Extra)
 All Quotations Net, F. O. B. Factory.
IMMEDIATE DELIVERY.
 Send for List of Used Machines, Parts and Supplies.
 Send 1/3 Deposit When Ordering, Balance C. O. D.

IDEAL NOVELTY CO.

CARL F. TRIPPE
 'Authorized Northwestern Distributor'
 2823 Locust St. ST. LOUIS 3, MO.

N. Y. Bank Advertises Part in Developing Cigarette Vender

NEW YORK, April 20.—A prominent banking concern here, in the current issue of *Time* magazine assumes partial credit for the development and exploitation of the first cigarette venders.

In an advertisement, Bank of the Manhattan Company relates how its early advice and financial assistance to promoters of the venders enabled them to launch stepped-up production in the New York area.

Titled, "He Lost a Prisoner—and Found a Fortune," the ad is printed below for its interest to the trade:

If a Los Angeles court attendant hauling a thief to jail hadn't wanted a cigarette so desperately that he actually lost his prisoner, one of the most remarkable inventions of modern times might never have been born.

Store Crowded

Unfortunately, the cigar store where the officer and prisoner stopped for cigarettes was crowded and the clerk was slow. In the jostling and confusion, the prisoner escaped. Later, pondering his misfortune and the situation that had caused it, a thought came to the attendant. Why couldn't cigarettes be sold by a machine like chewing gum?

Tinkering at home, he built a hand-

made model of his invention. A friend, Robert Z. Greene, heard of the enterprise, grew interested, went on a selling tour—returned a week later with certified checks as advance payment for 100 vending machines. In 11 more months he had established nationwide sales distribution.

When he came to New York, the last market and one of the most difficult on his schedule, Greene had an idea. Why should he sell the franchise to the richest territory of all? Why not operate it himself? There was only one difficulty—it would take a lot more money than the young organization could muster at that time.

Turned to Bank

Just as so many other business men have done, Greene turned to the Bank of the Manhattan Company. He found its officers deeply interested in his plan. They were impressed with his company's growth and its progressive policies, and gladly helped with constructive counsel—and financial aid.

Two years later Greene had another idea. It was to move the factory, bag and baggage, from California, and consolidate all production in the East. Again the bank made its facilities available.

Today, the Rowe Manufacturing Company is the largest builder and operator of cigarette vending machines in the world, its annual volume in millions. In the words of its president, Robert Z. Greene, "The Bank of Manhattan has always aided us, not with money alone, but with friendly interest and advice. The bank's officers continue to be among our most helpful and valued consultants."

Theaters Draw 45 Million Each Week

NEW YORK, April 20.—Over 12,000 theaters in the United States with a weekly audience of 45,000,000 are now showing commercial motion pictures, according to Reginald Evans, vice-president of General Screen Advertising. This compares with 5,400 theaters in 1943, it was pointed out.

With the cost of film commercials much lower, many theaters are using commercial films to plug their coin-operated candy and soft-drink machines in their lobbies. Operators, in some cases, with machines located in theaters are footing the bill for the coin machine plugs as a means of increasing sales.

FTC, Commerce Dept. Men at NCWA Meeting

CHICAGO, April 20.—Importance of the Washington scene and legislative practices on the industry will be the lead-off topics discussed at the initial meeting of the National Candy Wholesalers' Association convention at the Sherman Hotel here, April 30 to May 2, according to C. M. McMullan, executive secretary of the association.

During its course, the confab will be addressed by Henry Miller, Federal Trade Commission, Washington, and Milton Smith, assistant manager of the trade association department, Chamber of Commerce of the United States.

Under the gavel of H. W. Looock, chairman of the board of directors of the association, the first luncheon meeting, Monday, will feature jobber distribution and the industry's need for the organization. Also to be heard are presidents of the National Confectionery Salesmen's Association and Western Confectionery Salesmen's Association.

Conventioners will be addressed in the course of the three-day meet by other leaders of the industry, who will emphasize the importance of fair trade practices and the need to rectify mistakes of the past. Among speakers will be James F. Mulcahy, merchandising director of NCA, and S. H. Cady Jr., secretary of the Council on Candy.

Social events scheduled include a cabaret party and sight-seeing tours of the city and surrounding areas.

Vender Maker Puts Company Net Worth At Over \$6,000,000

PHILADELPHIA, April 20.—A. W. Porter, former New York securities dealer, said he had made a profit of \$655,000 on the sale of 100,000 shares of \$2 par value common stock of Hayes Manufacturing Corporation, Grand Rapids, Mich., manufacturer of vending machines and automotive parts.

Porter made the statement in testimony during a six-day hearing by the Securities and Exchange Commission inquiring into the accuracy of a registration report by the Hayes company in connection with its proposed acquisition of the American Engineering Company, Philadelphia.

Porter said he bought the stock for \$200,000 from Rensslear W. Clark, Hayes president, and sold it for \$855,000. Clark said he sold the stock to meet pressing obligations of the company.

Also testifying before SEC, Clark estimated the total net worth of the Hayes corporation and American Engineering at \$6,267,000, of which American Engineering and its subsidiaries represented 43 per cent.

An SEC report disclosed that Clark received \$117,111 last year as president and director.

Despite Shortages, Cokes Yield \$25,000,000 Profits

ATLANTA, April 20.—Coca-Cola Company reported net earnings of \$25,124,730 during 1945. This was equivalent to \$5.67 per share of stock outstanding, compared with \$5.64 per share in 1944 when net profits totaled \$25,021,445.

Company's revenues come mainly from the licensing of distributors and bottlers to use their trade name and the formula for making the soft drink sirup.

BRAND NEW! PROMPT DELIVERY!

Victor Model "V" 1¢ venders. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" Standard Finish (glass globe) each... **\$10.75**

Model "V" DeLuxe Cabinet (as pictured) each... **\$12.75**

Terms: 1/3 Cash With Order; Balance C.O.D.

R. H. ADAIR CO.
 6924-6926 Roosevelt Rd., Oak Park, Ill.

BRAND NEW A. B. T. CHALLENGERS

SAMPLE **\$65.00**

Lots of 25 **\$60.00**
 Lots of 50 **55.00**
 Lots of 100 **50.00**
 Gun Stands **5.00**

MILLS Brand New Vest Pockets **\$74.50**

Now It Can Be Had!

New **GOTTLIEB 3-WAY GRIP SCALE**

\$39.50 Each

COLUMBIA BELLS, \$132.50

NEW IMPROVED 1946 MODELS
 IMMEDIATE DELIVERY
 Changeable to 1, 5, 10, 25¢
 Play on Location.
 Columbia Makes More Money F-A-S-T-E-R—Costs Less.

MUSIC

All in perfect working condition

Wurlitzer 616, Lite-Up Grill **\$275.00**
 Wurlitzer 600R, Victory Model **500.00**

CONSOLES

All in Perfect Condition

Big Game **\$109.50**
 High Hand **189.50**
 Bob Tail **129.50**
 Big Top **125.00**
 Sun Ray **139.50**
 Club Bell, Combination **250.00**
 Silver Moon **119.50**
 Royal Flush **69.50**

WORLD'S SMALLEST 3-REEL MACHINE

BRAND NEW IMPS Fruit Reels

1¢ or 5¢

Sample **\$13.50**

Carton of 6 **\$72.00**

5 or More Cartons, Ea. Carton **\$69.50**

CIGARETTE MACHINES

Look like new and work to perfection

U-Need-a-Pak, 9-12 Cols. Ea. **\$59.50**
 DuGrenier 7 Col. Model VD **72.50**
 DuGrenier 11 Col. Split Champion. Ea. **95.00**
 DuGrenier 7 Col. Model V. Ea. **69.50**
 Stewart & McGuire 7 Col. Model S. Ea. **49.50**

NEW YANKEE (Divider Model)

Can be used with Cigarette or Fruit Reel. Change over in 2 minutes on location **\$29.50**

USED COUNTER GAMES

Marvels, Cigarette Reels only, 1¢ or 5¢ Slots. Ea. **\$19.50**
 Kicker & Catcher. Ea. **29.50**
 Steeplechase New. Ea. **19.50**
 Lots of 5. Ea. **17.50**
 Pok-O-Reels (Divider Model) **19.50**
 Sparks **29.50**
 American Eagle **29.50**
 A.B.T. Guns **35.00**

USED MACHINES

Northwestern Deluxe **\$18.95**
 Northwestern Standard **9.50**
 Northwestern Tri-Selector **22.50**
 Duplex, 2 Globe, All Alum. **12.50**
 U-Chu Ball Gum Machines **6.50**
 Variety Shops, 5 Col., Clean **15.00**
 Stands **2.50**
 Snacks, 3 Col., New Finish **15.00**
 Stands **2.50**
 Stewart & McGuire 1¢ & 5¢ Comb. **9.50**
 Brand New Stamp Machine **17.50**
 Model V. Standard **10.75**
 Model V DeLuxe **12.75**

PIN GAMES—USED

Each

Gun Club. \$ **79.50** Marvel **\$125.00**
 Clover **89.50** Bombardier **109.50**
 Action **125.00** Shangri-La. **125.00**
 Invasion **99.50** Defense **65.00**
 Midway **175.00** (Baker) **59.05**
 1-2-3 **59.50** Spot-A-Pool **74.50**
 Metro **59.50**

DEPOSIT REQUIRED WITH ALL ORDERS | SEND FOR COMPLETE LIST

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

REGAL

KING OF THEM ALL

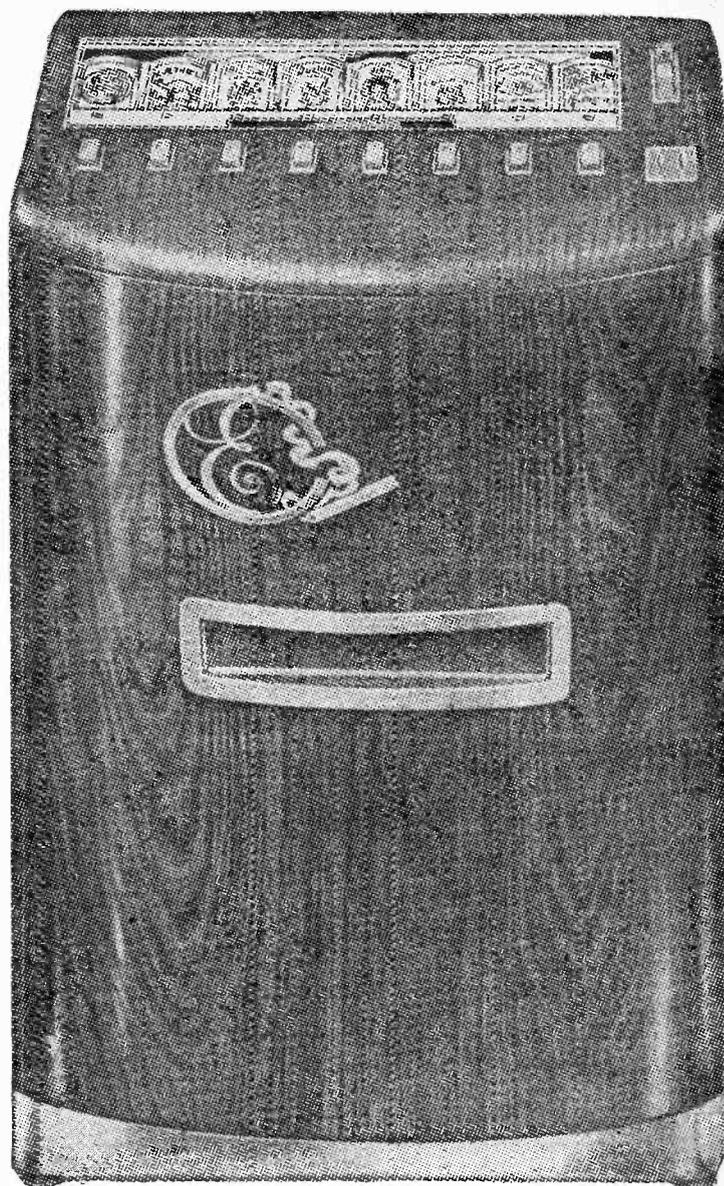
How solid is your present position? How stable is the business with which you are connected? How long will your services be required? These are questions that have caused many a man sleepless nights, and can be answered by operating a route of our penny Bulk Merchandisers. Special discount to new operators.

REGAL PRODUCTS CO.

GAYS MILLS, WISCONSIN

Everyone Says

**The NEW
EASTERN
All Electric
VENDING
MACHINE**



"Stole the N. A. T. D. Show"

At the recent N. A. T. D. show held at the Pennsylvania Hotel in New York, tobacco jobbers and vending machine operators came, saw and marveled at Eastern's new, all electric Cigarette Vending Machine.

This remarkable machine, with its positive, silent operation and its sleek, modern console beauty, proved to hundreds of progressive operators that it is indeed the "last word" in cigarette vending machines. If you haven't placed your order yet—do so now, for remember this new, amazing, modern cigarette vending machine will pay you dividends in the way of bigger and better business.

Note These 6 Reasons Why Operators Favor Eastern's All Electric Cigarette Vending Machine

1. Delivery several times faster than other machines.
2. Silent, safe, smooth and positive operation.
3. Precision made inter-changeable parts.
4. Illuminated show case displaying actual size of packages.
5. Built-in instantaneous price-changing control on each column.
6. This machine has been given a working test equivalent to six years of normal operation.

ORDERS FILLED IN THE
ORDER RECEIVED

PRICE **\$159** EACH

F. O. B. Factory. Usual
Terms on Purchase of 5 or
More.

EXCLUSIVE SALES DISTRIBUTORS

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG. 1775 BROADWAY, NEW YORK, N. Y. TEL. CIRCLE 5-7851

Manufactured by C-Eight Laboratories
Newark, New Jersey

J. P. Marcelle, Pres.; Mario Caruso, Sec. & Treas.;
Hal R. Meeks, Sales Manager

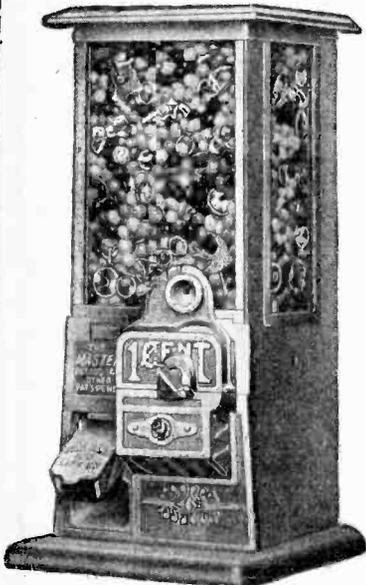
PACIFIC COAST DISTRIBUTORS

BLAKE SALES COMPANY

1028 WEST 9TH STREET, LOS ANGELES, CALIF.

TEL. TUCKER 5715

"MASTER" NOVELTY PENNY VENDOR



EASY TO OPERATE
START A ROUTE NOW!

\$13.95
Ea.
In Lots of 5 Or More

Two Tone, Tan and Green, Porcelain Finish. Capacity—5 lbs. of Pistachios or 1000 Balls of Gum or Peanuts or other products—proportionately.

ORDER TODAY!

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

TRI-STATE VENDING CO.

561 10th Ave. New York 18, N. Y.

MARBLES

While BALL GUM is scarce, don't lose your locations. MARBLES, 5/8", the perfect substitute. Ass'd. colors glass agates, others.

Barrel, 40,000\$52.50
Keg, 17,000 21.00
Cash with order. Prompt shipment.

THOMAS NOVELTY CO.
1572 Jefferson St. PADUCAH, KY.

Trade Directory

The following tabulation of trade reports and information received during the weeks of April 13 and April 20 is made for the convenience of the trade.

New Firms

Hi-Note Music Company, 1260 Point Breeze Avenue, Philadelphia.
Supreme Enterprises, Inc., 3817 Northeast Second Avenue, Miami, Fla.

Bradley Distributors, 32 North State Street, Chicago, (Coin-operated radios.)

Trans-Canada Distributors, Ltd., 1247 Guy Street, Vancouver, B. C.
Personal Music Corporation, 204 Colonial Building, 13 and Market streets, Philadelphia.

Bell-o-Matic Corporation, 123 South Broad Street, Philadelphia.

Arrow Amusement Company, 211 North 33d Street, Philadelphia.

M. & S. Amusement Company, 303 Green Street, Philadelphia.

New Machines

Newspaper Vender: Automatic News Venders, Ltd., Vancouver, B. C.

Personnel Notices

J. Don Leary, coin machine distributor, has been named vice-president of Optimist Club, Minneapolis.

C. S. Pierce, Broadhead, Wis., has been elected president of Wisconsin Phonograph Operators' Association, Milwaukee.

Joe S. Daurer has returned to his post in the publicity department,

Rudolph Wurlitzer Company, after two and a half years with the army.

Paul M. Fuller has been appointed director of merchandise for Rudolph Wurlitzer Company, North Tonawanda division.

Pete Rigdon has joined Aireon's staff as a district sales manager under his father, Ralph, who is a regional manager.

Hillis Iams has been appointed district sales manager for Eastern branch, Mills Industries, Inc., refrigeration division.

Herman S. Budin, well-known coinman, died at his home 2201 East 26th Street, Brooklyn, April 9.

Address Changes

W. B. Novelty Company, 1012 Market Street, St. Louis.

Perfect Games Company, 2394-6 West Eighth Street, New York.

Title Changes

Deep South Distributing Company, 364 Washington Avenue, Mobile, Ala. (Formerly George Distributing Company.)

Distributor Appointments

Recent distributor appointments for shoe-shining machine made by Coin-Arts Industries, Inc., Milwaukee:

Panoram Distributing Company, Coney Island, New York.

Marképp Sales Company, Cleveland.

Forecast One Cent Per Pack Boost on Vender Cigarettes

WASHINGTON, April 20.—Despite conflicting reports from several Capitol spokesmen, observers here are satisfied there will be an increase in retail price of multiple pack and vender sales shortly.

According to most credible sources, two-pack prices will be raised one-half cent and vender sales a penny per pack.

Eric Calamia, president of the Retail Tobacco Dealers' Association, who recently visited here, said he had definite assurances from price authorities the increase would be granted, altho retail dealers would not be permitted to pass the raise along on single-pack sales.

Had One Break

Refusal of the agency to permit the retailer to pass along the increase, he said, was based on the contention they were given a break in 1942, when a federal tax on cigarettes was increased 25 cents per thousand (one-half cent per pack) and the dealer was permitted a raise of one cent.

It is also rumored that, because manufacturers are paying growers a higher price for tobacco, they will be permitted an increase of 28 cents per thousand.

Chewing Gum Makers Re-Elect Officers

NEWARK, N. J., April 20.—At the annual meeting of the National Association of Chewing Gum Manufacturers held here recently, A. D. Schaeffer, American Chewing Products Corporation, Newark, and Carlton S. Drolsbaugh were re-elected to their respective offices as treasurer and secretary of the organization. The meeting was held at the Hotel Biltmore.

Staid Music Academy Gets Bev Venders

Concert-Goers Approve

PHILADELPHIA, April 20.—The current drive of local coinmen to install soft-drink venders in legitimate theaters here was given encouragement recently when the staid old Academy of Music placed machines in its lobby and corridors.

Terrific play from youngsters who attend frequent jazz concerts at the Academy is reported to have influenced officials of the concert hall to install still more machines. Besides jazz concerts, the Academy also presents weekly programs of the Philadelphia Symphony Orchestra, Philadelphia Forum and other civic and private entertainments. Long considered the seat of serious music for this city, it is open five nights a week.

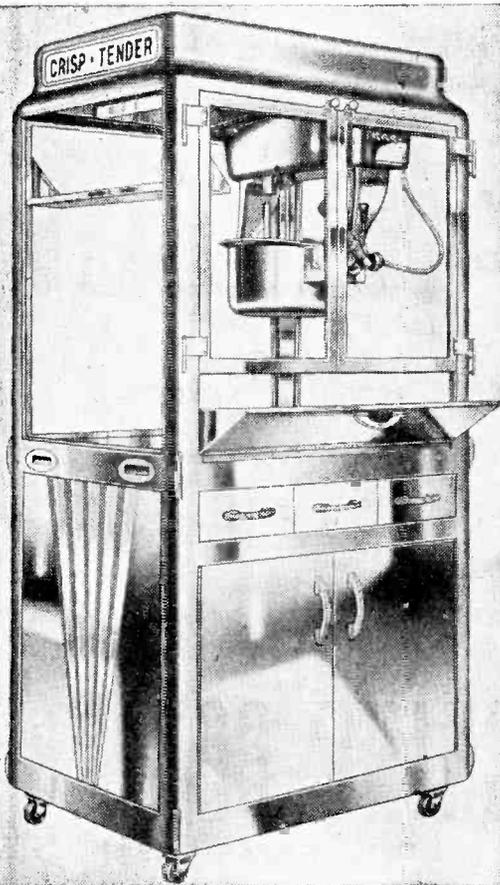
Expect Others

Academy directors are expected to meet soon to consider placing candy venders, urged by coinmen because there is no intermission selling by concessionaires. It is believed decision will favor coinmen.

Altho legitimate theaters are still holding out, local supporters of the venders are boycotting the concessions which sell lemon and orange drinks for 25 cents. Members of the audience, ignoring lobby refreshment stands, trail down the aisles carrying bottles of soda which they buy at near-by drugstores or get from their cars.

Coinmen, who have formed a committee to create a public demand for the venders, have called attention to unsanitary dispensing systems now prevailing in some of the theater concession stands.

WHY EXPERIMENT? .. WHY PAY MORE?



"SUPER-STAR" CONSOLE MODEL IT'S MAGNIFICENT

SIZE

Height to top of cabinet 73 1/2". Length 36 3/4". Width (or depth) 27". When combination lower door and working shelf is in down position the depth is increased by 6". Lots of capacity for storing popped corn . . . One hundred 10c boxes of corn can be popped and stored ahead in this big cabinet.

BUILT FOR

Electric heat only. Star's replaceable heating element (patent applied for) can be replaced by anyone in five minutes' time. An extra FREE heating element is supplied with every machine—insurance against an element burn-out on a big, busy day.

\$478.00 Cash Price Net

ORDERS FILLED IN EXACT ROTATION AS RECEIVED. ONLY LIMITED NUMBER AVAILABLE. ACT NOW!

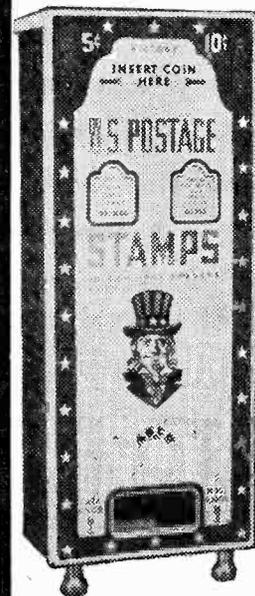
TERMS: \$100.00 WITH ORDER, BALANCE C. O. D.

507-509 WHEELING AVE. CAMBRIDGE, OHIO

We take in trade the following makes against your order: Star, Burch, Cretors, Popmatic and U-Pop-It

P. K. SALES

100 IN STOCK IMMEDIATE DELIVERY VICTORY Postage Stamp VENDOR



WALL MODEL

Vends Stamps Thru Folder. One 3¢, One 1¢ For Nickel. One 8¢ Air-mail, One 1¢ for Dime, or Any Similar Combination.

4 1/2" Deep 8" Wide 19" High

\$38.75 Ea.

Packed 5 Machines to Case. Folders to Fit Machine, \$1.00 Per M. Packed 5000 to Lot.

A well constructed machine . . . good slug protection . . . cadmium plated and weather-proofed for outside locations.

ORDER TODAY!

Terms: 1/2 Cash With Order, Bal. C.O.D., F.O.B. Newark, N. J.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

the biggest news in popcorn!

Announcing

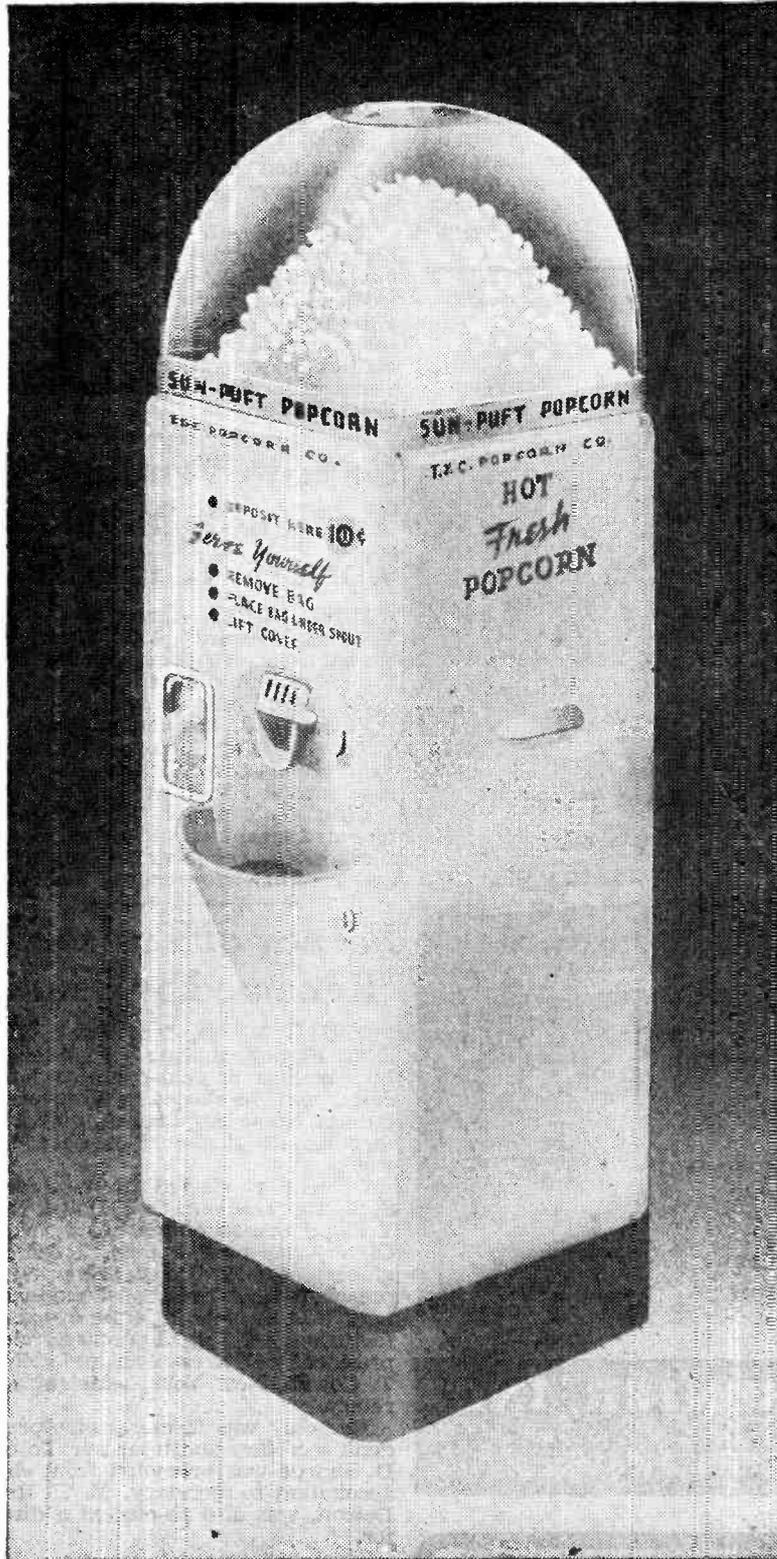
the consummation of an agreement whereby we have become exclusive manufacturers and distributors of Emerson Brothers' Sun-Puft POP Corn Vending Machines for all areas EAST of the Mississippi River. The vendors are manufactured in one of the country's largest aviation plants on a production line formerly devoted to the famous P-51 Mustang fighter. This is the opportunity you have been waiting for. **WRITE, WIRE OR PHONE—NOW!**

Distributors

Some desirable, exclusive territories are still open. When you phone, wire or write for information please tell us what territory you now cover, or desire to cover; number of outside representatives; if now in the popcorn or related business—how long and on what scale, and give us an idea of your financial position. **YOUR INQUIRIES WILL BE PROMPTLY AND FULLY ANSWERED.**

Operators

We will be most happy to answer all inquiries and put you in touch with your nearest distributor. Let us have information similar to that requested from distributors so they may contact you immediately upon our notification.



• New

spectacular design by TORG—one of America's foremost industrial designers.

• Proved

mechanically by nine years of operation and development by Emerson Brothers.

• Top

profits from a planned merchandising program backed by experience.

• Made

in the same plant by the same men that built the famous P-51 Mustang.

• Backed

by a substantial organization that is interested in your problems.

• Now

recommended by over 12,000 Locations where Emerson Bros.' popcorn vendors are operating.

Sun-Puft POP Corn
COMPANY

1518 Hendricks Ave., Jacksonville 7, Florida, Phone 9-1059

DIRECT ALL INQUIRIES FROM WEST OF THE MISSISSIPPI TO EMERSON BROS.' MFG. CO., LOS ANGELES, CALIF.

J. R. Edwards NATD Western Meet Speaker

Talk Venders in Forum

SAN FRANCISCO, April 20.—J. Renz Edwards, Kansas City, Mo., cigarette vending machine operator, will be among the featured speakers at the Pacific Coast convention of the National Association of Tobacco Distributors to be held in the St. Francis Hotel here May 1 thru 4.

Edwards, who heads the Cigarette Service Company at Kansas City, also is a director of the National Automatic Merchandising Association. He is chairman of the NATD's committee on relations with manufacturers.

Vender Sales Outlet

Vending machines as a sales outlet for cigarettes also will come in for discussion at one of a series of

Cig Price Jump

WASHINGTON, April 20.—Vending machine operators will be allowed to charge one cent more per pack of cigarettes for smokes sold thru their machines. Official announcement from Office of Price Administration has not yet been made. However, Elmer Holloway, chief of OPA's tobacco division says "tentatively, the one cent increase will be allowed." Release of the official pricing order is expected momentarily.

forums covering virtually all phases of tobacco wholesaling.

Registration of the session will open Wednesday afternoon, but the convention proper will open with a luncheon Thursday noon. Sylvian Mirsky, NATD director from San Francisco, will welcome the convention-goers.

Other speakers at the luncheon will include Richard C. Pinney, of Worcester, Mass., president of NATD, and Joseph Kolodny, managing director. Allan C. Davis, Baltimore, chairman of the association's

committee on fair trade, and H. D. Bracken Jr., Seattle, will discuss various phases of government regulation of the tobacco business.

S. N. Grossman, president of the Chicago Association of Tobacco Distributors and chairman of the board of NATD, will preside at Friday's session when Edwards is scheduled to speak. A banquet will be held that evening.

Pitt A. Walker, Los Angeles, will preside at the final business session Saturday morning, when Kolodny will discuss latest information on OPA ceiling prices on cigarettes and other tobacco products.

L. Reiss Names Cookie Mch. Ops

NEW YORK, April 20.—Delivery of cookie machines has now been started, according to Lawrence Reiss, of Statler Distributors. Cookies, made by the Loose-Wiles Company may be had in any quantity needed by operators, biscuit company officials state.

New York will be handled by the home office, according to Reiss. Boston Sales Agency will handle Boston; Midland Distributors, Philadelphia; Roberts Distributors, Baltimore; Kissels Catering, Cleveland; Midwest Specialties, Wisconsin; Parker Products, Tennessee, and Hawaiian Pacific Sales, Hawaii.

Cameo Vending Set To Handle Machines Thru N. Y. Territory

NEW YORK, April 20.—Cameo Vending Service, 432 West 42d Street, was recently appointed New York distributor for Columbus Vendors, Cameo officials say.

Edward W. Barnette, owner of Cameo Vending, announces that his firm will carry a full line of vending machines and accessories.

Firm deals in all types of coin-operated machines, including amusement games, phonographs, cigarette and merchandise vending machines.

Farney of Telecoin Renamed by Bendix

SOUTH BEND, Ind., April 20.—E. R. Farney, chairman of Telecoin, Inc., makers of coin-operated laundries, was re-elected a director of Bendix Home Appliances, Inc., at a meeting of stockholders here last week.

Officers re-elected were Judson S. Sayre, president; O. J. Dowd, New York, chairman of the board; W. F. Oliver, vice-president and chief engineer; A. R. Constantine, vice-president and director of engineering; H. L. Spencer, director of manufacturing; W. J. Reuscher, vice-president and treasurer, and Oliver T. Cowan, New York, assistant secretary.

Reuscher was formerly vice-president, secretary and treasurer; Joseph D. Sharpe was promoted from chief accountant to secretary. E. W. Ross, Detroit, was also re-elected a director.

Popcorn Sales Still Climbing in Texas

DALLAS, April 20.—Southwestern market drew the attention of the vending industry recently with the announcement of steadily mounting increases in popcorn sales here. Dallas wholesalers report that sales in 1945 were in excess of \$2,000,000, with monthly consumption more than 300,000 pounds.

Farmers found it profitable to raise popcorn selling at \$3.68 per

PERPETUAL SALES BOARD

10c PLAY—
Average Gross Take\$57.50
Average Pay Out 29.00
AVERAGE PROFIT—\$28.60

This profit can be made time and again with the same original board. The purchase of additional boards is not necessary! NET PRICE, \$6.75 EA. 2 BOARDS, \$12.00

BALL GUM

Is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000\$54.50
Keg of 21,000 23.80

NUTS-4-U PEANUTS

90 Pound Carton, Blanched\$24.30

CHARMS

Fine Selection, 15 Cr.\$13.25
Penny or Nickel Counter, 1c
or 5c. Ea. 1.25
Parcel Post Paid

**Full Cash With Order,
F. O. B. Factory**

ROY TORR LANSDOWNE
PENNA.

Another Feature

in the

DuGRENIER Challenger



Simple, compact,
lower coin mechanism
only one adjustment.



This compensating adjustment when set at the factory will require no other adjustment on the part of the operator.

ARTHUR H. DuGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.

GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
TIN SCOOP

DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled Hand Workmanship Is Employed in Building This Scale To Assure Reliability and Accuracy. There Is a Sturdiness of Construction More Durable Than Is Generally Found in Scales. Finish Is Black Crinkel. Carrying Case Is Made of Strong Black Fibre To Meet the Hard and Constant Use That It Is Subjected to.

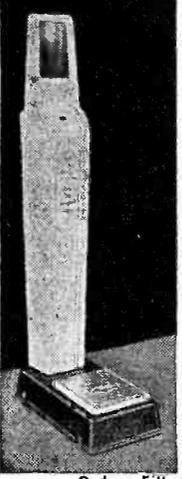
\$16.50

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.





Mr. Operator:
Exactly what you have been waiting for.

"NEW"

1946 "NATION" WEIGHING MACHINE

- ★ All Porcelain
- ★ Correct Height
- ★ Foolproof Operation

\$100.00 Cash
With Order

\$108 on Time
\$10.00 With Order,
\$5.45 Per Mo. Give Bank Reference.

Special Price—
5 or More.

F. O. B. Factory.

Orders Filled in Rotation.

RUSS THOMAS

Vending Machines and Supplies
3285 Overland Pl. Tel. 4-7187
MEMPHIS 11, TENN.

V-V DAY

That DAY when merchandise vending machines will once again make production headlines.

Look for the STANDARD

Through many years of service in peacetime and wartime. From light and heavy malleable iron and steel castings and refrigeration compressors to mortar shells, land mines, rocket shells, chemical shells, 90's and 155's. And now—vending machines!

Look for the STANDARD

This new division of Lehigh Foundries was inaugurated under the able influence of men with many years experience in the vending machine industry. Men whose knowledge is being augmented at this moment by the engineering skill and production genius of Lehigh Foundries, Inc.

Look for the STANDARD cigarette machine
Look for the STANDARD candy machine.

STANDARD VENDORS
LEHIGH FOUNDRIES, INC.
Factories at Easton & Lancaster, Pennsylvania

100 pounds compared with \$1.25 for sweet corn. Texas is among the leading States in annual production of popcorn.

Big Scare on Pins Fizzle Out; O'Dwyer Sees "Tide Turned"

(Continued from page 103)

nine men had been elected to act on behalf of the amusement machine industry in New York.

The article went on to report that this committee would institute court action seeking a favorable adjudication on the "straight novelty amusement machine."

This spokesman pointed out that there is no New York State law or New York ordinance prohibiting operation of amusement machines where no awards or prizes are of-

ferred for high scores. He added that special machines, which could not possibly be used as gaming devices, are planned for production.

"The machines being built," the interview quotes the spokesman here, "are being specially designed to comply with every law of New York State. The machines are being constructed purely for amusement, and the 850 operators I represent condemn any other kind which can be used for gambling."

Confused Picture

By the end of the week, New York's citizens could look back on a somewhat confused picture.

Into town came Dr. Robert M. Lindner, secretary of the Medical Correction Association. Just arrived from Baltimore, where he is psychiatrist for the Maryland Department of Correction, Dr. Lindner said that if pinballs and bookmaking were made legal there would be far less crime.

Associated Press dispatches reported that the city's police had begun to arrest persons found reading horse race scratch sheets. Asked under what violation of the law these persons were taken into custody, AP said police officials merely pointed out that several persons standing on a corner reading might be blocking traffic.

During his Sunday evening broadcast (NBC), comedian Fred Allen likewise turned his attention to stories of the threatened pinball invasion. Zanies like Senator Claghorn were interviewed in Allen's Alley. Listeners could not be sure whether Allen was kidding the city's Mayor O'Dwyer or not.

Among comments of the characters on Allen's broadcast was old-timer Titus Moody's description of a ball machine produced at the turn of the century. Machine featured a large picture of Admiral Dewey, hero of the just-ended Spanish-American War.

Trade members who heard the broadcast were sure of one thing—Allen had apparently done some honest research for the show because the Dewey machine actually did exist.

John Gallagher To Head Hershey Chocolate Sales

HERSHEY, Pa., April 20.—John J. Gallagher has been appointed general sales manager of the Hershey Chocolate Corporation to succeed the late Fred W. Pugh. Gallagher formerly was assistant sales manager of the firm.

FOR SALE

DUGRENIER CIGARETTE VENDERS

Entire lot, used equipment, in good condition, consisting of 23 Nine-Column W. D., 5 Eleven-Column L. S. and 1 Seven-Column Deluxe.

\$2,300.00 DELIVERED

ROBOT SALES

Maywood, Illinois

SPECIAL SALE

RECONDITIONED CIGARETTE MACHINES

- 4 9-Col. National. Ea. \$75.00
- 5 7-Col. DuGrenier 47.50
- 10 6-Col. U-Need-a-Pak 50.00
- 15 8-Col. U-Need-a-Pak 59.50
- 5 9-Col. U-Need-a-Pak, Model A 95.00

Wanted: 5¢ U-Need-a-Pak Candy Machines, Phonographs.

Cameo Vending, 432 West 42d, 18, N. Y.

Psychiatrist on Pins

NEW YORK, April 20.—"Urges Law OK Bookies" was the headline on the following story reprinted from *The New York Daily News* of April 17.

If pinball games and bookmaking were made legal, there would be far less crime resulting from gambling, Dr. Robert M. Lindner, of Baltimore, secretary of the Medical Correction Association, said yesterday.

Misplaced Emphasis

"The tremendous increase in crime here is due primarily to misplaced emphasis on the part of public officials in tracking down and prosecuting petty violations of the law," said Dr. Lindner, a psychiatrist for the Maryland Department of Correction.

The Maryland crime expert was interviewed at the Society for the Prevention of Crime, 122 East 22d Street. He addressed the Committee on Crime Prevention of the American Prison Association at the Bar Building, 36 West 44th Street, yesterday afternoon.

Not Considered a Crime

"In spite of the fact that bookmaking is illegal, most people do not look upon it as a crime," he said. "There is community pressure for the existence of bookmakers because of the public's natural urge for gambling."

"I will think the anti-gambling crusade in New York is noteworthy only if the police concentrate on the criminals behind the thing, rather than on the citizen who reads a racing sheet or plays a pinball machine," Dr. Lindner continued. "There is danger that this campaign may divert public attention from real crime to petty violations of the law that do not involve real criminals."

MOURER NDPA HEAD

(Continued from page 103)

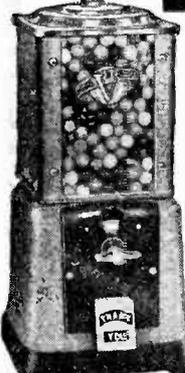
came in Neosha, Mo., near Camp Crowder. Other new officers include: H. E. Bridges, of North Carolina, and Mrs. Otto Craft, Dallas, as vice-presidents; E. L. Lewis, Cleveland, as executive secretary.

New district governors are as follows: Northeast, Art Johns, Batavia, N. Y.; Southeast, Harry Homer, Columbus, Ga.; North Central, D. Melching, Buckeye Lake, Ohio; South Central, J. E. Zerby, Anniston, Ala.; Northwest, Guy King, Medford, Ore.; Southwest, G. E. McDevitt, Gallup, N. M.

J. T. Collins Pays Tribute to F. D. R.

NEW YORK, April 20.—John T. Collins, president of Automatic Canteen Corporation, New York, and president of the Executives' Association of Greater New York, delivered one of the principal addresses at the recent Franklin D. Roosevelt Memorial luncheon in the Astor Hotel.

He also presented Mrs. Roosevelt with a copy of the air edition of *The London Times*, which reported the funeral rites for the late president.



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Model V capacity: Over 7 lbs. of bulk merchandise or 1,250 to 1,500 balls of gum. Cabinet built of steel with an unbreakable transparent front.
Globe Type — Slightly smaller Capacity **\$10.75**
As Pictured **\$12.75**
Wall Brackets, 85¢ Each

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Lots of Ten Single Machine **\$27.00**
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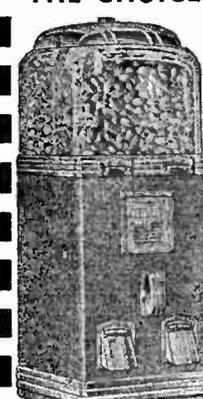
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Model V Globe Type, \$10.75 Ea.
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Model V Wall Bracket, 85¢ Ea.
Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.
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\$7.45 sample

DELUXE
1¢ and 5¢ Single Unit, All Purpose Bulk Vending Machine. Capacity, 6 Lbs.
\$18.95 in lots of 100 or more
\$19.50 in lots less than 100
\$19.75 sample



MODEL 33
1¢ Peanut Vendor. Capacity, 6 Lbs.
\$9.60 in lots of 100 or more
\$9.75 in lots less than 100
\$9.95 sample



33 BALL GUM
1¢ Ball Gum Vendor. Will vend 1/2, 5/8, 3/4 Inch Ball Gum. 3 1/2 Lb. Capacity (5 Lb. capacity, 15¢ extra).
\$8.10 in lots of 100 or more
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JUKE WINS PLACE IN BIG STORE

Field's of Chi Finds It Okay

Head of teen-age section says phono helps trade by setting right atmosphere

CHICAGO, April 20.—“We just love it.”

That is the feeling of Margaret Lucke about the juke box in the girls' high school shop of Marshall Field & Company, Chicago's famed department store, and Miss Lucke is manager of the department.

With Perry Como giving out *All Thru the Day*, she explained that “it creates just the right atmosphere of informality that the teen-age youngsters like.” She nodded toward the cluster of girls around the phonograph.

“You should see them gathered around it on Saturday,” she added. “It has made our department a regular meeting place for the high school set, and naturally that is good for business.”

Morning to Night

“It runs from morning to night, and we thought at first a juke box playing constantly in the department would drive us crazy,” Miss Lucke recalled. “But by keeping the volume low—just where those who want to get the words can, by standing close to the machine—we found that it didn't distract from business in the least.”

The girls had drifted away from the machine to the racks of clothes. Some were nodding their heads to the music as they inspected dresses. Two Waves stepped up to the machine and selected a number. It turned out to be Dick Haymes singing *All I Owe I-oway*. A moment later, the Waves were looking at the clothes, and a trio of bobby-soxers had drawn up chairs around the juke. They picked T. Dorsey's rendition of *Don't Be a Baby, Baby*.

Miss Lucke went on: “You even see grown-ups playing it while they wait for their daughters to be fitted. It's been wonderful for business. It makes the store so cheerful, and these kids love music. Some of them stay for hours.”

“Works in Fine”

“Another thing, it works in fine with the style shows we hold about once a month. We used to use a small piano, having some boogie-woogie artist among the girls play it, but the youngsters themselves like the juke box better.”

Oddly enough, there were no Sinatra pieces on the machine. No one was sure why, but the explanation seemed to be the shortage of disks, particularly his.

Machine is operated by the Marquette Music Company, 1738 West Madison, which also has juke boxes in the boys' high school shop at Marshall Field's and in the teen-age shop of their store in Lake Forest (Ill.).

Miss Janice Fels, manager of Marquette, said her company formerly had a juke in the college shop of the downtown Chicago store, but it brought complaints from adults patronizing the fur salon near by. Cause apparently was that the college youngsters wanted too much volume.

Juke box has been in the high school shop 18 months, and Miss

Columnist Takes Time Out for 'Review' of Phonograph Showing

CHICAGO, April 20.—Herb Grafis, columnist for *The Chicago Times*, turned up for the AMI showing and the result was one of the first pieces in a daily paper that might be classed as a “review” of a juke box showing. He headed it “Music Hath Charms.” Reprint of his remarks follows:

Important Event

An important event in certain musical circles is the debut of a new juke box. Instead of having the event one of those dwarf sandwich and demi-tasse parties, a bar is set up at one end of the hall and good substantial stevedore plate lunch is supplied to the music lovers. The juke box is the symphony orchestra of the saloon, so a good wholesome cultural atmosphere must be preserved, otherwise nice saloons are liable to be unjustly rapped.

The small talk of the music lovers is on a very engaging level, too. You do not hear such whispered remarks as “My dear, have you noticed how dear Claudia has been playing an obbligato with a buzz saw on dear Desire?” or “How utterly fantastic and voluptuous Gassman's solo for the snare drum in his chamber music novelty, *Them Were the Good Old Days With Company in the Parlor*.”

At a juke box recital you hear such frank statements as Press Agent Jim Mangan's explanation that the decor of the new device is so enchanting that if the guy who designed the Taj Mahal had seen it he would have done his job over with some snappier trimmings.

Juke Box Critic

Walter Hurd, *The Billboard's* juke box critic, is somewhat more reserved, naturally. He says: “Swell box. Should have to unload the take with a wheelbarrow.” Awed impresarios of juke box music listen to Walter and watch the steel finger pick up records and put them on the player. One cute thing about this new device is that it plays either side of the record, which in some way I couldn't savvy, gives the juke box music lovers a better deal. It seems that the custom in the record-making business is to put a popular number on one side and a flop on the other.

One cannot be too flippant about this juke box business, regardless of

Lucke said there has been nothing but praise from everyone.

Want Vender

Miss Lucke said the ideal arrangement probably would be a lounge for the teen-agers adjacent to the department, with a vending machine as well as a juke. There is no vender in her department, and she advanced two reasons for it. First, the lack of space, and second, the danger of soiling the carpets.

One Chicago department store, Mandel Brothers, does have such a lounge, called simply “the Meetin' Place.” Clerks reported it extremely popular with the youngsters, who like to play the phonograph in it, and the large cup-type soft drink vender just outside the door—on a linoleum mat—gets a steady patronage. Vender is operated by Chicago Concessions, Inc. Several department stores in outlying neighborhoods, including Sears, Roebuck & Company, also have venders on nearly every floor—nut, candy, gum machines and soft drink dispensers.

how much you've been brought up on Brahms, Beethoven and other classicists. There are 60 juke box companies listed in the telephone company's red book and that means big business in melody. In the same room with the latest in juke boxes was shown a juke box made in about 1900. It had old cylindrical records. It cost around \$600 then. The new super symphony box costs about \$700. But it is “ablaze with color,” “lavishly embellished with non-distorting plexiglas,” and is “tilt-proof and bump-proof.” Furthermore it doesn't make a raid on the free lunch counter like the “Hungry Four” and the hurdy-gurdy man used to do in the old days of saloon music. That's the way progress goes.

Allied Music's Fete Attracts Detroit Trade

DETROIT, April 20.—Max and Aaron Lipin, with Lou Salesin, reopened their Allied Music Sales Company salesrooms here at 3112 Woodward Avenue with three days of festivities to celebrate completion of their building program.

Attended by an estimated 15,000 visitors, open house continued from 10 a.m. to midnight each day. Large crowd was attributed to the wide range of specialty items Allied is now distributing in addition to coin machines.

Firm distributes Musicraft, Mercury, Cosmo, Standard, Harmonia, Asch, De Luxe and Bibletone records, as well as the Coin-o-Point Needle. In addition, the Lipins are handling radios, phonographs and other appliances.

Refreshments and drinks were served continuously on a scale reflected by the caterer's report that two large turkeys were consumed every hour.

Among guests were Irving Green, president of Mercury Records; Harry Bank, head of Cosmo, and Ed May, sales manager of Central Radio.

Greene Moves To Larger Hub Distrib Office

BOSTON, April 20.—Headquarters of the Greene Distributing Company, music machine operators, has been moved to new and larger offices at 26 Brighton Avenue (Alston) from temporary quarters on Huntington Avenue.

The new location is well known to the industry, having been used as distributing point by other groups. General manager of the company is Joseph Greene. Arnold Greene is service manager, and Julian Greene, assisted by John McGuinness, is in charge of sales. The firm distributes Aireon in New England States and is planning to add other coin-operated machines.

New Juke Gets Dinner Showing By Sam Strahl

PITTSBURGH, April 20.—More than a thousand coinmen from Pennsylvania, West Virginia and neighboring States, as well as interested non-trade members, were Sam Strahl's guests at his dinner party send-off for the AMI phonograph in this area.

Staged at the William Penn Hotel, event featured a seven-act entertainment program and demonstration with the dinner. Strahl, whose American Coin-o-Matic Machine Company distributes in Western Pennsylvania and West Virginia, had turned the entertainment job over to his son, band leader Skip Strahl and agent Joe Hiller.

With public relations man James T. Mangan as toastmaster, speaker's table line-up included: Howard Pretzel, Coin Machine Acceptance Corporation; Sam and Angelo Cangeleier, Strahl's partners; Barney Sugarman and Jack Mitnick, Runyon Sales Corporation; Perry Waddell and Ben Smith, owners of De-Perri Advertising Agency; Doc Eaton, AMI general sales manager; Dave Rosen, distributor in Eastern Pennsylvania, and Strahl himself.

Hit of the after-dinner show was George Bailey, billed as the “man with the photographic mind,” whose memory feat for the evening was the recital of 150 names of guests he had met for the first time at the showing.

Other talent included the Lucky Girls, dance act; violinist Miriam Burroughs, dance stylist Marianne; Slim Bryant and His Wildcats, and hand-balancers Coty and Sue. Skip Strahl's orchestra provided music.

Cincy Juke Men Meet April 30

CINCINNATI, April 20.—Sam E. Chester, president of the Automatic Phonograph Owners' Association here, announced that the organization will hold its next meeting Tuesday (30).

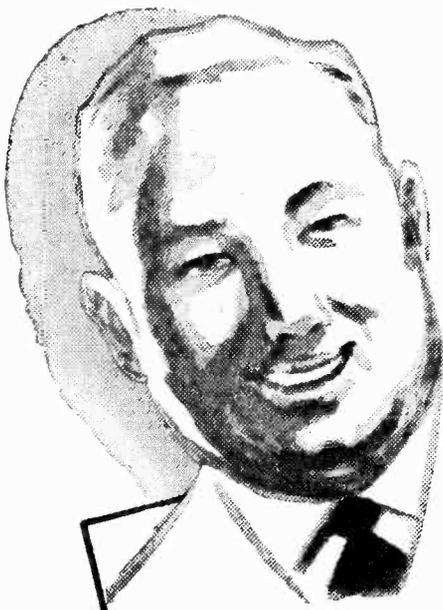
Board of directors will meet at 2 p.m. in the association's offices at 1010 Traction Building, with Chester presiding.

General assembly of APOA members will be held at 9 p.m. in the Hotel Gibson. Chester said many applications for membership will be up for consideration at this meeting. William Zemboch, advertising counselor, will be guest speaker. His subject will be the tangible results of organization and unit within the trade.

Philly Plane Parts Plant Rolls on Juke Parts in Peacetime

PHILADELPHIA, April 20.—Assembly lines at Kellest Aircraft here, which turned out fighter plane parts during the war, are now rolling off juke box parts.

Firm is reported to be making selector and speaker top assemblies for a juke box corporation in Kansas City, Mo., which itself was a large wartime producer of radio and radar equipment.

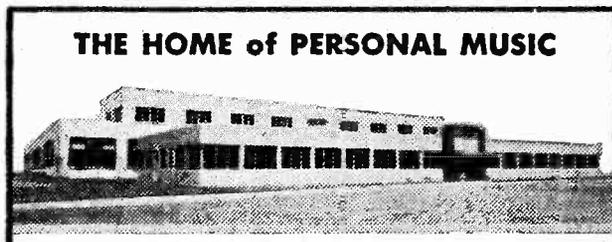


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FOR OVER FIFTY YEARS
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**Jukes in Navy Hospital Aid
Amputees in Walking Again**

PHILADELPHIA, April 20.—Juke boxes are doing their share to rehabilitate veterans in the Naval Hospital here and are being praised for their boon by navy personnel and Red Cross workers alike.

The hospital's Ward K is an amputee rehabilitation center, and instead of the expected convalescents, the amputees have become hep cats and do their dancing to juke music with hostesses.

During the week the juke box is a part of the ward, and veterans can listen to the music and prepare themselves for Tuesday and Friday dancing sessions. The boys are wearing artificial limbs to which they must become accustomed. As soon as they learn to walk, they are sent to Ward K to learn to dance. A hospital rule says they cannot be discharged until they can fox trot and jitterbug with the best.

Jukes Aid Morale

The first lesson consists of learning how to walk in rhythm. The amputee must accustom himself to move in time to music before he can learn definite movement patterns or steps. Amputees have proven themselves terrific jitterbugs. They can balance themselves more easily with the fast rhythm and mistakes in step are not so obvious. It takes three lessons for

most of the boys to master the essential techniques and pass their first shyness.

Even on the non-dancing days the amputees usually keep the juke boxes active and practice dancing with each other. A casual observer could never tell some of the boys are minus one or even both legs.

A hostess at the weekly sessions said, "It's amazing how juke boxes have heartened the young vets. They have pluck and they make you proud. Juke boxes are a part of normal life and they are all anxious to enjoy a normal life, and the juke boxes are a wonderful link. Most of them say they'd like to have one in their own homes and all of them expect to do a lot of dancing to juke music when they are released from the hospital."

**Harry Turners,
Huntington, Have
30th Anniversary**

HUNTINGTON, W. Va., April 20.—Mr. and Mrs. Harry Turner, well known to the coin machine trade and in show business, will celebrate their 30th wedding anniversary Thursday (25).

Turner spent 26 years in show business and has been operating coin machines for the past 15 years under the firm name, Harry A. Turner & Sons.

His two sons—Harry Jr., and Maynard Len, who saw extensive service overseas during the war, have returned and are active in the business with their father.

Along with Mrs. Turner, Harry will entertain guests at his home, 2610 Adams Avenue, Huntington, April 25 from 2 till 11 p.m.

**Zabley, Levy Partners
In New Distrib Firm**

NEW YORK, April 20.—Newest addition to the list of record distributors is Major Distributing Company, 106 DeKalb, Brooklyn, handling territory east of Chicago for Alladin Records.

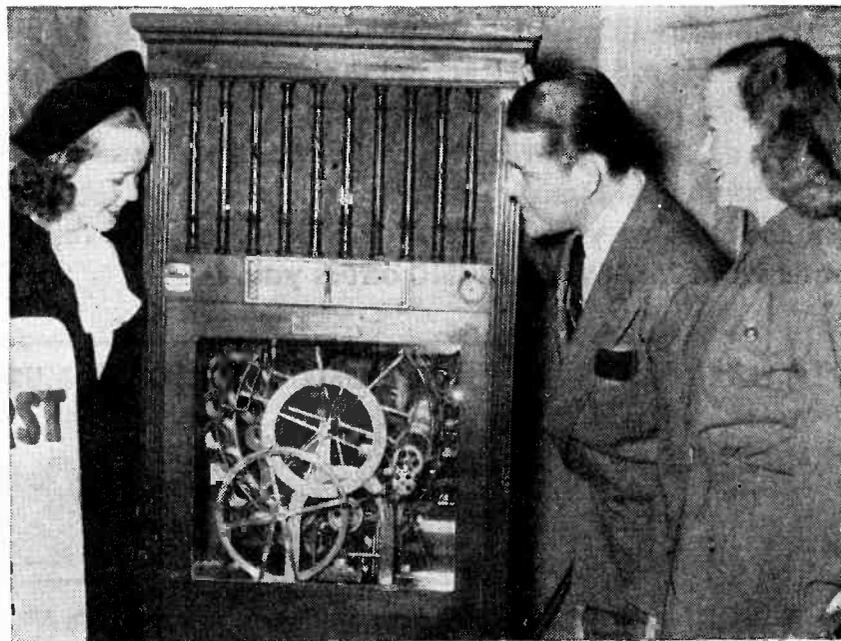
H. S. Zabley and Edgar E. Levy are partners in the new concern.

**Nicholas J. Bello
Sets Miracle Music
Opening in Detroit**

DETROIT, April 20.—Miracle Music Company, recently organized by Nicholas J. Bello, a newcomer to the music machine field, has announced the opening of a new store on the East Side at 10155 Gratiot Avenue.

New location, conveniently situated for the trade, specializes in the handling of used records and accessories, as well as juke boxes which Bello operates. He formerly was located at 11050 Sanford Avenue.

Bello entered the music field last summer after varied experience, including a term as an electrical engineer and in the trucking business. While much enthused about his new business, he is operating at present on a small scale.



GRANDDADDY JUKE, made by Electric Phonograph Company around 1900, vied for attention with the new AMI model at the recent Chicago showing. Inspecting it here are band leader Frankie Masters, Mrs. Masters (right) and Masters' vocalist, Kay Hankebo.

**Tavernless Town
Gets Juke Box
Via Radio Shop**

EVANSTON, Ill., April 20.—Juke box, novelty in this tavernless city of suburbanites and college students, is drawing plenty of teen-age trade to the Norman Ross & Company record shop here where candy and soft drink vending machines are also available.

Ross, whose early morning broadcasts from NBC Chicago studios have drawn up to 35,000 fan letters a week, recently opened the Davis Street super retail record outlet, capitalizing on his popularity along the North Shore.

Juke Venders

Filled with such gadgets as automatic listening booths—turntables start turning as booth door is opened—the shop's chief eye-catcher is the Downbeat Room, where bobby-soxers can dance to juke box music, eat via venders—and buy records.

It's the ideal way to keep bobby-soxers out of the hair of longhairs," said Pat Gallicchio, who is associated with Ross at NBC and manages the new shop.

Paneled in knotty pine, with a 24 by 55-foot space clear for juke-box dancing, the Downbeat Room will not be big enough to accommodate after-school hordes who turn up in the Davis Street shopping district, according to Ross.

To solve this problem he is working out a membership plan by which admission is by card only, with schedules to be set up in co-operation with schools and clubs.

No Dance Hall

"It isn't our plan to operate a dance hall for the young people," said Ross, "but we felt they would appreciate having a chance to do a nip of jiving while buying their favorite records."

Juke box is being used on a rental basis, thru arrangement with George Pierantoni, Wilmette (Ill.) operator. Playing week's top tunes, it is adjusted to operate without coins.

USED RECORDS

100,000 Used Records
From Juke Boxes
Popular,
Race and Hillbilly

10c Each Lots of 1000
1/3 DEPOSIT, BALANCE C. O. D.

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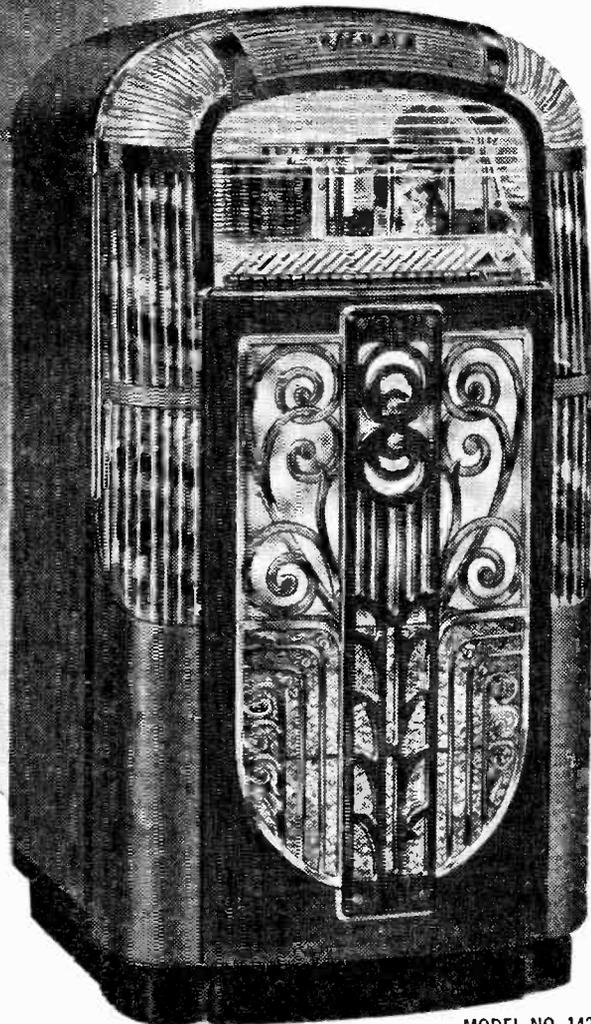
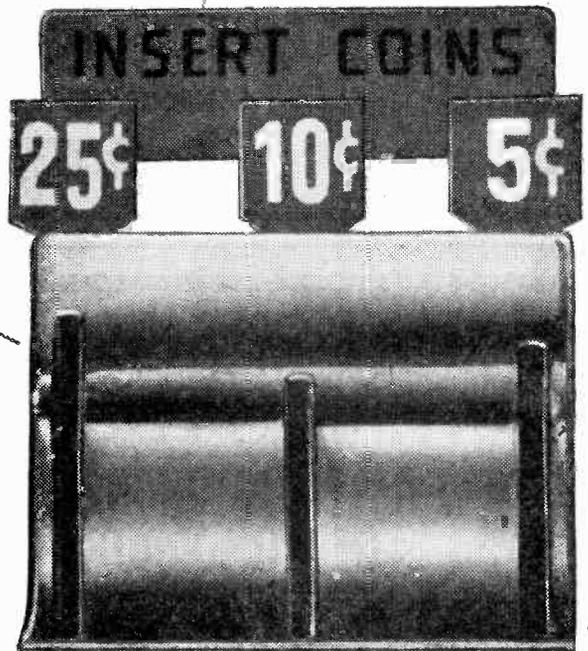
JUKE BOXES—USED RECORDS

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Prominently placed for accurate
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eliminates sticking.

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Efficient, drop type,
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more features
that add to the
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advantages of a
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*Even by Earphone
It's Terrifique to
Parisian Jitterbug*

CHICAGO, April 20.—Glimpse of post-war Paris in the spring from the juke box fan's point of view was given in a report from Alexander Kendrick, French correspondent for *The Chicago Sun*.

Parisian version of the jitterbug, called the "zazou," is haunting the rickety French jukes which can be heard only with earphones* resembling a doctor's stethoscope, Kendrick reports.

The zazou, he writes, gather at places like one called Paris-Swing on Boulevard Montmatre. His description of it follows:

"The place is jammed all day long with devotees of le jazz hot. What are they doing? They are putting 2-franc pieces into the most antiquated juke boxes you ever saw and listening avidly to what takes place inside the box with a stethoscope-like attachment held to their ears.

"Thanks to Paris-Swing, the last of the old-time nickelodeons, *Chatanooga Choo-Choo* has become a number terrifique, and the stethoscope attached to it is passed from one pair of zazou hands to another without pause. Benny Goodman is the stethoscope king, as might be expected."

**Newport News, Va.,
Keeps Sunday Ban**

NEWPORT NEWS, Va., April 20.—Music machines will remain silent here on Sundays, the city council has decreed. It declined this week to grant the petition of a group of operators to change the existing law, which forbids playing the machines

**Bloom Sets Up
Firm To Mold
Phono Plastics**

NEW YORK, April 20.—Al Bloom, for the past eight years secretary of Automatic Music Amusement Operators' Association, has organized Speedway Products, Inc., to recondition used juke boxes and mold replacement plastics for machines.

Concern is located in the former wood-working plant of Penn-York Lumber Company, 502 West 45th Street, which has been purchased by Bloom. Entire shop has been revamped for reconditioning work.

Leaves AMOA Post

To devote full time to his new enterprise, Bloom has resigned from his AMOA post. Members of the association indicated that his resignation was accepted with regret. In recognition of his long-time service, they have presented him an honorary life membership in AMOA.

"No one has been appointed to Al Bloom's post as yet," association President Al Denver states, "but it will be decided at the next meeting—around April 30."

between midnight Saturday and 8 a.m. the following Monday.

Attorney A. L. Bivins, for the petitioners, told the council he had heard no objection to the proposed change, but a majority of the council immediately expressed opposition, individually, to the proposal.

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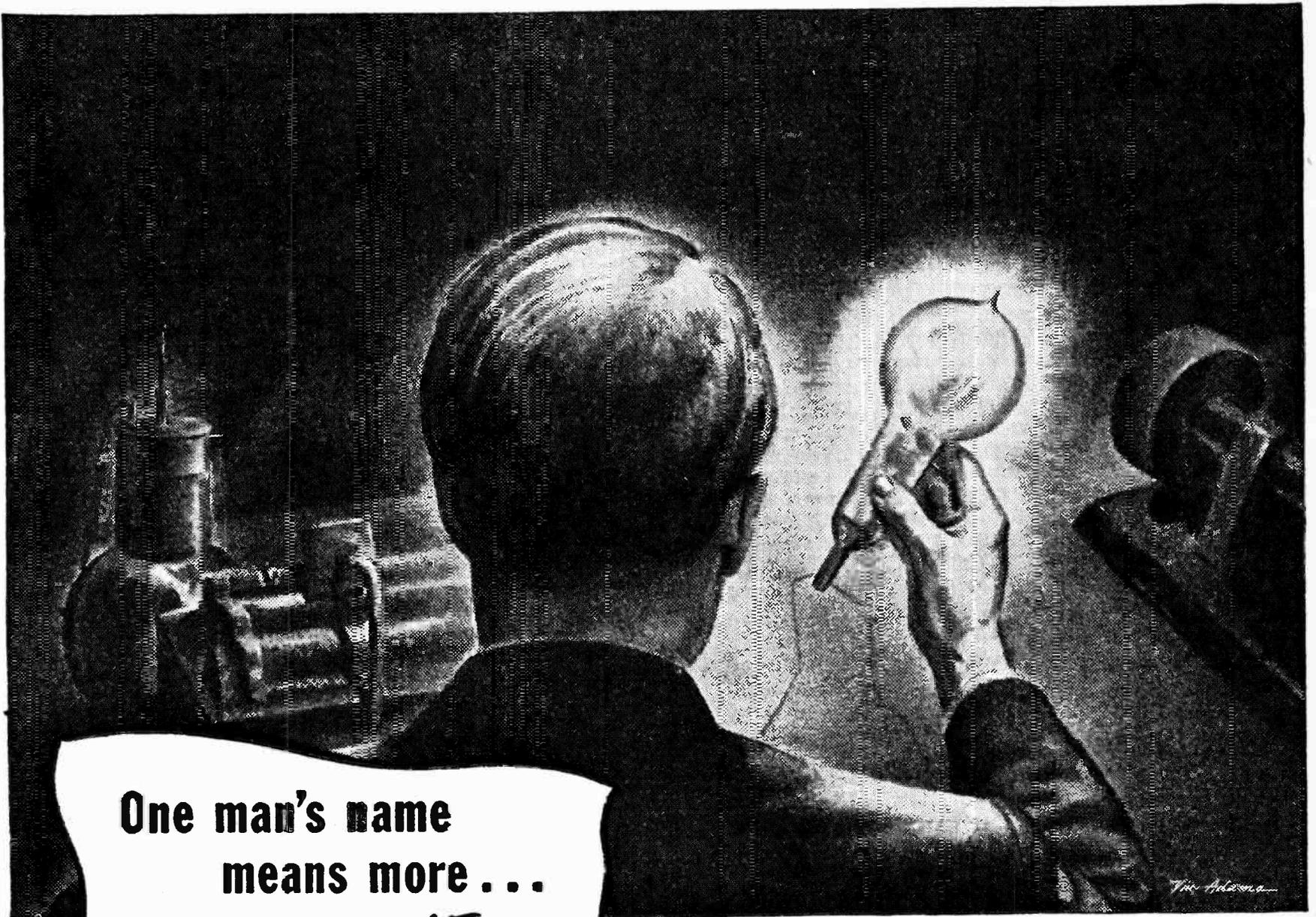
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ADVANCE RECORD RELEASES

(Continued from page 33)

HOP SA SA Joe Lazarz Ork (Clara & Neil) (What A) Standard International F-3004
 HOW HIGH THE MOON Dodo Marmarosa Trio (Mellow Mood) Atomic A-225
 I CANNOT LIE TO YOU (Non So Ralph Pedi (The Barber) Standard International F-6007
 ICELAND HAMBO Colonial Troubadors (No Sorrows) Standard International F-5001
 I COVER THE WATERFRONT Johnny Bothwell Ork (Street Of) Signature 15012
 I COVER THE WATERFRONT Ink Spots (Prisoner Of) Decca 18864
 I DIDN'T MEAN A WORD I SAID Ted Martin (Strange Love) De Luxe 1017
 I FALL IN LOVE WITH YOU Bobby Sherwood Ork (Jay Herbert Johnson) (Seems Like) Capitol 257
 IF I LOVE AGAIN Glen Gray (One More) Decca 18843
 IF YOU ARE MISSING (Se Manchi Enzo Di Mola (With Rose) Standard International F-6004
 IF YOU WERE THERE Tony Pastor (Tony Pastor) (Azusa) Cosmo 477
 I GOT THE SUN IN THE MORNING Les Brown (Doris Day) (It Couldn't) Columbia 36977
 I KNOW SOMETHIN' I WON'T TELL Al Trace and His Silly Symphonists (Ragtime Cowboy) Coronet Cor-6
 I MAY BE WONDERFUL (But I Think Pete Johnson's All Stars (Etta Jones) You're Wrong) 1946 Stomp National 4001
 I SURRENDER DEAR Dodo Marmarosa Trio (Do Do's) Atomic A-226
 I'LL BE YOURS (J'Attendrai) Hildegard-Carmen Cavallaro (I'm In) Decca 23544
 I'M A SPECIALIST Johnny Ryan Ork (My Love's) Juke Box JB-507
 I'M CHECKIN' OUT Art Gibson (Learn To) Mercury 6005
 I'M GONNA MAKE BELIEVE (I've Frankie Carle (Marjorie Hughes) (One Got Myself a Sweetheart) More) Columbia 36978
 I'M GETTIN' SENTIMENTAL OVER Roy Eldridge Ork (Pluckin' The) Sterling SR-105
 I'M IN THE MOOD FOR LOVE Hildegard-Carmen Cavallaro (I'll Be) Decca 23544
 IN THE DANCE HALL Bernard Witkowski's Ensemble (Warsaw Polka) Standard International F-3005
 IN THE LAND OF THE BUFFALO Rose Marie (Chen 'A') Mercury 3003
 IN THE MOON MIST Phil Brito (Walter Gross Ork) (Tell Me) Musicraft 15056
 IN THE MOON MIST Will Osborne Ork (Eileen Wilson) (Something Old—BW-201) Black & White BW-200
 IT COULDN'T BE TRUE (or Could Les Brown (Jack Haskell) (I Got) Columbia 36977
 IT NEVER SHOULD HAVE BEEN THIS WAY Rabon Tarrant (Jack McVea and His All Stars) (Tarrant Blues) Apollo 370
 I'VE GOT THE SUN IN THE MORNING Hal McIntyre (Nancy Reed) (Song Of) Cosmo 478
 JALOUSIE Kitty Carlisle-Russ Morgan (Beat Out) Decca 23542
 JAMAICA RUMBLE Harry Carney's Big Eight (Shadowy Sands) HRS 1021
 JAMAS LA BESARAS (You Will Orquidea Rino (A. Mendez Ork) (El Ma-Never Kiss Her) Standard International F-4004
 JUG BLUES Rex Stewart Ork (Rex Stewart) (Boy Meets) Mercury 8001
 LA PALOMA Don Pedro Ork (Chiqui-Cha) Decca 18868
 LEARN TO LOVE YOUR BROTHER Art Gibson (I'm Checkin') Mercury 6005
 L'L AUGIE IS A NATURAL MAN Johnny Mercer (Paul Weston Ork) (Any Place) Capitol 254
 LINGER AWHILE Dickie Wells Ork (Hello Babe) Signature 28115
 LOVE IS AN OLD STORY (Laska Ta Je Jako Baj) Lida Brodenova-John Zak (Broken Jug) Standard International F-7002
 LUTE SONG ALBUM Mary Martin (Raymond Scott Ork) Decca A-445
 Dirge Decca 23538
 Imperial March Decca 23538
 Mountain High, Valley Low Decca 23536
 See the Monkey Decca 23537
 (1) Vision Song, (2) Bitter Harvest Decca 23536
 Where You Are? Decca 23537
 MADAME BUTTERBALL Charlie Barnet ("Peanuts" Holland) (Cement Mixer) Decca 18862
 MAJOR & MINOR Espe Musette Ork (Hep Cats) Standard International F-111
 MAMA Espe Musette Ork (Brooklyn Polka) Standard International F-112
 MAMA Espe Musette Ork (Brooklyn Polka) Standard International F-112
 MARINETTE Freddie Stewart (Raymond Joe Sanns Ork) (The Gypsy) Bel-Tone BT-7003
 MARTIAN MADNESS Jack Teagarden Ork (Richard Bradley) (Basin Street) (No Number)
 MAY I? (Si Puo) Enzo Di Mola (Dreaming Of) Standard International F-6005
 MELLOW MOOD Dodo Marmarosa Trio (How High) Atomic A-225
 MI SOL (My Sun) Jose Luis Monero-A. Mendez Ork (El Vendedor) Standard International F-4006
 MINOR MIRAGE Harry Carney's Big Eight (Candy Cane) HRS 1020
 MONDAY MORNING Joe Bednarek Ork (Champagne Polka) Standard International F-3003
 MOSES SMOTE THE WATER Four Bluejackets (Rock-A) Mercury 8004
 MY COMPLAINT, BABY Lamplighter All Stars (Wini Beatty) (Wini's Blues) Lamplighter LL-101
 MY LOVE'S A COUNTRY GAL Johnny Ryan Ork (I'm A) Juke Box JB-507
 MY MELANCHOLY BABY Lamplighter All Stars (Sweet Georgia) Lamplighter LL-104
 MY SWEETHEART OF THE RIO John Laurenz-Joe Venuti's Rangers (Take Grande) Pan-American Pan-047
 RED NICHOLS CLASSICS ALBUM, Red Nichols and His Five Pennies Brunswick B-1019
 Vol. II Brunswick 80070
 Avalon Brunswick 80071
 Boneyard Shuffle Brunswick 80071
 Buddy's Habits Brunswick 80071
 Peelin' No Pain Brunswick 80069
 Ida! Sweet As Apple Cider Brunswick 80069
 Nobody's Sweetheart Brunswick 80070
 That's No Bargain Brunswick 80072
 Washboard Blues Brunswick 80072
 1946 STOMP Pete Johnson's All Stars (I May) National 4001
 NO, NO Jose Luis Monero (A. Mendez Ork) (Vagabundo) Standard International F-4003
 NO SORROWS Colonial Troubadors (Iceland Hambo) Standard International F-5001
 NO VACANCY Merle Travis (Cincinnati Lou) Capitol 258
 NOT ON THE FIRST NIGHT Frankie and Her Boys (The Laziest) Juke Box JB-505
 OH, BOY, OH, JOY Espe Musette Ork (What's Cookin') Standard International F-104
 ONE MORE TOMORROW Glen Gray-Eugenie Baird (If I) Decca 18843

ONE MORE TOMORROW Frankie Carle (Marjorie Hughes) (I'm Gonna) Columbia 36978
 ONE O'CLOCK JUMP Gerald Wilson Ork (Warm Mood) Black & White BW-778
 ONE, TWO, THREE Joe Lazarz Ork (Tri-Town Polka) Standard International F-3007
 ONE-ZY, TWO-ZY (I Love You-zy) Jan Garber Ork (June Arthur-The Four-some) (Welcome To—BW-213) Black & White BW-211
 OPERA IN BLUE Disky Wells' Big Seven (Drag Nasty) HRS 1018
 OVER AND OVER AGAIN Gene Autry (Wave To) Columbia 36984
 PENTHOUSE SERENADE Marie Greene and Her Merry-men (Marie Greene) Signature 15022
 PENTHOUSE SERENADE David Allyn (Snowbound) Atomic A-236
 PERFECT HARMONY ALBUM "The Good Fellows" (Harold Grant's Ork) Standard T-508
 Alone on the Trail Standard T-2113
 At the Old County Ball Standard T-2116
 Green Hills Far Away Standard T-2116
 Long Ago Last Night Standard T-2114
 My Lonely Heart Standard T-2115
 My Old Dad Standard T-2114
 One Night in Cuba Standard T-2113
 The Kettle Song Standard T-2115
 PINE TOP'S BOOGIE WOOGIE Bailey Swing Group (Eccentric Rag) Juke Box JB-506
 PLUCKIN' THE BASS Roy Eldridge Ork (I'm Gettin') Sterling SR-105
 POCO LOCO (A Little Bit Crazy) Sacasas Ork (Octavio Mendoza) (Si No) Victor 23-0308
 PRISONER OF LOVE Ink Spots (I Cover) Decca 18864
 RAGTIME COWBOY JOE Al Trace and His Silly Symphonists (I Know) Coronet Cor-6
 REAL LOVE COMES BUT ONCE Ilya Tamarin-Russian Ork (Dark Eyes) Standard International F-2002
 REMEMBER ME? Bing Crosby (John Scott Trotter Ork) (Girl Of) Decca 18866
 RHUMBA ALBUM Carlos Molina Ork Capitol BD-25
 Arrebatadora Capitol 20057
 Chiqui-Cha Capitol 20058
 ROBERT THE ROUE Buddy Clark (You Are) Sterling SR-7005
 ROCK-A MY SOUL Four Bluejackets (Moses Smote) Mercury 8004
 ROLL IT OVER Chuck Foster Ork (Chuck Foster & Ensemble) (Who Took) Mercury 3007
 (GET YOUR KICKS ON) ROUTE 66 The King Cole Trio (King Cole) (Every-one Is) Capitol 256
 SEEMS LIKE OLD TIMES Bobby Sherwood Ork (Bobby Sherwood) (I Fall) Capitol 257
 SEEMS LIKE OLD TIMES Georgie Auld (Lynne Stevens) (Blue Moon) Musicraft 15060
 SHADOWY SANDS Harry Carney's Big Eight (Jamaica Rumble) HRS 1021
 SHE'S FUNNY THAT WAY Connie Haines (Paul Baron Ork) (California Sunbeam) Mercury 3006
 SHORTY'S GOT TO GO Lucky Millinder Ork (Lucky Millinder & Ensemble) (Some Day) Decca 18867
 SIEMPRE PENSANDO EN TI Luis (Lija) Ortiz and his Group-Yao & Alvarado (Congo Balla) Standard International F-4008
 SI NO TE VEO MAS (If I Don't See You Anymore) Sacasas Ork (Walfredo de Los Reyes) (Poco Loco) Victor 23-0308
 SLEEPY BUGLER POLKA Lawrence Welk Ork (Beer Barrel) Decca 18865
 SLOVAK TUNES (Spievanky) Lida Brodenova-John Zak (Ginger Bread) Standard International F-7001
 SNOWBOUND David Allyn (Penthouse Serenade) Atomic A-236
 SOME DAY Lucky Millinder Ork (Leon Ketchum) (Shorty's Got) Decca 18867
 SOMETHING OLD, SOMETHING NEW Will Osborne Ork (Will Osborne-Eileen Wilson) (In The—BW-200) Black & White BW-201
 SOMETIMES I'M HAPPY Nappy Lamare Levee Loungers (Blues For) Mercury 2071
 SONG OF THE BAYOU Hal McIntyre (I've Got) Cosmo 478
 STRAIGHTEN HIM OUT Wynonie "Blues" Harris (Jack McVea and His All Stars (Young Man's) Apollo 360
 STRANGE LOVE Ted Martin (I Didn't) De Luxe 1017
 STRANGE LOVE Marie Greene and Her Merry-men (Marie Greene) (Penthouse Serenade) Signature 15022
 STREET OF DREAMS Johnny Bothwell Ork (I Cover) Signature 15012
 STRICTLY CONTINENTAL Espe Musette Ork (Beer Barrel) Standard International F-110
 SWAN LAKE Skitch Henderson Ork (Cynthia's In) Capitol 255
 SWEET GEORGIA BROWN Lamplighter All Stars (My Melancholy) Lamplighter LL-104
 TAKE ME BACK TO MY BOOTS AND SADDLE John Laurenz-Joe Venuti's Rangers (My Sweetheart) Pan-American Pan-047
 TARRANT BLUES Rabon Tarrant (Jack McVea and His All Stars) (It Never) Apollo 370
 TELL ME THAT YOU LOVE ME, HONEY Phil Brito (Walter Gross Ork-The Stardusters) (In The) Musicraft 15056
 THAT GLORY BOUND TRAIN Roy Acuff and His Smoky Mountain Boys (All the) Columbia 36974
 THE BARBER (O'Barbiere) Ralph Pedi (I Cannot) Standard International F-6007
 THE CALYPSO WAY Wilmoth Houdini and His Royal Calypso Ork (Gin And) Decca 23543
 THE GYPSY Freddie Stewart (Raymond Joe Sanns Ork) (Marinette) Bel-Tone BT-7003
 THE LAZIEST GAL IN TOWN Frankie and Her Boys (Not On) Juke Box JB-505
 THE TALK OF THE TOWN Bill McCune and His Alpine Hotel Ork (The Stardusters) (Winter Interlude) Coronet Cor-8
 THEY SAY IT'S WONDERFUL Eileen Barton (You Brought) Mercury 3005
 THEY SAY IT'S WONDERFUL Ray Bloch Ork (Bobby Doyle) (Cythia's In) Signature 15021
 THEY SAY IT'S WONDERFUL Ginny Simms (What Could) ARA-139
 TOSELLI'S SERENADE Joe Venuti Ork (Come Back) Pan-American Pan-046
 TOWN TAVERN POLKA Walter Dombrowski Ork (Corn Cobbers) Victor 25-1056
 TOYTOWN BAND Al Trace and His Silly Symphonists (Toytown Jamboree) Coronet Cor-150
 TOYTOWN JAMBOREE Al Trace and His Silly Symphonists (Toytown Band) Coronet Cor-150
 TRI-TOWN POLKA Joe Lazarz Ork (One, Two) Standard International F-3007
 TWO GUITARS Russian Gypsy Ork (Balagoura) Standard International F-2004
 TWO SILHOUETTES Chu Chu Martinez (Without You) ARA-5008
 TIDAL WAVE "Trummy" Young Ork (Try, Try) GI-107
 TRY, TRY AGAIN "Trummy" Young Ork ("Trummy" Young) (Tidal Wave) GI-107
 TWO SLEEPY PEOPLE Bob Hope-Shirley Ross (Harry Sosnik Ork) (When We're) Decca 23545

(Continued on page 124)

KMOX Trips

The entire gang of the KMOX *Barn Dance*, Rusty Marion, Sally Foster, Skeets Yaney, Wade Ray and Ray Periandri will make two side trips during May. They will appear at Farmington, Mo., for the Flag Festival and at Du Quoin, Ill. Other requests to appear have been received by the gang and as soon as conditions warrant, the requests will be filled.

The Winkert Sisters, who joined the *Barn Dance* three weeks ago, decided St. Louis was too far from family and friends. They have been replaced by the Nicholson Sisters, who formerly appeared with Ambrose Haley and the Ozark Ramblers. The Nicholson Sisters apparently like St. Louis, for they recently turned down offers to appear on WLS, Chicago, and WSM, Nashville.

Southern Music Company will publish the 1946 Hillbilly Hit Parade Folio in June. The folio will include Rusty Marion's *Rock Me To Sleep in My Saddle* and five or six of his other tunes. A photo of Rusty will adorn the front cover.

The odd name of Wade Ray resulted in a mix-up over KMOX recently. Wade Ray, altho he has written some songs, has not yet had anything published. However, a Hollywood songwriter by the name of Ray Wade has had. Result—Wade Ray received credit for a published song by Ray Wade. Announcer thought it was a printer's error.

St. Louis Debut

Richard Dyer-Bennet, the 20th-Century minstrel, sang a program of ballads and folk songs in his St. Louis debut April 12 at Howard Hall. Accompanying himself on a guitar, Dyer-Bennet offered a program which included many picturesque American folk songs. His audience, consisting largely of teen-agers, greeted with enthusiasm such numbers as *Kitty, My*

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

Love and The Miller's Will. Previous appearances of Dyer-Bennet include several before capacity audiences at New York's Carnegie Hall.

A Cowboy's Heaven, by Pearl Clark and Chaw Mank, is the tune that is getting the most plugs at present of the Blue Ribbon Music Company. Georgia Mae, of WBZ, is doing the heavy plugging.

Hank Snow, currently at WJPA, Washington, Pa., will soon be rounding up his dates in this part of the country and preparing for his Canadian's p.a.'s with Big Slim. Snow, a Bluebird recording artist, has recorded *Darling, I'll Always Love You* and *Seal Our Parting With a Kiss*.

Tex Tyler, heard over KLAC, Hollywood, from 6-7 a.m. has listeners sending in the mail.

Plans Ranch

Curley Bradley, former member of the Ranch Boys and the current Tom Mix of the airwaves, is planning to obtain a real Western-style ranch where he can entertain city children free of charge.

Jenny Lou Carson's latest Decca releases are two of her own songs, *Many Tears Ago* and *You've Gotta Quit Makin' Me Blue*.

Bob Nolan and the Sons of the Pioneers will back up Monte Hale, Republic Pictures's newest singing cowboy, at least for his first four pictures, *Home On the Range*, *Rainbow Valley*, *Sunset Over Santa Fe*, and *Frontier Uprising*. The Pioneers will also continue to appear with Roy Rogers.

Bob Willis and His Texas Playboys turn Latin on their latest Columbia

release, not, however, without taking Texas along. Tune is *New Spanish Two Step*. Flipover is *Roly-Poly*.

On their first Victor recording since the lifting of the ban, Bill Nettles and His Dixie Blue Boys waxed *You Walked Away With My Heart* and *Master Minded Mama*. Nettles and his gang have been appearing on the radio and at theaters in Shreveport, La.

Zeke Manners also has two new Victor releases, *I Can Beat You Doin'* and *If You Only Knew*.

Barn Favorite

The 100 WLS National Barn Dance Favorites, compiled by John Lair, and published by M. M. Cole Publishing Company, Chicago, is popular with folk tune lovers. The book contains Southern cowboy, mountain, home, sacred songs and fiddle tunes. A few of the numbers in the book are: *Sitting 'Round the Old Fireside at Home*, *Cowpuncher*, *My Mother's Old Sunbonnet*, *Goodby Maggie*, *When It's Prayer Meetin' Time in the Hollow* and *Save My Mother's Picture From the Sale*. Collection has many pictures of former and present WLS stars, including Henry Burr, Linda Parker, Lulu Belle, Scotty, Hugh Cross, Rambling Red Foley (now with Grand Ole Opry), Cumberland Ridge Runners, Patsy Montana, Hoosier Hot Shots, the Arkansas Woodchopper, Louise Massey, Maple City Four, Pat Butram, Mac and Bob, Bradley Kincaid, Hometowners, Tumbleweed, the Sodbusters and Slim Miller.

Rex Allen, who first started in radio in another part of the country,

has settled down over WLS way and the folks seem to be well pleased with his special brand of yodeling.

The Hometowners have a sponsored program over WHKC several times daily and specialize in folk songs.

Opens at Nitery

Kitty O'Brien and Her Frontiersmen, featured on WHAT, Philadelphia, has opened a nitery engagement at Ciro's, Philly.

Kernels of Korn, headed by Harry Ranch, a popular Philly folk tune outfit, move from Ciro's to 20th-Century Tavern.

Jack Ziehler's new song, *In Cowboy Land*, was aired over WJZ and the NBC network recently. Ziehler is general manager of Hillbilly Music, Philadelphia publishers of folk music.

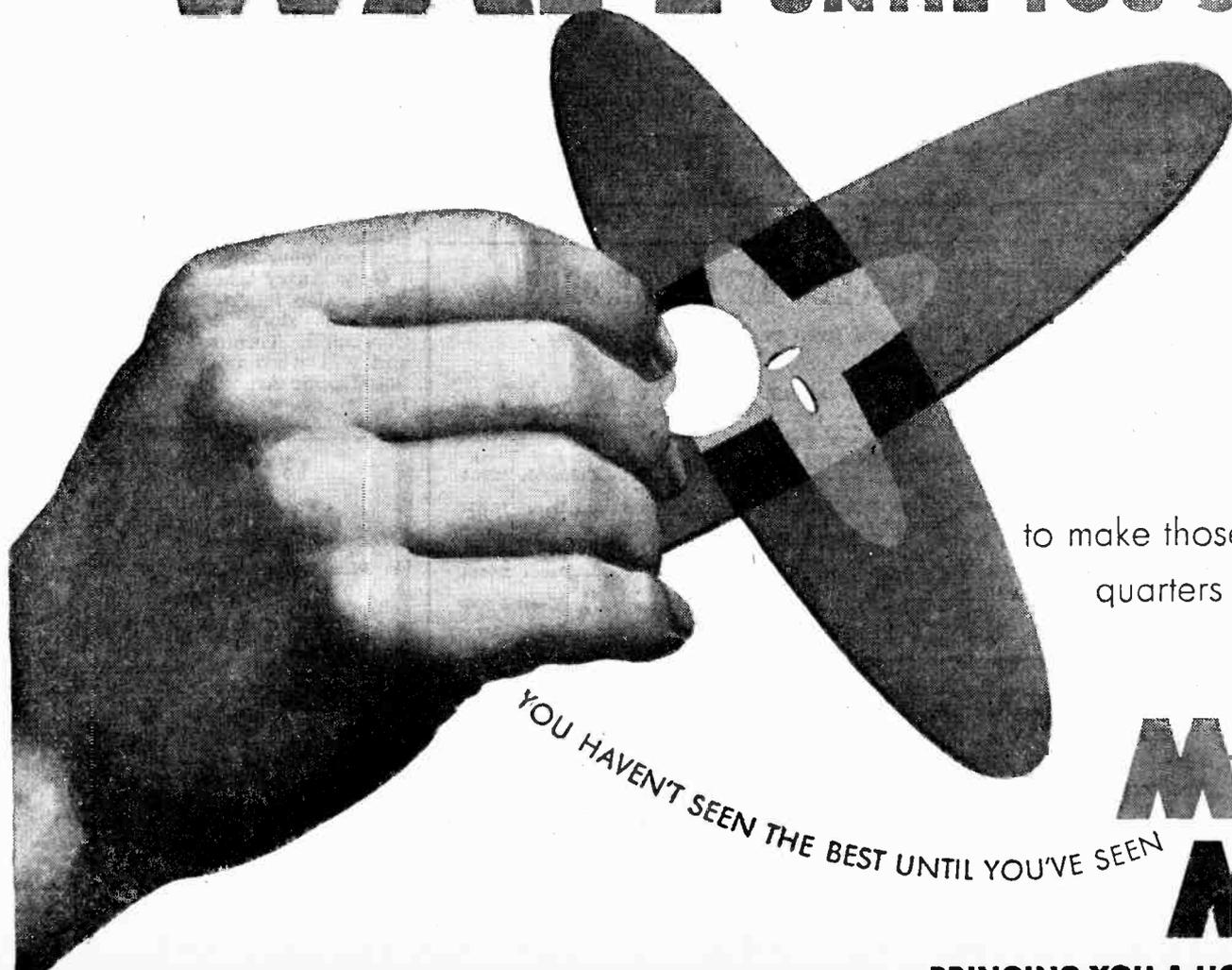
Lew Carter, *Hayloft Hoedown* comedian over YFIL, Philadelphia, went out to the Eastern Penitentiary to sing for the prisoners. A few days later he received a hand-made cigarette box that resembled the product of an expensive gift shop. Everyone around the station admired it and several asked if they could buy something like it. When Lew wrote to thank the prisoners for their gift he said he could sell five or six of them if they would send them along to him and tell him the standard price. Back came the answer: "We are now making the six boxes for you. The price is high—one song." It was signed "A Lifer."

New Tunes

Jack Howard, Philadelphia folk tune music publisher, who has just formed Cowboy Records is planning to issue illustrated small catalog of firm's latest issues. He will have pictures and biogs of all entertainers on his label.

Frank Capano, Philly publisher, has another one for his catalog. Write—(See *American Folk Tunes*, page 124)

WAIT UNTIL YOU SEE HOW



X marks the slot

to make those Xtra nickels, dimes and quarters pour in!

YOU HAVEN'T SEEN THE BEST UNTIL YOU'VE SEEN

MUSIC by MILLS

Record Reviews

(Continued from page 35)

GERALD WILSON (Excelsior 160)
You Better Change Your Way of Lovin'—FT; V.
Skip the Gutter—FT; V.

Gerald Wilson brings his solid aggregation to the turntables with a contrasting couplet that satisfies. Trasher Sisters showcase their rhythmic styling in the vocal department, taking up the bulk of both surfaces. Topside takes a slow, groovy beat with occasional sax and brass breaks setting the scene for the pipers. A clever rhythmic pattern gives the "B" side the edge, packing plenty of contagion into the jive jargon lyrics.

Jazz spot ops won't want to skip *Skip the Gutter*.

JOHNNY MOORE'S THREE BLAZERS (Exclusive 214)
C. O. D.—FT; V.
No Greater Love—FT; V.

Johnny Moore's Three Blazers, with Moore on guitar, Charles Brown on piano, and Eddie Williams on bass, make for another Coast combo in a King Cole kick. However, these offerings are geared more to the race

register with the word-warbling task falling to Brown. Lad proves his capabilities by handling with equal ease the catchy *C. O. D.* and a contrasting mood version of *No Greater Love*. Brown knuckles a captivating Steinway as Moore's swiny guitar pickings add to the musical value of both sides.

C. O. D. should bring cash on delivery at race locations.

JOE BIVIANO (Sonora Album)
Accordion Capers

A neatly-packaged album, this newest offering of Sonora, is obviously designed for counter sales. Make-up and design of the box and cover is ultra-modernistic and well-finished.

Leader Biviano has been doing groanbox work on radio for the last 15 years or so, but has also been

associated with vaude and in some flicker shorts. On the records here, he presents a sextet which includes also John Serry and Angelo Dellaira, accordions; Tony Mottola and Tony Colucci, guitars, and Ward Lay, rhythm bass.

Arrangements are full, three-parts for the accordions with the guitars switching back and forth between melody and chords. Not too much embellishment or runs, and melody line is pretty well hewed to. The *Jazz Me, Blues* side is a long ways from being *Dixieland*, but the album gives evidence that the manufacturers have sought to include a little bit of everything. *Scotch Medley* includes *Comin' Thru the Rye* and *Loch Lomond*. But the music is styled strictly for listening, rather than dancing. Not for juke ops.

FOUR BLUE JACKETS (Mercury 8004)

Brought out on Mercury's higher-priced label, these two sides may be

tabbed as almost entirely for home consumption. Quartet blend the hymns acceptably and incorporate the foot-stomping beat, pioneered by the Golden Gate Quartet. Guitar accompaniment breaks up the lull between verses.

Very little use in regular locations; possible utilization in race locations where customers go for spirituals.

AMERICAN FOLK TUNES

(Continued from page 123)

ten by Dick Darrow, it is tagged *The Moss That Covers the Old Familiar Church*.

Janet Young and Johnny Hodgkinson, Philly songwriters, have just penned a folk tune tagged *I've Got Rhythm In My Soul*.

From the West

Deuce Spriggins' Western ork, with Ken Curtis, Columbia pics Western singing star, have recorded a new Jack Kenny tune for Mercury Records. Tiny Hill also disked another Kenny song for the same waxery. Kenny, now recording four Western songs for Spotlight Records, has had 47 original tunes plattered in less than a year.

Dolf Hofer and His San Antonians, Curly Williams and His Georgia Peach Pickers and Happy Perryman's Happy-Go-Lucky Mountaineers, all Western orks, have been set for one-nighters in Southern California.

Western vocalist Kirby Grant (Universal pic) and RKO singer John Lawrence were both signed for record stints by Pan-American Records.

ARA Records seem to be going strong in the folk music field with recent signing of the Cass County Kids.

Spade Cooley and the Western Dance Gang are playing a repeat date at Bakersfield's (Calif.) Melody Bowl.

Columbia pix cowboy, Charles Starrett, will be featured guest at the Italian Brotherhoods' Society Rodeo June 8 and 9 at Jackson, Calif. One of the top events of its type in Northern California, it will be resumed for the first time since 1941.

Burnette Delayed

With more dates added to Smiley Burnette's p.a. tour thru the Southern States, his return to Hollywood is now set for May 25 when he resumes work on a series of eight Westerns.

Bob Wills and His Texas Playboys to broadcast from Hollywood via ABC April 30. They will be in the Film City during lensing of screen short subject.

Commercial airshow, *All-Star Western Theater*, features Cottonseed Clark as emcee-announcer and Foy Willing and His Riders of the Purple Sage. Set for 52 weeks, show is to be aired over KNX, Hollywood.

Gene Autry takes his horse Champ on a rodeo tour with Washington as the first stop. Four will include Cleveland, Toronto and Pittsburgh and will wind up with the show at Pan-Pacific Arena, Los Angeles, June 16.

ADVANCE RECORD RELEASES

(Continued from page 122)

VAGABUNDO (Vagabond)	Jose Luis Monero (A. Mendez Ork) (No. No)	Standard International F-4003
WARSAW POLKA	Bernard Witkowski's Ensemble (In The)	Standard International F-3005
WAVE TO ME, MY LADY	Gene Autry (Over And)	Columbia 36984
WELCOME TO MY DREAM	Jan Garber Ork (Tommy Trynor) (One-zv Two-zv—BW-211)	
WE'RE THROUGH	Dicky Wells' Big Seven (Sarah Vaughn) (Bed Rock)	HRS 1019
WHAT A LIFE	Joe Lazarc Ork (Clara & Neil) (Hop Sa)	Standard International F-3004
WHAT COULD BE SWEETER?	Ginny Simms (They Say)	ARA-139
WHAT'S COOKIN'?	Espe Musette Ork (Oh Boy)	Standard International F-104
WHEN I GETS TO WHERE I'M GOING	Denver Darling—"Wild Bill" Davison and His Range Riders (Easter Sunday)	Decca 9006
WHEN WE'RE ALONE (Penthouse Serenade)	Bob Hope-Shirley Ross (Harry Sosnik Ork) (Two Sleepy)	Decca 23545
WHEN ONE FALLS IN LOVE	Regina Kujawa-B. Witkowski's Ork (Cafe In)	Standard International F-3008
WHERE DID YOU LEARN TO LOVE?	Vincent Lopez (Bruce Hayes) (All Through)	Mercury 3004
WHO TOOK ME HOME LAST NIGHT?	Chuck Foster Ork (Marilyn Paul (Roll It)	Mercury 3007
WINI'S BLUES	Lamplighter All Stars (Wini Beatty) (My Complaint)	Lamplighter LL-101
WINTER INTERLUDE	Bill McCune and His Alpine Hotel Ork (The Talk)	Coronet Cor-8
WITH ROSE MARIE (Cu Maria Rosa)	Enzo Di Mola (If You)	Standard International F-6004
WITHOUT YOU	Chu Chu Martinez (Two Silhouettes)	ARA 5006
YOU ARE TOO BEAUTIFUL	Buddy Clark (Robert The)	Sterling SR-7005
YOU ARE TOO BEAUTIFUL	Frank Parker (Paul Baron Ork) (Begin The)	Mercury 2075
YOU BROUGHT A NEW KIND OF LOVE (To Me)	Eileen Barton (They Say)	Mercury 3005
YOU HAVEN'T CHANGED AT ALL	Georgie Auld (Lynne Stevens) (Daily Double)	Musicraft 15059
YOUNG MAN'S BLUES	Wynonie "Blues" Harris (Jack McVea and His All Stars) (Straighten Him)	Apollo 360
YOUNG MAN'S BLUES, Parts 1 & 2	Lamplighter All Stars (Claude Trenier)	Lamplighter LL-102

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
3	—	8.	SHOO-FLY PIE AND APPLE	Capitol 235
			PAN DOWDY	Stan Kenton
1	—	8.	LAUGHING ON THE OUTSIDE (CRYING ON THE INSIDE)	Columbia 36964
			The Gypsy	
3	10	9.	HEY BA-BA-RE-BOP	Decca 18754
			Slide, Hamp, Slide	
7	9	9.	OH! WHAT IT SEEMED TO BE	Decca 23481
			Give Me a Little Kiss, Will You, Huh?	
15	5	10.	PERSONALITY (F)	Capitol 230
			If I Knew Then	

PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 28)

PERSONALITY (Burke-Van Heusen), sung by Bing Crosby, Bob Hope and Dorothy Lamour in Paramount's "Road to Utopia." National release date—March 22, 1946.	Mary's. National release date—December, 1945.
STRANGE LOVE (Famous), in Hall Wallis Production's "The Strange Love of Martha Ivers." National release date not set.	TOMORROW IS FOREVER (Advanced), background theme in International's "Tomorrow is Forever." National release date—March 22, 1946.
THE BELLS OF ST. MARY'S (Burke-Van Heusen), sung by Bing Crosby in Rainbow Productions' "The Bells of St.	WAIT AND SEE (Felst), sung by Kenny Baker in Metro-Goldwyn-Mayer's "The Harvey Girls." National release date—December, 1945.

REDUCE SCRATCH
 INCREASE PLAYS
 USE

JUKO RECORD WAX

ACTUAL TESTS PROVE
 (With 3 to 4 oz. Pickup Weight)
 OVER 1,000 PLAYS ON

Oh What It Seemed To Be... F. Carle
 Personality... J. Mercer
 You Won't Be Satisfied... L. Brown
 It's Been a Long, Long Time... B. Crosby
 I Can't Begin To Tell You... Bing Crosby
 Twilight Time... Three Suns
 It Might As Well Be Spring... S. Kaye

MANY OTHERS

75c Per Can—Sufficient for 200 Records
 \$7.50 Per Dozen

MITCHELL NOVELTY CO.

1629 W. Mitchell St., Milwaukee 4, Wis.

6¢ PER POUND!!

We will purchase solid shellac stock scrap records at 6¢ per pound. Ship via freight, mark your bill of lading "phono scrap records" to insure obtaining low freight rate. We pay all freight on this basis, deducting same plus tare, and will remit to you on a basis of 6¢ per pound on net weight. Do not ship laminated records!

UNITED RECORD CO.

3114 TRINITY STREET
 LOS ANGELES 11, CALIF.

2 850 Wurlitzers, Each.....\$735.00
 1 16 Record Rock-Ola..... 195.00
 1 20 Record Rock-Ola Imperial
 with Light-Up Sides and Grill. 270.00

T & L Distributing Co.

1424 Central Parkway Cincinnati, Ohio

WILL PAY

8c each for used RECORDS. Write for full details.

Davis Distributing Corp.
 625 Erie Blvd., East Syracuse 2, N. Y.

WANTED

Rock-Ola '39 Original Counter Models
 Seeburg 10 Record Old Timers
 Rock-Ola Three-Up Automatic Payoff Machines
AUTOMATIC AMUSEMENT CO.
 216 SECOND ST. LAKEWOOD, N. J.
 Telephone: Lakewood 332

WILL PAY 6¢ EACH

Plus Freight Within 1,000 Miles
 For Your

JUKE BOX RECORDS

Must be in reasonably good condition, not cracked or chipped and not more than 3 years old.

National Novelty Co.

183 Merrick Road, MERRICK, L. I., N. Y.
 Phone: Freeport 8320

RECORD SALESMEN WANTED

In all 48 States for sensational new releases out soon. Top commission. Give particulars.

BORGES

350 Crocker Ave. San Francisco, Cal.

Juke Operator Branching Out

Discovers retailing sheet music, selling new, used records profit-builder

The first indication that the juke box operator might turn to profitable sidelines came not too many years ago when operators first began to sell used records. Before long, the used record business developed to a point where operators took the time and effort to build special window displays and in other ways attempt to expand this sideline.

Selling used records suggests a number of ways in which the operator may expand his post-war business. First among those ideas, of course, is the prospect of the juke operators going into the retail music business to sell sheet music as well as new and used records.

Ops Good Sheet Salesmen

Some years ago a prominent publisher of sheet music suggested that the entire retail music trade needed revamping and overhauling. Particularly, said this publisher, the sheet music trade needed an aggressive type of retailing merchant. According to him, too many music stores are operated by ex-music teachers or ex-musicians.

If this is true, the juke box operator would be perfectly equipped to step into the retail music business. Operators, who are known for their ability to sell and to create demand, could do a big job in the sheet music field.

The war likewise has opened a number of prospects for the juke box operator who wants to expand his business. When the manpower shortage took many of the operators' repair and servicemen, the operators turned to the radio trade and secured that trade's services. This close acquaintanceship may lead to one of two avenues of future business. Either many of the juke operators will continue to use the radio repair shop services, or the juke operators themselves will get an idea to expand into the radio repair business as a sideline.

Player Retailers

One of the dreams of the trade has been to act as retail salesmen for the modern phonograph with a record changer, now popularly known as the home juke box. The juke box operator has had years of experience in building and developing routes; he has trained men to service those routes and has the equipment for maintaining routes. It would be a comparatively easy step for the juke operator, having these advantages, to build up a home record business where he would have the job of repairing home sets.

At least one large manufacturing company has announced plans for a complete line of electrical appliances for the home, as well as juke boxes and home jukes. The plan is to give the line of juke boxes to a distributor who will also distribute the other products which that manufacturer makes, such as irons, home jukes and other electrical appliances.

Recent trade developments show that many distributors already are making contacts with manufacturers to handle radios, home jukes and other home appliances. This is but one indication of the interest distributors and operators are taking in expansion possibilities.

With the advent of so many new appliances and vast improvement on older ones, it is not difficult to imagine consumers purchasing the latest television, facsimile sets, washing machines, radios and the like by means of a central coin box located in the home. Using the coin-box method of payment, the consumer would be able to distribute his costs over a daily period, instead of the longer weekly or monthly payment periods. Many families of moderate means, who would have to wait several years before they could purchase all of the latest equipment they desire, would find these things within their reach and ability to pay. Refrigerators were sold and paid for on the coin box basis for some years before the war, and the practice was a marked success.

Op Fits in Again

Juke box operators and distributors may easily be seen as providing these appliances, servicing them and collecting for them by means of central coin boxes. Again the operators' route systems and experience in servicing and repair would (See *Ops Branching Out* on page 127)



Operators Reap Nickels From Sky, Using Airplane To Service Route

RAY SMITH, who operates the Smith Music Company in Barstow, Calif., flies in his privately owned Taylorcraft to Ludlow and Victorville to service his machines on location in those towns. He plans soon to make regular flying trips to Los Angeles, 140 miles to the south, to select and buy his records. The plane has increased his take, which is nickels from heaven.

Smith got into the aviation field several years ago and acquired the plane he now has some months ago. Already he has outgrown it and is thinking of a five-passenger Beechcraft to fill his needs. Ray has 50 hours more to go before getting a commercial license but his brother, who is associated with him in business, has 5,000 hours having flown with the Air Transport Command. His nephew, Melvin Fogel, who works with the Smith brothers, has 3,000 hours and an instructor's rating from service with the air force.

Ray Smith started operating several years ago and had been in business for a year when he went into the army. Since he was discharged two years ago, he has been in the business. This time he has gone strong, increasing the territory covered by the use of the plane. He has found it profitable to fly from Barstow to Ludlow, about 50 miles and to Victorville about 40 miles. At Ludlow he lands on a small strip that is available for private planes but in Victorville he uses the municipal airport.

Low Cost

One thing that has prompted Smith to delve deeper into aviation as a means of servicing music machines is the low cost of operation. Having the plane now is a hobby, but it is one that has been made to pay off. Smith has figured that he burns four gallons of gasoline an hour and that he can fly to San Bernardino, about 80 miles south of Barstow, in 32 minutes. Computing this cost against that of an automobile, Smith declares that he can't get 25 miles to the gallon driving on a highway.

There are some flying problems confronting Smith. But he is rapidly hurdling them. He needed a place to land in Barstow and approached the owners of a field. Their price was high so he bought 200 acres and now plans to build a hangar, oil the field and invite fliers to use the plot. The field is sufficient for landing of the Taylorcraft and can serve this single purpose as long as Smith wishes it.

The plane is too small to permit the transportation of equipment but it serves to take him to the towns for changing records and making collections.

"My weight capacity with this plane is 541 pounds. I weigh 250. So there isn't much room for anything else," he declared.

Plans Service

When he buys the Beechcraft, he plans to offer charter service to coinmen go-

ing from Los Angeles to San Francisco and other places along the Pacific Coast. He is also talking of making jumps to Chicago to bring coinmen to attend the convention. These things will be worked out later.

So far Smith hasn't used the plane for trips to Los Angeles. But he has the idea.

"It's hard to buy records and the distributors won't save them for you. I have to be there Monday to get what I want and it means nearly a full day driving down and back. I want to get some sort of transportation—a small car—and leave it near the airport. Then when I land, I can go right to town, get my records and fly back. I could do the whole job in four or five hours. It takes me 3½ to 4 hours to drive from here to Los Angeles—and that's really driving."

The airport and the new five-seater plane fits into the plans of Barstow. The town is growing, recently getting the Diesel repair shops of the Santa Fe. Smith recalls that a piece of property he could have bought some years ago for \$250 is on the market now for \$13,000. About eight years ago the town had a population of 1,500. Now it is close to 8,000 and a good pay roll town.

Smith has the music in the Beacon Hotel and cocktail lounge, the top spot in the town. The installation was made by Jimmy Dyer and features a speaker behind a neon-glowing clock in the dining room and a hidden speaker in the lounge. There is Seeburg box in the tabled section of the lounge. He also has The Katz, another topper on the main stem. He plans to put his first Aireon in this spot as Jack Gutshall of Los Angeles has requested. In fact, Gutshall made a trip to Barstow and selected the spot.

Another Advancement

Another advancement the Smith Music Company plans is to move from a side street to the main stem. A sporting goods store is also planned in the town.

Smith contends that many of his calls are for simple things and that require only the unlocking of the machine and a few adjustments. When things of this sort occur in Ludlow or Victorville, he flies down and attends the machine. In a matter of minutes, he's back in Barstow giving full time again to the equipment there. "You couldn't do it by automobile," Smith contends.

The Taylorcraft has a cruising range of 100 miles an hour and the proposed Beechcraft will cruise at 175. But the larger plane will allow the moving of light equipment.

Has Adventures

Flying, too, has its adventures. Recently Smith made a trip over San Bernardino and hit what he avows was the worst storm he had ever encountered. (See *Ops Reap Nickels* on page 127)

WANT TO BUY CHICAGO COIN GAMES
Any Kind—Don't Have To Work—All Parts Must Be There. Glass Not Necessary.

F. P. & K. DISTRIBUTING CO.
577 Tenth Avenue
New York 18, N. Y.
Longacre 3-6235

IN WISCONSIN

Aireon KLEIN DISTRIBUTING CO.
2606 W. Fond Du Lac Ave.
MILWAUKEE 6, WISC.
KILBOURN 2032-3

WANT TO BUY MILLS SLOTS

Escalator Models, in any condition.

Cash or Trade In on Precision Rebuilds.

WOLFE MUSIC CO.

217 W. Main St., Ottawa, Ill.
Tel. 1312



VAN BURRELL ADAMS

Anyone knowing the whereabouts of this man, or where he can be located, wire or call collect the

NORTH MAIN AMUSEMENT CO.
F-5976, Houston, Texas

WE WANT TO BUY

For Spot Cash 1000 PIN GAMES

SEND US YOUR COMPLETE LIST. Machines need not be in running order so long as no parts are missing. We do not need the glass.

KRUSE & CONNOR

4556 North Kenmore Avenue
Telephone: Edgewater 3500
CHICAGO 40, ILLINOIS

TUBES
BRAND NEW—FACTORY SEALED ALL FIRSTS

6L6 (Colling \$1.95) . . . 65¢	5Y3 . . . 45¢
1T4	3A4 77 68K7
384	185 78 68Q7
3Q4	1R5 6M6 6Z8
1L4	6K6 6S7 6X5

Special—Write
1/3 Deposit, Bal. C.O.D., F.O.B. N. Y.
ARCADE BULB COMPANY
56 W. 25th St. New York 10, N. Y.

WANTED—WANTED!
In Good Condition

Wurlitzer 412.....	WILL PAY \$100.00
Wurlitzer 61 Counter Model.....	100.00
Wurlitzer 616.....	165.00
Wurlitzer 616, Life-Up Top and Boffom.....	200.00
Wurlitzer 24.....	250.00
Wurlitzer 600 Rotary.....	340.00
Seeburg Rex.....	160.00
Seeburg Gem or Regal.....	300.00
Mills Throne.....	235.00
Mills Empress.....	285.00
Rock-Ola Master.....	325.00

SEND LISTS OF MACHINES YOU HAVE FOR SALE

NEW YORK DISTRIBUTING CO.

632 Tenth Ave. New York 19, N. Y.
Circle 6-9570

FOR SALE—ORIGINAL

MILLS, JENNINGS, PACE SLOTS	
3 5¢ Mills Brown Fronts.....	\$145.00
2 10¢ Mills Brown Fronts.....	155.00
2 25¢ Mills Brown Fronts.....	125.00
5 5¢ Mills Blue Fronts.....	125.00
4 10¢ Mills Blue Fronts.....	135.00
3 25¢ Mills Blue Fronts.....	175.00
1 5¢ Mills Jumbo Parade, P.O.....	85.50
3 10¢ Jennings Chiefs.....	85.00
1 10¢ Pace Comet, 3-5.....	65.00
1 5¢ Pace Comet, 3-5.....	60.00
2 1¢ Pace Comet, 3-5.....	39.50
1 1¢ Watling Twin Jack.....	29.50
4 5¢ Mills Gooseneck, J.P.....	29.50
4 5¢ Caille Club Slots, Late.....	69.50
4 10¢ Caille Club Slots, Late.....	69.50
1 25¢ Caille Club Slots, Late, No Lemon.....	69.00
1 5¢ Mills West Pocket, Green.....	42.50
1 25¢ Caille S.J.P., Green.....	39.50
1 25¢ Mills Dice, Stand.....	39.50
1 5¢ B-Ball Texas Mustang.....	79.50
50 Safe Load Stands.....	\$8.00 to 15.00
1 Triple Revolver, No Door Lock.....	150.00
3 Mills Double Cabinet Stands.....	45.00
50 Bags R.W.B. Tickets, 2100 Count.....	\$1.50 a Bag.

3 25¢ Mills New Black Cherry, 2-5
Payout Wanted—Total Rolls.....—Write
1/3 Deposit With Order, Balance C. O. D.
FORST MUSIC AND NOVELTY CO.
1279 Main Street Green Bay, Wisconsin
Phone: Adams 5682

The NEW Sensational

ROCKET BALL

Price \$299.50

(SIZE 8" 6")

Distributed in this territory by

MANHARDT

CO. Inc.

547 N. 16th St. MILWAUKEE 3, WIS.
Phone: West 8345

WANTED CIGARETTE

VENDING MACHINES

ROWES—ROYALS AND PRESIDENTS
NATIONALS—9-30 AND 9-50
STEWARTS—9 COLUMN CHAMPIONS
U-NEED-A-PAKS—9 COLUMNS

Address: BOX 300, c/o The Billboard,
390 Arcade Bldg., St. Louis 1, Mo.

CLOSING COMPLETE ARCADE
ALL MACHINES ARE A1

2 TOMMY GUNS.....	\$ 70.00
1 MARBLE GLOW ANTI-AIRCRAFT.....	35.00
6 AIR RAIDERS.....	90.00
4 SKY FIGHTERS.....	150.00
2 CHICAGO COIN HOCKEY.....	154.50
1 WESTERN BASEBALL (Working).....	60.00
2 BALLY RAPID FIRE.....	125.00
2 MILLS OWL (Pinball).....	40.00
2 SEEBURG SHOOT-THE-CHUTES.....	65.00
2 CHICKEN SAM (Target Conv.).....	70.00
2 CHICKEN SAM (Hitler Conv.).....	60.00
6 Gun ABT Shooting Gallery with new guns that have cutoff at 20 shots. Guns, counters, 3 targets and compressor; must sell, best offer; ship immediately. Crating machines extra.	

SPORTLAND ARCADES
14 W. BAY ST. JACKSONVILLE, FLA.

Every Juke Box Powerful Selling Agent Adaptable To Spot Ads

The old axiom, "one hand feeds the other," is in for a good going over on the nation's juke boxes.

With manufacturers of records and coin machines planning the greatest products of all time, the industry has had an unprecedented momentum from the very beginning—and a sadly neglected phase—exploitation—must soon get a run for its money.

The entire amusement industry learned long ago that it has the biggest advertising dollar of all. Motion pictures, legitimate shows and concert attractions are in daily papers, magazines, store windows and on the air and billboards in a never-ending stream of colorful display. They sell two major items: The artists and the attraction. They sell tickets to countless theaters (which only take a small credit line in the localized ads), to people who are convinced that the artist and attraction are worth the price of admission.

With 400,000 juke boxes as a start—the industry has a vast exhibition chain. Yet prior to the war very little was done to sell the artists and attractions on these machines.

The record companies, several independent groups and a few operator associations did lay a groundwork, but it was never carried thru to even part of its potential extent.

Types of Exploitation

1. SPECIAL TITLE STRIPS: At very infrequent intervals the record companies supplied operators with a special strip for the machines... in colors instead of the usual black printing on a white background... sometimes with small designs... sometimes with illustrations. The limited size of the strip didn't allow much in this line but some remarkable things were done.

Film companies sometimes supplied these strips thru the record company to give special display to picture songs—especially when the record artist appeared in the picture. Operator associations with "Hit of the Month" plans used this medium to point up the month's big record.

This type of exploitation is only effective when the customer is looking over the list of selections, but by giving an extra push to one of the 16-24 items on the machine it created an over-all plus business.

Cards, Stickers

2. SPECIAL INSERT CARDS AND STICKERS: Usually the same size, about half again as large as a calling card—these special pieces were supplied by the same people who distributed the title strips. With more room to work with, the cards and stickers always included a picture in the colorful little ad layout.

They also featured a large "PLAY NO. 1" in the copy as a direct sales argument. The card inserted behind the window of the machine or the sticker placed in front of the glass was intended to catch the extra nickels from the passerby—to stop his quick glance and to get him over to the coin slot. The No. 1 spot was used for the designated record to give it importance.

This idea was very popular, and tests proved that it definitely increased plays. Research has proved that pointing out something to the customer by special display will usually arouse enough curiosity for at least one try. Any operator knows that one big record will always increase the total plays on the machine. This idea served both purposes.

It had one drawback. Juke box servicemen are usually in a hurry. Inserting and withdrawing cards,

putting a special record in the No. 1 slot and watching the effect took time and attention. Stickers were even a bigger annoyance to them. Naturally, many of them rebelled at these extras, but the enterprising operators who pressed this idea were always enthusiastic over the results.

Here was an advertising idea and material which the operator received free. The advertising space—the juke box—belonged to him and all it entailed was a little attention and extra service—for the same exploitation that other branches of the industry spend fortunes on each week.

Increase Play

Post-war times will see ever-increasing use of this idea, as it only stands to reason that advertising should increase plays—it's a part of big business and the post-war coin phonograph industry will be big business.

3. SPECIAL POSTERS: Several attempts were made to create special posters to put on top of the machines, bars, cashier cages and various other vantage points in a location. These are expensive items and so far the use of them didn't warrant the cost to the producer. This item sold first the idea of playing the machine and then a special number on it.

Easy to use, its failure to become an important factor can only be attributed to lack of interest in exploitation. Yet tests proved that a properly placed poster created new business while increasing old business on the machine. They are miniature billboards—producing the same effect as large displays in other amusement advertising.

The record and film companies and other interested groups were and are willing to spend money for these cards. All they want is enthusiastic use by the operators. They will increase returns for everybody.

4. BACK-BAR MIRROR STICKERS: In 1941, RCA-Victor introduced a new idea in operator exploitation. A special gummed sticker, designed for mirrors behind bars and soda fountains. Big enough to sell an idea and small enough not to take up too much space (about the size of a candy box top), they sold "Today's Special," in two parts, on the coin phonograph and in liquid refreshment. On the left-hand part a record title and artist were printed in; on the right a space was left open for the store or bar owner to fill in his special in either a hard or soft drink.

This enjoyed a great deal of popularity, but like anything new the idea had to be sold to the users, and its success depended on the serviceman getting it up behind the bar.

Sales Display

This piece offered sales display to both the operator and location owner. It sold people up front on going back and playing the machine—and didn't cost the users anything. Ice cream companies, soft drink and liquor manufacturers and others have used this idea for years. Its effectiveness is simple. It is something in front of the eyes of those seeking refreshment and since there is little else for them to look at, it usually sells the idea.

5. SPECIAL COASTERS? MENUS, etc.: More expensive and less direct than the other pieces these too have been tried—based on the same idea—selling the customer at the table, bar or fountain on the idea of playing a certain record on the machine... and indirectly selling him on playing more records once they get the first nickel.

All of the above items were and

Trade Patriotic WorkPoints Way

Wartime activities won friends and helped whole industry

By Jack Weinberg

THE COIN machine industry of the nation has just gone thru the most patriotic era of its history, and by the patriotism the industry showed it gained for itself more friends and devotees than ever before.

Now is not the time to throw such things down and forget all about them in the post-war period which bids fair to be the greatest the industry ever had.

During the war years all a coin machine distributor or manufacturer—and, sometimes operator, too—had to do was hear that some army or navy encampment needed musical entertainment.

Post-haste a juke box was on the way with the coinman's compliments. The same was true of a pin game here and there, too.

Aided Treasury

The Treasury Department found itself in need of aid in its war loan drive. The industry banded together in a hurry. "Buy a Bond Today" was soon on thousands of juke boxes in the country and the drive was given added impetus.

Red Cross appeals, War Chest campaigns, blood donor demands, were all heard by the industry and promptly answered.

That's a record coinmen should be extremely proud of. But, now is not the time to rest on the laurels. Now is the time to move forward with more of the same.

Some settlement house need a juke box for its kids? Who will be the first coinman to donate such a machine from old stock? You've got new ones on the way. The numerous friends you will make for yourself and the industry will (See Trade Patriotic on page 128)

will be available free of charge to operators. Record dealers have been getting similar items for years—because they've used them extensively—because they sell records. The record companies and other interests would be happy to give operators the same exploitation service they give dealers, if they were sure that the expense was warranted by extensive use. The ideas and willingness are there. New ideas will be forthcoming. How much and how often will depend on operator enthusiasm.

The business will be more competitive than ever before—for both the companies and the operators. There will be many newcomers, yet the products will be pretty much the same. Promotion must be a major factor.

Associations Help

The Cleveland and Philadelphia coin phonograph operator associations proved definitely that exploitation increases play. Besides using most of the above items, they advertised their "Hit of the Month" in newspapers and on the air. The Cleveland association went so far as to advertise on trolley cars and to tie up with retail outlets.

They plan to continue on an even greater scale when things return to normal, as they proved that the play on a single record could be bounced 10 times over, while increasing the play on everything else and the popularity of the juke box.

The stage has been set: All these ideas need are follow thru. By instructing the serviceman in the use of these items and keeping after him, the individual operator can increase his business and the supply of these free promotion pieces. They will get bigger and better, and many new ideas will be introduced by disk manufacturers (especially the new ones) trying to outdo each other—as they've done with dealers for many years past.

Greene Calls Conservatism In Methods and Merchandise Foundation of Vending Biz

"Popular Science" Aspects Sometimes Obscure Realities

Mechanical marvels in the vending machine industry, just as in other fields, capture the imagination of the public. The "popular science" aspects of our industry, however, sometimes have a tendency to obscure the fact that the foundation of our business consists of relatively conservative methods and merchandise.

Sound business operations and coldly practical considerations have prevailed to bring the vending machine industry to its present prospering stage of development. As a bright future opens up before us, these same sound and conservative operating methods will predominate.

In like manner, the same basic machines around which modern automatic merchandising expanded during the past two decades will continue to constitute the mainstay of the industry. Cigarette, candy, gum and nut venders will remain staple equipment, regardless of what new wonders of merchandising machinery appear.

Tops in Salability

The reason for this lies in the nature of the merchandise which is sold through these basic machines. Such items as cigarettes, candy, nuts and gum possess the maximum requirements of salability for a successful vending machine operation.

It should be emphasized that it is not the machine itself, but the goods it sells or the service it renders that is the controlling factor in automatic merchandising.

The machine is a piece of equipment, a cash register-showcase combination. It is a supplemental means of selling where personal attention is not required or would not be profitable or practical. The machine cannot create demand. It serves demand which already exists, and which has previously been created through advertising and other forms of promotion.

Volume Makes Profits

Therefore, the measure of a vending machine's popularity must be the acceptability of its merchandise. Obviously, nationally advertised standard brand merchandise is most generally acceptable. And it is this type of merchandise which has been responsible for the growth of automatic merchandising as a supplemental sales medium.

Mass demand is essential to assure volume which is important to profits. In automatic merchandising, the unit of profit is relatively small, and therefore great volume must be depended upon.

The basic types of machines assure this volume.

Similarly, with machines that dispense services, the service must be in great and frequent demand, as in the case of coin telephones, scales and parcel lockers.

To a neophyte operator lured into the field by the glamour of new machines, we have this word of advice. It would be well to start in the older, more established lines of merchandise machines, find out whether you can make a go of this business, and then, once you are firmly established, you might desire to experiment and branch out into other types of merchandising.

For the welfare of the industry as a whole, it would be wise to discourage speculation and undue risks on the part of new and inexperienced operators seeking quick profits based on the novelty of a machine, and the same holds true for experienced operators, unless a thoro investigation is made first. Salability of the merchandise of services provided rather than any tricks the machine may perform should be the main consideration.

In placing emphasis on such basic machines as candy, gum, nut and cigarette venders, we do not mean to imply exclusivity for this equipment. It is highly possible that the fad of today may become the basic machine of tomorrow.

Beverage machines are making considerable advances, building up volume. Beverages possess the qualities of ready acceptability and mass demand that determine the success of the automatic merchandising method. The coin-operated washing machine may in time find itself in the basic class. The new hot dog venders may also, in time, satisfy such a mass demand as to rank them as commonplace equipment.

Manufacturers and suppliers of goods and services are becoming increasingly aware of automatic merchandising as a valuable supplemental sales outlet.

The public relations efforts of our industry are helping to break down misunderstandings and are winning many new friends for this modern method of merchandising.

New Locations Unlimited

Manufacturers who decide to try this new channel of distribution should be aware of the requirements of successful automatic merchandising. If they have a familiar, widely popular product for which a mass demand already exists, they should find the automatic vender an important means of increasing their sales.

While the future will undoubtedly bring new products into the field, there will be plenty of room for expansion also for operators of basic machines. New location possibilities are tremendous, and the basic venders which form the pillars of our industry should be basic for a long time to come.

OPS REAP NICKELS

(Continued from page 125)

"It turned me upside down and around," he said. When it is considered Smith weighs 250 pounds, it takes quite a bit of storm to do this to him.

With prosperity in Barstow a permanent thing, and aviation progressing by leaps and bounds, Smith will add the larger plane to his holdings. He will, probably, buy records in San Francisco as well as Los Angeles. There's no telling, he may make a jump to Chicago or New Orleans—or even New York to get a record that he can't find in this vicinity. Ray Smith is abreast of the times.

OPS BRANCH OUT

(Continued from page 125)

make them natural leaders in such a movement.

All indications point to great expansion for the juke box operator and distributor. Whichever of these, and many more possibilities, the operators develop during the coming period, one thing is certain. That is that the operator's past experience and natural resourcefulness will pay big dividends.

Folk Music Trend Felt by Juke Box

Folk music during the last 10 years has swept the country, quietly but surely, and has now got to the point where topflight folk artists equal salaries made by singers of pops and this includes Bing and Sinatra. Invasion has been complete in every field—juke boxes, radio, motion pictures, records, p. a.'s, circuses—in fact, name it and you'll find the folk artists are strutting their stuff in it.

In radio, for instance, almost every station has at least one program where either ex-Westerns or hillbillies predominate. Most stations have more than one program and some have nothing but folk airings scheduled. Station WLS in Chicago is probably the nation's premiere radio station dedicated entirely to the rural listening audiences. Except for the pick-ups from ABC, trying to find anything dedicated to metropolitan audiences is like searching for the proverbial needle. WLS, located in the country's second city, rates a tremendous listening pull, just as WLW and WSM—other stations which carry heavy hillbilly programming and which are located in large cities. Reason for this, according to all three station executives, is that more and more people are coming to like the folk music even in cosmopolitan areas, especially during the last 10 years. The fact that all three stations are located in the so-called original hillbilly belt is important too, but not so important as to explain why Hollywood and other show-biz centers are booming with the guys and gals who give forth with the folk stuff.

Rich Reward

One way of delving into whether or not certain trends are developing is to find out whether the spondula is being laid on the line. Roy Acuff, star of NBC's *Grand Ole Opry*, is known to have reaped about \$400,000 from his efforts last year from radio, pix and records. Gene Autry isn't far behind, if any, and other folk boys are drawing down comparable sums. But as proof of the hillbilly trend, and how rapidly it's developing: Acuff was on the Relief Rolls not very many years ago, down in Nashville, the city that placed him on the hillbilly map.

Capitalizing on the folk trend, Mutual has blossomed out with a full web airing of Purina Saturday noon version of the *Opry*—using the *Opry* stars—Acuff, Ernest Tubbs and others.

Albert Gibson, promotion manager of WSM, where the *Grand Ole Opry* originates, accounts for the folk music upswing to people everywhere turning to songs of the soil, lament, etc. He compares folk music of the States to folk music of Russia.

Three Types

"Folk music of our country is divided into types, Western, hillbilly and the older mountain type," he said. "A lot of it is nostalgic but not without humor, and even the high brows are coming to realize its appeal. It certainly has helped out WSM and I believe in turn the station has helped out the folk artists."

WLS was where the folk musicians got their first chance in radio. The National Barn Dance started there in 1924 on a very small scale, but since then has built into a big radio deal employing many folk tune artists and getting the biggest stars of radio and pix to appear as guests. Red Foley, Lulu Belle and (See *Folk Music Trend* on page 128)

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NOW DELIVERING
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FIRST COME—FIRST SERVED

COMPLETE STOCK ON HAND OF
GUNS — PARTS
COIN CHUTES

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Chicago Coin Goalee	Advance Gum Ma-
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CONSOLES

Royal Flush, C.P.	\$ 75.00
Evans Bang Tails, C.P.	95.00
Pace's Races, Brown, C.P.	125.00
Keeney Skill Time, C.P.	60.00
Jumbo Parade, F.P.	90.00
Jumbo Parade, C.P.	125.00
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MUSIC ACCESSORIES

15 Wurlitzer 30-Wire #100 Wall Boxes	\$17.50
15 New Packard Wall Boxes	38.95
2 #331 2-Wire Wurlitzer Bar Boxes	15.00
2 #332 2-Wire Wurlitzer Bar Boxes	15.00
2 New Seeburg Packard Adapters (Spruce)	65.00
Packard Keyboard Selector, Wurl. 24 (New)	35.00
2 Emerson 32-Volt Wurlitzer Motors	15.00
1 Emerson 32-Volt Seeburg Motor	15.00
1 Janette 32-Volt Converter	50.00
1 Janette 110 D.C. to A.C. Converter	50.00

1/3 Deposit Required on All Orders.

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Direct Positive Paper

CAMERAS—EQUIPMENT

Filing orders coast to coast. No delay. Plenty of Eastman Direct Positive Paper. New Low Prices. 250' rolls 1 1/2" — \$4.20. 2 1/2" — \$5.85. 3" — \$6.53. 3 1/4" — \$6.90 (plus tax). Full stock of other sizes. Also a new line of Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. New catalog just published lists everything. Sent Free.

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CORRECTION

In last week's ad the Per 100 price on 2 1/2" Maple 5kcc Bells was listed incorrectly as \$32.50. THE CORRECT PRICE PER 100 IS \$37.50.

BLACK MARBLE COMPANY
1527 Fairmount Ave. Philadelphia 30, Pa.

Now on Display in Our Showrooms!

MILLS	MUTOSCOPE	PRE-FLIGHT
VEST POCKET	VOICE-O-GRAPH	TRAINER
BLACK CHERRY BELL		

DON'T FAIL TO COME IN AND SEE THEM!

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1849 Main Street, Springfield, Mass. • 29 North Main Street, Fall River, Mass.

Coal Strikes Push Steel Output Down

PITTSBURGH, April 20.—Continuing strike in soft coal pushed the output of steel ingots down to 79 per cent of capacity, a drop of nine per cent from the previous week's operation, industry sources reported.

In the preceding week, mills were running at about 88 per cent of national capacity, but in some areas plants were reported to have dropped to half of maximum output.

But the index of U. S. industrial production prepared by Standard & Poor's Corporation edged up to 147.4 per cent of the average output in the years of 1935-'39. This compared with 147.1 the previous week and 209.2 per cent a year ago.

Trade Patriotic Work Points Way

(Continued from page 126)
more than repay you for the cost of the box you gave away.

Is there a community fund drive in your town? Form a special coinmen's campaign committee, undertake a quota and go out and double it. You'll see how your co-workers in the city-wide campaign will laud you for this.

Continue helping the Sister Kenny Sock Polio drive, join in the March of Dimes, the Red Cross and other fund-raising efforts. Operators can band together and give a certain percentage of their take for a certain day to such drives. Sure, it will cost them money—but look at all the personal satisfaction they will get in return for a good deed well done.

Help some poor family in the neighborhood; take some deserving G.I. under your wing and give him a break in business and your personal thanks for the many things he gave up to fight our war for us.

Give a helping hand to the Boy Scouts and the Girl Scouts in your town. Be a Big Brother to some poor kid who hasn't been given a decent start in life.

Dozens of Ways

There are literally dozens of ways to lend a guiding hand, to give someone a lift. It will give you an added zest you never had before. It's good to make all the money you can, but it's better still to share some of the good things you have with those less fortunate than you.

When Christmas time comes, round up a bunch of under-privileged kids, fill their wrinkled bellies with all the food they can eat, give a show, send them home laden with gifts. Make it an annual Coinmen's Party for Kids.

Do any one or several of these, and you will continue to be the patriot you were during the war, only you won't be waving a flag. And, selfishly, you'll be making friends for your industry.

Folk Music Trend Felt by Juke Box

(Continued from page 127)

Scotty, the Arkansas Woodchopper, are known to million of corn-fed (and those who eat caviar, too) fans and each week the Eighth Street Theater, where the show is aired, is crowded to capacity, just as is the Ryman Auditorium in Nashville, where *Grand Ole Opry* originates. Long lines of patrons waiting to catch glimpses of hillbilly heroes and capacity houses within (and both charge dough for the shows) attest that the folk boys aren't doing so bad at all and neither are the advertisers who have hitched on the bandwagon.

Good example of a folk artist—one every land, is Burl Ives. Burl is now currently appearing in the best night clubs and having been one of the stars in *Sing Out Sweet Land*, is now in Hollywood where he is busy on another pic in which the folk music will occupy an important part.

Selling Power

Station WLW is one of many stations in the country putting on hillbilly shows, but it is outstanding in the fact that three big web shows originate in its studios—all with hillbilly talent (some prefer folk artists as the moniker for them). Station execs claim a lot of merchandise is sold via the hillbilly route, and that more stations in all parts of the country are marching into the rural entertainment fold since finding that even city slickers like the country boy stuff.

WLW has long had its ear to the ground in regard to the hillbilly trend and its execs reflect now that the rural boys have helped the station as much as the station has helped them. It works this way: Stations give even wider audience for the folk artists the stuff it wants, and artists, because of air publicity derived from programs, in turn reap large scale rewards from p. a.'s. Station gives heavy plugs to these p. a.'s during programs, and capacity crowds wherever troupes go in the range of WLW's signal, attest pulling power of the radio segs. Thus station builds audience constantly and sells merchandise, the artists make plenty of scale and everybody is happy.

Web shows piped out of WLW are the NBC sustainer, *Boone County Neighbors* (Sunday, 8:30-9 a.m.); *Circle Arrow* (Sundays, 10:30-11 a.m.), sponsored by Western Auto; *Midwestern Hayride* (Saturdays, 6:30-7 p.m.), sponsored by Standard Oil. In addition, station airs half a dozen shows daily, using same talent.

This adds up to biggest hillbilly airings of any American radio station.

A good instance of how rapidly the hillbilly music has spread can be cited in the case of *Boone County Neighbors*. The program started years ago with a minimum of talent. Today, program aired by NBC, includes such folk artists as Bonnie Lou, The Trailblazers, The Brown's Ferry Four, The Johnson Twins, Lafe Harkness, The Turner Brothers and Chester Atkins.

Varied line of topflight talent, plus the fact that many of them have worked together for years, helps Bill McCluskey, WLW's rural talent impresario, to work out any combination of acts or program themes that might be demanded for any particular show.

Another important outlet for WLW folk talent is in Europe where many specially designed programs are aired. England and France seem particularly fond of the American hillbilly music. In France, the programs are interpreted by a French announcer and aired over 21 stations in the government controlled radio France web.

Reports from both countries indicate the populace really go for tunes of the West, the mountains and the Texas range—the no one has really been able to figure out why. Probably the influence of the moon pix in which Western rough and ready characters are prominently displayed, accounts for it.

McCluskey in a big time job at WLW, predicts station will expand activities in the hillbilly line, and that other webs and stations will be getting on the hillbilly bandwagon soon if they are not already on it.

These stations, pioneers in folk music and now leaders in the field, prove what can be done with the hillbillies and also prove that a lot of dough can be coined both by station and advertisers who have the foresight to cash in on the rapidly growing trend to bucolic, simple tastes.

Vending's Place In Modern Sales

Venders have emerged from experiment to an accepted medium

By Nathaniel Leverone

AUTOMATIC Merchandising has emerged from its experimental and fact-finding period of development to its present secure position as an accepted and respected medium for supplying the needs of the American public for a continually increasing variety of products. However, it must be recognized that mechanical selling is advantageous only where conditions render personal selling too expensive or inconvenient. After many years of experience, there is overwhelming proof that automatic merchandising not only does not compete with retail stores, but actually creates new customers for many products.

An example of this is the impetus given to sales of products by the installation of Canteens in factories. Surveys by manufacturers have proven that in given localities, their sales to local jobbers and retailers have increased materially as a direct result of the demand created by new customers who acquired a liking for candy bars, gum and other products when they were made available to them on the job by automatic merchandising.

In-plant supplementary feeding is perhaps the best illustration of meeting a pressing need which could not be served by personal selling methods. The between-meal nourishment supplied to industrial workers by candy and other quick-energy foods, and the refreshment afforded by carbonated beverages, coffee and milk, are extremely desirable from the viewpoints of both workers and management. For practicable operation, these products must be readily available to workers in convenient locations throughout the plants at all times, frequently on a 24-hour-a-day schedule. It is apparent that stands operated by attendants would not only involve a prohibitively high operating cost, but would also constitute a cumbersome and disruptive method of filling the workers' requirements. Canteens meet this need ideally, providing instant availability of the products purveyed, yet requiring no attention by plant personnel.

Fill Other Needs

Other needs filled by automatic merchandising are those of the general public for food, drink and cigarettes when restaurants and retail stores are closed. Coin-operated "silent salesmen" in railroad stations and other locations where such needs are encountered in sufficient volume are entirely logical and practicable—again the only method by which this demand can be met in a practical manner.

With the end of the war, the public is looking forward to many advances in automatic merchandising, just as in countless other fields, and these advances are definitely assured. The Automatic Canteen Company of America is adding new Canteens that are precision acting, with the proper capacity to render comprehensive service, and offering the finest products that will be available. These include Canteens which will deliver freshly made hot coffee, cold milk, cigarettes, and the new Canteen Grill, which utilizes the newly discovered principles of electronic cooking to provide hot sandwiches at the drop of a coin. Still further improved Canteens selling candy, gum, nuts and carbonated beverages will also be available.

Merchandising Facts

Just as the growth of automatic merchandising has been built upon a rigid Code of Ethics which stresses particularly two cardinal principles of giving the public full value in merchandise, and providing the finest of service, so has its widespread acceptance created an erroneous impression that it is a field where success and profits come easily and effortlessly. This misconception has arisen from the very unobtrusiveness of the service rendered which in itself is a testimonial to the thoroughness of training, the long years of experience, and the assiduous and continuous attention to a multitude of details which exemplify the ethical and successful operators.

Central Coin Is New Revamp Firm for Chi

CHICAGO, April 20.—Parker Brown, Bob D'Amato and Pat Brown are partners in Central Coin Machine Company, new firm here which will specialize in conversions of ray guns and other amusement machines.

Established in quarters at 2408 Bryn Mawr Avenue, partners announce that their first revamp jobs—ready to go now—are two ray guns. Back-grounds for the machines are by Craig Parker Studio of Commercial Design, which is set up for coin machine designing.

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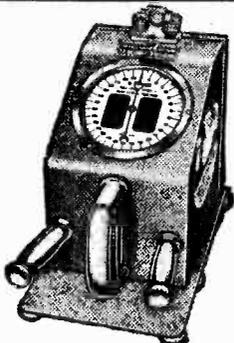
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PHONOGRAPHS—READY FOR LOCATION!

Wurlitzer 750E, Exc. Cond. \$750.00
Wurlitzer Twin Twelve Buckley System. 189.50
Wurlitzer 24 Hideaway, R.O., Orig. Cab. 325.00

PARTS AND SUPPLIES

1 Wurlitzer 600 Speaker \$27.50
3 Wurlitzer #300 Adapters 32.95
1 Wurlitzer 24 Adapter 39.50
1 Wurlitzer #130 Adapter 37.95
2 Keeney Adapters 24.95
3 Wurlitzer 818 Amplifiers 39.95
1 Wurlitzer 600 Amplifier 49.50
1 Wurlitzer 500 Amplifier 49.50
Packard Boxes, Like New 27.50
2 Wurlitzer #304 Steppers 19.50
1 Wurlitzer #145 Stepper 40.00
6 Solenoid Drums for Wurlitzer 21.95
2 Buckley 32 Selection Chrome 14.95
15 Wurlitzer #125, 5-10-25 22.50
Rock-Ola Motors—Wurlitzer D.C. Motors

FOR MUSIC MACHINES

8 3-Wire Select-o-Matics \$95.00
Astato B2 Crystal Pick-Up Cartridges 4.75
Metal Chandelier Speakers 10.00
UA-15 All Purpose Amplifiers, Comp. with Tubes 45.00
2" Hard Rubber Casters, Per Set of 4 1.35
Zip Cord, 500' Rolls, Per Ft.02
Program Strips, 500 Sheet Pkgs. 3.00
Wurlitzer Main Gears 3.50
4 WATLING SCALES, LIKE NEW 95.00
4 Seeburg 20 Sel., 5¢, Wireless Wall-O-Matics 37.50
1 GSR-1 Selection Receiver Like New 22.50
1 Wurlitzer Motor Converter and Kit for 32 Volt Output 50.00

BACKGROUND INVASION SCENERY IN 12 VIVID COLORS
FOR SHOOT-A-BAZOOKA, CHICKEN SAM CONVERSIONS
\$12.50 COMPLETE, INCLUDING TANK TARGET

WE CARRY A FULL LINE OF TUBES, KEYS, PLASTICS,
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DAVE LOWY & CO.

594 10th Ave., New York 18, N. Y.
Phone: Bryant 9-0817

'Latest' Features Of 1900 Juke Box Interest Coinmen

CHICAGO, April 20.—If you remember when By the Waters of Minnetonka led the honor roll of hits, the 1900 model juke box on display at the recent AMI showing in Chicago no doubt stirred some fond recollections. But most visiting coinmen simply marveled how up-to-date the juke makers of that day were.

Phonograph, made by the Electric Phonograph Company of Kalamazoo, Mich., some time between 1900 and 1906, offered players a choice of 24 selections, ranging from Back Where the Daffodils Grew to Save a Kiss for Rainy Weather. Selection, however, was strictly manual.

To rotate the large Ferris Wheel-like record holder with its 24 cylinders of music, the customer simply turned a small crank opposite the coin chute. By a system of chains and sprockets, he rotated the record wheel and a smaller wheel which was numbered 1 to 24 around the rim. When the number he wanted was even with an indicator, he put in his coin and the machine began to play.

The cylindrical record, held in a metal cylinder, meantime had moved into position at the bottom of the box just opposite the cylinder of the record player. At the touch of the coin in the chute, the cylinder of the player slid forward just enough to take hold of the record and rotate it. As it played, the record slid onto the player cylinder. Then at the end of the piece, it was kicked back into its metal container, and the machine was ready for another customer.

Works of the phonograph were visible thru a large glass window, so the patron got a demonstration in juke box mechanics as well as music for his nickel. Box is 5 feet 8 inches high, 27 inches wide and 21 inches deep.

Altho it has no amplifier—only the standard horn of the phonograph of the day—it is at ear level in a wooden sounding box. Player mechanism is operated by a tiny electric motor, much smaller than those used in modern jukeboxes. Also, the lights in the box turn on only when the machine is playing.

Long Island Tavern Men In Mass Meeting on Beer

LONG ISLAND, N. Y., April 20.—A mass meeting of tavern owners and those with indirect tavern interests, such as juke box and vending machine operators, will be held Monday (22) at the Lost Battalion Hall, Elmhurst, on subject of the critical beer shortage.

Sponsor is Queens County Liquor and Restaurant Association, with representatives of the brewers, American Federation of Labor, American Legion, Veterans of Foreign Wars, the New York Division of Veterans Affairs, and Allied Liquor Industries, Inc., slated to address the group.

Hamel Company Settled in New Boston Offices

BOSTON, April 20.—W. P. Hamel announced that his firm, Hamel Distributing Company, now is settled in its new headquarters at 919 Beacon Street, close to Kenmore Square.

L. William Greeley is general manager of the company. Both he and Hamel are veteran New England coinmen with more than 18 years' experience in the music business. Sales manager is Franklin S. Wright.

Hamel said his firm's service department, headed by Fred Richards, is prepared to give music operators thruout New England service on phonographs. Assisting Richards are Edwin A. Dresser and Harold Bean. To go to meet demand hinges upon

Capitol in Stock Sale; Purchases Eastern Disk Plant

HOLLYWOOD, April 20.—Capitol Records, Inc., has registered 95,000 shares of 25-cent par value common stock with the Securities and Exchange Commission.

Stock is being sold by Blyth and Company, Inc., and Union Securities Corporation. Public offering price and underwriters' names will be filed by amendment.

In an expansion move, Capitol recently purchased all of the stock of Scranton Record Company, diskery employing 700 persons in Scranton, Pa. New pressing plant, which formerly serviced independent record manufacturers, will operate as a manufacturing division for Capitol.

Shreveport Bans Venders From Walks

SHREVEPORT, La., April 20.—All street vending stands operating on city property, whether they be in the street or on the sidewalk, were ordered removed by April 15, by city council.

Introduced by Commissioner of Public Safety L. K. Barney, the motion passed by a vote of 3 to 1. Voting for it, were Barney, Mayor Sam S. Caldwell and Commissioner of Finance John M. Ford.

Commissioner of Public Works H. Lane Mitchell voted again the ruling on the grounds that these small businesses were operated by persons who would be thrown on charity if their places were banned.

Commissioner Barney brought a number of photographs to the meeting to show how street stands were blocking traffic.

R. Thompson Forms New Record Concern For East Michigan

DETROIT, April 20.—New record distributing company has been organized here under the name of Thompson, Inc., with headquarters at 4324 West Warren Avenue. Company will serve as Eastern Michigan distributor for various lines, including Atomic, Liberty, Solar, Sunshine and Memo.

Company is headed by Robert P. Thompson, until recently with a government service, as president. William McNeil, who has been in the record and appliance field, is general manager. John F. Frye, senior partner in the firm of Frye-Ryan-Frankel, music publishers, and a writer of song titles which have achieved success, is secretary-treasurer.

BLACK LIGHT! the invisible ray What is this Amazing New ATTENTION GETTER? IT IS SO DIFFERENT IT DEFIES MERE WORDS FOR DESCRIPTION IDEAL FOR ALL SHOW BUSINESS! FLASH FOR COIN MACHINES AND ALMOST ANYTHING YOUR MIND CAN CONCEIVE. Fluorescent Lacquers—12 Colors. Opaque and Transparent. Some Invisible Under Ordinary Light. Spin Material in 9 Glowing Colors. Fixtures, Bulb, Tube and Spot Types of Lights. WRITE US. You can use the Amazing Black Light and we will be glad to help you work it out. BLACK LIGHT PRODUCTS. WATCH FOR THE SENSATIONAL NEW BLACK LIGHT RAY GUN DEVELOPED BY THE MERCURY COIN MACHINE CO. After May 1st at 67 E. LAKE STREET CHICAGO 1, ILLINOIS. Formerly at 450 E. Ohio St. Phone Randolph 3193.

PACKARD IN JUNE! PLA-MOR PHONOGRAPHS. HOMER E. CAPEHART Announces That We Will Begin Shipments of PACKARD PLA-MOR PHONOGRAPHS in June. NOW DELIVERING PACKARD PLA-MOR ACCESSORIES. PLA-MOR WALL BOX \$36.95 NO. 1000 ROTATING SPEAKER 159.50 NO. 900 ROSE, WALL SPEAKER 49.95 NO. 800 DAISY, WALL SPEAKER 33.95 NO. 700 DAHLIA, WALL SPEAKER \$19.95 BAR BRACKET 5.00 30 WIRE CABLE Per Ft. .19 ADAPTORS — WRITE FOR INFORMATION. Gilbert DISTRIBUTING COMPANY In Iowa 3203 Forest Ave. • Phone 7-0569 • Des Moines

LET THESE TRUCKS DO YOUR WORK. HEAVY DUTY APPLIANCE TRUCK. This Special Truck is made to carry Refrigerators, Radios, Music and Coin Machines. 8" Ball Bearing Rubber Cushion Load Wheels, 5" Auxiliary Wheels (for loading or using as flat truck). Fully protected with sponge rubber padding on front. Will not mar or damage a finely finished case. SPECIAL \$35.75 (Complete with web straps and loops to hold Machine). LIGHT STRONG. Weighs only 24 pounds. Hundred pound weights mean nothing to this Sturdy, Well Balanced Truck. INEXPENSIVE. Built by one of America's largest manufacturers, Mass-Production makes this low price possible. 44" high, all welded steel construction, 5" Solid Cushion Rubber Wheels. Excellent to take along for store deliveries. ONLY \$8.95 EACH (\$7.95 In Lots of 6). CLARK INDUSTRIAL EQUIPMENT COMPANY 458 N. 12TH STREET PHILADELPHIA 23, PA.

SEE OUR AD IN THE PARKS DEPARTMENT THIS ISSUE ON THE SENSATIONAL ELECTRIC MACHINE GUN. RUNYON SALES CO. OF N. Y., INC. 593 10TH AVE. NEW YORK 18, N. Y. Longacre 3-4820.

COINMEN YOU KNOW

(Continued from page 106)

Equipment, claims he has a lot of irons in the fire. . . . Ben Fireman, Automatic Sales, has just returned from the Pittsburgh AMI showing. . . . David Rosen was also present at Sam Strahl's juke box showing. . . . Joseph Rake just returned from a recent Chicago business trip.

David Rosen, of the firm of the same name, announces that he will handle Solotone boxes, studio-type music boxes that can be placed on drugstore counters with only the person who inserts the coin and those close by able to hear the music.

Twin Cities:

Pete Taro, Grand Rapids (Minn.) operator, lost no time getting back into harness after his discharge from the navy. With John Fields and Sid Melaney he's established Home Appliance Sales & Service Company, which will tie-in retail appliance store with coin routes.

Wesley Hanf, Austin-Albert Lea operator, is critically ill in Texas where he went for his health. His sister, Rochester operator Mayo Priebe's wife, flew to her brother's bedside this week. . . . Irene Bissell, secretary to Archie LaBeau, of LaBeau Novelty Sales Company, was recently married to John Brennan. She's promised to stay with LaBeau.

Norman Hansen, operator from Osakis, Minn., was around passing out cigars—there's a new baby girl at his house. . . . A. E. Oberg and Mrs. Oberg, Grand Forks, N. D., have returned from a three-month Southland vacation. . . . Leonard Spechter, who spent three years in the navy, is now with Poster Distributing.

Ozzie Truppman, of Bush Distributing Company, says that firm's new building at 255-259 Plymouth Avenue, Minneapolis, should be ready for occupancy by June 1. . . . Roy Kuehmichel, Brainerd, Minn., took his wife to the Mayo clinic at Rochester. . . . Out-of-town coinmen in town this week included Ray Gluth, Rush City, Minn.; S. P. Olmstead, MacIntosh, Minn.; Ed Marker, Red

Lake Falls, Minn.; E. A. Grundine, Minot, N. D.; Norm Gefke, Sioux Falls, S. D.

Los Angeles:

Bill Abel reports Charles E. Washburn's Coast and Peerless record outfit will be in their new quarters at 2534 West Pico by middle April. . . . Some of the boys in looking over Bill Happel's Badger Sales displays include Tommie Fikes, Tulare; Irving Gayer, San Bernardino; Bill Wulf of the hospital after his recent accident and in from Riviera; J. H. Sheeter, Pasadena; Danny Jackson down from Pismo Beach; A. L. Miller, Blythe; W. H. Riley, John A. McGee and Lowell Ayers in from Inglewood; Bernard E. Knott, Alhambra, and local ops Al Reisz and Earl Cale.

Charles E. Washburn reports his Coast platter *Detour* by Jimmy Walker is number one on Hal Horton's hillbilly radio program in Dallas; also number one on a similar program's hit parade in Oakland, Calif. . . . C. A. Wiser, sales manager for Washburn, has just returned from a trip thru Arizona, Texas and New Mexico. . . . Curley Robinson, managing director of Los Angeles Associated Operators, is up in the Sacramento area for a couple of weeks. . . . Ruth Cowan, now Mrs. Ruth Angel, Curley's number one steno, has decided to continue with the association despite new housewife duties.

Bill Happel, of Badger Sales, has started delivering new machines, one to each buyer regardless of the amount any buyer has on order, until all buyers have at least one machine. . . . Jack Leonard, new Badger parts manager, says that as parts are becoming more plentiful he can now say "yes" to customers more often than "no," and Badger is expanding their parts department in leaps and bounds. . . . Merton Gribble, brother of Coinmatic steno Jacqueline Mac Larty, is back home out of the service. . . . Preston Jarrell, Coinmatic head, is very enthusiastic over the trade's re-

ception of his new Rising Star Gospel Singers' spirituals.

Ralph Bass has moved his Black and White diskery into spacious new offices. Next B. & W. promotion is "Norman Granz Specialty Series." . . . Paul Schmidt, from Chicago, has joined E. H. Rhodes, Los Angeles manufacturers, to take charge of new coin chutes company will make. . . . Bill Wulf of M. S. Wolf Distributing Company in Seattle handling the last of his elaborate AMI showings on the West Coast.

Sam Brown, Dean Brown, Shannon Douglas, Harry Osbrink, Earl Cale, Frank Lamb and Jack Keses, local operators, recently in looking around for Badger salesrooms. Also checking on equipment with Happel were C. E. Collard, San Bernardino; John Rogers, Redondo Beach; Carl Fisher, Inglewood; A. Jeppeson, Maywood; L. Worley, Southgate; L. L. Barrett, Pomona; Bill Knight, Alhambra; Lee Walker, Gardena, and Al Cicero down from Santa Maria. . . . At Sam Ricklin's California Music Company, operators have joined the crowds of teen-age disk fans. . . . J. M. Harvey, Minthorne manager, away over the week-end on business.

Sam Ayo of Standard Distributing Company, in town to see Jack Gutshall. Jack is really showing him the local sights.

San Francisco:

Hank Maser taking time off from his duties to attend the phonograph shows. . . . DeWitt (Doc) Eaton, AMI sales manager, made the Los Angeles and local showings of the AMI machine, but had to return to Chicago, missing the M. S. Wolf Distributing Company festivities in Seattle. . . . A. B. and Virginia Meyer in from Sacramento. . . . Ben Korte up from Glendale with M. S. and Josephine Roberts. Roberts is planning to enter the music machine business. . . . Another Glendale operator in the city during the week was Ray Tisdale. . . . George Murdock and George Bennett, of M-B-W Associates, at the Wolf show.

Sid Cohen, caterer to the industry and who put on the feed bag at Gutshall's and Wolf's in Los Angeles doing the job here. He left for Seattle, but said it was only for a visit. . . . Paul Bleck taking off for Seattle and then returning to Chicago. He plans a return trip to the Coast in June when he gets his vacation.

Blanche and Fred Waters and Chet Garton in a huddle to discuss business. . . . C. E. McMillan, E. M. King, H. L. Golden looking around for new equipment. . . . V. L. Sarantes, Marie and Julie and Stanley Fere a foursome. . . . M. W. Griffin has been transferred from San Diego to San Francisco and recently purchased a home here. . . . Joe Piazza soon to enter the candy vending business here.

Portland, Ore.

G. F. Johnson, whose G. F. Johnson Music Company operates more than 700 jukeboxes, believes in courting old locations rather than dashing about for new ones. Johnson reports that expected loss of many locations as war plants closed down has not materialized. He's planning visits to Chicago and New York manufacturers in June or July.

Bill Goble, juke box operator, took a modified vacation during the week as the Press Club of Oregon closed while being moved to a new location.

Danny Maton, head of General Amusement Company, reports that his music business is holding up despite some hardship resulting from the beer shortage. "Some places are closed on certain days," he said, "but a few new restaurants and lunch rooms are opening to help level it off. Maton announced that Tom Bushby, shop man, was back on the job after nearly three years in the army. He credits Barbara Kirkpatrick with virtually running the business with brother Leo Maton while he and Bushby were in service.

Vancouver:

Earl Beresford, Roxy Automatic Music Company, is having juke boxes on location brought in for a check-up and paint job. . . . Joe Myers, recently back from a trip to the Eastern U. S. and Canadian points, says that announcement will be made soon of another U. S. juke firm entering the Canadian field with the appointment of six distributors to cover Canada.

C. N. (Nip) Gowen, Coast Music Service, Ltd., returned last week from a trip to the Okanagan District of B. C. He reported that all of his firm's jukeboxes in this section are getting heavy play.

IRVING KOOMBS, chief mechanic at Automatic Music Company, is busy on 15 second-hand jukeboxes Joe Myers brought back with him from his Eastern trip. They will soon go out on location. . . . E. Lewis has invented a new gadget which he calls an E-3 clutch collar for jukeboxes. He claims it eliminates clutch troubles and is installing it on jukeboxes his firm gets in for overhaul. Lewis says he is having the gadget patented.

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ACCESSORIES

Wurlitzer 616 Amplifier \$35.00
Wurlitzer 24 Amplifier 45.00
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Classic, Vogue Gem Amplifier 45.00
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Wurlitzer 135 Stepper 35.00
Wurlitzer #304 Stepper 19.50
Wurlitzer 304-305-306 Transmitter 19.50
Bakelite Crystal Pick Up 3.95
Metal Crystal Pick Ups 3.45
Wurlitzer #600 Speaker 29.50
Rock-Ola Speaker 22.50
Seeburg Speaker 29.50
Chandelier Speaker, Chrome, Comp. 34.50
12" PM Speaker, New 7.95
8" PM Speaker, New 4.25
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UNIVERSAL AMPLIFIER WITH TUBES \$47.50
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Want Jennings Silver Moons with Free Play Totalizer; will pay \$75.00 but must be in good condition.

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Seeburg Takes Patents for 3 Phone Devices

WASHINGTON, April 20.—Three patents applying to automatic phonographs have been granted to J. P. Seeburg Corporation, Chicago, according to *The Official Gazette* of the U. S. Patent Office.

One of the patents (No. 2,398,067) is a selector mechanism. Patent is registered in the name of Marion R. Winkler, assigned to Seeburg, and lists 17 claims. Description, published by the patent office, follows:

In an automatic phonograph, in combination, a series of selector members each adapted to be individually displaced to control the playing of a corresponding recording; a shaft extending along said series of selector members and mounted for rotary and longitudinal movement.

A plurality of pins sidably mounted in diametrical relation to said shaft, said pins being displaced relatively in the longitudinal direction of the shaft and being angularly displaced in the circumferential direction of the shaft.

A stepping relay means adapted to rotate said shaft step by step to direct said pins successively toward said selector members, stepping relay means adapted to move said shaft longitudinally step by step to move the pin directed toward the selector members step by step until it attains a position below a desired selector member.

A bar mounted for movement so as to engage any pin directed toward said selector members, and means for moving said bar to move upon the shaft that pin directed toward the desired selector member whereby said desired selector member is displaced into selecting position.

Patent No. 2,398,010—a changing mechanism for home juke boxes—is listed under the name of Carl G. Johnson, assigned to Seeburg, with 18 claims. Changer patent was applied for January 11, 1939, and will take records of two different sizes, presumably 10 or 12-inch records.

Last of the three patents again is a changer mechanism for home juke boxes. It is listed under the names of Joseph Erwood and Harold Holter, Chicago, and assigned to Seeburg. Patent has five claims and was applied for April 10, 1939.

Besman Opens Disk Distributing Firm For Michigan Area

DETROIT, April 20.—Opening of a Detroit distributing center by Pan-American Record Distributing Company was announced this week by Bernard Besman, long active in the music field.

New firm will have the Michigan distributorship for the Pan-American line, and has established headquarters at 11721 Linwood Avenue.

Hans Green, brother of Franz Green, head of the Pan-American organization at Los Angeles, is a partner in the Detroit venture.

Besman, who just came out of the army air force, is a former Detroit orchestra booker.

New location has been picked because of its display value to the important teen-age group which is a major purchaser of the type of record Pan-American handles. It is opposite three large high schools, with some 5,000 children attending daily, so that maximum display value can be derived from the location.

No attempt will be made to handle retail sales at this location.



HAPPY SMILES of Detroit's Allied Music Sales Company execs broke with the three-day festivities marking reopening of remodeled quarters. Left to right: Aaron Lipin, secretary-treasurer; Lou Salesin, vice-president; Max Lipin, president, and Jack Parr, comptroller.

Siegel Expands Phone Jobbing Thruout Canada

TORONTO, April 20.—Al Siegel, of the Al Siegel Distributing Company here, announced that his firm has been appointed distributor of Wurlitzer phonographs thruout Canada.

Company has purchased a three-story building at Newmarket, Ont., for assembly of juke, Siegel said, and plans now are to open branch distributing offices in Halifax, Montreal, Winnipeg and Vancouver.

In Canada, importation of assembled American machines is subject to customs duty in addition to the 10 per cent premium on American money and freight and handling charges. Siegel said the assembling of the machines at Newmarket would eliminate several of the extra charges.

He pointed out further that in Toronto and other cities in Ontario, power lines supply 25-cycle AC current, while American phonographs are equipped with 60-cycle motors. Assembling of the juke in Canada permits installation of 25-cycle motors, and his plant at Newmarket also gives facilities to convert assembled phonographs to 25-cycle. In Quebec and other provinces, however, power lines supply 60-cycle current, so American phonographs need no adjustment.

Siegel predicted that with the present scarcity of equipment, it will be more than a year before demands of the Canadian phonograph market are eased.

Disk Changer Firm Reports Bigger Net For First Quarter

CHICAGO, April 20.—Webster-Chicago Corporation, manufacturers of automatic record changers, earned more in the first quarter of 1946 than in the whole of 1945, according to R. F. Blash, president.

Concern showed net profits of \$88,855 on sales of \$1,768,491 during the first quarter of this year, compared with \$56,716 in the 12 months of 1945, Blash said. For the first quarter, that was roughly 5 per cent on total sales. It compared with

earnings of \$138,000 in 1944, when the company was working on government contracts.

Blash said the firm had a backlog of orders as of April 1 amounting to \$6,675,000 and it was turning out record changers at the rate of 2,100 per day. He said it is hoped that production will be stepped up to 3,000 a day within the next 90 days or so.

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Remarkable earnings being reported from machines already in operation . . . orders now being taken for early delivery . . . ask your Mutoscope distributor . . . or mail this coupon today.

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Data on Patents of Nazis Readied for U. S. Business

WASHINGTON, April 20.—Stockpile of 4,000 separate documents containing German patent and manufacturing information—which eventually will grow to 100,000—is now ready for U. S. business men.

Robert B. MacMullin, chief investigator of the technical industrial intelligence branch of the Department of Commerce, made this disclosure recently in an interview after his return from a six-month tour of duty in Germany.

Benefits Industry

The mass of information thus seized for the benefit of American industry was gathered in the United States zone of occupation, and more recently in the Russian zone, where MacMullin said officials were "completely co-operative."

In the body of information on Ger-

man processes and scientific data being assembled, the coin machine industry is expected to find many developments which will mean lower production costs and engineering advances for manufacturers.

One possibility, for example, is the selenium rectifier developed by the Nazis during the war, patent for which is now released thru the Department of Commerce. While rectifiers usually have employed copper oxide, the Germans used selenium, a non-metallic element for increased economy and reliability.

Made Available

As fast as such information is assembled it is being made available at printing cost prices to any American business man interested. Already several German patents of interest to the trade have been announced, including a new condenser manufac-

Meter Trend

WASHINGTON, April 20.—There are now 474 American cities using parking meters or waiting for machines ordered, according to *The American City*, periodical for municipal administrators.

Contracts for new installations in 1945—most of them post-V-J Day—totaled 200, with 42 in cities which previously had not employed parking meters.

Because of reconversion troubles encountered by manufacturers, only 60 of the 200 contracts had been fulfilled up to last month, the magazine states.

Three Vets in New K. C. Coin Distrib Set-Up

KANSAS CITY, Kan., April 20.—Newly formed Tri-State Distributors will be in full operation by the end of this month, according to Ben Butler, secretary-treasurer of the firm, who went to Chicago recently to look over coin machines.

Altho the corporation will concern itself primarily with music, Butler said Tri-State will distribute coin machines of all types, including pinball, bell and venders.

With Butler in Chicago was Ray Heldstab, vice-president, associated with the former in a radio service shop they have operated since their discharge from the navy last September. Both entered the service in 1939. Before enlistment, Butler was with Western Specialty Company here.

Thomas Beatty, now in the army, is president of the new corporation. His release is expected soon. Plans for formation of the organization were made while the three men were in the armed forces, and they are optimistic about prospects owing to their wide acquaintanceship among operators, Butler said.

Firm has already made location contacts in Kansas, Eastern Nebraska, Western Iowa and Western Missouri, Butler says.

turing process and a wire recorder. MacMullin said that hundreds of German scientists had volunteered to aid the technical group in its search, but were given a quick brush-off in many cases because of their activities under the Hitler regime.

Suggest Playground Jukes To Draw Kids In Maritime Towns

ST. JOHN, N. B., April 20.—Authorities here have recommended installation of juke boxes in playgrounds thruout the maritime provinces in order to attract children to public play spots during the summer.

With almost every municipality opening parks, use of jukes in developing programs of mass singing and dancing would be a counter-measure against an increase in juvenile delinquency.

Early indications are that the phonos would be obtained thru existing distributors. The move would open many new locations for operators.

Success of other sections of Canada and the United States in encouraging teen age clubs and canteens to provide more easily supervised recreation is responsible for approval of the idea here.

Radio Parts Show In Chi May 13-16

CHICAGO, April 20.—All exhibit space has been assigned for the 1946 Radio Parts and Electronics Equipment Conference and Show to be held at Stevens Hotel May 13-16.

Kenneth C. Prince, event's general manager, predicts record-breaking attendance, with almost all available downtown hotel accommodations already reserved by radio men.

Scheduled for opening day is a combined meeting of members of Radio Parts and Electronics Equipment Shows, Inc.—organization directing this year's show—with members of Radio Parts Manufacturers' National Trade Show, Inc., and Electronics Parts and Equipment Industry Conference, Inc. Purpose is to vote on dissolution of the latter two groups, which currently are not functioning.

Canada Youngsters Gather To Discuss Teen-Age Problems

VANCOUVER, B. C., April 20.—The two-day conference of British Columbia Teen Town Mayors, to be held here April 25-26, is of much interest to local music operators, who in the past have given solid support to the 50 clubs presently in British Columbia.

About 1,000 teen-agers are expected to attend the meet, sponsored by a Vancouver daily newspaper, which will convene at the Veterans' Memorial Center. Social events scheduled include a jitterbug contest and a fashion show, climaxed by a dance at the Center.

Solotone To Have Cleveland Showing For OAPO Visitors

CLEVELAND, April 20.—Jack Cohen and Sanford Lewis, of Timed Music, Inc., here, will stage the first Midwestern showing of Solotone Music Systems in the Presidential Suite of the Hotel Carter May 1-3.

First day of the showing will be held in connection with the Ohio Automatic Phonograph Owners Convention, which also will be held in the Carter Hotel.

Pennsylvania Court Decides Pins Legal

UNIONTOWN, Pa., April 20.—A court opinion favorable to the coin machine industry was rendered here recently by County Judge H. Vance Cotton, who ordered the return of eight confiscated pinball machines to their owners. The action was taken on a motion from District Attorney Fred L. Brothers.

Asking that the machines be returned, Brothers said: "The Courts of this Commonwealth have not seen fit to declare this type of machine a gambling device."



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BRAND NEW		New machines to be delivered in East. Pa. only	
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Formation 50.00	HI-Stepper 75.00	Score Card 50.00
O'Boy 45.00	Marvel Baseball 135.00	Majors, 1941 65.00
Landslide 65.00	10 Spot 65.00	Cross Line 60.00
School Days 65.00	Marines at Play 135.00	Commodore 45.00
Gottlieb Bowling Alley 55.00		

● MUSIC ●

10 Singing Towers \$479.50	1 Rock-Ola Commando \$815.00	
5 Rock-Ola Masters 445.00	Seeburg Rex, Remote Control, Can Be Used for Remote Control Special 375.00	
2 Rock-Ola Standards 435.00	3 Wurlitzer 500 495.00	
1 Rock-Ola Spectrawox & Playmaster 435.00	3 Seeburg Regals, Beautiful Condition, Repainted 395.00	
10 Wurlitzer 618, Perfect Condition 279.50	5 Seeburg 12's 179.50	
7 AMI 40 Record HI-Boys 545.00	6 Rock-Ola 12's 145.00	
1 Rock-Ola Premier 545.00	3 Seeburg Envoys, Remote Control 525.00	
1 Seeburg Plaza 395.00	2 Seeburg Colonials, Remote Control 525.00	
1 Wurlitzer 61, Counter Model with Stand 215.00		
3 Seeburg Classics, Remote Control 490.00		

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5 Sparks, 10 Mercurys, 6 Pok-o-Reels, assortment of 10 Marvels, 9 Imps. All in Perfect Condition—Can't Tell From New.

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5 Rex Skee Ball Alleys \$139.50	5 Jap Guns, all parts there—not necessarily working \$ 75.00
2 Victory Rolls 175.00	5 Jap Guns—guaranteed 100% working order 110.00
5 Keeney Anti-Aircraft Guns 49.50	
10 Seeburg Shoot-the-Chutes, all parts there—not necessarily working 50.00	

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Bally Rapid Fires	89.50
Keeney Submarines	75.00
Skee Barrel Roll (Floor Sample)	315.00
12 Bang-a-Deer (Not Crated)	60.00
Seeburg Targets, Converted	89.50
Keeney Air Raiders	129.50
Texas Leaguers	39.50
3 Bally Under Sea Raiders	Write

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25c PLAY	149.50
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Plunger Rods or Ball Shooters for All Makes Pin Ball Mach., \$5.00 Per Doz.
Distributors and Jobbers, write for quantity price list.

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1 Thunderbolt	\$125.00
8 Target, Jap and Shoot the Chutes	100.00
7 Supreme Rocket Busters	90.00
1 Roll-a-Ball	300.00
1 Pitch and Catch	75.00
1 Pace's Races, not in operation, but all parts	200.00
1 Twin Twelve Buckley and five Buckley Boxes	200.00
1 Gabel Jr.	125.00
8 Twin Twelve Buckley Cabinets, Steel	15.00
4 Wurlitzer 30-Wire Boxes	15.00

ROWLAND MUSIC CO.
ROWLAND, N. C.

U. S. Urged To Set Up Fund For Exports

Europe's Recovery Lags

NEW YORK, April 20.—Establishment of a \$38,000,000 "world production fund" by the United States as a substitute for the export-import bank's world monetary set-up and the much-discussed loan to Britain was proposed by W. E. Knox, vice-president of Westinghouse Electric International Company. Knox made the proposal in a speech at the 26th annual meeting of the Export Managers' Club of New York in the Hotel Pennsylvania.

Coin machine exports as well as those of other products could be renewed on a broad scale if the plan offered by Knox were adopted, according to K. L. Klein, of Klein Exporters.

Knox further proposed that the United States settle—not cancel—the \$46,000,000,000 owed it under the lend-lease program by obtaining "at least some of the things we want, such as airways and landing rights."

Foreign traders from all over the nation gathered in New York for the two-day session, and many problems of international trade were brought up for extensive discussion.

Problems of mailing and parcel post were discussed by Albert Goldman, postmaster of New York, in a statement furnished the club. Goldman pointed out that what may appear to be losses of samples and catalogs may actually be only delays in transit.

Parcel post mailings in New York totaled 1,825,505 packages in January compared with 377,728 handled in the same month of 1945, he said. This was an increase of 262 per cent, and it put a heavy burden upon postal workers.

Overseas mail deliveries are further complicated by the fact that in many of the countries still trying to recover from nearly six years of war, no real systems of delivery for parcel post have been established yet.

It was brought out that Switzerland, Norway and the Latin American countries already are receiving quantity imports from the United States. France, it was said, will not be fully ready for extensive foreign buying for nearly two years, altho a trickle of essential products are coming into the country from abroad, most of the exporters agreed that England, Switzerland and Norway will be the first European countries to resume full world trade. Sweden, however, bought a few coin machines in the U. S. last year.

Many coin machine firms already are advertising in the export magazines for markets abroad, especially since the re-establishment of regular sailings by major cargo lines. As in the past, coin machine makers and distributors expect to find the greatest world trade in used machines, but some are of the opinion that in the years to come development of coin operations abroad will create a large market for new phonographs, games and vendors.

The few foreign buyers of coin devices who have been able to reach the United States since return of peace have expressed the view that, in the long term, vending machines may prove to be the largest item of export. At present, phonographs lead by a wide margin, and amusement games are in second place.

Shipping to Pacific Islands, such as the Philippines, was declared sound by the exporters, who described the whole Pacific trade area as "perfect for all types of luxury items and amusement equipment."

TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

6 WURLITZER 24	\$335.00
WURLITZER 71 COUNTER MODELS	225.00
COUNTER MODEL STANDS FROM	\$15.00 TO 25.00
10 WURLITZER 412's	150.00
WURLITZER 500	465.00
10 WURLITZER 616's	225.00
12 ROCK-OLA 12 RECORDS	119.50
10 SEEBURG 12 RECORDS	115.00
1 SEEBURG CASINO	335.00

ALL PHONOGRAPHS A-T CONDITION!

WURLITZER PARTS

Main Fiber Gears, New	\$3.75
Brake Bands for All Models, New	1.00
Record Trays, New	.50
Motors	30.00
Star Wheels	.30
Star Wheel Pins	.20
Volume Control Keys, Per Doz.	.35
Carbon Resistors, Box of 100 Ass't	\$2.25
8 M.F.D., 450 V.	.70

SEEBURG PARTS	
Tone Arms, Less Heads, New	\$3.50
Spring Assembly, Complete, New	2.75
Motors	30.00

ROCK-OLA PARTS	
Drive Motors, New	\$22.50
Belts, New	.60
18 MFD, 450V	\$.80
25 MFD, 800V	2.00

MANY OTHER CONDENSERS AT PROPORTIONATE PRICES

WE MANUFACTURE MANY NEW NECESSARY WURLITZER PARTS AND HAVE A COMPLETE STOCK OF USED PARTS FOR ALL PHONOGRAPHS—SEND US YOUR ORDERS!!!

TUBES! TUBES! TUBES! WE HAVE ALMOST EVERY TUBE MANUFACTURED—NO INCREASE IN PRICE!

Deposit Required With All Orders!

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

MAYFLOWER SPECIALS

CONSOLES		ARCADE	
Maybell, 3-5, 1-25¢	\$450.00	Mutoscope Sky Fighter	\$175.00
Track Odds, D.D., Slant Head	325.00	Keeneey Submarine	125.00
Track Odds, Straight Head	90.00	Shoot Your Way Into Tokyo	125.00
Gal. Dominos, Light Cab., J.P.	200.00	Texas Leaguer	30.00
Bang Tails, Light Cab., J.P.	200.00	SLOT MACHINES	
Gal. Dominos, Walnut Cab., J.P.	150.00	Jennings Master Chief, S.P., Set of 3, 3, 5¢-10¢-25¢	\$450.00
Bang Tails, Walnut Cab., J.P.	150.00	Pace De Luxe Enamel, Set of 3, 5¢-10¢-25¢	400.00
Gal. Dominos, Walnut Cab.	89.50	Watling Roi-o-Top, 5¢	90.00
Lucky Lucie	98.50	Red Skins, 5 & 10¢	140.00
Paces Races, Brown Cab.	175.00	Victory Chief, Set of 3, 5¢-10¢-25¢	525.00
Paces Reel with Rails, 1941 Senior	85.00	Jennings Chief Console	150.00
Saratoga with Rails, 1941 Sr.	85.00	Pace Royal Console	135.00
Jumbo Parade, Blue Head	110.00	Twin Royal Console, 10 & 25	235.00
Silver Moon	110.00	CASTINGS	
1938 Track Time	99.50	Blue Front Castings, Top, Lower, Front and Crown, Per Set	\$10.00
Liberty Bell	25.00	Brown Front Castings, Top, Lower, Front and Crown, Per Set	12.50
Race Meet	90.00	Complete Carbonating Unit for Bally Drink Vendor	\$300.00
1 BALLS			
War Admiral	\$150.00		
Sky Lark	125.00		
Grand Stand	50.00		
Pace Maker	50.00		
Thistle-down	40.00		
Man-o-War	40.00		
Gold Medal	40.00		

Mayflower Distributing Co.

2218 UNIVERSITY AVENUE ST. PAUL 4, MINN.

YOUR LAST CHANCE

To Unload the Following Old Games at TOP PRICES!

(OUR OFFER GOOD FOR 4 WEEKS ONLY!)

Nippy	\$15.00	Jolly	\$22.50	Snappy '41	\$40.00
Ocean Park	15.00	Sporty	22.50	Legionnaire	40.00
Oh Boy	15.00	Polo	22.50	Sport Parade	50.00
Sky Line	15.00	Stratoliner	40.00	Boloway	50.00
Roxy	15.00	Showboat	40.00		

SHIP BY TRUCK ALL YOU HAVE OF THESE GAMES

MARVEL MANUFACTURING CO.

2124 MILWAUKEE AVE. EVERGLADE 0230 CHICAGO 47, ILL.

GET YOURS NOW!!!

HAND PAINTED CONVERSIONS

For Seeburg Guns that CAN BE WASHED! A picture that will attract attention—comes in BEAR or OWL ready to install. 1 sample \$16.00—3 or more, \$14.00 each.

MACOMB MUSIC SERVICE 15700 NINE MILE ROAD EAST DETROIT, MICH.



is here

The Brand New Legal

PIONEER'S "Smiley"
fits any territory!
LEGAL ANYWHERE!



LEONARD J. GOLDSTEIN

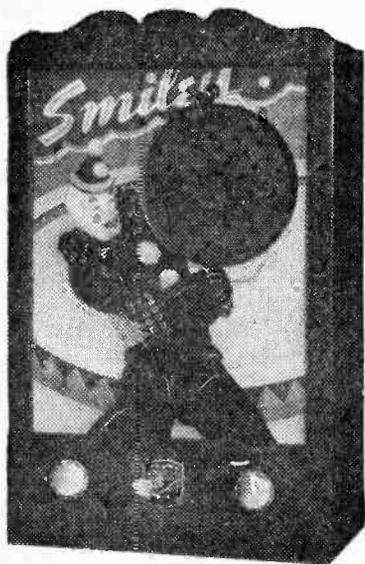
Distributed by

T & L DISTRIBUTING
COMPANY

1424 Central Parkway
Cincinnati, Ohio

See Your Nearest Distributor

Pile the \$\$\$
with
"Smiley"



Available for
IMMEDIATE
DELIVERY!

Complete for
ONLY—

\$39⁵⁰

Counter Game

Distributed by

J. H. WINFIELD
& COMPANY

916 Main Street
Buffalo, New York



J. H. WINFIELD

See Your Nearest Distributor

PIONEER'S
"Smiley"—the game with appeal!

Completely
NEW Throughout!

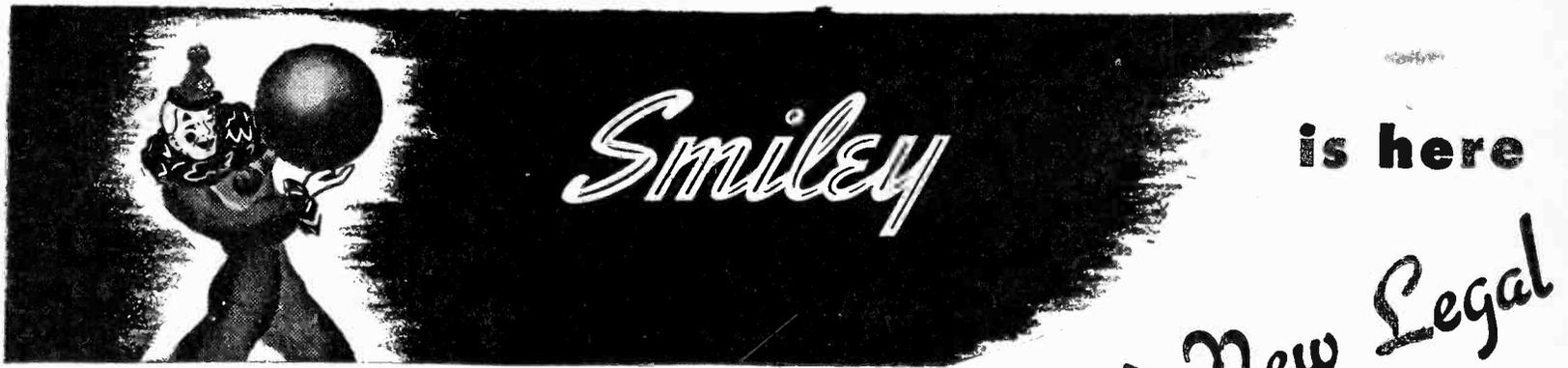
Complete for
ONLY—

\$39⁵⁰

Available for
IMMEDIATE
DELIVERY!



"Smiley" • SEE IT TODAY! • "Smiley"



is here

The Brand New Legal

Counter Game

PIONEER'S "Smiley"
fits any territory!
LEGAL ANYWHERE!



JOSEPH A. HANNA

Distributed by
**HANNA DISTRIBUTING
COMPANY**

217-219 Elizabeth St.
Utica, New York

See Your Nearest Distributor

Pile the \$ \$ \$
with
"Smiley"



Available for
IMMEDIATE
DELIVERY!
Complete for
ONLY—

\$39⁵⁰

Distributed by

**HEATH DISTRIBUTING
COMPANY**

217 Third Street
Macon, Georgia



EDWIN HEATH

See Your Nearest Distributor

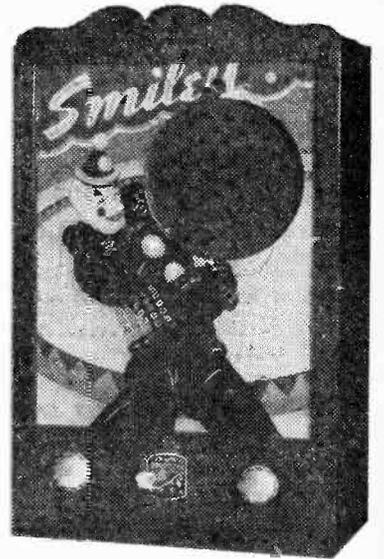
PIONEER'S
"Smiley"—the game with appeal!

Completely
NEW Throughout!

Complete for
ONLY—

\$39⁵⁰

Available for
IMMEDIATE
DELIVERY!



"Smiley" • SEE IT TODAY! • "Smiley"



RIVIERA

CONVERTED FROM
"BIG PARADE"

OTHER CONVERSIONS FROM . . .

- | | |
|-------------|------------|
| ZOMBIE | STARS |
| SUN BEAM | LEADER |
| DOUBLE PLAY | DUPLEX |
| WEST WIND | SKY BLAZER |
| DO-RE-MI | KNOCKOUT |

\$60

F.O.B. Factory will be paid for above games.

Conversions for outright sale \$249.50 each

SEND IN YOUR GAMES FOR CONVERSION

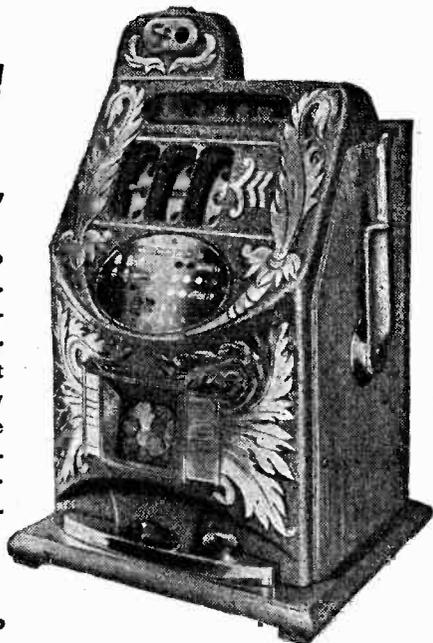
UNITED MANUFACTURING CO.
6125 N. WESTERN AVE., CHICAGO 45, ILL.

NEWEST! GREATEST! THE EXTRABELL

"Makes More Money"

Convert your old Mills Bells into magical money-making units. Extrabell front and cabinet assembly is brand new. New playing field. New gusher jackpot design with curved front. New payout section. Turquoise blue with dazzling reflector decoration. White oak cabinet. Order direct from us. Immediate deliveries in quantity!

Price **\$77.50**
F.O.B. Chicago



Southwest Amusement Company
2916-18 MAIN STREET, DALLAS 1, TEXAS
PHONE: RIVERSIDE 5141

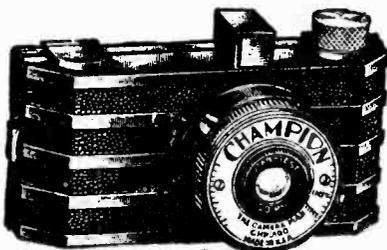
CHAMPION CANDID CAMERA DEAL

Deal Consists of

- SIX—Champion Candid Type Color Cameras Attractively Mounted on
- ONE—1200 Hole Cutout Board, 5c per sale.

Board Takes in \$60.00
Pays Out:
Consolations 15.00
Cost of Deal 17.40
Total \$32.40
Definite Profit 27.60

\$17.40 Complete



SEND FOR OUR LATEST SALESBOARD AND NOVELTY CATALOGUE

A. N. S. SALES, INC.

312 E. MARKET ST.

ELMIRA, N. Y.

AMPLIFIERS REPAIRED

Seeburg, Wurlitzer, Bally Rapid Fire and Seeburg Ray Guns. Reasonable prices and expert workmen. Ship R. R. Express prepaid. Will return Express C. O. D.

CLARINDA APPLIANCE COMPANY
CLARINDA, IOWA

Bell Products Changer Draws Trade Interest

CHICAGO, April 20.—Showing of the new Beacon Coin Changer by Bell Products of this city, got under way Thursday (18) and continued thru today.

Interested distributors from all parts of the country visited the firm's headquarters during the three days. On hand to explain the mechanism and its possibilities was Al Sebring, who reported results of the showing highly satisfactory.

Electrically controlled changer mechanism, which is used in this machine has been in actual use and operation here in Chicago for about two years, Sebring said. As a result of this long-run operation, Sebring added, the mechanism has now been perfected and has several new features.

Dual Chutes

The Beacon Coin Changer has two coin slots, one takes dimes while the other handles quarters. There are two change chutes, one where two nickels are returned for the dime and another which returns five nickels for the quarter. Both chutes may be used at once with the machine returning a total of 35 cents in change.

Device is housed in an all-metal cabinet, with ample space for a firm advertisement on the face of the cabinet. Machine is about 24 inches high, 14 inches wide and about 8 inches deep. Sebring said the device weighs 40 pounds.

In addition to the interested trade members who visited the firm during the showing, representatives of the beverage, hotel and restaurant business likewise stopped in to see the changer.

Showing of the changer came in for attention from the city's daily newspapers. Irv Kupcinet's *Daily Times* column contained the following comment:

"Newest invention in the coin machine industry is Bell Products Company's coin changer. It changes quarters and dimes into nickels. Each change takes about one second (or just about as fast as your wife can make quarters and dimes disappear)."

Name Midwest, Coast Distribs For Bank Ball

NEW YORK, April 20.—Amusement Enterprises Company this week announced appointment of four new distributors for its Bank Ball game. Those named are located in the Midwest and West Coast. They are:

California—General Music Company, 2277 West Pico Boulevard, Los Angeles, and 1157 Post Street, San Francisco.

Washington and Oregon—Western Distributors, 1226 Southwest 16th Avenue, Portland, Ore.

Minnesota, South Dakota, North Dakota and Upper Wisconsin—Twin Ports Sales Company, 230 Lake Avenue South, Duluth.

Iowa and Nebraska—Sandler Distributing Company, 110 11th Street, Des Moines.

**Saxon's Incorporated as
New Charlotte Coin Firm**
CHARLOTTE, N. C., April 20.—Saxon's is a new coin machine firm here, for which papers were filed recently by J. H. Saxon, S. L. Shanks and A. M. Robinson, all of Charlotte. Authorized capital stock is set at \$200,000, with a subscribed stock of \$30.

LIVE YELLOW RUBBER RINGS

(Pre-War Quality)
Extra Large \$3.50 Per Hundred
Large 2.50 Per Hundred
Small 2.00 Per Hundred
COMPLETE LARGE PLASTIC BUMPER ASSEMBLIES

Assorted Colors 39c Ea.

ABBOTT COIN WRAPPERS

(Flat or Tubular) 58c per 1000
(Lots over 25,000 shipped F. O. B. New York. Under 25,000 F. O. B. Chicago. By freight unless otherwise specified.)

BELL TIMER CLOCKS, ea. \$1.49

COMPLETE PLUNGER ASSEMBLIES

(Gottlieb, Exhibit, Bally), ea. 1.00

PLUNGER RODS (Gottlieb, Exhibit, Bally), ea.49

BALL LIFT ASSEMBLIES (Exhibit, Bally), ea.45

BALL LIFT ASSEMBLIES (Gottlieb), ea.55

LEG BOLTS, ea.07

WING NUTS, per hundred 1.15

SOLDER (Rosin or Acid Core), lb.65

PLUNGER SPRINGS (Gottlieb, Bally, Exhibit, Genco, Chicago Coin), ea.2½

GENUINE CHILCO GUN LAMP 1489, ea.48

BARREL SPRINGS, ea.03

LITTLEFUSE GLASS FUSES (per hundred)

3 amp. . . \$3.25 15 amp. . . } \$2.00

5 amp. . . 2.25 20 amp. . . }

10 amp. . . 2.00 30 amp. . . }

STEEL BALLS, ea.14

ESCALATOR GEAR SETS, ea.99

5c COIN CHUTES, Regular or Free Play (brass slides), ea. 3.39

5c BRASS SLIDES, ea.89

WRITE FOR OUR NEW 1946 PARTS & SUPPLIES CATALOG

BERKSHIRE 3012 AND 3013

Dan Gould Enterprises

5049 W. FULLERTON • CHICAGO 39

FOR SALE

14— 5c War Eagles, 3/5. Ea. \$100.00

2—10c War Eagles, 3/5. Ea. 100.00

3— 5c Extraordinary, 3/5. Ea. 100.00

3—10c Extraordinary, 3/5. Ea. 100.00

2—10c Cherry Bell, 3/5. Ea. 150.00

1— 5c Cherry Bell, 3/5. 125.00

2—25c Glitter Gold, 3/5. Blue Front. Ea. 150.00

1—25c War Eagle, 3/5. . 150.00

2— 5c Blue Front, 3/5. Ea. 110.00

2—10c Blue Front, 3/5. Ea. 150.00

1—5c Rolatop, 3/5. 60.00

1—10c Rolatop, 3/5. 75.00

Just off location—A-1 condition—some factory reconditioned. One-half deposit with order, balance C. O. D.

CHILICOTHE

AMUSEMENT CO.

107 N. SECOND ST.

CHILICOTHE, ILL.

Jennings and Evans Factory Distributors

for New England States—Factory

Prices—Write for Circulars

New Groetchen Columbia Slot Machines In Stock—Chrome Club and Standard Models. Factory Prices. Write for Circulars.

Big Three Cash Payout One-Ball Games \$ 75.00 Ea.

Catalina (Revamp) Five-Ball Games 249.50 Ea.

Write for Complete List of Reconditioned Machines

AUTOMATIC COIN

MACHINE CORP.

338 Chestnut St. Springfield, Mass.

Phone 4-1109, 4-1100

**"LOOK FOR THE EAGLE
THE SYMBOL OF
QUALITY"**



**REPLACEMENT
PLASTICS**

for all
makes and models of
AUTOMATIC PHONOGRAPHS
(the oldest and newest)

**NOW AVAILABLE
RIGHT PRICES**

Send For Complete Price List

★ **EAGLE**

COIN MACHINE CO.
1514 N. FREMONT AVE.
MICHIGAN 1247
CHICAGO 22, ILL.

**Customers' Wants
Important Item In
New Cig Vending**

(Continued from page 103)

the whim of any consumer. In line with "convenience," the manufacturer must recognize that his coin mechanism does not put the consumer to any hardship in buying a package of cigarettes. That is why most coin mechanisms are designed to take any combination of coins.

With business expanding in all industries immediately following the present reconversion period, the operator, too, is going to expand his routes. In order to aid the operator in his own expansion program, the manufacturer is producing equipment that is simple, sound and easily serviced. Any feature that a manufacturer can incorporate in the machine will cut down the service time and cost to the operator in expanding his route because it permits him to devote his attention more to the productive end of the business than to the service end.

In addition to the basic factors of the type of equipment that will be manufactured and the features that the equipment will have incorporated in its make-up, it is extremely important at this time that the manufacturer set a definite policy of business relationship with the operator—a policy so designed that the operator will be able to absorb the expansion of his routes and the purchase of new equipment easily and conveniently.

Operator's Side

The manufacturer realizes that the average operator is going to have to invest a considerable amount of money in new equipment to replace those machines which have been doing yeoman work for him during the four years when replacement was impossible. It is to the mutual benefit of manufacturer and operator, in line with the foregoing thought, that the former establish a policy of flexible credit terms so that the latter will not be overtaxed in his expansion program and will be able to progress in a rapid, normal and healthy manner.

Furthermore, banking institutions thruout the country recognize the need for "expansion" money in the vending machine business and invite that traffic. We think that the operator will not have too much concern in financing the expansion of his route, providing, of course, that he can meet the usual requirements which any banking institution wants.

In the final analysis, the new era that we are entering upon in the cigarette vending machine business will have come to recognize the basic psychological, service and financial factors necessary to the conducting of a normal healthy business. Slipshod methods are passe and only those operators and these manufacturers who are willing to face these facts squarely will progress.

**Wolf Exhibits
New Bell Front**

LOS ANGELES, April 20.—Bill Wolf, of the M. S. Wolf Distributing Company, announced that the new Extrabell fronts are now available to operators in Nevada, Arizona, Oregon and Washington.

Front was designed by Everett B. Eckland, Chicago industrial designer. It is a curved jackpot section which makes it seem more capacious, Wolf said. It has been on display at Wolf's offices in Seattle, San Francisco and Los Angeles.

SAM STERN SAYS—ORDER TODAY!

**JACK NELSON'S 10,000 PLAY
DOUBLE POINT NEEDLE**



- 5,000 PLAYS WITH EACH POINT**
- Two perfect precious osmium points to give you double the wear.
 - Trouble-free performance, fits into the pick up the right way.
 - Wears into the record the straight way—the right way.
 - Especially designed for heavy work required of a needle in coin-operated phonographs—85% osmium content in the points.
 - Actually two needles in one.
- | | |
|------------------------------------|------------------------|
| 25 Double Point Needles, 75¢ each | (50 playing points) |
| 50 Double Point Needles, 73¢ each | (100 playing points) |
| 100 Double Point Needles, 70¢ each | (200 playing points) |
| 250 Double Point Needles, 65¢ each | (500 playing points) |
| 500 Double Point Needles, 60¢ each | (1000 playing points) |

**"THE SPEED IRON" NEW SOLDERING GUN
NEW SOLDERING PRINCIPLE**

SAVES TIME: Always ready for use—heats up in 5 seconds.
SAVES MONEY: No wasted power—intermittant heat prevents tip burning—more working time—less waiting time with fast heating.

EASY TO USE: Light weight, convenient to hold. Well balanced.

PRICE \$14.95 COMPLETE WITH TWO EXTRA TIPS

Additional Tips, 5c Each
1/3 Deposit, Balance C. O. D., F. O. B. Phila.
SCOTT-CROSSE COMPANY
THE EAST'S LEADING DISTRIBUTOR
1423 SPRING GARDEN STREET PHILADELPHIA 39, PA.

NEW PRICE--\$90.00

**To convert your Old Mills Escalator Model Slots into
NEW BLACK CHERRY BELLS**

Price Includes Complete Overhauling, Replacing Worn Parts and Installing Mechanism in New Case and Casting Assembly. Machine Parts Extra at Mills List Prices.

Precision Workmanship — Guaranteed 30 Days
SHIP THEM TO US — 10-DAY SERVICE

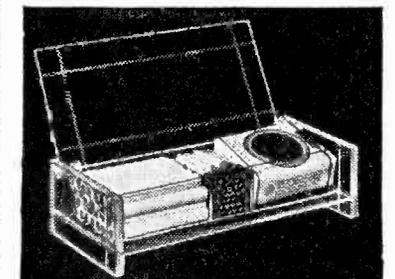
**"SPECIAL"
CLOSING OUT FOR \$30.00
"TRUE-FIT"—"PRECISION BUILT"**

GOLD CHROME CASE AND CASTING ASSEMBLIES
Complete With Drill Proofing, Award Plates, Club Handles, Etc.

WOLFE MUSIC COMPANY
1201 W. Main St. (Tel. 1312; Res. 1302) Ottawa, Illinois

LATEST SALES BOARD NOVELTY

Boxes made from Plastic. During the war used in Airplanes. A sample assortment will convince you.



Packed Six (6) to an Assortment ... \$14.88
If Board Wanted, 1,000 Hole Board89

**WHILE THEY LAST
Sample Dozen
\$11.52**

A Trial Order With Full Information Will Convince You.
Get on our mailing list now. We may have something good to offer later on.

THE NEW DEAL MFG. CO.
411 NORTH BISHOP DALLAS 8, TEXAS

**PRECISION BUILT
5¢
COIN CHUTES**

REJECTS MOST SLUGS

Fast Delivery to Manufacturers.

Let Us Know Your Requirements.

LOS ANGELES MANUFACTURERS
Rm. 518, 448 So. Hill St.
Los Angeles 13, Calif.

MECHANIC WANTED

Good experienced mechanic for Wurlitzer music. Must understand remote control amplifiers, etc. Also pin games. Salary, \$100 per week, steady job, quick advancement. Give full details on first application. Call, write, wire or phone Grant 8542 before six p.m.

Click Amusement Corp.
1528 Main St., Buffalo 9, N. Y.

"NOTICE, OPERATORS"

FOR YOU

**"1946"
"EXHIBIT"
FOR
NEW MEXICO
READY FOR DELIVERY
REGULAR OR MULTIPLE**

**"1946"
"BANGTAILS"
AND
TEN STRIKES
BY EVANS
IMMEDIATE DELIVERY
FOR
TEXAS, N. MEXICO, OKLAHOMA,
SOUTHERN ARKANSAS AND
NORTHERN LOUISIANA**

**"SPEED IRON"
THE OPERATORS' ANSWER TO
SPEEDY SERVICING**

WRITE WIRE PHONE
ISLAND DISTRIBUTING CO.
2502 39th St. GALVESTON, TEXAS 2551 Elm St. DALLAS, TEXAS
Ph. 4924 Ph. Riverside 2863

**SMILEY IS HERE!
IMMEDIATE DELIVERY \$39.50**

USED	NEW
2 Wurlitzer 750E's. Each \$695.00	Stage Door Canteens \$274.50
2 Wurlitzer 61's, Counter Models ... 155.00	Big Hit 298.50
2 Chi Coin Hockey 210.00	Suspense 279.50
Seeburg Shoot the Chutes 99.50	Surf Queen 289.50
Jennings 5c Blue Skins 150.00	Bubbles 249.50
Columbia 5c Cigarette Reels 49.50	Coalee 525.00
Wooden Reels Mutoscope 17.50	Packard Wall Boxes 36.95
Wooden Drop Picture 14.50	Total Roll 525.00
Striking Clocks 69.50	Cusher, New Counter Game 54.00
	Marvel, New Counter Game 50.00
	American Eagles, Counter Game 50.00

WANTED: 100 PIN GAMES AND 100 PHONOGRAPHS
WRITE, WIRE OR CALL
INTERNATIONAL COIN MACHINE DISTRIBUTORS
2115 PROSPECT AVENUE MAIN 5769-70 CLEVELAND, OHIO



is here

The Brand New Legal

PIONEER'S "Smiley" fits any territory! LEGAL ANYWHERE!



GEORGE WORMINGTON

Distributed by MELODY LANE MUSIC COMPANY 1109 Broadway Kansas City 6, Missouri

See Your Nearest Distributor

Pile the \$\$\$ with "Smiley"



Available for IMMEDIATE DELIVERY! Complete for ONLY— \$39.50

Counter Game

Distributed by

UNITED AMUSEMENT COMPANY

310 S. Alamo San Antonio, Texas



KEN WILKINSON

See Your Nearest Distributor

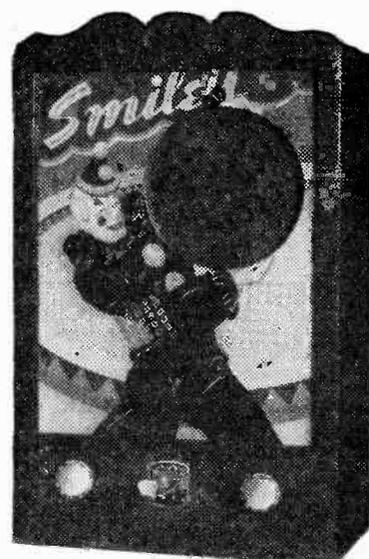
PIONEER'S "Smiley"—the game with appeal!

Completely NEW Throughout!

Complete for ONLY—

\$39.50

Available for IMMEDIATE DELIVERY!



"Smiley" • SEE IT TODAY! • "Smiley"



is here

The Brand New Legal

PIONEER'S "Smiley"
fits any territory!
LEGAL ANYWHERE!



CHARLES ROSEN

Distributed by

OHIO SPECIALTY COMPANY

539 S. Second Street
Louisville, Kentucky

See Your Nearest Distributor

Pile the \$\$\$
with
"Smiley"



Available for
IMMEDIATE
DELIVERY!

Complete for
ONLY—

\$39⁵⁰

Counter Game

Distributed by

CLIFF WILSON
DISTRIBUTING COMPANY

1121 S. Main Street
Tulsa, Oklahoma



CLIFF WILSON

See Your Nearest Distributor

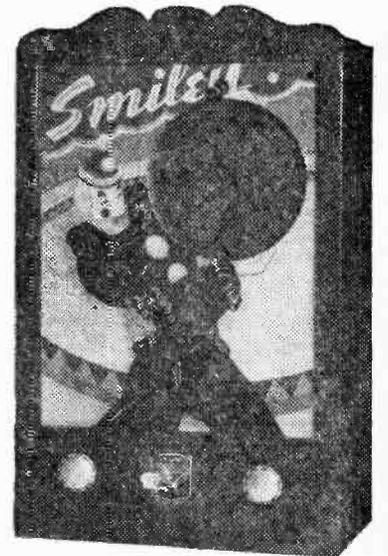
PIONEER'S
"Smiley"—the game with appeal!

Completely
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Complete for
ONLY—

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\$125.00 COMPLETE

WE ARE DETERMINED
TO MAKE THE BEST
AND SELL FOR THE LEAST

- ALL NEW
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- TIMER
- COIN CHUTE
- SOCKETS
- BULBS
- WIRE, ETC.
- BRAND NEW
- CABINETS



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VICTORY SPECIAL
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THOROBREDS . . . \$375
LONG ACRES . . . 375
PIMLICOS 310
'41 DERBYS . . . 275

One-third deposit with order,
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WANT TO BUY MILLS SLOTS

Must be ORIGINALS. Advise Quantity,
Denomination, Condition, Price.

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WILL SACRIFICE FOR QUICK SALE

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| <p>SLOTS</p> <ul style="list-style-type: none"> 6 Mills 5¢ Future Pay 8 Mills 5¢ Blue Fronts 1 5¢ Eagle 1 Jennings 5¢ Chief Console 7 Jennings 5¢ Future Pay Chiefs 1 Watling 5¢ Roll-a-Top 1 Mills 5¢ Chrome 2 Melon Bells, 5¢ 1 Pace 5¢ Twin Jackpot 1 Blue Front, 10¢ 1 Blue Front, 25¢ 2 Blue Fronts, 1¢ | <p>1 Mills Gooseneck, Double
Jackpot, 1¢</p> <p>CONSOLES—CASH PAYOUT</p> <ul style="list-style-type: none"> 23 Light Cabinet Dominos 10 Dark Cabinet Dominos 32 Super Track Times 3 Skill Times 4 Triple Entries 6 Jumbo Parades 2 Big Games 5 Four Bells 5 Silver Moons 2 Baker's Pacers | <p>3 Pace's Races</p> <p>CONSOLES—FREE PLAY</p> <ul style="list-style-type: none"> 8 Jumbo Parades 2 Big Games 12 Silver Moons <p>ONE BALLS—CASH P. O.</p> <ul style="list-style-type: none"> 2 Multiple Kentucky 2 Multiple Turf Kings 1 Thistle-down <p>ONE BALLS—FREE PLAY</p> <ul style="list-style-type: none"> 1 Blue Gun 2 Dark Horses |
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193 Misc. 1¢ Cigarette Machines consisting of Daval, Penny Packs, Lucky Packs,
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\$15,000.00 Will Buy Entire Lot

F. O. B. Our Warehouse, Washington, D. C. No Crating.

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| <ul style="list-style-type: none"> STAR ATTRACTION . \$ 85.00 SNAPPY 85.00 SCHOOL DAYS . . . 55.00 ARGENTINA 75.00 ZIG ZAG 60.00 VICTORY 79.50 SEA RAIDER, REV. . 90.00 SPOT POOL 85.00 TEXAS MUSTANG . . 85.00 | <ul style="list-style-type: none"> CROSSLINE, BALLY . \$ 52.50 BIG PARADE 125.00 SKYLINE 39.50 BALLY PROGRESS . . 25.00 BOMBARDIER, REV. . 80.00 CASA BLANCA, REV. . 180.00 BIG TIME 35.00 AIR RAIDER, REV. . 125.00 | <ul style="list-style-type: none"> GUN CLUB \$ 72.50 JUNGLE 75.00 G.I. JOE, REV. . . . 79.50 SEA HAWK 60.00 NEW CHAMP 85.00 SCHOOL DAYS . . . 82.50 KNOCKOUT 115.00 HIGH HAT 72.50 |
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ARCADE MACHINES

- | | |
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| <ul style="list-style-type: none"> 1 BALLY KING PIN . . \$150.00 3 WESTERN BASEBALL DELUXE, Ea. . 95.00 EXHIBIT LOVE METERS—(What Is,
Wise Owls, Love & Romance) A Set . 120.00 1 WHIRLAWAY WITH BASE 250.00 | <ul style="list-style-type: none"> 5¢ MILLS EXTRAORDINARY, C.H.,
3/5 \$115.00 25¢ MILLS EXTRAORDINARY, C.H.,
3/5 145.00 5¢ WATLING ROLATOPS, 3/5 90.00 |
|--|---|

TERMS: 1/3 DEPOSIT WITH ORDER
WILLIAM R. GOLDBERG

856 MADISON AVENUE

YORK, PA.

Ernest Butler, Veteran Mills Executive, Dies

CHICAGO, April 20.—Ernest G. Butler, 58, credit and collections manager of the Bell-O-Matic Corporation, died last week in Chicago of a heart ailment.

Widely known thruout the coin machine industry, Butler had been associated with the Mills group for 14 years. Prior to assuming his duties with Bell-O-Matic early this year, he served as credit manager in the coin machine division of Mills Novelty Company.

Native of Indiana, the Mills executive spent his early business life in the piano industry. For 10 years he was manager of the Baldwin Piano Company's Indianapolis sales office. In 1927 he left Baldwin to become collections manager for the Hobart M. Cable Company, piano manufacturers, at La Porte, Ind., the position he held immediately prior to joining Mills in 1932.

Wide Acquaintance

Over the years, Butler gained a wide acquaintance with members of the trade, many of them during their early years as coinmen. Lauding their fellow-worker for his high ideals, Mills officials pointed out that he was highly regarded by coinmen for his co-operative attitude and his aid in difficult situations.

Butler is survived by his widow, Maude E.; a son, Ernest, and a daughter, Mrs. Eleanor Rose Prosser. He had five grandchildren.

Funeral services were held April 12, with burial in Acacia Park.

Bally Reports New-Type Ray Gun in Works

CHICAGO, April 20.—George Jenkins, vice-president and general sales manager of Bally Manufacturing Company, announces that a new type of ray-gun known as the Atom Gun is now in final engineering stages at the company's plant.

Jenkins said the game is modeled on Bally's pre-war Rapid Fire, but with addition of a new feature calculated to increase its earnings greatly as a skilled-amusement device.

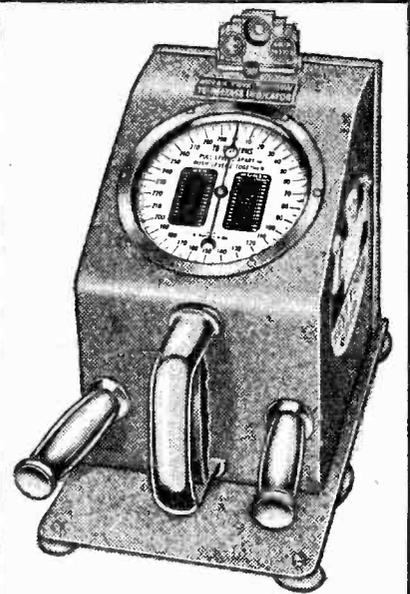
Production schedules will depend on the availability of certain special materials needed for the new effects, he said, but added that the "gun is being pushed rapidly toward production."

Name Hurrell Bell-o-Matic Credit Chief

CHICAGO, April 20.—Randolph J. Hurrell has been appointed credit and collections manager for Bell-o-Matic Corporation, newly formed distributing firm for Mills bell games, Vincent Shay, president, announced.

Hurrell will succeed the late Ernest G. Butler, to whom he has been assistant since he joined the company nine months ago. He came to the company after his discharge from the navy, in which he served three years, including 20 months in the New Hebrides and five months aboard the U. S. S. Glynn, an attack transport.

Hurrell, who was credit manager for a major cosmetic firm before entering the service, is married and lives in Maywood, Ill.



THE ONLY GRIP MACHINE WITH ALL THESE TIME- TESTED PROVED FEATURES:

- BUTTON INDICATOR CONTROL for competitive play
- ANTI-TILT DEVICE prevents cheating
- CHROME HANDLES THROUGHOUT full chrome trim
- NON-CLOG SLOT button in rear instantly clears obstructions
- SEPARATE CASH BOX absolutely tamper-proof
- TENSION ADJUSTMENT may be set to suit location
- BELL ADJUSTMENT may be set to ring bell at any number
- CASE heavy gauge uni-steel construction
- 6 RUBBER SUCTION CUPS hold machine securely to counter

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THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL COIN PACKER

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$2 each size.

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WILL PAY—
\$75.00 Per Case for
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Fits all WURLITZER Models 412, 24, 616, 500, 600, 700, 750, 780, 800, 850 and 950. All Seeburgs except High-Tones — All Rock-Olas.

COMPLETE WITH TUBES \$54.50
F. O. B., N. Y.

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FITS ALL WURLITZERS, SEEBURGS, ROCKOLAS, INCLUDING HI-TONES
1. Saves you time, money and expense.
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4. Built by competent Phonograph sound engineers.
5. We are the originators of the Universal Amplifier idea.
6. All workmanship guaranteed.
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8. Ready to operate.
9. Money back in 10 days if not completely satisfied.

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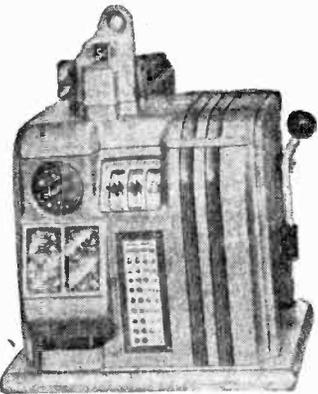
TERMS: Immediate shipment F.O.B. New York. 1/3 Deposit, Balance C. O. D. Shipments made by Railway Express unless otherwise instructed by you.

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NEW COLUMBIA DOUBLE JACKPOT BELL



5c, 10c or 25c Play \$127.50 EACH In Lots of 5 or More
\$132.50 single

New Chrome Club Model, \$169.50 each
Write for quantity price

Columbia Chrome Bell features 10-Stop Wide Fruit Reels ★ Twin Jackpot ★ Convertible from 5¢ to 10¢, 25¢ or \$1 Play on location. Change Parts included with original purchase ★ operates as Cash Payout. Jackpot capacity adjustable for 5¢, 10¢ or 25¢ coins.
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809 W. Madison St. CHICAGO 7, ILL.
MANY OTHER COUNTER GAMES
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Square Amusement Co.
AL SCHLESINGER—JOHN A. FITZGIBBONS
88 Main St., Poughkeepsie, N. Y.

Black Light Co. Slates Move to New Spot May 1.

CHICAGO, April 20.—Black Light Products will be in larger quarters at 67 East Lake Street here by May 1, according to Judith Richardson, head of the firm. The firm is offering its services to coin machine manufacturing firms interested in adapting "black light" to their machines.

First actual use of black light in a coin-operated machine was announced here recently by Mercury Coin Company, which is offering an electric ray target gun using the principle of black light. The Black Light Products organization provided the supplies for this first use in the coin machine field. The firm offers its experimental help in adapting the light to other types of coin machines.

Because lighting effects have been so important in the improvement of games and juke boxes, some trade leaders say black light may become an important new feature in these types of machines also.

Business Interest

Many industries are interested in possible uses of black light, according to a front page report in *The New York Journal of Commerce* April 17. The report said:

"The black light lamp had many military uses during the war; it is now finding its way into industry for inspection purposes. A great future is predicted for the commercial use of black light. The secret of the black light is that the object on which the light is thrown shows up without revealing the source of the light.

"That will open up a wide peacetime field for its use in clubs, restaurants, store interiors, movie theaters, window displays, hotel lobbies, showrooms and numerous other applications," *The Journal* article continued.

Black Light Products firm here has helped in many of these commercial uses, and especially in co-operation with a big automobile manufacturer. Miss Richardson says they are especially interested in the coin machine field because her father has developed many vending machine patents used by a Chicago manufacturer.

Stamp Venders Group Planned

PHILADELPHIA, April 20. — Leonard Tyron, local postage stamp machine operator, announces that plans are underway toward establishment of an association in the city. First meeting of the proposed organization is scheduled for the first week in May. Sixty to 75 operators are expected to attend.

"Too many veterans are being urged to invest in postage stamp machines in the columns of local papers with firms that intend to sell them machines and then, 'the hell with you,' as far as they are concerned," Tyron states. "We hope to, by means of the association, show the veteran, or for that matter anyone, how to operate successfully a postage stamp machine route."

"Poor service," Tyron further states, "and lack of understanding of the business, leaves the operators not only out of money, but more important — locations with constant complaints about the machines from customers do not feel kindly toward any postage stamp machine operator and they tell their friends, usually other location owners, about it, therefore hurting other operators."

Hitch Your Star...

To these SILENT SALES new post-war winners
MILLS INDUSTRIES...

Music worth waiting for... Coming soon.

MILLS BELL-O-MATIC...

Products of Mills... New original Black Cherry Bells and Vest Pocket Bells... Now delivering. Golden Falls... Hand Load... Beautifully designed... Write for further details... Order now, delivery in May.

KEENEY...

Bonus Superbell... Available now.

GENCO...

Total Roll competitive skill game of thrills... Immediate delivery.

EXHIBIT...

New Big Hit... Exhibit's best—"Nuff said"... Here now.

WARNING INSIST UPON CERTIFICATE OF MANUFACTURE ON ALL MILLS PRODUCTS

EXCLUSIVE FACTORY DISTRIBUTORS FOR ALL THESE OUTSTANDING MACHINES

Silent Sales Company

SILENT SALES BLDG., MINNEAPOLIS 15, MINN.
Mpls. Phone GENEVA 3645, St. Paul Phone WESTER 5720

CABL TRIPPE Price Plus Guaranteed Satisfaction
All A-1 Reconditioned Arcade Equipment

A.B.T. Target Skill (Late Model)	\$ 27.50	Love-o-Meter	\$129.00
A.B.T. Target Skill (Model F)	22.50	Mills Panoram	295.00
Ace Bomber	219.50	Mystic Eye (Exhibit)	139.50
Aero Bomber	39.50	Pikes Peak	19.50
Bally Alley	29.50	Pikes Peak Stands	2.50
Bally Bull	69.50	Peep Show (Back to Nature)	49.50
Bally Rapid Fire	119.50	Peep Show (Have a Look)	49.50
Barrel o' Fun (Exhibit)	99.50	Periscope	215.00
Batting Practice (Scientific)	119.50	Planatellus (without Side Signs)	39.50
Bicycle Speed Tester (Exhibit)	125.00	Poker & Joker	89.50
Card Vendors (Exhibit) with Base	25.00	Radiogram (Exhibit)	150.00
Card Vendors (Metal Int.), 2 for 5¢	39.50	Rameses (Exhibit)	129.50
Casino Golf (New)	49.50	Red, White Blue Target (A.B.T.)	22.50
Casino Golf (Used)	29.50	Rock-Ola Ten Pins	69.50
Chicago Coin Hockey	189.50	Screen Test	149.50
Chuck-o-Luck	5.00	Seeburg Chicken Sam	109.50
Circus Romance	249.50	Seeburg Gun (Bartender, Repainted)	169.50
Donkey Strength Tester	139.50	Seeburg Gun (Photo Elec. Rifle Range, Repainted)	169.50
Egyptian Mummy Exhibit	119.50	Shocker Advance Electric, 1¢	15.00
Evans 38 Ft. Duck Pin Alley, Automatic Pin Set, Coin Operated (Unrated)	189.50	Skee Ballette (Gottlieb)	69.50
Evans Tommy Gun	89.50	Skee Barrel Roll (New)	369.50
Fireman (Int. Thigh-o-Graph)	100.00	Skee Jump (Repainted)	59.50
Goalie (New)	525.00	Sky Fighter	219.50
Golf Put-er-In, 6 Ft.	29.50	Stoner's Races	89.50
Gottlieb Single Gripper	17.50	Striking Clock (Counter Model)	49.50
Gottlieb Triple Gripper	22.50	Super Bomber (Evans)	235.00
Grip Tease (Seeburg)	69.50	Tail Gunner	69.50
Hockey (Seeburg)	69.50	Ten Strike (Evans)	69.50
Int. Microscope (with Stand)	29.50	Test Pilot (Cabinets Only)	10.00
Int. Microscope L. Sign Counter	29.50	Texas Leaguer	42.50
Jungle Hunt, A.B.T.	25.00	Thunderbolt (Like New)	175.00
Keeney Air Raider	129.50	Tokyo Gun	99.50
Keeney Anti-Aircraft	39.50	Tricks (Genco), Pin Ball	29.50
Keeney Submarine	89.50	United Nations	89.50
Keeney Targette	89.50	Western Strength Test	39.50
Knotty Peak (without Stand)	69.50	Whoopee Ball	3.50
Liberator	215.00	World Series (Rock-Ola)	89.50
Lift-o-Grif	189.50	Your Future Home	29.50
Lion-Head (Electric Shocker, 1¢)	39.50	Zingo	119.50

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HARRY MARCUS COMPANY

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PIONEER'S "Smiley" fits any territory! LEGAL ANYWHERE!



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Pile the \$\$\$ with "Smiley"



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Complete for ONLY—

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Distributed by

COIN MACHINE DISTRIBUTING COMPANY

500 Craig Street Pittsburgh, Pennsylvania



SAM MANNARINO

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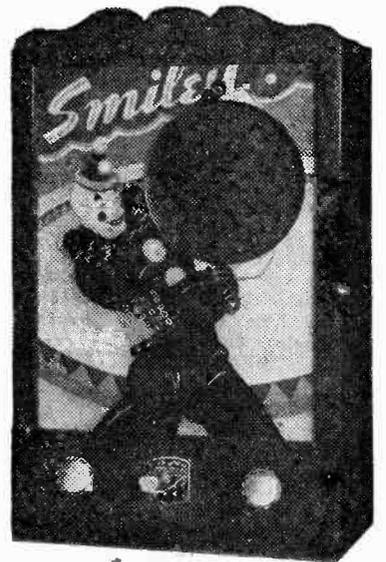
PIONEER'S "Smiley"—the game with appeal!

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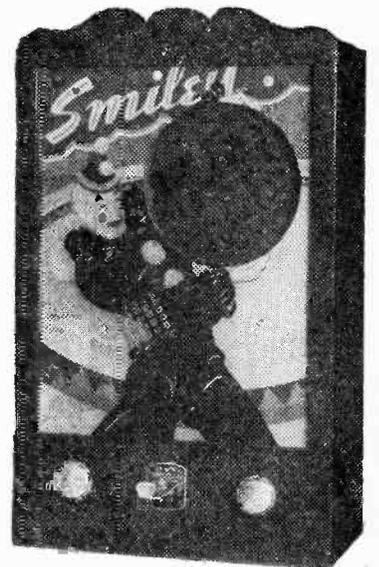
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5 BALL FREE PLAYS

Sea Hawk	\$89.50	Paramount	\$29.50	2 Belle Hop. Ea. ...	\$79.50
Ten Spot	74.50	Mr. Chips	32.50	Majors, '41	79.50
Miami Beach	76.50	Bandwagon	47.50	2 Jungle. Ea.	69.50
2 Bosco. Ea.	99.50	Gold Star	47.50	Four Diamonds	69.50
2 Argentines. Ea. ...	79.50	Victory	94.50	Bola Way	79.50
Knockout	129.50	Monicker	99.50	Towers	74.50
Cadillac	29.50	Formation	32.50	Texas Mustang	84.50
Horscope	74.50	Zig Zag	74.50	Dude Ranch	57.50
Brite Spot	39.50	Big Parade	124.50	Sink the Jap	82.50
Seven Up	64.50	4 Spot Pool. Ea. ...	78.50	Pan American	64.50
On Deck	24.50	Hi Hat	74.50	Metro	69.50
New Champ	74.50	3 School Days. Ea. ...	64.50	Cross Line	44.50
Defense (Genco) ...	99.50				

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ARCADE

EVANS PLAYBALL	\$149.50	5 KEENEY ANTI-AIRCRAFTS (Brown Cabinets) Ea.	\$ 39.50
EVANS TOMMY-GUN	90.00	TEST PILOT	139.50
PERISCOPE	154.50	5 MUTOSCOPE SKY-FIGHTERS, Ea.	245.00
KEENEY AIR RAIDER	125.00	KEENEY SUBMARINE	120.00

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CONSOLES—A REAL BUY!

4 RAY'S TRACKS, Ea.	\$45.00	2 KEENEY DERBY DAYS (Slant Top), Ea.	\$49.50
1 PACES RACES	75.00	Interchangeable Slots and Reels ...	\$18.50

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EAU CLAIRE, WISC.

Tax Calendar

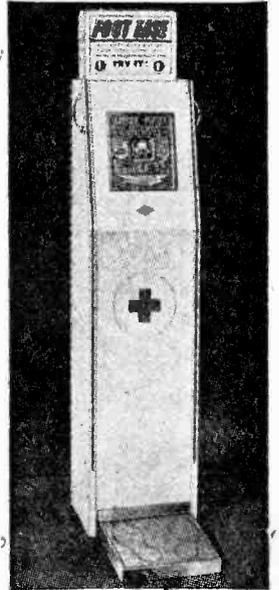
Following list of tax reports and payments due during May is published for the information of the trade.

- Alabama**
May 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers and jobbers report due.
May 20: Sales tax reports and payments due.
- Arkansas**
May 10: Cigarette reports due.
- Colorado**
May 15: Sales tax reports and payments due.
- Connecticut**
May 15: Cigarette tax report due.
- Georgia**
May 10: Cigar and cigarette reports due.
- Idaho**
May 15: Cigarette wholesalers' drop shipment reports due.
- Illinois**
May 15: Cigarette tax return due. Sales tax report and payment due.
- Iowa**
May 10: Cigarette vendors' reports due.
- Kansas**
May 5: Cigarette distributors' reports due.
May 20: Sales tax report and payment due.
- Kentucky**
May 10: Amusement and entertainment report and tax due. Cigarette tax reports due.
- Louisiana**
May 1: Tobacco wholesalers' reports due.
May 20: New Orleans sales and use tax report and payment due.
- Maryland**
May 10: Admissions tax payment due.
- Massachusetts**
May 20: Cigarette distributors' tax report and payment due.
- Mississippi**
May 10: Admissions tax reports and payment due.
May 15: Sales tax reports and payment due.
- Missouri**
May 15: Retail sales tax reports and payment due.
- North Carolina**
May 15: Sales tax report and payment due.
- North Dakota**
May 10: Cigarette distributors' tax due.
- Ohio**
May 10: Admissions tax report and payment due. Cigarette wholesalers' report due.
- Oklahoma**
May 10: Cigarette tax reports due. Coin-operated music boxes reports and tax due.
May 15: Sales tax reports and payment due. Tobacco products reports due.
- Rhode Island**
May 10: Tobacco products tax reports due.
May 31: Cigarette dealers' licenses expire. Cigarette solicitor's permit expires.
- South Carolina**
May 10: Admissions tax reports and payment due. Soft drink tax report and payment due.
- Texas**
May 1: Cigarette distributors' and solicitors' reports due.
- Utah**
May 15: Sales and use taxes and returns due.
- Vermont**
May 31: Cigarette tax licenses expire.
- Washington**

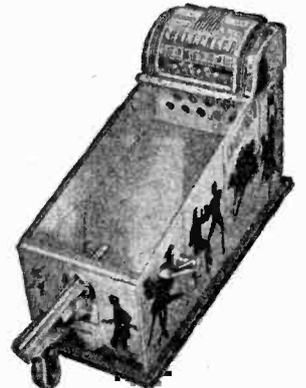
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NEW A. B. T. CHALLENGER



1c OR 5c PLAY

\$65.00
EACH

1/3 Deposit With Order

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

VENDING MACHINES

10 Northwestern Standard 5c 8" Globe. Ea. \$	7.75
10 Northwestern Mod. 3c 1c 5c Globe. Ea.	7.50
15 Snacks, 5c, 3 Col. with Deluxe Stand. Ea.	15.00
10 Supreme, 1c, 5c Globe. Ea.	5.00
10 Stick Gum, 1c, 1 Col. Ea.	5.00
New Regal Nut Vendors, 1c, 5c Globe	Write
New Silver-King, 1c, 5c Globe. Ea.	8.95

ARCADE & COUNTER GAMES

3 Bally Alley, 5c Play. Ea.	\$49.50
3 Evans Ten Strike, 5c Play. Ea.	69.00

PARTS & GLOBES

C. E. BRADFORD
228 Hamilton St. ALBANY 3, N. Y.

May 15: Cigarette reports due.

West Virginia

May 15: Sales tax reports and payments due.

Wyoming

May 15: Sales tax reports and payments due.

Use in Venders Predicted for Light Plastics

WILMINGTON, Del., April 20.—Announcement of a new plastic lighter than cork but of "high compressive strength" by the Du Pont has touched off new interest in plastic research and development for the coin machine industry.

Du Pont said the new plastic, which it calls cellular cellulose acetate, or CCA, has remarkable structural strength when bonded between two sheets of metal, wood or plastic. It also is an insulator against heat and cold, and officials predicted it would find use in manufacture of refrigerated venders for frozen foods, ice cream and soft drinks.

At the same time, another big maker of plastics, Monsanto Chemical Company, announced that it has perfected a new method of molding which will enable manufacturers to use plastics in large equipment. The process, termed "impression molding," was used during the war in making observation domes and other aircraft parts. It consists of impregnating cloth, paper or fiber with newly developed plastic resins.

General American Transportation Corporation, operator of national tank car service, announced its entry into the plastics industry. Company said it would spend nearly \$1,000,000 on machinery for a new plastics plant at East Chicago, Ind., according to Sam Laud, president.

Firm already owns its building in East Chicago, Laud said. Factory will be operated under its two subsidiaries, McCoy, Jones & Company, engineering and design firm, and Eclipse Moulded Products Company. Its plastic presses, said to be the largest in the industry, will include one capable of exerting 2,000 tons pressure.

Laud predicted the plant would be in production by the end of April.

Hirsch Coin To Distribute New Pintable Game

WASHINGTON, April 20.—Hirsch de La Viez, who has been in the coin machine industry since 1920, announced that his firm, Hirsch Coin Machine Company of Washington, has been appointed national distributor of a new game called Red Ball.

Game is a combination pinball and pool table, he said. It features a playing field with electric scoring and totalizing device. De La Viez said that he had 100 games on test locations before placing them on sale nationally.

Appointment of local distributors has been started, he reported. His company now is delivering about 90 games per week, and expects to step its output up to 300 machines a week within the next 30 days.

Game originally was built without a coin chute. Total of 8,441 machines were sold to the armed forces, Red Cross and U. S. O. clubs over the world, he said.

Heatley, Old-Time Arcade Owner, Dies

DENVER, April 20.—Herbert (Hub) Heatley, 80, at one time proprietor of Denver's famous Old Arcade, died at Presbyterian Hospital here Monday (15).

Heatley was born in Earrington, Ill., and came west as a child and was a resident of Denver for 75 years. His father was a co-partner in Denver's first theater, the Palace.

LOOK WHAT WE HAVE!

50c



NEW BLACK CHERRYS, SILVER, GOLD OR COPPER CHROMES \$350.00 EACH

Built to operate like a nickel, dime or quarter Center-Drop Mills Slot. Completely NEW throughout. Full money-back guarantee if not completely satisfied.

5c Play...\$260.00 10c Play...\$275.00 25c Play...\$285.00

WE REBUILD ANY MILLS ESCALATOR TYPE MACHINES \$69.50 PLUS PARTS into NEW

BLACK CHERRYS; SILVER, GOLD OR COPPER CHROME BELLS!

Machine is completely torn down, replated and reassembled. All worn out parts are replaced; the machine is rebuilt to look and operate like NEW Black Cherrys, Silver, Gold or Copper Chromes.

FOR SALE! Black Cherry Bell Set-Ups, Each...\$43.00 Silver, Gold or Copper Chrome Cabinets, Each.. 39.50

INCLUDE THESE FEATURES: Drill Proof Lining; Club Handle; Denominator; Reward Card; Reel Glass; Escalator Glass; Jackpot Glass; Coin Cups; Castings completely drilled and tapped, etc.

NEW MILLS VEST POCKETS, Immediate Delivery...\$74.50 each

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WANT TO BUY ANY QUANTITY

MILLS SLOTS

ESCALATOR MODELS

WILL PAY TOP CASH PRICE

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4223 W. LAKE ST.,

CHICAGO 24, ILL.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

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FOR SALE FOR SALE

3 BAKER'S PACERS
DAILY DOUBLES, FACTORY REBUILT, LATE JACKPOT, SERIAL #7037, #7038, #6643 ABOVE IN PERFECT OPERATING CONDITION

ENTIRE LOT THREE CLEAN BAKER'S PACERS...\$550.00
1/3 DEPOSIT, BALANCE C. O. D.

L. SIMOWITZ MUSIC MACHINE CO.
636 BROAD STREET AUGUSTA, GEORGIA

OPERATORS!

JUNE DELIVERY ON
PACKARD PLA-MOR PHONOGRAPHS
and we're not kidding!

★ NOW AVAILABLE FOR DELIVERY

- Packard Pla-Mor Wallbox \$ 38.95
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- Packard Model 800 Wall Speaker 33.95
- Packard Model 700 Wall Speaker 19.95
- 30-Wire Packard Pla-Mor Cable, Ft. . . . 19
- Bar Brackets, Aluminum 5.00

We will thoroughly recondition your Mills Slots and convert to Chrome Bells. Includes new castings, cabinet, drill proof, knee action, club handle and new parts in mechanism—\$125.00.

We Can Supply You With
Blue Fronts — Brown Fronts — Gold Chromes — Silver Chromes — Club Bells — Black Cherrys — Cherry Bells — C.T.'s — Jumbo Parade — Four Bells — Three Bells.

ARCADE EQUIPMENT
Factory Rebuilt—Ready To Operate
2 Keeney Submarine \$100.00
3 Bally Rapid Fire 175.00
1 Microscope Sky Fighter 275.00
1 Exhibit Vitalizer 75.00

NEW ARCADE EQUIPMENT
New Bank Ball, 9' \$375.00
2 New Pilot Trainer @ 750.00

JENNINGS 4-STAR CHIEFS
5¢, \$100.00; 10¢, \$125.00; 25¢, \$175.00

WATLING ROTATOPS
5¢, \$75.00; 10¢, \$100.00; 25¢, \$150.00

OTHER GUARANTEED BUYS!
Jennings Fasttime, Auto. Payout \$ 75.00
Kentucky 250.00
Saratoga Automatic Payout 85.00
Paces Reels, Falls—Very Clean 125.00
1 Spinning Reels, P.O. 85.00
Dewey Single 75.00
Dewey or Caille Double 150.00

SPRINGS: 2728A—10; 3196—10¢; 2734A—25¢; 2860A—25¢; 3793—25¢
Bolts: Award Card Bolts, Dozen 10¢
Cabinet Bolts, Dozen 50¢

AUXILIARY EQUIPMENT SPECIALS

Quantity	Model	Item	Price
1	320	Wurlitzer Box	\$20.00
3	125	Wurlitzer Boxes	@ 37.50
1	120	Wurlitzer Box	25.00
6		Indoor Speakers	@ 22.50
2		Outdoor Speakers	@ 25.00
1		Cornet Speaker	19.50
1		Picture Speaker	25.00
5		Seeburg Remote Speakers (Speak Organ)	@ 35.00
1		Seeburg Speaker	25.00
20		Seeburg Selectomatics	@ 10.00
1	111	Wurlitzer Bar Box	15.00
1	412	Wurlitzer Front Grill	12.50
1		Rock-Ola Front Grill	12.50
4		Rock-Ola Dial Wall Boxes	@ 17.50
1		Keeney Wall Box	5.00
5	125	Wall Box Covers	@ 5.00
1		Keeney Adapter for Mills Phonograph	20.00
1	75	Wurlitzer Electric Selector	25.00
1	305	Wurlitzer Impulse Receiver	25.00

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THIS OFFER GOOD FOR 30 DAYS

WILL PAY FOR FOLLOWING

IN GOOD CONDITION

- \$700 for Wurlitzer 850
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- \$575 for Model 700 Wurlitzer
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- \$400 for 600 Keyboard
- \$390 for Rock-Ola Master
- \$335 for Rock-Ola Deluxe
- \$325 for Rock-Ola Standard
- \$285 for Mills Empress
- \$225 for Mills Throne
- \$185 for Wurlitzer 616, Remodeled
- \$145 for Rock-Ola 20
- \$115 for Wurl. 41 Counter Model
- \$120 for Rock-Ola 16
- \$ 90 for Wurl. 61 Counter Model
- \$ 80 for Wurlitzer 412

FOR SALE

PLASTIC SHEETS 20x50" RED ONLY .. \$7.50 EA.

- Wurlitzer #320 Boxes \$22.50
- Buckley Lite-Up Boxes 17.50
- Wurlitzer #130 Adapters 25.00
- Wurlitzer #300 Adapters 17.50

WRITE FOR PRICES ON ALL OTHER EQUIPMENT

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PIONEER'S "Smiley"
fits any territory!
LEGAL ANYWHERE!

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Pile the \$\$\$
with
"Smiley"



Available for
IMMEDIATE
DELIVERY!
Complete for
ONLY—
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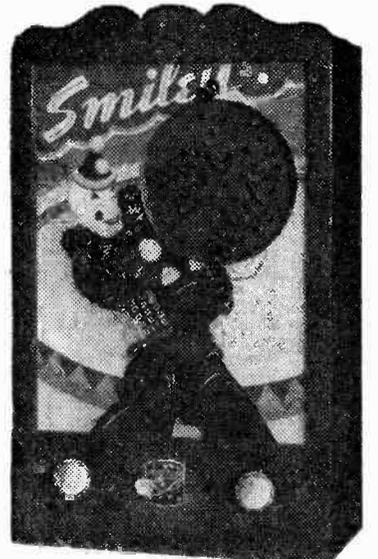
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"Smiley"—the game with appeal!

Completely
NEW Throughout!

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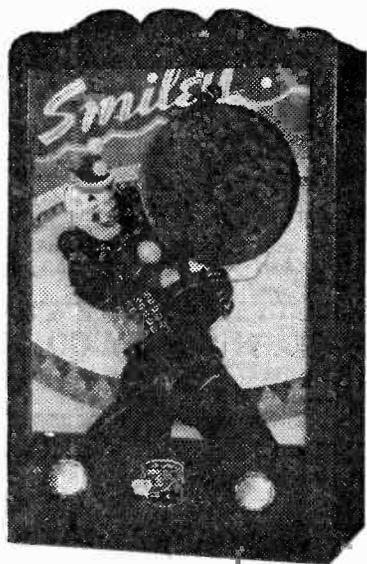
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Pile the \$\$\$
with
"Smiley"



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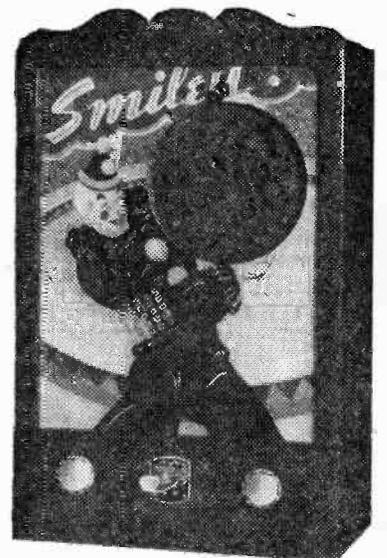
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IT'S NEW, IT'S DIFFERENT, IT'S PROFITABLE

RED-BALL
THE NEW GAME
SENSATION

NOTHING ELSE LIKE IT!
THEY CAN'T RESIST TO PLAY IT!

- GROSSES OVER \$95.00 A WEEK / YOU ONLY HAVE TO PAY 40% COMMISSION
- WILL PAY FOR ITSELF IN EIGHT WEEKS
- OVER 100 MACHINES ON TEST LOCATION FOR SEVEN MONTHS

THIS GAME WAS PLAYED ALL OVER THE WORLD DURING THE WAR. THOUSANDS SOLD TO THE ARMY, NAVY, RED CROSS AND U.S.O. CLUBS

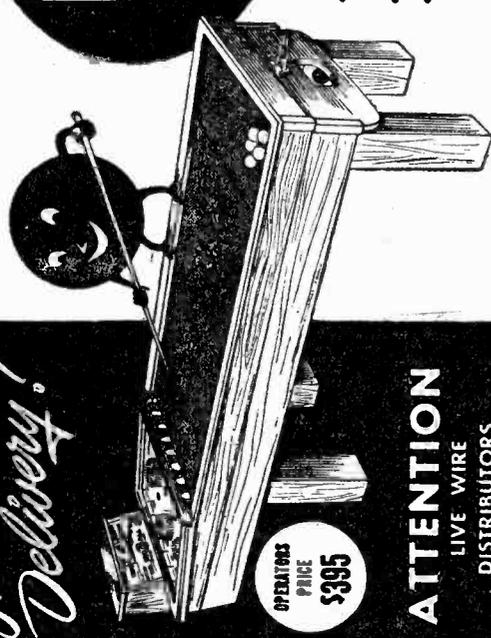
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EXCLUSIVE NATIONAL DISTRIBUTORS
HIRSH COIN MACHINE COMPANY
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Immediate Delivery!

OPERATOR'S PRICE **\$395**

ATTENTION LIVE WIRE DISTRIBUTORS
WRITE FOR EXCLUSIVE IN YOUR TERRITORY. YOU NEVER SOLD ANYTHING SO FAST SO NEW, SO DIFFERENT AND SO PROFITABLE



Airplane Games Being Shipped To Fun Centers

MILWAUKEE, April 20.—Amusement parks currently are receiving Pre-Flight Trainer shipments which will make possible large-scale installations, A. R. Slade, general manager of Coin Arts Industries, reports.

Squadron of 14 machines has been shipped for the Coney Island location on Surf Avenue, New York, formerly occupied by the Giant Merry-Go-Round, he said.

Other spots which will have groups of 4 to 14 machines include Palisades Park, Palisade, N. J.; Sam Hamid's White City Park, Worcester, Mass.; Elitch Gardens, Denver, and Mission Beach Park, San Diego, Calif. Trainers for these spots have been shipped, and many are on location, Slade said.

Slade also disclosed the appointment of two additional distributors for the firm's new Shine-a-Minit shoe-polishing machine.

Ed Ravreby, owner of Associated Amusements, Inc., Boston, has been assigned the New England territory, including Massachusetts, Connecticut, Maine, Vermont, New Hampshire and Rhode Island.

Louisiana distributorship goes to Sam Yaras, of Southwest Amusement Company, Dallas. Yaras also is Texas distributor for Pre-Flight Trainers.

Show of Inventors Features Venders, Other Coin Devices

CHICAGO, April 20.—World's Invention Exposition opened at the Chicago Arena last week with a number of exhibits of interest to the coin machine industry on display. Show is set for a 12-day run, closing April 22.

Among 500 inventors showcasing models and designs in hope of lassoing a manufacturer, or of getting started with their own production set-up, is Compton Company, Abilene, Tex., with several types of vending machines.

Firm displayed two variations of a three-column postage stamp vender. One has a 5 and a 10-cent slot for stamp folders, with the third chute vending stamp and envelope for a dime. Other employs two 5-cent and one dime chute.

Other machines included a nine-column 200-pack capacity cigarette vender with dual coin chute, and venders for post cards, razor blades, handkerchiefs and chewing gum.

Another coin-operated device on exhibit was a training plane type amusement machine. Equipped with two coin slots, device uses remote controls to manipulate model plane in realistic maneuvers. Inventor is Elra F. Howe, Chicago plumber.

J. L. Haufaire, of Chicago, showed a counter bowling game which he said could be adapted to coin operation. Game uses a suspended ball which swings at pins like a pendulum.

Exposition officials said that many coinmen were among first-day visitors, pointing out that they were interested in exhibits of tool and machinery inventors as well as in coin devices.

Florida Automatic Slates \$15,000 Construction Job

TAMPA, Fla., April 20.—A permit has been issued here for \$15,000 worth of construction by the Florida Automatic Sales Corporation, 129 South Franklin Street.

Construction now depends upon approval by the district construction office of the Civilian Production Administration.

WE PAY \$20.00

FOR FORMATION POWERHOUSE FOLLIES BIG TOWN BIG LEAGUE BLONDIE PUNCH OR TOPS

WILL PAY \$15.00

For ANY other GENCO Free Play Games. All Games must be COMPLETE with all parts.

P&S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE CHICAGO 14, ILLINOIS

LIVE—LIVE—LIVE—LIVE!

BUMPER RINGS

SMALL • MEDIUM • LARGE

SEND FOR LIST AND PRICES TODAY! NEW LIST JUST OFF PRESS!

COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

BUY "FAIR PLAY" TICKET GAMES

Yes, buy "Fair Play" Ticket Games and you buy the BEST . . . We are the largest manufacturer of Tab Tickets . . . sold exclusively thru distributors and operators . . . Easy to handle for faster play . . . makes you the most profit. Made for Jar or Box use or for our "Dangling Ticket Vender" illustrated. Specializing in

RED-WHITE & BLUE 2160's - 2170's - 2180's
Single or Staped in 5's

TIPS 120's **BASEBALL** 120's **BINGO** 1050's 1250's

COMBINATION 1440, 1836, 2052, 2280, 2520

Dangling Ticket Vender
WRITE FOR PRICES AND SAMPLES. SALESMEN WANTED.

WORTHMORE DEPT. FP, 1825 S. MICHIGAN AVE., CHICAGO 16, ILL.

PIN GAMES
All American . . . \$49.50
Zig Zag . . . 59.50
Sea Hawk . . . 50.00
Bola Way . . . 72.50

ONE BALLS
Club Trophy . . . \$220.00
Longacres . . . 375.00

WHIRLWAY
Converted From Your Blue Grass, Dark Horse, or Sport Special
\$275.00

\$74.50
BUYS THE MILLS NEW VEST POCKET BELL
ORDER YOURS AT ONCE!

Still Today's Greatest Money-Makers LONGACRES OR THOROBRED
Converted from your '41 Derby or Pimlico
\$175.00
Daily Double if Desired \$25.00 Additional

ROY MCGINNIS CO. 2011 Maryland Avenue BALTIMORE 18, MD. UNIVERSITY 1800

Vendex Panther

Model "B"
SPEED IRON Soldering Gun
TRULY THE WORLD'S FINEST SOLDERING TOOL

\$14.95 Complete With Two Extra Tips

ORDER YOURS TODAY! YOU WILL NEVER BE SORRY!

V. P. DISTRIBUTING CO.
2336 OLIVE ST. — 2339 PINE ST. Central 3892 ST. LOUIS 3, MO.

EXCLUSIVE DISTRIBUTION
AIREON MUSIC WILLIAMS' GAMES

FIVE BALL PIN GAMES

Knockout . . . \$125.00	Big Parade \$125.00
New Big Three . . . 109.50	New Foreign Colors . . . 109.50
5-10-20 . . . 119.50	Paradise . . . 119.50
Invasion . . . 109.50	Marines at Play . . . 109.50
Air Force . . . 79.50	Topo . . . 79.50
Bosco . . . 99.50	Home Run '42 . . . 99.50
G.I. Joe . . . 79.50	Paradise . . . 74.50
Jungle . . . 79.50	Paradise . . . 59.50
A.B.C. . . . 59.50	Progress . . . 29.50
Bowler . . . 59.50	Big Chief . . . 49.50
Target Skill . . . 34.50	Pan American . . . 59.50
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Destroyer . . . 75.00	Ump . . . 39.50
Record Time . . . 139.50	Super Chubby . . . 49.50
F.P. . . . 44.50	
Red, White & Blue . . . 44.50	
Sara-Suzy . . . 39.50	

Send for complete list of new and used Arcade Equipment, Five Ball F. P. Games, Slots, Q. T. and Consoles.

TERMS: 1/3 Deposit, Balance C. O. D.

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419 MARKET ST., PHILA. 6, PA. MARKET 4641

FOR SALE

BEST SMALL PHONOGRAPH ROUTE IN DALLAS, TEX.—ESTABLISHED 10 YEARS

Route consists of:

- 3 Wurlitzer 850
- 2 Wurlitzer 750E
- 8 Wurlitzer 800
- 6 Wurlitzer 700
- 1 Wurlitzer 412
- 25 Wurlitzer Wall Boxes
- 15 Auxiliary Speakers

Several Thousand Records, plus stock of Needles, Tubes, Stoppers, Adapters and other items too numerous to mention. Weekly average net over \$14 per machine.

PRICE \$20,000.00 CASH
BOX D-178

The Billboard Cincinnati 1, O.

AVAILABLE IMMEDIATELY

SUPREME SKILLROLL

Designed By Jack Firestone

The New Improved 10 Foot Supreme Alley



SIZE: 10 FT. x 26"
\$329.50

F. O. B., BROOKLYN, N. Y.

12 Ft. and 14 Ft. Sizes. Prices on Request.

ORDER FROM YOUR NEAREST LOCAL DISTRIBUTOR!

Cliff Wilson Dist. Co. 1121 S. Main St. Tulsa, Okla. 119 S. Walker St. Oklahoma City, Okla. OKLAHOMA	Western Distributors 1226 S.W. 16th Ave. Portland, Ore. OREGON	Standard Amusement Company 705 Emory St. Asbury Park, N. J. SOUTHERN N. J.	General Music Co. 2277 W. Pico Blvd. Los Angeles, Calif. 1157 Post San Francisco, Calif. CALIFORNIA
Melody Music Co. 113 N.E. 8th St. Miami 36, Fla. FLORIDA	H & L Distributors 708 Spring St., N.W. Atlanta, Ga. GEORGIA, ALABAMA	E & R Sales 813 College Ave., N.E. Grand Rapids, Mich. MICHIGAN	Trimount Coin Machine Co. 40 Waltham St. Boston 16, Mass. BOSTON

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GET IN TOUCH WITH

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VICTORY CONVERSION VALUES

ON DECK GIRLS AHOY MISS AMERICA	for Snappy for Sea Hawk for All American	SKY RAIDER TAIL GUNNER ARTISTS & MODELS	for Big Parade for Ten Spot for Star Attraction
GLAMOR GIRLS FOLLIES OF '46 BOMBARDIER C.I. JOE ARMY & NAVY	for Sport Parade for Hi-Hat for Victory for Jungle for Knockout	SEA RAIDER BASEBALL BASEBALL PLAY BALL PLAY BALL	for Capt. Kidd for Seven-Up for Slugger for New Champ for Old Champ

HERE IS WHAT YOU GET

NEW! Flashy, 14 Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards

NO MECHANICAL CHANGES

VICTORY GAMES

2140-44 Southport Ave. Chicago 14, Illinois
"America's Pin Game Conversion Headquarters"

**RUSH
YOUR
ORDER
TODAY**

**COSTS
YOU
ONLY
\$9.50**
Each
F.O.B.
Chicago

**NOTHING
ELSE TO
BUY**

Tests May Rush Coin Telegrams

BOSTON, April 20.—Coin machine applications of facsimile—process for transmission of printed matter thru telephone or radio circuits—received new impetus with the recent announcement of advances resulting from a two-year experimental program.

Telefax, facsimile telegram device for which coin operation is to be used, is expected to benefit from these improvements along with radio broadcasters and newspaper publishers who backed the research project.

Facsimile development work was carried on by a co-operative organization titled Broadcasters Facsimile Analysis, with Radio Inventions, Inc., co-operating. Efforts of this group are reported to have perfected facsimile to the point where it can be tried on an extensive commercial level.

Show Process

Process can now be used to transmit good reproductions of printed matter, half-tone pictures and comic strips, it is claimed. Demonstrations of improved reproduction were recently presented by Radio Inventions, Inc.

Facsimile men say that its chief use may be expected in broadcasting supplementary news matter to home receivers. To what extent this function might be effected thru coin operation is a matter of speculation. However, Western Union's Telefax machine is expected to be widely used as a coin-operated device. Some of this type already are in operation, and plans for large-scale production were disclosed some time ago.

Chicago Sun Man Does Dream Piece On Drink Vender

CHICAGO, April 20.—An interesting new coin-operated soft-drink dispenser was described recently by W. A. S. Douglas, whose widely read column, *On the Sun Beam* is a *Chicago Sun* feature. Douglas, now on a tour along the Katy tracks in Texas, wrote:

"For example, there was the gentleman with the bright idea about an automatic pop bottle machine; there may be something—the way he argues it. He plans a big glass panel thru which you stare after you have deposited your nickel. The stage is empty while you drop in the coin, but on receipt a curtain goes up in the back and a bottle of pop slides gracefully forward—while you stare, entranced. Then from the side of the stage a cup appears.

"The bottle bows to the cup and the cup returns the courtesy. Then the bottle returns, always gracefully, to center stage, where it tilts itself, pours its contents into the cup, backs off-stage. The cup full of pop disappears down a trapdoor, like the devil in old-time farces, and reappears thru a hole under the mirror and into an extended slot from which you take it and drink down the contents."

New Ops in Weirton Report Juke Biz Up

WEIRTON, W. Va., April 20.—Keeping abreast of coinmen in other sections of the country, who are reporting a noticeable business upswing, Harry Krause and Ray Stuart, recent purchasers of Jackie Fields' music box route, announce a sizable

You Can Always Buy
With Confidence From
Cleveland Coin
This Week We Offer:

MUSIC	
2 Mills 12 Record	\$125.00
4 Mills Panoram	365.00
1 Wurlitzer 24 in Charm Cabinet with	
Wurlitzer R.C., Cellar Job	350.00
1 Wurlitzer 500	495.00
2 Wurlitzer 600	425.00
1 Wurlitzer 750E	695.00
1 Seeburg 9800, R.C.	625.00
1 Wurlitzer 24 Victory	495.00
1 Wurlitzer 61	150.00
BRAND NEW UNIVERSAL AMPLIFIERS FOR ALL TYPE PHONOS 45.00	

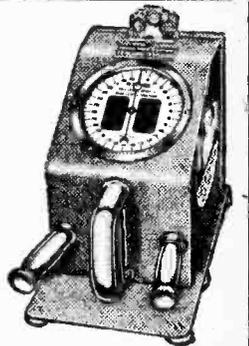
BRAND NEW ONE PIECE ALUMINUM
BRACKETS FOR PACKARD
BOXES. Ea. \$4.50
50 or More. Ea. 4.00

ARCADE EQUIPMENT	
3 Brown Anti-Aircraft Guns	\$ 65.00
1 Keep 'Em Punching	110.00
1 Blow-a-Bomb	150.00
2 Slap the Japs	125.00
3 8 1/2 Ft. Bowling League	150.00
2 Rapid Fires	135.00
3 Seeburg Shoot the Chutes	135.00
1 Jennings Barrel Roll	165.00
3 Metal Typers—10-Cent Plays	275.00
1 Shoot Your Way to Tokyo	135.00
2 Evans Tommy Guns	125.00
3 Chicago Coin Hockeys	189.50
1 Rotomatic	275.00
1 Smiling Sam	150.00
1 Wee Gee	150.00

GOTTLIEB'S
THREE WAY
DE-LUXE
GRIPPERS,
\$39.50

Now
Delivering

LEGAL
EVERYWHERE



IMMEDIATE DELIVERY
ON EXHIBIT'S ENTIRE LINE OF ARCADE
EQUIPMENT AT FACTORY PRICES!

BRAND NEW PERFECT'S POKER TABLE!
Excellent for Concessions or Arcades—complete
with all deluxe trimmings. Crated—\$175.00
in lots of 5 or more; \$185.00 in singles.

CONSOLES

2 Maybells, 4 Nickel	\$295.00
3 Paces Races, Brown with Daily Double	195.00
1 Keeney 9 Head Pastime	195.00
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1 Evans Bang Tails, Early Model	150.00
1 Paces Reels Jr., With Rails	115.00
1 Paces Saratoga Jr., With Rails	110.00
2 Mills 56 Square Bell	85.00
1 Two-Nickel Super Bell	295.00
2 Paces Saratoga, F.P., P.O., Comb.	150.00
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250 BRAND NEW GENCO'S PUNCH-A-BALL, some with BASEBALL FRONTS—
NON-COIN OPERATED—\$17.50 each in
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BONUS SUPER BELL

Free play and cash payout combination console.
Single coin head or two coin head. Each head
takes up to five coins; 5 or 10-coin multiple,
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Distributors for OHIO AND WEST VIRGINIA.
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Orders for preferred delivery now being taken
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A.B.T.'s Challengers	\$65.00
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Special Prices in Quantity Lots!	
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increase in gross sales in the past two months, causing them to place orders for more equipment.



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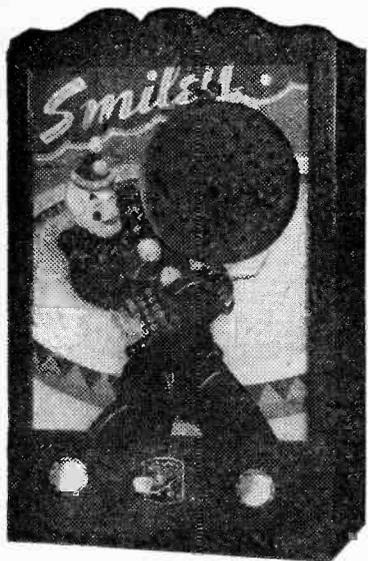
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Complete for
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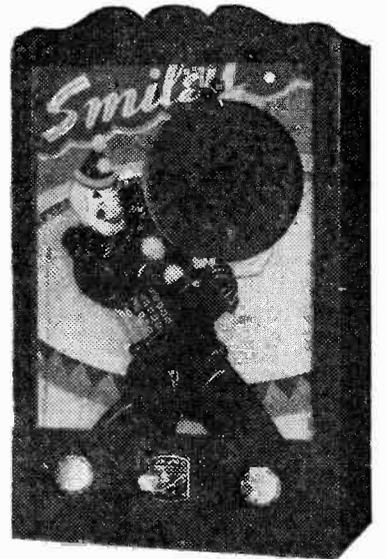
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"Smiley"—the game with appeal

Completely
NEW Throughout!

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LEGAL ANYWHERE!



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COMPANY, INC.

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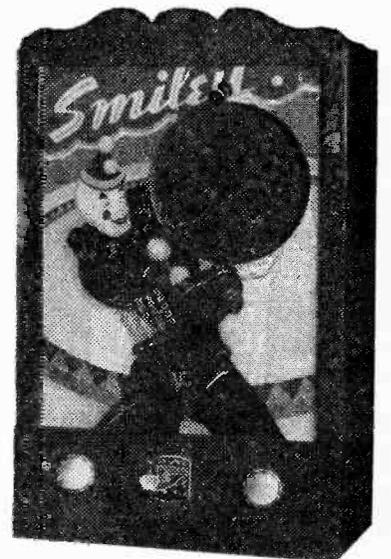
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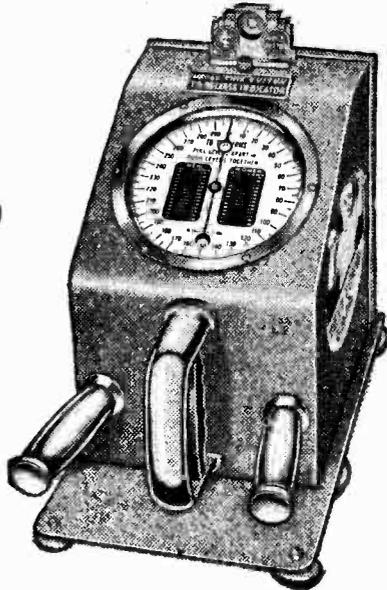
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prevents cheating
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button clears obstructions
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heavy gauge uni-steel construction
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hold machine securely to counter



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**Proved the Best!
STAGE DOOR
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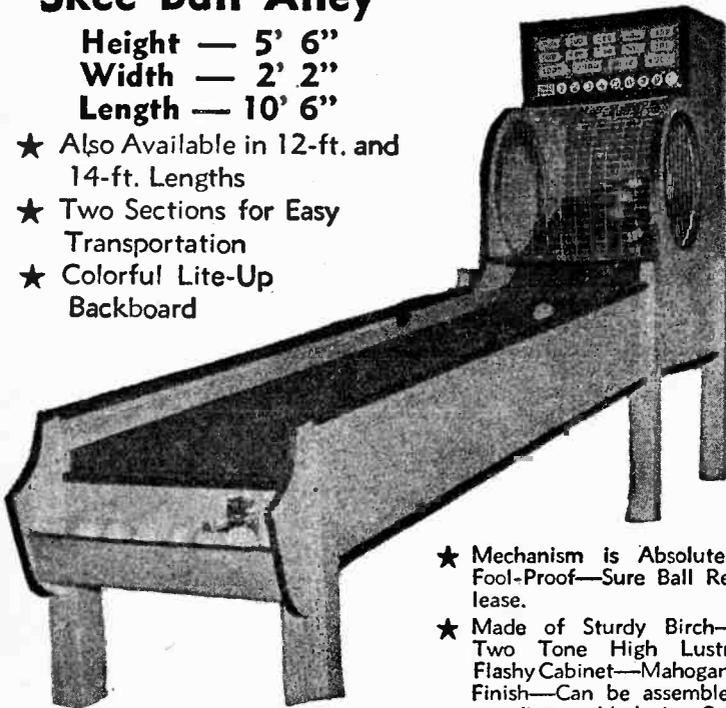
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Height — 5' 6"
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- ★ Also Available in 12-ft. and 14-ft. Lengths
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\$349.50

10 Ft. 6 In. Size
1/2 DEP., BAL. C. O. D.,
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- ★ Mechanism is Absolutely Fool-Proof—Sure Ball Release.
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- ★ Large Metal Screen Port-holes Permit View of Playing Field from any Angle.
- ★ Silent Roll.

200 Firms in Plastics Fair To Open in N. Y. April 22

NEW YORK, April 20.—First National Plastics Exposition will be held in the Grand Central Palace April 22-27, according to the Society of the Plastics Industry, which will sponsor the event, with over 200 plastic concerns participating.

Present status of all plastics and their possibilities for application in all all types of industries, including the coin machine field, will be presented graphically, officials said. Exposition, first ever held on a national basis in the newest major U. S. industry, will bring together all major manufacturers of raw material, machinery, companies that fabricate the new and standard plastic parts and products and others allied to the field.

The showing, according to officials, will perform a long-needed service in making it possible for manufacturers, whose knowledge of properties and possibilities of plastics has been limited because of rapid changes in the field and the absence of a simple medium for imparting accurate information on the use of plastics, to better understand the ways of the growing

industry after seeing, first hand, how things are done.

Experts in every phase of the industry will gather at the exposition to give the user of plastic products full information on the many phases of the giant field.

With the shortage of steel holding up production of coin machines, many manufacturers have been turning to plastics for cabinets and parts. After test use, it was found to have some advantages over steel and because of its beauty, more customer appeal. Hence, the future of plastics in the coin machine field is assured.

Pin Cabinets?

It has been rumored that pinball cabinets will, in the future, be made entirely of plastic because of lighter weight and more appeal to the player. Juke box manufacturers have been turning to plastics for some time for cabinet parts, and in some cases the whole cabinet.

Some manufacturers believe that the newest things that can be added to coin machines to get extra appeal are lights, mirrors and plastics. Therefore, making the entire product from plastics would not be a complete change of heart.

Attendance at the exposition, it is pointed out, will not only be drawn from all parts of the United States, but also from Canada, Latin America and Europe. Society of the Plastics Industry will also hold a convention at which some of the world's leading authorities will tell about the latest advances in plastic technology and application.

Vancouver Coinmen Prepare for Heavy Influx of Tourists

VANCOUVER, B. C., April 20.—Operators here are optimistic about summer business prospects following an announcement by the Vancouver Publicity and Tourist Bureau that British Columbia hotels and resorts have been alerted to anticipate an estimated million visitors from the United States and Eastern Canada during the 1946 season.

The bureau reports that in many cases hostleries have already been booked solid in the Vancouver area and advance reservations are continuing to pour in thruout the province. Canadian Pacific Railroad cruises to Alaska are sold out for July and August.

The bureau said Union Steamships has placed orders for two more steamers on the Alaskan run, and Canadian National Railway cruises have been booked to 85 per cent of capacity. Coinmen with machines on these lines are expecting to cash in on what promises to be a record-breaking season.

Movie Machine Aids Photog in Snapping Youngsters' Poses

CHICAGO, April 20.—Specializing in children's photographs, a studio opened here last week features a converted movie machine to hold interest of the subject. Removal of the panel ordinarily housing the coin box and insertion of a small-sized camera in place of the box, enables the photographer to snap the picture while the child is engrossed in animated cartoons.

Martin Schmidhofer and Sid Samuels, partners in the Kiddyland Photo Studio, said they first saw the machine demonstrated in West Coast cities and became interested in its possibilities.

They said that early experiments show the device to be a first-rate attention-getter, resulting in extremely natural portraits.

Experiment attracted considerable interest here, one newspaper featuring the machine and its operators in a four-picture strip.



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SLOT MACHINES & CONSOLES
32 Track Time \$ 85.00
Jumbo Parade, P.O. 135.00

ARCADE EQUIPMENT
Seeburg Target Conv. \$ 95.00
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FIVE BALL PIN GAMES
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The FAMOUS A. B. T. CHALLENGER Is Back!

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1c or 5c Plays



Sample \$65.00
25 Lots—\$60.00
50 Lots—\$55.00
100 Lots—\$50.00

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Kloer-Tone Speaker, New \$ 29.50
Wurlitzer 600, Victory Cab. 495.00
A.M.I. Hi-Boy, 302 425.00
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Seeburg 8800, R.C. w/Transmitter 650.00
3 Playmaster and Spectravox. Ea. 415.00
2 AMI Streamliners, 5-10-25c. Ea. 375.00
1 Master Rockolite 450.00
All Machines Carry Markepp Guarantee.

THE MARKEPP CO.

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SHOOT *the* BEAR

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Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine—operates like a brand-new machine. Has top player appeal and is a consistent year-round money maker. Free play unit has never been used with ray gun before. Gets terrific replay. Be the first in your territory. Order your unit now. Immediate shipment. All Coinex Equipment is sold on a money-back guarantee.

\$199.50

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Less Without
Free Play Unit

WANTED AT ONCE!

Seeburg Chicken Sam and Jailbirds

Must Be Complete With All Parts—Not
Necessarily in Working Order. Will Pay

\$50.00
EACH

F. O. B. Your City

SEEBURG RAY GUN AMPLIFIERS, RIFLES
REPAIRED — 24 HOUR SERVICE

COINEX SHOOT THE BEAR CONVERSION

Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

\$14.75

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EXHIBIT BIG HIT . . . \$298.50	GENCO TOTAL ROLL \$525.00	TRADE WINDS . . . \$249.50
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BALLY RAPID FIRE . . . 90.00	ABT FIRE & SMOKE . . . 17.50
125 WURLITZER WALL BOXES, 5¢-10¢-25¢	
MILLS 5¢ WAR EAGLES, GLITTER GOLD, 1 CHERRY PAY, KNEE ACTION . . . 165.00	
BALLY RECORD TIMES, 1 BALL, FREE PLAY . . . 127.50	

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ARGENTINE . . . \$ 67.00	LIBERTY . . . \$130.00	SEVEN UP . . . \$49.00
AIR FORCE . . . 79.00	MONICKER . . . 79.00	SNAPPY . . . 60.00
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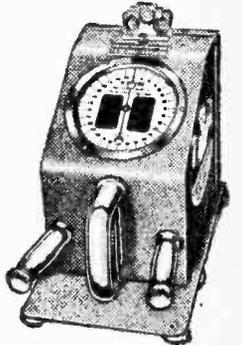
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MORE for Your Money in Milwaukee Coin VALUES

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BOOM TOWN . . . \$39.50	DIXIE . . . \$59.50	TOWERS . . . \$79.50
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S L O T S

Mills New Vest Pockets . . . \$ 74.50	Jenn. Master Silver Chief, S.P., 5c \$ 98.50
Mills Brown Fronts, compl. rebuilt, club handles, drill proof, 5¢ . . . \$150.00	10c . . . \$129.50; 25c . . . 149.50
10¢ . . . \$175.00; 25¢ . . . 225.00	Jenn. 4-Star Chief, Compl. Recond. and Refin., 5c . . . 98.50
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢ . . . 250.00	10c . . . \$119.50; 25c . . . 149.50
Mills Blue Fronts, Comp. Refin., Club Handles, 10¢ . . . 150.00	Jenn. Silver Chief or Silver Club Special, 5c . . . 119.50
Mills Extraordinary, Comp. Refin., Club Handles, 5¢ . . . 125.00	10c . . . \$139.50; 25c . . . 169.50
10¢ . . . \$150.00; 25¢ . . . 175.00	Jenn. Victory Model, 5¢ . . . 119.50
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5, 5¢ . . . 215.00	Pace All Star Comets, Comp. Refin. in Gold and Silver Chrome, 3/5 5¢ . . . \$79.50; 10¢ . . . 89.50
10¢ . . . \$225.00; 25¢ . . . 250.00	25¢ . . . \$125.00; 50¢ . . . 350.00
Mills Copper Chrome, 25¢ . . . 225.00	Pace Rocket or Deluxe, SP, 5¢ . . . 84.50
Mills Cherry Bells, comp. refin., club handles, drill proof, 5¢ . . . 139.50	10¢ . . . 119.50
10¢ . . . \$165.00; 25¢ . . . 195.00	Mills Dice . . . 39.50
Mills Q.T., 10¢, Rebuilt . . . 69.50	
Watl. Rolatop, 3/5, 10¢ . . . 79.50	
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P A Y T A B L E S

Keeney Fortune, F.P. or C.P. . . . \$169.50
Skyark, F.P. or C.P. . . . 139.50
Bally Challenger . . . 84.50
Race King . . . 84.50
Mills Big Race . . . 49.50

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Pace Club Consoles, 10¢ . . . \$125.00
Jenn. Club Consoles, 5¢ . . . 129.50
10¢ . . . \$149.50; 25¢ . . . 189.50
Callio Club Console, Late Mod., 25¢ . . . 125.00
Bally Skill Field, 7-Coin Head . . . 89.50
Four Horsemen, 7-Coin Head . . . 149.50
Pace Reels, 5¢, Without Rails, A-1 Condition . . . 69.50
Pace Reels, 25¢, Without Rails, A-1 Condition . . . 125.00
Pace Reels, 5¢, With Rails, A-1 Condition . . . 89.50
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Shoot Your Way to Tokyo . . . \$179.50
Strips, S.P., C.H. or Club Special, Set of 345
20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3 . . . 3.00
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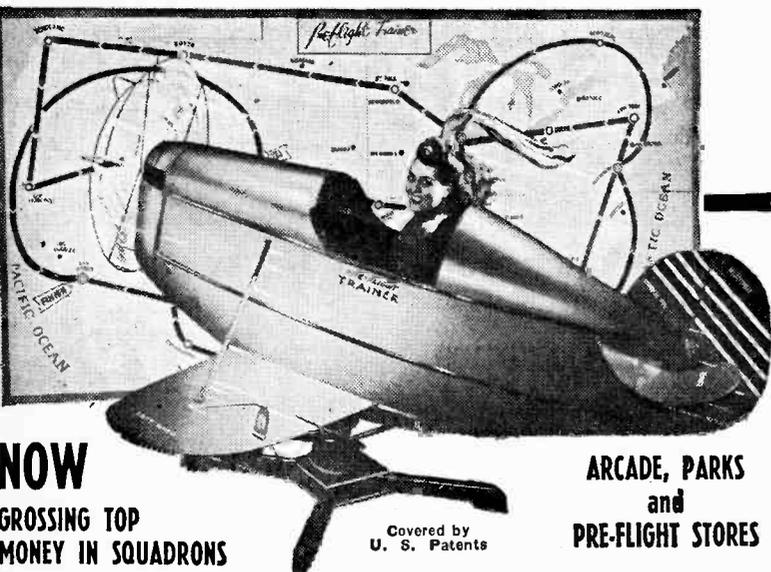
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1000-50,000 . . . 65c Per M | 50,000-100,000 60c Per M | 100,000 & Over 55c Per M

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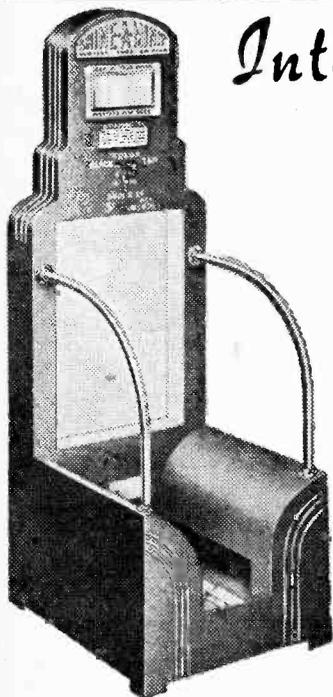
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Vacation Trade Billions Seen Boon to Coin Play

CHICAGO, April 20.—A nine-billion dollar vacation trade for 1946, cash picture happily being painted by travel men of the greatest American holiday since 1929, is expected to bring unprecedented activity in every branch of the coin machine industry.

Reports from tourist bureaus in every vacation area point to a nation literally on the move. Some 58,000,000 people will be out on the highways, most of them in pre-war autos. Civilian passenger volume on busses, railways and airlines—already showing sharp gains—will grow with the tourist rush after June 1, transport officials report.

Resorts Ready

Getting ready for the vacationers' onslaught are hotels, tourist courts, resorts, entertainment spots and national parks—few of which expect to be able to handle the traffic adequately.

California, Inc., representing these enterprises in the North and Central sections of the State, frankly warns out-of-State vacationers: "Don't come this year." All resorts are sold out, it is said, and tourists should hold off until 1947.

In Michigan, where a \$300,000,000 tourist trade is the State's second largest industry, the State Conservation Department advises: "Don't come to Michigan this summer unless you have reservations in advance."

Too Many

Wisconsin Tourist Bureau reports that reservation requests for North Woods resorts are three or four times in excess of last year. Tight accommodation picture is similarly reported by almost all big resort cities. Atlantic City and Virginia Beach on the East Coast are nearing the solid booking level for July and August. Adirondacks resort spots are in the same boat.

The National Park Service expect visitors to be up from a 2,000,000 wartime low to around 9,000,000. Parks themselves offer plenty of elbow room, but hotels, cabins and lodges around them will operate at capacity, the Park Service says.

Late Comers

As a result of the expected country-wide jam, trend is expected to be toward a longer vacation season, extending well into the fall and offering coinmen a proportionately longer boom season. Thus, resorts are programming special attractions for late and early season.

Despite difficulties in getting ac-

commodations and universally skyrocketing costs for those obtainable, the American vacationer in 1946 is expected to be as free a spender on all types of entertainment as he always has been. The estimated nine billion dollar vacation budget represents a jump of a full two billions over the 1929 high.

See Super Trucking Stations on Coast As Coin Locations

SAN FRANCISCO, April 20.—Super-service stations "for trucks only" bounced up on the coin machine location front with recent announcement of plans of West Coast oil firms.

Designed to serve up comfort de luxe to highway truckers, units planned by several companies include features which are expected to offer natural locations for vending machines, jukeboxes and amusement games.

One oil company is said to be perfecting plans for dormitories and restaurants in stations which also will have machine shops, equipment salesrooms and special lubrication facilities. Another chain announces the same set-up, adding an air-conditioned lounge and hot and cold showers.

First of these truckers' service stations is scheduled to open in May, with an entire network along West Coast highways going up during the next year.

Plans are seen as another development in the trend toward rural super-service stations combining marketing and entertainment facilities for motorists and country people.

Canada's Tobacco Crop Is Off 7%

OTTAWA, April 20.—Canadian tobacco growers planted 5,000 acres more of tobacco last year than in 1944, but they harvested 7.7 per cent fewer pounds, the Dominion Bureau of Statistics reported.

Last year's crop amounted to 97,314,000 pounds compared with 105,415,500 pounds harvested two years ago, the bureau said. Decreases were registered in all types of tobacco despite the increase in plantings from 88,495 acres to 93,697.



PARISIENNE COINMAN* Michel Fortino (left) on a tour of Chicago night spots with his American hosts, Pat Buckley, of Buckley Manufacturing Company, and Mrs. Buckley. Fortino's Novelty Company of Paris is an important coin machine distributing firm.

AUTOMATIC COIN

NOW DELIVERING

**BRAND NEW Genuine MILLS VEST
POCKET BELL \$74.50**

**OTHER NEW RELEASES
MILLS BLACK CHERRY BELL**

- EXHIBIT BIG HIT, 5 BALL F.P. \$298.50
- GOTTLIEB STAGE DOOR CANTEEN 274.50
- GENCO TOTAL ROLL 525.00
- SKEE ROLL (9 FT.) 349.50
- CHICAGO COIN GOALEE 525.00
- AMUSEMATIC LITE LEAGUE 425.00

GUARANTEED RECONDITIONED CONSOLES

- | | |
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| Buckley Track Odds, Ser. Over
11,000, Reg. (Not DD Feature) . \$495.00 | Jenn. Fasttime, P.O. \$ 79.50 |
| Ev. Lucky Lucre 149.50 | Keeney Triple Entry 129.50 |
| Ev. Jungle Camp 79.50 | '38 Keeney Tracktime 109.50 |
| Pace Twin Reel, 5c & 10c, CPO . . 295.00 | Keeney 4-Way Super Bell, 5c & 25c 595.00 |
| 1940 Bangtail, J.P. 275.00 | Bally Big Top, P.O. 129.50 |
| | Zig Zag, 5-Ball F.P. 74.50 |

Order Your PARTS From Our Gigantic Stock!

- | | |
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| Main Clock Gears for Mills, Compl. . \$2.75 | Star Wheels for Wurlitzer, Ea. 30c |
| Med. Idler Gears for Mills 1.50 | 65C7 Tubes 65c |
| Springs for Mills: Main, Handle, Long
Knee Action, Side Arm, Clock and
Main Slide, Ea.25 | ABT F.P. Coin Chutes \$3.75 |
| Cash Boxes for Mills 1.25 | Coin Chutes for V.P. Bell 3.50 |
| Locks for Mills 2.00 | Collection Books07 |
| Back Doors for Mills 5.00 | Fiber Main Gear for Wurlitzer 3.95 |
| Cash Box Doors for Mills 2.50 | Bulbs: |
| Playmaster Phonograph Needles, Ea. . .27 | 6V—No. 5507 |
| | 6V—Nos. 40, 44, 46, 47, 5009 |
| | No. 1458-20V15 |

**WE ARE AUTHORIZED DISTRIBUTORS FOR MILLS
PRODUCTS IN ILLINOIS AND IOWA**

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

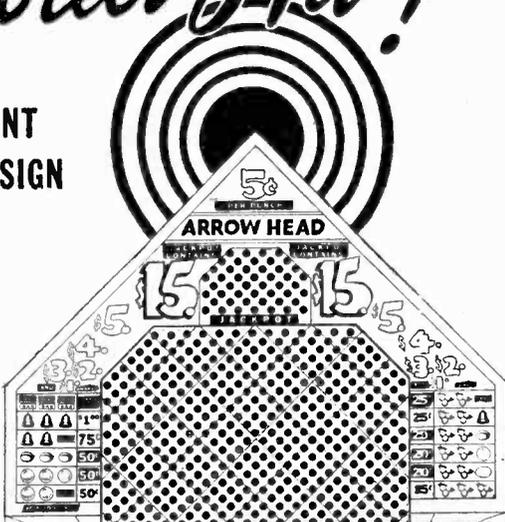
Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

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**SOMETHING DIFFERENT
IN SALEBOARD DESIGN**

ARROWHEAD features an entirely new design in DIE-CUT construction sure to attract players everywhere. Score a direct hit by ordering NOW!

750 Holes at 5¢ . . . \$37.50
Pays Out 18.45
Average Profit . . . \$19.05



SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.

FOR SALE—PINBALL GAMES

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|-----------------------------|------------------------------|-------------------------------|
| AIR CIRCUS \$130 | ZIG ZAG \$ 69 | PARADISE \$ 59 |
| BARRAGE 37 | LEAGUE LEADER 39 | GUN CLUB 79 |
| BIG CHIEF 42 | KNOCKOUT 129 | 4 ACES 129 |
| SPOT POOL 74 | SPOTACARD 39 | DUDE RANCH 54 |
| VICTORY 59 | STRATOLINER 69 | RED HOT 39 |
| DIXIE 59 | STAR ATTRACTION 79 | MIDWAY 149 |
| SHOWBOAT 64 | BOOMTOWN 39 | SUPER CHARGER 29 |
| HIGH DIVE 89 | SKY RAY 42 | MAJORS '41 59 |
| BIG PARADE 139 | TRIUMPH 25 | HIT THE JAP 52 |
| DOUGH BOY 42 | VACATION 24 | NIPPY 32 |
| RIVIERA 249 | OCEAN PARK 29 | SCORE CHAMP 39 |
| BIG SIX 29 | AIR CIRCUS 129 | COWBOY 27 |
| SKY RAIDER 139 | JEEP 119 | CHEVRON 29 |
| VICTORIOUS '45 99 | LANDSLIDE 42 | ACTION 129 |
| HOME RUN '41 69 | BIG HIT 269 | TRADE WIND 249 |
| SOUTH SEAS 249 | FOLLIES '45 89 | ARTIST MODEL '45 89 |

WANTED: MILLS PHONOGRAPHS
WILL PAY — EMPRESS, \$250; MILLS THRONES.. \$200

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912-914 EAST WASHINGTON ST. INDIANAPOLIS, INDIANA

A REAL GIFT from AL STERN

12 PAIRS of Women's Du Pont

NYLON HOSE

Will Be Given Away FREE EVERY

WEEK to Operators Only in

- ILLINOIS • NEBRASKA
- IOWA • KANSAS • MISSOURI

HOW?

Just tell us in 25 words or less, in plain everyday language, what you consider the best equipment in any of your locations.

Simple—isn't it—for such a RARE gift?

The best four answers each week, in the opinion of our judges, will receive THREE PAIRS EACH of the FINEST Du PONT NYLON HOSE

CONTEST JUDGES:

MR. WALTER HURD, Coin Machine Editor of The Billboard

MR. JAMES A. GILMORE, Secretary & Treasurer of Coin Machine Industries

- NO OBLIGATION • NO COST • ABSOLUTELY FREE

All replies will be held in strictest confidence. Selections will be made weekly until close of contest on June 1st, 1946. This contest is not open to our employees. In the event of ties, duplicate prizes will be awarded.

WRITE NOW!

BE ONE OF THE LUCKY ONES TO GET NYLONS

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NOW DELIVERING BRAND NEW FACTORY RELEASES

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| Goalee 525.00 | New Mills Vest Pockets 74.50 |
| Total Roll 525.00 | New A.B.T. Challengers 65.00 |
| Amusematic Lite League 425.00 | 50¢ Pace Deluxe Bell 500.00 |
| Ev. Bangtail, 5c, J.P., C.P.O. 596.50 | \$1.00 Pace Deluxe Bell 600.00 |
| Gottlieb Grippers, New Improved 3-Way DeLuxe Model \$ 39.50 | Exhibit's Big Hit, Single Coin Play 298.50 |
| Silver King Peanut Venders for Immediate Delivery Write | |

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|-----------------------|-----------------------|---------------------------|
| STANDARD CHIEF | BRONZE CHIEF | SUPER DELUXE CHIEF |
| 5¢ \$249.00 | 5¢ \$249.00 | 5¢ \$274.00 |
| 10¢ 259.00 | 10¢ 259.00 | 10¢ 284.00 |
| 25¢ 269.00 | 25¢ 269.00 | 25¢ 294.00 |

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| MARVEL'S LATEST NEW REVAMP "CATALINA" \$249.50 |
| HOLLYWOOD-UNITED REVAMPS 249.50 |
| STAGE DOOR CANTEEN 274.50 |
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Thoroughly Reconditioned I-Ball Multiple Payout Tables

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| Fairmont \$495.00 | Kentucky \$275.00 | War Admiral \$265.00 |
| Turf King 325.00 | Long Shot 275.00 | Keeney Fortune 200.00 |
| Jockey Club 325.00 | Sport King 275.00 | Santa Anita 165.00 |
| Gott. Multiple Races . \$95.00 | Mills 1-2-3 \$69.50 | |

Ready for Location I-Ball Multiple Free Play Tables

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| Longacre \$425.00 | '41 Derby \$350.00 | Dark Horse \$195.00 |
| Thorbred 425.00 | Club Trophy 325.00 | Sport Special 175.00 |
| Pimlico 375.00 | Sportsman 295.00 | Mills '40 1-2-3 99.50 |

WE WANT 500 FREE PLAY CONSOLES AND 1000 5-BALL F. P. PIN GAMES

SPECIALS

- Mills Used 5¢ Vest Pockets, Perfect Condition, \$52.50 Ea.; with J.P., Ea. \$ 62.50
- Exhibit Rotary Merchandise, Pusher Type, in Beautiful Condition 350.00
- Groetchen Metal Typex, LIKE NEW, with 10¢ Chute 375.00
- 2 A.B.T. Aromatic Rifle Ranges, Complete, with 6 Rifles, Ea. 1500.00
- New Mills 4 Bell Cabinets, Ea. 22.50

EXPORT TRADE! With the lifting of Export Restrictions we have opened our Foreign Sales Department. Send for information about all coin-operated equipment.

Write for Lists: SPECIAL REBUILT SLOT MACHINE VALUES, Arcade Equipment and Automatic Payout Consoles

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**NEW
LINE OF
AMUSEMENT
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SUPPLIES and CARDS
READY NOW!**

OPERATE THEM EVERYWHERE

Write Us To-Day

for complete illustrated literature showing the entire line of modern money makers now ready to produce for you.

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4222-30 W. LAKE ST. • CHICAGO 24, ILL.

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**5 BALL FREE PLAYS
—
TEN STRIKES
—
ARCADE
EQUIPMENT**

WRITE — PHONE — WIRE

Give Us the Details of
What You Have — TODAY!

AMMCO Distributors

2513 Milwaukee Ave. (Capitol 1111) Chicago 47, Ill.

**IT'S CENTRAL'S
SHOOT THE MOTHER-IN-LAW**

GUARANTEED Greater Cash Returns

**LOCATION TESTED AND WITH TOP COIN APPEAL
FOR ALL TYPES OF LOCATIONS**

- Entire mechanism rebuilt by experts.
- Cabinet completely refinished.
- Scenery by Craig Parker, the largest and finest art studio which is devoting its entire time to the coin machine industry.
- Double Money Back Guarantee.
- None can Compare—the best on the market.

BECAUSE OF VOLUME
PRICED LOW AT

\$152.50

F. O. B. CHICAGO
1/3 Deposit, Balance C. O. D.

AND NOW

**TWO NEW COMPLETE SCENIC CONVERSIONS
BY CRAIG PARKER "ORIGINAL
DESIGNS"**

DON'T LET YOUR MACHINES GO COIN HUNGRY

**SHOOT THE
MOTHER-IN-LAW**

IN 5 COLORS
Complete with Doll for
Seeburg Chicken Sam
**NEW LOW
PRICE
\$14.50**

**KILROY
IS HERE**

A 5-COLOR JOB
"The Army's Nemesis"
For Seeburg Shoot the Chutes
**NEW LOW
PRICE
\$13.50**

FINER WORK—HIGHER QUALITY—LARGER RETURNS

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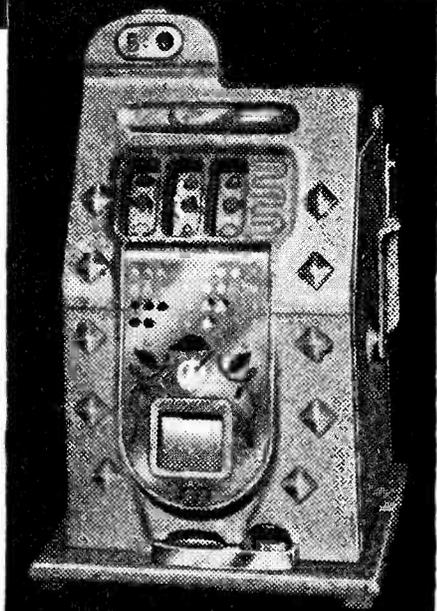
5-WIRE, TOP GRADE, ANY QUANTITY - - - - 10c FT.

**IMMEDIATE
DELIVERY!**

**BLACK
CHROME
CABINETS**
brand new **\$29.50**
COMPLETE

**GOLD OR
COPPER
CHROME
CABINETS**
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**GENUINE
SILVER
CHROME
CABINETS**
brand new **\$39.50**
COMPLETE



Fit all Mills Escalator Type
Machines

Specify 5c, 10c or 25c play;
2/5 or 3/5 pay

THESE NEW FEATURES INCLUDED IN ALL
CHROME CABINETS:

- ★ light, durable wood cabinet
- ★ drill proof lining
- ★ chrome castings (gold, copper or silver)
- ★ metal reward plate
- ★ club handle
- ★ denominator
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- ★ unbreakable jackpot glass

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American Amusement Co.
4047 W. FULLERTON AVE., CHICAGO 39, ILL. • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"

**CENTRAL
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CENTRAL
2408 BRYN MAWR AVE. PHONE ARDmore 9345 CHICAGO 45, ILL.**

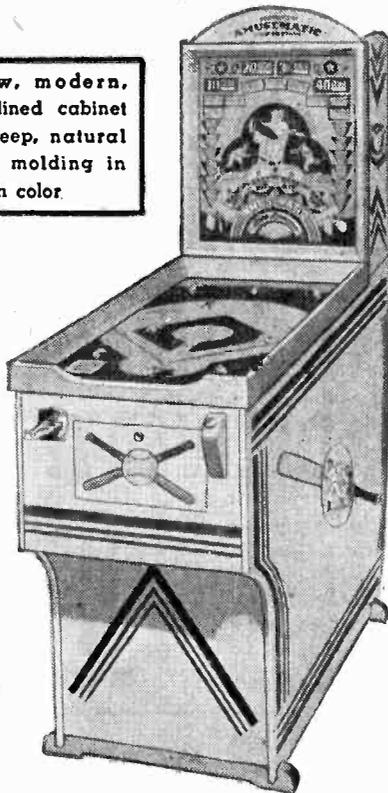


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in AMUSEMATIC

Lite League

A new, modern, streamlined cabinet with deep, natural maple molding in full rich color.



NEW... WHOLLY DIFFERENT GAME
Action Every Second... Lightning Fast

BIGGER INCOME... Because
THERE'S LESS TIME PER GAME

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It's Sturdy—No Pins—Plunger—Balls

ORDER YOUR MONEY-MAKER NOW

\$425

Terms: 1/3 Deposit Balance C.O.D.

Because of the flood of orders on hand for this popular game, they will be filled in the order received. We will advise approximate shipping date immediately we receive your order.

AMUSEMATIC CORP.
4556 N. KENMORE AVE.
CHICAGO 40, ILL.
PHONE EDGEWATER 3500



All the necessary qualities for good, money-making equipment are combined in this tried and tested skee ball game. If you want a winner... if you want to be sure of the best... you want the "King of Alleys"...

MUNVES' "SUPERROLL"

ORDER NOW FROM THE
COUNTRY'S FOREMOST
DISTRIBUTORS

Send Your Order Today!
\$349.50
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- American Coin-a-Matic Mach. Co. 1435 Fifth Avenue Pittsburgh, Pa.
- Southwest Amuse. Co. 2916 Main Street Dallas, Tex.
- J. J. Colombo & Co. 116 Newbury Street Boston, Mass.
- Silent Sales Co. 200-206 11th Ave., S. Minneapolis 15, Minn.
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- Badger Novelty Co. 2546 North 30th Street Milwaukee, Wis.

- Modern Southern Dist. Co. 459 Riverside Avenue Jacksonville, Florida 286 N. W. 29th Street Miami, Florida
- California Amusement Co. 1348 Venice Boulevard Los Angeles, Calif. 1305 Kettner Boulevard San Francisco, Calif.
- Heath Distributing Co. 217 Third St., Macon, Ga.
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- Roth Novelty Co. 54 Pennsylvania Avenue Wilkes-Barre, Pa.

- Clarence Baggett 915 Northwest 21 Oklahoma City, Okla.
- The Markepp Co. 4310 Carnegie Ave. Cleveland 3, Ohio
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RUNYON SALES CO. OF N. Y., INC.
593 TENTH AVENUE, NEW YORK 18, N. Y.

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WE ARE IN NEED OF **5,000** MUSIC MACHINES

WE WILL PAY THE FOLLOWING

WURLITZER		SEEBURG	
412	\$ 75.00	Commander	\$350.00
618	150.00	Vogue	350.00
24	225.00	Envoy	375.00
600R	340.00	Colonel	325.00
600K	350.00	Classic	325.00
500	350.00	Royals	250.00
700	325.00	Gems	275.00
750	600.00	Mayfair	250.00
780	500.00	Crown	250.00
800	575.00	9800, ESRC	525.00
850	650.00	8800, ESRC	525.00
950	600.00	8200, ESRC	675.00
61 Counter Model	125.00		
41	125.00		
71	150.00		
81	175.00		
MILLS		ROCK-OLA	
Thrones	\$225.00	Standard	\$275.00
Empress	275.00	Super	350.00
		Master	350.00
		Premier	450.00
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WE'LL BUY ALL LATE PIN GAMES
Send List and Prices

HERCULES SALES AND DISTRIBUTING CO.
415 FRELINGHUYSEN AVENUE, NEWARK 5, N. J.
CABLE ADDRESS—HERDISCO
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Chrome Cabinet Assemblies Custom Built!

Better Built by Buckley— YOUR GUARANTEE!

- ✓ COMPLETE NEW PRECISION - BUILT LIGHT WOOD CABINETS EXPERTLY FINISHED WITH PERFECT FIT NEW ALUMINUM CASTINGS.
- ✓ CLUB HANDLE AND HANDLE COLLAR CHROME PLATED.
- ✓ HEAVY BRASS CHROME PLATED ETCHED REWARD PLATES, 2/5 OR 3/5.
- ✓ 5c-10c-25c CHROME DENOMINATOR COIN INTAKE.
- ✓ PAYOUT CUPS WITH ANTI-SPOON CUP.
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YOUR CHOICE— CHERRY OR DIAMOND ORNAMENTS
 GENUINE CHROME (PERFECTLY PLATED)
 SURF BLUE WRINKLE CHOCOLATE WRINKLE
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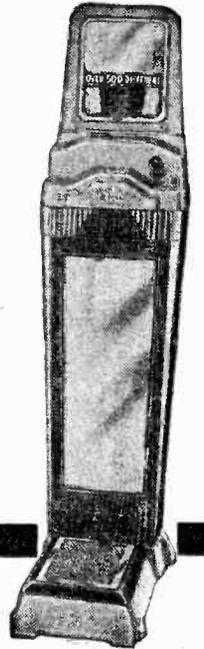
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Rebuilt and Refinished
 Look and Operate Like New, \$95.00

Write for Complete List of Replacement Parts

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★
NEW SCALES
SOON
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We Can Rebuild Your Old Scales and Make Them Look Like New

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

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GLOBE invites Operators and Mechanics' fullest inspection of Duffy's . . . the LATEST and truly GREATEST 5 Ball Revamp ever built!

MILLS **SLOTS**
 BONUS BELLS
 CHERRY BELLS, 3/10
 SILVER CHROMES

MILLS AND JENNINGS GOLF BALL VENDORS
MILLS CLUB BELLS. WRITE—WRITE—WRITE

SEEBURG PHONOGRAPHS

No. 9800—GEM CLASSIC—REGAL—COLONEL

EVANS **DOMINOE and BANGTAILS**
 Complete with NEW rectifier and coin retaining fingers. Ready to operate. \$300 each.

CHICAGO METAL DOUBLE REVOLVING SAFES. \$250.00.

We are NATIONAL DISTRIBUTORS of the DOWNEY-JOHNSON PORTABLE COIN COUNTERS—TUBULAR WRAPPERS—LIGHTNING CASHIER. ALSO MANUFACTURERS OF THE GLOBE COIN SEPARATOR.

CHARLES (JIMMY) JOHNSON

GLOBE DISTRIBUTING CO.
 1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. • ARM. 0780

WANTED TO BUY

Used Bally One Ball Payouts

. . . it's revolutionary!

"SUSPENSE"

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

ORDER FROM YOUR
JOBBER OR A
WILLIAMS REGIONAL
DISTRIBUTOR

Williams
 MANUFACTURING
 COMPANY

161 W. HURON ST.
CHICAGO 10, ILLINOIS



• Join CMI Now •

"THE HOUSE OF FRIENDLY PERSONAL SERVICE"

ATLAS Headquarters for **NEW Equipment**

PIN GAMES

NEW!

- DELIVERING NOW: STAGE DOOR CANTEN\$274.50
- EXHIBIT BIG HIT (Single Coin Play)\$298.50
- REVAMPS: IDAHO, GRAND CANYON, STREAM-LINER, CATALINA, BUBBLES, EA.\$249.50

ARCADE EQUIPMENT

NEW!

Delivering Now:

- GOALEE\$525.00
- TEN STRIKE (Regular) 372.50
- ABT TARGET SKILLS and CHALLENGERS, EA.\$65.00
- TOTAL ROLL\$525.00
- TEN STRIKE (F.P.) 435.00

SLOTS

NEW!

- Jennings Bronze Chief, 5c.....\$249.50
- Jennings Bronze Chief, 10c..... 259.50
- Jennings Bronze Chief, 25c..... 269.50
- Jennings Stand'd Chief, 5c..... 249.50
- Jennings Stand'd Chief, 10c.... 259.50
- Jennings Stand'd Chief, 25c.... 269.50
- Jennings Super Deluxe (Life-Up) Chief, 5c.....\$274.50
- 10c 284.50
- 25c 294.50
- 50c Pace Deluxe Bell 500.00
- \$1.00 Pace Deluxe Bell..... 600.00
- Groetchen Columbia Jackpot Bell. 132.50

GUSHER

DAVAL'S NEW COUNTER GAME SENSATION!
Write For Particulars

GOTTLIEB GRIP SCALE

Improved Deluxe 3-WAY STRENGTH TESTER

SMILEY—New Upright 5-Ball Counter Game.....\$39.50

CONSOLES

NEW!

- Delivering Now: BAKER PACERS, 5c, Standard.....\$475.00
- BAKER PACERS, 5c, DAILY DOUBLE JACKPOT..... 525.00
- EVANS BANGTAILS, 5c, JACKPOT P. O..... 596.50
- Coming Soon: JENNINGS CHALLENGER (TWIN COIN)
- EVANS 25c BANGTAILS, JACKPOT OR COMB. FREE PLAY & PAYOUT

USED EQUIPMENT as you like it

GUARANTEED! If unsatisfactory, return in 10 days for full refund of purchase price!

SLOTS

- Watl. Rolatop, Complete Set, 5c, 10c, 25c\$375.00
- Vest Pockets, Bl. & Gold 54.50
- Columbia, J.P. 82.50
- Columbia, Gold Award 72.50
- Jenn. Golfarola 139.50
- Jenn. 5c Club Deluxe 149.50
- Jenn. 5c Silver Moon Club 149.50
- Jenn. 5c Silver Club 149.50

ARCADE

- Shoot the Chutes\$129.50
- Sky Fighter 275.00
- Hockey 209.50
- Air Raider 179.50
- Ace Bomber 275.00
- Western Major League 149.50

CONSOLES

- Silver Moon, P.O.\$129.50
- Super Bell, 5-5-5-25, P.O. 550.00
- Mills 10c Club Console 265.00
- Mills 5c Club Console 225.00
- High Hand, F.P. & P.O. 179.50
- Jumbo Parade, P.O., Late Head ... 129.50

I-BALLS

- Sport Kings, P.O.\$239.50
- Turf Kings, P.O. 325.00
- Jockey Clubs, P.O. 325.00
- Spinning Reels, P.O. 109.50
- Record Time, F.P. 174.50
- Blue Grass, F.P. 195.00
- Club Trophy, F.P. 289.50

Detroit Coin Mfg. Blooms; Batter-Up Is Latest Comer

DETROIT, April 20. — Re-emergence of Detroit as a national coin machine production center is seen in the acquisition of the Better-Up Company by two Detroit men, Bruce Bryan and John P. Kelly, with opening this week of their new offices here at Suite 401, Michigan Bank Building.

The new Detroit company has bought out the original organization at Milwaukee, headed by A. R. Slade, who is now head of Coin Arts Enterprises.

Bryan is a Detroit operator, specializing in the arcade field, with many years' experience. He was formerly in partnership with Erwin Baldrige, under the name of Bryan & Baldrige, operating arcades at Walled Lake Amusement Park and elsewhere.

Kelly was formerly production and installation manager for Slade in the original Batter-Up organization and is an experienced man in the field, being closely associated with the installation of this big game for the past few seasons. He is also now associated with Russell's Playland Arcade at 520 Woodward Avenue here.

One Change

Major change in sales policy is being made, with a reduction in the sales price from \$2,500.00 to \$1,995.00, effective this current week. This reduction is made possible by the adoption of Detroit-style production line methods. The factory will continue

to be at Milwaukee, however, Bryan stated.

This is the first machine to be distributed nationally out of Detroit since the war, and marks the reopening of this field. Prior to the war, Detroit at various times was the source of a number of machines nationally marketed over a period of nearly 50 years.

Outstanding among local manufacturing companies in the post-war line-up are such firms as Schermack Products, with their postage stamp and special purpose venders; American Vending Corporation, making new candy venders, whose plant will be at Kansas City; Edward A. Gorney, of Mercury Products Company, who is developing new machines of several types; F. L. Jacobs Company, with a Coca-Cola dispenser; one major firm with a new ice cream dispenser; and a number of firms whose plans are being kept under cover at this time.

Probably Largest

This machine, however, is probably the largest device of its kind ever to be handled from Detroit, and one of the largest coin-controlled operations on the market. It is now being redesigned to be fitted up as a portable unit, so that it will be adaptable to change of locations. At present, an extensive campaign to introduce it widely in arcades and amusement parks is being launched.

The game, incidentally, is in use in Mexico, as shown by newspapers received here this week from Lupita, Mexico City distributor of the game.

SMASH-HIT 25¢ BOARDS

400 HOLES—
\$1.00 buys section; 5 hole sections with last sale FREE each section.
\$43.90 PROFIT
Order as: No. 400 HIGH SEE

400 HOLES—
10 Sections pay \$2.00 LAST SALE each section.
\$43.06 PROFIT
Order as: No. 400 PULLMAN QUARTERS

GARDNER & CO. 2222 S. MICHIGAN CHICAGO 16

FOR SALE—READY FOR LOCATION ATTENTION . . . NEW LOW PRICES

- | | | |
|----------------------------------|--------------------------------------|--------------------------------------|
| Bally Rapid Fire\$109.50 | Flicker\$ 49.50 | Ten Spot\$ 39.50 |
| Big Chief 114.50 | Keep 'Em Flying 129.50 | Toplo 79.50 |
| Bubbles, Conversion 179.50 | Majors, '41 54.00 | Turf Champs, Pay Out. 69.50 |
| Buckaroo 24.50 | Mills Eagle, 1 Ball Conv. 89.50 | Venus 79.50 |
| Chicoin Mockey 175.00 | Mills 1-2-3, Free Play. 49.50 | Victory 164.50 |
| Crossline 34.00 | Mills Owl 59.50 | Yankee Doodle, Conv. 44.50 |
| Four Aces 114.50 | Shangri-La, Gottlieb 124.50 | Zig Zag 64.50 |
| '42 Home Run 54.00 | Slugger 59.50 | American Beauties, Conv. 199.50 |
| Gobs 109.50 | Star Attraction 54.50 | Arizona, United Conv. 199.50 |
| | Sport Parade 55.00 | |

SPECIAL—Ticket Deals—1836—Stapled in Fives—ONLY \$2.25. Others at Right Prices.

Terms: 1/3 Deposit With Order, Balance C. O. D.

WILL PAY \$60.00 FOR EXHIBIT'S STARS, DO-RE-MI, WEST WIND, DOUBLE PLAY, SUN BEAM, ZOMBIE; \$85.00 FOR KNOCKOUTS! ALL F. O. B. INDIANAPOLIS.

We buy and sell routes or extra Pin Games. Let us know what you have.

BANISTER & BANISTER DISTRIBUTING CO.

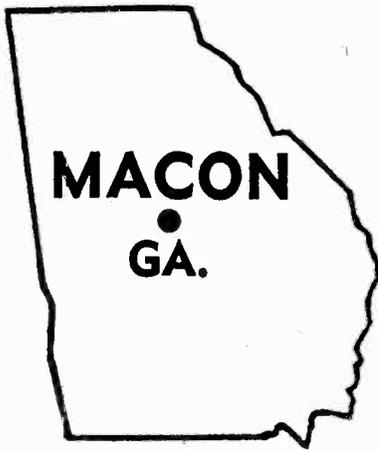
442-4 MASS. AVE. RILEY 4817 INDIANAPOLIS 4, IND.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47

Assoc. (ATLAS AUTOMATIC MUSIC CO., 470 1/2 CASS AVE., DETROIT 1
Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19





FOCAL POINT OF THE COIN MACHINE SOUTH

Try some of our guaranteed merchandise and you too will sing "Georgia on My Mind"

Every machine thoroughly cleaned, checked and tested. Worn parts replaced. These machines are ready to operate. If any machine is unsatisfactory, notify us within 48 hours after receipt of machine and full refund will be given. NO ARGUMENT WHATSOEVER.

NEW MACHINES ON OUR FLOOR

Georgia operators, come and see these new hits—Jennings' Bronze and Deluxe Chiefs; Evans' 46 Model Bangtails and Dominos; Exhibit's "Big Hit" 1-Ball Multiple or 5-Ball F. P.; Gottlieb's Famous Stage Door Canteen; Mills' Vest Pockets; Chicago Coin's Goalee; Bally's Undersea Raider; Munves' Super Skee Roll.

MUSIC MACHINES

8800 Seeburg	\$850.00
24 Wurlitzer	345.00
Seeburg Colonel, R.C.	575.00
618 Wurlitzer	245.00

1 BALL PAY TABLES

(All in Working Order)

21 Kentucky	@ \$215.00
8 Long Shots	190.00
10 Santa Anita	@ 110.00
4 Grand Nationals	@ 85.00
1 Thistledown	@ 65.00

CONSOLES

2 Super Bells, Comb.	\$275.00
1 Jumbo, P.O., Extra Clean	125.00
1 Watling Big Game, P.O.	100.00
2 Silver Moon, P.O.	115.00
1 Club Bells, Comb., Like New	225.00
1 Paces Reels, 10c, Ralls, P.O.	150.00
Baker Pacers, J.P., Latest, Brand New	525.00
6 Paces Reels, 5c, Ralls, P.O.	125.00
4 Buckley Track Odds, J.P., Latest Models, Perfect Condition	625.00

SLOTS

Jennings 5c Sky Chief	\$125.00
2 5c Chiefs Refinished, Like New	135.00
10c 4-Star Chief, Refinished	185.00
10c 4-Star Chief	145.00
Jennings 10c Club Special	150.00
10c Pace, Latest Model, Like New	150.00
Mills 5c Gold Chrome, Rebuilt, Like New	225.00
4 5c Columbias, G.A., Latest Model	69.50
Mills Vest Pocket, Blue and Gold	65.00
Mills Vest Pocket, Chrome	65.00
Double Slot Safe Stand, Doors & Locks Complete	75.00
25c Mills Bonus	275.00
10c Mills Bonus	175.00
10c Roll Top, Refinished	135.00

ARCADE MACHINES

Undersea Raider (New)	\$399.50
Shoot the Chute	109.50
Tokyo Raider	95.00
Skee-ballette	145.00
Western Baseball	125.00
Shoot the Bear	145.00
Super Skee Roll (New)	385.00
Genco Total Roll (New)	625.00
Smiley (New)	39.50

SPECIAL SLOT DEAL

MILLS GUARANTEED ORIGINAL SLOTS

We have just picked these up. All are clean and originals. Each lot has a master key. Machines were never on but one location. Buy by lots and save 15%.

SPECIAL SLOT DEAL #1

(15% Discount Allowed If Sold as a Lot of 18 Pieces)

1 50c Brown Front	\$375.00
2 50c Original Chromes	@ 425.00
4 25c Original Chromes	@ 225.00
2 10c Original Chromes	@ 175.00
4 5c Original Chromes	@ 180.00
1 25c Brown Front	185.00
1 10c Brown Front	165.00
1 5c Brown Front	145.00

SPECIAL SLOT DEAL #2

(15% Discount Allowed If Sold as a Lot of 19 Pieces)

18 Mills Original Black Front Handloads, K.A. & C.H.	
8 5c @	\$175.00
5 10c @	190.00
4 25c @	250.00
2 50c @	450.00

PIN BALLS

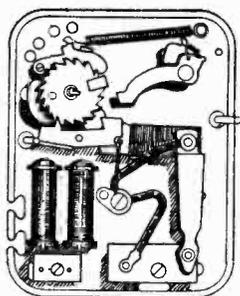
CLEANEST PIN BALLS in the U. S. A. EVERYONE THOROUGHLY RECONDITIONED, RAILS SCRAPED and GUARANTEED READY for LOCATION

Marvel Baseball	\$145.00	Spot Pool	\$ 82.50	Landslide	\$ 64.50	Flicker	\$ 82.50	Production	\$129.50	Crossline	\$ 79.50
Santa Anita, 1 Ball	110.00	Slap the Jap	74.50	Speed Way	49.50	Drum Major	54.50	Capt. Kidd	95.00	Flat Top	240.00
Doughboy	47.50	Fox Hunt	47.50	Foilles	49.50	Yankee Doodle	225.00	Top Notcher	54.50	Casablanca	195.00
Lime Light	47.50	Hit the Jap	74.50	Luxury	49.50	School Days	82.50	Duet	47.50	Dude Ranch	69.50
1-2-3, 1 Ball	75.00	Dark Horse, 1 Ball	175.00	Cadillac	47.50	Midway	189.50	Play Ball	82.50	Dixie	65.00
Bubble	249.50	'41 Snappy	72.50	Gun Club	94.50	Jungle	97.50	Mystic	82.50	Seven Up	84.50
'41 Major	82.50										

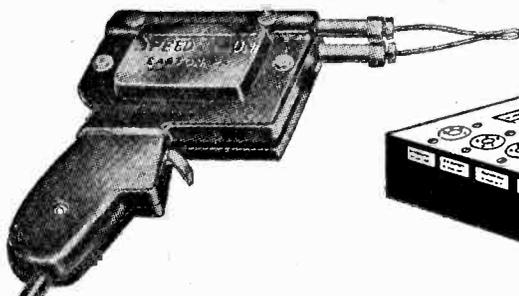
GEORGIA OPERATORS, COME AND SEE OUR NEW MACHINES: Gottlieb's Canteens, Evans' '46 Dominos, Exhibit's Big Hit, Jennings' New Slots, Munves' Super Skee-roll, Mills' Vest Pockets, Bally's Undersea Raider, Chicago Coin's Goalee.

HARD TO GET PARTS

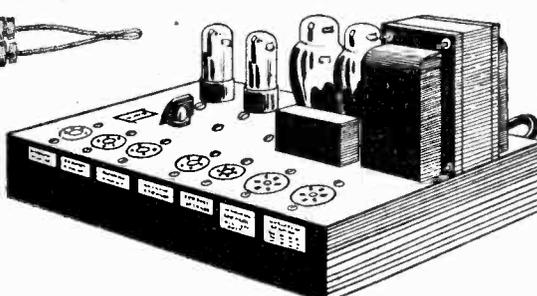
SATISFACTION GUARANTEED OR YOUR MONEY BACK



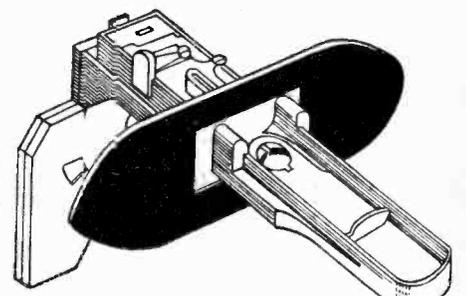
MAGAZINE SWITCH BOX ASSEMBLY



SPEED IRON SOLDERING GUN



UNIVERSAL AMPLIFIER



COIN CHUTE

JOBBERs and DISTRIBUTORs, write for Quantity Prices

Wurlitzer Turntable Bushings (Brass), Ea.	\$1.00
Wurlitzer Main Fiber Gears, Ea.	3.95
Title Strip Holders or Program Tins, Ea.	.10
Star Wheels, Ea.	.35
Star Wheel Pins or Dumbbells, Ea.	.35
Shielded Wire for Tone Arm, Per Ft., 8c; 15 Ft.	.75

Micro Switches, Red and Green on Same Switch; connect leads to whichever color you want—only one switch to stock. Perfect for all Rock-Olas and Wurlitzers, Ea. \$1.15; Per Dozen	\$12.00
B-2 Crystal Pick Ups (Black Type) for Rock-Ola and Mills, Ea. \$3.25; Per Dozen	36.00
Brand New, Original Wurlitzer Magazine Switch Box Assemblies, Complete with Cover for 412, 610, 24A, 600A, 500. SPECIFY MODEL, Ea.	9.95
Speed Iron Soldering Gun, New Soldering Principle	12.95

Wurlitzer Needle Screws, Case Hardened, Per Doz.	\$1.50
Seeburg Needle Screws, Long and Short, Specify, Per Doz.	1.50
Casters, Standard Wurl. Size, Set of 4	1.35
Casters, Large Size, Fit Any Phonograph, Set of 4	1.65
Wurlitzer Trip Down Wire, Ea.	.40
Volume Control Keys, Polished, Ea. 5c; Per 100	4.50

Brand New Coin Chute Assemblies, single coin only, to replace entire 3 Coin Chute Assemblies on 412 and 616. Complete, Ea.	\$11.95
"Lifetime" Pressure Oiler, a coin machine operator's "Must," Ea.	2.95
Universal Amplifiers—Ask the Operator who owns one. Model A fits all Wurlitzer models, all Rock-Olas, all Seeburgs except Hi-Tone. Complete with tubes, Ea.	54.50
Model B fits all Wurlitzers, all Rock-Olas and all Seeburgs including Hi-Tones. Complete with tubes, Ea.	74.50

1/2 CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS

HEATH DISTRIBUTING COMPANY

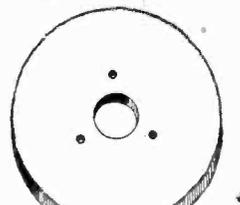
217 Third St. - Phone 2681
MACON, GEORGIA



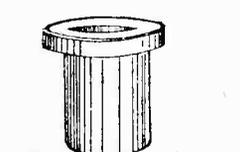
B-2 CRYSTAL PICK UP



PROGRAM TIN "TITLE STRIP HOLDER"



MAIN FIBRE GEAR



TURN TABLE BUSHING



OILER



NEEDLE SCREW



VOLUME CONTROL KEY



STAR WHEEL PIN



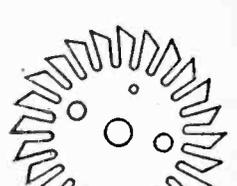
CASTER



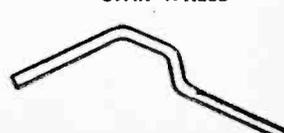
MICRO SWITCH



SHIELDED WIRE



STAR WHEEL



TRIP DOWN WIRE

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EXHIBIT'S NEW 5-BALL Big Hit, \$298.50; With 4-Coin Multiple \$398.50

UNDERSEA RAIDER, GUN \$399.50	AMUSEMATIC LITE-LEAGUE \$425.00
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F.P.K. SKEE BARREL ROLL 429.50	VICTOR "V" NUT & GUM VENDOR 10.75
NEW VEST POCKETS 74.50	NEW GROETCHEN COLUMBIA, J.P. 132.50
COTTLEB STAGE DOOR CANTEN 274.50	NEW SPEED IRON SOLDERING GUN 14.95
EVANS BANGTAILS, 5c COMB. F.P. & P.O., 7-COIN, \$674.50; 25c PLAY 799.50	
EVANS TEN STRIKE, \$372.50; WITH FREE PLAY 435.00	
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KLEER-FLO PARTS CLEANER AND 30 GALLON DRUM OF FLUID 129.50	
NEW JENNINGS BRONZE & STANDARD CHIEFS & LITE UP, SUPER DELUXE CHIEFS Write	

SPECIAL! A.B.T. CHALLENGERS! NEW! DELIVERY IN 4 WEEKS \$85.00

SPECIAL! NEW DOUBLE REVOLVE-A-ROUND SAFES—HEAVY \$225.00

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5¢ SUPER BELL, COMB. \$274.50
MILLS SAFES, DOUBLE-FRONT 89.50
DOOR 109.50
MILLS JUMBO, C.P., LATE MODEL 119.50
MILLS JUMBO, F.P., LATE MODEL 189.50
WATLING BIG GAME, P.O., 25¢ 109.50
BALLY BIG TOP, P.O. 65.00
1¢ JENN. GOOD LUCK—CASH PAY 89.50
WATLING BIG GAMES, F.P. 119.50
BALLY BIG TOPS, F.P. 124.50
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JENN. FAST TIMES, F.P.

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TOMMY GUN, LATE MODEL \$149.50
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'41 DERBY 339.50
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CLUB TROPHY 315.00
LONG SHOT 239.50
VICTORIOUS, F.P., TURF CHAMP 109.50
SPORTSMAN, F.P. 195.00
SKYLARK, F.P. or P.O. 175.00
RECORD TIME, F.P. 174.50
LONGACRE, F.P. 435.00

SLOTS

10¢ JENN. SKY CHIEF, SPECIAL \$189.50
25¢ BONUS BELL, LATE 295.00
10¢ BONUS BELL, LATE 215.00
10¢ BLUE FRONT, PERFECT 169.50
5¢ GOOSENECK, MILLS, NO J.P. 39.50
25¢ CAILLE, 3-5, RED ENAMEL 89.50

WANTED! HI DIVE, LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX, SKY BLAZER & WEST WIND @ \$45.00. ALSO ALL MUSIC AND OTHER EQUIPMENT. SEND YOUR LIST. WE NEED F.P. CONSOLES!!

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ALL ELECTRONIC RAY GUNS USING THE AMAZING BLACK LIGHT

A new principle applied for the first time to coin machines. Black Light is the "Invisible ray" which brings out by invisible radiation lustrous and beautiful colors on luminescent lacquer-treated subjects. The "neon-like" effect as a novelty will continually attract players and enhance the appearance for a permanent lift in money-making power. For the first time, this principle has been applied to coin machines—and the result is truly amazing.

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TOMORROW'S GAME TODAY

OUR FIRST BLACK LIGHT CREATION

The very finest that electric engineering and ingenuity has developed. These are conversions from the Seeburg Chicken Sams, so completely rechecked that they are virtually a new game. Everything is checked and if necessary replaced. We are confident to the extent of giving a money-back guarantee—and we'll pay all freight charges if you aren't satisfied. The internal workings of the game are perfect—as perfect as the exterior which is also smartly groomed with a velvet finish. Truly, these games are as sleek and streamlined as sable.

THE PRICE IS MODERATE

These Ray Guns, actually with more appeal and money-making potentiality than any new piece of equipment on the market today are under-priced when compared with present market conditions and ability to garner the nickels. Add to this the new Black Light principle and a free play unit and you have a bargain at

\$249.50

Complete F. O. B. Chicago
Send 1/3 Deposit

MERCURY'S TOP-NOTCH RAY GUNS

SHOOT THE BARTENDER

Converted from Seeburg Chicken Sam, Jap and Convict

MAID 'N' MONSTER

Converted from Seeburg Shoot the Chutes

Greatest sensation, proven money maker.

Scenery most colorful and original on the market. The cabinets are refinished and beautifully repainted in our own outstanding original manner.

"SHOOT THE BARTENDER" AND "MAID 'N' MONSTER" have proved by every test to top all other Ray Guns in mechanism, design and player appeal.

We spare neither money nor time to make them the BEST. Entire mechanism rebuilt from A-Z. Guaranteed to give new machine performance.

EVERY MERCURY PRODUCT SOLD ON A MONEY-BACK GUARANTEE

\$189.50

F. O. B. Chicago.
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\$10.00 extra with free play unit

SHOOT THE BARTENDER CONVERSION

Converted from Seeburg Chicken Sam, Jap and Convict

IN FIVE COLORS

MAID 'N' MONSTER CONVERSION

Converted from Seeburg Shoot the Chutes • IN FIVE COLORS

- Installed on Location in 20 Minutes • Gorgeous Scenery
- Greater Player Appeal • Makes a New Game Out of Your Old Ray Gun • Hand-Painted, New Doll with Lens Already Inserted Included.

\$15.00

Each
F. O. B. Chicago
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WANTED Seeburg Chicken Sams, Jail Birds, Convicts and Shoot the Chutes. They do not have to be in working order. They must be complete with all parts. We are paying \$60.00 Ea., F. O. B.

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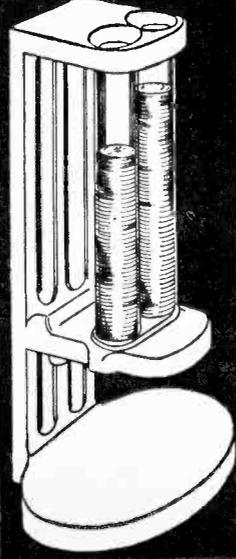
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STOP Coin Fumbling.

STOP Opening and closing cash Registers.

STOP Wasting time counting pennies, nickels, dimes, quarters.

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MILLS BLACK CHERRY BELLS
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Payout on 1 Cherry
Keeneey's New BONUS Super Bell
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PROMPT DELIVERY KEENEY'S BONUS SUPER BELL
Write For Further Information And Prices On Our Complete Line

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1 Exhibit Stars	74.50	1 Keeney Red Hot	39.50
3 Exhibit Knockout	129.50	1 Mills Empress	359.50
1 Exhibit Sky Chief	160.00	1 Exhibit Duplex	62.50
1 Exhibit Shortstop	44.50	1 Bally Monicker	87.50
2 Wurlitzer Boxes	10.00	2 Chicago Coin Yanks	119.50
1 Genco Band Wagon	49.50	1 Scientific Batting Practice	79.50
1 Supreme Rocket Buster	225.00	2 Chicago Coin Hockey	179.50
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\$50 TOPS!
THEY'RE TWO SWEET NUMBERS FOR PROFIT AND ACTION !!!

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AUTOMATIC BLACK JACK
5 reels. Player Inserts 5¢ and machine automatically deals 2 cards in Nos. 1 and 2 windows. Player then can "draw" one or two cards in windows 3 and 4 by pressing buttons which release shutters. House's hand is revealed by pressing button under window 5. Brand new. Payout by proprietor. Size 9x7x7 in. Wt. 10 lbs. Send \$10.00 deposit, balance express C. O. D. Immediate delivery. **\$35.00**
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AUTOMATIC POKER
For 5¢ play. Player receives complete Poker hand when 5 reels come to stop. Fifty cards (almost complete deck) represented. Reward plate gives odds on various Poker hands. Brand new. Payout by proprietor. Size 9x7x7 in. Wt. 10 lbs. Send \$10.00 deposit, balance express C. O. D. Immediate delivery.
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SEND LIST, STATING CONDITION AND PRICE
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Hello, Everybody

My name is Phir Staid . . . pronounced "First Aid." I'm the new trade mark for the Block Marble Company. My boss tells me my first words at birth were, "Get It From Block—They Have It in Stock!"

My name was selected to describe my job—rushing all over the country, carrying badly needed parts and supplies in my bag for operators in every city and town. It sounds exciting . . . I like to travel . . . and after operators get to know me I'm sure they'll all be my friends.

In a way I wish I wasn't born right in the middle of reconversion. That's a big word for a little guy like me but I understand that nobody expects miracles while everything is so scarce and I'll do all I can to live up to my company's slogan — "Get It From Block — They Have It in Stock!"

Well, now that I've introduced myself, I'd like to know all you fellows. When the gremlins get after your machines and the going gets rough, write, wire or phone my boss. If he has what you need I'll get it to you immediately. Now back to work for me . . . so long!

Phir Staid



BLOCK MARBLE CO.

1527 FAIRMOUNT AVENUE · PHILADELPHIA 30, PA.

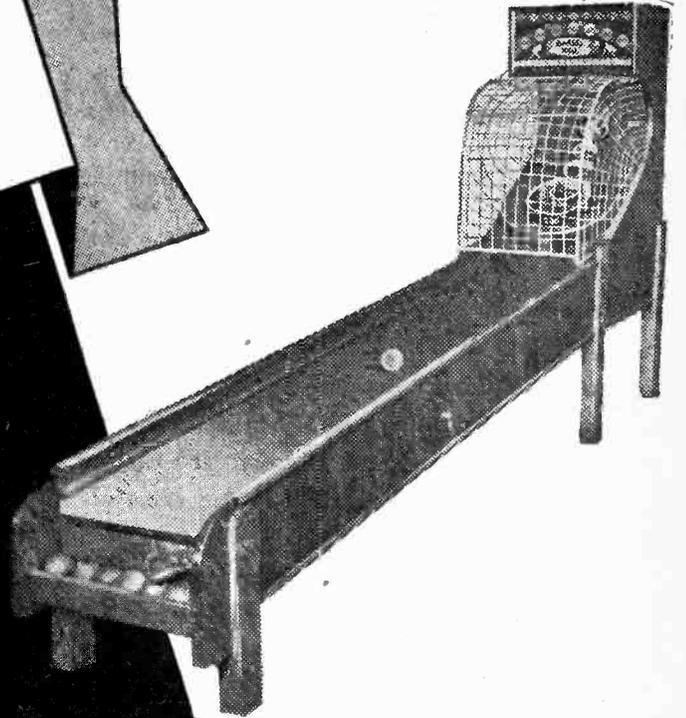
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PREMIER BARREL ROLL

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And it is the interchangeable and interlockable features which do that. The Premier Barrel Roll is available in 3 lengths—10½ ft., 12½ ft. and 14 ft. and all backboards and playing fields are interchangeable and interlockable. Even the barrel roll, which adds a competitive skill shot to the player appeal, is optional—games can be supplied with or without. NO WONDER THE PREMIER BARREL ROLL IS CALLED A GREAT 6 GAMES IN 1 COMBINATION. The Premier Barrel Roll is solidly constructed in our own modern plant. It's built for heavy play—and it's built well.



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START MAKING MONEY WITH**

SURF QUEENS

NEW FIVE BALL
NOVELTY
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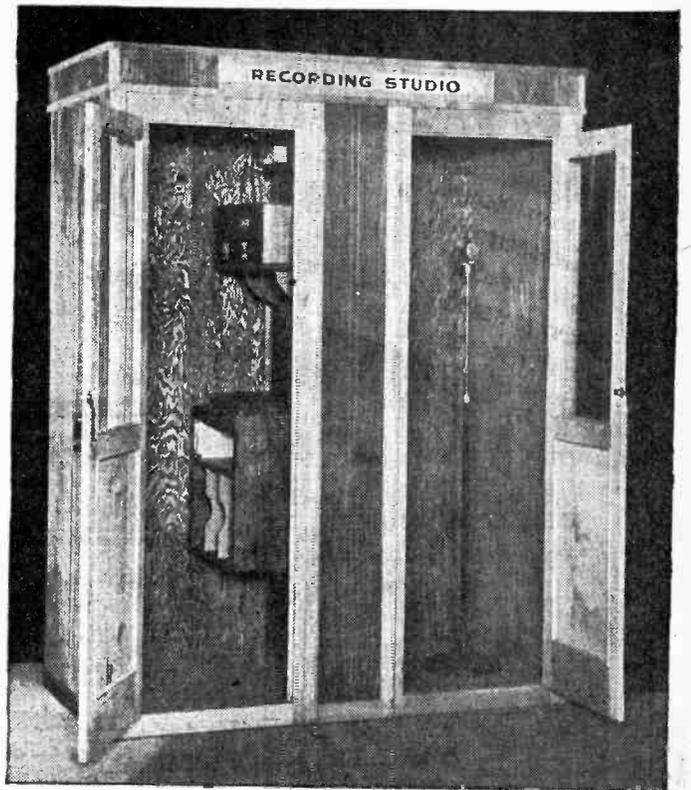
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3 brand new double booth, manually operated, recording studios exactly as pictured above. Cabinets of natural finish walnut veneer and maple. Seeburg recording unit—5 tube amplifier—adjustable floor mike—all of highest grade. Record 6½", 8", 10", 12" discs. Ready for operation—and highly profitable! \$950 Ea. (½ cash with order), F. O. B. New York. Remember, only 3 available . . . (brand new). First come—first served!

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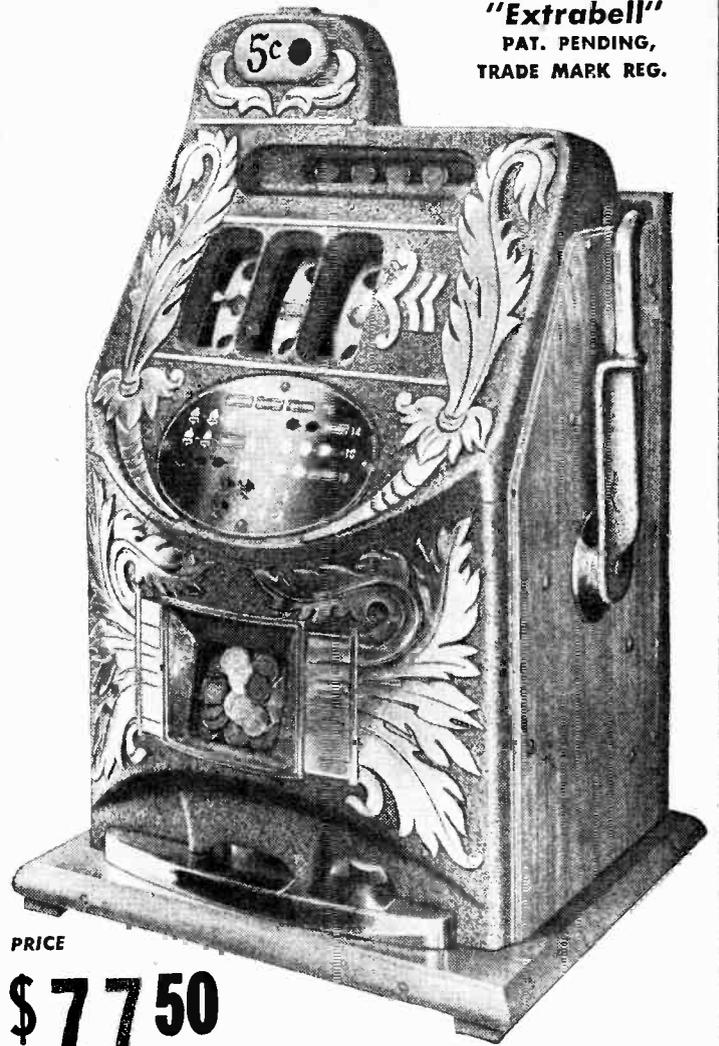
NEW EXTRABELL FRONT and Cabinet Assembly Breaks All Money-Making Records

Extrabell accommodates any Mills silent mechanism and transforms it into a dazzling, play-getting Bell that is the talk of the nation! New curved front—a first! New gusher jackpot design—a first! New treatment of payout section—a first! Quality white oak cabinet with drill-proof lining. 5c, 10c, 25c denominators. 2-5 or 3-5 oval chrome reward plates. Finished in beautiful turquoise blue with lavish reflector decoration. Extrabell is the creation of Everett B. Eckland, famed designer of War Eagle, Roman Head, Extraordinary, Blue Front, Brown Front, Silver Chrome, Gold Chrome, etc. We are now delivering to operators and rebuilders in California, Nevada, Arizona, Washington, Oregon.

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**UNBREAKABLE
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REPLACEMENT PARTS**

NON-INFLAMMABLE
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SHRINK-PROOF
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EXPERTLY MOLDED

PERFECT FIT
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24 Top Corners	Each	\$ 1.20
24 Lower Sides		4.00
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Available in Red, Yellow or Green
Throne—Empress Each \$14.00
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SHEET PLASTIC
20"x50"—Non-Brittle, Pillable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!
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The Above Available in Solid Red, Yellow, Green.

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Each Top Corners	\$ 8.00
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Combination Yellow & Red Color Scheme

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**ORDER TODAY
IMMEDIATE
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BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$22.50
Send 1/3 Deposit With Order.

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.

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SUPER BELLS COMB.; SUPER BELLS TWINS, 5/25 COMB.; SILVER MOONS; BIG GAME, F. P.; CLUB BELLS, HI HANDS; JUMBO PARADE, F. P.; FOUR BELLS, LATE HEAD; THREE BELLS

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STUDIOS AND MUSIC EQUIPMENT**

TAKE ADVANTAGE OF TODAY'S HIGH PRICES
Want Any Quantity, On or Off Location, or Complete Routes Anywhere in the United States!
Will Pay Highest Cash Prices—Write-Wire-Phone

5 AMI Telephone Studios; Complete, Slightly Used. WRITE—PHONE—WIRE FOR DETAILS!

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MARVELS, AMERICAN EAGLES, GUSHER'S BALL GUM AND COUNTER GAMES
ALSO NON-COIN OPERATED GAMES
PRICES ON REQUEST

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25 NEW AMI BAR BOXES \$ 18.50
5 AMI MECHANISMS, Complete With Motors and Tone Arm 159.00

5 Seeburg 24 Boxes, 3-Wire, 5¢ \$22.50	10 Wurlitzer #304 Stepper ... \$19.50
3 Seeburg 24 Boxes, Wireless . 29.50	4 Seeburg 20 Set, Wireless, 5¢ 39.50
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50 Buckley 24 Record Boxes (11ft-corr) 9.50	50 Buckley Pedestals 2.50
5 Wurlitzer #120 5¢ Boxes ... 24.50	5 Wurlitzer 412 Amplifiers, Less Tubes 25.00
20 Wurlitzer #125, 5/10/25¢. 22.50	10 Keeney Speaker Baffles ... 15.00
10 Wurlitzer #145 Fast Stepper 40.00	5 Adapters for Mills Empress . 32.00

NEW WURL. RECORD TRAYS, From Model 412 to 950. No Counter Models. In lots of 100, 42c each in lots of 100 or more.

BUILT SPECIALLY FOR THE U. S. GOV'T

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For all Wurlitzers, Rock-Olas and Seeburg Machines. Tone quality and plenty of volume. Complete with switches, volume control and tone control.

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RUNYON SALES COMPANY

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GOTTLIEB'S DE LUXE GRIP SCALE

EXHIBIT'S BIG HIT
MILLS BLACK CHERRY BELLS
MILLS VEST POCKET BELLS

PACKARD PLA-MOR WALL BOXES AND SPEAKERS

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Mills 1-2-3, 1941, F.P. \$ 75.00	MILLS 50¢ SILVER CHROME, 2-5 PAY
Grandstand, 1 Ball, C.P. 47.50	WRITE FOR PRICES
Keeney Submarine Gun 125.00	

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Seven Up	\$ 59.50
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2 Play Ball	\$ 69.50
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Ten Spot	69.50
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Invasion	139.50
Marines	149.50
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Pan American	59.50
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Mills Owl	79.50
Mills 1-2-3	79.50
'41 Derby	339.50



Woolf Solomon

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4 Bells Serial, over 1000	399.50	5c Jumbo Parade Comb., F. P. C. P.	229.50
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Kentucky Clubs, 7 Coin	89.50	25c Bobtail Totalizer	159.50
Keeney Triple Entrys, 9 Coin....	159.50	2 Way Superbell, 5c-25c, C. P. ...	379.50

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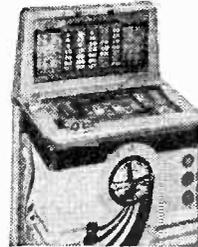
Rapid Fires, A-1	\$169.50	Voice Recorders	\$150.00	Baffing Practice	\$119.50
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4 Evans 48' Automatic Duckpin Alleys (like new), each	\$750.00				

THE OPERATORS' DREAM CONSOLE

COMBINATION

F. P., C. P.

- 1 COIN HEAD
- 5 COIN MULTIPLE
- 2 COIN HEAD
- 10 COIN MULTIPLE, LARGE JACKPOT



KEENEY'S NEW BONUS SUPERBELL

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DOUBLE SAFES REVOLVAROUND \$225.00—BRAND NEW—\$225.00

HEAVY STEEL, BURGLAR PROOF
Will Take Mills or Jennings Slots. Bottom Door for Storage and Weights.

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5¢ BLUE FRONTS	\$148.00	5¢ SILVER CHIEFS	\$185.00
10¢ BLUE FRONTS	189.50	10¢ SILVER CHIEFS	189.50
28¢ BLUE FRONTS	179.50	25¢ CAILLE 2/4, LIKE NEW	99.50
5¢ COPPER CHROMES, LIKE NEW 205.00		5¢ CHERRY BELLS	159.50
10¢ COPPER CHROMES, LIKE NEW 210.00		DOUBLE REVOLVAROUND SAFES, Brand New, Heavy Loading Type ..	225.00
28¢ COPPER CHROMES, LIKE NEW 225.00		5¢ GOLD CHROMES, LIKE NEW ..	205.00
5¢ GOLD CHROMES, LIKE NEW ..	205.00	5¢ JENNINGS CHIEF, A-1	349.50
		5 TRIPLE SAFES, HEAVY	189.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

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185-189 E. TOWN ST., COLUMBUS 15, O. Phones AD 7949, AD 7993

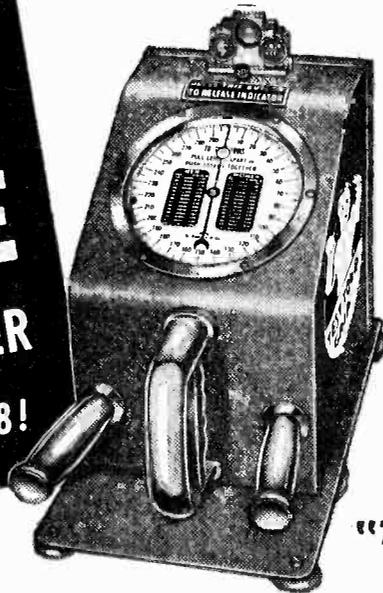


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**STAGE DOOR
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Proves it with Profits!



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GRIP SCALE
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Consistently Best Since 1928!
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NOW TAKING ORDERS FOR ABT CHALLENGER
MARVEL'S LATEST NEW REVAMP—CATALINA...\$249.50

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**NOW DELIVERING
STAGE DOOR CANTEEN**

Exclusive Distributors for NORTHERN ILLINOIS, NORTHERN INDIANA,
EASTERN IOWA AND MICHIGAN.
A Proven Money Getter by Actual Test!

JENNINGS BRONZE CHIEF		JENNINGS SUPER DELUXE CHIEF	
5c	\$249.00	5c	\$274.00
10c	259.00	10c	284.00
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Sky Chief	\$165.00	Genco Victory	\$84.50	Zig Zag	\$89.50
Big Parade	140.00	Marvel Baseball	80.00	Horoscope	89.50
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Marines at Play	110.00	Bolaway	72.50	Ten Spot	84.50
Flying Tigers	110.00	Sluggo	72.50	New Champ	59.50
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2 Watt. Rotatops, 5c. Ea.	\$ 95.00	Mills Blue Front, 25c	\$175.00
Mills 5c Vest Pocket, Ref.	45.00	Mills Brown Front, 5c	150.00
Mills Blue Front, 5c	125.00	Mills Brown Front, 10c	175.00
Mills Blue Front, 10c	160.00		

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WILL PAY TOP CASH DOLLAR for

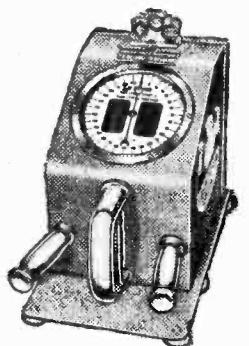
WURLITZER: 412—616 (Plain)—616 (Remod. & Illum.)—500 Kybd.—600 Kybd.
—700—750M—750E—800—850.
ROCK-OLA: 16 Record—'39 Standards and Deluxes—'40 Supers and Masters.
SEEBURG: Commander, RC—Colonel—Classic—8800, ESRC—9800, ESRC.
NO JUNK! MUST BE O. K. MECHANICALLY AND IN APPEARANCE!
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Improved De Luxe

GRIP SCALE



3-WAY STRENGTH TESTER

Hundreds of Operators Have Requested That Production Be Resumed
on This Machine That Has Been a Proven Money-Maker Since 1928!

LOOK AT ALL THESE FEATURES:

- Time-tested, tremendous profit maker!
- 1c play—sure-fire penny catcher!
- Operate in your present location—no additional overhead!
- Entirely mechanical, trouble-free operation—ruggedly constructed!
- 3-way tester triples the take!

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TRIMOUNT COIN MACHINE CO.

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The Golden Falls
A PRODUCT OF MILLS

ENDURANCE!

Ten thousand operators will attest to the enduring qualities of a Mills Coin Machine. Ten thousand operators will tell you that during the long emergency Mills Coin Machines proved they possessed *Unlimited Endurance*. These conditions didn't just happen, they were not a matter of luck; there were deeper and sounder reasons why Mills Coin Machines stood up under this long, hard usage: their background of 56 years of manufacture, the experienced

men who assembled them, the inspectors who checked them, the qualities of raw materials used, Mills keen research into the operators' needs and problems—these things, not luck, were the reasons why Mills Coin Machines had longer life during their long run. Today Mills is again building long-run machines; if you are contemplating the purchase of new coin equipment, if you want satisfied locations, remember that *Mills Coin Machines Have Unlimited Endurance!*

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GOALEE

THE Game Sensation of '46

ONE OR TWO NICKEL PLAY



HAS SUCH A TREMENDOUS EARNING POWER OPERATORS CAN'T STOP PRAISING

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



PRODUCTION IS STILL LIMITED . . . SO ORDER TODAY FOR EARLIEST DELIVERY

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

KEENEY RECONDITIONED SUPER BELLS

KEENEY SUPER, 8¢, F.P., P.O.	\$298.50
KEENEY SUPER, 25¢, F.P., P.O.	350.00
KEENEY 4-WAY, 5¢-5¢-5¢-5¢, P.O.	495.00
KEENEY 4-WAY, 5¢-5¢-25¢-25¢, P.O.	550.00

KEENEY TWIN, 5¢-5¢, F.P., P.O.	\$550.00
KEENEY TWIN, 5¢-25¢, F.P., P.O.	575.00
KEENEY TWIN, 25¢-25¢, F.P., P.O.	595.00
KEENEY 4-WAY, 5¢-5¢-25¢-25¢, P.O.	575.00

KEENEY TWIN, 5¢-5¢, P.O.	\$350.00
KEENEY TWIN, 5¢-25¢, P.O.	385.00
KEENEY TWIN, 25¢-25¢, P.O.	425.00
KEENEY 4-WAY, 25¢-25¢-25¢-25¢, P.O.	585.00

CONSOLES

MILLS THREE BELLS, 5¢-10¢-25¢	\$850.00
MILLS FOUR BELLS, LATE HEAD, 5¢-5¢-5¢-25¢	750.00
MILLS FOUR BELLS, LATE HEAD, 5¢-5¢-5¢-5¢	595.00
MILLS FOUR BELLS, ORIG. HEAD, 5¢-5¢-5¢-25¢	495.00
MILLS FOUR BELLS, ORIG. HEAD, 5¢-5¢-5¢-5¢	395.00
EVANS DOMINOES, LATE TWO TONE, D.D., J.P.	295.00
EVANS LUCKY LUCRE, 3-5¢, 2-25¢	295.00
BALLY SUN RAY, F.P.	199.50
BALLY HI HANDS, F.P., P.O.	199.50
BALLY ROLL 'EM, P.O.	129.50
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MILLS JUMBO, LATE HEAD, P.O.	139.50

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BALLY THOROBRED	\$369.50
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BALLY PIMLICO	295.00
BALLY CLUB TROPHY	199.50
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KEENEY FORTUNE	189.50
KEENEY SKY LARK	139.50
BALLY BLUE GRASS	149.50
BALLY RECORD TIME	149.50
BALLY DARK HORSE	149.50
BALLY SPORT SPECIAL	129.50
MILLS '41 1-2-3	79.50

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MILLS REGULAR CHROME, 5¢	\$265.00
MILLS REGULAR CHROME, 10¢	310.00
MILLS REGULAR CHROME, 25¢	335.00
MILLS REGULAR CHROME, 50¢	445.00
MILLS BLUE FRONTS, 5¢	159.50
MILLS BLUE FRONTS, 10¢	169.50
MILLS BLUE FRONTS, 25¢	189.50
MILLS GOLD CHROME, 5¢	265.00
MILLS GOLD CHROME, 50¢	445.00
MILLS Q.T. GLITTER GOLD Q.T.	99.50
MILLS VEST POCKET, BLUE, GOLD	49.50
MILLS VEST POCKET, CHROME	59.50

PHONOGRAPHS, WALL BOXES AND SPEAKERS

ROCK-OLA COMMANDO	\$595.00
ROCK-OLA PREMIER	575.00
ROCK-OLA SUPER NEW ROCK-O-LITE	495.00
ROCK-OLA MASTER NEW ROCK-O-LITE	475.00
ROCK-OLA SPECTRAVOX, PLAYMASTER	450.00
ROCK-OLA SPECTRAVOX	100.00
PACKARD PLA-MOR BOXES	27.50
ROCK-OLA LATE BAR BOXES	24.50
ROCK-OLA 5¢-10¢-25¢ BAR BOXES	49.50
ROCK-OLA WALL BOXES	19.50
5-WIRE CABLE, PER FOOT12
30-WIRE CABLE, PER FOOT22
2-WIRE ZIP CORD, 250 FT.	4.95

WURLITZER MODEL 950	\$795.00
WURLITZER MODEL 500 VICTORY	550.00
WURLITZER MODEL 24 VICTORY	495.00
WURLITZER MODEL 500	475.00
WURLITZER MODEL 800	450.00
WURLITZER TWIN 12	250.00
KLEER-TONE SPEAKER CABINET, 23", 19", 10"	24.50
KLEER-TONE SPEAKER CAB., 27 1/2", 23 1/2", 14"	34.50
WALNUT SPEAKER CABINET, 15", 14", 9 1/2"	4.95
METAL SPEAKER CABINET, 15", 14", 9 1/2"	6.95
12 IN. P.M. 20 OZ. SPEAKER	12.50
12 IN. P.M. 16 OZ. SPEAKER	9.75
12 IN. P.M. 48 OZ. SPEAKER	18.50

ARCADE EQUIPMENT

MILLS PANORAM & SOLO-VUE	\$395.00
WILLIAMS LIBERATOR	169.50
PITCH 'EM AND CATCH 'EM (NEW)	169.50
WHEE GEE MYSTIC (NEW)	169.50
KEENEY SUBMARINE	149.50
BALLY RAPID FIRE	159.50
KEENEY AIR RAIDER	169.50
MUTOSCOPE SKYFIGHTER	275.00
MUTOSCOPE ACE BOMBER	275.00
TAIL GUNNER	169.50
JENNINGS BARREL ROLL	149.50
MILLS DUMBELL LIFTER	169.50
GENCO PLAYBALL, LATE	209.50

STANDARD BRANDS

DEPENDABLE COIN MACHINE PARTS, SUPPLIES AND ACCESSORIES

WURLITZER AND SEEBURG MAIN GEARS	\$ 2.95
CRYSTAL PICK-UP, ALL MODELS	3.00
MICRO SWITCH, RED OR GREEN	1.25
WURLITZER STAR WHEEL AND PIN75
MOTOR BELTS, ALL SIZES75
WURLITZER BRAKE-BANDS, ALL SIZES	1.25
PHONOGRAPH PLASTICS, ALL MODELS	White
PHONOGRAPH CASTERS, SET OF 4	1.45
WURLITZER RECORD TRAYS85
SEEBURG OR ROCK-OLA TRAYS45
BUCKLEY BOX METAL REPLACEMENT SIDES, SET 1.45	

AMPLIFIERS, FITS ALL MODELS (UNIVERSAL)	\$45.00
TITLE STRIPS (BRISTOL) 1,000	6.95
TUBULAR COIN WRAPPERS, PER 1,00085
MILLS SLOT AND CONSOLE LOCKS, ALL MODELS	2.50
RECORD CARRYING CASE	5.95
NEW ENGINEER'S CONTACT SWITCH KIT	15.00
BELL TIME CLOCKS	1.50
SLOT MACHINE SPRING KIT	6.95
DUO LOCKS, LONG BARREL95
DUO LOCKS, STANDARD75
MAESTRO POINT PHONOGRAPH NEEDLES, Low 10025

ELECTRIC SPEED SOLDERING GUN	\$12.95
COIL WINDING MACHINE	7.95
WIRE STRIPPER AND CUTTER PLIERS	4.95
WALSCO STAPLE DRIVER	3.70
ALL PURPOSE MACHINE TESTER	9.50
SPITFIRE WELDER	19.95
ALL-PURPOSE SOLDERING PENCIL, 4 TIPS	4.85
LIFETIME PRESSURE OILER	2.95
A.B.T. 500 COIN CHUTES, ALL MODELS	3.50
ALUMINUM NICKEL COIN COUNTER	1.35
MILLS JUMBO SCAVENGERS	2.45

BADGER SALES COMPANY

BADGER NOVELTY COMPANY

1612 WEST PICO BLVD. All Phones: Drexel 4326 LOS ANGELES 15, CALIF. 2346 N. 30TH STREET All Phones: Kifbourn 3030 MILWAUKEE 10, WIS.

FEATHERLIGHT COIN COUNTER

BUILT FOR THE OPERATOR

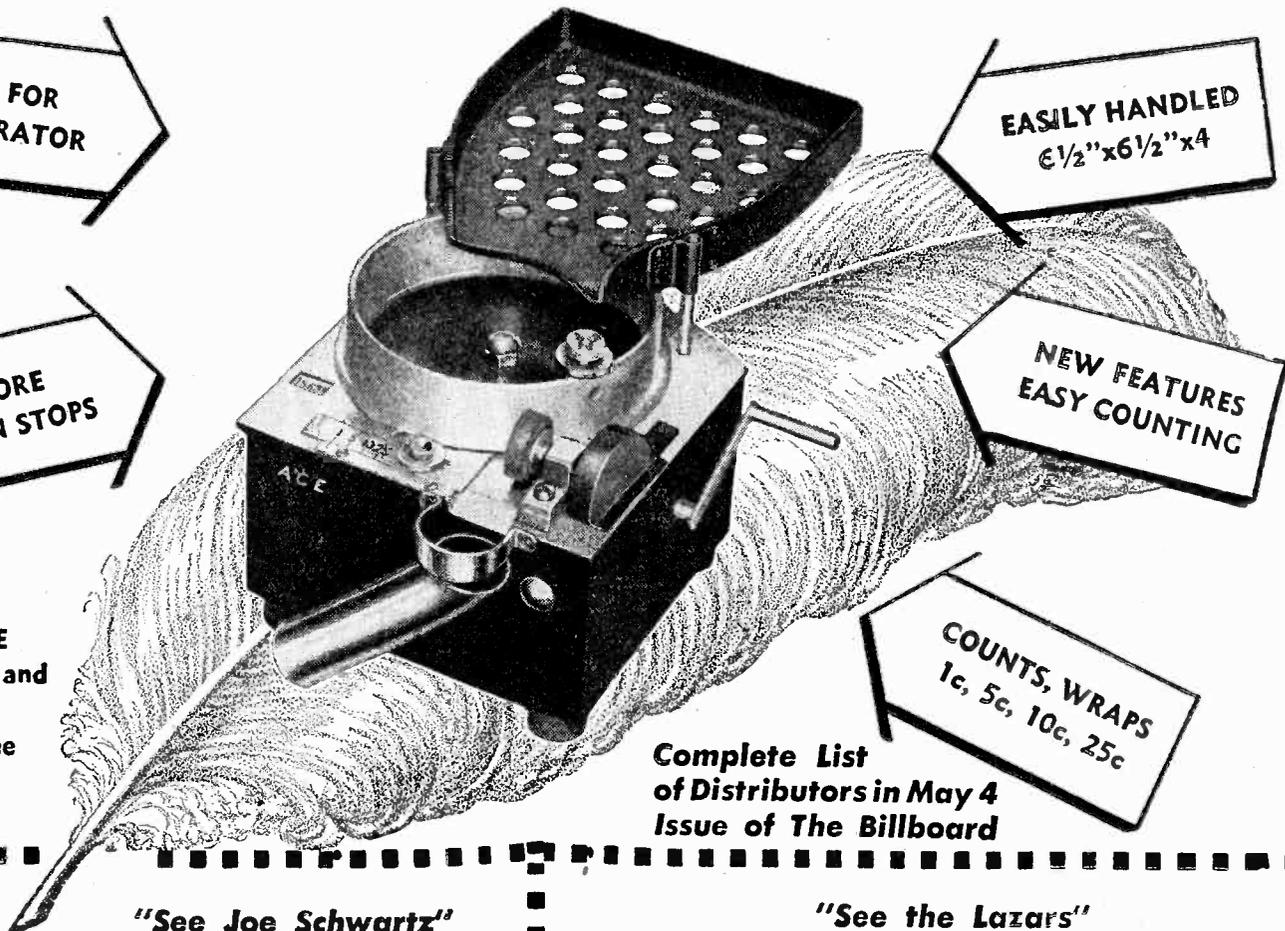
EASILY HANDLED
6 1/2" x 6 1/2" x 4

21% MORE LOCATION STOPS

NEW FEATURES
EASY COUNTING

\$139.50

COMPLETE
With Carrying Case and
Money Tubes
One-Year Guarantee



Complete List
of Distributors in May 4
Issue of The Billboard

COUNTS, WRAPS
1c, 5c, 10c, 25c

"See Joe Schwartz"

NATIONAL COIN MACHINE EXCHANGE

1411 Diversey Boulevard Chicago 14, Illinois

"See the Lazars"

B. D. LAZAR COMPANY

1635 Fifth Avenue
Pittsburgh 19, Pennsylvania

"See the Weinbergers"

SOUTHERN AUTOMATIC MUSIC COMPANY

211 E. 10TH ST., CHATTANOOGA 3, TENN.
242 N. JEFFERSON, LEXINGTON, KY.
603 LINDEN AVE., DAYTON 3, OHIO
1329 S. CALHOUN ST., FT. WAYNE, IND.
542 S. 2ND ST., LOUISVILLE 2, KY.
228 W. 7TH ST., CINCINNATI 2, OHIO
325 N. ILLINOIS, INDIANAPOLIS 4, IND.
425 BROAD ST., NASHVILLE 3, TENN.

"See Lou Wolcher"

ADVANCE AUTOMATIC SALES CO.

1350 HOWARD STREET, SAN FRANCISCO
1150-54 W. WASHINGTON BLVD., LOS ANGELES
63 W. SECOND AVE., SOUTH, SALT LAKE CITY
3126-28 ELLIOTT AVE., SEATTLE, WASH.
615 S. W. 19TH AVE., PORTLAND, ORE.

"See Sam London"

MILWAUKEE COIN MACHINE CO.

3130 W. Libson Avenue
Milwaukee 8, Wisconsin

"See Roy Bazelon"

MONARCH COIN MACHINE CO.

1545 N. Fairfield Avenue
Chicago 22, Illinois

EASTERN SALES

1824 E. Main Street Rochester 9, N. Y.
Telephone Culver 5278

"See Bill Happel"

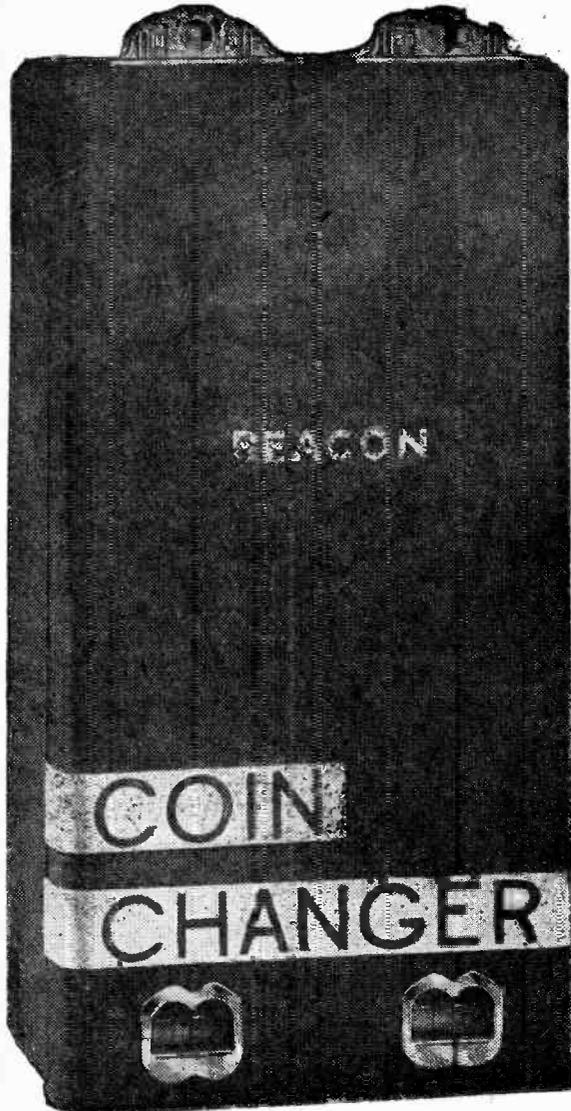
BADGER SALES COMPANY

1612 W. Pico Boulevard Los Angeles 15, Calif.
Drexel 4326

ACE COIN COUNTING MACHINE CO.

3715 NO. SOUTHPORT AVE. BITtersweet 4453 CHICAGO 13, ILL.

★ YOU CAME! ★ YOU SAW! ★ YOU ACCLAIMED! ★



★ THE FINEST-FASTEST ★
COIN CHANGER
ON THE MARKET

★
SMART MODERN DESIGN MAKES
IT WELCOME ON ANY LOCATION

★
POSSIBILITIES ARE UNLIMITED!
NEEDED AND WANTED WHEREVER
COIN OPERATED DEVICES ARE USED!

★
JUST CHECK THE FEATURES OF THE AMAZING
BEACON ELECTRIC COIN CHANGER!

● **ELECTRICALLY OPERATED**

Changes coins with the speed of lightning! Accurate beyond human capability; simple, easy to service. Operates on AC or DC. Modern design makes it an attractive addition to any spot.

● **HOLDS \$40.00 IN NICKELS**

Changes dimes and quarters without fuss or muss. Large capacity eliminates constant attendance and unnecessary service.

● **NO LOST SALES**

Customers don't "Walk" for lack of change. Here's a silent salesman that will repay its original cost by saving sales for your locations.

THANKS . . .
*a Million for your
wonderful response
at the showing!*

Al Sebring



BELL PRODUCTS CO.

2000 N. OAKLEY

Humboldt 3027

CHICAGO 47, ILL.



the State of

VIRGINIA

The AMI Phonograph and AMI Automatic Music will be distributed in the State of Virginia exclusively by

AUTOMATIC MUSIC SYSTEM

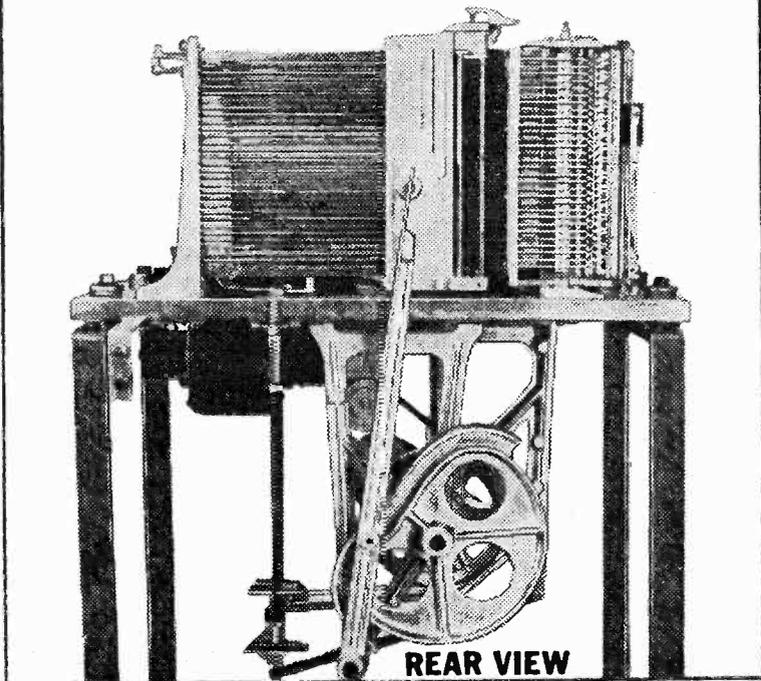
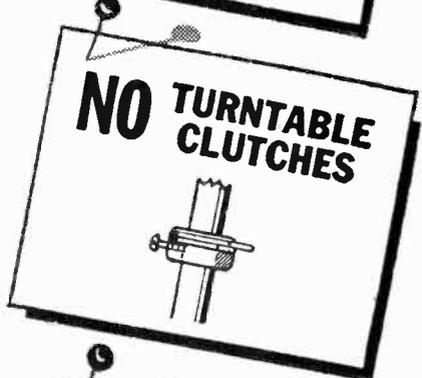
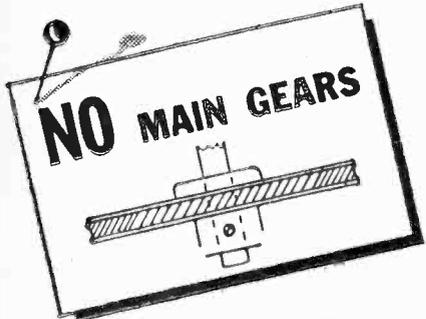
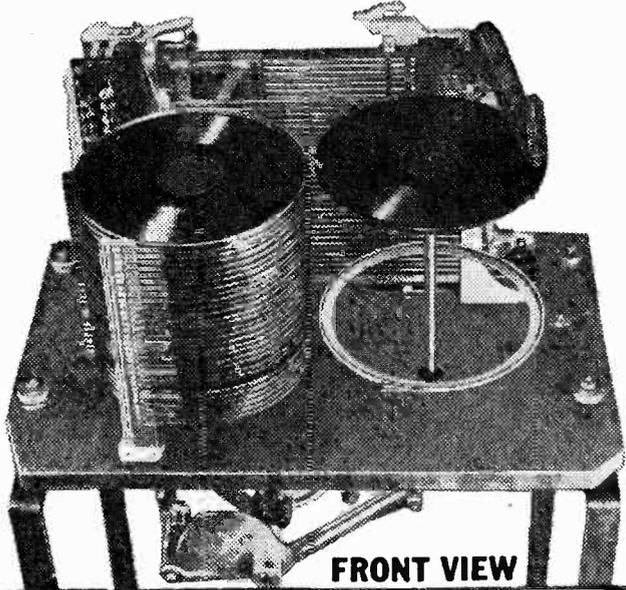
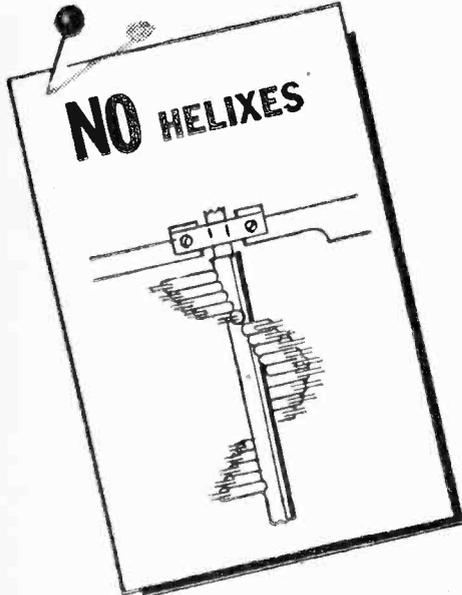


306 West Broad Street
Richmond 20, Virginia
E. B. ALLEY, Owner
Phones: 2-2912, 7-2787

Why there are 60% Less Moving Parts in the

Challenger '47

PHONOGRAPH



All of which means Trouble-Free Operation
 Challenger Automatic Music & Challenger Drink Dispenser on Permanent Display Chicago Showrooms



U. S. Challenge Co.

AUTOMATIC EQUIPMENT DIVISION

FACTORIES: BATAVIA, ILL. WICHITA, KAN. CENTERVILLE, IOWA
 GENERAL OFFICE AND SHOWROOMS, FIELD BUILDING, CHICAGO, ILLINOIS



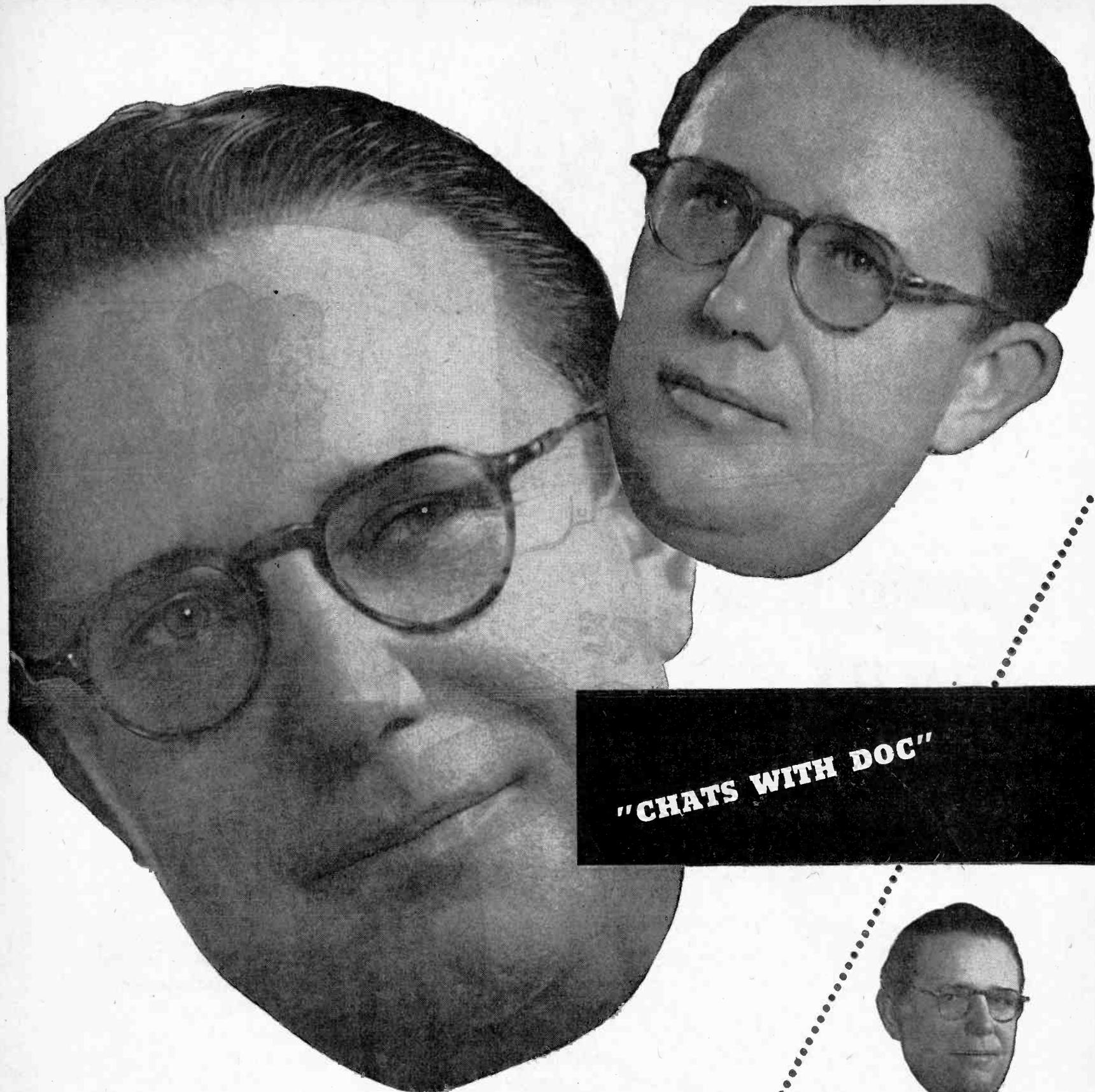
**RUSHING
TO BRING YOU
QUALITY GALORE**

**BIG SENSATION!
BIG IN ACTION!
BIG IN PROFITS!**

**That's the Jennings'
excitingly new
STANDARD CHIEF**

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24, ILL.



"CHATS WITH DOC"



Thanks



"I wish personally to thank all phonograph distributors and operators of America for the overwhelming praise they are giving to the new Model A AMI phonograph. Your praise

is being received in the kind of language that any sales manager loves, namely, the biggest landslide of orders I have ever seen!" *DeWitt (Doc) Eaton*, AUTOMATIC INSTRUMENT CO.

AUTOMATIC INSTRUMENT CO.



IT USED TO BE "JUKE BOX"

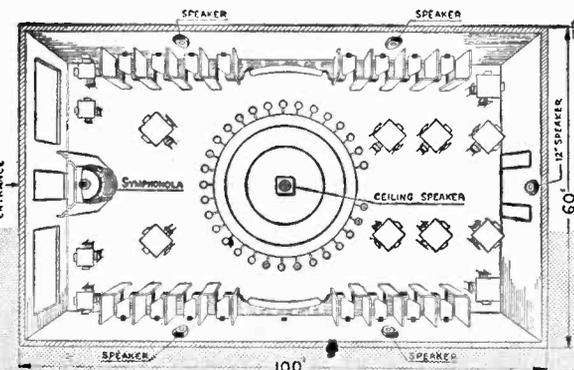
NOW IT'S

Seeburg

SCIENTIFIC SOUND DISTRIBUTION

The blare of the old-type "juke box" is giving way to Seeburg scientific sound distribution. Early, single-unit "juke boxes" were, in many cases, too loud for customers seated near them . . . too soft for those in the far end of a large room. The superlatively fine, post-war Seeburg Symphonola . . . properly augmented by additional speakers placed according to Seeburg scientifically-correct charts . . . gives a delightful and even distribution of bass and treble tones and volume. This balance assures thorough enjoyment of the music . . . which is never loud enough to drown-out ordinary conversation.

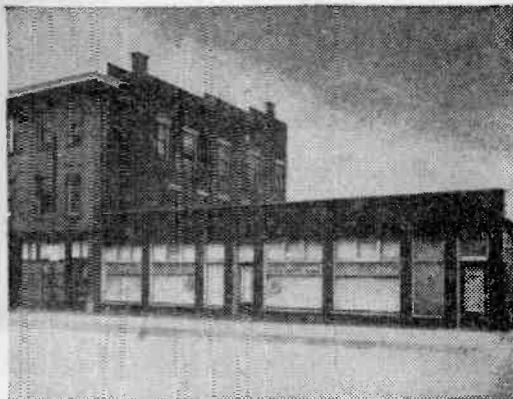
★ Sample chart of Seeburg Scientific Sound Distribution



- ★ DALLAS, *Pacific at Olive*
- ★ HOUSTON, *910 Calhoun*
- ★ SAN ANTONIO, *241 Broadway*
- ★ NEW ORLEANS, *832 Baronne*
- ★ MEMPHIS, *167 South Second*
- ★ OKLAHOMA CITY, *900 North Western*

S. H. LYNCH & CO.

Exclusive Southwest Distributors



LOUISVILLE, KY.



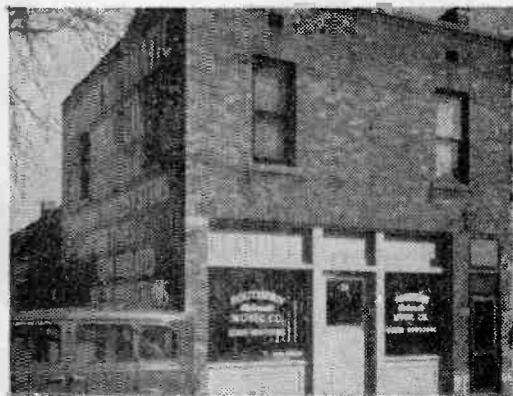
NASHVILLE, TENN.



DAYTON, OHIO



FT. WAYNE, IND.



CHATTANOOGA, TENN.



CINCINNATI, OHIO



LEXINGTON, KY.



INDIANAPOLIS, IND.

Now Delivering
SEEBURG
 PHONOGRAPHS • R. C. SPECIALS
 WALLOMATICS • SPEAKERS
 DUAL REMOTE VOLUME CONTROL
 Greatest Music Merchandisers of All Time!

DELIVERY NOW!
 EXHIBIT
BIG HIT

DELIVERY NOW!
 GOTTLIEB
**STAGE DOOR
 CANTEEN**

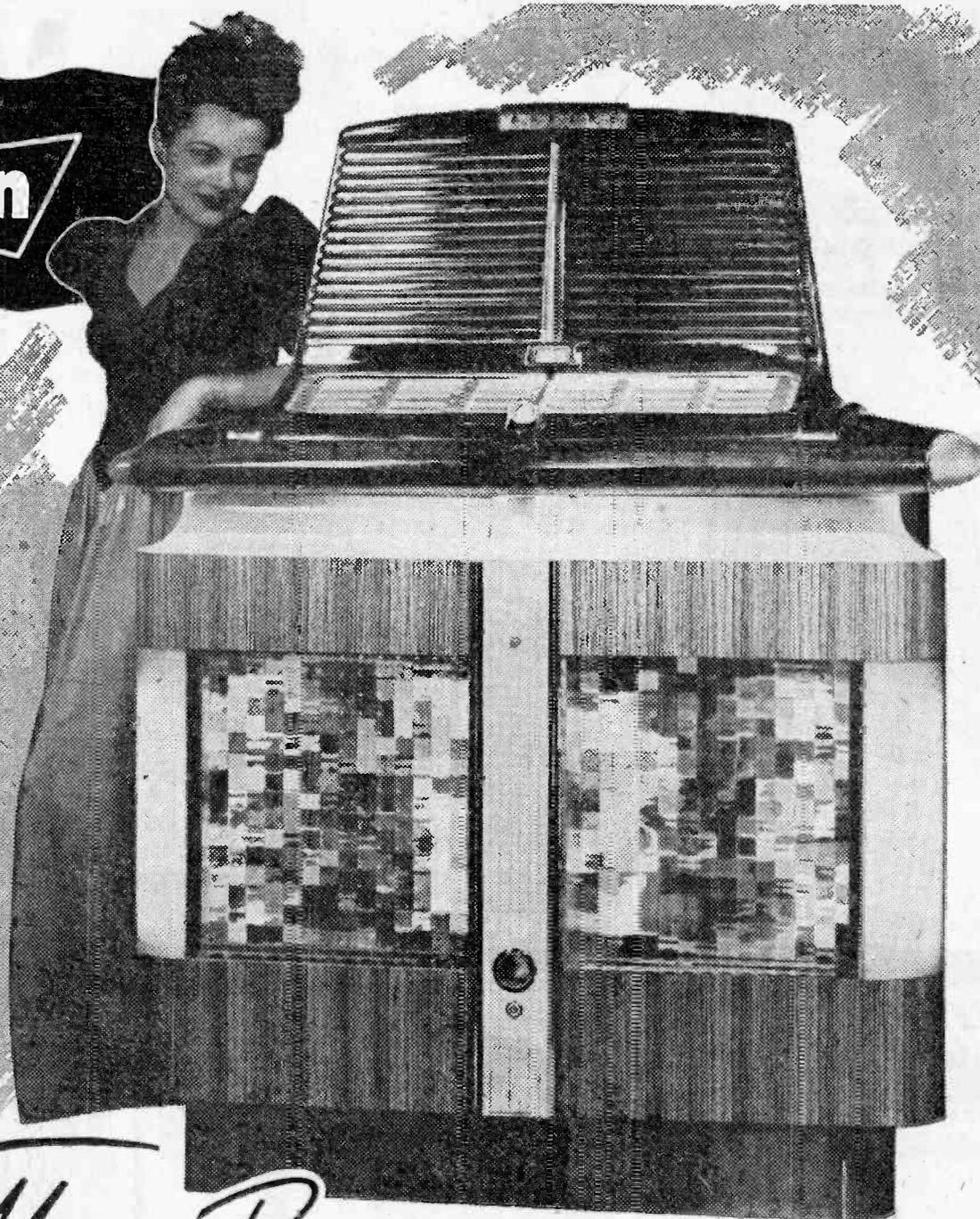
DELIVERY NOW!
 GOTTLIEB
**GRIP
 SCALE**

DELIVERY SOON!
 A. B. T. CHALLENGER
 DAVAL COUNTER GAMES

ABOUT MAY 1st
 SOUTHERN
 WILL BE OPEN IN
EVANSVILLE, IND.
 710 N. W. 2nd ST.

SOUTHERN AUTOMATIC MUSIC CO.
 542 S. 2nd ST., LOUISVILLE 2, KY. 211 E. 10th ST., CHATTANOOGA 3, TENN.
 228 W. 7th ST., CINCINNATI 2, OHIO 242 N. JEFFERSON, LEXINGTON, KY.
 325 N. ILLINOIS ST., INDIANAPOLIS 4, IND. 603 LINDEN AVE., DAYTON 3, OHIO
 425 BROAD ST., NASHVILLE 3, TENN. 1329 S. CALHOUN ST., FT. WAYNE, IND.

Only
Aireon
has



Modern Beauty,

Dimensions of Aireon Super DeLuxe Electronic Phonograph 59 in. High, 45 in. Wide, 27 in. Deep.

STYLED TO MATCH YOUR TOP SPOTS with TOP-PLAY APPEAL

Every smart Music Operator knows he's got to keep up to the minute on his discs to get top play and top pay. Isn't the same true of the styling of your phonograph? Aireon has realized that today's locations and today's players are attracted by the beauty of modern design—that matches the mood of today's music—gleaming chrome, colorful new plastics, flashing, scintillating fluorescent lighting

—streamlined design that harmonizes with any surroundings.

You'll be amazed at the extra play you'll get wherever Aireon supplies the music—as much from Aireon's beauty of appearance as from Aireon's perfection of tone.

General Offices:

1401 Fairfax Trafficway, Kansas City, Kansas

General Sales Offices:

1233 Grand Avenue, Kansas City 6, Missouri

Distributors In All Principal Cities

Aireon
MANUFACTURING
CORPORATION

Plants and Laboratories: Slater, Mo.; Los Gatos, Calif.; Oklahoma City, Mexico, D.F.; Kansas City; Greenwich, Conn.; Pasadena, Calif.

HAUNTED

BY YOUR TELEPHONE?



END THE NUISANCE of nursing your equipment along... the nagging threat of late-night service calls. Built into Bally's new post-war games are two factors that protect you from service-worry. First, new precision construction mastered during the war, when the Bally plant won the Army-Navy "E" Award with triple stars... simplified mechanisms built stronger than ever to insure trouble-free operation and long life on location. Second, new exclusive "get-at-able" mechanisms to speed up adjustments and routine service. And naturally you get a new high in flash, fast action, thrills and suspense that add up to top earning power... earning power that is actually out-earning bell-type equipment. See Bally's new hits at your distributor today. You'll want to Bally-brighten your locations as quick as you can!

VICTORY DERBY

ONE BALL
MULTIPLE
PAY TABLE



Packed with all the profit-proved features of Bally's famous pre-war multiples... plus new play-provoking ideas that are pushing profits to a new all-time high! Several hundred VICTORY DERBY games on location two to twenty weeks are consistently topping all previous collection records of pre-war and war-time operations. See your distributor today and arrange for early delivery of VICTORY DERBY.

VICTORY SPECIAL

ONE OR FIVE
BALL REPLAY
MULTIPLE



Bally's big, new VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five-ball play... and a fast money-maker either way, VICTORY SPECIAL features all the famous features of Bally's pre-war multiples... plus new play-stimulating ideas that insure plenty of repeat play. For top profits in replay spots order VICTORY SPECIAL today.

SURF QUEENS

NEW FIVE BALL
NOVELTY
GAME



Make a date with Bally's new sparkling SURF QUEENS—fastest five-ball novelty game ever built. Designed by a practical operator known for his ability to pick winners, SURF QUEENS is packed with all the elements of a money-making game... combined with new angles that will bring the slowest novelty spots back to life in a hurry. Order from your Bally distributor today.



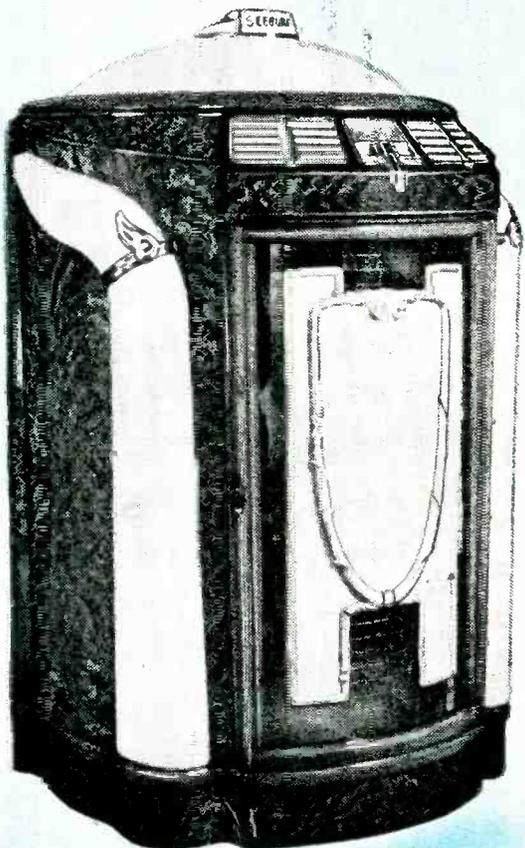
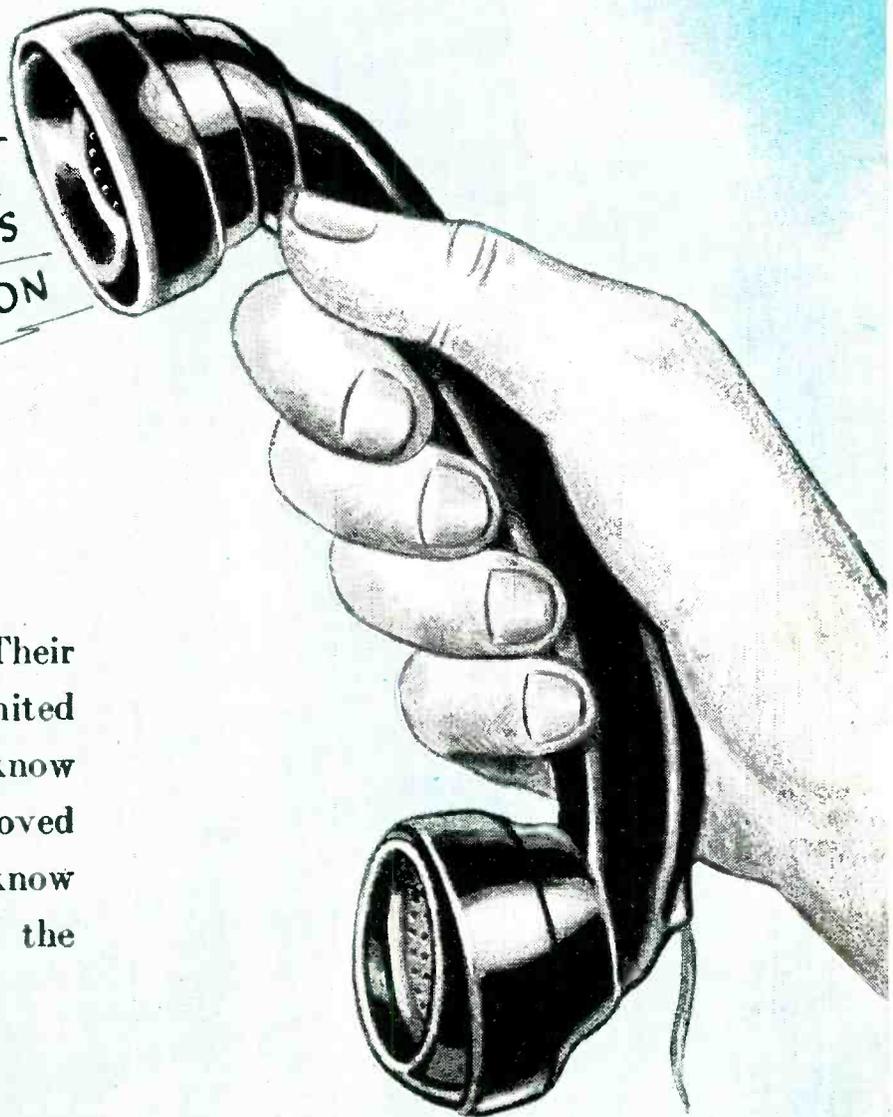
Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Listen!

DESIGNED FOR POST WAR LOCATIONS
WIRELESS REMOTE CONTROL
WORLD'S MOST DEPENDABLE MECHANISMS
SCIENTIFIC SOUND DISTRIBUTION

SEEBURG operators say all this and more . . . Their praise for the SEEBURG Symphonola 1-46 is unlimited . . . And their opinions are well-founded . . . They know that SEEBURG Automatic Music has been proved and improved for over forty years . . . And they know that SEEBURG Scientific Sound Distribution is the last word in Automatic Music.



**SEEBURG
SCIENTIFIC
SOUND
DISTRIBUTION**

Be Sure . . . Buy Seeburg

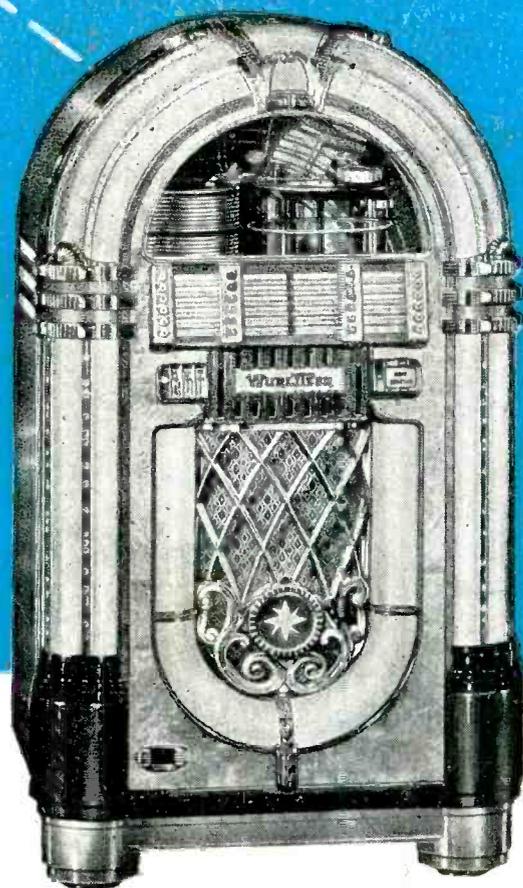
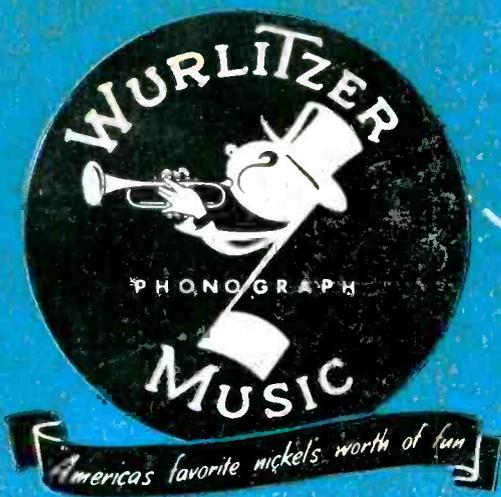
**SEEBURG
SCIENTIFIC
SOUND
DISTRIBUTION**

Seeburg

1902 DEPENDABLE MUSIC SYSTEMS 1946

J. P. SEEBURG CORP. • CHICAGO

**THE GREATEST
MUSIC
SERVICE
OF ALL TIME**



Now, more than ever before,
the public will become

WURLITZER BRAND CONSCIOUS

**EVERYONE, EVERYWHERE WILL GO WHERE
THEY CAN ENJOY WURLITZER
PHONOGRAPH MUSIC**

Let's face the facts. Brand consciousness can be established only by brand advertising. That's why Wurlitzer has launched the only national advertising campaign in commercial music history . . . directed to the public through national magazines . . . coast to coast billboard showings . . . and nation-wide signs in locations. This Triple-Action advertising campaign will stimulate play on Wurlitzer Phonographs — will increase profits for Wurlitzer location owners and Wurlitzer Factory-Approved Music Merchants.

Every unit tells the reader where and why he should look for the Sign of the Musical Note for *America's Favorite Nickel's Worth of Fun* . . . Wurlitzer Phonograph Music.

Now, more and more the public will know and go where they can enjoy Wurlitzer music. Every Wurlitzer

Factory-Approved Music Merchant and Wurlitzer location owner will share the benefits as America becomes Wurlitzer brand conscious in selecting its commercial music. The Rudolph Wurlitzer* Company, North Tonawanda, New York.

**The Name That Means Music To Millions*

**Wurlitzer's "Triple-Action" Advertising
Campaign Will Reach Everybody...Everywhere**



WATCH WURLITZER EXTEND ITS LEADERSHIP