

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• JUNE 7, 1947 •



Latest development in the sometimes imperceptible but nevertheless continuing trend which finds pop and longhair music elements joining hands is the Charlie Spivak-Fritz Kreisler maneuver. Spivak made an RCA Victor "Kreisler Favorites" album of eight of the longhair maestro's works, and at the same time Jack Ostfeld, head of Spivak's Stevens Music Company, worked out a deal whereby Stevens gets all publishing rights (excepting fiddle and piano arrangements) to the songs. Numbers are "Caprice Viennois," "La Gitana," "Liebeslied," "Tambourin Chinois," "Schoen Rosmarin," "The Old Refrain," "Liebesfreud" and "Mighty Lak a Rose." Original publisher is Charles Foley Music, and the album will be released in late June.

# This time they agree!

## WALTER WINCHELL

*CURTAIN CALLS:* ... Phil Brito's thrushing at the Strand.

—N. Y. Mirror

## ED SULLIVAN

*OUR TOWN:* ... Phil Brito a Strand Show-stopper.

—N. Y. Daily News



## VARIETY

He works easily, with more than enough poise and presence, and earns the sharp reaction he gets. Opener is "Heartaches," in ballad tempo, then "Mam'selle," "If I Could Be With You" and "Mama" and he could have done more. He smartly left 'em begging. Good turn.

—Bernie Wood

## The Billboard

Phil Brito stopped them cold with his chanting. Opened with "Heartaches" and the swooners came in with yowls. Kids kept it up for all his numbers.

Brito has a new theatre gimmick. Using a portable mike, he jumped down into the aisle for a ballad. Kids made passes at him and he leaped back like a scared rabbit. It made for good audience appeal. In any case, Brito stopped the show and was forced to beg off.

—Bill Smith

# PHIL BRITO

3 Successful Weeks — STRAND THEATRE, New York  
Just Concluded — STATE THEATRE, Hartford  
Currently — HIPPODROME, Baltimore

\* Brito has a new theatre gimmick. Using a portable mike, he jumped down into the aisle for a ballad. Kids made passes at him and he leaped back like a scared rabbit. It made for good audience appeal. In any case, Brito stopped the show and was forced to beg off.

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1650 Broadway • New York City

The World's Foremost Amusement Weekly

## 16th RADIO-ED POLL RESULTS

Showbiz Tax Cuts Unlikely;  
In Fact, Levies Might Soar

WASHINGTON, May 31.—With White House observers freely predicting a presidential veto of personal income tax cuts this year, the entertainment field may have to wait until 1948 for any kind of tax relief. The House Ways and Means Committee, altho willing to discuss cuts in telephone-telegraph excises, shows no signs of considering reductions in showbiz excises.

Showbiz tax cuts in 1948, even, are by no means certain. Levies on admissions, phonograph records, and

the like—sharply jacked up during the war—have proved such a lucrative source of revenue that many legislators would like to see them continued indefinitely. Non-existent before the war, the disk tax alone is bringing in an average over \$500,000 monthly. Total 1947 excise taxes paid by all of showbiz are expected to be just under a half billion dollars—a sum just about equal to the entire federal revenue of 1905.

Republican congressional leaders (See Tax Cuts Unlikely on page 34)

Palumbo Spending  
500G a Year for  
Philly Nitery Jive

PHILADELPHIA, May 31.—Guy Scolla, secretary of the local musicians' union, divides top '46-'47 music buying honors here between the Philadelphia Orchestra Association and Frank Palumbo. The association hires more than 100 men for its symphony crew. Palumbo, youthful nitery and cocktailery op, is a close second. No other music buyers in town, including theaters and radio stations, come near these top two in expenditures.

Palumbo, according to the union, (See Palumbo Puts Out on page 34)

Allen, Morgan  
Standouts in  
'47 Tabulation

## "Hiroshima" Best One-Shot

NEW YORK, May 31.—For the 16th successful year, the radio editors of the United States have voted in *The Billboard's Annual Radio Editor Poll*, selecting their favorite programs and stars. Four outstanding points stand out in this year's balloting. They are:

That Fred Allen has increased his stature considerably in the eyes of the editors.

That Henry Morgan has made a terrific impact in the short span he has been a network attraction.

That American Broadcasting Company's (ABC) *Hiroshima* certainly was the sock single feature public service network enterprise of the year.

That the old favorites manage, in most cases, to hold on to their popularity. There are 12 programs or stars who repeated their victories in last year's vote. Of these, 11 were repeat winners last year and many had won in successive preceding years.

## Observations on Balloting

On Page 5 of this issue of *The Billboard* (See Allen, Morgan Top on page 5)

## Revival: Life on Ocean Wave for \$

Liners Again  
Preparing To  
Book Vaude

## Latin Runs Already Set

NEW YORK, May 31.—Possibility that the act market on American steamships will open up is being examined with interest by talent agencies and performers. Before the war, entertainers found a profitable source of revenue in shipboard bookings, but this was lost when the government took over shipping for the war effort.

First line to restore ship shows is the Eastern Steamship Company when the maiden voage of the S.S. *Evangeline* starts a two-week cruise to the Bermudas Saturday (7). Reportedly the first post-war ship show will have Alan Ross, plus a magician and a ship's orchestra.

The Moore-McCormack Line also will be among the first to use entertainment again aboard ships. Three of their principal liners, now being reconverted, will have shows. They (See *Liner Shows Coming*, page 38)

RCA Exhibition Hall  
Drawing 4,000 Daily

NEW YORK, May 31.—Average daily attendance of better than 4,000 in the first two weeks the RCA exhibition hall has been open to the public prompted an RCA spokesman today to claim an all-time record for a New York sightseeing attraction. He said the hall was outdrawing the previous champ, the roof of the Empire State Building, 2 to 1.

The hall, in Rockefeller Center, is open daily as a permanent showcase for electronics. There are displays of television broadcasting, radar and other wonders, and regularly scheduled showings of films and tele entertainment.

Baseball Boom  
Seen Cutting  
Showbiz Take

NEW YORK, May 31.—Stem characters who specialize in unearthing reasons for dipping box office takes in theaters (legit and vaude-pic) were yowling last week about the terrific dent local baseball is making in some showbiz receipts. And attendance figures at the Yankee Stadium and Polo Grounds seem to give some weight to their wailing. With all three local clubs (Yankees, Giants, and Brooklyn Dodgers) crowding the top-of-the-league standings, new records are being set at the Gotham ballyards. Monday night's Yankee-Boston Red Sox embroglio drew a single game record mob of 74,747 payees, and the following night the Giants-Dodgers opener at the Polo Grounds did better than 51,000.

The American League club got out (See *Baseball Hurts Biz* on page 34)

G. E. To Build  
First Link in  
British TV Net

## Beam to Eliminate Land Lines

LONDON, May 31.—The British General Post Office and the General Electric Company have signed contracts for construction of the first link in a nationwide video web geared to operate on a "beam" system. This will eliminate costly land lines. The initial link will join London and Birmingham, 112 miles apart, thru four reflector stations, and is expected to claim the greater part of the 2,000,000-pound (\$8,060,000) credit granted by Parliament last year for extension of tele services.

The parabolic reflector system consists of 80-foot steel towers built on (See *GE Inks for British* on page 17)

Orks Must Vie  
With Disks for  
Seafaring Biz

## Small Combos in Demand

NEW YORK, May 31.—For the first time since the end of the war the steamship band biz will get under way full blast this year. Ship lines are busy re-converting troopships for the vacationers, and booking of live orks has started, tho most of the lines won't start sailings until late July or early August. For the most part, ship bands this year will be small combos playing in the afternoon for an hour, then taking over again for evening dancing.

The Grace Line will have five-piece orks on the Santa Paula and Santa Rose, 225-passenger boats which will run 12-day cruises to Venezuela, the West Indies and Colombia. Eastern Steamship Lines will have small orks on the *Evangeline* and the *Yarmouth*, the former cruising to Bermuda and the latter to Canada, both homing in Boston. Moore-McCormack will start its cruises to South America in August, (See *Seafaring Music* on page 19)

NTG, in Skirmish  
With Censors, Out  
Of Det. 509 Club

DETROIT, May 31.—The mix-up of Niles T. Granlund (NTG) with local police censors was straightened out Thursday (29) to permit NTG to carry on at 509 Club here, but he is gone. Difficulties arose when his show, after three days at the club, altho originally booked for two weeks, was held up by censors.

Police Inspector Charles W. Snyder saw the show on opening night and changes were made in the costume (See *NTG SKIRMISHES*, page 38)

London Casino  
Offers Acts \$\$;  
To Run All Year

LONDON, May 31.—New opposition to the Moss and General theater chains will start June 9 when the London Casino Theater preems. With Operator Bernard Delfont letting it be known he intends to lay big dough on the line for attractions, American as well as European, performers are looking forward to some active bidding by competitors when they start offering contracts.

Delfont has two men in with him, Tom Arnold and Emile Littler. Littler is London's recognized panto king and the brother of Prince Littler, topper of the Moss empire. Arnold is well heeled and made a bundle out of his ice revue. Neither the Moss chain nor the General Theater group is doing any active looking for non-English acts, tho (See *London Casino* on page 38)

Tallulah Bankhead  
In WM Package

NEW YORK, May 31.—Tallulah Bankhead is starred in a new package built for her by the William Morris agency. It's tabbed *Life at Tallulah's*.

If sold, it would represent Miss B's first full time radio stint. Heretofore, she has confined herself to guest shots.

# FCC Kindles Fire Beneath Licensees Slow To Set Up TV Stations; Confab June 9

## Manufacturers on the Ball; Telecasters on the Spot

WASHINGTON, May 31.—Federal Communications Commission (FCC) is preparing to build a fire under laggard telecasters, with the upcoming informal video conference, June 9, expected to furnish most of the fuel. For some time the FCC has been evidencing displeasure at the slowness with which video licensees are putting their stations into operation. It is expected that FCC will use this confab as a means for needling telecasters into putting their plans on the record. With equipment manufacturers ready to give out with production figures and schedules for speeding video activity, telecasters are being definitely put on the spot.

Anticipating the coming conference, FCC held an "informal" meeting this week with the Philco Corporation to discuss the company's experiments with microwave relay systems. FCC engineers appeared impressed with Philco's flat declaration that microwaves are far superior to coaxial cables as a means of trans-

## Talmans Plan Stem Show

NEW YORK, May 31.—A new husband-wife team will join the ranks of Broadway producers next winter. Bill Talman and Lynne Carter, currently on the stage in *A Young Man's Fancy* at the Plymouth, are planning a Stem show for next season and are interested in scripts. They may be reached at the theater. The Talmans have sponsored several straw-hat unveilings.

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mitting video network programs. Philco engineers claimed the microwave system is not only cheaper but also results in better picture quality.

### Engineers in Van

Armed with this and other information on technical aspects of getting (See FCC to Needle on page 17)

## Promotional Tie-Ups Hypo WNEW Ears

NEW YORK, May 31.—A system of concentrated promotion, aimed at specific audiences thru a series of tie-in campaigns in addition to routine publicity gimmicks, has been credited by WNEW, local indie station, with considerable responsibility for its billion-and-a-half listener-impressions yearly. To hit a particular market or audience, WNEW has been working closely, on a reciprocal basis, with publications and organizations interested in the same field. Among the "pin-point" targets recently have been readers of highbrow books, civil service workers or would-be workers, stamp collectors, and kiddies.

Typical campaign procedure was that utilized in promoting WNEW's *Stories About Stamps*, a Sunday afternoon show. Tie-in was made with *The New York Journal-American*, which has a large stamp page. The paper uses questions and other features supplemented by the radio program and plugs the show energetically. In return, WNEW promotes the newspaper's stamp page. Deal has hypoed listenership to the radio show considerably.

Similar deal was arranged with *The Civil Service Leader*, authoritative journal for government employees, for mutual plugs involving WNEW's *Career Quiz*. Along the same lines, a full-page ad for WNEW's *Let's Balance the Books* appears regularly in *The Saturday Review of Literature*, which co-operates in production of the show.

## WGYN's BR Bait: Free Air Blurbs For Industries

NEW YORK, May 31.—"Synthetic commercials"—cuffo sales blurbs for specific industries, but not for brand names—will be inaugurated at WGYN, New York FM station, starting Monday (9).

Essentially, the FM outlet has two purposes in its novel experiment. The first is to get listeners accustomed to the idea of hearing commercials on FM, since virtually all FM aircasts, locally and elsewhere, are sustaining. The second is to indicate to potential sponsors the advertising effectiveness of FM generally, and WGYN specifically. Listener reaction to the "synthetic" pitches will be studied carefully. Evidence of popular acceptance, it is hoped, may prove helpful in attracting hitherto wary sponsors into FM.

The formula will be applied, at first, to *Curtain Call*, a 30-minute show aired daily except Sunday (See WGYN to Air on page 8)

## Miami's New Legiter Hits Booking Phase

MIAMI, May 31.—Final set-up of the new legit theater project for Greater Miami will get under way when Sam Swerdloff and Herb Elisabeth leave for New York next week to confer with producers and the United Booking Office about local bookings for next winter. The theater, a 1,500-seater, is skedded for completion by January 1.

Local subscription societies are now being formed. They will run to 7,500, with an additional audience guarantee and co-operation from the town's hotel association. Latter will undertake to provide low-rate living quarters for visiting troupes.

## Jolson, Milton Films Reissued

NEW YORK, May 31.—Latest development in the newly hypoed popularity of Al Jolson is the reissuing of the Warner Bros.' film, *Go Into Your Dance*, in which Jolson appeared more than 10 years ago. In combination with the Jolson pic, Warners are reviving a James Melton feature, *Sing Me a Love Song*, also originally released over 10 years ago.

### Editorial

## Cuffing the Cuffos

THERE'S a lot of solid meat in Lou Walters' letter to Nat Abramson complaining about the growing problem of benefits. The benefit practice began as a worthy cause but has developed into a widespread abuse and a threat to showbiz.

In Miami last season, benefits were done not only seven nights a week, but during the day as well. In New York of late, as many as 10 benefits have been staged in two weeks at the Garden alone, all authorized by the Theater Authority.

### Carrying It Too Far

This is entirely too much of a good thing. Irrespective of Walters' claim that benefits hurt the cafe business, or Abramson's tough job of raising enough dough to keep worthy causes running, there is an important fundamental to consider.

All an actor has is his talent. If he gives it away, his sales are reduced. There are many reasons why it is hard for an actor to turn down a benefit request, but there is no reason why he cannot be more discriminating, or why he should not regard his talent in the same way that a store regards the commodities it sells. Stores do not give "benefits" by donating loads of their top merchandise regularly to causes.

### Enough Unemployment as Is

Right now plenty of actors are without work. Cuffo performances only add to the unemployment.

Incidentally, the musicians, stagehands, owners of halls and almost everyone else connected with benefits usually get paid their regular rates. Only the actors are always for free.

Why?

## Philco Tele Set Arrives at Last; Woos Phil Fans

PHILADELPHIA, June 1.—The long-awaited Philco television receiver, the first commercial set made by the company, was introduced at two dealer meetings the past week-end.

The set, model 1,000, provides a 10-inch picture tube in a mahogany cabinet. The sales and installation program for the present will be concentrated in the Philadelphia area, where Philco operates Station WPTZ. James H. Carmine, Philco veepee, explained the company intends to utilize the Philadelphia area as a "training ground" for its entire local dealer sales and service organization, and for representatives from Philco distributors in other television broadcast areas.

### WPTZ To Expand

For the start, all installations will be supervised by Philco field engineers, and to stimulate sales, Philco's WPTZ will expand its program schedule.

Outstanding feature of the model is electronic control, a new development that brings a clear, steady picture in sharp focus the moment the user switches on the tuning control to the channel. The electronic circuit brings in the station precisely tuned, with pictures automatically synchronized and focused and staying that way without attention from the user. Another feature is simplified tuning. Control keeps picture and sound clear despite signal variations.

## Wicks Heads N. D. '48 Show

VALLEY CITY, N. D., May 31.—Elmer Wicks, Valley City, has been named to succeed Jack Heimes, also of Valley City, as president of the annual North Dakota Winter Show here. Dates for the 1948 show have been set for March 8-13.

## The Billboard

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# ALLEN, MORGAN TOP '47 POLL

## NBC 6 Firsts Top CBS, ABC By 1 in Ballot

### ABC's Popularity Soars

NEW YORK, May 31.—Altho the National Broadcasting Company (NBC) copped more first places in this year's Radio Editors' Popularity Poll than any of its competing webs, it lost considerable ground from last year's standings. At the same time Columbia Broadcasting System (CBS), which had four firsts last year, landed five this year, one fewer than NBC.

Terrific gains were registered by the American Broadcasting Company (ABC), which had but two firsts last year but came up this year with five, the same as CBS.

### NBC Down From 13

NBC had 13 firsts last year. The *Billboard* listed 14, in error, crediting Don Wilson, the favorite announcer both this year and last, as an NBC win. Wilson is a free lance spieler, not an NBC staffer.

NBC's firsts this year are:

Fred Allen, who won both as the favorite program—the one the editors hate to miss—and also as favorite comedian.

Johnson's Wax, best commercials.

Bill Stern, sports spieler.

James Melton, classical yodeler.

Supper Club, top 15-minute stanza.

ABC's firsts:

Hiroshima, a two-way winner, one as the outstanding single feature of the year; the other as the top pubserv show.

Bing Crosby, pet male pop gargler. Natch.

Theater Guild on the Air, top dramatic program, which copped the tiara from CBS's *Radio Theater*.

Henry Morgan, radio's outstanding new star.

Columbia's money getters:

Dinah Shore, fem singer.

Information, Please, pet quizzeroo.

Let's Pretend, kid show.

N. Y. Philharmonic, top symphony program.

Counting 3 for first, 2 for second placers and one for third, the web totals stack up thus:

NBC—Six Firsts, Seven Seconds, Seven Thirds ..... 39 Points

ABC—Five Firsts, Five Seconds, Five Thirds ..... 30 Points

CBS—Five Firsts, Three Seconds, Four Thirds ..... 25 Points

MBS—One Second, Two Thirds 4 Points

A full list of the first five programs in each category will be found elsewhere in this issue.

### Whither Now?

The big question now is, where do we go from here? Radio in the past few months has seen unprecedented program switches, moves, changes (See NBC's *FIRSTS* on page 9)

## RADIO EDITORS' TOP PROGRAMS

### FRED ALLEN\*\*

NBC—Standard Brands—J. Walter Thompson  
(Favorite Program)



### HIROSHIMA

ABC—Special Event  
(Outstanding Single Broadcast of the Year)



### FRED ALLEN

NBC—Standard Brands—J. Walter Thompson  
(Favorite Comedian)



### INFORMATION PLEASE\*\*

CBS—Parker Pens—J. Walter Thompson  
(Favorite Quiz)



### GUY LOMBARDO\*\*

(Favorite Orchestra, Popular Music)



### BING CROSBY\*\*

ABC—Philco—Hutchins Agency  
(Favorite Male Vocalist)



### DINAH SHORE\*\*

CBS—Ford—J. Walter Thompson  
(Favorite Fem Vocalist)



### BILL STERN\*\*

NBC—Colgate—Sherman & Marquette  
(Favorite Sports Announcer)



### WILLIAM L. SHIRER

CBS—J. B. Williams Company—J. Walter Thompson  
(Most Interesting News Commentator)



### DON WILSON\*\*

(Favorite Announcer)



### THEATER GUILD ON THE AIR

ABC—U. S. Steel—B., B., D. & O.  
(Favorite Dramatic Program)



### LET'S PRETEND\*\*

CBS—Cream of Wheat—B., B., D. & O.  
(Best Children's Program)



### JAMES MELTON

NBC—International Harvester—McCann-Erickson  
(Favorite Male Concert Singer)



### LILY PONS\*\*

(Favorite Fem Concert Singer)



### N. Y. PHILHARMONIC\*\*

CBS—U. S. Rubber—Campbell-Ewald  
(Favorite Symphony)



### SUPPER CLUB\*\*

NBC—Liggett & Myers—Newell-Emmet  
(Favorite 15-Minute Program)



### HENRY MORGAN

ABC—Eversharp—Biow  
(Radio's Outstanding New Star)



### HIROSHIMA

ABC—Special Event  
(Outstanding Network Public Service Program of 1946)



### JOHNSON'S WAX

NBC—Johnson's Wax—Needham, Louis & Brorby  
(Most Effective, Tasteful Commercials)

\*\*Indicates won in same category in last year's poll.

## Old Favorites Hold Well in Radio-Ed Quiz

### Lux Theater Drops a Peg

(Continued from page 3)

board is a list showing winners in each category. Here are some observations on the way the balloting showed up:

Fred Allen not only repeated his 1946 win in the favorite program vote, but won out as favorite comedian, replacing Bob Hope, last year's winner, who went to fifth place. Second was the Eversharp kid, Henry Morgan, with Jack Benny third and Fibber McGee fourth. Some noted veterans were low on the list—Eddie Cantor, Burns and Allen, Bergen, et al.

Second fave program was Henry Morgan, with Bing Crosby third, *Information Please* fourth and the New York Philharmonic fifth. Latter was seventh in the '46 tally.

Until the final stretch, it was nip and tuck between *Hiroshima* and the Bikini atom bomb test broadcast for the outstanding single event laurels of the year aired on all major networks. *Operations Crossroads* (Columbia Broadcasting System) finished a mild third, with no other program receiving more than a few scattered votes.

### Similar to '46

In the quiz, vocalist, popular dance orchestra, sports announcer, studio announcer and kid program categories, among others, the results were the same as last year. Thus, *Information, Please*, Bing Crosby and Dinah Shore, Bill Stern, Guy Lombardo, Don Wilson and *Let's Pretend* scored again, as in '46. It might be a tribute to them all: it might indicate a commentary on radio's slowness in developing new top performers—altho Morgan, and before him, Kenny Delmar (Senator Claghorn) would indicate otherwise.

One startling change occurred in the news commentator contest, with top honors going to William L. Shirer—who isn't even on the air now, following the CBS-Shirer-J. B. Williams imbroglio. Shirer replaced H. V. Kaltenborn, the '46 winner, with Lowell Thomas second, Kaltenborn third, Walter Winchell fourth and Elmer Davis fifth. Raymond Gram Swing, perennially a strong contender (third last year and first the year before) tabbed sixth this year. Fulton Lewis Jr., fourth last year, was tied with Drew Pearson at seventh.

### "Lux Theater" Dethroned

One long-term, well-entrenched champ was unseated, this being *Lux Radio Theater*, which ranked second in the favorite dramatic program group to U. S. Steel's *Theater Guild on the Air* series. Latter show finished in the deuce spot last year, a commendable result, since it had been on the air but a short time. (See *Old Faves Hold Well* on page 9)

**NEXT WEEK:** Radio Editors' Report on the State of Radio and on Leading Local Shows Thruout the U. S.

# RESULTS OF EDITORS' POLL ON RADIO

NEW YORK, May 31.—The following lists show how the radio editors voted in this year's popularity poll. Rankings are carried to fifth place, unless otherwise shown.

### FAVORITE PROGRAMS

- 1.....Fred Allen (NBC)  
(Repeating last year's win.)
- 2.....Henry Morgan (ABC)
- 3.....Bing Crosby (ABC)
- 4.....Information, Please (CBS)
- 5.....Jack Benny (NBC)

### OUTSTANDING SINGLE BROADCASTS OF 1946

- 1....."Hiroshima" (ABC)  
("On a Note of Triumph" last year.)
  - 2.....Bikini Atom Bomb Test (Pooled, all webs)
  - 3....."Operation Crossroads" (CBS)
- Note: No other programs got enough votes to warrant inclusion in the final compilation. Voting was too scattered.

### FAVORITE COMEDIANS AND COMEDY ACTS

- 1.....Fred Allen (NBC)  
(Bob Hope won in '45 and '46; he's fifth this year.)
- 2.....Henry Morgan (ABC)
- 3.....Jack Benny (NBC)
- 4.....Fibber McGee (NBC)
- 5.....Bob Hope (NBC)

### FAVORITE QUIZ AND CONTEST PROGRAMS

- 1....."Information, Please" (CBS)  
(Also winner in '45 and '46.)
- 2....."Truth or Consequences" (NBC)
- 3....."Quiz Kids" (NBC)

- 4....."Take It or Leave It" (CBS)
- 5....."Dr. I. Q." (NBC)

### FAVORITE LIGHT MUSIC OR DANCE ORCHESTRAS

- 1.....Guy Lombardo  
(Who's won almost since this poll started 16 years ago, or so it seems.)
- 2.....Fred Waring (NBC)
- 3.....Beuny Goodman (NBC)
- 4.....Tex Beneke-Glenn Miller
- 5.....Paul Whiteman (ABC)

### FAVORITE MALE POP VOCALISTS

- 1.....Bing Crosby (ABC)  
(Who won last year, match, and for years before that.)
- 2.....Perry Como (NBC)
- 3.....Frank Sinatra (CBS)
- 4.....Dick Haynes
- 5.....Dennis Day (NBC)

### FAVORITE FEM POP VOCALISTS

- 1.....Dinah Shore (CBS)  
(Another '45, '46 winner.)
- 2.....Jo Stafford (NBC)
- 3.....Ginny Simms (CBS)
- 4.....Peggy Lee
- 5.....Kate Smith (CBS)

### FAVORITE SPORTS ANNOUNCER

- 1.....Bill Stern (NBC)  
(Makes it three times running.)
- 2.....Red Barber (CBS)
- 3.....Harry Wismer (ABC)
- 4.....Ted Husing
- 5.....Bill Corum (MBS)

### MOST INTERESTING NEWS COMMENTATOR

- 1.....William L. Shirer (CBS)  
(Kaltenborn last year.)
- 2.....Lowell Thomas (NBC)

- 3.....H. V. Kaltenborn
- 4.....Walter Winchell (ABC)
- 5.....Elmer Davis (ABC)

### FAVORITE ANNOUNCER

- 1.....Don Wilson  
(A free lancer; last year's winner, too.)
- 2.....Bennett Grauer (NBC)
- 3.....Ken Carpenter, Milton Cross (ABC), tied
- 4.....Harry Von Zell, Harlow Wilcox, tied

### FAVORITE DRAMATIC PROGRAMS

- 1....."Theater Guild of the Air" (ABC)  
(Lux Radio Theater last year.)
- 2....."Lux Radio Theater" (CBS)
- 3....."Screen Guild Players" (CBS)
- 4....."Cavalcade" (NBC)
- 5....."Mr. District Attorney" (NBC)

### BEST CHILDREN'S PROGRAM

- 1....."Let's Pretend" (CBS)  
(Forever winner; '45 and '46, too.)
- 2....."Juvenile Jury" (MBS)
- 3....."Superman" (MBS)
- 4....."Coast to Coast on a Bus" (NBC) and "School of the Air" (CBS), tied
- 5....."Lone Ranger" (ABC)

### FAVORITE MALE CONCERT-CLASSICAL SINGERS

- 1.....James Melton (NBC)  
(John Charles Thomas last year.)
- 2.....Lauritz Melchior
- 3.....Robert Merrill (NBC)
- 4.....John Charles Thomas
- 5.....Ezio Pinza

### FAVORITE FEM CONCERT-CLASSICAL SINGERS

- 1.....Lilly Pons  
(Same winner in '45 and '46.)
- 2.....Marian Anderson
- 3.....Rise Stevens

- 4.....Gladys Swarthout
- 5.....Helen Traubel

### FAVORITE SYMPHONIC OR INSTRUMENTAL CONCERT PROGRAMS

- 1.....New York Philharmonic  
(Which also won in '45, '46.)
- 2.....NBC Symphony
- 3.....Boston Symphony
- 4.....Detroit Symphony
- 5.....Philadelphia Symphony

### FAVORITE 15-MINUTE PROGRAMS

- 1....."Supper Club" (NBC)  
(Repeating last year's win.)
- 2.....Jack Smith (CBS)
- 3.....Ted Malone (ABC) and Burl Ives (MBS), tied
- 4.....Walter Winchell (ABC)
- 5....."Lum 'n' Abner" (ABC)

### OUTSTANDING NEW STAR OF THE YEAR

- 1.....Henry Morgan (ABC)  
(Senator Claghorn (Kennedy Delmar) last year.)
  - 2.....Dennis Day (NBC)
- Votes for other new performers were too scattered to warrant more than listing of the first two places. Morgan's win was overwhelming.

### OUTSTANDING NETWORK PUBLIC SERVICE PROGRAMS

- 1....."Hiroshima" (ABC)  
(Which also won as the outstanding single event of the year.)
- 2.....Bikini (all web, pooled)
- 3....."World Security Workshop" (ABC)  
(Remaining votes too scattered to extend beyond third place.)

## JWT Again Cops Most 1sts In 16th Radio Editors' Poll

NEW YORK, May 31.—J. Walter Thompson Advertising Agency repeated its victory of last year by scoring more firsts than any other agency in the 16th Annual Radio Editors' Poll. At the same time, JWT beat its record of last year when it had four firsts, scoring five this year.

Last year no agency other than JWT gained more than one first place. This year one agency did—Batten, Barton, Durstine & Osborne taking two first places.

JWT's firsts were for:

- Fred Allen (favorite program, favorite comic).
- William L. Shirer (news commentator, now off the air).
- Information Please (quiz canceled).
- Dinah Shore (fem vocalist, canceled).

## KRWB's 3-Hr. Disk Seg in Big Kick-Off

HOLLYWOOD, June 2.—KFWB's three-hour dish air show, *Martin Block Presents*, kicked off yesterday (Sunday) with all the flash and flare that accompanies a major film city event. For his initial broadcast, Block used live talent only, originating from a lavish lawn party held on the grounds of his Encino home. Block picked his talent out of the numerous top recording names present at the shindig. Songsters were backed by Paul Weston and his ork.

Use of live talent served the dual purpose of making the send-off show a name-studded seg as well as providing outstanding entertainment for the more than 500 persons attending the shindig. Those present included Woody Herman and the Four Chords; Jo Stafford and the Starlighters; Andy and Della Russell; Delta Rhythm Boys, and Jimmy Durante, as well as other names and reps of the music biz. For the occasion Block constructed a special 30 by 50-foot bandstand and 30-foot bar.

Other J. Walter Thompson winners included:

Lux Radio Theater, second in dramatic shows, and Bob Merrill, third in classical singers.

### Other Agency Winners

B., B., D. & O. had one third, Boston Symphony, and two firsts, *Let's Pretend*, kid shows, and *Theater Guild on the Air*, dramatic programs. Biow Company topped its record of last year with one first, Henry Morgan, new star, and three seconds, also via Morgan, in best commercials, favorite comedians and favorite programs. *Screen Guild Players* gave Biow a third in dramatic programs. Other agencies to gain first places included: Hutchins (Bing Crosby, male vocalists), Newell-Emmett (top 15-minute shows), Campbell-Ewald (N. Y. Philharmonic), McCann-Erickson (James Melton, classical singer) and Needham, Louis & Brorby (Fibber McGee, best commercials).

## Reynolds Cancels Abbott, Costello; Replacem't Mulled

HOLLYWOOD, May 31.—William Esty Agency, on behalf of R. J. Reynolds Tobacco (Camels), gave Abbott and Costello their notice as of June 26, climaxing long period of dissatisfaction with show's rating. Esty outfit also killed plans to replace A. and C. with Joan Davis show when fem gagster insisted on complete package control. Davis seg had reached pacting stage and would have been bought had la Davis been amenable to some form of agency supervision.

Fall replacement for Abbott and Costello is still up in the air. Summer fill-in will in all probability be a mystery package starring film bad man Peter Lorre. Deal was set by William Morris Agency in New York last week-end and awaits only contract signing on West Coast to become official.

## Auto Firm May Get Garry Moore

NEW YORK, May 31.—A report making the rounds this week is that Plymouth division of Chrysler is negotiating with Garry Moore for a network show in the fall. Because of the Decoration Day holiday, deal could not be confirmed thru N. W. Ayer ad agency, which handles Plymouth.

It is understood that the agency and Moore are working on development of a formula for the comic. He winds up as vis-a-vis for Schnoz Durante at the end of the current season to go on his own as a single.

## Hope for Settlement In WCKY Strike

CINCINNATI, May 31.—Local 1224, International Brotherhood of Electrical Workers, and the WCKY management are still at odds over the "no strike" clause which the engineers refuse to sign and which caused the station's engineers to march out on strike nine weeks ago today.

James B. Mattox, president of Local 1224, says the striking engineers are ready at any time to sign a contract which includes the same "no strike" clause which has been in their contract with WCKY for the last six years.

A WCKY spokesman said that while no agreement has been reached thus far, an early settlement of the strike seems certain.

## May Leaves ABC's Hwd. News Bureau

HOLLYWOOD, May 31.—Foster May last week bowed out of his post as head of American Broadcasting Company's Hollywood news bureau. May stated he will devote full time to completing novel already accepted for publication.

While not confirmed, it is believed that Frank La Tourette, ABC's West Coast division news head operating out of San Francisco, will move web's news bureau Coast headquarters to Hollywood and take over May's desk.

### RADIO'S BEST SALES TALKS

NEW YORK, May 31.—Last year *The Billboard's* Annual Popularity Poll of Radio Editors introduced a new question. It was "Which programs' commercials did you think were in the best taste and at the same time commercially effective?" Here are the winners this year, with the program, sponsor, advertising agency and network:

1. JOHNSON'S WAX  
(Fibber McGee and Molly; Needham, Louis & Brorby; NBC)
2. SHICK RAZORS  
(Henry Morgan Show; Eversharp, Inc.; Biow Company; ABC)
3. LUCKY STRIKES  
(Ballots specifically mentioned the middle gag commercial on the JACK BENNY program; Foote, Cone & Belding; NBC)
4. U. S. STEEL  
(Theater Guild on the Air; B.B.D.&O.; ABC)
5. CANADA DRY  
(Sparkle Time with Meredith Willson; J. M. Mathes; CBS)

This year's winner, the slick Don Quinn-Phill Leslie middle plugs for Johnson's Wax, is a two-time winner, having copped the same laurels last year. Altho the radio editors didn't state so specifically, it may well be presumed that their votes for Henry Morgan were cast on the basis of his spoofing the product, too. Particular credit would be extended to Jack Benny, whose crack gag plugs have done much to take the irritating sting out of LSMFT.

## NBC Committee On Affiliates Plans Chi Meet

DETROIT, May 31.—First committee meeting since the start of the projected NBC affiliates' organization will be held around June 15 in Chicago. Exact date is to be set next week, according to Harry Bannister, manager of WWJ, and chairman of the committee. Cross checking among committee members to determine the best date is under way.

"The organization now is a definite entity," Bannister said, countering rumors that the movement for a separate affiliate set-up was petering out. Altho declining any statement as to actual number of stations now signed up—originally announced as 40 several weeks ago—he indicated that complete info will be issued after the Chicago meeting.

## Hail "Hiroshima"

NEW YORK, May 31.—Hiroshima, the sock ABC program which won two firsts in this year's radio-editor poll (best one-time feature and best web pubserv show), ranks as one of the most kudoed programs in some time.

Previous honors won by the ABC-Bob Saudek baby include a Peabody award, a citation from the Ohio State University Institute, an award of merit from City College of New York, and third place in *Motion Picture Daily's* radio-editor poll in the news classification.

## Henry Morgan Gets Windfall of Laurels In Radio Eds' Poll

NEW YORK, May 31. — Record achieved by Henry Morgan in the *The Billboard's* 16th annual radio editors' popularity poll is one unmatched by any single performer in the years the poll has been under way. This is especially true in view of the short time Morgan has been a network performer, having started on American Broadcasting Company (ABC) only last fall. Previously, he was local on WOR and WJZ.

Morgan virtually is smothered in laurels as a result of this year's voting. His victory in the "New Star of 1946-'47" category was overwhelming. One hundred radio editors voted in this particular question, with Morgan getting 61 votes and Dennis Day, the only other performer to get more than two votes, collecting nine altogether.

Other votes were scattered. Some of the players who received one or two votes included Al Jolson, Peter Lind Hayes, Parkyakarkus, Danny Thomas, Burl Ives, Jan August, Meredith Willson, Jack Barry, Jane Powell and Christopher Lynch.

Morgan finished second in three other categories—an amazing accomplishment, especially in view of the opposition of such long entrenched performers as Jack Benny, Fibber McGee, Bob Hope and all the other air toppers. Morgan's second placers were in the favorite comedian and favorite program categories, and in the best commercials contest. In the case of the favorite comedian-favorite program slots, it took a wit with the stature of Fred Allen to top him, in both cases.

## Cutting of WINS-WLW Line Being Discussed; 60G Saving

NEW YORK, May 31.—Advisability of discontinuing the permanent line between WINS, New York, and WLW, Cincinnati, both owned by Avco Manufacturing Corporation, is now under discussion. Cost of the permanent line between the two stations is \$60,000 annually.

One argument in favor of cutting the line is that the \$60,000 saved, or part of it, could be directed toward further program expansion by WINS, which Avco acquired recently. Pending 50,000 watt power operation figures in this angle, especially. Another argument is that business currently carried by the two stations doesn't warrant this heavy expenditure.

### 7 Hours of Commercials

WINS and WLW now jointly carry slightly more than seven hours of commercials, plus seven hours of sustaining exchanges. Sponsors include

Willard Tablets, Griffin Shoe Polish and the Metropolitan Life Insurance Company. It is argued that tying in for these programs only would be more economical, and that special arrangements could always be set up to exchange important sustainers.

One advantage of the line, however, is that by running thru Washington, it enables both news and sports pickups from that city. This fits in with Yankee baseball sponsorship on WINS by Ballantine and White Owl cigars, since Yank-Senator games can be covered via the line. WINS-WLW line also has a Philadelphia spur, used only on special pick-ups.

Final decision is expected shortly.

## Peggy Lee to Follow Sinatra for Old Gold

NEW YORK, May 31.—Peggy Lee will vocalize with Jan Savitt's ork as backing when Old Gold replaces the Frank Sinatra show with its new *Rhapsody in Rhythm* opus June 11. The show is aired Wednesdays, 9 to 9:30, over Columbia Broadcasting System (CBS). Sharing the warbling spotlight will be two baritones, Johnny Johnston and Buddy Clark, who will appear on alternate shows. Johnston will tee off on the series. Lennen & Mitchell is the agency.

Sidelight on pacting of Clark is the fact that the singer now does his gasping for the *Carnation Contented Program*, heard Mondays over National Broadcasting Company with New York origination. Additional booking means Clark will have to fly to Hollywood every other week for his appearance on the Old Gold show.

## Future of 'Marquee' On NBC in Doubt

NEW YORK, May 31.—The future of *Grand Marquee*, sponsored by Rayve Cream Shampoo (William R. Werner) on National Broadcasting Company Thursday nights, is in doubt. Reports that the program has been canceled cannot be confirmed in Chicago, whence it originates, nor in New York, where the program's ad agency, Roche, Williams & Cleary has its offices.

However, the agency had a representative in Chicago this week looking into the *Marquee* situation. The program, a dramatic stanza, has averaged around 7 in the Hooperatings.

# quite bluntly

## WOR GIVES YOU MORE FOR YOUR MONEY IN QUICK SALES IMPACT!

LET'S MAKE IT PLAIN, hard and clear: Radio advertising does not have to be thought of in four, five or six figures.

In these days of high costs and pared budgets, you, too, can be one of hundreds of WOR sponsors who are selling hairpins and nail polish and snoods and canned soup for less than it costs to buy a quarter-page big city newspaper ad.

That's so. Look . . .

For the small sum of \$500, American, WOR will expose your message, at one daytime period, to 497,461 homes with radios. That, dear sir, brings your cost-per-home to about 1/10 of a cent!

Does this sort of thing boost sales? Listen—

A New York man had a good product to sell. He bought time on WOR. For every \$1.00 he spent, \$5.00 came back to him. Nice work, eh? WOR can do that for you, too.

If you want more sales, more dealers; if you want to start things humming in 16 great cities of more than 100,000 people each in 7 states, use WOR.

As of today more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else.

Let's show you how we do it.

our address is: WOR—that power-full station at 1440 Broadway, in New York

mutual

# BMB Moves To Drop 'Stop-Go' Financing for Subscriptions

NEW YORK, May 31.—Switch-over by Broadcast Measurement Bureau (BMB) from its current "stop and go" financing and membership operation to a long-range subscription plan seemed almost certain this week after a meeting of the BMB Technical Committee Thursday (29). The major impetus came from the resolution passed last week by the board of National Association of Broadcasters (NAB), offering to help "establish a long-range financial plan to make possible the future operation of BMB."

While the NAB's resolution, which set up a special committee to work with BMB, is regarded as giving BMB the basis for a permanent, continuing study, the request to postpone the next survey until 1949 in order to muster support for the financing operation came somewhat as a surprise. Only a few weeks ago, the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (4-A's) passed resolutions praising BMB's operations and urging a new report in 1948.

### Interim Surveys

Should the next major BMB study be put off a year, Hugh Feltis, BMB president, has indicated the organization has numerous interim surveys it

## Modernaires on Air 10 Times a Week

NEW YORK, May 31.—The Modernaires vocal group this week set themselves up a busy radio schedule when they were signed for 10 appearances weekly with Campbell Soups' new series over Columbia Broadcasting System (CBS). The group will appear with Walter O'Keefe on *Double or Nothing* from 3 to 3:30 p.m. five days weekly and with Bob Crosby's new 15-minute seg from 7:30 to 7:45, Mondays thru Fridays.

The deal was set by Tom Rockwell, of General Artists' Corporation (GAC). Ward Wheelock is the ad agency.

## Phil Baker Wraps Own Quiz Package

NEW YORK, May 31.—Phil Baker, who seems to have parted company permanently with Eversharp's *Take It or Leave It* quiz show, this week was reported to be assembling a package deal of his own. Also geared along quiz lines, the stanza would have Baker holding forth in the emcee's spot.

Meanwhile, Frank Fay, who auditioned two weeks ago, will take over the top spot on *Take It or Leave It* for tomorrow night's broadcast (June 1). However, when the show moves on July 27 to the 10 p.m. Sunday spot on National Broadcasting Company (NBC) from its current Columbia Broadcasting System (CBS) period, best bet is that Harry Von Zell will appropriate the job. The switch-over apparently precludes permanent use of Red Barber, who has filled in for Baker in recent weeks. Barber is CBS director of sports.

could undertake. One of these would be of radio receivers by county, made with the co-operation of all organizations which have made private studies in the past. One such organization, the Radio Manufacturers' Association (RMA), has just offered BMB all possible aid for any such survey.

The BMB Technical Committee meeting also took under consideration a bid by C. E. Hooper to undertake the field work for future BMB surveys. Hooper originally intended to present his diary plan to BMB, but says that while preparing the plan he "stumbled onto a new idea."

Hooper used a postcard to query prospects on their willingness to have a diary. Also on the card were other questions dealing with listening habits. Postcard returns, now coming in, have convinced Hooper that the card system supersedes any diary plan. However, variations in individual cities from telephone results have shown some need for further check. BMB asked Hooper to gather more conclusive evidence about the efficiency of the postcard system.

## Sale of WPEN For 900G Due Within Week

PHILADELPHIA, May 31.—Altho no parties involved will confirm, official announcement is expected within a week of sale of the independent 5,000-watt WPEN by *The Philadelphia Bulletin*, clearing the way for the newspaper to take over the 50,000-watt WCAU. As reported in *The Billboard* last week, the favored bid will be the one submitted by Philip Klein, who heads an advertising agency under his own name, and the Sylk brothers, who operate the giant chain of Nevin-Sun Ray drugstores.

The purchase price is understood to be close to \$900,000. The newspaper originally asked \$1,000,000 for the station and its FM adjunct. Negotiations are being carried on with Albert J. Sylk, top executive of the drug chain.

## WGYN To Air Free FM Blurbs For Industries as B. R. Bait

(Continued from page 4) between 7 and 7:30 p. m. Initial "sponsor" of the first series will be the automobile industry. The program, a record show of music from Broadway shows, will have 30-second opening and closing announcements, stressing purpose of the new "sponsorship," and one-minute commercial messages will be pitched at the 10 and 20-minute marks.

WGYN has planned the series nine weeks ahead and now is working on ideas for similar series for additional industries. Others likely to get their backs scratched with cuffo institu-

## Dog Food Promosh Will Be Enough To Make You Mutter

NEW YORK, May 31.—Radio literally went to the dogs this week when Benton & Bowles agency and the Mutual Broadcasting System (MBS) reached into the canine world for their latest promotional gimmick. Elaborate plans have been whipped up for a string of "Juvenile Jury children's dog shows" for September, when the Gaines (General Food) dog food moppet program returns to the air from its hiatus. All MBS outlets have been sent requests (by St. Bernard, it is presumed) to stage local mongrel exhibits. It is reported that the sponsor and web are splitting costs, arf, arf.

Each affiliate carrying the show has been urged not to be a setter, but to make with promotional activity, assisted by the regional Gaines sales staffs. It is safe to say that the station flacks will hound the local press for space, with outlets also using station breaks, special broadcasts from the shows, window and lobby displays and special merchandising deals with dealers.

### Prize for Every Pooch

Prizes will be awarded for mutts in various divisions, including pure-breds, longest and shortest ears, wierd tails, oldest, most obedient and best trickster. Local authority will be collared to judge the pure-breds, but special "juvenile juries" of five kids will pick the winning mongrels. Co-sponsorship will be sought from prominent pooch fanciers and organizations.

Prizes, of course, will include Gaines merchandise. Stations will put the arm on local merchants for additional prizes, and every entrant will get something, if only a ribbon and a toy hydrant.

### NBC'S 6 FIRSTS

(Continued from page 5)

and cancellations. For example, of the Columbia first placers, Dinah Shore; *Information, Please*, and Bill Shirer are off the air or about to go off. Nor are new deals, on CBS or elsewhere, in sight for them at this time.

And where, at this stage of the game, are there signs of a new star in the making?

## P&G Shops For Cheapie For Camay

HOLLYWOOD, May 31.—Biggest radio casualty of the week was the cancellation of Procter & Gamble's (Camay Soap) *This Is Hollywood* dramatic show as of June 28. Black-out of Hedda Hopper-Hollywood seg was blamed on poor Saturday night CBS time and a weak rating which failed to justify \$14,000 package cost. From the very start of show last fall Pedlar & Ryan Agency has sought better CBS time, and at one point was reportedly set to switch seg to NBC.

Hollywood seg is second Procter & Gamble high budget show to get the ax this month, following on heels of Don Ameche-Danny Thomas cancellation by Drene. P. & G. will give up its Drene NBC time, but is planning to retain CBS slot and replace *Hollywood* air seg with an inexpensive package. Pedlar & Ryan's Hollywood office, headed by Karl Schullinger, is skedded to remain active for the time being.

## Parky's New Air Seg Hits Pacting Stage

HOLLYWOOD, May 31.—William Morris Agency disclosed this week that a new radio show for Parkyarkus was nearing inking stage. An agency spokesman said at least two bankrollers were hot after the \$8,000 Parky package, and final deal was expected next week, but refused to name possible sponsors.

Still another new show set to hit before long is a Mr. and Mrs. package starring singer Allan Jones and his wife, Irene Hervey. Details are currently being worked out by Teleways Productions to star twosome on a West Coast regional basis, later expanding show to full network.

## Coast AFM Backs Pro-Labor Shows

HOLLYWOOD, May 31.—American Federation of Musicians (AFM), Local 47, last week began sponsorship of five "pro-labor" radio commentators over Pasadena, Calif., indie, KXLA, as part of union's drive to combat anti-labor legislation.

Gabbing quintet includes Dan Lundberg, Bill Pennell, Peter Delima, John Dehner and Hugh Weston, and will set union treasury back \$500 weekly. Funds will be drawn from \$20,000 fund voted by membership this week to be used to fight labor legislation now pending in Congress.

### OLD FAVES HOLD WELL

(Continued from page 5)

Another defeated champ was John Charles Thomas, who lost to Jimmy Melton in the top male concert-classical singer group. New York Philharmonic, however, held on to its position as the editors' pet symphonic program, with the NBC Symphony ranking second. Chesterfield Cigarettes' *Supper Club* also repeated its win as the favorite 15-minute program, with Jack Smith showing considerable strength in second place.

Balloting thruout showed that there are some performers on the way up and who will bear watching in the future. Among these are Evelyn Knight, Ferruccio Tagliavini, Peggy Lee and Elliott Lawrence and his orchestra.

<b>SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00</b>	<b>TICKETS</b>	RESERVED SEAT — PAD — STR. F COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALIED FORMS	<b>STOCK ROLL TICKETS</b>
			One Roll... \$ 1.35 Ten Rolls... 5.64 Fifty Rolls... 21.75 Rolls, 2,000 Each Double Coupons Double Price No C.O.D. Orders Accepted.
<b>ELLIOTT TICKET CO.</b>			409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia

# CBS RETORT TO 'NAME' PILLAGE

## 2 CBS Packages Lux Replacement

NEW YORK, May 31.—Highly touted new Columbia Broadcasting System (CBS) package, *CBS Was There*, was named this week as one of two 30-minute shows to fill the Lux Radio Theater time during that program's summer layoff. Another CBS package, *Romance*, will make up the second part of the 9-10 p. m. slot on Mondays, from July 7 thru August 18. On June 30 the time will be taken for a one-shot documentary, *Sunny Side of the Atom*.

Web is expected to pick a new title for *CBS Was There* prior to the onset of the much-lauded sustainer. Show, which applies modern news-coverage techniques to dramatizations of historic events, created considerable stir in the trade and daily paper critical circles recently when CBS previewed it via platter for the pundits.

## FCC Trying Out Cramming of FM Stations on Band

WASHINGTON, May 31.—Anticipating the date when the frequency modulation (FM) band becomes as saturated as the standard band is today, the Federal Communications Commission (FCC) is examining the possibility of crowding FM stations closer together than is now the practice. Starting this week, two Washington stations—WGAY-FM and WINX-FM—are serving as guinea pigs for the experiment. The FCC is hoping that FM stations in the same area can operate only .4 megacycles (mc.) apart without interference. Commission standards specify this separation as the minimum permissible, but so far the FCC has hesitated to authorize utilization of the minimum.

For purposes of the experiment, WGAY-FM is moving from its regular position at 104.3 mc. to 93.3 mc. WINX-FM is continuing to use the 92.9-mc. band. FCC engineers monitoring the test say it is designed to determine whether present FM receivers can select either stations without objectionable interference. They say that if the experiment is satisfactory, the FCC plans to allocate community or Class A FM stations on the channel directly beside the higher powered Class B stations in the same area.

### 1,000 Stations

Elsewhere on the FM scene, the FCC released a report this week showing that approximately 1,000 FM stations are slated to broadcast to over 500 communities in 47 States. Only Montana has failed to submit an FM application. According to the report, 215 stations are now on the air, with construction permits already issued to some 800 more. Another 200 FM applications are pending.

The leading State for FM bids is California, with 43 separate communities having submitted applications. New York, Texas, Ohio and Pennsylvania are in a photo finish for second. Even Puerto Rico is in on the scramble, with two bids pending.

## FCC Overhaul Bill Heads for Senate Okay

### Committee Weighted in Favor

WASHINGTON, May 31.—The White Bill to reorganize the Federal Communications Commission (FCC) appears well on the way to a favorable recommendation from a subcommittee appointed this week in the Senate Interstate and Foreign Commerce Committee. The bill is certain to be subjected to lengthy hearings, but the subcommittee which will conduct the hearings is regarded on Capitol Hill as heavily weighted in favor of overhauling the FCC. The bill's author on the Senate side, Sen. Wallace White (R., Me.), is set to preside over the group. White is also chairman of the overall committee. Sen. Charles Tobey (R., N. H.), also named to the subcommittee, last year sought a complete investigation of the FCC. The third majority member appointed is Sen. Edward Moore (Okla.), who has also criticized FCC in the past. Democrats on the subcommittee are Sens. Ernest McFarland, of Arizona, and Edwin Johnson, of Colorado.

### NAB's Miller Enthused

Meanwhile, the enthusiasm of the National Association of Broadcasters (NAB) over the bill, as disclosed earlier in *The Billboard*, came to the surface this week in a statement by Prexy Justin Miller, who hailed this legislation publicly as offering "an opportunity which broadcasters had been awaiting for years—a chance to place upon our statute books a law governing broadcasting which will recognize that the first amendment guarantees in express terms a radio free from government abridgment as any other form of speech or press."

As anticipated, the NAB will contest some of the bill's provisions, those which it did not originally recommend. Miller noted that "broadcasters will not be satisfied with the measure as now written" and indicated that the NAB would ask the subcommittee to remove the provision which would give the FCC economic jurisdiction in determining license grants. In general, however, NAB will be working hard for the bill.

## DeSoto Mulling ABC Drama Seg

NEW YORK, May 31.—Brass of DeSoto division of Chrysler Motors, Batten, Barton, Durstine & Osborn (BBD&O) agency, and American Broadcasting Company (ABC) at week's end were deep in talks about a fall deal for the auto firm. DeSoto is believed to have given up all hope of signing Al Jolson and is reported highly interested in a dramatic seg. Inking of contracts momentarily would surprise nobody.

Trade reports also have information, please headed for an ABC airing in the fall. Show is losing sponsorship of Parker Pen, which is bankrolling it over Columbia Broadcasting System at present.

## Cig Firms Seek More Day Spots

NEW YORK, May 31.—Additional daytime activity on the part of cigarette manufacturers is in the offing. Latest said to be making inquiries are Lucky Strike and Raleigh. Luckies now use web time and has a large spot announcement campaign going. Camel, Chesterfield and Phillip Morris are among the present daytime buyers in the smoke field. Competition and a belief that sales to women may be enormously hyped thru daytime radio is behind the expansion.

## S. D. Outlets, AFRA Set Gabbers' Hikes

SAN DIEGO, Calif., May 31.—Four local net affiliates and the American Federation of Radio Artists (AFRA) last week came to terms on wage contract negotiations, KFMB (ABC), KSDJ (CBS), KGB (Don Lee-Mutual) and KFSD (NBC) consenting to an average 30 per cent boost in announcers' pay. Contract gives gabbers a minimum of \$55 weekly graduating to a minimum \$70 after four years.

With this pact, AFRA brings into its fold KSDJ, San Diego's new station.

## Web Draws Up Lines Against More Inroads

### Will Develop New Toppers

#### By Jerry Franken

NEW YORK, May 31.—The Columbia Broadcasting System (CBS), its schedules hard hit by the shifting of big-name programs to the National Broadcasting Company (NBC), is committed to long-range plans designed not only to develop names for CBS but to prevent further inroads into its big audience programs. Its plans also give the network a greater control over the placement of its programs and permit better integration of its schedules according to the web's own theories as to what constitutes good programming.

These disclosures were made this week by Frank Stanton, Columbia's president, in answer to a query from *The Billboard* as to CBS reaction to developments of recent months, which have seen the Dinah Shore, (See CBS DRAWS UP on page 15)

THE NATION'S FAVORITE FOLK SINGER

**BIG NEWS - COMING HERE**

# EDDY ARNOLD

**In Person!**

*On The Stage*  
**ALL OVER THE NATION**

*The Tennessee Plowboy*  
and his GUITAR

-WITH-  
**ROY WIGGINS**

**Special**  
ADDED ATTRACTION!  
"The Teller Of Tall Tales"  
**ROD BRASFIELD**

-all direct from WSM  
Grand Ole Opry Radio Show,  
Nashville, Tennessee

*It's The Show Treat Of The Year*



**GRAND O.E. OPRY STARS**

**Eddy Arnold's**  
LATEST RCA VICTOR RECORD RELEASE  
"IT'S A SIN"  
"I Couldn't Believe It Was True"



**This TOP Attraction Now Available for Bookings. For Open Dates, Wire or Phone**

**THOMAS A. PARKER**  
Personal Manager  
4218 SAN PEDRO TAMPA, FLA.  
Phone W-3951

# PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers interested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

## Networks

### NAT'L BROADCASTING CO.

**Once Upon Our Time**  
10:15-10:30 a.m., Mon. thru Fri.  
Rep.: NBC Program Sales

Jack Kilty, brilliant NBC baritone, now has his own program of story-telling and song, a show containing all the elements proven necessary for successful daytime radio. Each day he takes a human-interest story, generally contemporary, and narrates it dramatically, illustrating it with appropriate songs. His subject matter is unlimited, and his musical skill permits him to use every type of music for illustration. Piano, guitar and organ support him with a rich melodic background.

## Radio Stations

### Georgia

**WBBQ, Augusta**  
**Baseball Participation**  
All Road Games  
8:45 p.m. to conclusion  
Rep.: Joseph Hershey McGillvra, Inc.

Here is your chance to join 17 smart sponsors participating in our play-by-play broadcasts of the Augusta Tigers road games. The team is having a successful season and the sponsors are realizing splendid results. We have only one participation open. The cost is only \$5.00 per game. This includes time, talent and wire charges.

**WBBQ, Augusta, Ga.**  
**Jungle Jim**  
Time: Sun., 2:45-3  
Rep.: Joseph Hershey McGillvra, Inc.

Jungle Jim is a program with an established listening audience in Augusta. Heard for several years on another Augusta station on Sunday afternoon, Jungle Jim is now on WBBQ. We have spotted it just before "House of Mystery," thus assuring maximum audience. This time-proven weekly feature is available on WBBQ for card rate. No talent charge.

### Illinois

**WJJD, Chicago**  
**Ernie Simon Show**  
8-10 a.m. and immediately after baseball games, 5 times wkly.  
Rep.: Avery-Knodel

Chicago's newest conversational topic, ERNIE SIMON, has room for only two more sponsors on his morning and afternoon shows. Completely uninhibited, ERNIE SIMON has captured the fancy of Chicago radio listeners with his rapid chatter, spontaneous humor and latest "hit" tunes. Spot charges for this favorite comedian on Chicago's next 50,000-watt station, WJJD, begin at \$21.50 for one and scale down to \$18.50 for 104.

**MARTIN BLOCK**



Now

ON WARNER BROS.

**KFWB**

10 TO 1 P. M. DAILY

980 ON YOUR DIAL

### Indiana

**WOWO, Fort Wayne**  
**The Blackhawk Valley Boys**  
3:45-4 p.m., daily except Thurs.  
Rep.: NBC Spot Sales

Featured for several years on major networks, this group is known throughout the country for realistic renditions of cowboy songs and Western ballads. Stars of the Hoosier Hop on ABC. Feature guitars, accordion and bass. Command return performances to live audiences throughout area add to air program popularity. Widely publicized. Time on air can be made to fit client's needs.

### Iowa

**KSO, Des Moines**  
**'Teen Time**  
4:30-5 p.m., Saturdays  
Rep.: Headley-Reed Co.

Here is the popular Dick Huber with the disc show produced for the 'teen agers. Dick brings up the tunes and fills in with chatter that delights the age. The result is the kind of a program the youngsters listen to every Saturday afternoon. Huber is well known in Iowa radio and has a special following among the age range to which 'Teen Time appeals. This half-hour junior disc show is now open for full sponsorship. It is a show that will do a real job for the right sponsor.

### Maryland

**WFBR, Baltimore, Md.**  
**WORLD TOURS**  
**("RADIO'S GLOBAL QUIZ")**  
9:30-10 p.m., Thurs.  
Rep.: John Blair & Co.

WORLD TOURS features Lt. Col. George Hutchinson and his famous family, the "Flying Hutchinsons." This unique quiz show boasts the largest electric world map in existence. Studio audiences are enchanted by many visual attractions, including: illuminated travel routes; tiny rocket ships flying across the map; a flashing, electric totalizer board, and Super Bonus Bowl. Cash prizes total \$100 per broadcast. Col. Hutchinson, having traveled in 51 countries, is well qualified to M. C. this educational program.

### Massachusetts

**WBZ-WBZA, Boston**  
**GENE JONES**  
12:15-12:30 p.m., Tues. & Thurs.  
Rep.: NBC Spot Sales

A new WBZ star, Gene Jones, romantic baritone singer, makes New England's lunch hour zip along with hitting songs. Melody galore with WBZ's own Rakov conducting a seven-piece instrumental group of violin, clarinet, bass clarinet, string bass, accordion (doubles in Novachord), piano and guitar. Gene Jones comes between 15-minute news period and Marjorie Mills.

### Michigan

**WILS, Lansing**  
**First Call**  
7:05-8 a.m., Mon. thru Sat.  
Rep.: Hal Holman Co.

If you want results, and who doesn't (especially your sales manager), try selling your products on the WILS "First Call" broadcast Monday thru Saturday from 7:05 to 8 a.m. Bud Kauffman wakes up his fans with a smile, and keeps them smiling with a well-balanced routine of late tunes and chatter. A few choice segments now available. Call, wire or write WILS, Lansing, Michigan, or the Hal Holman Company, New York and Chicago.

### Montana

**KBOW, Butte**  
**Sports Spotlight**  
6:15 p.m., 6 times wkly.  
Rep.: Donald Cooke, Inc., New York, Chicago & Detroit; Gene Grant, Inc., Los Angeles & San Francisco.

New but popular. Butte is great sports town and the sports commentator does not merely read press releases but adds personal touches through years of observance of major league baseball and other sports. Local sports are carried. Weekly award made to Butte individual with outstanding sports performance of the week. Now sponsored by local beer brewery on Mondays, Wednesdays and Fridays. Sponsor pleased. Informal survey indicates Butte sports fans consider this their first evening broadcast with late sports.

### New York

**WGY, Schenectady, New York**  
**Breakfast with the Brooks**  
Mon. thru Sat., 9:30-10 a.m.  
Rep.: NBC Spot Sales

"The several thousand requests for samples which you sent through certainly prove that you have a large and loyal number of listeners. YOUR PROGRAM HAS OUTPULLED ANY THREE OF THE BEST STATIONS COMBINED THAT WE HAVE USED THE PAST MONTH" writes a sponsor of "Breakfast with the Brooks" after a recent offer. Pulling power . . . that's what Martha and David Brooks offer any sponsor on their program. Few participations on this popular feature are available. NBC Spot Sales will give you complete details.

### North Carolina

**WBT, Charlotte**  
**Afternoon Dancing Party**  
2:30-3:25 p.m., Mon. thru Fri.

Kurt Webster, who put "Heartaches" at the top of the "Hit Parade" and recently represented America's disc jockeys on "Vox Pop," conducts an afternoon version of his famous "WBT Midnight Dancing Party." Preceded by CBS's "Bouquet for You," followed by WBT's top-rated "Briarhoppers," the show offers a low-cost approach to the biggest audience in the Southeast. Limited to 3 announcements per quarter hour. For participations call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

**WBT, Charlotte**  
**Carolina Hayride and Hit Parade**  
9-11 p.m., Saturdays

A choice quarter hour is now available on a music-comedy show emceed by Variety award-winner Grady Cole, the South's outstanding salesman. (8,000 monthly is his average mail pull—his early morning hour on WBT draws an average daily share of audience amounting to 55%, according to the CBS Listener Diary.) A round-up of popular WBT personalities, the variety show plays to a capacity crowd at the mammoth Armory Auditorium. For full information call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

### Ohio

**WING, Dayton**  
**Swing With WING**  
12:05-6 a.m., Mon. thru Sun.  
Rep.: Weed & Co.

"Gene Barry's SWING WITH WING show over WING, Dayton, O., is the best of its kind in the U. S.," says General Artists Corporation, leading band booking agency. GAC gets information from touring bandsmen . . . Tommy Dorsey, Stan Kenton, Charlie Spivak, Woody Herman, Spike Jones. They say "SWING WITH WING'S got it!" Barry's SWING WITH WING club has 6,500 membership and growing daily. Requests average 100 nightly from every State. It's a hot show . . . brimming over with sell!

### Oregon

**KEX, Portland**  
**The Northwesterners**  
4:15, Mon. thru Fri.  
Rep.: Free & Peters

Another KEX production of network caliber. This versatile Western instrumental quintet with every member doubling on vocals, has corralled top audience rating among all KEX local programs in just four months. A fast moving format paces three vocal solos, two trio and one quintet instrumentals in a quarter hour. Group headed by radio veteran Roy Jackson, who led famed "Fals of the Golden West" through many years of network, stage and screen appearances.

### Pennsylvania

**KDKA, Pittsburgh**  
**Brunch With Bill**  
12:15-1 p.m., 5 times wkly.  
Rep.: NBC Spot Sales

Visitors to Pittsburgh see Fort Pitt, steel plants, the view from Mt. Washington, and "Brunch with Bill." KDKA's big noontime variety show features the KDKA orchestra, vocalists, gags, skits, MC Bill Hinds. Forty-five minutes of fun, with musical direction by Bernie Armstrong, scripts by Ed King. Listeners love the show, write for reservations to see it weeks ahead. Brunch is preceded and followed by established news broadcasts. One-minute participations.

### KYW, Philadelphia

**Musical Clock**  
7-9 a.m., Mon. thru Sat.  
Rep.: NBC Spot Sales

Stuart Wayne, cheerful disc jockey, starts Philadelphians off with a smile through this morning variety show of music, news, five-minute time signals and gay ad-lib patter. A KYW feature for the last ten years, the "Musical Clock" enjoys outstanding success as a sales medium. Stu Wayne's sparkling personality, plus his versatile mike experience and understanding of people, make this program a popular morning habit. You can cash in through spots or segments.

### WIP, Philadelphia

**Lobby Parley**  
12:45-1:00 p.m. (EDT), Mon. thru Fri.  
Rep.: George P. Hollingbery Co.

Howard Jones, veteran announcer and facile ad-libber each day puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel (biggest in Philadelphia) lobby, to find out what the "man-in-the-street" thinks about the world and its doings. A definite, carefully thought-out topic is planned for each day—the topic being one on the news horizon at the moment. "Lobby Parley" lends itself admirably to prize offers should the sponsor so desire.

### Washington, D. C.

**WRC**  
**Robert Ripley's Believe It or Not**  
Mon. thru Fri., 1:45-2 p.m.  
Rep.: NBC Spot Sales

The new Robert Ripley show presents the best of his stories, dramatized in an attractive 15-minute daily package. Ripley's popularity in Washington is long established thru his newspaper cartoons, books and movie shorts. His new radio appearance provides an excellent opportunity to reach a great "prepared" audience in the Nation's Capital. Ripley does the program with Courtney Benson, one of radio's leading dramatic personalities. This NBC participating availability is a natural entree into the valuable Washington market. NBC Spot Sales for details.

**WTOP, Washington, D. C.**  
**A Saturday's Date with Jerry Carter**  
7-7:15 p.m., Sat.

Rep.: Radio Sales, the SPOT Broadcasting Division of CBS  
An Arthur Godfrey "Talent Scout" discovery, tenor Jerry Carter sings popular ballads and novelty tunes, accompanied by an instrumental quartet comprising piano, organ, guitar and bass. His air wave "date" is with the women who are particularly plentiful in Washington—and particularly with the girl who writes a winning letter telling why a certain song is her favorite. Jerry reads her note, sings her tune, then sends her a bouquet of roses. Broadcast at a time when more sets are in use in the Washington area than at any other time during the day before 8 p.m. (1946 WTOP-CBS Listener Diary), the program is effective for reaching many of the 349,450 radio families in WTOP's 50 to 100% BMB nighttime area.

## PHOTO POST CARDS

HI GLOSS PROFESSIONAL COPIES

100 . . . . . \$2.95

Best and cheapest for publicity give aways, post card views, etc. Mail us your picture or negative. Protect between cardboard. Enclose check, cash or money order. NO NEGATIVE CHARGE — WE PAY RETURN POSTAGE.

2¢ EACH IN QUANTITIES

**LYNN PELTCHER**

"THE PHOTO POST CARD KING"  
Box F, Ocean Beach, San Diego 7, Calif.

## "BATTLE OF THE BANDS"

THAT "LIVE" SHOW  
**AL BENSON, M. C.**  
and Originator  
**WGES—CHICAGO**

**Live Shows**

**MAURICE C. DREICER PRGMS.**  
**998 Fifth Avenue, NYC**  
**The Puffer's Forum**  
 15-minute copyrighted script, requiring three voices, moderator and two debaters. Program read by local voices sounds like exciting forum, full of interruptions, but because of script, voices never conflict. Material carefully researched, documented and intriguingly put together. Deals with social, economic, and humorously debatable questions: "Double Features Versus Single Features," "Toupees for Bald-Headed Men," "Should Voting Be Compulsory?," etc. Script sent via air mail, price \$1.00 per broadcast, includes five scripts, original and four copies.

**Transcribed Services**

**LES MITCHEL PRODUCTIONS, INC.**  
**(Producers of Skippy Hollywood Theater)**  
**8853 Beverly Blvd., Hollywood**  
**"The Theater of Famous Radio Players"—Family Drama, 1/2 hr.**  
 Features the best 15 names of Hollywood's Radio Row in "top-flight" family entertainment. Lurene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Edwards, etc. Drama, comedy, suspense, romance by name writers plus deft production. Auditions on request. Priced right! 38 shows available, more in production.

**PARAGON RADIO PRODUCTS**  
**131 W. 52 St., New York 22, N. Y.**  
**George Raft in The Cases of Mr. Ace**  
 George Raft starred in a fast-paced, hard-hitting vehicle worthy of his great movie reputation. Millions of Raft fans will love him as "Mr. Ace" in this network caliber half-hour show. Top Hollywood cast. Top script, Jason James of "Sam Spade" fame. And what music! Not an organ—a full orchestral Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

**HARRY S. GOODMAN**  
**19 E. 53d St., N.Y. 22, N.Y.**  
**Your Gospel Singer**  
 Edward MacHugh, Your Gospel Singer, now available to local and regional sponsors. 420 fifteen-minute transcribed programs consisting of hymns known and loved by young and old. Featuring Edward MacHugh, who is said to have the most perfect diction of any singer without sacrificing warmth of expression. His many years on the networks have created a loyal ready-made audience. Newspaper mats, glossy prints, press releases, etc., are available for publicity purposes. Write, wire or phone for availabilities and audition disk.

**FREDERIC W. ZIV CO.**  
**1529 Madison Rd., Cin. 6, O.**  
**Favorite Story, with Ronald Colman**  
 Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby pick their FAVORITE STORIES, which are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed. All-star cast: Ben Alexander, John Beal, Janet Waldo, Vincent Price, Lurene Tuttle, William Conrad in addition to Ronald Colman. Fifteen-piece orchestra, under the direction of Claude Sweeten, brilliant musical scores by Robert Mitchell. Stories include "Wuthering Heights," "Cyrano de Bergerac," "Dr. Jekyll and Mr. Hyde." Available transcribed.

1946 DISC JOCKEY AWARD WINNER  
 1946 TOLERANCE AWARD



**Tedd LAWRENCE**

MORNING REVIEW  
 7:00-9:00 A.M. DAILY

ROBERT HALL OF FAME  
 10:45-11:00 P.M. DAILY

VIA WHN NEW YORK  
 SPORTS COMMENTATOR AND TRANSCRIPTION ARTIST

**KASPER-GORDON, Inc.**  
**140 Boylston St., Boston 16, Mass.**  
**Gloria Carroll Entertains**  
 Gloria Carroll, heard for long time over CBS mornings, coast-to-coast, in a musical series "out of this world"—backed by novelty trio "The Three Embers," in special arrangement of top tunes of all times, especially from musical shows. Very little talk in this series of 78 1/4-hours—most music from beginning to end, open both ends for commercials. Guaranteed to hold attention of all listeners from the start. Wire for samples, rates.

**BEULAH KARNEY, INC.**  
**228 N. La Salle St., Chicago 1, Ill., or 444 University Av., Toronto, Can.**  
**Meal of the Day**  
 5-minute open end, 5 times wkly.  
 A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household products. Merchandising plan. Send for free audition platters and availabilities.

**HOPKINS SYNDICATE, INC.**  
**11 S. La Salle St., Chicago 3, Ill., And. 2833**  
**Dr. George W. Crane, M.D., Ph.D.**  
 Daddy didn't mean to be cruel. How could he know it meant so much for him to build that doll house? One day, it was too late and the heartbroken father's story as told to Dr. Crane is now a radio classic. It's one of many actual case histories which have been a big factor in putting these programs among radio's most popular daily daytime features on many stations. Over 170 open end 15-minute programs already transcribed; others in preparation. Write John R. Kneebone, Director, for sample transcriptions.

**TELEWAYS RADIO PRODUCTIONS, INC.**  
**8949 Sunset Blvd., Hollywood 46**  
**Barnyard Jamboree**  
 Teleways newest half-hour transcribed hit, "Barnyard Jamboree," starring Jimmie "Round Boy" Jefferies. A jam-packed half hour of sure-fire entertainment, serious sentiment, rural rhythm. A real old-fashioned barn dance with songs that all America sings. Large cast. Fifty-two programs. Available one-a-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters and costs for your market.

**TELEWAYS RADIO PRODUCTIONS, INC.**  
**8949 Sunset Blvd., Hollywood 46.**  
**Sons of the Pioneers**  
 Fifteen-minute five-a-week transcribed musical series starring Bob Nolan, Tim Spencer and all the "Sons of the Pioneers." This particular group has made over 100 movies and is currently sponsored in a starring capacity on the big Alka-Seltzer network program, NBC Coast to Coast. This is a brand-new series. 260 programs. Available for local or regional sponsorship on three or five-time-per-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

**UAW Sponsoring Six-Week Series On WJBK, Detroit**  
 DETROIT, May 31.—Following up the spurt of interest in radio programming, *The Billboard*, May 24, the United Automobile Workers (UAW-CIO) is starting sponsorship of the program, *We Are Many People*, opening Wednesday (4) for six weeks right in its home bailiwick. Show will be aired over WJBK, which the UAW once sought to buy—with the quoted price set at a stiff \$750,000. Station still remains under management of James F. Hopkins pending FCC approval of a sale to Fort Industry Corporation.  
 The series is being presented as a public relations program, with Walter P. Reuther, UAW president, stating: "This is one of the finest programs on the hopes, aspirations and fears of people of different racial, religious, and nationality backgrounds."

**CBS Co-Ops Dept. Ups Sales Of Time To Affiliates 70%**

NEW YORK, May 31.—Hypoed sales promotion by Columbia Broadcasting System (CBS) for its co-op department has increased the number of sponsors purchasing time from affiliates by 70 per cent in the past 90 days, according to Ralph Hatcher, who heads co-op sales for the web. Hatcher said this week that a repricing plan and addition of a salesman's bonus plan also were major factors in hiking the web's sales since March 1.  
 Under Hatcher's direction, CBS has boosted its output of co-op promotional material nearly 300 per cent since March. For purposes of simplification, all such matter now is printed in black and white instead of the multi-color formerly used. Hatcher also standardized the size of promotion pieces to file-folder proportions. The revisions and simplifications have enabled CBS better to cover the field of sponsor sales managers, station sales departments, station reps and advertising agencies.

**Repricing Plan**

The repricing plan involves two revisions: Costs systems based upon number of days purchased and price tags according to time zones. Formerly each CBS co-op show was sold on the basis of the entire week. Since nearly all the web's co-op efforts are directed into news shows, this meant either six or seven airings weekly for each show. A small affiliate which sold three days of the show thus would have to foot the bill for the remaining days itself. Under the new plan, all CBS co-op shows will be sold on a per-broadcast basis, lifting financial responsibility from the weaker outlets.  
 Another facet of the repricing involves varying the price of shows according to potential tune-in based on time factors. Thus, a news show heard at 8 a.m. in the Eastern time zone has a premium time, but the cost of the same show is reduced successively in each zone westward,

as the time periods are considered less conducive toward drawing listeners.

**Salesman's Bonus**

The salesman's bonus plan involves giving a 5 per cent cut of the talent cost footed by his affiliate to the man selling any CBS co-op show. It is understood, however, that in many cases this bonus is not passed on by the affiliates, some of which insist on a straight salary basis for employees. Sometimes these simply give salesmen pay boosts instead.

As a result of this repricing, Hatcher says, CBS now has closed the gap in talent costs of co-op shows to the point where less than 1 per cent difference exists between the charges of any of the webs to its affiliates. CBS now has eight programs farmed out on a co-op basis and soon will add a ninth. Between June 30, when Bob Trout's news show moves from 6:45 to 7:45 p.m., and September 29, when Lowell Thomas takes over Trout's old spot for Procter & Gamble, a CBS newsman will fill the time as a co-op. Hatcher says the web's toppers currently are viewing other types of shows for fall use as co-ops, with a decision due by mid-June. A possibility may be a dramatic offering of some kind.

**New Comedy Series By Gertrude Berg**

NEW YORK, May 31.—A new situation comedy, titled *Sunshine Inn*, is being scripted by Gertrude Berg (*The Goldbergs*) for early sale as a Columbia Broadcasting System (CBS) package. The 30-minute program will star Zasu Pitts.  
 Reports have the show web-controlled and up for sale either for summer or fall debut. CBS is reported uninterested in airing the package as a sustainer, preferring to wait for sale.

**WIND**

*Chicago's best circulation buy*  
**provided as much audience in April, 1947, as the following competing stations combined:**

- a. a 20,000-watt Chicago station
- b. a 10,000-watt Chicago station
- c. a 5,000-watt Chicago station

Part I

The Billboard



Daytime Talent Cost Index

This feature was developed by The Billboard in co-operation with C. E. Hooper, Inc. Figures projected from telephone homes to total urban population.



BASED ON THE "FIRST FIFTEEN" DAYTIME HOOPER RATINGS, NATIONAL AND PACIFIC COAST, FOR PERIOD ENDING MAY 15, 1947.

Rank	Program, Sponsor, Agency, Net & Sta.	Hooper Rating	Previous Rating and Rank	Opposition	Talent Cost	Cost per Point	Cost per 1,000 Urban Listeners
1	WHEN A GIRL MARRIES General Foods Baker's Chocolate, Diamond Crystal Salt, B & B, La France, Satina, Calumet Y&R NBC 76	7.0	7.7-3	Terry and the Pirates—ABC NSP—CBS Hop Harrigan (Tu-Fri)—MBS	\$2,300	\$302.63	**
2	HELEN TRENT Whitehall Pharmacal Heat Liniment, Kolynos, Bisodol D-F-S CBS 137	6.6	6.6-8	NSP—ABC NSP—MBS NSP—NBC	\$1,800	\$272.72	\$ .46
3	PORTIA FACES LIFE General Foods Grape Nuts, Wheatmeal Y & R Maxwell House Coffee B&B NBC 87	6.4	7.8-2	Sky King—ABC NSP—CBS Superman—MBS	\$2,750	\$429.69	**
3	YOUNG WIDDER BROWN Sterling Drug Moley's M-O, Phillips Toothpaste D-F-S NBC 144	6.4	7.1-6	Dick Tracy, LN, Co-Op—ABC NSP—CBS NSP—MBS	\$1,600	\$250.00	\$ .43
4	STELLA DALLAS Sterling Drugs Various Products D-F-S NBC 144	6.3	*	NSP—ABC NSP—CBS NSP—MBS	\$1,750	\$277.78	\$ .50
4	MA PERKINS Procter & Gamble Oxydol D-F-S CBS 75	6.3	8.2-1	NSP—ABC NSP—MBS NSP—NBC	\$1,300	\$206.35	**
5	LORENZO JONES Sterling Drug Various Products D-F-S NBC 144	6.2	6.5-9	NSP—ABC NSP—CBS NSP—MBS	\$2,000	\$322.58	\$ .55
6	BREAKFAST CLUB Philco Refrigerators Hutchins ABC 240	6.1	*	NSP—CBS NSP—MBS NSP—NBC	\$3,000	\$491.80	\$ .86
7	YOUNG DR. MALONE Procter & Gamble Crisco, Compton Dreft D-F-S CBS 45	6.0	*	NSP—ABC NSP—MBS NSP—NBC	\$2,500	\$416.67	**
8	JUST PLAIN BILL Whitehall Pharmacal Anacin D-F-S NBC 58	5.9	*	Jack Armstrong—ABC NSP—CBS Captain Midnight—MBS	\$2,000	\$338.98	**
8	KATE SMITH SPEAKS General Foods Post's Raisin Bran and Post's 40% Bran Flakes B&B CBS 145	5.9	7.3-5	Kenny Baker Show—ABC Victor H. Lindlahr—MBS NSP—NBC	\$5,000	\$847.48	\$1.44
9	BIG SISTER Procter & Gamble Ivory Soap Compton CBS 68	5.8	7.0-7	Baukhage Talking, LN, Co-Op—ABC Cedric Foster, LN, Co-Op—MBS NSP—NBC	\$2,500	\$431.03	**
9	PEPPER YOUNG'S FAMILY Camay Soap P&R Dreft D-F-S NBC 130	5.8	6.8-8	Edwin C. Hill—ABC NSP—CBS NSP—MBS	\$2,650	\$456.90	\$ .83
10	OUR GAL SUNDAY Whitehall Pharmacal Anacin D-F-S CBS 140	5.7	6.5-9	NSP—ABC NSP—MBS NSP—NBC	\$1,750	\$307.02	\$ .56
10	BREAKFAST IN HOLLYWOOD Procter & Gamble Ivory Flakes Compton ABC 231	5.7	6.8-8	NSP—CBS NSP—MBS Fred Waring—NBC	\$1,500	\$263.16	\$ .47

TOP THREE SATURDAY DAYTIME PROGRAMS

STARS OVER HOLLYWOOD Bowe's, Inc. Darl-Rich Chocolate Flavoring Sorenson CBS 52	7.5	NSP—ABC NSP—MBS Smilin' Ed McConnell—NBC	\$4,000	\$533.33	**
THEATER OF TODAY Armstrong Cork Armstrong Floor Coverings B.B.D. & O. CBS 157	6.7	NSP—ABC NSP—MBS NSP—NBC	\$2,500	\$373.13	\$ .56
GRAND CENTRAL STATION Pillsbury Flour Various Products McC-E CBS 131	6.7	NSP—ABC NSP—MBS NSP—NBC	\$2,200	\$328.36	\$ .42

Average audience rating is 4.3, as against 4.8 last report, 4.0 a year ago. Average daytime sets-in-use reported are 16.9, as against 17.6 last report, 15.3 a year ago. Average available homes is 71.6, as against 73.1 last report, 72.2 a year ago. Number of sponsored hours is 84 as against 81 last report, 91% a year ago.

\* Not in top 15 last report.

\*\* Insufficient data.

LN—Limited Network.

L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & O.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D-F-S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles.

# FMA Organizes Region 2; Taft Made Chairman

CINCINNATI, May 31.—Over 125 members of the Frequency Modulation Association (FMA), in a one-day session at the Hotel Gibson here Wednesday (28) devoted to the formal organization of Region 2, elected David G. Taft chairman of the new region, which takes in Ohio, Kentucky, Indiana and West Virginia. Appointed with Taft, who heads WCTS here, were Robert F. Wolfe, Fremont, O., vice-chairman for Ohio; Foster Fudge, Crawfordsville, Ind., vice-chairman for Indiana; E. J. Hodel, Beckley, W. Va., vice-chairman for West Virginia, and Paul E. Wagner, Columbus, Ind., general manager and secretary.

Principal speakers at the meet included Vernon L. Wilkinson, assistant general counsel of the Federal Communications Commission (FCC) in charge of broadcasting; C. M. Jansky Jr., Washington engineering consultant; Everett L. Dillard, president of WSAH, Washington, and KOZY, Kansas City, Mo.; Ira A. Hirschmann, operator of WABF, New York, and J. N. (Bill) Bailey, executive director of FMA. Taft and Wagner, manager of WCSI, Columbus, Ind., co-chaired the session.

Jansky defined how FM will operate against AM and pointed out FM's conclusive superiority in large day and nighttime coverage areas. He stated that FM had sufficient high fidelity of rebroadcast and indicated the method to be used would be that of hooking up a series of stations via relays, with stations picking up each other's signals on one frequency and rebroadcasting on another. He added that reproduction would be superior to that carried by wire.

Ted Leitzell, vice-president of Zenith Radio Corporation, predicted improved FM set production and said that manufacturers have cleared manufacturing hindrances and are beginning full-scale production schedules. "The future," Leitzell said, "depends on what broadcasters will do to educate the public on use of FM." Leitzell said that, beginning next week, his company will start a series of 20 meetings thruout the United States to familiarize the various districts with detailed information concerning the intricacies of FM operation.

Wilkinson predicted that there would be 700 FM stations in operation by January 1 instead of the 233 now broadcasting. A part of his talk was given over to the music problem, with Wilkinson stating that the Supreme Court should hand down a decision on the constitutionality of the Lea Act before it recessed in June. The other speakers on the program agreed generally that FM's two biggest problems were putting FM transmitters on the air and receiving sets into the hands of the public.

## 'Widder' Tops Daytime Buys; 43c Per 1,000

### 'Helen Trent' No. 2 Bargain

NEW YORK, May 31.—The top daytime network program buy, according to *The Billboard's Talent Cost Index (TCI)*, a feature of Continuing Program Studies, is *Young Widder Brown*, one of the many Sterling Drug soap operas.

The TCI, based on the May 15 report of C. E. Hooper, Inc., gives *Widder*, which is tied for third place in the top 15 daytime programs, a cost of 43 cents per 1,000 urban listeners. The program's Hooper is 6.4, the same as General Foods' *Portia Faces Life*. Insufficient data makes a TCI on *Portia* unavailable.

Second best buy is *Helen Trent*, second in the top 15 with 6.6, and a TCI of 46 cents per 1,000 urban listeners. Third is *Breakfast in Hollywood* (10th in the top 15 for Procter & Gamble at 5.7) with a TCI of 47 cents. Fourth is *Stella Dallas* (tied for fourth with *Ma Perkins* at 6.3 in top 15), sponsored by Sterling Drug, with a TCI of 50 cents.

### "Lorenzo Jones" Fifth

Fifth best buy is another Sterling Drug entry, *Lorenzo Jones*, fifth in the Hoopers also, with 6.2 and a TCI of 55 cents per 1,000 urban dialers. *Our Gal Sunday* (Whitehall Pharmacal, 5.7 Hooper) has a TCI of 56 cents. *Breakfast Club* shows a higher cost for Philco at 86 cents, while *Kate Smith* shows the highest TCI of all, \$1.44 per 1,000 urban listeners.

Four programs which were in the top 15 April 30 Hooperatings have fallen by the wayside in the May 15 report. They are *Aunt Jenny* (Lever Bros.); *Backstage Wife* (Sterling Drug); *Right to Happiness* (P.&G.), and *Woman in White* (General Mills).

### "Grand Central" a Buy

*Grand Central Station*, for Pillsbury Flour, is the cheapest of the three top Saturday programs at 42 cents per 1,000 urban listeners. The top Saturday rater, *Stars Over Hollywood*, for Bowe's, Inc., has no TCI data available. The third candidate is *Theater of Today* (Armstrong Cork) at 56 cents per 1,000.

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# 3 Webs Share Bonus Outlets On Day Shows

## WTAG Leads With 56.3 Pts.

NEW YORK, May 31.—Top bonus audience delivering stations on the first 15 daytime shows (see list in continuing program studies part 2 chart in this department) varies considerably from the list of stations which delivered heaviest bonuses on after-dark shows. (The Billboard, May 31). This is substantially

due to the fact that the nighttime top 15 (and top three Sunday afternoon) shows National Broadcasting Company (NBC) runs away with 13 of the 18 positions, thus making it tough for stations affiliated with other webs to enter the reckoning.

In the daytime topper tabbing, the skein picture balances out with NBC holding seven positions; Columbia Broadcasting System (CBS), six, and American Broadcasting (ABC), two spots.

### Limitations Cited

Again it must be pointed out, however, that the bonus rating presentation herein has definite limitations, namely: (1) Station ratings are based on the October '46 thru February '47 Hooper city reports (some cities now have their December '46 thru April '47 reports and the study under consideration is not to be confused with the later report); (2) only the top 15 daytime shows are used in the reckoning; (3) only the five stations having the highest ratings in connection with each of the top 15 shows are included; (4) many other factors, aside from the mere number and type of stations in competition to those listed, can and do influence listening in any given area.

But again, even considering these qualifications, certain stations show sensational ability to deliver ratings in their areas far above the national averages. CBS's Scranton, Pa., outlet, WGBI, which did extremely well on nighttime shows, delivers with even greater impact on the daylight stanzas. It places among the five highest rating deliverers on five out of the six CBS shows on the top 15 list, and what is even more startling, the Scranton station delivers the highest rating of any station in the country on four out of these five shows. On the other it delivers the third highest rating. All in all, it gives CBS sponsors a total of 76.8 Hooper points in excess of the national ratings for the five shows under discussion. Since it delivered 37.9 points on the two CBS shows in the top 15 evening group, the bonus (See 3 WEBS SHARE on page 16)

Part II

The Billboard



## TOP BONUS-AUDIENCE DELIVERING STATIONS

ON FIRST 15 DAYTIME SHOWS  
(FOR DETAILED ANALYSIS AND COMMENTARY SEE STORY IN THIS DEPARTMENT)



AS THE charts show, tabulation is based only on the five stations which delivered the highest rating over the national average for each of the top 15 Hooperated daytime programs. Rank order of stations was derived simply by determining, in the case of each station and each program, the difference between the national average Hooperating and the rating delivered by the station. For each

station, then, those differences were added up to arrive at the total number of bonus Hooperating points delivered by the stations involved. It must be considered that in connection with any or all of these programs other stations also delivered bonus audiences, over and above the national averages; and that a reckoning similar to the one outlined could possibly show that some of those stations deliver a greater total number of bonus points than some of the stations listed in this

tabulation. For example, if a station delivered the sixth highest rating above the national average on all 15 of the programs, it would undoubtedly achieve a higher total bonus point score than any of the stations listed here. The device of including only the five stations which delivered the five highest ratings on each of the top 15 shows is a purely arbitrary one, and was arrived at as a logical and expedient method for presenting this feature.

### Top Bonus-Audience Delivering Stations

Station, City and Power	Total Bonus Points Delivered Over National Averages (On Top 15)
1. WGBI Scranton—1,000 Local Sunset 500 Night	75.6
2. WTAG Worcester—5,000	56.3
3. WTAR Norfolk—5,000	55.0
4. WHP Harrisburg—5,000 Local Sunset 1,000 Night	42.7
5. WMBD Peoria—5,000 Local Sunset 1,000 Night	39.1
6. WHC Rochester—5,000	38.0
7. KTSM El Paso—1,000 Local Sunset 500 Night	36.8
8. WJAX Jacksonville—5,000 Local Sunset 1,000 Night	36.6
9. WSM Nashville—50,000	23.1
10. WFAA-WBAP Dallas—50,000 5,000	18.8
11. EFBI Wichita—10,000 Local Sunset 1,000 Night	15.4
12. WTIC Hartford—50,000	14.5
13. MCHS Portland, Me.—5,000	14.1
14. WPDQ Jacksonville—5,000	13.9
15. WSB Atlanta—50,000	11.7
16. KJR Seattle—5,000	11.0
17. WBN Buffalo—5,000	10.6
18. KIRO Seattle—50,000	10.2
19. WFMJ Youngstown—250 1,390 (Construction permit issued)	9.7
20. WSGN Birmingham—5,000 Local Sunset 1,000 Night	9.5
21. WSBT South Bend—5,000	8.9
22. KMJ Fresno—5,000	8.5
23. WMBR Jacksonville—250	8.1
24. WCCO Minneapolis—50,000	7.6
25. KOIL Omaha—5,000	7.6
26. WHAM Rochester—50,000	7.3
27. WTOL Toledo—250	6.5
28. WBNS Columbus—5,000 Local Sunset 1,000 Night	6.2
29. WJRO Providence—5,000	5.9
30. WFLA Tampa—5,000	5.2
31. KPRC Houston—5,000	5.1
32. WKY Oklahoma City—5,000	5.1
33. WCAU Philadelphia—50,000	4.9
34. KPO San Francisco—50,000	4.0
35. WOW Omaha—5,000	3.7

### Bonus Audiences Delivered By Stations on Top 15 Daytime Shows

(Station Ratings Based on October, 1946, thru February, 1947, Hooper City Reports)

Program	Net-work Report	Hooperating May 15	City	Station	Five Month Rating	Competition
WHEN A GIRL MARRIES	NBC	7.6	Norfolk	WTAR	15.9	WGH, WRVA, WSAP
			Atlanta	WSB	12.9	WAGA, WATL, WGST
			Buffalo	WBN	13.8	WBNY, WEBR, WGR, WKBW
			Jacksonville	WJAX	12.1	WJHP, WMBR, WPDQ
			San Francisco	KPO	11.6	KROY, KSFO, KKOA, KRCA, KFBR, KFRC, KGO
ROMANCE OF HELEN TRENT	CBS	6.6	Worcester	WTAG	17.9	WAAB, WBZ, WNEB, WORC
			Harrisburg	WHP	16.0	WHGB, WKBO, WSBA
			Peoria	WMBD	15.6	WMAQ, WMMJ, WSVI, WBBM, WGN, WLS-WENR
			Jacksonville	WMBR	14.7	WAJX, WJHP, WPDQ
			Philadelphia	WCAU	11.5*	WIBG, WIP, WPEN, KYQ, WDas, WFIL
			Rochester	WHEC	11.5	WHAM, WSAY
			El Paso	KTSM	19.4	KROD, XELO
PORTIA FACES LIFE	NBC	6.4	Hartford	WTIC	14.8	WDRG, WKNB, WONS, WHTT
			Norfolk	WTAR	14.8	WGH, WRVA, WSAP
			Jacksonville	WMBR	14.8	WJHP, WPDQ
			Dallas	WFAA-WBAP	13.5	KGKO, KRLD, KSKY, WRR
YOUNG WIDDER BROWN	NBC	6.4	Nashville	WSM	14.8	WKDA, WLAC, WSIX
			Jacksonville	WJAX	13.6	WMBR, WJHP, WPDQ
			El Paso	KTSM	13.1	KROD, XELO
			Norfolk	WTAR	12.9	WGH, WRVA, WSAP
			Dallas	WFAA-WBAP	12.5	KGKO, KRLD, KSKY, WRR
STELLA DALLAS	NBC	6.3	Norfolk	WTAR	16.5	WGH, WRVA, WSAP
			El Paso	KTSM	14.7	KROD, XELO
			Nashville	WSM	14.1	WKDA, WLAC, WSIX
			Jacksonville	WJAX	14.1	WMBR, WJHP, WPDQ
			Portland, Me.	WCSS	13.8	WGAN, WMTW, WFOR
MA PERKINS	CBS	6.3	Scranton	WGBI	23.4	WARM, WJZ, WNBC
			Harrisburg	WHP	17.3	WHGB, WKBO, WSBA
			Worcester	WTAG	17.0	WAAB, WBZ, WNEB, WORC
			Seattle	KIRO	16.5*	WJE, KMO, KOMO, KVI, KTLB
			Minneapolis	WCCO	13.9	KSTP, WDG, WLWL, WMIN, WTCN
LORENZO JONES	NBC	6.2	El Paso	KTSM	14.9	KROD, XELO
			Norfolk	WTAR	13.3	WGH, WRVA, WSAP
			Atlanta	WSB	12.6	WAGA, WATL, WGST
			Buffalo	WBN	11.6	WBNY, WEBR, WGR, WKBW
			Tampa-St. Petersburg	WFLA	11.4	WALT, WDAE, WSUN, WTSP
BREAKFAST CLUB (Philco)	ABC	6.1	Youngstown	WFMJ	15.8	KDKA, WKBN, WPIC, WTAM
			Birmingham	WSGN	15.6	WAPI, WBRC, WJLD, WKAX, WTNB
			Omaha	KOIL	13.7	KBON, KFAB, KMA, KOWH, WOV
			Wichita	KFBI	13.2	KANS, KFH
			Jacksonville	WPDQ	12.2	WJAX, WMBR, WJHP
YOUNG DR. MALONE	CBS	6.0	Scranton	WGBI	20.6	WARM, WJZ, WNBC
			Rochester	WHEC	13.4	WHAM, WSAY
			Worcester	WTAG	12.3	WAAB, WBZ, WNEB, WORC
			Harrisburg	WHP	11.3	WHGB, WKBO, WSBA
			Omaha	WOW	9.7	KBON, KFAB, KMA, KOIL, KOWH
JUST PLAIN BILL	NBC	5.9	Norfolk	WTAR	12.2	WGH, WRVA, WSAP
			Hartford	WTIC	12.0	WDRG, WKNB, WONS, WHTT
			Dallas	WFAA-WBAP	11.5	KGKO, KRLD, KSKY, WRR
			Houston	KPRC	11.0	KFDM, KPAC, KBIC, KTRH
			Oklahoma City	WKY	11.0	KOCY, KOMA, KTOK
KATE SMITH SPEAKS	CBS	5.9	Scranton	WGBI	26.5	WARM, WJZ, WNBC
			Rochester	WHEC	22.9	WHAM, WSAY
			Worcester	WTAG	17.5	WAAB, WBZ, WNEB, WORC
			Peoria	WMBD	15.3	WBBM, WGN, WLS-WENR, WMAQ, WMMJ, WSVI
			Providence	WPRO	11.8	WEAN, WFCL, WJAR
BIG SISTER	CBS	5.8	Scranton	WGBI	20.0	WARM, WJZ, WNBC
			Peoria	WMBD	17.4	WBBM, WGN, WLS-WENR, WMAQ, WMMJ, WSVI
			Rochester	WHEC	14.5	WHAM, WSAY
			Harrisburg	WHP	12.4	WHGB, WKBO, WSBA
			Columbus	WBNS	12.0	WCOL, WHKC, WLW

(Continued on page 16)

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Part III

The Billboard



**NETWORK PROGRAM  
Reviews & Analyses**

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



**A Day in the Life of  
Dennis Day**

Reviewed May 28, 1947

**COLGATE-PALMOLIVE-PEET CO.**  
R. E. Haley, Advertising Manager

Thru Ted Baes, Inc.  
Meredith Conley, Acct. Exec.

Via NBC (150 Stations)  
(Originating in Hollywood)

Wednesdays, 8-8:30 pm. (EDT)

**Estimated Talent Cost:** \$8,000. Frank O'Connor, producer-director; Frank Galen, Chuck Stewart and Arthur Allsberg, writers; Verne Smith and Frank Barton, announcers; Charles Dant's orchestra; cast, Dennis Day, Barbara Eilers, Bea Bernaderet, Dick Trout and John Brown.

Current Hooperating for this program (Started May 13)	None
Average Hooperating for shows of this type (Miscellaneous)	4.8
Current Hooperating of show preceding, "Lum 'n' Abner"	3.0
Current Hooperating of show following (Sustaining)	None
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
CBS: "Big Town" (8-8:30)	10.7
MBS: "Special Investigator" (8:15-8:30)	3.3
NBC: "Milton Berle" (8-8:30)	10.0
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: "Lum 'n' Abner"	2.4
CBS: Jack Carson	7.9
MBS: Sustaining	None

The perennial juvenile Dennis Day, has magnified and embroidered, for his own program, all the traits and characterizations hung on him via the Jack Benny show. It is not surprising that these have found favor and sympathy with the general public, which likes to think of itself as simple, trusting and thoroly honest, and suffering its tribulations because of these sterling qualities. If complications rising out of such simplicity give rise to latter-day American heroes, Dennis Day certainly is fashioned from the heroic mold.

What makes Day's characterization even more appealing, in the dramatization which makes up the central portion of each show, is the perfection of his personification of the schnook. Thus the listener can expand his own chest and feel just as honest and a little bit smarter, besides.

Scripting by Frank Galen and Chuck Stewart has a nice balance of situation and gags, and Day and company do a neat job in putting it over.

Before and after each week's episode of adversity, Day unlimbers his lilting tenor pipes and delivers himself of a song! On the show caught, he led off with *Mahzel* and wrapped up the program with *If I Had My Life To Live Over*. Latter was made to order for Day, but *Mahzel's* minor cadences and peculiarities of rhythm made it a poor vehicle for his semi-classical voice.

Commercials, for Colgate Tooth Paste, delivered immediately before and after the dramatic portion of the show, were of the tasteless, but no doubt effective, scare variety. Listeners were warned of losing friends and influence from not brushing teeth and purifying the breath after each meal. Hitchhike plugged Colgate's Luster Cream Shampoo.

Sam Chase.

**Labor Must Be Free**

Reviewed May 27, 1947

**AMERICAN FEDERATION OF LABOR**

Thru Furman, Feiner & Company, Inc.  
Norman Furman, Acct. Exec.

Via ABC

Tuesday, 8:15-8:30 p.m.

Producer, Oliver Niccol. Cast: Guests, Patrick McDonough, steel manufacturer; Harry Uviller, impartial chairman for the dress industry, and Robert McChesney, president, National Electrical Contractors' Association.

Current Hooperating for this program (Started May 13)	None
Average Hooperating for shows of this type (Miscellaneous)	4.8
Current Hooperating of show preceding, "Lum 'n' Abner"	3.0
Current Hooperating of show following (Sustaining)	None
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
CBS: "Big Town" (8-8:30)	10.7
MBS: "Special Investigator" (8:15-8:30)	3.3
NBC: "Milton Berle" (8-8:30)	10.0

Besides the weekly variety program and daily soap opera drama with which it has attempted to mobilize public opinion against anti-labor legislation during the past month, the American Federation of Labor (AFL) also has taken a more direct approach. Its Tuesday night series, aired like the others over American Broadcasting Company (ABC), has featured a variety of speakers in talks explaining their interest in opposing the bills mullied in Congress. The show caught was unique in presenting three representatives of the employer group who side with labor.

Each of the speakers held forth for slightly less than five minutes, but unlike most straight gab stanzas, this one was on the highest level, both in interest and argument. Each of the three had something distinctive to contribute, and that something generally proved to be a clever switch on the usual arguments brought forth by the employer group. Thus, the effectiveness received an added boost.

**McDonough Testifies**

Steel man Patrick McDonough, in from California, related how he had traveled from the West Coast at his own expense to testify before the congressional hearings; but while any number of employers favoring the legislation were heard, he was told there was no time for him. McDonough's quiet language dealt the bills a severe lashing on the old basis of laissez faire and private enterprise. Said he, "I don't want the government to tell me how to run my business or how to get along with labor."

The pending legislation, he said, would intrude into his present happy relationship with unions, and the anti-closed shop measure would do no good either to him or to thousands of other employers, but would only help the diehards, who "won't deal with unions, come Hitler or high water."

**Uviller Fears Chaos**

Harry Uviller, impartial chairman of the dress industry, pointed out that his industry had spent a

**Studs Terkel**

Reviewed May 29, 1947

**Sustaining Via ABC**

(Number of Stations Indefinite)

Thursday 7:30-8 p.m. EDT.

Maurice Murray, producer-director; Martin David, writer; Chuck Leslie, announcer; cast: Studs Terkel and Dick Yorke; music directed by Harry Kogen, with Ralph Martire's Dixieland Band, George Banes Sextet and Fine Arts Quartet; guests, Hugh Ledbetter and Betty Sanders.

Current Hooperating for this program (Started May 13)	None
Average Hooperating for shows of this type (Popular)	8.7
Current Hooperating of show preceding (Elmer Davis)	3.6
Current Hooperating of show following (Lum 'n' Abner)	2.3

<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
CBS: "Mr. Keen"	8.3
MBS: Arthur Hale	4.1
NBC: "Grand Marquee"	6.8

There is an engaging idea behind the Studs Terkel show, and an engaging air about it as well. On top of that, it offers a pleasant half hour's diversion. Yet it doesn't quite stack up as big-league commercial fodder. Reason for this may be hard to figure, altho one fact may be its lack of a truly sock or even reasonably memorable act.

It's a variety show, with a rather effective gimmick in that continuity is accorded thru the emcee, Studs Terkel, who reports to his son (Dick Yorke) on the forthcoming act, couching his comments in true Brooklynesse. And if that's not enough, much of his material is written in rhythm—doggerel, probably, is a better description. In dealing with musical intros, this has an especially odd twist, but what inevitably bogged down proceedings was a marked tendency toward overwriting. Thus, in describing

good many years building up an equitable and satisfactory relationship with labor, one which should be emulated. Effect of the proposed legislation, he argued, would be to bring disorganization and chaos where peace now exists. His delivery was assured and concise.

Robert McChesney, head of the National Electrical Contractors' Association, wound up the program by again turning to the "free enterprise" theme. The anti-closed shop provisions, he declared, would impair the right of the employer to bargain and contract with persons of his own choice. This would be just the opposite of the effect intended by the bills' congressional sponsors. Further, they destroy, he said, and force them to fight for their actual existence rather than for increased production and other benefits.

**No Plugs Needed**

Inasmuch as the entire program actually amounted to a commercial for the AFL position, there were no regular plugs delivered by the web announcer, other than bare mention of sponsorship by AFL at the onset. The show indicates that talks need not be dull if the approach is unusual enough to stir the imagination.

Sam Chase.

**Gov. Agencies  
Face Slash in  
Radio Activity**

**Farm, Interior Budgets Cut**

WASHINGTON, May 31.—Radical curtailment and possibly complete cessation of radio activities by agriculture and interior departments is feared by officials of these agencies as a result of wholesale cuts in appropriations. Interior, which maintains a complete broadcast studio, is especially apprehensive, since its 1948 funds already have been passed thru the House with no money at all included for radio work.

Funds for agriculture now are under close scrutiny in the House Appropriations Committee. Prospects are for a sharp cut in the information division, which includes the department's radio work. Agriculture has been providing material and scripts for several network shows and prepares market reports that are widely used on rural stations. Officials told *The Billboard* that, while the money earmarked for radio is "ridiculously low," they expect Congress to take an ax to it.

**Studio Highly Rated**

Interior's radio men, who call their studio "one of the best in the East," state it will have to be taken over by some other agency or abolished unless money is provided by the Senate. The Interior studio has direct lines to local stations as well as to stations in other cities and is widely used by other federal agencies, including war, navy, state and commerce. Most recently, the studio has been used to pipe concerts by the Army Air Force Band at Bolling Field.

Among the \$200,000 worth of equipment are complete facilities for making transcriptions which are available to all agencies, Interior officials stated. They intimated the House was hasty in omitting funds to run the studio since, if agencies are forced to have transcribing done by commercial firms, the cost will be greatly increased.

**Now It's Air Show—  
'Young Ideas' Giving  
Preview, Hooch, Etc.**

NEW YORK, May 31.—What is believed to be a new wrinkle in program exploitation was contrived this week when Dell Crosby Radio Production, Inc., held a press preview of its first package, *Young Ideas*. Provided with the liquid accoutrements standard at functions for free-loaders, the pencil pushers, along with sundry agency and network representatives, listened to the audition disk.

Originally pointed at Chrysler, the show recently was nixed by the auto firm's dealers, who expressed preference for a straight musical stanza which could tour the sticks, in the fashion of the new Ford Meredith Willson show.

The program features dramatization of some "young idea" dreamed up by an ambitious youngster between 16 and 30. Nominations will be solicited from community and business groups thruout the country, and each week's winner will be brought to New York to appear on the show. Roger Pryor is emcee, veteran thespian Walter Hampden narrates the dramatization and Allen

(See *Now It's Air Show*, opp. page)

# CBS Draws Up Lines Against Further Inroads

(Continued from page 9)

Ellery Queen, Take It or Leave It, Information Please, Jimmy Durante and Kate Smith programs either cancelled or shifted to NBC.

### Cards Up Sleeve

Asserting that it obviously would be inadvisable to disclose all the tricks CBS has up its sleeve, Stanton did say that some of the web's hopes were tied up with the production of its own package programs. He also emphasized that both he and other CBS officials put great faith in the revised CBS dinner-time program which is to become effective this fall.

The whole basis of the dinner stretch programing is hinged to "regularity" broadcasts — programs aired across the board, which build steady audiences. Stanton pointed to the terrific success both of a CBS program, Jack Smith (7:15 to 7:30, for Procter & Gamble, nightly), and of NBC's *Supper Club*, as examples of what such shows can accomplish. Come fall, the CBS sked will have Lowell Thomas (P. & G.) at 6:45; a new program of "high merit," details of which he said he could not reveal, at 7 p.m., also for P. & G.; Jack Smith; the new Bob Crosby Campbell Soups show across the board at 7:30, and Bob Trout, also for Campbell, at 7:45.

### Good Base

This structure, Stanton said, will give CBS a nighttime program base not only of high quality but of the sort which will develop regularity in tuning on part of listeners. It also presents powerful opposition to station time offerings on other web outlets, when local programs cut into those webs' audiences.

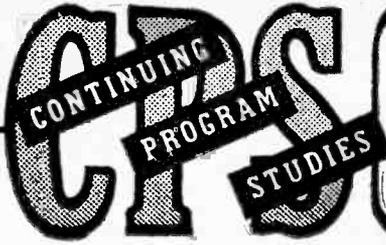
Stanton admitted that the loss of CBS names made it tough for the network in certain respects, especially publicitywise. However, he said CBS would not "dash out" into high-priced pic or legit markets in an attempt to get names for its schedules. Actually, he avowed, he saw few names in these fields, and those that were around were far overpriced, and it was urgent that radio develop its own people, because the fields which produced the Allens, Bennys, et al, were virtually non-existent today.

### Web Package an Answer

The CBS president declared that one answer to the talent problem lay in the radio package, over which the network exercises full control. *Suspense*, *Duffy's Tavern* (which CBS developed, then lost) and others were offered as examples. CBS now, he said, has great hopes for *My Friend Irma*, the Bill Goodwin stanza, Robert Q. Lewis and others of the 20-odd packages in the CBS stable. He said use of CBS-built programs had resulted in a terrific upsurge in busi-

## Part IV

The Billboard



## LOCAL PROGRAM Reviews & Analyses



Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.

### Conversation at Eight

Reviewed May 24, 1947

Sustaining Over WINS, New York  
50,000 Watts—Independent

Saturdays, 8-8:30 p.m.

Talent costs not available. Tom Sugrue, producer-director. Cast, Tom Sugrue and guests. No scripts (ad lib).

#### OPPOSITION NETWORK PROGRAMS NIGHT REVIEWED

ABC: "Famous Jury Trials" (Sustaining)	None
CBS: "Vaughn Monroe Show"	8.2
MBS: "Twenty Questions"	6.8
NBC: "Life of Riley"	14.0

The hue and cry about raising the standards of radio programing, particularly on non-web shows, seems more than justified after catching a program like *Conversation at Eight*. That's because this program is so good, yet so simple, that a counterpart long could have been a standard item on most indie stations in the country. In essence, *Conversation at Eight* is just that: Wise, urbane, witty adult talk. It is unrehearsed (altho the participants have sat around and talked before the airing actually gets under way), yet it is far fresher than many script shows which betray the labored and frequently hackneyed thoughts of their writers.

True enough, the calibre of guests appearing on *Conversation at Eight* could not often be duplicated by stations outside a metropolis. On the show caught, host Tom Sugrue had with him publisher Bennett Cerf, philosophy professor Irwin Edman and editorial writer Geoffrey Barnes of *The New York Herald-Tribune*. Nevertheless, neither this quartet nor any other holds a monopoly on the characteristics mentioned earlier.

#### Simple Format

Format consists only of Sugrue and the guests gathered in his apartment, engaging in conversations which rise out of the experiences and backgrounds of the participants. Sugrue, a master raconteur himself, guides the flow of ideas with a hand so light it is scarcely perceptible, yet he never allows the talk to get into musty esoteric corners away from the interests of the average listener. Basic excellence of the show, then, flows not so much from specific subject matter as from the pungent expressions which spice it.

Nearly all the programs caught was concerned with the subject of American humor. In fast-moving yet informal fashion, everyone contributed not only to this subject,

### Three Men on a Limb

(Reviewed Via Transcription)

MAY DRUG COMPANY  
Alex N. Gelb, president

Via WMT Cedar Rapids, Ia.  
5,000 Watts—CBS Affiliate

Tuesdays, 7:30-8 p.m.

Research cost for show and miscellaneous expenses, \$50. No talent fees for regular panel members or guests. Producer, Douglas Grant. Writer, ad lib show, with research done each week by Rabbi Herman Schaalman, pastor of Temple Judah. Cast, Douglas Grant, moderator; Rabbi Schaalman, Dr. Byron Hollinshead, president of Coe College, Frank Nye, associate editor of the Cedar Rapids Gazette, plus one guest weekly.

The purpose of this show is to provide a down-to-earth panel program on topics of local, regional and national interest in simple format and language. The program rose out of a feeling among local clergymen and educators that such a show, done in an interesting manner, was needed in the community. Judging from the sample show caught, it is likely that *Three Men On a Limb* satisfies that need.

If the show misses at all, it is less the fault of the participants than of choosing subject matter in which they can feel at home. Off the sample caught, panel members seemed a bit uneasy discussing *Is the American Broadcasting System a Success?* This was underlined by the relationship between the panel members and the guest, Eliza Mer-

but to a host of others which sprang up in the course of the discussion. Brought in and polished off were such side issues as the philosophical meaning of humor, shifting trends in humor according to historic periods; humor in editorializing, in radio shows, in commercials, and the characteristics of American humor against other nationalities.

#### Illustrations Provide Laughs

Plenty of laughs ensued from a healthy sprinkling of sample jokes to illustrate a point. While the discussion probed into the subject, at no time was it cold and pseudo-scientific. Segrue showed a gift for brushing out the warmth in each of his guests.

*Conversation at Eight* offers a challenge to other indies to dig into the many contrasting people who make up a community and bring forth conversations which can make 30 minutes at the radio instructive in a delightful way. Sam Chase.

rill Hickock, assistant program director of Quiz Kids.

#### Statistics Barrage

Whereas Miss Hickock chose to offer a blanket defense of radio, and made references to Hooperatings and industry researches to stress her points, the laymen in the field could offer nothing more effective than opinion to bolster their criticism. Frequently, good points brought up by other participants were vitiated in the face of Miss Hickock's barrage of statistics. It is understandable that men active in a community might not be able to undertake enough research for each subject on a weekly show, so possibly the answer might be to vary the cast slightly.

Apart from the fact that the amateurs had difficulty in harnessing the professional on this show, the program itself is more than adequate. It is blessed with two fluent speakers with pleasing personalities and a fine sense of humor in Rabbi Schaalman and Dr. Hollinshead. On this program, regular panel member Frank Nye did not appear, and Harry Boud, of a Cedar Rapids newspaper, was his substitute. Rabbi Schaalman particularly came up with oblique, laugh-provoking comments which at the same time frequently made a pertinent point.

#### Idea Incubators Needed

One point Rabbi Schaalman raised was that while radio does a fine job in covering news and special events, it is weakest in helping growth of ideas. While it has developed rapidly technically and stylistically, it is not making full use of its abilities to bring information before the public.

Commercials, too, came in for some criticism, with one panel member pointing, as an example of bad taste, to a plug which went: "In a world of strife there is peace in beer." However, all agreed to the general superiority of U. S. radio over its British counterpart. Dr. Hollinshead was anxious to find out why continuity of ideas can be preserved in soap operas but only infrequently in educational shows.

The program is on a high level in sponsorship as well as content. Alex N. Gelb, who bankrolls the opus for the May Drug Company, seems to have taken the talk on over-commercialization seriously. At any rate, there were but two plugs, both brief and in the best taste. The show was opened with simple mention of the sponsor. Not until the very end of the program was another plug given, and that stressing purity and ingredients and reliability of pharmacists, lasted only 30 seconds. Sam Chase.

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ness on WCBS, New York o. and o. CBS station.

The station maintains complete control over every WCBS program, with other o. and o. stations developing similar policies, Stanton pointed out, and the network itself is shooting at the same target. This sort of editorial control exists on CBS news programs, he said, and will expand thruout. And it means sponsors can't take CBS packages and shunt them onto competing networks. The CBS president did not mention, tho, that such web control would answer criticism of radio's tendency toward over-

control by advertisers.

"This policy may mean we'll take a notch or two in our belt for some time—perhaps even two or three years," Stanton said, "but this is a new concept in network operation, and we're going to stick to it."

Stanton also said that CBS expected to wind up 1947 with gross revenue exceeding that of 1946, and that business for its package sales, o. and o. stations and recording subsidiary were ahead of last year. The five-hour-a-week Campbell Soup contract also has given the web a sock hypo.

## NOW IT'S AIR SHOW

(Continued from opposite page)

Roth's orchestra provides the music. The sample dramatization dealt with a hypothetical Jimmy McCormick, of Massillon, O., who sold advertising on grocery store shopping bags. Ingenuity of American youth, fortunately, is greater than that of script writers, so actual winners no doubt will provide less inane examples. Program unwraps the old cornucopia technique, lavishing all sorts of gifts on the winner of the week.

**Hollywood Legion  
Boxing Card**

Reviewed Saturday (24) 8:30-11:30 p.m. Style—Boxing bouts. Remote from Hollywood Legion Stadium. Sustaining over W6XAO (Don Lee), Hollywood.

For the first time since Pearl Harbor, Don Lee put its mobile equipment to work on a sports remote and came thru with a creditable job. Set owners were treated to an exciting boxing event, made more enjoyable by better-than-average tele scanning.

While Don Lee's lenses were expected to be rusty after a six-year sports remote layoff, camera boys did a generally competent job. Task was difficult inasmuch as only one camera could be used (outlet's new image orthicon). Station had stand-by standard orthicon lens box on hand just in case, but relied completely on its image orth, alternating between full ring and semi close-up shots.

With only one camera doing double duty, lenses worked about 100 feet from ringside. For most part, tele-photogs were able to catch the action easily, altho a few times fray was too fast for camera without view finder. Principal weakness was complete absence of full-face close-ups which were in order when fighting was at its height. This was particularly noticeable in main event (Chavez-Escobar fray) when Escobar unleashed his full attack to knock Chavez senseless. Had camera set-up permitted full-face close-ups as Chavez struggled to remain conscious, home viewers would have gotten a better vantage point than even ringsiders. Close-ups could also have been wisely employed to pick up celebs like Joe Louis and Jack Dempsey (referees at the charity fight) as well as other celebs. Still another drawback of the one camera set-up were dead spots caused when camera lads switched rotary lenses. Without portable faders on hand, cameramen were unable to make switch fast enough, thus momentarily destroying pic continuity.

Announcing chores were shared by Larry Finley and George Martin. Finley's running commentary was kept to a minimum, making sure that scrappers were identified at all times. Otherwise he let action speak for itself. Martin's between-the-rounds gabbing was adequate, but could have been sparked had Martin been armed with data on the fighters to fill dead time. Post-fighting awards of prizes to lucky ticket holders were adequately scanned, altho here again close-up lense was sorely needed to bring Hollywood celebs (introduced from ring) into viewers' homes.

Alan Fischler.

**Harness Racing**

Reviewed Saturday (24), 9 to 11 p.m. Direct pick-up of harness racing at Maywood (Ill.) Park. Sponsored by the Fox Bros.' Brewing Company on WBKB, Chicago.

With this new series of sports telecasts, WBKB and its sponsors continue to bring to Chicago video set owners program material of high caliber. Harness racing, slower than regular horse racing, is much easier to follow with television cameras, and this is the hard work, imaginative direction, production and teamwork of all involved in presenting the telecast, resulted in a top show. And, whereas those at the track sat thru a hard rain, video viewers had a chance to sit in comfort in their homes and enjoy a pres-

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**Bonus Audience Date Mix-Up**

Timing in connection with dates during which Hooper surveys are actually made, and those on which they are issued, occasionally seems to be misunderstood in the trade. In some quarters such misunderstandings arose in connection with the feature on *Top Bonus Audience Delivering Stations* on first 15 nighttime and top three Sunday afternoon shows published in last week's issue of *The Billboard*.

Since even the first of the five-month city Hoopereports for December, 1946, thru April, 1947, are not issued until May 1, and the bonus audience feature last week compared the five months' ratings with the April 30 national Hoopereport, the individual station ratings were necessarily based on the October, 1946, thru February, 1947, city reports.

**Mix-Up Explained**

Some station operators, however, had received their December thru April city reports when last week's *Billboard* appeared, and they naturally compared their own station's December thru April ratings with the ratings published in *The Billboard* bonus audience feature. Since, to repeat, the latter feature was based on October thru February reports, wide discrepancies in any such comparisons will be found.

Last of the December thru April city reports will be issued about June 10. As soon thereafter as the Hooper organization can complete the statistical work for the bonus audience feature based on those reports, *The Billboard* will again publish the bonus audience (day and night) feature based on the December thru April reports. Probability is that this will appear in the early July issues.

*The Billboard* regrets any confusion which may have been caused.

entation that brought the racing to them.

Of no small measure among the factors accounting for the success of the program was the co-operation of the race promoters, who made every effort to give the WBKB crew and management the essential assistance and permission to do whatever was needed to make the show a success.

WBKB field crew used only two cameras and surprisingly was able to get all of the important details of the races, from the break at the starting gate to the final spurt across the finish line. Close-ups were used often enough to allow the audience to follow the nags closely and most of the time to see their numbers.

Direction of the remote pick-ups was handled by Don Cook, with Lewis Gomavitz in charge of commercials presented from the studio. But in any run-down of persons responsible for the success of the show, high on the list would have to be a crew of engineers under direction of Dick Shapiro, who, under adverse weather conditions and geographic location (11 airline miles from downtown transmitter) came thru with a picture that was just about perfect.

Altho live commercials from the studio were good, the same could not be said for all of the commercial presentations originating at the track. Three studio commercials, two of which were 45 seconds long, and one, one minute in length, were novel and had actors drinking Fox Beer or praising its merits in situations that were interest-holding. At the track the plug was a long ad-lib discussion between Bob Barron and Jack Fuller, supposedly discussing the races over a couple of bottles of suds. Conversation was forced, foolish and pointless. Much better and, in fact, good enough to be the only commercial

**Fishman and Glazer  
Clash on Etting \$\$**

HOLLYWOOD, May 31.—Ed Fishman and Joe Glazer became embroiled in a dispute this week over loot from chirp Ruth Etting's splendiferous comeback. Fishman, in Hollywood, said he had an Etting partnership with Glazer and wanted his share of the boodle. He said Glazer denied the deal existed. Fishman claimed to have a signed contract with Miss Etting on file with the New York office of the American Federation of Radio Artists (AFRA), while Glazer, in New York, challenged him to produce it.

Fishman charged that it was his Capitol Attractions Agency which arranged for la Etting's return to showbiz and put her on the Rudy Vallee show. He said he persuaded her to ink a pact with Glazer's Associated Booking Corporation (ABC) in New York in consideration of 50 per cent of all commissions received. Further, he said he received his share until March 19, when a letter from Glazer informed him no partnership existed.

At stake are the commissions accruing from Miss Etting's New York Copacabana stint, her Chesterfield *Supper Club* air show guest shots, and her current WHN (N. Y.) radio show.

material needed, were shots of a guy dressed in a Fox trade-mark costume of a hunting master. Trade-mark figure on Fox bottles is pictured blowing a racing horn, and before each race, as to-the-post trumpet was played at the track, the trade-mark actor blew a horn having a large fox sign on it.

Cy Wagner.

**3 Webs Share  
Bonus Outlets  
On Day Shows**

(Continued from page 13)

audience producing ability of this outlet can readily be appreciated.

WTAG, NBC's Worcester, Mass., outlet, and long recognized as one of the most progressive station operations of its kind turns in the top bonus of NBC's shows among the daytime leaders. It ranks among the top five rating producers on five out of seven NBC stanzas represented and piles up a total of 56.3 points over and above the national averages for these same five shows.

Next in line is NBC's Norfolk arm, WTAR, which topped all stations in the nighttime figuring and delivers a solid 55 points over and above national ratings by pulling the somewhat terrific caper of landing among the first five rating producing stations on all seven of the shows NBC has in the standings.

**WHP Second on CBS**

WHP in Harrisburg, Pa., does the second most solid job of all CBS stations in this tabulation. Hitting among the top five stations on five out of six of Columbia's ranking shows, the Redmond brothers live operation turns in a total of 42.7 bonus points on these five shows.

Only other station scoring among top five stations on five shows is NBC's Jacksonville, Fla., wing, WJAX, which turns in a neat total of 36.6 bonus points. Three other stations produce slightly higher bonus totals even tho they land among top five deliverers in connection with just four shows each. These are WMBD (CBS), Peoria, Ill., with a 39.1 total, WHEC (CBS), Rochester, N. Y., with 38.0, and KTSM (NBC), El Paso, with 36.8. Other stations listed score among top five on three shows or less, but again it must be remembered that all of these stations rank high among bonus audience producers, as would be plainly indicated if totals were derived by continuing down the line of programs and their ratings.

**STUDS TERKEL**

(Continued from page 14)

the action of *Marriage of Figaro*, as a cue for an aria from that opera, script used typical Gowanus gags, but the excess gab only wound up making it confusing, even for listeners who might be hep.

A rather astonishing variety of tunes was presented on this show. They included Hughie (Leadbelly) Ledbetter in a typical American folk song; Betty Sanders, in a Polish folk song; George Barnes' woodwind-rhythm sextet in a ding-dong version of *London Bridge Is Falling Down*, titled *London Bridgework*; the Fine Arts Quartet, in a Shostakovich item; the *Figuro* bit and Ralph Martire's Dixieland Band. Latter didn't play true Dixie, but played corking modern rhythm stuff.

Jerry Franken.

**Top Bonus Audience Delivering Stations**

(Continued from page 13)

PEPPER YOUNG'S FAMILY	NBC	5.8	Jacksonville Fresno Norfolk Nashville Portland, Me.	WJAX KMJ WTAR WSM WCSH	15.7 14.3 14.0 13.7 12.4	WMBR, WJHP, WPDQ KARM, KFRE, KTRC WGH, WRVA, WSAP WKDA, WLAC, WSIX WGAN, WMTW, WFOR
OUR GAL, SUNDAY	CBS	5.7	Worcester Harrisburg Scranton Peoria South Bend	WTAG WHP WGBI WMBD WSBT	22.1 16.1 14.8 14.8 14.6	WAAB, WEB, WNEB, WORC WHGB, WKBO, WSBA WARM, WJZ, WNBC WBMM, WGN, WLS-WENE, WMAQ, WMMJ, WSIV WBMM, WGN, WHOT, WLS- WENE, WMAQ
BREAKFAST IN HOLLY- WOOD (P&G)	ABC	5.7	Seattle Wichita Rochester Jacksonville Toledo	KJR KFBI WHAM WPDQ WTOL	16.7 14.0 13.0 12.5 12.2	KOMO, KIRO, KVI, KRSC, KKA, KOL, KEVR KANS, KFH WHEC, WSAY WJAX, WMBR, WJHP CKLW, WJR, WSPD, WTOD

\*Programs not broadcast consistently, but during a majority of the months surveyed.

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# GE INKS FOR BRITISH TV WEB

## Chi WBKB's 5-Minute Seg Sales Drive Bearing Fruit

CHICAGO, May 31.—Attempt by the sales department of WBKB, local video station, to sell five-minute or other short program segments in order to break up station's programming, has borne fruit, with Don Meier, station salesman, this week selling a five-minute scoreboard to the Kass Clothiers. Kass show will follow the telecasts of the 60 remaining home games of the Chicago Cubs baseball team.

Kass scoreboard will use Don Ward giving results of games of both National and American leagues. Special video effects will be used to make the shows different from regular radio shows of similar intent.

From now on station hopes not only

## Trans-U. S. TV in '50 Predicted by Cooley

HARTFORD, Conn., May 31.—Speaking at the recent Annual Home Economics Conference at the Hartford Gas Company auditorium, Lee Cooley, of New York, television director for the McCann-Erickson ad agency, predicted transcontinental television within three years.

Cooley said that \$160,000,000 had been invested in television and that the 25 manufacturers of receiver sets had promised delivery of 300,000 in 1947. He added 80 per cent of these were slated for the Eastern Seaboard.

to sell more five-minute shows but also to program sustaining programs of similar length to give its schedules more variety and change of pace.

## Don Lee-Legion Deal in Snarl

HOLLYWOOD, May 31.—Don Lee Television's attempt to tie up Hollywood Legion Stadium as prime remote pick-up point hit a tough snag this week which threatened to stymie the deal indefinitely, it was learned. (The Billboard, May 17.) Don Lee video execs admitted to The Billboard that they had been unable to come to terms with American Legion committee in charge of the stadium over length of tele contract. Legion would only offer W6XAO 12-week deal, which video outlet is unwilling to accept. It was hinted that unless a long-term pact was reached (with a year's minimum guaranteed), outlet might withdraw from Legion.

Don Lee toppers expressed avid desire to sew up Legion remotes, but indicated station wanted long-term deal in order to get full promotional, publicity and sales guns behind regularly skedded pick-ups. Looking forward to getting commercial license (W6XAO is still experimental pending FCC decision on Don Lee operations) station is said to fear it would

## Majestic Tele Sets On W. C. by August

HOLLYWOOD, May 31.—First Majestic tele sets are tentatively skedded to hit the Coast retail market early in August, according to Majestic exec Ed Passos, currently here on tele biz. Two video models will be available, both with 10-inch screens. Cheaper set will retail for about \$600 and will house only video chassis. Larger console model, with AM, FM and record changer will retail slightly under \$1,000.

Roach-Driver, local Majestic distributor, will handle West Coast sales.

## Handwriting Expert Gets WABD Tryout

NEW YORK, May 31.—WABD, New York DuMont video station, will try out a new program, *Write You Are*, Monday (9). The program is a handwriting analysis session featuring Dr. William Pearl, formerly with the U. S. Army and the University of Vienna.

The show is being produced by Marty Schrader, former trade paper reporter, who owns the package with Pearl and Milton Lipson.

lose other bidders if term deal is not guaranteed. Reason for attitude of stadium operators was not clear, altho it was speculated in video circles that Legion committee may want to throw the field open to all comers before signing any long-term pact.

## 112-Mile Link From London To Birm'ham

### "Beam" Eliminates Cables

(Continued from page 3)

hilltops which bounce the signals between London's Alexandra studios and other cities on ultra short (micro) waves of 50 centimeters. Plans are to extend the range of London shows to other cities thruout Northern England and Scotland via further chains of relay stations springing out of Birmingham. The British postmaster general has declared that within three years every part of England will be linked with the London studio.

### Deadline Fixed

Contract calls for General Electric to complete all the necessary electric installations on the Birmingham link by June, 1948. This includes a receiving and transmitting station in Birmingham as well as the reflector stations at 20-mile intervals, which operate on a completely automatic basis. All reflector equipment is provided in duplicate, so that if any part breaks down another automatically takes over. If a breakdown threatens, a station sends out its own warning signal.

Expectation is that images will be received with utmost clarity in Birmingham after bouncing from the London studios. Ordinarily, London video, using a 17-kilowatt vision transmitter, can be picked up in a 35-mile range. When the link is completed, viewers in a 30-mile radius from Birmingham will be able to receive London programs, and those in the London area will be able to receive shows originating in Birmingham. At first, however, the two stations will not operate different program schedules.

### Receivers Selling Fast

Interest in coming of video to areas not now serviced is reflected in big sales of receivers in places where no television reception will be available for at least another year. It is expected that the postmaster general will ask further appropriations later this year to cover costs of enlarging the video link. No funds at all will be available in the near future for development of color vision, stereoscopic pictures or other improvements.

# FCC TO NEEDLE TV LAGGARDS

## Faster Action Sought From New Licensees

### Confab Set for June 9

(Continued from page 4)

network video under way, FCC appears about ready to insist that telecasters at least keep pace with engineering progress.

As far as an assured audience for video programs is concerned, FCC is satisfied that while set production is below the rosy predictions of Radio Manufacturers' Association (RMA), it definitely is on the increase. According to latest figures, prepared this week by the Department of Commerce, video receivers for the first quarter of this year were put out at twice the rate for the final quarter of 1946. Commerce reports that 26,125 sets were produced during the first quarter of 1947, compared with less than 13,000 for the last part of 1946.

It is considered likely that, following the conference, that FCC will issue a timetable containing approximate completion dates for video licensees as well as dates for putting full-scale network facilities into operation.

## ABC Tele Unit To Feed Shows To CBS Station

NEW YORK, May 31.—Unusual situation, whereby the television adjunct of one network station will feed programs to the TV station of another web, has developed on the Gulf Oil news program on WCBS-TV. Starting Thursday (5) WCBS-TV Gulf show will carry interviews with Washington notables, with pick-ups made by WMAL, Washington, an American Broadcasting Company (ABC) affiliate. Feed to the Columbia Broadcasting System (CBS) station will be via coaxial cable.

Heretofore the Gulf newscasts have used film and stills, the interviews being added this week. They will feature Washington people in the news of the day's (Thursday) events. WMAL has studio equipment but no transmitting equipment yet.

Gulf, via Young & Rubicam, renewed the program this week, to start its second year.

## Coast RCA Places Tele Sets on Loan

HOLLYWOOD, May 31.—Continuing its drum-beating campaign on behalf of tele, Leo J. Meyberg, RCA Victor California distrib, will plant receivers in the top hotels and exclu-

## Audience Technique Switched on TV Seg

NEW YORK, May 31.—A reversal of customary audience participation technique has been effected with the Bristol-Myers video program, *Party Line*, with Bert Parks. Because of the discontinuance of TV studio originations by Columbia Broadcasting system (CBS), *Line* moves to NBC June 8 at 8:30, following the same sponsor's telecast with Tex McCrary and Jinx Falkenberg.

When it was on CBS, *Line* posed questions which viewers were asked to answer. These answers had to come by phone. This arrangement was not feasible at NBC, which, unlike CBS, has no separate switchboard for television adjuncts. As a result, viewers desiring to participate will be asked to mail in postcards with their phone numbers. Advertiser then will telephone them, in the order in which cards are received, to check correct answers. A radio system will allow for population differentials.

Doherty, Clifford & Shenfield is the agency.

sive country clubs thruout the Los Angeles area. Locations will pay only the installation charges while Meyberg "loans" them the sets. With more than 250 cocktaileries here already boasting receivers at their bars, present move will serve to further tele's interest by getting sets before the pocketbook class.

### THE STAR WHO BROKE HIS MIRROR

The fellow I mention preferred looking at my flattering glossy photo reproductions of himself than looking in a mirror. And why not? He buys glossies in quantity, multiplies his charm many-fold, while dividing his cost by quantity. I produce over 50,000 photos daily.

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# COPYRIGHT BATTLE INTENSIFIED

## Hearings Resuming June 4 May Be Blasted Wide Open By Record Copyright Issue

### Tough Fight Seen Over Juke Box Licensing

WASHINGTON, May 31.—With the House Judiciary Subcommittee this week setting June 4 as date for resumption of hearing on proposed amendments to federal copyright law, the bitter row within the entertainment industry (*The Billboard*, May 24) is becoming more intensified as proponents and foes of the measures sharpen their spears for all-out warfare at the congressional proceeding. It has been learned that a constitutional issue to be raised by Music Publishers' Protective Association (MPPA) on the so-called "Interpretation" bill (H. R. 1270) permitting individual copyrights on recorded versions of previously copyrighted material, may well blow the hearing wide open. Sidney Wittenberg, MPPA general counsel, will contend that the federal constitution bans Congress from passing any copyright laws which would permit anyone other than authors or inventors to gain any rights under such laws, it has been learned.

Wittenberg, in attacking the "Interpretation" bill, will base MPPA's argument on the section of the constitution which states that Congress shall have the power to grant "to authors and inventors the exclusive rights to their respective writings and discoveries." The general counsel will argue that if artists are granted a copyright on their method of playing an author's music, the author "would be placed in a position where he may be forced to permit a dozen or a hundred copyrights to be superimposed on his original copyright, which would clearly defeat the purposes of the copyright statute."

### For Juke Box Bills

Wattenberg also will appear for the National Music Council (NMC) to urge passage of the "Juke Box" bills (H. R. 1269 and H. R. 2570), which would end the exemption from "performance of music" royalties now granted juke box operators by law. He will claim that the exemption given coin-operated machines in the original copyright act of 1909 now is obsolete in view of the vast strides made by the coin industry since that time. Thru Wattenberg, NMC will point out that the Treasury Department does not differentiate for tax purposes between use of an orchestra or a juke box for dancing. It will be charged also that the exemption clause "fosters a commercial enterprise of enormous monetary worth to the exclusion of the author, whose creations make the entire operation possible."

On the other hand, juke box men will claim before the House group that their industry is the prime case for the phenomenal sale of phonograph records—that the juke box, in addition to accounting directly for increased sales, spurs listeners to buy additional records. Opposition to the "Juke Box" bills will be led by Irving Ackerman, Michigan Automatic Phonograph Owners' Association (MAOPA), with other coin men in attendance.

### ASCAP To Renew Fight

Members of the American Society of Composers, Authors and Publishers (ASCAP) will renew their denunciation of the "Interpretation" bill and support the "juke box" bills with director Gene Buck again head- (See *Copyright Battle on page 114*)

## Refinancing Set For Musicraft; Hypo New Setup

NEW YORK, May 31.—With Musicraft Records refinancing now set (*The Billboard*, May 24), plans for the reorganization are moving ahead swiftly. Diskery, as part of the reorganization, is closing down its plant in Ossining, N. Y., for two weeks in order to replace the dies in its presses. With the bankroll depleted, the retooling was impossible. But with fresh money the dies already are ordered, with enough of them promised for delivery in time to get six of Musicraft's 25 presses back in operation within two weeks, according to Irving Felt, former prexy, who is now a board member. New dies will be forthcoming at a steady clip thereafter, allowing the diskery to resume work on three presses each week so that the entire plant will be back in full operation in about eight weeks.

Musicraft execs hoped, as part of

## Jocks Vs. Plugs: New Spinner Contact Serv. Enters Battle

NEW YORK, May 31.—Music publisher cognizance of the growing importance of disk jockeys as compared with network commercial and remote program plugs was indicated this week with the formation of still another jockey contact service, this one offering music publishers regularly skedded coverage of more than 1,000 disk spinners thruout the country. Unlike publicity coverage offered by waxeries and mushrooming wax promotion orgs, the new service intends to augment pubberies' contact staffs, sending out semi-monthly mailings of news about pub clients' current tunes, the writers, and background material which can be used by the jockeys.

The new firm, to be known as Contact, has written more than 1,000 disk jockeys in the 48 States, advising them of the new service, and has received answers from 95 per cent of them assuring use of the material on their shows. With this assurance, Victor I. Bumagin, former radio researcher for the U. S. government, who heads Contact, and Edgar Burton, of Diamond Records, who is acting as an adviser, say the firm can push the current drive tunes of the client pubberies by requesting performances of certain disks on set days.

### July 1 Start Skedded

Contact expects to begin servicing the disk jockeys July 1. To date no (See *Jocks vs. Plugs on page 21*)

## Order Yours Now

NEW YORK, May 31.—Next week's (June 14) issue of *The Billboard* will have complete coverage of the National Association of Music Merchants (NAMM) Convention. Every phase of the trade show will be thoroely reported in a special section of the Music Department. Watch for it!

## AFM Putting Detroit Spots On 6-Day Week

DETROIT, May 31.—American Federation of Musicians (AFM) local here is picking up the "spread-the-work" trend (*The Billboard*, May 3) by shifting all seven-day spots to six-days effective in seven to 10 weeks. The move effects night clubs only, as all other spots already have made the switch. Detroit is believed to be the last of the large cities still on a seven-day week as far as niteries are concerned.

The new schedule calls for six working days a week, with pay remaining on the seven-day level. Spots now on the six-day schedule will have to raise musicians' take one-sixth to equal that of present seven-day spots under the new set-up.

the reorganization, to reopen the diskery's West Coast plant, which has been shut down since the first of the year, within the next 60 days.

Artist-wise, the Duke Ellington situation, according to Musicraft execs, is "all worked out." Indication is that the Duke is out. Other artist headaches are expected to be settled soon.

## Union Aroused

NEW YORK, May 31.—It is known that the executive committee of the Music Publishers' Contact Employees (MPCE) will soon be presented with the problems resulting from the growing emphasis being placed on contact of disk jockeys. Position of the contact men is becoming tenuous, according to one of the board members, who revealed that the new Bumagin-Burton organization is the one that started the gripes, as other services were not acting specifically for the pubberies in their contacting of disk jockeys.

## Basie Re-Routed To Avoid Clash With Ellington

NEW YORK, May 31.—William Morris Agency, in a move presumably made to prevent a competitive clash of Negro ork attractions on the Coast, this week switched routing of the Count Basie ork, originally skedded for a summer in the West, to make room for a stint at an Eastern resort nitery, the Paradise Club, Atlantic City. Basie's date begins June 27 and will run for 10 weeks, an unusually long location engagement for a Negro ork attraction.

Basie originally was due to play West Coast dates this summer and it is reported that at least one tentative deal, a four-week stint at the Avodon Ballroom, was canceled out to make way for the Paradise deal. Had Basie gone west, he would have had to play in the same territory with WM's other top Negro attraction, Duke Ellington, in addition to others such as Jimmie Lunceford and Lionel Hampton.

## Gazley Joins Mus-Art Corp.

NEW YORK, May 31.—Al Gazley, long-time band location and Statler Hotel booker at Music Corporation of America, left MCA this week and will join the Mus-Art Booking Corporation next week. Gazley will work out of the M-A New York office as a location booker.

Jack Whittemore, New York M-A topper, this week signed Bill McCune's ork to a term management contract and promptly set the band into Pelham Heath Inn for the summer, with the opening slated for next week.

## Perry Como To Hit Road

NEW YORK, May 31.—Perry Como will top a General Artists Corporation theater package due to hit the road for 10 weeks after the singer's four to five-week stanza at the Paramount Theater here. The supporting bill will include an ork conducted by Lloyd Schaeffer, who leads the *Chesterfield Supper Club* ork for Como as well, and the Satisfiers, the same program's vocal group.

Altho dates have not been completed for the tour, it is known that at least one engagement will be played at the Chicago Theater, Chi.

## Hastings Ad Head Of Col. Masterworks

NEW YORK, May 31.—Morris Hastings has been appointed advertising head of Columbia Masterworks to succeed Paul Affelder, recently appointed director of the children's record and music appreciation department. Hastings has been in radio and also has a newspaper background.

David Mayer has been added to the Bridgeport staff of Columbia Records, Inc., as a pop music copywriter. Mayer has been in the field for the past 13 years.

# SEAFARING MUSIC BIZ BACK

## Calling All Gimmicks! Ork Bookers Using Every Twist To Hypo the One-Nighters

NEW YORK, May 31.—The old band biz benefactor, promotional ideas, comes down front and center once again in the booking agencies' efforts to keep the one-night bread-and-butter promotions at their highest box office level. With the agencies becoming more and more cognizant of the increasingly hazardous one-night promotion risks for ops due to the generally poor economic picture, the bookers have begun to take it upon themselves to keep the ops going with new promotion ideas and suggestions of idea exchanges among ops.

Leading the promotional way among the bookers is Howard Sinnott, one-nighter man at General Artists Corporation (GAC). Sinnott currently is preparing a booklet which will give in full detail the agency's idea on how to promote an ork one-nighter. In this booklet, the agent will list promotional gimmicks, some old but still effective, others new and proven by individual ops, besides giving out with the other necessary data for a dance. In addition, Sinnott sent a letter this week to all ops on the GAC mailing list asking promoters to send in gimmicks that have worked for them. These suggestions will be printed and mailed out periodically to all ops, with the GAC office hoping to set itself up as a promotional ideas exchange center.

### You Need To Sell

Other agency execs point out that those promoters who are having the greatest difficulty in keeping above water are those who don't make an effort to sell their dances to regular patrons. Agents claim that it is these regulars who have to be sold. It was shown that in a spot like Ritz Ballroom, Bridgeport, Conn., a regular one-night terper, in a town of about 140,000 people plus another 100,000 in surrounding areas, less than 1 per cent of the total potential makes up the average weekly crowd, despite the many gimmicks employed by promoters George McCormick and Joe Barry. This pair uses posters, throwaways, billboards, a mailing list, disk jockey tie-ins and other gimmicks to lure their almost certain regular customers, in addition to making efforts to entice newcomers into the confines of the ballroom.

Other promoters are constantly fishing for new ideas to keep 'em coming. Newest idea to crop up was the brainchild of promoter Ed Carroll, Riverside Park, Agawan, Mass. Carroll has had cards printed, which he passes out to a select number of townfolk, entitling them to a free cocktail at his bar on the night of a promotion. Carroll has shown increased box-office and bar takes as a result of the gimmick, which a number of other promoters in the East intend to pick up for use in their territories.

### Disk Jockey Gimmick

One of the newest and most effective stunts is Ray Hartenstein's (Pottstown, Pa.) disk jockey idea. The op plays records, between ork sets during his regular dances, which plug the orkster who is next due into the spot, thus keeping the customers dancing and at the same time planting the bug as to who is the next featured ork. Spiel in between records keeps audience's attention on the exact date of the appearance. This one, too, is being picked up by a number of the more progressive ops.

There are innumerable other ideas such as elimination dance contests, "Why do I like so-and-so's ork?" (See *Calling All Gimmicks*, page 21)

## Majestic Shows Wire Recorder

CHICAGO, May 31.—Majestic radio became the first major radio manufacturer to get a wire-recorder set on the market this week, when it showed its version of the spool-waxer at a dealer convention here.

The Majestic set, which followed the first nationally-distributed set put out by Sears, Roebuck two and a half months ago, is priced at \$165, or \$4 under the Silvertone model distributed by Sears.

The hour-long playing spool is now priced at \$5 per, a figure which probably will be lowered when spool production really starts in high gear. The Majestic set has a new type plastic mike, a rewind motor which accelerates this operation, and dual motors, one for rewind and the other for wind.

## Myerson Back With MGM Newies

NEW YORK, May 31.—Harry Myerson, MGM recording exec, returned from the West Coast this week after having cut four new albums for the Loew's, Inc. label. Albums included a package of selections featuring the Dave Rose ork, a waxing of Lionel Barrymore doing his Scrooge in Dickens's *A Christmas Carol*, Keenan Wynn doing an original kid package, *The Bear That Wasn't*, and a group of selections from the MGM *Unfinished Dance* film score by Herbert Stothard, composed chiefly of ballet music.

In addition, Myerson cut single disks featuring Art Lund and Helen Forrest.

## Pelham Heath Inn Latest To Be Sued In BMI Campaign

NEW YORK, May 31.—Wave of infringement suits filed against niteries and restaurants recently by Broadcast Music, Inc. (BMI), washed over Herman Schubert's Pelham Heath Inn in the Bronx this week. As with previous cafe suits, BMI charged unlicensed public performance of its copyrighted music.

Action instituted in the name of music publishers Peer International, E. B. Marks and Republic Music, as well as BMI, charged that, on April 17, Pelham Heath performed Peer's *My Adobe Hacienda*, Marks' *Say Si Si* and Republic's *My Pretty Girl*, all BMI licensed tunes. Licensing org has indicated thru this and recent suits that it would "get tough" with cafes who thought they didn't need BMI music.

## Audience Records Presents First 7 Top-Ten Albums

NEW YORK, May 31.—Audience Records, Inc., last week introduced its initial seven albums of Top-Ten records at a luncheon at the Waldorf-Astoria. Stock of 400,000 albums (pressed by Apollo) will be distributed by Monitor thru its 8,000 outlets in the U. S. and Canada and via regular disk outlets both here and abroad.

Firm, which is a co-op deal, with Jack Benny, George Burns and Gracie Allen, Eddie Cantor, Fibber McGee and Molly, Amos 'n' Andy, Edgar Bergen and Ed (Archie) Gardner sitting in as board members and recording artists, was financed by \$80,000 in private capital raised by H. Paul Warwick, advertising exec and prexy of Audience.

Original members are committed to cut two albums a year and, if sales reach expectations, it is planned to invite other radio personalities to join the set-up. Whether or not the newcomers will have to invest is not known, but it is believed there is more money available from the initial sources if sales warrant expansion.

## Enterprise Distributes Ambassador Label; Eyes Symph Field

HOLLYWOOD, May 31.—It has been learned here that Enterprise Records will take over pressing and distribution of orkster Freddy Martin's Ambassador label. Under the deal, Enterprise reportedly acquires 20 masters, four Jack Fina and eight each by Felix Figueroa and Bob Case bands. Both Figueroa and Case are generally conceded to be Martin's own ork, masquerading under another moniker since the maestro has a recording pact with RCA Victor.

Meanwhile, at a time when almost every Hollywood independent waxery is retrenching, Enterprise claimed it was giving serious consideration to the longhair music field. If carried thru, the label would become first West Coast pop indie to tackle the symphonic market. First step in anticipated shift was signing of concert pianist Reah Sadowsky to a four-sides paper, with Enterprise prexy Howard Krause said to be currently negotiating with some prominent Coast symph conductors.

This week, too, label began first shipments of vinylite platters to 250 disk jockeys in key areas. The waxery will follow up regular turntable plugging with plethora of mailing pieces and other promotional stuff.

## Vallee May Re-Enter Pop Publishing Field

NEW YORK, May 31.—Trade rumor this week had Rudy Vallee re-entering the pop publishing field in the near future, with Ben Bloom, of Advance Music, set to run the pubbery. Altho Vallee was known to have huddled with Bob Burton, Broadcast Music, Inc. (BMI) exec, Burton later told *The Billboard* that he knew nothing of Vallee's pub plans.

However, rumors persist that Vallee, before exiting New York, had made plans to either revive his long dormant firm or form a new one with a BMI hook-up.

## Small Combos Get 1st Crack At Ship Dates

### Some Cruises To Use Disks

(Continued from page 3) and according to present plans will use small orks on its boats.

### Non-N. Y. Orks Inked

In most cases, bookings which have already been set were signed with orks working out of Boston and Providence, R. I., in the East, and out of New Orleans and Seattle. As was the case before the war, scales are lower in these cities than in New York.

Other lines which will be back in the cruise market either later this year or next year, and which are now deciding between piped music and live orks, include the American President Line, which will have three ships sailing from the West Coast; Canadian National Steamships, which won't be ready for cruise trade until late fall; Pacific Cruise Lines, with boats from Seattle to Alaska in the summer and Mexico in the winter; Peninsula & Occidental Steamship Company, sailing from Florida to Cuba; the Delta Line, sailing out of New Orleans to South America and Africa; the United Fruit Company, which will again offer cargo-passenger boat service, and Seaway Lines, sailing out of Florida.

### Piped Music

A new trend in entertainment on summer cruise boats will be initiated this year when piped music from central phonograph systems will be used in place of live talent on a number of ships making their maiden voyage. Cruise prices have risen more than 100 per cent, with the pre-war average of \$350 for a 14-day jaunt now going as high as \$800. Some operators believe that prices can be brought down faster if the entertainment nut is eliminated, and that by installing music systems, they can present the best orks in the country via disks for the cost of a small combo on one cruise.

The Alcoa Steamship Company, operating the Cavalier out of New York and the Corsair and Clipper out of New Orleans, will have music for the first time, with all three ships using canned music. The Grace Lines will have nine new cargo-passenger ships afloat this summer, all with canned music. The ships, carrying 52 passengers each, will travel to the Caribbean weekly and thru the Panama Canal to the West Coast of South America.

### Others Watch and Wait

Many of the ship companies will be unable to start their seasons until late July or August, and are sitting back to watch the canned music experiments on operating lines before reaching a decision about their own boats. This is especially true of those boats combining passenger service with cargo delivery—wherein the passenger space is about one-fifth that allocated in the luxury cruisers. Most of these boats, prior to the war, carried no live music or entertainment.

The addition of piped music is now being seriously considered by all lines, and adopted by some, because all boats, even those that won't (See *Seafaring Music Biz*, page 21)

# MARKS SUES SMALL DISKERS

## 4 Royalty Suits Filed as 'Tests'

Head of firm personally named as co-defendant in each legal proceeding

NEW YORK, May 31.—The E. B. Marks pubbery, thru attorney Arthur E. Garmaize, this week slapped four separate suits against small diskeries in an effort to collect alleged unpaid royalties. All suits were of a highly novel "test" nature, since the defendant in each case included not only the corporation but the prexy or owner personally.

First suit filed against Cosmo Records and Harry Bank, former prexy of the defunct diskery, holds biggest interest for the music trade. In it Garmaize will endeavor to prove that the individual officer of a corporation can be held personally liable for the firm's debts if "he was the instrumentality or dominating force of the corporation." Endeavor to fix a personal basis for the suit represents the attorney's calculation that royalty monies owed Marks by Cosmo have slim chance of being recovered out of the current Cosmo bankruptcy proceedings.

### Lawyer Draws Parallel

Garmaize draws a parallel to a case he conducted against Station WEVD some years back in which he won a court decision, holding a station manager as well as the WEVD (See Marks Sues Small on opp. page)

## Philly Click Disk, "I Never Knew"

NEW YORK, May 31.—Sam Donahue's Capitol disk, *I Never Knew*, has been picked by Philadelphia disk distributors as Click Record of the Month, which assures the platter a one-month run in 5,200 Philly jukes. The selection was made just as Donahue was prepping to open at the Click nitery Monday (2). Jim McCarthy, Donahue's flack, also arranged a tie-in with Columbia pix for window displays promoting the disk and the pic *Johnny O'Clock* in which *I Never Knew* is featured.

Working with Capitol, Columbia will have 300 displays in Minneapolis when the picture preems at the RKO Orpheum there June 5. Three thousand jukes will feature Donahue's disk.

Next tie-in will be in New York, in a few weeks.

## Mercury May Ink Bob Alda

HOLLYWOOD, May 31.—Mercury Records is said ready to sign motion pic star Robert Alda to a term platter deal, according to Coast reports. Flickerite has made audition platters to be shipped to Mercury topper Berle Adams for perusal before pact is inked.

Mercury has been without top male balladist since Tony Martin shifted to RCA Victor label, altho plattery is currently building John Laurenz.

## Boosey - Hawkes Reported After U. S. Disk Deal

NEW YORK, May 31.—Boosey & Hawkes, w.-k. standard music pub and band instrument heavy, is reported seeking a deal with a diskery in the United States to press and distribute its longhair and band-march wax now manufactured in England and imported here. Disks, primarily sold to promote B. & H.'s own sheet music, have been moving in increasing volume here, especially in the Midwest and Far West where march music is in greater demand.

Veepee Ralph Hawkes, who arrived in this country last week from England and is now in Chicago for the National Association of Music Merchants' confab, is expected to head for the Coast when the convention ends to discuss the disk deal with Capitol Records, which was reported to have received an initial offer prior to Hawkes' arrival. However, Sandor Porges, head of the international division of Capitol, told *The Billboard* he has not discussed the matter with anyone from the pubbery to date.

Deal will have no reciprocity angles, as Boosey & Hawkes is concerned only with getting the greatest possible distribution for their own label here and will ask for a minimum release of four sides monthly in whatever deal they make.

## Capitol Songs Buys 'Alamo' From Leslie

NEW YORK, May 31.—Capitol Songs this week bought *Across the Alley From the Alamo* from its affiliated firm, Leslie Music Corporation, which is co-owned by orkster Stan Kenton and his manager, Carlos Gastel, for a sum reported around \$25,000. Reason *Alamo* was transferred to Capitol, according to Mickey Goldsen, general professional manager for both firms, was solely because the song "was breaking" (*Alamo* was 10th on *The Billboard Honor Roll of Hits* last week) and the Leslie firm didn't want to add a professional staff to help keep the ditty going. Leslie's activities will be confined mainly to publication of Kenton instrumentals in the future.

A coincidental sidelight to the song switch was that the deal for *Alamo* was set Tuesday (27) and on Wednesday the song got its initial MDS rack order. Goldsen reports that the song has sold around 200,000 copies to date (including the rack order).

## Signature Buys 4 Kemper Sides

NEW YORK, May 31.—Signature Records has purchased the four sides cut by Ronnie Kemper on the West Coast several weeks ago. Kemper, whose vocal is featured on the revival of Dick Jurgen's *Cecelia* disk, figured to cash in on its current popularity by cutting his own platter. With privately raised funds, he tied in with Alvie and His Little Band and cut *Cecelia*, *Bessie Couldn't Help It*, *My Future Just Passed*, and *Ragtime Cowboy Joe*.

The disks were then offered to indies, with Signature finally taking on the sides as a separate package on a reported \$5,000-plus-royalty basis. A mid-June release is planned.

## Traffic Ticket Nets Dance Date

CHICAGO, May 31.—Bill Schwartz, half of the Morin-Schwartz Agency, Milwaukee, ran a traffic ticket into a dance-date payoff this week in Green Bay, Wis., while on a booking trip. Schwartz went into a local office to set a date, leaving his car in a half-hour parking zone for over an hour, with a resultant ticket on the windshield when he came out of the building.

He immediately went to the police station, where the sergeant in charge ordered payment of a \$1 fine. While making the payment, Schwartz heard the police chief talking over a benefit dance, so he proceeded to sell the packer town constabulary Larry Everett's ork for the date.

Ensuing deal again took over 60 minutes, so that when he came out, he had another ticket. The chief didn't collect on this one, when Schwartz returned to make payment.

## Michigan Theater Continuing Policy Of Top Name Orks

DETROIT, May 31.—Despite skidding box-office receipts during the past few months, the Michigan Theater will continue to spot-book top name orks, according to Harry Levine, booker for the Paramount house here. This contradicts current trade rumors that house planned to discontinue name policy after Tex Beneke and Vaughn Monroe had gone more than \$2,000 under their 1946 take. Sammy Kaye, who played the Michigan last week, hiked the recent average take from \$16,000 to \$35,000, but was still \$15,000 off the \$50,000 average of a year ago. To date there's no booking set to follow the Kaye stand.

Eastwood Gardens spot here is also said to be toying with idea of dropping "names." Terpsery followed slow Gene Krupa date (customers reportedly shied away from "jump" tempos) with "sweeter" Johnny Long ork and trade rumor has it that, unless Long can raise the box office figures considerably, location may try territorials instead of name orks until the biz slump ends.

## Dailey May Darken After Dunham Date

NEW YORK, May 31.—Frank Dailey this week bought the Sonny Dunham ork from General Artists Corporation to fill in the final two weeks in June at the Meadowbrook. New Jersey op has made no commitment beyond the end of June, which keeps rumors circulating that he may shutter for the summer. Dailey has Dunham coming in June 17, following the Tex Beneke ork.

While Dailey refuses to make any comment on the status of the terpery for the warm weather season, reports have reached *The Billboard* from a number of booking execs that a summer close-down is imminent.

## Decca Declares 25-Cent Dividend

NEW YORK, May 31.—Decca Records this week declared a second-quarter dividend of 25 cents per share on the common stock. Payable June 30 to stockholders on record June 16, this is same pay-off as declared in March.

For the last quarter of 1946, dividend was 40 cents a share.

## COAST RECORDS

### NEW RELEASES

"RED SILK STOCKINGS AND GREEN PERFUME"

(Hillbilly Style)

and "DAISY MAE" (Dog Patch Style)

ROY HOGSED AND HIS RAINBOW RIDERS COAST RECORD 261

"DON'T HAND ME THAT LINE"

coupled with

"I'LL REMEMBER YOU, LOVE, IN MY PRAYER"

ED MOODY AND HIS BLUE BONNET BOYS COAST RECORD 257

"NOW OR NEVER"

Coupled with an old favorite

"RUBBER DOLLY"

WALT SHRUM AND HIS COLORADO HILLBILLIES COAST RECORD 260

## PEERLESS DISCOS

### NEW RELEASES

"PECADORA" — Bolero

"CONNIE" — Bolero

TRIO JANITZIO 2532

"MI VACA LECHERA" — Guaracha

"CONFIDENCIA DE AMOR" — Bolero

TRIO JANITZIO 2547

"LO QUE PIENSO DE TI" — Bolero

"CIEGO" — Bolero

MARIO ALBERTO RODRIGUEZ

Con Orquesta Rafael de Paz 2534

# Coast RECORDS

2534 W. PICO BLVD. LOS ANGELES 15, CALIF.

# Visiting Juke Op Reports

## So. Africa Hungry for Pops

NEW YORK, May 31. — South Africa has a "sweet ear" for pop music no whit less than America today, according to Alfred C. Jordan, Capetown juke-box potentate now visiting these shores. Saccharine orks and tempos get the preferential call, he says, but he points out that the music picture as a whole in the Union is now in a depressed state.

Jordan attributes the tune biz lag to the inability to import hit disks directly from the States because of copyright restrictions; the lack of suitable niteries employing orks; the poor broadcasting picture, which includes only two radio stations that play either very old disks or pick up occasionally from the British Broadcasting Corporation (BBC) with not too good results, and finally, the lack of good orks in the country.

### British Control

Insofar as disks are concerned, Capetown imports of American pressings are determined by English firms owning the British rights. Therefore, according to Jordan, many of the top orks and chirpers in the States are never heard in South Africa. Even those disks sent to the Union arrive in limited quantities, and tunes are way past their peak by the time they arrive. An example is the tune *Five Minutes More*, which is just getting started there. Bing Crosby and Gene Autry are the two favorite American singers in the area, and the Crosby disks are sold before the pressings arrive. Most of the American orks featuring sweet music are popular too, as are folk tunes and semi-classics.

In-person locations are few and getting scarcer because of the lack of public interest. Delmonico's features a morning, afternoon and evening dance session with an ork imported from Greece, but is the only spot in town catering to the tourist and ship personnel trade. The big

## Marks Sues Small Diskers in "Test" Royalty Action

(Continued from opposite page)

corporation liable for infringement. Decision was upheld by the Circuit Court of Appeals and U. S. Supreme Court. With Bank, the lawyer will argue that Bank personally infringed on copyrights in addition to being the "dominating force of the corporation" by directing the selection of music within that domination. Infringement charge in this case would be directed against the "arrangement" of songs, not on the copyright, since Marks in its original licensing granted consent to record the song.

Garmaize's point is that once any corporation officer goes beyond authorization he has received—not paying royalties stipulated in recording licenses—then a personal infringement charge, claiming that nowhere in the licensing contract was the "arrangement" permitted, would be legal.

### Other Suits Similar

Essence of the Marks vs. Cosmo suit runs thru the other three suits. Cosmo suit was filed in U. S. Southern District Court. Second suit was filed in the same court against Seva Feullen and United Masters, Inc.

Other two suits were filed in Eastern District Federal Court in Brooklyn. First is against William B. Feldstein, Enny De Vries and International Record Company, Royal Record Company; Phonograph Record, Inc.; Disc Corporation, and Disc, Inc. (neither of them connected with Moe Asch's Disc label). Final suit was against Morton Shad and Haven Records.

hotel, the Barbizon Plaza, has dropped its ork policy entirely on weekdays and Sundays, but like most of the smaller locations, books small combos of local origin for Saturday nights.

### Move To Use Sponsors

Non-commercial broadcasting has long been a bone of contention because of the inferior fare offered listeners. There's a move afoot to reclassify the two stations in Capetown in order to allow sponsors to foot part of the bills. This would be a big help as far as the music situation is concerned, for it would allow stations to spend some of the take and thus improve their music libraries. Relays of dance orks from London via BBC have not been too successful and are now being picked up on a limited schedule.

With the local musician situation a hit or miss affair at present, the jukeos are the most popular music medium. Musicians have no organization in South Africa and usually get together only on weekends when they have club dates, spending the rest of the week at a different trade.

### Diner to G. E. Supply Co.

NEW YORK, May 31.—Samuel Diner, MGM Records sales manager in Washington, has joined the General Electric Supply Company, distributors of Signature disks, as record department manager for New York City. Current plans call for an early expansion of the staff.

### JOCKS VS. PLUGS

(Continued from page 18)

pub commitments have been obtained, but it is understood that Encore and Jewell Music and Broadcast Music, Inc. have expressed interest in the service. Several other pubberies have expressed doubts about the service, especially concerning the cost, now estimated at about \$200 a month per pub, the figure has not definitely been set by Contact. Other features of the service, including a six-month minimum pact, are also considered as drawbacks to the service by some of the potential customers.

Music contact men see in this new service a possible wedge to weaken their union eventually. It is understood the matter will be referred to the union shortly.

Bumagin also reported that Contact plans a service for booking agencies designed to create advance publicity on personal appearances by a concentrated disk campaign one week before the date, and following up with appearances on local disk jockey sessions.

### CALLING ALL GIMMICKS

(Continued from page 19)

contests run in connection with local disk jockeys, and door prizes. But most, tho they may be effective, are plenty dated. It's primarily to dig up those new ideas that GAC is making its pitch to the ops, with the agency hoping in this way to stimulate the promoters' box-office takes, thereby keeping the ops in business and assuring the agency of those additional lucrative one-nighter commissions.

### SEAFARING MUSIC BIZ

(Continued from page 19)

be ready for service for several months, are already booked. Most of the passengers had attempted to buy passage on regular cruises, but were too late. Lines believe this type of passenger will want some entertainment, and figures the canned music is the best solution financially as well as spacewise.

One album you've  
been asking for

# MILT HERTH TRIO



with 8 most-requested tunes

- Rockin' in Rhythm
- Honky Tonk Train Blues
- The Dipsy Doodle
- Canadian Capers
- In an 18th Century Drawing Room
- Toy Trumpet
- The Whistler and His Dog
- Down South

DECCA ALBUM NO. A-539



● MILT HERTH TRIO, opening June 9

The Click, Philadelphia, with all major network wires.

● WORLD BROADCASTING SYSTEM LIBRARY SERVICE

# MUSIC MERCHANTS

We can't be with you at your convention . . . but . . . we want you to know we're going to help keep those cash registers ringing with our DECCA RECORDS

... AND YOU CAN ADD THIS TO YOUR LIST

FROM THE BILLBOARD MAY 24

## ADVANCE RECORD POSSIBILITIES

TIP—The Ink Spots have waxed a song previously tipped, ASK ANYONE WHO KNOWS. As they have a way of coming out on top in these much-recorded ballad sweepstakes, the biscuit should be worthy of investigation by juke ops, disk jockeys and retail counters. Backing is CAN YOU LOOK ME IN THE EYES (AND SAY WE'RE THROUGH)? (DECCA 23900)

"ASK ANYONE WHO KNOWS"

BACKED BY

"CAN YOU LOOK ME IN THE EYES (AND SAY WE'RE THROUGH)?"

DECCA NO. 23900

# THE INK SPOTS

EXCLUSIVE

## DECCA

RECORDING ARTISTS

UNIVERSAL ATTRACTIONS

565 FIFTH AVENUE

NEW YORK, N. Y.

The Billboard

## MUSIC POPULARITY CHARTS

PART I

# The Nation's Top Tunes

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

Week Ending May 30



## HONOR ROLL OF HITS

(TRADEMARK) The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week	Position Last Week
--------------------	--------------------

- 1. MAM'SELLE** 1  
*By Mack Gordon and Edmund Goulding*  
*Published by Feist (ASCAP)*  
 From the 20th Century-Fox film "The Razor's Edge."  
 Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Al Gayle and His Harmonicords, Aladdin 536; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240.  
 Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated.
- 2. LINDA** 2  
*By Jack Lawrence*  
*Published by E. H. Morris (ASCAP)*  
 Records available: Bob Chester Ork, Sonora 2008; Glenn E. Davis, Skating Rhythms 225; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Jack Fina, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus; Art Mooney Ork, Associated.
- 3. MY ADOBE HACIENDA** 4  
*By Louise Massey and Lee Penny*  
*Published by Peer International Corp. (BMI)*  
 Records available: Kenny Baker-Russ Morgan, Decca 23846; Glenn E. Davis, Skating Rhythms 231; The Dinning Sisters, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddy Howard, Majestic 1117; Billy Hughes, King 609; Art Kassel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150; The Coffman Sisters, Enterprise 174; Dolly Good, Radio Artist Records 205.  
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmie Wakely Ork, MacGregor; Barclay Allen, MacGregor; Mindy Carson-Hank D'Amico Sextet, Associated.
- 4. HEARTACHES** 3  
*By Al Hoffman and Al Klenner*  
*Published by Leeds (ASCAP)*  
 Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Glenn E. Davis, Skating Rhythms 224; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airlane Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddy Howard, Majestic 1111; Frankie Laine, Atlas FL-141.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor; Leighton Noble, Standard; The Four Knights, Lang-Worth; Art Mooney Ork, Associated; Arthur Smith Quartet, World.
- 5. PEG O' MY HEART** 5  
*By Alfred Bryan and Fred Fisher*  
*Published by Robbins (ASCAP)*  
 Records available: Clark Dennis, Capitol 346; The Harmonicats, Vitacoustic 1 and 2; Art Lund, MGM 10037; Ted Martin, De Luxe 1080; Red McKenzie, National 9027; Danny O'Neil, Majestic 7238; Floyd Sherman-The Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052; Phil Regan, Decca 25076.  
 Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth.
- 6. THAT'S MY DESIRE** 8  
*By Carroll Loveday and Helmy Kresa*  
*Published by Mills (ASCAP)*  
 Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World.
- 7. I WONDER, I WONDER, I WONDER** 8  
*By Darryl Hutchins*  
*Published by Robbins (ASCAP)*  
 Records available: Loulis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143.  
 Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World.
- 8. ACROSS THE ALLEY FROM THE ALAMO** 10  
*By Joe Greene; published by Capitol Songs (ASCAP)*  
 Records available: Earle Hagen Ork, Mercury 3060; Woody Herman, Columbia 37289; Stan Kenton, Capitol 387; Mills Brothers, Decca 23663; The Three Suns, Victor 20-2272.  
 Electrical transcription libraries: Les Brown, World.
- 9. ANNIVERSARY SONG** 7  
*By Al Jolson and Saul Chaplin*  
*Published by Mood (ASCAP)*  
 From the Columbia film "The Jolson Story," sung by Al Jolson.  
 Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musiercraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
- 10. I BELIEVE** 9  
*By Sammy Cahn and Jule Styne*  
*Published by Sinatra Songs (ASCAP)*  
 From the MGM film "It Happened in Brooklyn," sung by Frank Sinatra.  
 Records available: Louis Armstrong Ork, Victor 20-2240; Artie Shaw, Musiercraft 492; Frank Sinatra, Columbia 37300.  
 Electrical transcription libraries: Ziggy Elman, Lang-Worth; Freddy Martin, Standard; The Sweetwood Serenaders, NBC Thesaurus; Les Brown, World.

RCA VICTOR'S  
SPIKE **JONES!**



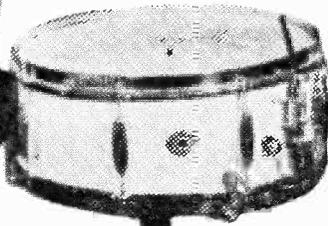
**Love in Bloom**  
... Spiked up by the City Slickers, starring The Bare-footed Pennsylvanians, Dr. Horatio Q. Birdbath and The Saliva Sisters. Don't miss this. It's atomic!  
**AND**

**Blowing Bubble Gum**  
The Fleeer Bubble Gum people are giving the record terrific tie-in promotion. It's a natural for the juvenile juke crowd.  
RCA Victor 20-2245

RCA VICTOR'S  
FREDDY **MARTIN!**



**Things Are No Different Now**  
Smooth sax solo by Martin. Stuart Wade on the lyrics.  
**AND I Won't Be Home Anymore When You Call**  
Catchy group singing by The Martin Men.  
RCA Victor 20-2267



RCA VICTOR'S  
BILL **BOYD!**

and his Cowboy Ramblers romp through a couple of fast ones, with some hot fiddling and guitar work that's really up country!  
**New Fort Worth Rag**  
**AND Dream Train**  
RCA Victor 20-2270



... AND A  
**FAMOUS BRITISH STAR!**

She sings the way she looks... and it's sensational! For news of her first RCA Victor recording, turn to page 27.



**THE THREE SUNS**

**Peg O' My Heart**  
AND  
**Across the Alley From the Alamo**  
Vocal by Artie Dunn.  
RCA Victor 20-2272

**ELTON BRITT**

and The Skytoppers  
**Candlelight and Roses**  
(Billy Hill's Last Song)  
AND  
**I Wish You the Best of Everything**  
RCA Victor 20-2269

**DELTA RHYTHM BOYS**

**I'm Awfully Strong for You**  
AND  
**Hey, John!**  
(Keep Your Glasses On)  
RCA Victor 20-2271

THE STARS WHO MAKE THE HITS ARE ON

**RCA VICTOR RECORDS**

# Jimmy Durante in Hollywood ★ Calling ★ Kate Smith

"Hello, KATE SMITH... Like I always quote m'self: 'Ya gotta start off the day wid a song!... and your colossal new M-G-M Record of 'Tallahassee' and 'Ask Anyone Who Knows' has been startin' me off for two weeks now. Whatta verce!"



"Thanks, JIMMY DURANTE... Those are mighty welcome words, because I know you have a nose for music—"Ask Anyone Who Knows" (plug)... And, Jimmy, I can't wait to hear your coming M-G-M Records!"

## Kate Smith

*makes wonderful music with*

### TALLAHASSEE

### ASK ANYONE WHO KNOWS

*Jack Miller's Orchestra*

M-G-M 10028

## 3 MORE GREAT M-G-M HITS!

#### ART MOONEY

*and his orchestra*

YOU SHOULD HAVE TOLD ME  
AS LONG AS I'M DREAMING

M-G-M 10034

#### DAVID ROSE

*and his orchestra*

GAY SPIRITS  
HOW HIGH THE MOON

M-G-M 30012

#### HANK WILLIAMS with his Drifting Cowboys

MOVE IT ON OVER

(Last Night) I HEARD YOU CRYING IN YOUR SLEEP

M-G-M 10033

# M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

## The Billboard MUSIC POPULARITY CHARTS

PART II

### Sheet Music

Week Ending  
May 30



#### BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
10	1	1	MAM'SELLE (F) (R)	Feist
13	2	2	LINDA (R)	E. H. Morris
10	3	3	MY ADOBE HACIENDA (R)	Peer
20	4	4	ANNIVERSARY SONG (F) (R)	Mood
2	8	5	PEG O' MY HEART (R)	Robbins
14	5	6	HEARTACHES (R)	Leeds
8	6	7	APRIL SHOWERS (F) (R)	Harms, Inc.
1	—	8	CHI-BABA, CHI-BABA (R)	Oxford
5	9	9	I BELIEVE (F) (R)	Sinatra Songs
3	7	10	I WONDER, I WONDER, I WONDER (R)	Robbins
2	12	10	ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
4	15	11	THAT'S MY DESIRE (R)	Mills
2	11	12	A SUNDAY KIND OF LOVE (R)	Peter Maurice
3	14	13	TIME AFTER TIME (F) (R)	Sinatra Songs
9	14	14	IF I HAD MY LIFE TO LIVE OVER (R)	General
19	—	15	MANAGUA, NICARAGUA (R)	Encore

#### ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
5	1	1	AMONG MY SOUVENIRS	Lawrence Wright... T. B. Harms
18	2	2	APRIL SHOWERS	Chappell... Harms, Inc.
5	5	3	TRY A LITTLE TENDERNESSE	Campbell-Connelly... Robbins
2	—	4	PEOPLE WILL SAY WE'RE IN LOVE	Chappell... Williamson
13	2	5	HOW LUCKY YOU ARE	Kassner... *
20	2	6	ANNIVERSARY SONG	Campbell-Connelly... Mood
1	—	7	OH, WHAT A BEAUTIFUL MORNING	Chappell... Williamson
5	6	8	HARRIET	Keith Prowse... Broadway
23	4	9	THE OLD LAMP-LIGHTER	Irwin Dash... Shapiro-Bernstein
7	3	10	TELL ME, MARIANNE	Southern... *
5	8	11	A GAL IN CALICO	Feltman... Remick
6	7	12	YOU WENT AWAY AND LEFT ME	Box & Cox... *
17	10	13	MAY I CALL YOU SWEETHEART?	Irwin Dash... *
24	9	14	THE STARS WILL REMEMBER	Feldman... *
9	13	15	HI JIG A JIG	Box & Cox... *
12	11	16	DON'T FALL IN LOVE	Chappell... *
2	12	17	ALL OVER AGAIN	Irwin Dash... Dash-Connelly, Inc.
3	14	18	PUNCH AND JUDY MAN	Strauss Miller... *
11	17	19	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies... *
7	15	20	HEAR MY SONG VIOLETTA	Dix... Crawford

\* Publisher not available as The 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.

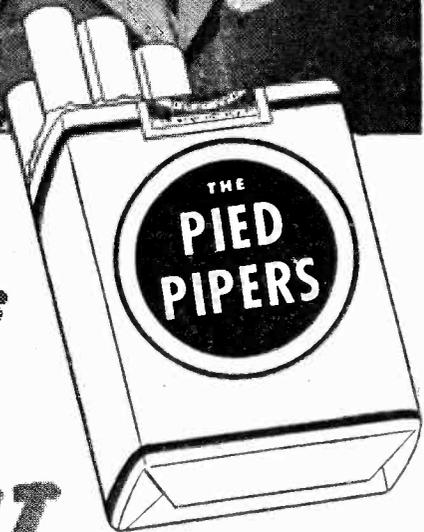
- ALEXANDER'S RAGTIME BAND (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.
- ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- AS LONG AS I'M DREAMING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.
- BESIDE YOU (Famous), sung by Dorothy Lamour in Paramount's "My Favorite Brunette." National release date—April 4, 1947.
- I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- IVY (Burke-Van Heusen), in Universal-International's "Ivy." National release date not set.
- MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
- TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.



# L.S./M.F.T.



Yes! LUCKY STRIKE Means FINE TALENT



# THE Pied Pipers

NOW!

Hit the Hit Parade for LUCKY STRIKE June 7th, 9 PM-EDST & 8 PM-PST Coast to Coast on NBC

Featured on CAPITOL RECORDS

Agency: Personal Mgr.: Exploitation: WM. MORRIS, INC. • GEORGE "Bullets" DURGOM • DAVIS-WEISS, INC.

## The Billboard MUSIC POPULARITY CHARTS

PART III

### Radio Popularity

Week Ending May 30

#### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 23, 8 a.m., and ending Friday, May 30, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is 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	PUB.	LIC.
7	A Sunday Kind of Love (R)	Peter Maurice—ASCAP
4	Almost Like Being in Love (M) (R)	Sam Fox—ASCAP
7	Alexander's Ragtime Band (F) (R)	Berlin—ASCAP
21	Anniversary Song (F) (R)	Mood—ASCAP
11	April Showers (F) (R)	Harms, Inc.—ASCAP
2	As Long as I'm Dreaming (F) (R)	Burke-Van Heusen—ASCAP
3	Ask Anyone Who Knows (R)	Witmark—ASCAP
2	Beside You (F) (R)	Famous—ASCAP
13	Heartaches (R)	Leeds—ASCAP
7	I Believe (F) (R)	Sinatra Songs—ASCAP
1	I Can't Get Up the Nerve to Kiss You (R)	Santly-Joy—ASCAP
4	I Do Do Do Like You (R)	Harms, Inc.—ASCAP
4	I Wonder, I Wonder, I Wonder (R)	Robbins—ASCAP
4	If I Had My Life to Live Over (R)	General—ASCAP
1	I'm So Right Tonight (R)	Leeds—ASCAP
12	Linda	E. H. Morris—ASCAP
3	Mahzel (Means Good Luck) (R)	Feist—ASCAP
9	Mam'selle (F) (R)	Feist—ASCAP
7	Midnight Masquerade (R)	Shapiro-Bernstein—ASCAP
11	My Adobe Hacienda (R)	Peer—BMI
2	Peg O' My Heart (R)	Robbins—ASCAP
3	Possum Song (R)	Harry Warren—ASCAP
5	Roses in the Rain (R)	Barton—ASCAP
1	Say No More (R)	Advanced—ASCAP
2	Stella By Starlight (R)	Beverly—ASCAP
3	That's How Much I Love You (R)	Vogue—BMI
1	That's My Desire (R)	Mills—ASCAP
5	Time After Time (F) (R)	Sinatra Songs—ASCAP
4	You Can't See the Sun When You're Crying (R)	George Simon—ASCAP
4	You'll Know When It Happens (R)	Bourne—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 replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last (This to date)	Week	Going Strong	Lic. Iv
15	2	1	HEARTACHES Ted Weems-Elmo Tanner	Decca 25017—ASCAP
			(F)	Victor 20-2175—ASCAP
17	3	2	LINDA Ray Noble-Buddy Clark	Columbia 37215—ASCAP
5	5	3	MAM'SELLE (F) Pied Pipers (Paul Weston Ork)	Capitol 396—ASCAP
7	4	4	MAM'SELLE (F) Art Lund	MGM 10011—ASCAP
6	12	5	I BELIEVE (F) Frank Sinatra (Axel Stordahl Ork)	Columbia 37300—ASCAP
5	1	6	MAM'SELLE (F) Frank Sinatra	Columbia 37343—ASCAP
5	14	7	I NEVER KNEW Sam Donahue	Capitol 403—ASCAP
6	11	7	MAM'SELLE (F) Ray Dorey (Paul Barron Ork)	Majestic 7217—ASCAP
1	—	8	THE RED SILK STOCKINGS AND GREEN PERFUME Tony Pastor	Columbia 37330—ASCAP
			(Sammy Kaye (Don Cornell-Chorus), Victor 20-2251; Ray McKinley Ork (Ray McKinley), Majestic 7216; Smiley Wilson (Crossroads Gang), Apollo 141)	
9	7	9	MY ADOBE HACIENDA Eddy Howard (Eddy Howard-Trio)	Majestic 1117—ASCAP
2	8	9	PEG O' MY HEART The Harmonicats-Sid Fisher	Vitacoustic 1—ASCAP
8	15	9	THAT'S MY DESIRE Frankie Laine	Mercury 5007—ASCAP
6	6	10	MAM'SELLE (F) Dick Haymes (Gordon Jenkins Ork)	Decca 23861—ASCAP
3	10	10	THE RED SILK STOCKINGS AND GREEN PERFUME Ray McKinley Ork (Ray McKinley)	Majestic 7216—ASCAP
			(See No. 8)	
1	—	11	OLD DEVIL Margaret Whiting (Frank DeVol Ork)	Capitol 410
			(Larry Douglas (Roland DuPont Quintet), Signature 15085; Gene Krupa (Carolyn Grey), Columbia 37270)	
7	15	12	LINDA Charlie Spivak	Victor 20-2047—ASCAP
2	—	13	MAM'SELLE (F) Dennis Day (Charles Dant Ork)	Victor 20-2211—ASCAP
1	—	13	THAT'S MY DESIRE Martha Tilton (Dean Elliott Ork)	Capitol 395—ASCAP
2	—	14	ACROSS THE ALAMO Stan Kenton (June Christy)	Capitol 387—ASCAP
3	15	14	CHI-BABA, CHI-BABA Blue Barron	MGM 10027—ASCAP
1	—	14	THE WHIFFENPOOF SONG Robert Merrill	Victor 10-1313—ASCAP
			(Art Kassel Ork (Jimmy Featherstone-The Kassel Trio), Vogue R-770; George Paxton Ork, Majestic 7224)	
1	—	15	A SUNDAY KIND OF LOVE Jo Stafford (Paul Weston Ork)	Capitol 388—ASCAP
			(Jimmy Dorsey (Dee Parker), MGM 10023; Ella Fitzgerald (Andy Love Quintet), Decca 23868; The Jubilaires, Queen 4163; Frankie Laine (Carl Fisher), Mercury 5018; Louis Prima (Louis Prima), Majestic 1113; Claude Thornhill (Fran Warren), Columbia 37219)	

#### Coming Up

IVY Jo Stafford (Paul Weston Ork) Capitol 388—ASCAP

# Beryl Davis

sensational British song star  
in her first

**RCA VICTOR**  
recording!



**I Want to be Loved**

(But Only By You)

AND

**If My Heart had a Window**

RCA Victor 20-2268

*THE STARS WHO MAKE THE HITS ARE ON*



# RCA VICTOR

## RECORDS



OTHER  
NEW RCA VICTOR  
HITS ARE ANNOUNCED  
ON PAGE 23

Signature's



TO ERNIE SIMON

Ernie has built a substantial following while spinning and splicing on Chicago's WJJD. He uses several mikes, sings with the records, and makes with interesting comment on the commercials.

SEAL OF APPROVAL



Hey Ops,  
I'M ON SIGNATURE NOW!

ANITA O'DAY

ACE IN THE HOLE  
SOMETIMES I'M HAPPY

WITH ALVIE AND HIS LITTLE BAND  
SIG. 15127

Signature records  
DISTRIBUTED BY  
GENERAL ELECTRIC  
SUPPLY CORPORATION

See your GESCO distributor or write direct to  
Signature Records, 601 W. 26th St., New York 1, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending  
May 30

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
8	3	1	MAM'SELLE (F) <i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork) MGM 10011
11	2	2	LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark Columbia 37215
14	1	3	HEARTACHES (F) <i>Oh, Monah Piccolo Pete</i>	Ted Weems (Elmo Tanner) Decca 25017
6	4	4	MAM'SELLE (F) <i>Stella by Starlight</i>	Dick Haymes (Gordon Jenkins Ork) Decca 23861
9	5	5	MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio) Majestic 1117
3	7	6	PEG O' MY HEART <i>Fantasy Impromptu</i>	The Harmonicats-Sid Fisher Vitacoustic 1
3	8	7	ACROSS THE ALLEY FROM THE ALAMO <i>Dream, Dream, Dream</i>	Mills Brothers Decca 23863
1	—	8	I WONDER, I WONDER, I WONDER <i>Ask Anyone Who Knows</i>	Eddy Howard Majestic 1124
2	6	8	MAM'SELLE (F) <i>Stella by Starlight</i>	Frank Sinatra (Axel Stordahl Ork) Columbia 37343
4	—	9	MAM'SELLE (F) <i>It's the Same Old Dream</i>	Pied Pipers-Paul Weston Ork Capitol 396
1	—	10	CHI-BABA, CHI-BABA <i>When You Were Sweet Sixteen</i>	Perry Como (The Satisfiers-Lloyd Shaffer Ork) Victor 20-2259

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album	Label
21	1	1	Al Jolson Album <i>Al Jolson</i>	Decca 469
7	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album <i>Dorothy Shay (Mischa Russell Ork)</i>	Columbia C-119
13	—	3	All-Time Hits Album <i>Tommy Dorsey</i>	Victor P-163
3	2	4	Songs by Sinatra, Volume 1, Album <i>Frank Sinatra (Axel Stordahl Ork)</i>	Columbia C-124
5	4	5	Wayne King Waltzes, Volume 2 <i>Wayne King</i>	Victor P-171

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
87	1	1	Clair de Lune <i>Jose Iturbi</i>	Victor 11-8851
3	3	2	The Whiffenpoof Song <i>Robert Merrill</i>	Victor 10-1313
60	4	3	Jalousie <i>Boston Pops</i>	Victor 12160
102	2	4	Chopin's Polonaise <i>Jose Iturbi</i>	Victor 11-8848
76	5	5	Warsaw Concerto <i>Boston Pops Ork, Arthur Fiedler, conductor; Ego Litwin, pianist</i>	Victor 11-8863

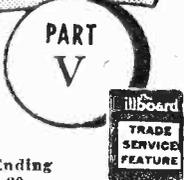
BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album	Label
38	1	1	Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Victor 1075
93	2	2	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	Columbia X-251
6	3	2	Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2 (Moonlight) Album <i>Vladimir Horowitz</i>	Victor DM-1115
8	5	3	Rhapsody in Blue <i>Paul Whiteman</i>	Signature GP-1
5	4	4	Isaac Stern in Violin Selections from Humoresque Album <i>Isaac Stern (Piano Solo by Oscar Levant "Tristan and Isolde") (Franz Waxman Ork)</i>	Columbia M-MM-657
1	—	5	A Night at Carnegie Hall Album <i>Rise Stevens, Lily Pons, Ezio Pinza</i>	Columbia M-MM-676
1	—	5	Scheherazade: <i>Artur Rodzinski, conductor; Cleveland Symphony Ork</i>	Columbia MM-398

**Billboard**  
MUSIC POPULARITY CHARTS

**Juke Box Record Plays**



Week Ending  
May 30

**MOST-PLAYED JUKE BOX RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
14	1	1	HEARTACHES (F)	Ted Weems-Elmo Tanner	Decca 25017
10	2	2	MY ADOBE HACIENDA	Eddy Howard (Eddy Howard-Trio)	Victor 20-2175
14	4	3	ENDA		Majestic 1117
7	4	4	LINDA	Ray Noble-Buddy Clark	Columbia 37215
6	3	4	MAM'ELLE (F)	Art Lund	MGM 10011
5	5	5	MAM'ELLE (F)	Dick Haymes (Gordon Jenkins Ork)	Decca 23861
6	6	6	ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers	Decca 23863
2	8	7	PEG O' MY HEART	The Harmonicats-Sid Fisher	Vitacoustics 1
3	8	8	I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124
2	—	9	THE RED SILK STOCKINGS AND GREEN PERFUME	Sammy Kaye (Don Cornell-Chorus)	Victor 20-2251
4	12	10	THAT'S MY DE-SIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251
2	—	11	MAM'ELLE (F)	Dennis Day	Victor 20-2211
3	9	11	I WONDER, I WONDER, I WONDER	Guy Lombardo	Decca 23865
11	7	11	MAM'ELLE (F)	Frank Sinatra	Columbia 37343
4	10	12	LINDA	Charlie Spivak	Victor 20-2047
8	13	12	MAM'ELLE (F)	Pied Pipers (Paul Weston Ork)	Capitol 396
1	—	14	LINDA	Paul Weston (Matt Dennis)	Capitol 362
1	—	14	I BELIEVE (F)	Frank Sinatra (Alex Stordahl Ork)	Columbia 37300
1	—	14	CHI-BABA CHI-BABA	Perry Como (The Satisfiers) (Lloyd Shaffer Ork)	Victor 20-2259
7	11	15	THAT'S MY DE-SIRE	Frankie Laine	Mercury 5007

**Coming Up**

MY ADOBE HACIENDA ..... Billy Williams ..... Victor 20-2150

**MOST-PLAYED JUKE BOX FOLK RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
3	—	1	SUGAR MOON	Bob Wills and His Texas Playboys	Columbia 37313
2	3	2	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
20	3	3	SO ROUND, SO FIRM, SO FULLY PACKED	Merle Travis	Capitol 349
4	—	4	DOWN AT THE ROADSIDE INN	Al Dexter	Columbia 37303
15	2	4	WHAT IS LIFE WITHOUT LOVE?	Eddy Arnold	Victor 20-2058
3	—	5	DON'T LOOK NOW (But Your Broken Heart is Showing)	Ernest Tubb	Decca 46040
10	1	5	NEW JOLIE BLONDE	Red Foley (The Cumberland Valley Boys)	Decca 46034
6	—	5	JOLE BLONDE	Roy Acuff and His Smoky Mountain Boys (Roy Acuff)	Columbia 37387

**MOST-PLAYED JUKE BOX RACE RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
10	1	1	I WANT TO BE LOVED (But Only by You)	Savannah Churchill	Manor 1046
6	4	2	HAWK'S BOOGIE	Erskine Hawkins	Victor 20-2169
12	2	3	OLD MAID BOOGIE	Eddie Vinson Ork (Eddie Vinson)	Mercury 8028
25	5	4	AIN'T NOBODY HERE BUT US CHICKENS	Louis Jordan	Decca 23741
1	—	4	I WANT TO BE LOVED (But Only by You)	Lionel Hampton and His Hamptonians	Decca 23879
4	5	4	THAT'S MY DE-SIRE	Frankie Laine	Mercury 5007
1	—	5	ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers	Decca 23863
23	—	5	LET THE GOOD TIMES ROLL	Louis Jordan	Decca 23741
1	—	5	DREAM, DREAM, DREAM	Mills Brothers	Decca 23863
1	—	5	JACK, YOU'RE DEAD	Louis Jordan	Decca 23901
1	—	5	I LIKE 'EM FAT LIKE THAT	Louis Jordan (Louis Jordan)	Decca 23810

**STARS WHO RATE AT THE 'GATE'**



**ELLIOT LAWRENCE**  
and his orchestra

**SPEAKING OF ANGELS**

Vocal by Jack Hunter.

**WILLIE**

Vocal by Rosalind Patton

COLUMBIA 37320



**GENE KRUPA**  
and his orchestra

**DREAMS ARE A DIME A DOZEN**

Vocal by Tom Berry

**YES, YES, HONEY**

(You've Got Me Eat'n' Right Out of Your Hand)

Vocal by Carolyn Grey

COLUMBIA 37354

HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

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



# TOP TUNES FOR JUKE BOXES

## DREAMS ARE A DIME A DOZEN

Top ballad with 7 great records  
Published by Criterion Music Corp.\*  
Andy Russell (Capitol), Vaughn Monroe (Victor), Gene Krupa (Columbia), Tony Martin (Mercury), Joan Edwards (Vogue), Kate Smith (MGM), The Four Vagabonds (Apollo).

## ACROSS THE ALLEY FROM THE ALAMO

The Novelty of the Year!  
Published by Leslie Music Corp.\*  
Stan Kenton (Capitol), Mills Bros. (Decca), Woody Herman (Columbia), Three Suns (Victor) and Starlighters (Mercury).

## A LITTLE TOO FER

Mercer Goes Western!  
Published by Capitol Songs, Inc.\*  
Johnny Mercer (Capitol)

## PETE

A new song—a new star—DORIS DAY  
Published by Criterion Music Corp.\*  
Doris Day (Columbia)

## BATS IN YOUR BELFRY

Another Tex Ritter Winner  
Published by Tex Ritter Music Publ., Inc.\*  
Tex Ritter (Capitol)

## HIS FEET TOO BIG FOR DE BED

3 Hit Calypso Records  
Published by Capitol Songs, Inc.\*  
Andrews Sisters (Decca), Stan Kenton (Capitol) and Morrison Sisters (Continental).

## HIM AIN'T GOT NO TAIL

## WHAT'S THE MATTER WITH THE STOVE

2 Race Novelties back to back  
Published by Capitol Songs, Inc.\*  
Vernon Geechle Smith (Capitol)

## MACHITO and COLLABORATION

2 exciting instrumentals  
Published by Leslie Music Corp.\*  
Stan Kenton (Capitol)

## HURRY ON DOWN

A new sensation for any location,  
introducing Nellie Lutcher  
Published by Criterion Music Corp.\*  
Nellie Lutcher (Capitol)

\*FOR PROFESSIONAL MATERIAL SEND TO PUBLISHER LOCATED AT RKO BLDG., RADIO CITY, NEW YORK, OR 1491 NORTH VINE STREET, HOLLYWOOD, CALIF.

# DELMORE BROTHERS



Exclusive  
**KING**



Recording Artists

- 527** HILLBILLY BOOGIE  
I'M SORRY I CAUSED YOU TO CRY
- 570** FREIGHT TRAIN BOOGIE  
SOMEBODY ELSE'S DARLING
- 599** BOOGIE WOOGIE BABY  
BORN TO BE BLUE

<b>503</b> SWEET, SWEET, THING PRISONER'S FAREWELL	<b>509</b> THE LAST OLD SHOVEL REMEMBER I FEEL LONESOME TOO	<b>514</b> MIDNIGHT SPECIAL WHY DID YOU LEAVE ME, DEAR?	<b>518</b> BE MY LITTLE PET LONELY MOON
<b>525</b> FAST EXPRESS I'VE FOUND ANGEL	<b>533</b> SHE LEFT ME STANDING ON THE MOUNTAIN I'M LONESOME WITHOUT YOU	<b>548</b> MIDNIGHT TRAIN DON'T FORGET ME	<b>592</b> BROWN'S FERRY BLUES MISSISSIPPI SHORE

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# The Billboard MUSIC POPULARITY CHARTS

PART VI

## Record Reviews and Possibilities

Week Ending May 30



### RECORD POSSIBILITIES

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

**PEG O' MY HEART** ..... The Three Suns ..... Victor 20-2272

Revived oldie, done up in smart nickel-attracting instrumental fashion by the Suns, which was given its first shove back to the top by the Harmonicats Vitacoustic disk. But this organ-accordion-guitar version stands up strong enough to insure itself a heavy share of juke and retail coin. Flip is the currently popular "Across the Alley From the Alamo." With vocal by Artie Dunn, done only so-so, on top of being a late entry, it won't mean anything in the boxes.

**SMOKE, SMOKE, SMOKE** ..... Tex Williams and His Western Caravan ..... Capitol Americana 40001

In the debut issue of the new Capitol Americana red label, the diskery comes up with a long-shot possibility in the platter sweepstakes. Intended as a cowboy record, it's the lyric, the Phil Harris-type delivery by Tex Williams and the general good humor of this disk that lend nickel-attraction potential to the anti-cigarette smoker's song. Flip is "Roundup Polka," with rustic lyric done by Williams, which should make for attractive fare in Western locations. But it's the "Smoke" side that, with promotional push and disk jockey play, may prove a sleeper.

### RECORD REVIEWS

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

### Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 36. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

**TONY MARTIN** (Victor 20-2293)

*Too Marvelous for Words*—FT; V.  
*Ain'tcha Ever Comin' Back?*—FT; V.

The pash piping of Tony Martin, with plenty of persuasion in his song, rings lyrical luster to both of these ballads. Most striking is the bouncy "Ain'tcha" rhythm ballad, with the chorus and subdued tones of Victor Young's music framing Martin's lyrical phrasings in order to make his chant all the more contagious. Backside finds the balladeer entirely on a romantic kick for the oldie "Too Marvelous for Words," the soft strings and voices setting off his pash piping.

The bright and bouncy "Ain'tcha Ever Comin' Back" looms likely for popular favor.

**LOUIS PRIMA** (Majestic 1145)

*Cecilia*—FT; VC.  
*There's That Lonely Feeling Again*—FT; VC.

Louis Prima cuts a rhythmic pattern for the old "Cecilia" gal. While the band lays down a smooth toe-tapping background and cuts a chorus on its own, it's the husky rhythm chanting of the maestro, joined by Cathy Allen for a second stanza, that makes the cutting count. Much more effective is the simple and sentimental "Lonely Feeling" torch ballad on the backside which Miss Cathy sings with that lonely feeling. And adding an individual note to the needling, sobs out the song story in straight speech while the maestro plays his muted trumpet along the melodic line.

Prima fans will drop coins in the chutes for both sides.

**RAY BLOCH** (Signature 15116)

*Stella by Starlight*—FT.  
*Deep Purple*—FT.

Conducting a large concert orchestra, Ray Bloch gives an ear-soothing colorful and classical reading for both of these lush melodies. The string body providing the depth for the melodic theme, Strad solo strikes out for the mood-inspiring "Stella by Starlight," with tempo contrasts in the waltz and rhythm patterns for the familiar "Deep Purple" lullaby. All makes for easy and restful needling.

For atmosphere music at the smart dining spots.

**VAUGHN MONROE** (Victor 20-2294)

*Tallahassee*—FT; VC.  
*I Wish I Didn't Love You So*—FT; VC.

Another city song, this one extolling the virtues of the Florida capital, Vaughn

Monroe, joined in song by The Moon Maids, sing it rhythmically for Frank Loesser's "Tallahassee" from the movie "Variety Girl" with the large band body cutting in for a toe-tapping ensemble passage. For the flip, it's the maestro and his maids in characteristic chants for a Loesser ballad, "I Wish I Didn't Love You So," from the Perils of Pauline" movie. Takes it at a bright tempo and makes the spinning easy on the hoof if nothing else.

Movie hypo will hypo coinage for "Tallahassee."

**LEONARD WARE TRIO** (Majestic 7237)

*Doughnuts*—FT; VC.  
*Keep Your Big Mouth Shut*—FT; VC.

Making their bow on the label, this combination of Leonard Ware on guitar, Willie Spottwood on piano and Stanford Harewood thumping the bass, has some musical moments in instrumental blend and solo pickings. But for the most part, platter is taken up with lyrical expressions for two trite Harlesemese rhythm ditties fashioned by Ware. Boys sing in unison at a lively clip for a descriptive "Doughnuts" ditty. But fare better when they play it. "Keep Your Big Mouth Shut," taken at a bright tempo, is a patter song which piano pounder Spottwood sings with little effect—even less when doing an "Uncle Tom" character for a "dialect" stanza.

Can hardly hope to hit the coin circuits with these sides.

**THE DARDANELLE TRIO**

(Victor 20-2254)

*As Long as You Think of Me*—FT; VC.  
*You Gotta Crawl Before You Walk*—FT; VC.

Showing more imagination when playing the piano or vibes, and especially when interweaving with the guitar pickers (base rounding out this triplet), Miss Dardanelle consumes most of the cutting with her singing. Phrases it rhythmically, both for the ballad, "As Long as You Think of Me," and for the livelier "You Gotta Crawl," singing it softly and with some degree of intimacy. But without making any marked impression on the wax. Nor is there any popular flavoring in the songs themselves.

Little strength in this spinning to woo the nickel spenders.

**THE THREE SUNS** (Victor 20-2272)

*Peg o' My Heart*—FT.  
*Across the Alley from the Alamo*—FT; VC.

It's a dreamy exposition of the melody and harmony as the accordion, organ and guitar making up the Three Suns spin out a smooth rendition of "Peg o' My Heart," playing the old favorite in a slow fox-trot tempo. Take it at a faster clip for "Alamo," with Artie Dunn wrapping his sugar-coated pipes around the novelty wordage. But while the triplets maintain a smooth rhythmic pace thruout, the offering is entirely without the distinction and musical color that characterizes the Suns.

"Peg o' My Heart" will hit the coin mark.

(Continued on opposite page)

(Continued from opposite page)

**THE ARISTO-KATS (Victor 20-2299)**

*The Spider and the Fly*—FT; VC.  
*Like I Need a Hole in the Head*—FT; VC.

A fine little Negro jump unit of trumpet and rhythm instruments, the Aristo-Kats keep things humming at a lively clip for the "Spider and the Fly" rhythm novelty. Plenty of lift in their unison lyricizing with a shuffle rhythm beat set for the trumpet and guitar take-offs. Mated is a trite rhythm ballad, "Hole in the Head," which a solo voice phrases rhythmically but without vocal quality or style to make for any real meaning.

"The Spider and the Fly" novelty may get some needling at the intimate race spots.

**BUSTER BENNETT (Columbia 37346)**

*Signifying Woman*—FT; VC.  
*Mellow Pot Blues*—FT; VC.

It's the rugged blues rhythms of Buster Bennett's small band and his own rugged race blues shouting for these two sides. The small ensemble of trumpet, sax and rhythm cutting blues riffs at a bright jump tempo, Bennett wails the wordage down to earth about the "Signifying Woman" who tries to break up his happy home by talking too much every time she gets high. And in the same jump frame, is in a happier vocal mood for "Mellow Pot Blues" as he urges his baby to get in the groove.

For the rugged race spots.

**ART HODES (Jazz Record 1010-1011)**

*Buddy Bolden Blues*—FT.  
*Droppin' Shucks*—FT.  
*Too Busy*—FT.  
*Swanee*—FT.

The jazz sentimentalists nostalgic for the deep New Orleans flavor of old days will lap up these four sides. With Baby Dodds snapping the snares and Pops Foster's facile fingering of the bull fiddle to make it a bed-rock rhythm, Art Hodes knuckles the keyboard in the old ragtime tradition. Once they get by Jelly Roll Morton's "Buddy Bolden Blues," taken at a slow tempo, they pick up the pace and spin it out in true jazz tradition for the other three sides.

Solely for the collectors of old-time jazz music.

**THE FOUR VAGABONDS (Apollo 1060)**

*Oh, My Achin' Heart*—FT. V.  
*Ask Anyone Who Knows*—FT; V.

The solo tenor voice banked by the sustained harmonies and the walking bass notes of the other Vagabonds, this Negro harmony quartet sells it strong for both of these popular-appealing ballads. Sing 'em in the slow tempo with guitar strums sustaining the rhythmic beats. And with the solo singer in good voice and giving forth with feeling, spinning is very easy to take.

Song popularity will enhance phono attraction where the singing sides catch the play.

**DOYE O'DELL (Exclusive 1103-05)**

*Up the River*—FT; VC.  
*Wearing My Heart on My Sleeve*—FT; VC.  
*Two Lips, Two Eyes*—FT; VC.  
*Old Shep*—FT; VC.

Doye O'Dell, who's recently been featured in several Republic horse operas, applies his easy-riding pipes to a quartet of tunes, two of which are above average, while the remaining duo fall into a pretty stereotype groove. "Up the River" is one of the humorous tunes which seem to be getting a bigger play than the serious rustic songs lately. Tune is done with cute intro, with the singer making a plea to the jaller to free him, with the sidemen joining in to turn down the petition. Flip-over is in a more sentimental vein, with O'Dell bemoaning the fact that he's lost his love. "Two Lips, Two Eyes" is again built on a trite framework, about losing his heart to an unfaithful gal, but the reverse, "Old Shep," the Red Foley ditty written about 10 years ago and now considered a cowboy classic, gets very tear-jerking and worthy handling by O'Dell. "Up the River" and "Old Shep" will start a parade to the juke boxes in rustic locations.

**HARRY COOL (Mercury 3063)**

*I'm a-Rollin'*—FT; VC.  
*Forgive Me*—FT; VC.

The Cool voice gets a bigger spotlight than ever before on Mercury wax, with this pairing which has Cool throating almost all the time on both sides. The Cool band has highlighted its last couple releases with some smart original musical ideas, and this pairing carries some more interesting touches. "Rollin'," a catchy Western ditty about the rambling cow-hand, is enhanced by a solo harmonica which does several choruses following the Cool choruses. Reverse again gives Harry plenty of opportunity to wax lyrical, an assignment which he carries out nobly. Both tunes are strictly in the darkhorse class and will need a good promotion job to get them rolling.

This pairing needs promotional polish to create juke interest.

**CLIFF BRUNER (Mercury 6046)**

*Lucille From Mobile*—FT; VC.  
*You Were All the World to Me*—FT; VC.

Cliff Bruner, for eight years in the Decca stable, makes his Mercury debut with a solid pairing for his first wax

entry. "Lucille," done in the typical Bruner Texas swing style, has a hearty vocal job by Buddy Duhon who pulls plenty of vocal gymnastics to really put this side over. Boys in the band seem inspired by the Duhon lyricizing and give their all to make the side a topnotch driving Western job. Reverse finds Duhon and the Bruner band in a melancholy mood, with the vocalist doing a complete about-face and proving his versatility by doing a very saccharine treatment.

"Lucille From Mobile" will draw friends to jukes all over the Southwest.

**DEL COURTNEY (Mercury 5054)**

*Hawaiian War Chant*—FT; VC.  
*Josephine*—FT; VC.

With most commercial bands slicing personnel down to from 10 to 12 pieces, Courtney has held onto his 15-piece set-up and the fuller instrumentation is easily noticeable on his first platter for Mercury. Sides have a fullness, which isn't heard often these days from the horns of sweet orks. Both sides are perennials, with the "Chant," a Courtney showpiece, standing out, for Del has kept the Hawaiian flavor of the tune, while still making it a very danceable and listenable scoring. Reverse is one of the few straight dance band scorings of the standard, which previously has been done in everything but straight dance tempo.

A good pairing to keep on the shelf because it will always be in demand.

**GATEMOUTH MOORE (National 4015)**

*Love Doctor Blues*—FT; V.  
*They Can't Do This to You*—FT; V.

The gusty and groovy blues singing of Gatemouth (Dwight) Moore lets loose in free-singing rock 'n' rhythm style for both of these Harlesemese selections. And with the jam-packed bands behind him bringing up a tasty musical dish, the spinning is something to occupy the attention. Spinning solid and spicy is Doc Pomus's "Love Doctor Blues," Gatemouth telling of his office hours from sundown until the break of dawn with no fees charged for his fem patients. Guitarist Tiny Grimes leads the musical aggregation for this grooving which gives forth some of John Hardee's fine tenor sax blues blowing. Takes his own blues novelty, a jive-fashioned "They Can't Do This to You," at a faster clip with tenor saxist Budd Johnson, who rounds up the accompanying hot men, giving forth some of his sax smoke.

Race locations will lap up "Love Doctor Blues."

**BILLY BRIGGS (Time 102-103)**

*X.I.T. Song*—FT; VC.  
*Autograph Your Phonograph*—FT; VC.  
*Coo-See-Coo*—FT; VC.  
*Go To Sleep, Our Baby Boy*—FT; VC.

Billy Briggs and His X.I.T. Boys are typical of rustic combos, currently springing into the limelight in Southern Texas. Combo comes very close to playing race swing, but always keeps the beat at a rustic pace. Unit, besides the usual hillbilly instrumentation, carries a tenor sax, which, together with all the other lead instruments, dispenses some very gutty solos on all sides save the last. Sides purvey a set of good vocalists, with the frontier handling the "Song," Jess Williams on "Autograph" and J. R. Chatwell on the lullaby, while the trio handles "Coo-See-Coo." Recording is good, except that often the volume of the instrumentalists almost drowns out the vocalists.

This new group should do well with their first platters only in the Texas territory.

**ALBERT AMMONS (Mercury 8040)**

*12th St. Boogie*—Instr.  
*Kilroy Boogie*—Instr.

Al Ammons comes up with another in his interesting series of boogie variations on the popular standards, this time applying the heavy left hand to "12th Street Boogie." The newest boogie entry by Ammons is a top interpretation, for this tune lends itself beautifully to the solid 88-beat. Melody is heard all the way, despite the fact that some interesting guitar and piano variations are also heard on the side. Flipover is another boogie variation, in just a bit slower tempo, lacking the contagious foundation which a well-known ditty supplies for the A-side.

Race location payees will pay to play the "12th Street Boogie."

**VIC DAMONE (Mercury 5053)**

*Ivy*—FT; VC.  
*I Have But One Heart*—FT; VC.

Mercury's newest entry in the swoon brigade, Vic Damone, chose a toughie in "Ivy" for his debut, in that this tune has already been done by the established names in the field, but the 19-year-old singer imparts just the right touch to this promising pop and his version should gain him plenty of attention. Reverse is strictly a sleeper, with Damone putting his soft, polished pipes to an Italian folk song, which has all the requirements of a sturdy pop. Jerry Gray's use of a guitar and mandolin background for this one is a nice change from heavy string ork backing and is very appropriate to the tune.

"Ivy," the carrying a new name, spots a promising voice, with flipover also a good bet for coin pull.

(Continued on page 118)



YOU can't get 'em home when they start latching on to the rascally rhythms of Olsen's newest platter. "I Won't Be Home Any More" is a nickel-tickler, for sure. And on the reverse Olsen woos 'em and blues 'em in his smooth, smart way. Vixeny vocals on both sides by Betty Norman—and trio.

"I WON'T BE HOME ANY MORE"  
"SOMETHING FOR NOTHING"

Majestic No. 7232

New "Hall Packers"  
with  
**GENE HALL and his Orchestra**

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# The Billboard MUSIC POPULARITY CHARTS

PART  
VII

## Advance Information

Week Ending  
May 30



### ADVANCE RECORD RELEASES

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

#### POPULAR

- ALMOST LIKE BEING IN LOVE ... Larry Douglas (I KISS) ... Signature 15117
- AS LONG AS I'M DREAMING ... Georgia Gibbs (BALLIN' THE HEART) ... Majestic 12010
- BABY, BABY ALL THE TIME ... Frankie Laine (SOMEDAY SWEETHEART) ... Decca 23947
- BALLIN' THE JACK ... Georgia Gibbs (AS LONG) ... Majestic 12010
- BELOVED COMRADE ... Kenneth Spencer (STRANGE FRUIT) ... Stinson 600
- BLESS THIS HOUSE ... Kenny Baker (Ken Darby Singers-Victor Young Ork) (HELP ME) ... Decca 23947
- CAN YOU LOOK ME IN THE EYES ... Woody Herman (The Four Chips) (PAN-CHO MAXIMILIAN) ... Columbia 37355
- CARLE COMES CALLING ALBUM ... Frankie Carle ... Columbia C-129
- Canadian Capers ... If You Were the Only Girl
- Chopin's Polonaise in Boogie ... I'll Get By
- Deep Purple ... Penthouse Serenade
- I Want a Girl ... Star Dust
- COQUETTE ... Frankie Laine (IT AIN'T) ... Atlas FL-142
- DILLY DALLY POLKA ... Ferko String Band (WHEN YOU) ... Palda 101
- DOG WHO STEALS MY BABY ... Bob Curtis Ork (Phil Rose) (LOVE ISN'T) ... Milford M-252
- DON'T CRY, LITTLE GIRL, DON'T CRY ... Bob Eberly-The Song Spinners (I WISH) ... Decca 23945
- DRY BONES ... Fred Waring (OLE MOSES) ... Decca 23948
- GOLDEN SLIPPERS ... Ferko String Band (HELLO!) ... Palda 102
- HEARTACHES ... Frankie Laine (I'M CONFESSIN') ... Atlas FL-141
- HELLO! ... Ferko String Band (GOLDEN SLIPPERS) ... Palda 102
- HELP ME TO HELP MY NEIGHBORS ... Kenny Baker (Ken Darby Singers-Victor Young Ork) (BLESS THIS) ... Decca 23947
- HONEY ... Al Gayle and His Harmonicords (MAM'SELLE) ... Aladdin 536
- I KISS YOU HAND, MADAME ... Larry Douglas (ALMOST LIKE) ... Signature 15117
- I WISH I COULD SAY THE SAME ... Bob Eberly-The Song Spinners (DON'T CRY) ... Decca 23945
- I WON'T BE HOME ANYMORE WHEN YOU CALL ... Lawrence Welk Ork (RED SILK) ... Decca 23946
- IF YOU KNEW SUSIE ... Ferko String Band (WHISPERING) ... Palda 103
- I'M CONFESSIN' ... Frankie Laine (HEARTACHES) ... Atlas FL-141
- I'M WAITING FOR SHIPS THAT NEVER COME IN ... Jack McLean Ork (WAIT 'TILL) ... Coast 8009
- INFLATION BLUES ... Cootie Williams Ork (SOUND TRACK) ... Majestic 1150
- IT AIN'T GONNA BE LIKE THAT ... Frankie Laine (COQUETTE) ... Atlas FL-142
- LOVE ISN'T LOVE ... Bob Curtis Ork (Phil Rose) (DOG WHO) ... Milford M-252
- MAM'SELLE ... Al Gayle and His Harmonicords (HONEY) ... Aladdin 536
- MY HEART IS A HOBO ... Ray Noble (YOU'LL KNOW) ... Columbia 37356
- OLD FAVORITES ALBUM (3-10") ... Recordings of Old Music Box Melodies
- Home Sweet Home ... Bornand Music Box R. B. 3
- In the Gloaming ... On a Sunday Afternoon
- Love's Old Sweet Song ... Silver Threads Among the Gold
- The Mocking Bird
- OLE MOSES PUT PHAROAH IN HIS PLACE ... Fred Waring (DRY BONES) ... Decca 23948
- ON THE OLD SPANISH TRAIL ... Eddy Howard (RAGTIME COWBOY) ... Majestic 1155
- PANCHO MAXIMILIAN HERNANDEZ (The Best President We Ever Had) ... Woody Herman (The Four Chips) (CAN YOU) ... Columbia 37355
- \*PEG O' MY HEART ... Phil Regan (THE DAUGHTER) ... Decca 25076
- RAGTIME COWBOY JOE ... Eddy Howard (ON THE) ... Majestic 1155
- RED SILK STOCKINGS AND GREEN PERFUME ... Lawrence Welk Ork (I WON'T) ... Decca 23946
- \*SERENADE ALBUM ... Carmen Cavallaro ... Decca A-542
- Ciribiribin ... Decca 23883
- Come Back to Sorrento ... Decca 23882
- Panicull Funicula ... Decca 23883
- O Sole Mio ... Decca 23884
- Oh Marie ... Decca 23882
- Santa Lucia ... Decca 23884
- Serenade ... Decca 23881
- Tango of Roses (Tango de la Rosa) ... Decca 23881
- SOMEDAY SWEETHEART ... Frankie Laine (BABY, BABY) ... Atlas FL-137
- SOMETHING TO REMEMBER YOU ... Dick Haymes-Helen Forrest (TILL WE) ... Decca 23944
- BY ... Cootie Williams Ork (INFLATION BLUES) ... Majestic 1150
- SOUND TRACK

(Continued on opposite page)

### A Complete Territorial List of ARTISTS AND THE LABELS FOR WHICH THEY RECORD

is one of more than 72 reference lists in the Big 812 Page

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| Melody Sales Co.<br>369 Sixth St.<br>San Francisco, Calif.    | Becker Novelty<br>97 Dwight St.<br>Springfield, Mass.    |
| Davis Sales Co.<br>1010 17th St.<br>Denver, Colo.             | Pan-American Distr.<br>2747 Woodward<br>Detroit, Mich.   |
| Taran Distr. Co.<br>170 N. W. 23rd St.<br>Miami, Fla.         | Commercial Musico<br>827 E. 12th St.<br>Kansas City, Mo. |
| M. S. Distr. Co.<br>1350 E. 81st St.<br>Chicago, Ill.         | Runyon Sales Co.<br>593 Tenth Ave.<br>New York, N. Y.    |
| Taran Distr. Co.<br>90 Riverside Ave.<br>Jacksonville, Fla.   | Commercial Musico<br>510 N. Sarah St.<br>St. Louis, Mo.  |
| Musko Sales Co.<br>303 N. Peter St.<br>New Orleans, La.       | David Rosen<br>855 N. Broad St.<br>Philadelphia, Pa.     |
| Standard Musico<br>1913 Leeland<br>Houston, Texas             | Musico Sales Co.<br>680 Union Ave.<br>Memphis, Tenn.     |
| M. E. Krupp Distr.<br>508 N. Kansas St.<br>El Paso, Texas     | Record Sales<br>351 Edgewood Ave.<br>Atlanta, Ga.        |
| C C Distrs.<br>902 4th Ave.<br>Seattle, Wash.                 | Standard Music Co.<br>2034 Commerce St.<br>Dallas, Texas |
| Blue Bonnet Distr.<br>3235 Ross Ave.<br>Dallas, Texas         |  |

(Continued from opposite page)

- \*SOUSA MARCHES, VOLUME I** Joe Colling, Dir.-American Legion Band of Hollywood, California
- ALBUM ..... Decca A-537
  - El Capitan ..... Decca 23923
  - Hands Across the Sea ..... Decca 23921
  - High School Cadet ..... Decca 23922
  - King Cotton ..... Decca 23923
  - Semper Fidelis ..... Decca 23920
  - Stars and Stripes Forever ..... Decca 23920
  - The Thunderer ..... Decca 23922
  - Washington Post ..... Decca 23921
- \*SOUVENIR ALBUM** Gracie Fields
- ALBUM ..... Decca A-487
  - All for One and One for All ..... Decca 23893
  - An Old Violin ..... Decca 23896
  - Ave Maria (Bach-Gounod) ..... Decca 23896
  - He's Dead—But He Won't Lie Down ..... Decca 23897
  - Nighty-Night, Little Sailor ..... Decca 23894
  - That Lovely Week-End ..... Decca 23895
  - The Biggest Aspidochelone in the World ..... Decca 23897
  - The Bleeding Heart ..... Decca 23893
  - The Thing-ummy-bob (That's Going to Win the War) ..... Decca 23894
  - Walter, Walter (Lead Me to the Altar) ..... Decca 23895
- STRANGE FRUIT** Kenneth Spencer (BELOVED COMRADE)
- ..... Stinson 600
- \*STRAUSS WALTZES ALBUM** Carmen Cavallaro
- ALBUM ..... Decca A-546
  - Artist's Life ..... Decca 23887
  - Blue Danube Waltz ..... Decca 23886
  - Emperor Waltz ..... Decca 23888
  - Southern Roses ..... Decca 23888
  - Tales From the Vienna Woods ..... Decca 23886
  - Vienna Life ..... Decca 23887
  - Voices of Spring ..... Decca 23889
  - You and You ..... Decca 23889
- TAKE ME IN YOUR ARMS** Bob Curtis Ork (Phil Rose) (WHY DO)
- ..... Milford M-251
- \*THE DAUGHTER OF PEGGY O'NEIL** Phil Regan (PEG O')
- ..... Decca 25076
- THE WHIFFENPOOF SONG** Monica Lewis (Ray Bloch Ork) (I HAVE)
- ..... Signature 15130
- THERE'S THAT LONELY FEELING AGAIN** Louis Prima Ork (CECILIA)
- ..... Majestic 1145
- TILL WE MEET AGAIN** Dick Haymes-Helen Forrest (SOMETHING TO)
- ..... Decca 23944
- TIME AFTER TIME** Glenn E. Davis (STAR DUST)
- ..... Skating Rhythms 234
- TWILIGHT MELODIES ALBUM** Twilight Three
- ALBUM ..... Majestic M-19
  - Dancing in the Dark ..... Majestic 7240
  - Emperor Waltz ..... Majestic 7242
  - Lady of the Evening ..... Majestic 7240
  - Say It Isn't So ..... Majestic 7241
  - Soft Lights and Sweet Music ..... Majestic 7242
  - You and the Night and the Music ..... Majestic 7241
- WAIT 'TILL I GET MY SUNSHINE IN THE MOONLIGHT** Jack McLean Ork (I'M WAITING)
- ..... Coast 8009
- WALTZ TIME ALBUM** Bob Stanley Ork
- ALBUM ..... Sonora MS 495
  - Memory Lane ..... Sonora 1182
  - My Moonlight Madonna (Joe Allen) ..... Sonora 1184
  - Ramona (Joe Allen) ..... Sonora 1182
  - The Waltz You Saved For Me (Joe Allen) ..... Sonora 1183
  - Three o'Clock in the Morning ..... Sonora 1181
  - Wabash Moon ..... Sonora 1183
  - Waltzing (Joe Allen) ..... Sonora 1181
  - Wonderful One (Joe Allen) ..... Sonora 1184
- FRED WARING-COLE PORTER ALBUM** Fred Waring
- ALBUM ..... Decca A-499
  - A Little Rumba Numba ..... Decca 23698
  - Ev'ry Time We Say Goodbye ..... Decca 23699
  - Ev'rything I Love ..... Decca 23700
  - I Love You ..... Decca 23701
  - I've Got You Under My Skin ..... Decca 23700
  - Night and Day ..... Decca 23698
  - What Is This Thing Called Love? ..... Decca 23699
  - You'd Be So Nice To Come Home To ..... Decca 23701
- WE COULD MAKE SUCH BEAUTIFUL MUSIC TOGETHER WHEN I WRITE MY SONG** Glenn E. Davis (MY ADOBE)
- ..... Skating Rhythms 231
- Herb Jeffries (Buddy Baker Ork) (WHY CAN'T)
- ..... Exclusive 18x
- \*WHEN MY BABY SMILES AT ME** Ted Lewis
- ALBUM ..... Decca A-353
  - Goodnight ..... Decca 23919
  - I'm the Medicine Man for the Blues ..... Decca 23917
  - Just Around the Corner ..... Decca 23918
  - (I Got a Woman, Crazy for Me) She's Funny That Way ..... Decca 23916
  - Sweetheart of Sigma Chi ..... Decca 23919
  - The Old St. Louis Blues ..... Decca 23917
  - Wear a Hat With a Silver Lining ..... Decca 23918
  - When My Baby Smiles at Me ..... Decca 23918
- WHEN YOU WORE A TULIP** Ferko String Band (DILLY DALLY)
- ..... Palda 101
- WHISPERING** Ferko String Band (IF YOU)
- ..... Palda 103
- WHY CAN'T I FORGET YOU** Herb Jeffries (Buddy Baker Ork) (WHEN I)
- ..... Exclusive 16x
- WHY DO I LOVE MARY SO?** Bob Curtis (Phil Rose) (TAKE ME)
- ..... Milford M-251
- YOU'LL KNOW WHEN IT HAPPENS** Ray Noble (Snooky Lanson) (MY HEART)
- ..... Columbia 37356
- LATIN-AMERICAN**
- NO QUIERO ESPERAR** Juanita Escoto (MALA MUJER) ..... Peerless 2482
  - PANCHO EL RIPIAO** (Pancho the Beggarmen) Orlando Guerra Cascarita (Casino De La Playa Ork) (UN MENEITO) ..... Victor 23-0609
  - PERVERTIDA** Chuchu Martinez (Terig Tucci Ork) (SINCERAMENTE) ..... Seeco 591
  - PESAR** Daniel Santos (NO ME) ..... Seeco 593
  - PETRITA** Martin y Eloisa (LA MODESTA) ..... Peerless 1972
  - PONCE** Davillita (Seeco Ork) (LUZ QUE) ..... Seeco 589
  - POR MI CULPA** Mario Alberto Rodriguez (ANOCHE PLANTICAMOS) ..... Peerless 2353
  - PRESENTING OLGA COELHO AND HER GUITAR ALBUM** Olga Coelho ..... Victor S-50
  - Ay Ay Ay ..... Victor 26-9020
  - Casinha Peguinha (The Little Cottage) ..... Victor 26-9018
  - Coplas (Couplets) ..... Victor 26-9019
  - El Manicero (The Peanut Vendor) ..... Victor 26-9020
  - La Mullita (The Little Mule) ..... Victor 26-9019
  - Meu Limbo Meu Limoeiro (My Little Lemon Tree) ..... Victor 26-9018
  - QUE NOS DURA** Dueto Alvarado (DOS HERMANOS) ..... Peerless 2476
  - QUES COSA TE HICE YO** Gaby Daltas (Fajardo Ork) (SOY COMO) ..... Peerless 2055
  - QUISIERA SER TUYA** Lupita Carmona (Garrido Ork) (NADA IMPORTA) ..... Peerless 2007
  - REGRESA** Maria Alma (Augusto Coen Ork) (NOCHE EN) ..... Seeco 533

(Continued on page 117)

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**AND HIS SOLID SENDERS**

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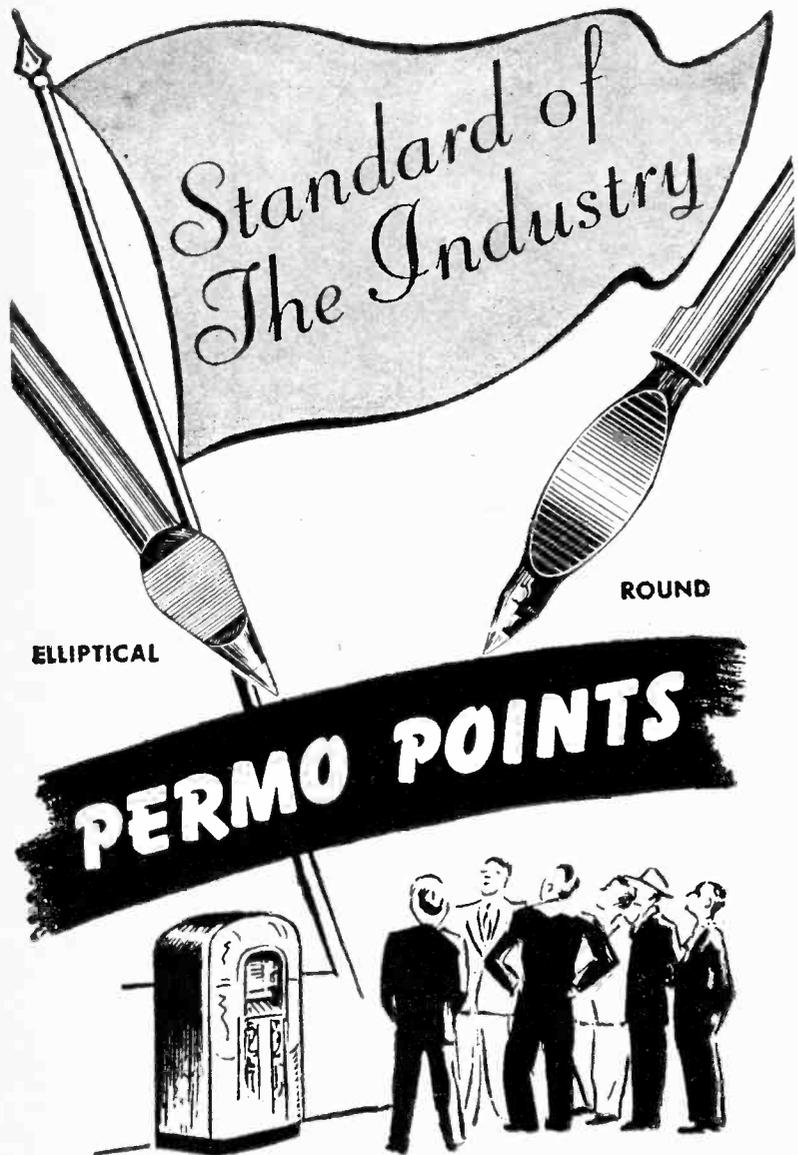
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backed by  
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WHAT'S THE ANSWER TO THE R. M. BLUES?????

## Palumbo Puts Out 500G Yearly for Philly Nitery Jive

(Continued from page 3)

spends 500G a year for musical talent. The half mil this season covers band and unit buys for the Click, which features a steady diet of top name bands in addition to smaller relief units; house band and cocktail units for Frank Palumbo's Theater-Restaurant, and musical units for the Club 13, Ciro's, 20th Century and C. R. Club. Palumbo has a hand in the operation of all six spots and does the music buying for each. The \$500,000 bill is more than three times what Palumbo spent for sharps and flats less than 10 years ago.

The musicians' union chief also pointed out that Palumbo was one buyer who would increase his music costs, deliberately to his own later benefit. In the early years, said Scolla, the musical bars and cocktail lounges would sked a single unit and have them play continuously for 40 minutes to the hour as allowed by union laws and then have a 20-minute rest period. Palumbo was the first op to put the musical unit on a 30-minute schedule, which necessitated his buying a second unit for the room. But the around-the-clock musical entertainment and added cost of an extra unit were soon justified by receipts and other operators fell in with the Palumbo policy.

## TAX CUTS UNLIKELY

(Continued from page 3)

are leery of doing any tampering with the tax structure before the 1948 elections. General tax revision is full of political dynamite, and the GOP is not minded to hand its opponents any means to touch it off.

Even if this danger is ignored and an omnibus tax bill taken up, showbiz may still be sitting behind the eight-ball. Some of the most influential Republican congressmen want to shift the burden of raising Uncle Sam's expenses from the personal tax to the excise levy. Carrying this view to the extreme is a proposal by Rep. Gearhardt (R., Calif.) to keep present excises as they are and add a universal one on all manufactured items. This new tax would be 3 to 4 per cent, and Gearhardt would cut income taxes accordingly.

Apparently a forceful show by the entertainment industry can bring about any change of attitude on Capitol Hill.

## BASEBALL HURTS BIZ

(Continued from page 3)

of town the next day, but the sizzling Giants continued to pack 'em in at the Polo Grounds. Yesterday's Decoration Day double-header with the feeble Phillies packed more than 50,000 payees into the park. Slated to come into the Polo Grounds before current Giant homestand ends next Tuesday (3) are the Pirates, with Hank Greenberg making his New York National League debut (and figured to be a solid draw), and the hot Chicago Cubs, also figured to lure plenty of customers.

That baseball is hitting new highs in attendance—which may or may not be hurting theater business—is amply demonstrated by the fact that last year the Yankees broke all major league season attendance records by drawing 2,265,512 folks to the Stadium, while the Giants and Dodgers draw brought the New York total for the season up to a record 5,282,209. Night games, which of course figure to hit showbiz hardest, also are on the increase.

## Fielding Now No. 1 In Victor Ad Dept.

NEW YORK, May 31.—Richard M. Fielding was appointed advertising and promotion manager of the RCA Victor diskery this week.

Fielding was moved up from the assistant post in the department and replaced Jack Williams, who was recently named advertising manager in RCA's home instruments department. Fielding joined Victor in 1946, after three years in the navy as a lieutenant commander. Before the war he held ad exec posts in real estate firms.

Fielding will work under David Finn, general sales manager of Victor's record department.

## New Puerto Rico Waxery To Put Out Latin Disks

NEW YORK, May 31.—Arturo Somehame, a Puerto Rican conga writer who is a member of the American Society of Composers, Artists and Publishers (ASCAP), said this week he would set up a Puerto Rican diskery on his return to his native island. He intends to record calypso, South American and Latin American music for distribution in Puerto Rico, South and North America. The waxworks probably will be in San Juan. A modest output of 1,000 platters a day is contemplated. The entire deal is being handled thru an undisclosed New York broker.

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Our tunes are always on the nations leading popularity charts.

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**Musical Magic...**

**PRESTO! Two New Hits**  
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(TOLON-TOLON)  
**and GUATEMALA**  
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**Music As Written**

**NEW YORK:**

Randy Brooks ork has been signed for a two-week engagement at the Ankara Club, Pittsburgh, beginning June 23, at \$2,700 per week for his 12-tootler two-vocalist crew. . . . Mel Torme is throwing a disk jockey party at the Copacabana here Tuesday (3) with at least 62 spinners expected to attend. . . . Female rumba orkster, Isabelita, signed to do a Paramount flick as a single, following which she will return to ork fronting under the William Morris banner. . . . Claude Thornhill road manager, Al Pollack, currently is doubling as personal manager of a jazz harpist, John Grootkerk, who arrived from Holland just three weeks ago.

Tex Beneke ork broke the all-time Saturday eve record for Glen Island Casino May 24 when it brought \$7,200 into the till. Ork pulled out in percentage over its \$5,000 guarantee in second week of its two-week date. . . . Eddie Wolpin and Larry Shayne off to Chicago. . . . Keynote diskery signed Daniel Seidenburg and the New York Chamber ork for its long-hair wax. . . . Vincent Lopez and his ork were signed to remain at the Hotel Taft Grill for a seventh consecutive year this week, thus squelching rumors that the orkster was due to break away from the long-time location.

With Julie Stern and Harold Wald joining Broadcast Music, Inc. (BMI), in New York this week, contact men's line-up is complete. There will be no change in the Chicago or Coast offices, with Jimmy Gans continuing in Chi and Eddie Janis covering the Coast. . . . Lynne Carver to join Harry James on the Coast next month. . . . Lil Green drops her small combo and will open at the Blue Angel as a single. . . . Bob Burton, BMI legal counsel, to Canada for a broadcasters' convention June 10-14.

**Rumors Are Flying:**

That Tommy Dorsey and Music Corporation of America (MCA), will kiss and make up, with TD said to be amenable to commission bookings after his Casino Gardens, Calif., stand. His change of heart is said to be due to delight with the recent Lou Cowan million-dollar transcription deal which Arthur Michaud set personally and on which TD will pay no commission to MCA. . . . It'll be income as a disk jockey, not a musician, hence no rake-off for the agency, it is said.

That Signature's Bob Thiele will buy the new Ronnie Kemper masters of Cecilia and other ditties. Side-cutting was bank-rolled on the Coast by Albert Marx, ex-Musicrafter, who offered the matrices to Signature.

Diamond Records takes issue with reports that the diskery has suffered thru illness of Owner Irv Gwitz. The firm's Ed Burton claims 37 active distribs currently, with four new single releases (Jan August, Joan Brooks and Jerry Cooper) getting initial orders over 25,000. Diamond also has a new Harry (The Hipster) Gibson Album newly released.

**CHICAGO:**

The Daily News, afternoon paper, will carry the first daily music and showbiz column in years, with the section penned by Noreen Foley, breaking within two weeks. . . . Dottie Dotson, ex-Del Courtney chirp and now doing a single, has retired temporarily from show business to await a visit from the stork in December. Hubby is Jack Kramer, St. Louis Browns hurler. . . . Majestic Records started a club for its disk jock representatives, called Helen's Hectic Harem, with all the platter jock members meeting last week at the

Drake Hotel, where they were gifted with Majestic radios.

Art Kassel had a hassle with Bill Karzas, ballroom op, over the fronter's second billing at the Trianon to Teddy Phillips' ork, currently at the Aragon, with the result that Kassel wouldn't play his Mutual remotes for three days. . . . Herb Shriner, the Indiana comic, intends to put out an album of his humor and harmonica playing on his own platter label. . . . Tito Guizar reportedly being sued by the Blackstone Hotel over his alleged failure to live up to a contract which would have had him appearing in the Mayfair Room this spring.

Betty Chappel is new chirp with Ray Pearl at the Blackhawk. Ray's road manager, Gloria Lynn, is currently at St. Luke's Hospital for surgery. . . . Ralph Webster, ex-fronter and booker, is running a Minnesota summer ballroom. . . . Blue Moon, Wichita ballroom, opening June 20 with expanded budget with Tony Pastor doing first two weeks. . . . Ray McKinley's ork will do Majestic record date here June 2. . . . Mus-Art has inked Del Rene's seven-piece society ork; currently working at the New Horizon Room of the Continental Hotel.

**HOLLYWOOD:**

Charlie Barnet leaves Culver City's Meadowbrook for a date in Salt Lake City, then to San Francisco's Golden Gate Theater. . . . Jules and Sol Bihari, Modern Records toppers, off to NAMM convention in Chi. . . . Irving Fogel, Tempo Record prexy, appointed D. J. Mackillop to post of veepee in charge of Southern sales. Mackillop was formerly with Philco Corporation for 33 years. . . . Roy Milton recorded first four sides under new waxing pact with Specialty Records. . . . Songstress Jeanie McKeon on the mend after emergency appendectomy.

Slam Stewart Trio (Slim Gaillard's ex-partner) will return to Coast July 1 for opening at L. A.'s Toddle House. . . . Frances Wayne, ex-Woody Herman thrush, signed recording deal with Exclusive label. . . . Teen-agers band has been dissolved after running into union and booking troubles. . . . June Christy, currently at Billingsley's Bodge, set for eight weeks at Chi's Sherman Hotel, beginning June 5. Stan Kenton's vocalist reportedly getting \$600 weekly. . . . Ramey Idress-George Tibbles ditty, The Old Chaperone, to be waxed by Der Bingle for Decca.

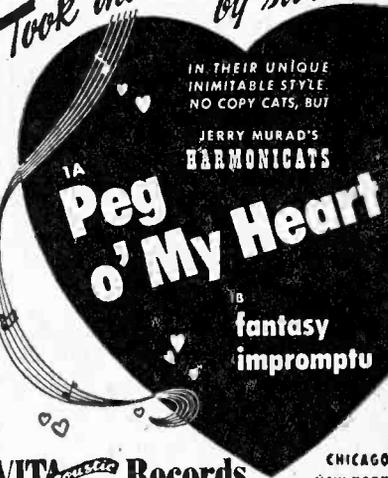
Martin Block's theme song to be used on his three-hour KFVB platter spinning stint was waxed by Tex Beneke and the Mellow-Larks and will be issued as a regular Victor release in July. Tune is Without Music. . . . Winter Moon, clefted by Walter Gross, was accepted for publication by Robbins Music.

Columbia is prepping a Jane Russell eight-sided album of tunes with a sexy flavor. Album is tentatively tagged Let's Put Out the Lights. . . . Empire Songs lined up every hotel and radio band in San Francisco to plug its new ditty, In San Francisco Long Ago. . . . Dave Street plans to do a daily disk jockey stint on a Burbank radio station, of which he is a principal owner. . . . Boyd Raeburn is talking about a Carnegie Hall concert in June, at which he will add 60 symphony musickers to his regular ork. . . . Thrush Lucille Norman is being screen-tested by three studios. . . . Personal Manager Bill Burton and Margo Woode have set an early June date for their hitching.

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**Coast AFM Frames  
3d Annual Concert  
For Vets Program**

HOLLYWOOD, May 31.—Local 47, American Federation of Musicians (AFM) has completed arrangements for its third annual "music for wounded" concert skedded July 2 in the Hollywood Bowl, with proceeds to be used to furnish the area's veteran hospitals with musical entertainment. Union Veepee John Te Groen will manage event, with Al Armer producing the show.

Hollywood showbiz biggies set for show include Robert Montgomery, Frank Sinatra, Frances Langford, Edgar Bergen, Al Jolson, Gene Autry, Red Skelton, Ed (Archie) Gardner, Andy Russell, Irving Berlin, Danny Kaye, Phil Silvers, and Jimmy Durante. Musical directors who will participate in various segments of show include Dr. Alfred Wallenstein, Axel Stordahl, Eddie Paul, Matty Malneck, Roy Bargy, Mark Warnow, David Forester, Carmen Dragon, Morris Stoloff, Carl Copner, and Lud Gluskin.

First "music for wounded" affair in 1945 netted union \$24,000, second event in 1946 drawing record \$27,000. The union is also using major portion of its disk royalty fund allotted from national office for its hospital programs.

**Tucker Opens Season  
For Pleasure Beach**

BRIDGEPORT, Conn., May 31.—The Pleasure Beach Ballroom here opened its season Sunday (25) with Tommy Tucker. Fred Cuneo, veteran theater manager and booker, is running the spot, succeeding Otto (Don) Felix. Other attractions booked by Cuneo: June 1, Jan Garber; June 8, Buddy Rich; June 15, Vaughn Monroe; June 22, Ziggy Elman; June 29, Carmen Cavallaro; July 6, Ted Weems; July 20 or 27, Louis Prima; Lage August and Sammy Kaye. Jack Still, a local band, will be the house ork again this summer.

**Cadet Distrib. Appointed  
Harvey Co. Rep in Detroit**

DETROIT, May 31.—Cadet Record Distributing Company here has been re-christened Cadet Distributing Company. Firm has effected a tie-up with W. E. Harvey Company, Inc., Cleveland, to act as the local Harvey headquarters and distribute Disc and DeLuxe releases in Michigan.

Distrib, which recently moved into new display rooms, also will cover Michigan for Miracle, Hucksters, Bell, Banner, Globe and Jamboree disks. Cadet is owned by Harry and Iz Levin.

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Aunt Hetty Likes Boogie—But She Don't Like Blues"

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**ALBUM REVIEWS**

**MODERN PIANO MUSIC—Alan Hovhaness  
and Maro Ajemian (Disc 675)**

This is the erotic and sometimes wondrous music of the modern school, with special interest in Maro Ajemian's playing of John Cage's *Amores*, in which the normal piano tones are muted with bits of rubber, screws and bolts. As a result, it's the piano utilized for percussion music—a good trick if you can get the ears tuned to the rhythmic noises emanating from the keyboard. Also non-harmonic is Alan Hovhaness' *Invocations to Vahagn*, a pastoral Armenian piece played by Miss Maro, with the composer banging the Chinese gong and drums. The two pianists, playing with technical skill and intelligence, bring out all of the brilliance of Hovhaness' *Mihr*, a blending of ancient Armenian melodies. It's entirely impressionistic, played with much courage, as are all the selections in this set of two 12-inch records. A David Stone Martin etching of New York's Armenian quarter makes for an impressionistic front cover, with pictures of the artists and composers and notes on their music filling the inside page.

**HOW TO WRITE A SONG—Jack Lawrence  
(Rainbow 302)**

Songwriter Jack Lawrence, supported by an instrumental quartet (piano, fiddle, guitar, bass), sings without any special vocal attributes for six of his hit songs: *Symphony*, *If I Didn't Care*, *Sleepy Lagoon*; *Play Fiddle Play*; *All or Nothing at All*, and *Oh, How I Hate To Go Home by Myself*. Demonstrates his songs, singing them with full tempo liberty, but never sustaining interest with his ordinary delivery. However, avowed purpose is to teach the listener how to write such songs. Lawrence is by-lined for some meticulous notes on the two inside pages explaining what made each song tick. But not every listener is a Jack Lawrence, and it is doubtful whether this spinning will enrich Tin Pan Alley's output. Outside cover, with photo of Lawrence above a Steinway figure, explains that the set of three records makes for "six easy lessons with complete

instructions" for the would-be tunesmiths. Unquestionably, there are enough unsuspecting would-be's around to make this package profitable.

**SWING ORGAN—Don Baker  
(Continental 46)**

While hardly swing music at the organ as the title and the jitterbug figures on the album cover might indicate, this set of three records has Don Baker at the console playing six familiars in the ordinary melody style. Plays it in tempo for *Temptation*, *Stumbling* and *Stormy Weather*, with free melody style for *Danny Boy*, *The Old Refrain* and *Songs My Mother Taught Me*. Strictly for those fond of organ melodies.

*(Continued on page 118)*

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## Akron Cracks Down On Clubs' Strippers

AKRON, May 31.—Blue night club shows got a spanking in a resolution passed recently by the Cuyahoga Tavern Keepers and Liquor Dealers Association of Cleveland.

The members condemned "improper and lewd entertainment" and also the exterior decorations of the strip spots and called on authorities to order the shows stopped and the "obscene and suggestive signs" taken down. The liquor dealers' action followed a drive by police on Cleveland saloons featuring strippers.

Lieut. Martin P. Cooney, of the police racket squad, threatened to "back the police wagon to the door and take the girls to jail." He said he also is considering asking the grand jury to make an inspection tour of the offending spots. Mayor Burke conferred with Safety Director William F. Smith and suggested police censorship similar to that controlling burlesque.

Strip-tease dancers have flooded the Cleveland night clubs as business has dropped off in the spots. Lieut. Cooney said his men found "tactics and antics" of the dancers and the chatter of emsees "offensive."

## Yanks in Aussie Revue; Vaude Outlook Brightens

SYDNEY, May 31.—*Forever Glamour*, which Sydney Tivoli opened late last month, is certainly American in flavor. In it are the following Yanks: Candy Stevens and Julie Ballew, fem comics; Kenny Brenna, and his stooge, Marion La Mar, and Tom and Jerry, another comedy act.

Tivoli is soon to open a program at the Majestic in Adelaide on a six-week trial. Vaude has had erratic success in Adelaide, but Tivoli hopes to do well enough to contract overseas artists for 20 weeks' playing time.

Jim Davidson, Australian band leader, is forming his own musical comedy and revue company of ex-service people, along the lines of Irving Berlin's *This Is the Army*. He says it will use 200 to 300 people. After playing Australian capitals he plans to tour New Zealand and South Africa. Fifty musicians will be included. The first revue, *All In Fun*, is skedded for Adelaide.

## Joan Edwards Sues Eatery For 10G Over Leg Injury

NEW YORK, May 31.—Joan Edwards has started suit against Dave's Blue Room, Coast eatery, for 10G, charging that carelessness of the restaurant caused her to break a leg.

Miss Edwards claims that an excavation in front of the Blue Room, and into which she fell when getting out of a cab, was "gross carelessness" of the restaurant. Singer's leg is now in a cast.

## Horizon To Cocktail Combos

CHICAGO, May 31.—New Horizon Room of the Continental Hotel, which has used a policy of semi-name singers and small society bands as show policy since its opening a year and a half ago is dropping its band and show policy in favor of a straight cocktail combo policy.

Spot, which has been playing Del Rene's seven-piece society crew and two singers, will drop the band and singers June 17, bringing in Mel Brandt's Foursome, which has been doing intermission stints at the bistro.

## IN SHORT

### Philadelphia:

The Don Glazer Trio has taken over the stand at CRC Club. . . . Charles S. Johnson, closing down the Club Ellington, will again manage Atlantic City's Club Harlem, relighted Decoration Day. . . . Eddie Suez reopens his Club Avalon at Wildwood, N. J., June 1, a month earlier than last year. . . . Vocalist Rose Ann Carroll joins the Three Tones at the Bandbox in Baltimore. . . . Atlantic City's Herbie Goldberg is the new owner of the Cumberland Musical Bar. . . . Charlie Shelton and Frank Forrest take over operation of the Del Rio Club. . . . Paul Neff goes to Atlantic City's Cliquot Club.

Eddie Sheehan, assistant manager at the Cove, has bought his own cocktailery in suburban Prospect Park. . . . Vic Earlson is back in Philly, this time at the Lexington Casino. . . . Renee Malloy is new at Little Johnny's. . . . Club Colistic has been added to the downtown after-dark scene, with hot jazz units featured. . . . Little Ernie and His Four Horsemen have taken over at the Blue Mirror, Camden, N. J., with Billy Coats at the organ making it continuous music. . . . Steve Miller and His Four Barons are at the Powelton Cafe. . . . The Jerry Fields Quartet, featuring Selma Gale, is at the Adams Hotel, Wilmington, Del.

### Rio De Janeiro:

M. Stuckart, Copacabana pilot and floorshow chief, is readying an addition to the Copacabana Palace Hotel. . . . Elvria Rios, currently at the Casablanca Club, will move to Buenos Aires following local dates.

Dorothy Morgan Campos, former American dancer now operating a terp school, is staging a charity show at the Rio Country Club. . . . Pedro Vargas, now in the Golden Room of the Hotel Copacabana, has inaugurated the Club Mourisco for Club Ginastico Portuguese.

Miss Baby, former URCA vocalist, is now in the Night and Day Room of the Hotel Serrador. . . . Renee Cley, French singer, is booked into Club Casablanca for six weeks. . . . Zeze Fonseca's contract has been renewed for six months by Radio Globo. . . . Anna Marly, French chantress, and dancers Leda Kuprina and Jimmy Upshaw are in the current Night and

### Lake Worth Casino Tax Suit

FORT WORTH, May 31, George T. Smith, who for years has operated the Lake Worth Casino, dine and dance night spot, has been sued by the city of Fort Worth for \$7,000 in taxes. The Casino recently was padlocked by the city when Smith's lease on the land expired. He paid off a \$14,000 Texas Supreme Court judgment for indebtedness on the lease. He is considering selling his dance pavilion and another building to the city, and opening a new night club elsewhere.

### Westerman in 18 Club Deal

NEW YORK, May 31.—Freddy Lamb, operator of the 18 Club, is reported offering a deal to Mike Westerman, former operator of the old Onyx Club here and the Blue Mirror in Newark, N. J., to come into the 18 Club on a straight-salary-plus-percentage deal. Westerman started handling the room last week on a temporary basis.

### Conn. Liquor Laws Eased

BRIDGEPORT, Conn., May 31.—The Connecticut State Liquor Commission has okayed a regulation to extend Sunday hours for selling liquor from 9 until 11 p.m. It has also okayed a proposal to permit bars to open after the polls have closed on election day.

Day Room floorshow. . . . Copacabana is dicking with Lena Horne for a stint in its Golden Room. . . . The Simon Bountman band has left the Day and Night Room. . . . Max Stuckart is readying a new room for the Hotel Copacabana.

### Cincinnati:

Dori Lee leads the act parade at the Cat and Fiddle, with Domay A. Cint in for a return engagement. . . . Barbara Graham and Jean Sturgeon added to the Netherland Plaza Hotel's ice show. . . . *Gay Boy Revue*, starring Francis Stillman, Del Raye, Dick Lane, Jackie LeMay and Vernon Hoff, now in its 19th week at the Bandbox.

### Detroit:

Maxine York, vocalist and pianist, moved into the Town Pump, replacing Hank Finney, who opened the spot last fall.

Belva White, pianist, is joining the show at the Club Burgundy. . . . Leon England is joining as a partner in the 20th Century Attractions, recently established here by Johnny (Scat) Savage, ork leader. . . . Henny Nadell, emcee, is closing a 21-week stand at the Northwood Inn.

### Milwaukee:

Wendell Mason replacing Pinky Black at Art McCarthy's East Town. . . . Bill Otten's Vibratones into Aliota's Cafe, alternating with Lester Boss. . . . Cabin Boys replacing Don Pedro at Violina Room, alternating with Merle Gibson. . . . Sherry Stevens joining the Ricchio trio at the Towne Room. . . . Culley Reese and Helen Kaye into Ben Barwyck's Spa.

### Pittsburgh:

Roy Eldridge is set for a week's run at the Hollywood Show Bar with Leroy Brown's outfit, house band. . . . Jerry and Turk are set for two weeks this month at the Carousel. . . . Jackie Heller has gone to California for a few weeks for his health. . . . Don Metz will revert to the big show policy he had during the war. . . . Biz has picked up all over town.

### West Coast:

Nicholas Brothers set for theater tour of British Isles this summer. . . . Wesson Brothers to San Francisco's Golden Gate, June 18. . . . Dale Evans to Golden Gate May 28, to be followed by two weeks at Oriental Theater, Chicago, beginning June 26.

Paula Drake pacted for Los Angeles's Chapman Park Zephyr Room beginning June 16. . . . Larry Adler, currently in Britain, will spend two weeks entertaining occupation troops in Germany. . . . Pianist-thrush Martha Davis drew a six-week holdover at Chi Chi, Hollywood.

## McConkey Branches Are Incorporated

CHICAGO, May 31.—Mack McConkey, prexy of McConkey Music Corporation, national booking agency, has announced a new incorporation system and a number of personnel switches and additions designed to strengthen the office's overall coverage. Each of the corporation's branches, Chi, New York, Hollywood and Kansas City, have been incorporated as a separate operation, with Dick Shelton heading the Chi outlet; Clyde Baldschun, Hollywood; Irv Brabec, New York, and McConkey himself, Kansas City.

Henry Durst has moved from the McConkey K. C. office to Chi, where he and Andy Anderson will route big bands, while Paul Davis takes over Durst's big band skedding in K. C. Ken Marlin will handle cocktail booking and Doc Bender the act department in the Gotham branch, while Tom Cathcart is the new cocktail department head in Hollywood.

In a move aimed at closer coverage of certain territories, McConkey has opened two subdivision offices, one in Boise, Idaho, under the direction of I. J. Belveal, and one in Lake Charles, La., headed by Fred Coursey. McConkey plans to set up a chain of such franchises, with local bookers in each section getting a franchise to handle the agencies' attractions for that area exclusively.

## New Havana Nitery Opening in July

NEW YORK, May 31.—Four Winds, new Havana nitery now under construction, will open in July with a \$3,500-\$5,000 floorshow budget. Owner of the location, Albert P. Cornella, operator of a New York private detective agency, is dicking for Miguelito Valdez or Noro Morales for opening show. Cornella, who is doing the buying, will use name acts from the U. S. and a couple of local acts.

Four Winds, which will cost almost \$100,000 to build, according to Cornella, has a 1,200 capacity and is located about a mile from the race track.

## Pontillo Tops Hartford NVA

HARTFORD, Conn., May 31.—Charles Pontillo has been elected president of the Hartford Chapter, National Vaudeville Artists (NVA). Other officers are vice-president, Alfred Benoit; secretary, Wendy Banks; assistant secretary, Jane Hart; treasurer, Fred Whitehead; publicity heads, Charles Oliver, Samuel Arnold; ways and means chairman, Alicia Castle.



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# LINER SHOWS COMING BACK

## Latin Route First in Post-War Revival

### Life on the Bounding \$

(Continued from page 3)

expect to start in August, when the first of the the three, the Argentina, will be ready, with the Brazil and the Uruguay shortly after. Restoration of these vessels to South American passenger travel will find M-McC providing shipboard shows consisting of four or five acts, plus a regular ship ork, the same as in pre-war service.

### No Shows for S.S. America

The United States Line, which has only one ship in passenger service, the America, plans no entertainment because, it says, of the vessel's short and fast trans-Atlantic run. Outside of a band, the Grace Line likewise contemplates no shows.

The American President Line hasn't yet taken any definite steps to return entertainment to its ships, but a line spokesman said there was a strong possibility of doing so after normal passenger operation gets under way.

A travel agency rep said that shipboard shows may not start until pleasure cruises are restored as a normal part of passenger ship operation on all major lines. He wouldn't clarify the statement, but indicated this might mean anywhere from six months to a year.

### The Way It Used To Be

Pre-war ship shows ranged from four or five lesser known acts to semi-name performers, plus a regular ship's band. Each act was booked for a single round trip, and accommodations equal to those of the average first-class passengers were provided in addition to salaries. The performers averaged two shows per trip.

Before the war, most of the major lines booked their shows thru Henry Herrman, who pioneered this phase of the booking business. Herrman put shows on for the Moore-McCormack, Munson, Italian, Canadian Pacific and Cunard Anchor lines. He started with piano singles and later developed shipboard entertainment to the point where he took complete Broadway musicals to sea.

Among the musicals booked by Herrman were *Flying Colors* with Imogene Coca, and *Shoot the Works*, with the late Heywood Brown and Max Gordon. One of Herrman's biggest budgets for a single round trip was when the Rex spent \$2,500 for a show with Bernice Claire, Imogene Carpenter, Marion Chase, two dance teams and Jolly Coburn's ork. He also took four and six-piece stock companies on ships and put on two condensed legit shows per week.

While handling ship bookings for the South American-bound lines, Herrman also booked ship shows into the Copacabana and Atlantic, in Rio de Janeiro. The acts playing Herrman's ships would work at the clubs for the several days the ships lay over before their return trips to the U. S.

Herrman said he was now negotiating with several lines about booking their shows when passenger service gets back into full swing.

## Check-Out

NEW YORK, May 31.—When Max Baer and Maxie Rosenbloom finished at the Vanity Fair they each got \$1,750. Rosenbloom cashed his check. Baer sent his to a West Coast bank to be deposited to his account. Baer's check was received on the Coast and sent back to the Vanity Fair New York bank for collection. By the time it showed up, the club had shuttered and the funds were tied up.

Result it that Baer now will have to take his place in line with the other creditors. Even AGVA can't do anything about it, because the check was good when it was issued, and besides the cash bond put up by the club with AGVA had been paid off.

## NTG Skirmishes With Censors; Out Of 509 Club, Det.

(Continued from page 3)

of Jane Foreman, altho Kenneth Fisher, Granlund's attorney, termed them unnecessary. The trouble came to a head Wednesday night when censor George Forsythe caught the show and objected on the grounds that audience participation shows are prohibited in niteries here. Granlund maintained that he merely stepped three feet offstage to greet a Canadian war hero and read his insignia.

### Peace, Until—

After further conferences Thursday night, Granlund said that Deputy Police Chief Kennedy Lawrence called him and told him it would be okay to go on, with the usual restrictions against audience participation and Miss Foreman's costume.

Granlund, after missing that night's show, finally called it all off Friday, saying he had received a telephone call to return to the Florentine Gardens, Hollywood. He emphasized that his show was not closed by police. He traced his difficulties to his refusal to allow three girls who worked with him to mix, which was vigorously denied by Benny Resh, 509 Club ork leader, who was designated as spokesman by Owner Ernie Stein. The club's manager, Barney Spasiff, attributed the difficulties to NTG's style of working with girls in scant costumes in the audience and said the club would be glad to have Granlund complete the contract but felt it must co-operate with police and other authorities. He also stressed the house rule against mixing.

## Carnival, New York, Switching Policy to Shorter Bookings

NEW YORK, May 31.—The Carnival plans to switch its show policy after Olsen and Johnson wind up the end of June. In the past it has bought attractions for long periods of time, starting with Milton Berle, in for almost a year, followed by the current O. and J. Package, in since last January.

New plan is to buy attractions for short periods, with frequent changes if they don't pull, or if better attractions become available. Spot now is dickering for Lou Holtz, Ella Logan and Diosa Costello.

## London Casino in Big-Dough Move for Year-Round Vaude

(Continued from page 3)

they expect to start moving in the fall.

Meanwhile, the London Casino is planning to run on a year-round basis and Delfont said he plans to make the theater the foremost vaude center in Europe and "even the world." Year-round vaude in London has been tried before and flopped. Before the war the Casino De Paris went along okay, but finally failed, losing backers plenty of dough.

The Casino has been renovated at a reputed cost of \$180,000 and the first show, set for five weeks, will have Peggy Ryan (\$3,500), Gloria Jean (\$3,500), Peters Sisters, Chico Marx and other acts. Marx is said to be in for \$3,500. The following bill has Martha Raye tentatively set for \$8,500, Tino Rossi and Jimmy Durante. Plan, said Delfont, is to run on the order of the Folies Bergere in Paris.

Present undertaking apparently is well financed, for talent buyers have been hunting the Continent and the U. S. since the beginning of the year.

Prices offered American attractions and standard acts are in excess of anything available today. Rumors from Paris and Brussels say that Delfont bookers are quite generous and lining up some strong continental names. It is said that the Ink Spots are due here later this year for \$10,000, which is about three times as much as they usually get in America.

Delfont's biggest arguments that vaude will do well in the West End

## Chi Copa Files Reorg Petition

CHICAGO, May 31.—The Copacabana, Loop niteriy, which has been in shaky financial straits for the past six weeks, this week filed a voluntary petition for reorganization of its financial structure, in an attempt to continue operation. Club, which is operated by Sam Rinella, and lists his wife, Jessie, as prexy of the corporation, lists its assets at \$81,785, with debts of \$321,477.

Rinella is reported to have used his \$6,000 AGVA bond to pay up acts during the first couple days of this week, and was paying off entertainers daily during the latter portion of the week in an attempt to continue holding onto the club. Rumor is that several important city figures are interested in wresting control of the club from Rinella.

Rudy Vallee is listed as still being owed \$10,000 of the \$13,800 salary he claimed had not been paid him for the last two weeks of his recent stay at the Copa.

## Myron Cohen Asks Bond

NEW YORK, May 31. — Myron Cohen, due to open at the Chi Copa June 5 for \$2,750 a week, has been asking that club to put up a bond for his salary before he goes in. Understood that American Guild of Variety Artist (AGVA) has advised him that club can't put up the necessary bond. Cohen admits that he hates to forego the two weeks and is willing to take a chance on a nightly pay-off. Union, however, told him that if he takes the job he'll be on his own.

is that the public is tired of seeing the same old faces and same old routines for the past eight years. With Arnold and Littler behind him, the trade here thinks that Delfont stands better than an even chance of making vaude profitable.

## Boots McKenna Gets 20% Share In Panama Spot

NEW YORK, May 31.—Boots McKenna, New York producer of niteriy shows for the Hotel International, Panama City, has been given a 20 per cent interest in the new \$150,000 Ciro's which William Liebow is opening this month in Colon. McKenna, now in Manhattan, told *The Billboard* that Liebow took him in on a percentage deal because of personal friendship.

Ciro's, which Liebow took over a couple of months ago when it was the Silver Spray, is being completely rebuilt and will include an elaborate upstairs gambling casino. The spot will open with a McKenna U. S. production, including a 10-girl line. The show will run five weeks there and then switch with the show at Liebow's other operation, the Coral Room of the Hotel International, for five weeks.

By bringing two shows down that way at the same time, Liebow estimates that he will cut transportation expense in half by the simple expedient of charting a special plane. Forty or so people from two shows going to Panama via this method, will save on the approximately \$200 one-way individual fares. The gimmick also will give the International a new show every five weeks instead of every 10 weeks as at present.

## Walters To Open New Eatery Spot

NEW YORK, May 31.—Lou Walters, Latin Quarter operator, will open a restaurant in a building now under construction at 58th Street and Fifth Avenue. The spot will be on the second floor of a 14-story building and will be located above a movie house reportedly to be leased by Pathe France.

Walters's new place, as yet unnamed, will be ready in the spring and will have a seating capacity of 200. It will use straight music—no shows. No figures were disclosed on the rental deal.

## Bud Brandt Sets Paris Bookings

NEW YORK, May 31. — Bud Brandt, of International Artists Corporation, is back from Paris after closing several deals for IAC. Brandt set Marion Bruce, now at Le Ruban Bleu, and Jesse and James, for a fall date at the Lido and a subsequent date at the Sur Le Toits De Paris.

The agency meanwhile is planning to build a package around Miss Bruce and Jesse and James, with a male singer and instrumental trio added, for Paris jobs.

**Loew's State, New York**

(Thursday, May 29)

Capacity, 3,000 seats. Price, 50 cents to \$1.10. Number of shows, four daily; five Saturday. House booker, Sidney Piermont. Show played by Louis Basil's house ork (13).

Bill is on the weak side and lacks any punch for sustained interest, outside of a few good attempts by Leo Carrillo. The film player worked hard with his standard routines, including the Hollywood bit, one on New York and the Italian on the phone. Despite his good delivery, material wasn't solid enough to draw healthy laughs. Last bit, a serious dramatic reading on Hollywood worked against a soft piano background by Dave Lapin, 88-er with the house ork, was okay and closed Carrillo to a good mitt.

The Smoothies, Charlie, Babs and Little, did only one pop number, *It's a Good Day*, sticking to novelties for remainder of their stint. Radio commercial bit, with take-offs of air celebs worked in, was spotty but showed one good lift for an instant when Little Ryan almost stopped things with a Jerry Colonna piece. Their closing stint, getting the customers to name performers associated with songs done, slowed things considerably.

**Three Edwards Open**

Hand-balancing act, the Three Edwards Brothers, opened bill and showed competent execution of tricks. Stunt with lad doing a handstand on a chair mounted above three more chairs, with the legs of the bottom one balanced on four bottles, was best job.

The Berry Brothers, in the No. 2 spot, went thru their familiar *Apple Is Ripe* routine in okay fashion, but their second bit showed nothing exceptional. Turn was badly paced and showed the strain of having been on the go since early a.m. at the theater, as ditto the other acts.

**Comic Turn**

Doing a comic turn in the middle slot, Benny Ross and Maxine Stone showed fair patter material and good timing. Opening was effective, Ross coming out solo and introing partner with a big build-up about her speed, only to have her walk on slowly and lazily. Gal's lazy characterization was well carried out and Ross' job as straight man to her lines was okay. With the right gags and even pacing, the act could be built into a good deal.

Closer, the Chadwicks, could use some good terp routines. Their waltz opener was a weakie and showed no flash or skill outside of one or two fair straight-arm lifts. Essentially floor workers, a few spins could help dress up the act commercially. *Pasa Doble*, with which they closed, was okay.

Pic, *The Fabulous Dorseys*.  
Don Marshall.

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**VAUDEVILLE REVIEWS**

**Chicago, Chicago**

(Friday, May 30)

Capacity, 3,900. Prices, 95 cents straight. Five shows daily; six Saturday. House booker, Nate Platt. Show played by name ork.

Sammy Kaye's ork and vocal corps put on an excellent production here to spearhead the current stage revue. Besides putting out plenty of the fluid and listenable music that is a Kaye trademark, the clary-playing fronter parades a capable vocal corps, spotlighting Don Cornell, a versatile crooner who did well with a pertinent novelty and then went right into a mellow ballad; Laura Leslie, new chirp, who handles the cute novelties capably, and 88-er Johnny Ryan, who has an unusual tenor voice that clicked on tear-jerking numbers. The Kaye part of the show includes the usual *So You Want to Lead a Band?* gimmick that continues to stand up to the competition because the fronter chooses his audience stooges wisely and has new patter for each annual appearance locally. The one big addition this year is a bit of the Kaye *Sunday Serenade*, with the leader reading a poem, which has become a standard on the show, while sidemen form a glee club to do the *Anniversary Song*. Tubber Ernie (Cecil) Rudisill pulled guffaws consistently with a routine that is strictly corn but is sold with enthusiasm and splendid timing.

Supporting acts measure up to the high caliber of the Kaye work, with Olsen and Joy doing a refreshingly different acrobatic and tumbling stint. Both are young and fresh looking, the gal working in a can-can outfit and the man in sailor togs. Whole bit has lots of continuity and act is packed with new gimmicks, such as the closer in which the male lights a cigarette with a match stuck into his shoe heel, the foot being brought back over his shoulder to the weed. Pulled lots of laughs and a heavy mitt.

Canfield Smith presents perhaps the most realistically human dummy seen here in years: Smith has the dummy talking in a more normal voice than his vent contemporaries and even has the kid talk Brooklynese while he does a polished Easterner. Dummy's head is built to look more like a normal child's, and Smith constantly keeps the arms and legs moving to give the impression

**Oriental, Chicago**

(Thursday, May 29)

Capacity, 3,300 seats. Prices, 95 cents straight. Number of shows, five daily. House booker, Charley Hogan. Show played by Ray Lang's 11-piece house ork.

House is putting its biggest stack of blue chips on the film *Dillinger*, a flicker which got reams of publicity a year back when it was banned for use in Chi only to have the order revoked recently. So the vaude budget has been cut to the bone, with over-all revue lacking marquee value but still doing okay as entertainment.

The Caites, two males and a gal, having expanded their dancing activities since caught here last, offering an opening precision rhythm tap and a solo Russchotzski toe dance by Marilyn before going into their Lan-caster clog, which once was the major portion of their act. Act is now more diversified and is good opener. Warmed up audience to nice bow-off mitt.

Allen Sisters, harmony duo, had a big job, with only the two diminutive gals working on the big stage, but they mixed their program up nicely and stressed nice use of the hands to keep visual attention. Opened with a trite and dated number, *Zip-a-Dee Doo-Dah*, but got going on their second, a special material bit about the mountain gal. Bowed off to okay hand with a cavalcade of oldies.

Leon Navara, working at the piano, could use a little polish on his presentation. Has some clever gimmicks. Plays difficult classics with only one hand, with that mitt running from bass to treble constantly, but this wasn't pointed out well to crowd, who didn't sense the value of his work. Gags also could be sharpened up. Made up for a poor start with a hokey medley of song, climaxed by lusty boogie-woogie.

Maxellos, Risley foursome, who had never worked anchor slot, showed that their act is capable of handling the headline spot. Act was paced nicely and foursome did more audience participation, all of which was handled smartly to sell well. Got a substantial number of laughs and plenty of mitt for their extended stint. *Johnny Sippel*.

of life. Gags rated with the presentation and collected lots of smileage and hitting. *Johnny Sippel*.

**New York:**

**Benny's 150G and MH's 130 Lift Stem From Doldrums**

NEW YORK, May 31.—Jack Benny's close-to-record-breaking \$150,000 opening week at the Roxy, plus new bills at the Radio City Music Hall, Paramount and Loew's State, hypoped grosses last week at the six Stem pic-vaude houses usually running fleshers to score a healthy \$448,000, as against the weak \$333,000 of the preceding frame. The Capitol and Strand are on a temporary straight-film policy—*Duel in the Sun* at the former and two reissues, *Sea Wolf* and *Sea Hawk*, at the Strand.

Radio City Music Hall (6,200 seats; average \$110,000) brought in a strong \$130,000 for its first week with the Wiere Brothers; Sharkey, the seal, Kathryn Lee and *Great Expectations*.

**Benny Booms Roxy**  
Roxy (6,000 seats; average \$85,000) soared to \$150,000 for the first stanza

with Jack Benny, Phil Harris, Eddie (Rochester) Anderson, Marjorie Reynolds, the Sportsmen's Quartet and *Brasher Doubloon*.

Paramount (3,654 seats; average \$75,000) got \$65,000 for the first week with Boyd Rayburn's ork, Jan Murray, Buddy Clark, the Modernaires, the Acromaniacs and *The Imperfect Lady*.

Loew's State (3,500 seats; average \$25,000) tabbed \$24,000 with Professor Lamberti, Betty Reilly, Lee Davis, the Skating Whirlwinds and *Guilt of Janet Ames*, compared with \$25,000 collected the previous frame with Charles Trenet; Low, Hite and Stanley; Dorothy Donegan, Milton Douglas and *Blaze of Noon*. New bill (reviewed this issue) has Leo Carrillo, the Berry Brothers, Ross and Stone, the Smoothies, the Chad-

wicks and *The Fabulous Dorseys*. Capitol (4,627 seats; average \$72,000) got \$39,000 for its third week with *Duel in the Sun*, as against \$54,000 the preceding week.

Strand (2,700 seats; average \$40,000) brought in \$40,000 with *Sea Hawk* and *Sea Wolf* opening week. In the previous frame, Ina Ray Hut-ton's ork, Phil Brito, Lenny Kent and *Love and Learn* got \$32,000.

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**Havana-Madrid, New York**  
(Thursday, May 29)

Capacity, 450. Price policy, \$3.50-\$4.50 minimum. Shows at 8 and 12. Operator, Angel Lopez. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$1,700; last show, \$2,250.

Angel Lopez has another good show in this all-Latin three-acter with Bertica Serrano, Raul and Eva Reyes and a newcomer to the big-town nitery trade, Miguel Ortiz.

Bill's standout, according to audience reaction, was Bertica Serrano, who worked here last November. The chick's stint was fast-moving all the way and she had to beg off after four numbers. Her style is spirited, voice is fair, and her animated delivery sold her. Her closer, *I Learned To Speak English*, taking the mike around the floor, was spotty and sung too softly in several portions to be heard distinctly.

Miguel Ortiz showed as a nice-looking kid who started as tho he was scared stiff during his opening number. Once he got over initial nervousness, he latched on to keep customers with him. Gestures were overdone—he should rely more on his baritone. *Begin the Beguine*, in Spanish, was a weak closer.

**Reyes Team Badly Spotted**

Latin terpers, Raul and Eva Reyes, following Ortiz, opened with a fast and short rumba, following with a terp done to *Begin the Beguine*. Repetition of this number right after Ortiz showed poor routing. Their standard *Blow the Horn* bit sold for healthy returns.

Routing of show could be more effective by opening with Ortiz instead of Miss Serrano. The lad's slower style would have built up the gal's contrasting stint.

Show cut by Sacassas ork. Noro Morales ork for dancing.  
Don Marshall.

**NIGHT CLUB REVIEWS**

**Colosimo's, Chicago**  
(Thursday, May 29)

Capacity, 450. Price policy, no cover or minimum, with drinks starting at 60 cents. Owner, Ann Hughes. Booking policy, non-exclusive. Shows at 10, 12 and 2. Estimated budget this show, \$3,000; estimated budget last show, \$2,750.

This oldest of Chi niteries has just been taken over by an all-Negro management, headed by Ann Hughes, youthful lounge impresario of two spots on the South Side. Spot has retained its all-Negro show policy, with this revue the best of a trio which the nitery has thus far played.

Biggest factor in show's success is good selection of acts and a fine production job, supervised by Joe (Ziggy) Johnson. Little producer has brought in his Ziggyettes (7), a line of attractive girls, who put on rhythm routines that are tops for action and dancing. Spot didn't use line during the first two shows and presence of the animated ponies helps to accelerate pace.

Dottie Adams, a diminutive shake dancer, does usual bump and grind routine, following a short fan-dance warm up. Singer Johnny Hartman, of Sunbeam Records, has a voice that approximates Vaughn Monroe, selling the lyrics of three pops nicely, but he could get better response if he dropped the mike down to about shoulder level, so half his face could be seen while working.

Specialty dancer, Andre Drew, was featured in one production bit, with the agile terper displaying plenty of possibility for the primitive type ballet.

Headliner Una Mae Carlisle in next to closing spot, preceding Peck and Peck, who should have been spotted in the fore part of the revue for a better-paced show. Despite fact that she could hardly walk after suffering a broken foot earlier in the week, the beautiful red-headed 88-er-composer did a quintet of numbers, all of which were well received. Gal did a bang-up job on *The Man I Love*, in which she gave the tune all the pathos it would need to be a rejuvenated record classic. Sewed her stint up nicely with a medley of her own recorded ditties, highlighted by *I'm Walking by the River*.

Peck and Peck did their standard routine, brightened by an opening series of flying splits and leaps to a fast rythm background that had payees pop-eyed. Closed nicely with their contrasting slow-motion blade battle.

Jesse Miller's combo (two trumpets, two saxes, three rhythm) played an adequate show and did a showmanly job in their solo spot. Floyd Hunt's Quartet, from Miracle platters, play the intermissions, with the fronter's electric vibes a standout.  
Johnny Sippel.

**Copacabana, New York**  
(Thursday, May 29)

Capacity, 610. Price policy, minimums \$3-\$4. Operator, Monte Proser; booking policy, non-exclusive. Publicity, George Evans. Estimated budget this show, \$9,000; previous show, \$8,000.

Business may be down all over the country, but the way this joint was jumping opening night there's no slump at the Copa. The white-coated prom kids were jammed six deep in the street waiting to get in for the last show. The upstairs bar had ropes up and names were huddled around disk jockey Jack Eigen, waiting to go on. Downstairs, the floor had shrunk to minimum, with customers almost sitting in each other's laps. Spot has no top name to pull them in, but it has one of its best shows in many a month, with every act doing a terrific job and the whole knitted together beautifully by Douglas Coudy for a smoothly run package with plenty of audience appeal.

Star of the show was Mitzi Green. Following Mel Torme, who almost stopped the show, it seemed that the comedienne was in a tough spot. But after three minutes of Green the mob forgot Torme. Blonde gal came in with a lot of new material and fractured them. Opened with a special thing built around *Rainy Night in Rio*, labeled *Rainy Night in Brooklyn*, segueing into a Brooklynesse chatter that had them yowling with glee. Followed that with *Tony Pasquale, the Cabbie*, a clever number that called for take-offs of Mae West, Ethel Barrymore and others. It was wonderful. But what made it was gal's delivery. She was boss on that floor and held them without a bit of trouble. In fact, Mitzi Green, on the basis of her work today, easily is the outstanding girl comic in the biz at present. With a hep crowd to work to, there's nobody around this reviewer has caught who can touch her. Came back after a Miranda build-up to give with her old routines, the Hildegarde malaprops, Moran and Mack bits and others, and killed them. Gal is in a fine show, but the way she topped it off was something to see.

**Mel Torme Talented, Cocky**

Mel Torme, bought last December, is a brash youngster with blondish hair and a cowlick, a peculiar song stylist with something in the pipes it is difficult to put a finger on. His glissando and deliberate off-key delivery is a combo of scat, Sinatra and simple boyish enthusiasm. Opened with *September Song* and followed it with *April in Paris*. Both were good. Best was his *County Fair* in which he obviously was completely at ease. The hillbilly jazz beat was infectious and started feet beating time. Lad's major fault is an over-cockiness that sometimes is grating to watch. His working to individuals also is a fault. Throwing in ad libs about friends, known to but a fraction of the audience, feeds the vanity of those mentioned, but majority of listeners don't know them, so end result is poor showmanship. Assurance is commendable in a youngster getting his first start at the Copa. But over-assurance often can set up a resentment that may hurt more than it helps. There's a terrific push behind this kid and he's got enough of what it takes to get places. Being too sure of himself, however, may prove a stumbling block he'll find it tough to get over, if he doesn't control it. Referring to customers as "shmoes" can be amusing if used by a top performer. It can be damaging when used by a cocky kid.

Copsey and Ayres have two spots. Their first was their standard East (See *Copacabana*, N. Y., opp. page)

**Persian Room, Hotel Plaza**  
**New York**  
(Thursday, May 29)

Capacity, 275. Price policy, cover \$1.50 after 9:30; \$2 Saturdays. Shows at 9:30 and 12:15. Owner-operators, Hilton chain. Booking policy, non-exclusive. Publicity, Dorothy King. Estimated budget current show, \$1,500; previous show, \$2,500.

Jacques Peals, another Arthur Lesser importation and introduced as "France's greatest singer," obviously has had intensive coaching in what American audiences want. But coaching isn't enough. He needs experience in front of Yank customers before he's quite ready to deliver. On the basis of his work here, it looked as tho he had been over-booked. Boy can sing, has a pleasant personality, but he's not ready for a class hotel room.

Peals (Lucienne Boyer's husband) is a shortish chap with a Roman nose, toothy smile, plus the customary Gallic accent, and handles himself capably. Working on a circular floor with tables all around him, he showed sufficient savvy to face different sides of the room.

Routine consisted of American pops with special arrangements and lyrics, French ballads, and novelties. When he did a French number he explained it first, which helped those who don't understand the language. His best things were the novelties and semi-rhythm numbers. In those Peals showed a punchy style that was as infectious as it was capably done. His ballads were okay, but nothing more. Most of the fault for the poor ballad selling was with the ork backing. To get proper moods music should have strings, and the Pancho band's only string was a bass, the rest being wind instruments. Besides lack of proper instrumentation, the music was off time and again, often obviously so.

Mark Monte's band worked the intermissions.  
Bill Smith.

**Florentine Gardens**  
**Hollywood**

(Wednesday, May 29)

Capacity, 900. Price policy, \$2 minimum. Shows at 9 and midnight. President and general manager, Frank Bruni. Publicity, Rose Joseph and David Allison. Maitre d'hotel, Jack Erdman. Booking policy, non-exclusive. Estimated budget this show, \$5,000; last show, \$6,500.

When leather pushers turn yock pullers, anything can happen and just about does in the Max Baer-Slapy Maxie Rosenbloom revue. Ringsiders get their buck's worth in laughs with this twosome. Best routine of the night is their ditty, *The Partner I Carry*, sung to the tune of *The Girl That I Marry*.

Revue as a whole is well rounded out with a series of dance productions by the lavishly garbed line (16), smooth whirl-tap routines by Floria Vestoff, startling trapeze act of the Flying Herzogs and Latin song and dance work of Karyl Wayne.

The two Maxies would enhance their act if writing were trimmed. As it stands now, the gags pull laughs, but rapid-fire material and tighter scripting would give the ex-rising champs more punch. Also, a clearer definition of who's to play straight man would help. Too many dead spots tend to decrease the effectiveness of the sock lines.

The Flying Herzogs (3 girls) keep patrons on chair's edge from start to finish. Act is cleverly timed with two of the girls working at first and then inviting a plant (third girl) to try out the trapeze. Dressed as a customer, she goes thru the usual biz of fumbles and then builds to a bang-up finish.

Best of the line's production numbers is the finale, *Rhythm on the Reservation*, with befeathered gals in an Indian dance.  
Lee Zitto.



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**Latin Quarter, Chicago**

(Friday, May 23)

Capacity, 450. Price policy, \$3-\$4 minimums. Shows at 9, 12 and 2. Owner-manager, Ralph Berger. Booking policy, Sid Harris. Mutual Entertainment Agency. Publicity, Hixon-Miller. Estimated budget this show, \$7,000. Estimated budget last show, \$4,500.

If opening-night mitts are a criterion, Ralph Berger can wear a smile for at least the next six weeks, for headliner Gertrude Niesen pulled the largest number of encores (five) and the most sustained mitting accorded a performer locally in the past two years. Even better, from a box-office standpoint she drew the biggest crowd the LQ has entertained in a long time—a notable achievement in the face of decreasing grosses everywhere.

The curvaceous blond star of *Follow the Girls* didn't disappoint the huge house, running the vocal gamut, from a tempestuous *Love for Sale* to her puckish *I Wanna Get Married*. La Niesen has learned to feel out an audience and she paced her presentation wisely, mixing up the old and the new to keep interest at a peak. While her best vocalizing is done on low-register, moody tunes, she doubled her salesmanship on the lighter material to pull sock hands thruout.

Doc Marcus has spruced up his routine since the last time caught locally about two years ago. His opener, the torn-and-restored paper trick, is demonstrated with more finesse, and his all-round chatter in the pitchman's twang is speedier. He kept attention high with a female foil from the payees for the card-in-the-balloon trick, and built to a laugh crescendo for his closer, the old hat-passing gag with five stooges. When embellished by his glib asides, it won solid returns.

Los Barrancos, frantic male and female South American dance team, were the first wild Latin team ever to play a major spot here, and their work won instant attention. The pair kept eyes riveted with their varied selections of sensuous stepping. They could have closed to a bigger mitt by saving their S.A. version of the j-bug, with which they closed their first number, for final closing, for it pulled a hefty salvo.

House has cut the show band from 11 pieces to seven (three saxes, two brass and two rhythm) without sacrificing anything in the music's quality. *Johnny Stippel.*

**COPACABANA, N. Y.**

(Continued from opposite page)

Indian number. The second was part of a production, a low-down jazz bit, skillful and exciting to watch.

For the first time in its history, the Copa has a prima donna, Michelle Thomas, a pretty, fresh looking, clean-cut brunette with a lovely coloratura. She worked in productions quite nicely and won some appreciative hands. Terry Allen, boy production singer, did very well with special numbers by Bob Hilliard and Sammy Mysels. Best was the finale, *Red Silk Stockings*. Nancy Doran, holdover, was quite capable in the ballet stepping slot. Betty George, another holdover, girl production canary, isn't much in the voice department, but with her looks she doesn't have to sing. Production numbers (3) with eight-girl line were well done. Costumes ranged from pretty to gorgeous. Staging included off-stage mikes, bits of hoke and deliberate stage waits for heightened effects.

Michael Durso cut show with his usual competence. Fernando Alvares band did the Latin sessions. *Bill Smith.*

**BRIDGEPORT, Conn., May 31.**—Walter's Restaurant and night club has been renovated and changed its name to Cafe Rouge. David S. Egan is the new owner, Ken Harper, the manager.

**FOLLOW-UP REVIEWS**

**LATIN QUARTER, New York:** Lou Walters's new comic, Pinky Lee, is a funny little guy with enough pathos in his delivery to offset his comedy routine to make him more than just another act. Most of his stuff is hokey lowdown which would be okay if used in moderation. But to use it as a major part of a routine isn't going to help him in the long run. His best were his poor little guy routines, which he handled with considerable skill. It is in that category that he showed more than average ability.

Lee worked in two spots. The first was a quickie, working with boy production singer, Ralph Young. Incidentally, the boy did quite an acting job straightening for Lee. In the second spot, Lee came on with a big intro to work at a xylophone. In this one he used ork leader Vincent Travers to straight. Travers's efforts showed he is no Lunt, tho they were enough to break up the band and get giggles from the customers. Best in that xylophone routine was the stagehand's (Max) handling of his single line when he came on to wheel off the instrument. "I'm not finished," protested Lee. Max gave him an up and down. "That's what you think," he replied disgustedly. Just four words. But they got some beautiful yocks. Lee wound up with a black-face take-off of Jolson, getting off with nuthouse keepers coming for him. It was a good exit and applause was equally satisfactory.

**Del Rios Pinch-Hit**

The Del Rios (two boys, one girl) jumped in at the last minute. Andre, Andre and Bonny, due to open, were forced out. Bonny sprained his back. The Del Rios did a nice job with their hand-to-hand and trick lifts. Gal's air and understanding chores got plenty of surprise reactions from the house.

Sophie Tucker, previously reviewed, turned in her usual sock job. Her act was cut because she had a bad throat. *Bill Smith.*

**LE RUBAN BLEU, NEW YORK:** The new starter here, Ronna Lord, doesn't show anything outstanding. The gal, an Al Siegel protegee, is billed as a dramatic songstress, but in spite of the intimacy provided by this room she is lost. She has a deep voice which sounds affected and accents her tremolo. Her special material in the show caught didn't suit her style; she was better on *Cousin Sue* done straight, more adaptable to her type of voice. A dramatic *Limehouse Blues*, worked with special lights interwoven with dramatic reading and singing, was overdone and might sell better if cut.

Day, Dawn and Dusk, holdovers reviewed earlier, make a sock trio. Their songs, highlighted by a keen comedy sense, ranged from *Shortenin' Bread* and *Shadrack, Mesach, Abednigo* to satiric excerpts from the popular operas. They showed top harmony and rhythm, and to demonstrate their versatility, did the *Whiffenpoof Song* straight to win healthy returns. Their top drawer *Calliope* and many of their other bits were loaded for laughs and frequent yocks.

**Marion Bruce Held Over**

Another holdover, not previously reviewed, Marion Bruce, is an excellent song stylist who should do okay with the proper handling. A good looker, she has a warm husky contralto and sticks to mood numbers. The only drawback is that, despite the fact that all are done well, her songs, like *The Man I Love* and *Smoke Gets In Your Eyes*, are of one type and tend to get monotonous. Inclusion of a faster paced ballad or novelty would balance her program to better effect.

Also holding over are Leonard El-

liot and Irma Jurist, already reviewed, and the Cedric Wallace Trio. Wally Blacker competently handled emcee chores and took a turn at the 88 to spell the acts. *Bill Smith.*

**SLAPSY MAXIE'S, HOLLYWOOD:** Dusty-toned songsters Crawford and Bean, added this week to Slapsy's show, are an asset to any nitery bill. Lads, relatively unknown in this area, scored solidly with a well stocked score of vocal varieties. Smart appearing, their work is smooth as silk. Boys opened with a clever arrangement of *I Can't Give You Anything But Love* followed by *Calypto Women Are Smarter Than Men*. Clincher was sock arrangement of *Anniversary Song* which spotlighted individual versatility. Closer was *South America, Take It Away* which lads sparked with new set of lyrics.

Still another addition are Marita and Manuel Viera and Their Musical Pets, brought back for second time in three months. Act is still as cute as ever with trained monkeys stealing plenty of laffs with their zany antics. Ringsiders are still amazed by monk who plays *When Irish Eyes Are Smiling* on an electric zylophone. Gagster Harvey Stone continues to hold top slot, with trampoliners, the Rudells, and terpster Eleanor Tee-man rounding out the show. *Alan Fischler.*

**New Wethersfield Spot**

**HARTFORD, Conn., May 31.**—The near-by town of Wethersfield has issued a permit to John R. Choolgian to build a \$25,000 restaurant containing a ballroom and lounges. Spot plans to sell liquor.

**Downes Managing Panama Nitery; Books U.S. Talent**

**PANAMA CITY, May 31.**—Hector Downes, formerly with Kelly's Ritz, local nitery, is now managing the Balboa Gardens, another local spot. Downes starts using American music next week, with the Rae Scott girl orchestra (5) to alternate with a native house band. He also may start using floorshows, with U. S. talent, next week.

Miss Scott originally was being set for the Hotel Nutibare, Medellin, Colombia, but the operator later decided against using U. S. bands because of regulations requiring the employment of the same number of local musickers, thus making his budget too high. If Miss Scott and her crew had come in, they also would have had to lay out \$30 each per month in American money, plus 3 per cent of their total salaries to the local musicians' union. As a result, Hotel Nutibare has nixed using any music.

**New 52d St. Ops Reopen Nocturne (Ex-Keyboard)**

**NEW YORK, May 31.**—Club Nocturne, 52d Street nitery formerly known as the Keyboard, has reopened under new ownership with low-budget entertainment. The new ops are Sam Symons, former manager of Jimmy Dwyer's Sawdust Trail, and Oscar Cooperman, ex-bartender, also formerly with Dwyer. The show, which started last week, has Marie Daly and Lew Alden, Phila Tharpe, Nona Beach, Amy Andrews, Jack King Allman and Walter Wauruk.

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# Old Vic's New Theater School Paves Way to Fine Workshop

By Joan Littlefield

LONDON, May 31.—London's famed Old Vic organization is one step nearer to formation of its old Vic Theater Center—a complete drama workshop—with the inauguration of its theater school early this year. The Old Vic's three directors, Sir Ralph Richardson, Laurence Olivier and John Burrell, are tied up with the London and Bristol companies of the Old Vic, and with plans for a tour of Australia this year (instead of another U. S. visit), so the New Theater Center has been turned over to a French actor, director and theater experimentalist, Michel St. Denis.

St. Denis, as Jacques Duchesne, was one of a trio of Frenchmen who helped the French resistance movement by daily airings from the British Broadcasting Company (BBC) in London. He has been connected with the Old Vic since 1936, when he directed *The Witch of Edmonton*. The next year he did *Macbeth* with Olivier and Judith Anderson.

### His Early Days

St. Denis started out as secretary to his uncle, Jacques Copeau, at the famed Vieux Colombier in Paris. Later he became assistant stage manager and finally resident dramatist for the group. In 1930 he founded his own Compagnie De Quinze, which did a sock tour in London in 1931 and in 1934. The following year he founded the London Theater Studio, teaching acting, design and direction.

The London Theater Studio was closed throuth the war. After V-E Day, St. Denis nixed offers from the

Odeon in Paris and returned to London and the Old Vic. The original home of the company—on Waterloo Road in London's slums—had been badly hit in air raids. However, the British Government has given the company a permit to rebuild. Meanwhile the Old Vic schools are operating in other parts of London.

For months applications from aspiring students, not only in Britain but in the United States and elsewhere, have been pouring in to St. Denis, but he has thumbed down all visiting students for the first year. "After that," he explained, "we hope to be able to give scholarships for American and overseas young people of talent. However, there won't be many places. We want to keep the acting students down to 40 for each two-year course and divided into two groups of 20 each."

In addition the school is planning to give a year's course in technical production and on stage design. In the first term there will be 36 students of acting, 28 technical production tyros and 16 aspirants for stage designing. Only one-third pay full fees. One-third get grants from local British orgs.

St. Denis has hopes for his school. "The war has shaken up British youth," he said. "Boys and girls of 16 and 17 are much less self-conscious now and have more feeling and depth than before the war."

### Gen Byam Shaw No. 2 Man

Director of the school under St. Denis is a leading British thesp and pilot, Gen Byam Shaw, whose production of *Anthony and Cleopatra* is clicking here at present. Pierre Le Fevre is the second assistant. Students, while not promised jobs specifically upon graduation, will have a chance to join either the Old Vic org or the Young Vic—an experimental children's theater—or the Bristol Company.

Rebuilding of the now historic Old Vic Theater will be designed so that the house will be not only a show shop but a complete legit workshop as well.

# Stage Managers Make Headway On Contract

NEW YORK, May 31.—Results of deliberations at a special meeting of Equity Council held Monday (26) to consider suggestions made by stage managers for improvements in their status under the new Equity contract were forwarded yesterday to William Ross, Edward Dimond and Edward Mendelsohn, committee representing the curtain-raisers' group.

Two of the s. m.'s eight requests were approved, two were amended, and one tabled for the present. Hereafter, senior curtain-raisers will not be liable for a double chore of acting and stage-managing. They may do either, but not in the same show. First assistants, however, may understudy in a straight show, but not in a musical. The boys had asked a minimum of two week's salary prior to first rehearsal date. Council amended this to read that no work should be done by either seniors or assistants prior to such date without a signed contract together with a covering Equity bond.

Another request that stage managers sign a separate contract of their own, but including all rules covering regular actor's contract, was amended to read that any changes pertinent to them are to be included in the regular contract. A complete okay was given the suggestion that a three-man s. m. committee be permitted to sit with the council in an advisory capacity on any matters affecting curtain-raiser welfare.

The council turned down a request for a minimum basic wage and also vetoed proposition to make assistants' salaries retroactive to first day of rehearsal in event that they are hired thereafter. Also disapproved was the qualifications clause for senior stage managers. Basic wage stabilization for stock chores gaited to capacity of individual houses was tabled as being brought up too late to be put into effect this summer.

While the lads who boss the switches didn't get everything they want, a spokesman for the committee expressed himself as well satisfied with a good start.



# BROADWAY SHOWLOG

Performances Thru May 31, 1947

## New Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	39
All My Sons..... (Coronet)	1-29, '47	141
Born Yesterday..... (Lyceum)	2- 4, '46	571
Happy Birthday..... (Broadhurst)	10-31, '46	290
Harvey..... (48th Street)	11- 1, '44	1,094
Heads or Tails..... (Cort)	5- 2, '47	35
John Loves Mary..... (Music Box)	2- 4, '47	135
Life With Father..... (Bijou)	11- 8, '39	3,169
Portrait in Black..... (Booth)	5-14, '47	21
State of the Union..... (Hudson)	11-15, '46	647
Voice of the Turtle, The..... (Mercury)	12- 3, '43	1,308
Whole World Over, The..... (Biltmore)	3-27, '47	68

## REVIVALS

Alce in Wonderland... (International)	4- 5, '47	55
Burlesque..... (Belasco)	12-25, '46	182

## Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	426
Barefoot Boy With Check..... (Martin Beck)	4- 3, '47	68
Brigadoon..... (Ziegfeld)	3-13, '47	92
Call Me Mister..... (National)	4-18, '46	471
Finian's Rainbow..... (46th Street Theater)	1-10, '47	163
Oklahoma..... (St. James)	3-31, '48	1,788
Street Scene..... (Adelphi)	1- 9, '47	164
The Telephone and The Medium..... (Barrymore)	5- 1, '47	36
Up in Central Park... (City Center)	5-19, '47	46

## REVIVALS

Sweethearts..... (Shubert)	1-21, '47	151
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## CLOSED

Carousel..... (Majestic)	4-19, '45	879
O' Mistress Mine..... (Empire)	1-23, '46	462
Years Ago..... (Mansfield)	12- 3, '46	108

## OPENED

Love for Love..... (Royale)	5-26, '47	
Drew a 6-3 nod from the crit. Yes: Ward Morehouse (Sun), Louis Kronenberger (PM), Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Richard Watts Jr. (Post). No: William Hawkins (World-Telegram), Brooks Atkinson (Times), Robert Garland (Journal-American).		
Ice-time of 1948..... (Center)	5-28, '47	7

New frost frolic drew an 8-1 nod from the aisle-experts. Yes: Robert Sylvester (News), Robert Coleman (Mirror), Brooks Atkinson (Times), Robert Garland (Journal-American), William Hawkins (World-Telegram), Ward Morehouse (Sun), Richard Watts Jr. (Post), Louis Kronenberger (PM). No: Howard Barnes (Herald-Tribune).

## COMING UP

Louisiana Lady..... (Century)	6- 2, '47	
Open House..... (Cort)	6- 3, '47	

Quitte, Leonard Stofke, Steve Stofka, James Toth, James Trenholm, Walter Van Sickle, Gere Decker.

Over six and a half years ago Sonja Henie and Arthur Wirtz decided that the Stem could stand a permanent ice show. There is no question but that they were smart, for their formula has survived about anything on the Stem in the way of theater entertainment, except perhaps *Life With Father*. It is really amazing, since there is just so much that is fine, superfine and ultimately superb that anyone can do on skates. But year after year they go on using the same basic patterns and keep right on packing the Center Theater. (*Ice-time of 1948 on opposite page*)

# BROADWAY OPENINGS

## LOVE FOR LOVE

(Opened Monday, May 26, 1947)

### ROYALE THEATER

Comedy by William Congreve. Staged by John Gielgud. Sets, Rex Whistler. Costumes, Jeannetta Cochrane. Lighting, William Conway. General manager, C. Edwin Knill. Stage manager, Ward Bishop. Press representative, Willard Keefe. Presented by the Theater Guild and John C. Wilson in association with H. M. Tennent, Ltd.

Valentine.....	John Gielgud
Jeremy.....	Richard Wordsworth
Scandal.....	George Hayes
Tattle.....	Cyril Ritchard
Mrs. Fraill.....	Adrienne Allen
Foresight.....	John Kidd
Robin.....	Donald Bain
Nurse.....	Philippa Gill
Angelica.....	Pamela Brown
Sir Samson Legend.....	Malcolm Keen
Mrs. Foresight.....	Marian Spencer
Miss Prue.....	Jessie Evans
Ben.....	Robert Fleming
Buckram.....	Sebastian Cabot
Jenny.....	Mary Lynn

It is a natural corollary to compare *Love for Love* with the John Gielgud troupe's recently completed efforts in *The Importance of Being Earnest*. Be it said that the over-all results of *Love* are not up to the standard set by *Earnest*. But this is no fault of the company or of the production. Congreve's bawdy satire of Restoration manners is simply not off the same shelf as Wilde's witty harpooning of society of the '90s.

It is equally obvious that Con- (See *Love for Love* on opposite page)

## ICETIME OF 1948

(Opened Wednesday, May 28, 1947)

### CENTER THEATER

Ice spectacle. Staged by Catherine Littlefield. Production director, William H. Burke. Settings by Bruno Maine and Edward Gilbert. Costumes, Lou Eisle, Billy Livingston and Kathere Kuhn. Choreography, Catherine Littlefield. Lighting, Eugene Braun. Skating direction, May Judels. Conductor, David Mendoza. Lyrics and music, James Littlefield and John Fortis. Musical arrangements, Paul Van Loan. Stage manager, Burton McEvilly. Press representative, S. J. Brody. Presented by Sonja Henie and Arthur M. Wirtz.

THE CAST: Skippy Baxter, Helga Brandt, Inge Brandt, James Carter, James Caesar, Paul Castle, Richard Craig, Fritz Dietl, Claire Dalton, Nola Fairbanks, Lou Folds, Buster Grace, Fred Griffith, Joan Hyldoft, Joe Jackson, John Kasper, Buck Pennington, Jerry Rehfield, Joe Shillen, James Sisk, Charles Schlagle, Sid Spalding, Geoffe Stevens, Monte Stott, Freddie Thenkler, John Walsh, Melba Welch, Pauline Beavor, Grace Bleckman, Ann Boykin, Kay Corcoran, Helen Dutcher, Peggy Fisher, Babette George Gloria Haupt, Sue Holder, Walli Hackman, Sheri Lynn, Patricia Lemaire, Chris Linden, Marge Mahne, Mervette Mose, Doris Nelson, Bernice O'Dell, Blanche Poston, Rusty Rodgers, Ruth Russell, Lela Rolontz, Sonia Rashoff, Ragna Ray, Lucille Risch, Theresa Rothacker, Jean Sakovich, Beth Stevens, Cissy Trenholm, Eileen Thompson, Janet Van Sickle, Julian Apley, Edward Berry, Edward Brandstetter, Ray Blow, Charles Cavanaugh, William Carvel, Charles Caminit, Nicholas Dontos, Arthur Erickson, Louis Glessman, Dan Hurly, Garry Kerman, Kenneth Leslie, Ernest Mann, Robert Martina, Edw. McDonald, John Melendez, Arthur Meehan, Gus Patrick, Ken Parker, Sandy

## Silo Circuit

With summer at the door, strawhatters—like June—are busting out all over, and bulletins on hot-weather legit futures come from all points.

Maurice Geoffrey, manager of Waynesville, S. C., Theater in the Sky, reports that the house begins a second five-week season July 15.

Stem drummer, Lewis Harmon, will operate the Chapel Playhouse, Guildford, Conn., for eight weeks, unveiling June 28. Over at Westport, Conn., the Playhouse will launch its 13th season two days later.

Jean Parker and Louise Rainer will star in *Dream Girl* and *Joan of Lorraine*, respectively, at the Cape Playhouse, Dennis, Mass., during the last two weeks of July.

Greenbush Stock Theater at Blauvelt, N. Y., gets off to early start with *You Can't Take It With You* June 10. Season will run 14 weeks.

Earnest Mandevill and Ray Hinkley have signed Richard Midgeley and Estelle Winwood for Finger Lakes Drama Festival at Ithaca, N. Y. Midgeley is booked for *Dream Girl* and Miss Winwood for *Royal Family*. Hinkley will direct.

Brattleboro (Vt.) Summer Theater tees off a nine-week season June 30. Harry Young is the director.

The Cragmoor (N. Y.) Theater skeds another 12-week summer session. Starts June 17, with *Dream Girl* getting the initial play.

Robert Downing reports his engagement as director at the Bar Harbor (Me.) Playhouse. Season opens June 30.

# OUT-OF-TOWN OPENINGS

## MACBETH

(Opened Wednesday, May 28, 1947)

### KINGSBURY HALL SALT LAKE CITY

The William Shakespeare tragedy, adapted and produced by Orson Welles. Presented by the Utah Centennial Commission and the University of Utah Theater in co-operation with American National Theater and Academy. Director for Mercury Players, Orson Welles. Director for University Theater, C. Lowell Lees. Settings, Robert Shapiro. Costumes, Ricki Grisman.

Macbeth ..... Orson Welles  
Macduff ..... Donal O'Herlihy  
Banquo ..... Edgar Barrier  
Ross ..... Roy Gibson  
The Friar ..... John McIntire  
Lady Macbeth ..... Jeanette Nolan  
Duncan ..... Erskine Sanford  
Malcolm ..... Roddy McDowall  
Lennox ..... Joseph Bywater  
First Murderer ..... Brainerd Duffield  
Second Murderer ..... William Alland

William Shakespeare took his billing in eight-point type, running a weak second to Orson Welles the star, Orson Welles the adaptor, Orson Welles the producer of *Macbeth* and to the Mercury Players. The billing was probably correct. The Mercury production was strictly Wellesian from start to finish.

Nor did the bard of Avon suffer in the process, for Welles gathered up all of the stark tragedy in the lives of Macbeth and his lady; all of the philosophy and commentary of life in the long speeches in the play; all of the action and tenseness of the later scenes, and whipped them into a fast-moving, compact and thoroly enjoyable bit of drama.

### Personal Triumph

Welles scored a tremendous personal hit in his first presentation of his new version of *Macbeth*. While it is true the audience was probably not too critical, his own portrayal of the Scot was done with all of the dignity, character and feeling of the accepted old masters of the role, adding the directness and speed a faster moving world wants and needs.

Donal O'Herlihy, of the Abbey Players, in his first appearance in the United States, turned in a top performance as Macduff, as did Roddy McDowall, the erstwhile film moppet, as Malcolm. Jeanette Nolan's Lady Macbeth fared not so well. The actress suffered mainly from the house's poor acoustics—particularly in her meatier speeches. John McIntire, of the Mercury Players, was better than satisfactory as the friar.

The production drew as much attention as the players. It was done in two acts with only one basic set—the courtyard of the castle. The first act was in one scene. The second in two. There were blackouts only to denote lapse of time. The murder of Banquo and escape of his son were put on before the curtain on a stage extended over the orchestra pit.

### Quick Tempo

Everything was stepped up to a quick tempo, with all of the long speeches cut except that of Macbeth's "All the world's a stage" and the sleep-walking scene of his lady. Except for the mad scene and a splendid performance of the scene between Macduff, Malcolm and the friar, everything was Welles.

The fast-moving adaptation took a flat 83 minutes, with 35 for the first act and 48 for the second. Welles responded to an enthusiastic eight curtain calls. The show is a sell-out for six performances at \$3.60 top. Welles will direct the same players in a film adaptation before booking future stage dates—at which he will need better staging for more critical audiences. *Stephen J. Moloney.*

## Merman Vacation Aug. 4-18

NEW YORK, May 31.—Ethel Merman is to vacation from *Annie Get Your Gun* August 4-18. Mary Jane Walsh will fill in.

## OPEN HOUSE

(Opened Monday, May 26, 1947)

### LOCUST STREET THEATER PHILADELPHIA

A comedy by Harry Young. Presented by Rex Carlton. Directed by Coby Ruskin. Scenery, Leo Kerz.

CAST: Mary Boland, John Harvey, Don Gibson, Augusta Roeland, Ann Dere, Joyce Matthews, Dave Tyrrell, Steve Gethers, Del Hughes, Dulcie Cooper, Curtis Cooksey, Ben Loughlin, William David, Dennis Bohan and Will Julova.

This vehicle returns Mary Boland to the stage for her first trek before the footlights since she and Bobby Clark revived *The Revivals* for the Theater Guild. While author Harry Young may have written some funny sketches for the Broadway musicals, this three-acter is a feeble sampling of his comedy efforts.

### Mary Boland Miscast

Instead of the bold, swaggering old dame as Hollywood would have her, Mary Boland is cast as the bewildered and fumbling Widow Barrett. The play takes on the housing problem, and the well-meaning Miss Boland opens her house for an ex-G. I. couple. Only it soon becomes the happy hunting ground for a whole crowd. So much so that her snooty neighbors, mindful of residential restrictions against roomers, eventually call out the police vice squad to raid her home.

From then on, pandemonium breaks loose while the Widow Barrett, with deft and warm comicality, continues as the Mrs. Fix-it for the ex-G. I.'s trying to straighten out their reconversion problems. But her part is too preposterous, making as little sense as the play itself.

While the playing brought many laughs, they were largely due to Miss Boland's own personal touches rather than to the part cut out for her.

### Joyce Matthews Eye-Appealing

Joyce Matthews, wife of Milton Berle, looks lovely and is gowned likewise in the part of the sister to one of the G. I.'s cluttering up the stage. Ann Dere, as the disdainful neighbor, and Curtis Cooksey, and old reprobate of an uncle always short of cash, play their parts with dispatch in the face of all the complications that arise in the single living room setting. With more action in the young folks running up and down stairs than is paraded across the boards, it's entirely lightweight, but the summer season may make it easier for the pewholders to take the marquee value. Miss Boland helps loads in the direction. Show heads direct to New York following its preem week here.

*Maurie Orodener.*

## Berwyn Gets Light Operas for Summer

WEST CHESTER, Pa., May 31.—A. Franklin Bryan, owner of the Berwyn Theater, at Berwyn, is announcing a summer season of light opera revivals, opening June 23, to be produced and presented by the newly organized Main Line Civic Light Opera Company. Rudolf Friml's *The Firefly* has been selected as the first revival production, with Broadway talent in the leading roles.

The Main Line Civic Light Opera Company is headed by Nat Burns, veteran showman, as director, and Alice Wellman as managing director. Harry Harris, Philadelphia, is business manager, and A. Franklin Bryan, house manager.

Entering a field in which there is virtually no competition, the company hopes to popularize light opera for well-to-do main liners of the suburban Philadelphia area. At least four productions are promised for the season, among them Romberg's *New Moon* and Herbert's *Naughty Marietta*.

## LOVE FOR LOVE

(Continued from opposite page)

grave's classic comedy predates *Earnest* by 200 years and is molded to entertain a public which liked its humor broad and its bedroom doors on the latch. In consequence, its shafts are directed never to supply one meaning where a double one will do, and its epigrams and plottings are gaited primarily to sex with a capital S. *Love* is witty and lusty—much of it is downright hilarious—but an evening devoted to juggling a hatful of farcical amorous intrigues is bound to have some lulls. There are scenes in *Love* which not only are dull but sometimes edge on the tedious. *Love* is as artificially stylized in its way as *Earnest*, but it substitutes bawdy ribaldry for fastidious subtlety—and one tune can stand just as much pressure on the bawdy loud pedal.

However, in spite of deficiencies of comparison, the Gielgud troupe gives this second comedy effort a delightful, brazen charm thru sheer force of lively playing. Gielgud's excellent staging has turned it into a high-spirited romp, which even occasional script lulls can't dampen. The star has elected to play the insolvent Valentine, and it is easy to see why, since the mad scene gives him an opportunity to burlesque his own Hamlet hilariously with the aid of a bed sheet. Otherwise, there is little for him in the part except the love-lorn pursuit of his petulant Angelica. But he again proves himself a farceur of distinction. Pamela Brown once more acquits herself splendidly as his arch, coquettish lady love.

Biggest laughs of the evening stem from Cyril Ritchard's portrait of the nitwit kiss-and-tell beau, Tattle. The scene in which he instructs Jessie Evans in the intricacies of sex is one of the show's top moments. Robert Flemmyng also draws a chuckle share for his department as Valentine's brother Ben, the 17th Century sailor, and there is canny and decorative playing by Adrienne Allen and Marian Spencer as a pair of fems whose morals are somewhat on the raffish side. There are fine contributions also from Richard Wordsworth, George Hayes, John Kidd and Malcolm Keen.

There is nothing the matter, either, with the Gielgud production at the Royale. It has been imported lock, stock and barrel from London. Rex Whistler's two sets are precisely in the Restoration mood and Jeannetta Cochrane's period costumes are ditto.

In sum, *Love* is definitely not the better dish of the Gielguders' two offerings. But they make it refreshing and endow it with a lusty charm. Most people are going to find it a happy package for a season's wind-up. *Bob Francis.*

## Equity's '47 Balloting On

NEW YORK, May 31.—The annual meeting of Actors' Equity is skedded for Monday, June 2, at the Hotel Astor. Balloting for election of officers will be held Monday. The count will be made Tuesday at union headquarters.

## ROUTES

Dramatic and Musical

Accidentally Yours (Selwyn) Chicago.  
Anna Lucasta (Geary) San Francisco.  
Barretts of Wimpole Street, with Katharine Cornell (Biltmore) Los Angeles.  
Bloomer Girl (Auditorium) Denver 4-6.  
Born Yesterday (Erlanger) Chicago.  
Call Me Mister (Blackstone) Chicago.  
Carnival on Ice (Cass) Detroit.  
Carousel (Shubert) Chicago.  
Dark Memory (Lyric) Bridgeport, Conn., 6-7.  
Laura (Harris) Chicago.  
Lute Song (National) Washington.  
Oklahoma (His Majesty's) Montreal.  
Red Mill (Civic O. H.) Chicago.  
Skin of Our Teeth (Coronet) Los Angeles.  
Song of Norway (Curran) San Francisco.  
Three to Make Ready (Colonial) Boston.  
Two Mrs. Carrolls (Temple) Saginaw, Mich., 4; (Michigan) Lansing 5; (Keith) Grand Rapids 6-7.

## ICETIME OF 1948

(Continued from opposite page)

There is no doubt that the S. and W. blade extravaganzas add up to a terrific entertainment buy at a \$2.50 top. Customer figures prove it.

A large share of the success credit can be chalked up to the staging and choreography of Catherine Littlefield. The lady knows her ice skates and their limitations, and she also knows what the customers want. So, after all, if two hours odd of blade pre-cosity seems to pack a certain repetition, it's a bet that it also is solid b.-o. showmanship. Furthermore, Miss Littlefield has the imagination to overlay the familiar patterns of production numbers with a zest and freshness that makes them look brand new.

This brings matters down to the unveiling of the latest edition of the frost frolics. *Icetime* of 1948 is a continuation of its predecessor, which was just plain *Icetime*. At a first glance it looks to contain perhaps 75 per cent new material, with the dead wood from the old show pruned off. However, most of the old expert faves are on hand to cut their stuff in old or new routines.

Skippy Baxter again registers as one of the top blade virtuosi in the business, and blond Joan Hyldoft once more does about everything a lass can do on skates. There is Freddie Trenkler, ice's most skillful comic; the low comedy of the Bruisers, the Brandt Sisters, Claire Dalton, Fritz Diel and a flock of others, including Cissy Trenholm, who gets no billing at all but who is something of a sensation. And sandwiched in with them are Lou Folds to offer his standard juggling act on skates and Joe Jackson Jr. to carry on with the trick bicycle in the manner of his famous father. There is plenty of talent on hand.

### Excellent Numbers

Littlefield production numbers are over-all excellent. Best from this pew is a ballet based on the *Nutcracker Suite*, which features Baxter and Hyldoft in blade pyrotechnics both solo and duo. Also an eye-filler is a Cossack interlude, a colorful fantasy in which Miss Trenholm gets her chance to shine. First act finale is a sock minstrel show number. Clare Dalton and John Walsh click in the lead slots for this. Second stanza spots a solid dream waltz sequence and a spec, titled *Garden of Versailles*. Baxter and Hyldoft team in the former and Dalton and Fred Griffith pair off in the latter. Add to these, precision numbers, specialties, clowning and vaude items, and you have the sum-up of the show. Incidentally, Joe Jackson Jr. on his bicycle is as sock with moppets and oldsters alike as ever was Joe Sr. down the years.

Even when an ice show reaches atop this point and seems to become repetitious, there is a peculiarly restful charm about it. A customer can just sit back and take it as a grand picture, colorful and always on the go. The Henie-Wirtz org is not one to stint on costumes and scenery, and this edition is in the groove of its forerunners. The body drapings and the backgrounds are tops. *Icetime* of 1948 may predate itself by title, but it will prove up. It will be around next year—and maybe longer. *Bob Francis.*

## Apstein to Pilot in Mexico

NEW YORK, May 31.—Theodore Apstein, head of the play department of Theater, Inc., has been inked to pilot three plays in English this summer in Mexico City; *Joan of Lorraine*, Ibsen's *The Master Builder* and his own play, *My Neighbor Conchita*. The last-named show will preem in Mexico City. *Joan* will play under the auspices of the Mexico City College. The other two will be sponsored jointly by Apstein, the Mexican Art Theater, and Reynaldo Rivera.

## Burlesque

By UNO

GEORGE YOUNG has regained the Roxy, Cleveland, operated this season by the Hirst Circuit, and is closing the house June 5 for three weeks to remodel. A fresh cast will replace Walter Brown, Jack LaMont, Carol King, Pat Powers, Baby Dumpings, Harry Rollins, Jay Wray and Eleanor Sheridan. Producer Jack Montgomery, who switched recently from the National, Detroit, remains. Jack Beck, manager, joins the Manhattan booking office staff of the Hirst Wheel. . . . Tom Phillips, BAA prexy, is to attend the big annual powwow of all ops of the various burly circuits in Buffalo, June 9. . . . Ray Kolb, Harry White and Tuffy are a new trio in Manhattan's Harlem. . . . Walter Budd and Roberta Lee, who were last on the Kane Circuit, are now at Tirza's, Coney Island, where Budd is outside talker and Roberta a featured parasol dancer. . . . Jean Wade, ex-burly principal, is now married and living in New London, Conn. . . . Al Baker and Marcella open at the Burbank, Los Angeles, June 6 for 10 weeks. . . . Pat Robins left the Alvin, Minneapolis, for a featured parade girl berth at the Empress, Milwaukee. . . . Manny King is a featured comic at the Follies, Los Angeles.

THE CAST at Harry Farros' Moulin Rouge, Oakland, Calif., augmented by the one at Farros' Liberty, San Francisco, which closed for the season May 17, now includes Helene McCree, Princess Red Fawn, Polly Starr, Bea Brenda, Sugar Robbeson, Bobby and Annette, Porky Downward, Bobbie Greer, Walter Owens, Andy Anderson, Abe Gore, Cupie Allan, and Judie King, producer. The house is managed by Bob Lewis. . . . Pete DeCenzie, who recently underwent throat surgery, is operating a girl posing revue on the West Coast (carnival) Shows. . . . Sammy Wright and Marion Taylor opened May 30 for the summer at Friedman's Lake View Hotel, Woodbourne, N. Y. . . . Ruby Madden, Dorothy Miller, Dolores Thomas and Reba Osborne, of the Grand (St. Louis) chorus, are vacationing at their homes in that city. . . . Billy Reed and Jack Coyle, after nine years apart, are headlining the show at the Empress, Milwaukee. . . . Abe Reynolds, former ace comic, is in the Pic, Fifth Avenue, and also on the Lux radio program in Los Angeles. . . . Ed G. Martin, of Dobbs Ferry, N. Y., is mourning the sudden death of his friend, Ruth Price, once starred in *Mischief Makers* and other shows of the former major circuits. Burial was in the family plot in Wilkes Barre, Pa. . . . Harry Wardell, laid up for six weeks, is recovering from an operation in Ocean Park, Calif.

## Det. National Drops Burly for Summer

DETROIT, May 31.—The National Theater will drop burlesque shows Thursday (5) for summer months, but resume with Hirst Circuit shows late in August. The house has been on notice for four weeks.

General business conditions are responsible for the decision to retrench during summer months. This is the second time house has gone to straight pictures for summer months in 36 years of burlesque. First switch, about five years ago, was for leased operation for summer only.

Decision of National to drop shows brought local Rialto rumors that Gayety would reopen with burlesque. However, present plans are for this house, still controlled by Clamage & Rothstein of Avenue Theater, to open with dramatic stock policy.

## Reagan, J. Wyman Found 150G Eureka School for Thesps

EUREKA, Ill., May 31.—Addition of a \$150,000 thesp school to Eureka College was announced this week by the school's founders, pic thespes Ronald Reagan and Jane Wyman. It will be named the Wyman-Reagan School of Speech and Dramatic Arts. Reagan is a Eureka College grad. Miss Wyman is his wife.

The founders will contribute half the \$150,000 needed for the new campus building and the rest will be sought in subscriptions from alumni. For some time Reagan had been conferring with the college about an athletic endowment, but he decided that a drama department was needed more.

The new building, besides a chapel and thesp school, will have movie facilities for visual education, as well as radio and tele equipment for instruction in those fields. Seating capacity of 350 is planned. The building fund drive is slated to be opened this year, the construction may not get under way until 1949. Eureka is the third oldest co-ed institution sponsored by the Christian Church.

## Hazel Scott Trial June 17

NEW YORK, May 31.—Hazel Scott's breach of contract trial will come up in U. S. District Court here June 17. The action, for \$25,000, is being brought by Benjamin F. Kutcher, concert promoter, who alleges the pianist broke a date at the Memorial Auditorium, Trenton, N. J., in 1945.

## Magic

By Milbourne Christopher

MAGIC is a baffling business. Wizards acclaimed master technicians by their fellow mystics often bore the paying public, while happy-go-lucky gentlemen with "store tricks" and clever patter delight. Elaborate \$1,000-illusions go over with a hush; 10-cent puzzles with appropriate music bring down the house. The trick you practiced for 10 years falls flat; the fresh-from-the-maker mystery stops the show. Your audience cares not how long you spent perfecting a sleight or how much the nickel-plated tube costs. If you amuse them, they like you; if you bore them they wait impatiently for the next act. Magicians compete not with other magicians but with the other acts on the same show. Your may be far more clever than any wonder worker in your area but how do you stack up against the comedians, dancers, singers and hillbilly instrumentalists?

MAGICIANS work under a tremendous handicap. A singer may feature songs your daddy used to sing, and the audience will love him. His melodies bring back happy memories of bygone days. Let a wizard do a time-worn trick and the audience will grimace and groan. If a song is currently popular, vocalists using it may follow one another week after week in the same theaters and still get rousing hands for their renditions, but if a trick is currently popular the second time an audience sees it they mumble: "The same stuff we saw before." Crusty old conjurers lash out at a new generation that presents magic with humor, color and speed. "I didn't need 10 blondes and special orchestrations to put my mysteries across," they sometimes say. Perhaps not, but did they reach the heights of the jaunty gentlemen with the luscious ladies and the appropriate jive? Many magic hobbyists rate a visiting magician by the number of tricks he performs and, more especially, by the feats new to them. They care not slightly how his act appealed to the non-magician ticket-holder. They wonder why some performers command fees a dozen times higher than those they receive themselves. "I do the same tricks; I carry just as many tables; I wear evening clothes too," they say. They forget that the pianist in the corner bar and the pianist at the downtown theater play the same pieces, wear similar clothes, use identical instruments, yet the salary range varies greatly. A theater owner once explained to an agent why he seldom booked magic acts. "Whenever I do," he said, "the local boys come in and complain that they can do all the tricks the visiting wizard is featuring. They want to know why I don't hire them instead. Someday," he finished, "I'll lose my temper and tell them."

LET'S face facts. It's a clever magician who can really amuse a sophisticated audience, especially an audience that's seen the top tricksters year in and year out. But it can be done. Even the oldest chestnuts in the conjurer's bag can be excellent entertainment if the performer uses new patter and forgets the gags that came with the trick's instruction sheet. If you have a likeable personality, make an excellent appearance, have several novelties in your act, use music, lights and props to their best advantage; if you are a good business man, if you keep up with the times, if you don't mind working hard to get a desired effect, you should be a successful wizard. If you miss out on any of these points, think twice or even three times before you venture out in show business. Or, if you are in show business and the going is tough, analyze yourself and your act honestly. Perhaps you'll discover why.

## Hirst To Relight A.C. Globe With Burly

ATLANTIC CITY, May 31.—Possibility of year-round legitimate fare at the Globe Theater on the Boardwalk has evaporated. Charles Hart, representing the Shubert theatrical interests, announced that he had received a telegram from Izzy Hirst, Philadelphia burly impresario and owner of the house, "calling off the proposed sale of the Globe."

In Philadelphia, Hirst said he had planned to reopen the Globe as a movie house, but this deal fell thru, too. Instead, he will light up again June 21 as a burly theater, which has been the policy for many summers past.

According to Hart, the Shuberts had planned to buy the house for full year-round stage showings, which would mark the first resumption of legitimate theater activity at the resort in a decade. Purchase price of the Globe and alterations would have reached \$150,000.

Hart expressed regret that the deal fell thru, and at the same time cleared the local musicians' union of any responsibility in the collapse of the arrangement. Local 661, he said, offered the Shuberts permission to stage 25 dramatic productions at the Globe from September to June without the necessity of hiring a pit orchestra. Shuberts planned the summer weeks for musicals when the local musicians would get pit work.

## Ilka Chase, Harding Seek Admish Tax Cut to 10%

NEW YORK, May 31.—Thes-scrip-ter Ilka Chase and Alfred Harding, exec sec of Actors' Equity, will appear Tuesday before the House Ways and Means Committee in Washington to argue reduction of the present federal tax on theater admissions.

The specific request will be a return to the pre-war 10 per cent instead of the current war-time hold-over levy of 20 per cent. The contention will be that the 10 per cent—approximately \$150 a performance, or \$1,000 a week—might well tip the balance of a show running on the Stem, spelling financial success or failure.

Magician Carl Mondor is at the Rialto in Panama.

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# THE FINAL CURTAIN

**BEERS**—George, of the Beers-Barnes Circus, in John Hopkins Hospital, Baltimore, Wednesday, May 28. Services at the family home, 591 Northwest 63d Street, Miami, with burial in Miami.

**BULLOCK**—Charles S., 61, president of the Motion Picture Operators' Union Local 160, in Cleveland, May 25. His father, the late Samuel Bullock, was owner of the old Columbia Theater, the Boulevard and other Cleveland movie houses.

**CHAPMAN**—T. W. (Bally), formerly in advance of the Ringling circus, May 20 in Los Angeles of a heart attack. Services and burial in Fort Scott, Kan.

**DUPREE**—Minnie, stage, film and radio actress, in New York May 23. She began her stage career at the age of 12 as Willie in *East Lynne*. Her last Broadway appearances were in *Last Stop* and *Land's End*, several years ago.

**GOODMAN**—W. L., 55, operator of an amusement park at Mirror Lake, near Salisbury, N. C., a suicide, May 26.

**GRABS**—Otto, 64, former trouper with the Cole Bros. and Sells Floto circuses, May 8 in St. Elizabeth Hospital, Danville, Ill. Survived by two brothers, Louis and Al.

**GRUVER**—Harry E., 50, former vaude performer, May 2 in Chicago of pneumonia. He was a clerk at the Pasadena Hotel, Chicago, at the time of his death. Survived by his father, George Gruver, and two brothers, Dewey, of Little Rock, and Frank, Albuquerque, N. M., and a sister, Mrs. A. F. Price, Lafayette, Ind. Burial in Little Rock May 6.

**HANDEL**—Dave, 65, associated for many years with the Vancouver and Victoria, B. C., exhibitions, May 14 in the former city.

**HARRIS**—Sig, 91, former triple bar performer with the King, Burk & Company Circus from 1884 to 1886, May 8 in Lawton, Okla. From 1887 to 1889 he was with the King & Franklin Circus; later spent several seasons with the J. Augustus Jones shows and E. H. Jones Attractions, and in 1911 had his own circus on the road. Survivors include a daughter, Dorothy Sheffield, of Lawton. Burial in Lawton Cemetery.

**HAWTHORNE**—James, 67, former operator of a roller skating rink at Moose Jaw, Sask., and one-time manager of the Moose Jaw Arena, at Moose Jaw recently. Survived by his widow, a daughter and a son.

**HOLSTON**—Leonard J., 49, formerly with Con T. Kennedy and C. A. Wortham shows, May 8 of injuries sustained in a train accident in

California. Survived by six children in Terre Haute, Ind.; a sister, Mrs. Lillian Bailey, San Antonio, and a brother, Jack, of Wonder City Shows.

**HYDE**—John Hansford, vice-president and superintendent of the livestock department of Rockbridge County (Va.) Fair Association, May 22 at his home in Fairfield, Va. Survivors include his widow, Mary; a daughter, Mrs. Harry Borthwick, of Fairfield, and a sister, Mrs. Mary Bell Kerr, of Staunton, Va. Burial in Timber Ridge Cemetery, Fairfield.

**JOHNSON**—Laurairene (Peggy), 50, wife of S. K. Johnson, bannerman with the C. R. Montgomery Circus, suddenly in Laramie, Wyo., May 27. She also leaves a son, Norris Pencer, Swan Lake, Mont. Services May 31 in Seattle.

**KITZINGER**—Fritz, 44, pianist and conductor, in New York, May 23. Prior to 1933 he was assistant conductor of the Berlin State Opera. He came to America in 1934 and was an accompanist for several well-known singers. In later years he conducted summer symphonies in Dallas, Bar Harbor, Me., New Orleans, and at the time of his death, conducted the orchestra of the Greenwich-Stamford Society of Music.

**KOHL**—Ida Schmidt, opera and radio singer under pro name of Ida Mae Smith May 18 in Cleveland. She recently produced and appeared in children's programs over Cleveland radio stations.

**LASHBROOK**—Arthur C., 55, known professionally as Blackie Gore, in Alton, Ill., April 27. Burial was in Oakwood Cemetery, Alton. His widow, Stella, a patient in St. John's Sanitarium, Springfield, Ill., survives.

**McNICHOLS**—Mike P., pitchman, recently in Charity Hospital, New Orleans.

**NEWDECKER**—Hugo H. (Curley), 66, former business agent for Barker Amusement Company, May 17 in St. Joseph Hospital, Memphis. Survived by two sons, Hugh E., Lowell, Mass., and Hugo A., Memphis. Burial in Elmwood Cemetery, Memphis.

**OFFICER**—Harvey, 75, pianist and composer, in New York, May 20. Among his works was the score of an operetta, *The Magic Garden*.

**In Loving Memory of**  
Husband and Son-in-Law  
**W. R. (RED) PATRICK**  
Who Passed Away June 5, 1945  
**GLADYS PATRICK**  
MOTHER AND DAD MEREDITH

**PEPPERS**—Billy, Negro comedian with Prof. Tom John's *Harlem Revue* on Bistany Greater Shows, May 6 in Warrenton, N. C., of a heart ailment. Burial in Warrenton.

**PHILLIPS**—Twila, 21, radio and television actress, a suicide in New York May 27.

**In Loving Memory of**  
**HENRY H. PRATHER**  
Who passed away June 7, 1945.  
Sadly missed by his wife,  
**ELIZABETH.**

**RIHA**—Wencel, 94, former musician, May 18 at his home in Highland Park, Mich. He had played with the Great Western and other touring bands and on excursion steamers on the Great Lakes. He was a charter member of the Detroit Federation of Musicians. Survived by four children. Interment in Mount Elliott Cemetery, Detroit.

**ROBERTS**—Ashley, veteran showman with the Royal American Shows,

May 16 in St. Louis of injuries sustained when struck by an automobile. (Details in Carnival Section.)

**SADLER**—Francis J., 68, opera singer, in Cleveland, May 22. He appeared as soloist with the original Cleveland orchestra and on tour with Victor Herbert and Walter Damrosch. He also sang in opera in Berlin and Hanover, Germany. He was active in the creation of the Cleveland Light Opera Company in 1916.

**In Loving Memory**  
**of My Wife**  
**NETTIE SMITH**  
Who Passed Away June 8, 1945.  
**Ever in Our Thoughts**  
**Sadly Missed by**  
**"Doc" T. A. Smith and Billy Don**

**SCHLESINGER**—William (Happy White) 54, veteran concessionaire, May 28 in Veterans' Hospital, Bronx, N. Y. Schlesinger was a member of the National Showmen's Association. Survived by a brother, Dave White, concessionaire, and a sister. Services at Riverside Memorial Chapel, New York, May 29, with burial in the National Showmen's plot at Ferncliff (N. Y.) Cemetery.

**SMITH**—George T., 43, operator of St. Martin's Theater, in London, May 21. He first achieved renown with his production of *Is Your Honeymoon Really Necessary?* at the Duke of York Theater in London.

**STRAUSBERG**—Samuel, 65, president of Interborough Theaters, in New York, May 23. Starting with one Brooklyn nickelodeon in 1913, he developed a chain of 30 theaters which he leased to the William Fox interests in 1927. Later he formed the Interborough firm, which controls more than 50 film theaters in Brooklyn and on Long Island.

**SULLIVAN**—William, 61, lawyer and music patron, in New York May 29. Served as counsel for many opera stars and prominent musicians. Founded the Dunrovin Music Festival at Ridgefield, Conn.; was honorary president of the Chamber Music Society of American, and active in various other musical groups. Survived by a sister.

**SUTTELL**—Lee, juggler and owner of the Lee Suttell Military Maids, May 18 in Buffalo of a heart attack. He had also been associated with the Ray S. Kneeland Amusement Booking Service in Buffalo. Survived by his widow, Mildred, and a sister, Rose Conroy. Services in Buffalo May 20.

**VALENTINE**—Janet, 62, retired actress and musical comedy singer, in Jackson Heights, L. I., May 23. She last appeared on Broadway at the Winter Garden, in the musical *Banished Love*.

**In Loving Memory of**  
**Our Dearly Departed Wife and Mother**  
**ANNA VALLANCE**  
who passed away June 1, 1946.  
**WALTER VALLANCE, SR.**  
**WALTER VALLANCE, JR.**

**WOOD**—Sydney G., 64, marine engineer, in Langhorne, Pa., May 27. Served as chief of uniformed attendants of the British Pavilion at the New York World's Fair, in 1940, and achieved wide publicity for his handling of a bomb found in the pavilion July 4, 1940.

# Marriages

**CHAMBERS-HARRINGTON**—Francis J. Chambers and Blanch Harrington, of Long's United Shows, may 15 in Oakland, Calif.

**CHISHOLM - BEAVERS**—Dave (Big Chief) Chisholm and Elizabeth Beavers, both of Hill's Greater Shows, in Kansas City, Kan., May 16.

**HOVER-GERHART**—Lieut. Philip Hover and Elaine Gerhart, of the program department of KYW, Philadelphia, June 1 in Atlantic City.

**LANG-GOOCH**—Adolph Lang and Joan Gooch, daughter of Bill Gooch, with Heart of Texas Shows, in Abilene, Tex., recently.

**WEISS - BERNSTEIN**—Norman Weiss, vice-president of the William Goldman Theater Circuit in Eastern Pennsylvania, and Rose Bernstein May 25 in Philadelphia.

# Births

A son, Charles Bradley, to Mr. and Mrs. Charles Girt, in Canton, O., May 14. Father is an engineer of Station WHBC.

A son, Meredith Leigh, to Mr. and Mrs. Melvin Hales, in Canton, O., May 20. Father is sales representative of Station WHBC.

A daughter, Terry Gene, to Mr. and Mrs. Robert Capell at Frances Hospital, Hobart, Okla., May 8. Father is co-owner of the Capell Bros.' Shows.

A daughter, Mary Ann, to Mr. and Mrs. Arthur A. Laue at Le Roy Sanitarium, New York, May 27. Mother is the Metropolitan Opera soprano, Annamary Dickey.

A daughter, Ariel McKnight, to Mr. and Mrs. W. C. Swartley in Boston May 23. Father is station manager of Boston's WBZ and WBZA.

A daughter, Hope, to Mr. and Mrs. Ralph Alswang at Doctors Hospital, New York, recently. Father is a Broadway set designer and mother the former Betty Taylor, ex-public relations director.

A son, William David, to Mr. and Mrs. Joe Carlton at Woman's Hospital, New York, May 27. Father is music editor of *The Billboard*.

A son, Steven David, to Mr. and Mrs. Edgar Burton at French Hospital, New York, May 27. Father is with the Diamond Record Corporation.

A daughter to Mr. and Mrs. Clifford Smith in Cedars of Lebanon Hospital, Hollywood, May 20. Mother is Helen O'Connell, film actress and former singer with Jimmy Dorsey's Band.

A son, James Stewart, to Mr. and Mrs. Vince Johns May 14 in Sheridan (Wyo.) Memorial Hospital. Father is owner of Standard Shows.

A son, John Joseph, to Mr. and Mrs. John Risko in Sacred Heart Hospital, Allentown, Pa., recently. Father formerly worked with the Blondin-Rellims troupe, Sensational Kays, the Billettis and American Eagles. Mother is an accordionist.

A son, Edward Lee, to Mr. and Mrs. Jack Litto May 21 in Philadelphia. Father is manager of the Affiliated Circuit's Rialto Theater in that city.

A daughter to Mr. and Mrs. Walter Smith at the Nazareth Hospital, Philadelphia, May 17. Father is music librarian at KYW, that city.

A daughter, Jacqueline Ann, to Mr. and Mrs. Kenny Jagger May 24 in St. Luke's Hospital, Racine, Wis. Father is an organist and pianist.

# Divorces

Lona Andre, film actress, from James T. Bolling in Los Angeles May 22.

**MEMORY OF**  
**W. R. (RED) PATRICK**  
**A LAST TEAR DOWN**  
As I listened to Taps resound,  
I thought of a trouper's last tear down.  
He made this tear down on a bright June day,  
And silent and still he went his way.  
His friends in grief all gathered round  
With tear-dimmed eyes and head bowed down.  
To wish him luck at that last stand,  
Where they say the spot is great and grand.  
They spoke of how great a love he had,  
How he gave when things went bad.  
Of how he helped those in need,  
With never a thought of race or creed.  
Of how he tackled a thing with will,  
Never gave up till he'd filled the bill.  
He leaves one most dear to him,  
But will watch o'er her so she will win.  
So over there as here he'll be  
A leader through eternity.  
So as all trouper's that are here around,  
He had to go to that last tear down.  
So in memory of him we speak,  
And hope and faith in life we'll keep.  
And know on that lot so fair  
He'll wait and welcome us all there.  
Whenever our tramping days are o'er,  
And our last tear down leads to that Golden Shore.  
**By Lillabell Williams**

# RODEO THRILLER N. Y. CLICK

## Sunbrock 42G In Opener at Yank Stadium

300,000 Draw Likely

NEW YORK, May 31.—Larry Sunbrock hit the jackpot Friday afternoon (30), when about 35,000 paid an announced \$42,000 to see the initial performance of his rodeo and thrill circus at Yankee Stadium. With a seating capacity around 74,000, there were plenty of empty pews at the ball park, but if Rodeo, Inc., does half as well for the remaining 17 performances, ending June 7, the show ought to have its money bags full.

At the performance caught the bronks bronked and the steers steered in the approved Western manner. The rest of the show, lasting about two and one-half hours, sent the customers away talking excitedly of the jumble of rodeo, circus and variety features.

May Draw 300,000

The price scale is low. Kids can sit anywhere except in boxes for 50 cents, and adults can spend only \$2 for the best seats. This fact leads to expectations that the date may draw upward of 300,000, maybe even the 500,000 which is Sunbrock's hopeful prediction.

The weather, naturally, will have a lot to do with the final count. Friday outsmarted the gloomy weatherman and turned clear and warm. The early part of the day was just cool enough to send some of the Decoration Day fun seekers to the stadium instead of the shore resorts.

The kid play may be light during the coming week, unless the youngsters play hookey, since the schools won't start summer vacations until the show has left town.

Maynard Let 'Em Down

Ken Maynard, movie star who is the featured performer, rated slight attention, possibly because he didn't give the audience a tumble. After putting his horse, Tarzan, thru some ordinary stunts and doing some trick shooting, he headed straight out of the arena and few of the youngsters got to ogle him.

The audience was near perfect, (See Sunbrock in N. Y. on page 68)

## Dayton Circus Fans Meet With Montague About Tent

DAYTON, O., May 31.—Dayton members of the Circus Fans' Association met informally with Bill Montague at the Dayton Biltmore Hotel here Tuesday (20) regarding forming a local tent.

No definite action was taken but another meeting is planned. Attending were L. E. Bussey, Charles W. Kuehna, E. M. (Jack) London and Dr. Herman L. Dell. Ralph E. DeWeese and Bervin H. Johnson, both members of the CFA here, were unable to attend.

## How To Avoid Damage Suits

By Leo T. Parker

While it is true that a proprietor of a swim pool may be liable for injuries sustained by patrons as a result of defective or dangerous conditions, yet the patron who files suit must positively prove negligence on the part of the proprietor or his employees; otherwise no damages will be allowed.

Negligence must be established by competent evidence, and the burden of establishing negligence is upon the party who files suit. The mere fact that an accident occurred creates no presumption of negligence on the part of the party being sued.

In many litigations involving injuries to swim pool or bathing beach patrons an important consideration of the court is: Did the injury result from negligence of a swim pool em-

ployee and if so is the proprietor responsible for the negligent act of such employee?

Very often the outcome of lawsuits against proprietors turns on the answer to the question: Was the employee acting within the scope of the employment when he failed to do (See How to Avoid on page 68)

## Martin Ups Bookings In N. England; Parks Show Marked Hypo

BOSTON, May 31. — Al Martin, booker with headquarters here, continues to cut a wider-swath in the New England outdoor field, judging by the contracts he reports for '47 dates.

Martin this year will supply attractions at seven major fairs in Massachusetts, including the Brockton Fair; four annuals in New Hampshire, and three fairs each in Connecticut, Maine and Vermont.

Assists in Canada

In addition to this New England fair biz, Martin is working with George Hamilton, Winnipeg booker, in lining up attractions for the Canadian A Circuit of fairs, and has booked the Jimmie Lynch Death Dodgers into seven New York State fairs.

Martin's park business has shown a marked increase. He now books all attractions going into Lincoln and Riverside parks. In the past, he provided half of those booked into those amusement spots. He also books 50 per cent of the attractions going into the Paragon and places a large number of features into Westview Park in Pennsylvania. Another of his major accounts is Dreamland Park, Seabreeze, N. Y.

Books Two Big Celes

Celebrations booked by Martin also are up. He will handle the attractions for the Shrine Circus at the Narragansett race track, Providence, R. I., and for the Boston Kiwanis Circus, auspiced by all the Kiwanis Clubs of New England.

Martin's carnival biz also shows a slight increase due to the number of aerial contracts he has under contract and to the fact that shows this year are giving greater emphasis to free acts as crowd lures.

## William Bateman Dies; Boyle Seeks Relatives

CHICAGO, May 31.—J. K. Boyle, of The Mystic (Ia.) Sentinel, writes The Billboard that William L. Bateman, 56, former press agent for circuses and carnivals, died in St. Joseph's Hospital, Centerville, Ia., Monday night (26). According to Boyle, authorities have been unable to contact a brother, supposedly living in Springfield, Mass., or his wife, Edna, thought to be in Texas.

"Unless the body is claimed soon," Boyle wrote, "it will be sent to the medical school at the University of Iowa."

Anyone knowing Bateman or any of his relatives is asked to get in touch with Boyle at once.

## Pop Pops--Popcorn Sales Net Farmers \$9,000,000 in 1946

CHICAGO, May 31.—Dimes and quarters spent by Americans for popcorn at carnivals, circuses, amusement parks, fairs, tent shows, outdoor events, movies, stores, etc., netted U. S. farmers \$9,000,000 for their crop during 1946, according to figures released by the U. S. Department of Agriculture.

All-time high for the popcorn crop was \$16,000,000, which went to the farmers in '45. Popcorn production during the war probably increased more, percentage-wise, than any other field crop, the Department of Agriculture points out.

From 1912 to 1940 production ranged from 5 million to a little over 100 million pounds. Since then it has been from 125 million to well over 400 million pounds. The 1945 output of nearly 435 million pounds was the record and the 1946 output of 267 million pounds was second.

Popcorn production is limited to about 12 States centered in the corn belt, which produce about 80 per cent of the crop. Iowa, Indiana, Illinois and Ohio lead in the production. Iowa last year produced one-third of the crop. In recent years Maryland, Oklahoma, Texas and Idaho have greatly increased their production.

Vast strides have been made recently in breeding better popcorn, with better "popability," the Department of Agriculture reports. Several experimental stations have developed hybrids that pop bigger kernels as well as yield more per acre.

## Goodland, Kan., Proves Okay for Kelly-Miller

GOODLAND, Kan., May 31.—Despite cold and cloudy weather, which held down the crowd somewhat, the Al G. Kelly-Miller Bros.' Circus did good business here.

The matinee house was fair and a good-sized crowd, about three quarters filled, was on hand for the night show Friday (23).

## Turmoil Seen For Traveling Orgs in Ohio

Local Tax Snafu in Making

AKRON, May 31.—Ohio's amusement admissions tax is being bounced around again in the Ohio Legislature and if plans go thru, traveling organizations moving into the State may have their hands full trying to keep up with the multitude of Ohio city ordinances.

In a new program designed to aid the financing of city and county governments in 1947 and 1948, the House repealed the State's 3 per cent admissions tax which has yielded the State about \$3,000,000 a year and left this field of taxation to cities.

City councils, to bolster local funds, would be permitted to levy an admission tax of whatever amount they choose against theaters, ball parks and other amusement places within their city boundaries.

During the bitter argument on the floor of the House on several measures, Minority Leader John F. Cantwell, Youngstown Democrat, warned that this change in admission tax really represented a new tax because local governments very probably would apply a tax greater than the present 3 per cent against amusement places.

Country bloc of the House became involved when a member declared that there would be no admission tax at all applicable to race tracks, some athletic fields or other amusement places because they were beyond the borders of taxing subdivisions.

Admissions tax finally was repealed, 82 to 43, and goes to the Senate for action.

## McCandlish Awards

PHILADELPHIA, May 31.—Raymond Gaeta, of New York, won the \$1,000 for the annual lithograph contest sponsored by the McCandlish Lithograph Corporation. Second prize, \$250, went to George C. Sulpizic, and third, \$100, to Raymond Abbruzzi, both of Philadelphia.

## Lima, O., Is Jinx

LIMA, O., May 31.—Folks in Lima think this town chalked up some kind of a record for one month. Two railroad shows and one truck show blew dates here. Sparks got on the lot but couldn't show. The Buffalo Ranch Circus couldn't get on the lot and Cole Bros. didn't even bother to unload. O yes, the reason was a soft lot. And that's putting it mildly!

## Ohio Trek Okay For Cole When Weather Is Good

MANSFIELD, O., May 31.—Cole Bros.' Circus, in its trek thru Ohio, is enjoying good business, despite rain and muddy lots. When the weather behaves, org is playing to capacity and straws.

Forced to skip Lima, O., because the lot was a sea of mud, the show, not even bothering to unload in Lima, arrived here a day ahead of schedule. Show set up on the fairgrounds lot the night before. Rain the previous day made the lot muddy, but it didn't bother Mansfield circus followers. Opening matinee Wednesday (28) was well attended and the night show played to a full house.

A two-day stand in Columbus Saturday and Sunday (24-25) was only fair, weather being responsible. Altho it didn't rain for the matinee, which saw a fair crowd on hand, it did rain at night. Even so, the night crowd was satisfactory, considering the weather. Sunday matinee show played to capacity, while at night a strong house was on hand.

At Marion, O., Monday (26) the org had to change lots after arrival. Matinee house was half-filled and the night show drew a three-quarter house.

## Gainesville's Stand At Norman, Okla. Marred by Weather

NORMAN, Okla., May 31.—Two and one-half days of rain and a 70-mile gale which preceded the one-day engagement of the Gainesville Community Circus here Friday (16), accounted for the light business.

Due to the rain, a drainage ditch had to be bridged to let customers on the lot, which was on the outskirts of town with poor parking facilities. Small crowd saw afternoon show. Grandstand was sold out at night, but there was only a sprinkling of payees in the blues. Show was delayed a day getting off the lot when trucks stuck in the mud and broke down.

Two June dates now are definitely set. Show plays June 7 at Vernon, Tex., under auspices of Santa Rosa Round-Up and Livestock Association, and at Dallas June 12-14 in front of Fair Park grandstand under Optimist Club sponsorship.

Norman was final engagement for Lou, 25-year-old Liberty and high school horse, which had been in the show since 1931 and only human or animal performer not having missed a performance in the 16-year period. Owned by Alex Murrell, the mare has been put to pasture.

## Rain Hurts Bailey At Hazleton, Pa.

HAZLETON, Pa., May 31.—Rain which hit around 4:30 p.m. and again at 6:45 p.m., plus the fact the show was playing on a field on the outskirts of the city not familiar to a majority of Hazleton residents, held down the crowd attending the Bailey Bros.' Circus here Saturday (24). The matinee drew a strong crowd but night attendance was light.

Before coming here, despite rain most of the time, the show had good crowds at Pottstown and Coatesville, two turnaways at Lancaster, matinee turnaway and a three-quarter night house at York, a turnaway and capacity at Lebanon and turnaways at Reading, Pottsville and Shenandoah.

Show recently added two new trucks.

## Wallenda Reported Closing for Season

CHICAGO, May 31.—Reports reaching *The Billboard* office today, altho not officially confirmed, were that the Wallenda Circus closed for the season at Greenville, S. C., this week.

Unseasonable weather and poor draw were said to be the reasons.

## N. E. Fan Orgs Meet in Boston

BOSTON, May 31.—Some 35 members of the New England section of Circus Model Builders of America, Circus Historical Society and Circus Fans' Association attended the third annual convention Sunday (18) in the Hotel Manger during the Ringling-Barnum dates.

John J. Crowley, CHS national secretary, who made all arrangements for the gathering here, was unable to attend because of illness. Ernest E. Brunette, New Bedford, Mass., presided in Crowley's absence.

Ernest Brunette, Erick Olson, Jim McKenna, Paul Horsman and Herb Ames brought model circus wagons, trucks and railroad cars; Charles Amidon brought clown masks and circus books.

Stan Woodward, CMB&OA president, read an announcement regarding the CMB New England convention, scheduled in Southwick, Mass., July 4-6; Ernest Brunette told the Southern New England circus convention, scheduled in New Bedford, Mass., June 28-July 1, and an announcement was made of the CHS convention to be in Jamestown, N. Y.

A highlight of the convention was the talk by Bill Day, who reported on the CFA national convention in Dayton, O.

### Fall Meet at Benson's

Fall gathering of the combined orgs will be held at Benson's Wild Animal Farm in Hudson, N. H., in September.

Attending the Boston meeting were Charles A. Davitt, Darv Shea, Francis Lacouline, Springfield, Mass.; Frank Sullivan, Foxboro, Mass.; Paul Horsman, Middleboro, Mass.; Willis A. Tucker, Central Falls, R. I.; James McKenna, Pawtucket, R. I.; Stan Woodward, Enfield, Conn.; Bill Donahue, Torrington, Conn.; Steve Hills and son, Avon, Conn.; Everett R. Roberts, West Warwick, R. I.; Walter H. Gomes, Cambridge, Mass.; Art Gunther, Manchester, Conn.; Herbert W.F. Ames, Portland, Me.; Charles Higgins, New Bedford, Mass.; John Getchell, Westerly, R. I.; Col. Bill Machado, Edna McLeod, Mr. and Mrs. Lawrence Crocker and Mr. and Mrs. Ernest E. Brunette, all of New Bedford, Mass.; Patrick Keefe, Woonsocket, R. I.; Bill Day, New Britain, Conn.; Charles Amidon, Eric Olson, Curtis W. and Richard E. Amidon, all of Worcester, Mass.; Dana C. Blom, Maurice J. Allaare and Lawrence Brown, all Portland, Me.; and Allen Wescott, North Castine, Me.

### Pittsfield, Mass., Mayor

#### Denies Permit to Bailey

PITTSFIELD, Mass., May 31.—An application of Bailey Bros.' Circus to play Wahconah Park here, June 6-7, has been rejected by Mayor James Fallon. "I don't think we need a circus here this year," was the mayor's only explanation.

J. S. Ramsey, Bailey advance agent, left immediately after Fallon's verdict for North Adams, Mass., in an attempt to sign that spot for those dates.

## Beatty Cancels Canadian Tour; May Make It Later

SHELBY, Mont., May 31.—Ira M. Watts, general manager of the Clyde Beatty Circus, today announced the show has canceled its prospective Canadian tour for the present "on account of unseasonable weather and the difference in rate of exchange on money." Watts said if things change "We might make it later in the season." Capacity audiences have greeted the Beatty show since it reached Missoula, Mont., Saturday (24) and started moving east across the State. Butte gave with two strong houses. Any other date would have given the org straw houses. As it was, two factors made for smaller crowds. First, it was the opening of the fishing season, and second, a celebration at Virginia City, Mont., 70 miles to the southwest, cut into attendance.

In Helena Monday (26), the show had a full house at the matinee, but shortly before the night show was to get under way it started to rain. Even so, a strong house was on hand. At Helena Frank Panisko, CFA, joined clown alley for the day. Police Commissioner Hugh K. Potter had as his guests at the matinee 50 kiddies from the Montana Children's Home and St. Joseph's Orphanage.

Beatty told newsmen in Bozeman that he is well pleased with the org's draw so far this season, considering some of the weather the show has bucked.

## Clyde Packs 'Em At Camden, Ark.

CAMDEN, Ark., May 31.—Clyde Bros.' Circus, which inaugurated the outdoor season in parks and stadia Thursday (22) at Hot Springs, played here Monday (26) under auspices of the Junior Chamber of Commerce. Show drew a fair crowd at the matinee and a packed house at the night show.

At Hot Springs, org enjoyed top business for two of the three days, being rained out the final night, Saturday (24).

Show carries an eight-piece band under direction of Jimmy Goodwin. Program has 25 numbers and is directed by Doc Ford, who also does the announcing.

Acts include the Harrisons, cyclists; Barth and Mayer, perch and hand balancing; Billy Irwin, producing clown; Harvey Sweet, clown; Borg-hild Hogan, aerialist; Claudia Jordan, aerial and dogs and goats; Lewis Ford, flying perch and dogs; Vernon Pratt, ponies and other animals; Pete Hickman, manage horses; the Franklins, tight wire and tumbling; the Essos, teeterboard and trampoline, and Lavonne Ford, ring contortion and rolling globe.

Howard Suez, manager, is away lining up auspices. Johny Lynne, assistant manager, and Al Perry is in charge during his absence. Mr. and Mrs. Vern Crawford have the cotton candy concession.

## Charleston Stand Big for Polack Org

CHARLESTON, S. C., May 31.—Starting out by opening with two strong houses Tuesday (20), Polack Bros.' Circus, Eastern Unit, increased its draw each night and wound up its five-day stand Saturday (24) with a neat profit.

Favored by clear and warm weather thruout, the show, playing in County Hall, which seats 4,000 persons, did excellent business all week. Business was especially heavy Thursday (22), at both the matinee and night shows, and Saturday (24) the night show drew a packed house.

Jim Stutz cards from Bartlesville, Okla., that he had his best day of the current season at Sand Springs, Okla., Sunday, May 25.

## Del. Supreme Court Hears Ringling Case

WILMINGTON, Del., May 31.—Delaware Supreme Court Monday (26) heard argument of counsel on the form of the decree which should be issued in conformity with the court's recent opinion in the litigation arising over the 1946 election of directors by stockholders of Ringling Bros. and Barnum & Bailey Circus.

The court's opinion was given in an appeal taken by defendants in an action brought in the Court of Chancery by Mrs. Edith Conway Ringling to determine the validity of the election. In the lower court Vice Chancellor Collins J. Seitz ruled that the election was invalid.

The Supreme Court modified the ruling, holding that the six directors for whom the stock of Mrs. Ringling and John Ringling North was voted were elected. This resulted in one vacancy on the board of directors.

The Supreme Court opinion sustained the lower court in holding valid the 1941 agreement between Mrs. Ringling and Mrs. Aubrey B. Haley to vote their stock together. Under that agreement, Karl D. Loos, Washington attorney, is arbitrator.

Attorney Clair J. Killoran, of this city, appeared for Mrs. Ringling and Aaron Finger, also a local attorney, appeared for the appellants. The Supreme Court will later issue its decree to the Court of Chancery.

## Port Huron, Mich., Big for Mills Org

PORT HURON, Mich., May 31.—Mills Bros.' Circus hit the jackpot here Saturday (24) under sponsorship of the Loyal Order of Moose. Show drew a turnaway crowd at the matinee and a packed house at night.

Weather was ideal for the matinee and, altho cloudy at night, rain held off until after the show.

Thru the co-operation of the Moose and Rotary clubs, crippled children, numbering more than 100, were guests of the show. *The Port Huron Times-Herald* went all out in the way of pictures and stories on the event.

At Pontiac, Mich., Friday (23), org was sponsored by the junior chamber of commerce. Advance advertising was noticeably short and this, coupled with rain and cold weather, cut attendance. At Jackson, Mich., weather was good and business the same.

## Big Show Flacks Better

NEW YORK, May 31.—Frank Braden and Bernie Head, Ringling Bros. and Barnum & Bailey Circus tub-thumpers, were both reported improved at Bellevue Hospital this week. Braden was in a critical condition for a two-week period ending early this week. Head is convalescing from an appendectomy performed a month ago.

## NOTICE

RODEO, WILD WEST,  
THRILL & CIRCUS ACTS

of all kinds wanted to join June 12th for twenty weeks booked. All write, pay your wires or come. Will use if can produce. All concessions open.

**PAT LONG, Mgr.**  
EPHRATA, PA.

## HAVE A FEW OPEN WEEKS

for Fairs, Rodeos or Horse Shows. America's finest 12-horse Liberty Act; 2 Menage Horses, 8 Shetland Pony Act worked by Mrs. Anderson. All or any part.

**BUD E. ANDERSON**  
The Broadview Hotel,  
Emporia, Kan.

## PHONEMEN

BOOK—BANNERS—U.P.C.

## Mammoth Hillbilly Circus

Best Sponsors. Year round work in larger cities. Phonemen, also Crew Managers, contact me at once. Walt Myers, Burt Jurista, and all who know me, come in. Deals are just starting.

## DUKE HALL

c/o V. F. W. FRANKLINTON POST  
280 E. Broad St. Columbus, Ohio  
Phone: Main 6342

## DAILEY BROS.' CIRCUS

## WANTS

3 EXPERIENCED CIRCUS BILLPOSTERS.

## WM. L. OLIVER

Shenandoah, Pa., June 5; Milford, Pa., June 6; Lock Haven, June 7.

Permanent Address:

APT. 109, 3500 MIAMI ST., ST. LOUIS, MO.

## WANTED

## BANNER MAN

AT ONCE.

## C. R. Montgomery Circus

Buffalo, Wyo., 3; Sheridan, Wyo., 4; Hardin, Mont., 5; Bridger, Mont., 6; Lovell, Wyo., 7; then per route in Billboard.

## ELECTRICIAN WANTED

for

## BAILEY BROS.' CIRCUS

Wire Massena 6, Malone 7, New York; Burlington, Vt., 9.

## WANTED

## A RODEO

For August 29th and 30th, 1947, on percentage basis. Write

**Helen McDermott**

Local 9, UPWA-CIO Austin, Minn.

## WON, HORSE &amp; UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By Starr De Belle

More Rain, Pa.  
May 31, 1947.

Dear Pat:

Somebody contradicts everything that this show puts in print. In our last show letter we mentioned that this was a 15-car railroad circus. Some reader of *The Billboard* wrote: "I visited the Won, Horse & Upp Circus and found it to be a real five-car show." Another visitor said that our 24-sheet litho that depicts a 15-car circus train unloading is a misrepresentation. The boss says, "Yes," and "No." Every showman has heard some manager boast: "I've got a 40-car show loaded on 25 cars." Well, we have a 15-car show loaded on five. Our 24-sheet merely depicts the waste of 10 railroad cars when it

can be hauled on five. Showmen should thank us for enlightening them.

Furthermore, the litho allows for expansion. It is a sign of thrift and is a big saving to our printers. Who knows, this show may be on 15 cars while the season is yet young. Do you think it would be fair to force the printers to make new blocks when a show increases its size?

The Chariot & Tableau Circus, which we predated at Slush Run, Pa., last Monday, advertised our circus as a fly-by-night show. Naturally, when a 15-car show is loaded on five, the concessions have to travel overland. We were billed there to play on old airport grounds. That made the fly-by-night report more believable. This is hard to believe, but I'll swear to it on a stack of perfume spindles, when our overland contingent of concessionaires arrived on the lot there were over 7,000 spectators there waiting for the show to fly in. Having plenty of stock on hand, our novelty men, grab stand operators, frozen custard dippers, popcorn and peanut butchers and the dealers on our church and bazaar booths, pea and red card finding stands, opened to their biggest biz of the season. When the show hadn't arrived by daylight, one of our novelty butchers announced that due to bad flying weather the show wouldn't arrive until sunrise and that it was coming from the East. That boosted the sale of sun glasses to such an extent that they were sold out before the first sun ray appeared.

It started to cloud up at 8 a.m., and when the show train arrived at 11 a.m. a deluge hit, which put the lot in such a bad shape that the boss decided to leave the show on the train and pass up the spot. The concessionaires had already won the show's nut for the day as well as get-away-dough making this date one of the best stands of the season without showing.

This show features flying acts. It's not a pumpkin fair grandstand show, as it has plenty of ground acts. All letterhead actors on this show have read "America's Best Flying Act." If you can believe letterheads here is the line-up: The Flying Macaroonies, Roman rings; the Flying Spanglettes, swinging ladders; the Flying Firemen, revolving ladders; the Flying Walkers, loop walking; the Flying Traps, double trapeze; the Flying Hockcatch, single traps; the Flying Clouds, cloud swings, and the Flying Noggins, aerial balancers. According to that line-up, if the letterheads are right, we not only fly by night, but during matinees as well.

## Engerer Mauled By Lion

DECATUR, Ga., May 31.—Capt. Ernest Engerer, veteran one-armed lion tamer, was severely mauled by one of his lions during Tuesday eve's (27) performance of the Hippodrome Thrill Circus. About six weeks ago, Engerer was bitten by one of his lions while appearing with the Wallenda Circus, at Sarasota, Fla., sending him to the hospital for several days.

## Rodeo for Story City, Ia.

STORY CITY, Ia., May 31.—The Lowry-Veach Rodeo is scheduled to show here June 20-22 under auspices of the Lions Club. Purses totaling \$1,500 are guaranteed. Other spots on the Lowry-Veach schedule include Trenton, Mo., July 2-4; Jerseyville, Ill., August 2-3; Moberly, Mo., August 6-8, and Chariton, Ia., August 16-17.

Cole Side Show  
Personnel, Band

Side show line-up of Cole Bros.' Circus includes Goldie Fitts, inside lecturer; Ann Fitts, assistant lecturer; Charles Christian, Robert E. Ray and Charles Frank, tickets; Glen Girard and George Churchill, ticket takers; Rose Westlake, mentalist; Yovita Leyton, snakes; Fred L. Harris, Punch and Judy; Felix Mansor, giant, managed by Jose Boyra; Nyra Brown, blade box; Leandro Perrin, novelty bells, and Francisco Sanchez, accordion; Capt. Dee Ni Fong, fighting lion; Manip Harris, comedy magician; Joe Lee, Chinese top spinner; Asenaan Fernandez DeLeon, armless wonder; Senor Roberto Esquivel, ventriloquist, with Serenaders from Monterey, Juan Palomo Alvarez and Guadalupe and Beatriz Hernandez; Royal Hawaiian entertainers, Joseph Carvalko, manager, and Duke Kamakua, Eleanor (Kuilei) Carvalks, Moana Kamakua and Leocadia Teodoro; Oriental models and dancers, Billie Dick, Ola Lee, Sue Rodgers and June Carter, dancers, and Duke Kamakua, drums.

Side show band and minstrels: R. V. Lewis, leader and trumpet; J. W. Webb and Joseph Phillips, trumpet; George Tildford and James Luter, saxophone; Fountain B. Woods and Henry Grundy, trombone; William (Billy) May, tuba; Shufflin' Sam House, stage manager and snare drum; Noah Robinson, bass drum; Billie Dee Freeman, comic and dancer; Irene Lewis, emcee and chorus; Eloise Pope, song stylist and chorus.

Candy stands: Gene Weeks, superintendent; Winn Partello, assistant auditor; James Wilson, stockman; Herbert Farrington, purchasing agent; B. M. Neal, Stand No. 1; Ed Watson, Stand No. 2; Homer Canter, manager, hamburger stand, and Harold Rose, Charles Kinslow and Harvey H. Schlipf, helpers; floss, Alex Slisky, manager, and Sam Rappert, helper; novelties, Frank O'Connell and Ed Dwyer; seatmen, W. P. Cook, Sam Taylor, Bob Wallace, Charles Rielly, Ed Jokubowski, Fred O'Hara, H. E. Richardson, Fred Pullman, Cheo Ballard, Peter March and Pat Daugherty; porters, Lawrence Johnson and Levy Felder.

Calgary Stampede  
Offers 19G Prizes

CALGARY, Alta., May 31.—Total of \$19,000, exclusive of entry fees, will be offered Calgary Stampede contestants.

Largest single purse, \$5,750, will be in the chuck wagon race, with moneys totaling \$610 per day and final money of \$3,660, with \$1,000 and the Gas Company Trophy to the winner.

There will be 12 moneys offered every day in the race and 12 moneys in the finals.

In the field events, the North American championship bucking horse contest, with saddle, will lead all other contests with a purse of \$3,000. The prize money will be divided into "go rounds" with cash being awarded to the winners at the end of every go round.

Tulsa's Ninth Annual  
Rodeo Does Big Biz

TULSA, Okla., May 31.—Wills Stampede played to capacity business here at the indoor arena of the Tulsa fairgrounds in the ninth annual rodeo, which closed Sunday (25). Prize money of \$7,500, swelled by entry fees to \$13,440, drew heavy entry. Rodeo played to almost 6,000 people nightly.

Station KVOO here carried four broadcasts directly from the arena. Johnny Lee Wills and His Boys, featured over the station since 1933, played their Western swing music during the rodeo performances.

McKinley Rodeo Will Open  
Season at Farmer City, Ill.

FARMER CITY, Ill., May 31.—The McKinley Rodeo will open its season here Sunday, June 22.

Following the show here org moves to Altamont, Ill., for three performances June 28-29, then to Decatur, Ill., for July 4-6.

## Montgomery Clicks in Brush

BRUSH, Colo., May 31.—Aided by ideal weather, the C. R. Montgomery Wild Animal Circus drew two full houses here Saturday (24).

ELASTIC NET  
OPERA HOSE

Black, Suntan and White, \$4.95.  
Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

## C. GUYETTE

348 W. 45th St.  
New York 19, N. Y.  
Phone: Circle 6-4137

## WANTED

For Mills Bros.' Circus Big Show Band, Air Calliope Player. Union scale. Must be sober and able to join on wire. Other Musicians, write.

## GEO. BELL, Bandleader

MILLS BROS.' CIRCUS  
Lansing, Mich., June 3-4; Saint Johns, 5;  
Muskegon, 6-7; Grand Rapids, 9-10.

## MIDGET FIRE ENGINE

Some years back, several Circuses used a small Motorized Fire Ladder Wagon driven by Midget. We are interested in buying one of these—will pay for information as to where one can be found.

## EDDIE LOMBARD

Hotel Harrisburger HARRISBURG, PA.

## FOR SALE

## SMALL COMPLETE MOTORIZED CIRCUS

Ready to open. Address

BOX D-493

The Billboard, Cincinnati 22, O.

# UNDER THE MARQUEE

Cmer Kenyon, of the Hamid-Morton Circus, spent a few days in Chicago last week en route to his home in Des Moines.

Somebody must have service-charged the weatherman.

Jake J. Disch, clown cop, writes that his Prairie du Chien, Wis., date was one of the best of his career. He adds that he will play Racine, Wis., July 4, his third year there.

Clyde Wixom, grandson of Mat Wixom, who operated a one-ring circus in Michigan for more than 25 years, and Mrs. Wixom caught Pat-terson Bros.' Circus in Davison, Mich.

We often wonder whether "dawn" will again be known as circus arrival time?

Col Zack Miller, Ponca City, Okla., only surviving brother of the old Miller Bros.' 101 Ranch, has been invited to lead the parade opening the Agricultural Livestock Fair and Exposition, sponsored by the Waco, Tex., Longhorn Club, in October.

J. W. (Pop) Barrett, former circus trouper, who now resides in Easington, Pa., and who owns Barrett Bros.' Miniature Circus and Mardi Gras Shows, was featured in a page of pictures in the rotogravure section of *The Philadelphia Inquirer* Sunday (25).

Years ago a manager gave a known "Jonah" a sawbuck to leave his show—then biz got worse.

Hi-Erown Bobby Burns, in advance of the Ringling circus, was a week-end guest at the Hotel Samuels, in Jamestown, N. Y., and visited with Manager Burns M. Kattenberg, a circus fan with a hobby of collecting photos of acrobats and contortionists. The Eig Show plays Jamestown July 24.

After a successful winter of indoor dates and a short term of dates in the tobacco fields and at cabbage festivals, the Flying Romas will officially open the outdoor season at the Roy Rogers-Tom Packs Thrill Circus in New York June 15, Roy G. Valentine writes from Charlotte, N. C. Following the New York date the act will play Columbus, O.; Indianapolis, Louisville, Cincinnati, Pittsburgh and

Knoxville. Valentine says the act is set for a long run of fairs for the Ernie Young Agency, Chicago.

Words of wisdom: "I too, could tell how to successfully run a circus if it weren't for the fact I once owned one."

George (Pop) Goodale, who formerly trouped with circuses and who now resides in Rome, Ga., was the subject of a story on Page 1 of *The Rome News-Tribune* Sunday (18) for his \$500 donation to the streptomycin fund, sponsored by the newspaper, to purchase the new wonder drug for patients at the Battey State Hospital,

In answer to criticism that London, Ont., has had too many circuses this season (three and a carnival), Mayor George A. Wenige replied: "If we're having too many circuses then we've got too many industries, and too many stores, and too many people. When London has too many circuses then people will stop going to them and the circus will stop coming here."



**GEE GEE EN-CESSER**, versatile performer with the Clyde Beatty show, has been featured in picture layouts recently in *This Week*, *Look* and *Liberty* magazines.

Do you like good stories? Heard in a house trailer, "Sweetheart!" "What is it, pet?" "Did you butter toodlem's crackers?"

When Cole Bros.' Circus played Lexington, Monday (19), Andrew Eckdahl, reporter for *The Lexington Herald*, was a member of clown alley and did a Page 1 story for his paper on *The Circus Behind the Scenes*. Story was illustrated with pictures. Eckdahl says Otto Griebing turned him over to Ernie Burch, a member of Cole Bros.' clown alley, to be made up, "and Burch did a swell job."

Cap Bill Curtis, director of safety with Cole Bros.' Circus, is in his 57th season in circus biz. He started with the Charles Andress Circus. . . Fred Donovan is chief of police and in

charge of the back yard with the Cole show. . . Clowns on the Cole show have a new top. It is green, striped in orange and red. Made by O. Henry Tent Company, Chicago, it was received in Cincinnati May 17.

Remember those bygone days when in most cases a workingman's two-week hold-back wasn't again mentioned when worked out?

Personnel of Joe Rossi's band on Dailey Bros. includes Jack Campbell and John Cecoola, trombones; Alfred DePascale, bass; Jess Jessup, euphonium; Joe Glenn, alto sax; Felix Cambone, baritone; Don Kase, Al Kosh and Eddie Tamburini, trumpets; Homer Clark and Joe Pomilio, clarinets; Bill Todd, bass drum; Sam Barham, snare drum, and Louis Grab, calliope.

Show business and the steel business got together in Chicago when Barnes Bros.' Circus sent an elephant to U. S. Steel's South Chicago plant to help publicize its public "open house." The elephant helped erect a 300-foot tent which will house the plant's elaborate exhibits of finished steel products. Photographers from all Chicago papers covered the stunt which appeared on picture pages of four of Chicago's five dailies.

Doc Waddell apparently is handling his assignment well with Mills Bros. He recently cracked the religious page of *The Cleveland Press* for a four-column layout which included three columns of art, and he hit the front page of *The Port Huron (Mich.) Times Herald* with a two-column layout.

Emmett Kelly was the subject of a feature story in *The Kansas City (Mo.) Star* Sunday (11), written out of New York by Joseph Kaye, who interviewed Kelly while the Ringling-Barnum show was playing Madison Square Garden, New York. Kelly, a native of Kansas, having been born in Sedan, and who worked at various things in Kansas City, told Kaye how he happened to get started in the circus business.

Dr. Emmet Fox, circus fan, staged an elaborate international circus supper at the Belvedere Hotel, New York, Friday night (9) for performers and officials of the Ringling-Barnum circus. Earl Chapin May, well known writer of circus stories, assisted Dr. Fox, and Bob Sterns, former Paris correspondent of *The New York Herald Tribune*, acted as interpreter for foreign artists attending. Those attending were Pat Valdo, Merle Evans, Fred Smythe; Rose, Mickey, Clayton and Bob Behee; Al and Chickie Powell; Ruth, Penny, Ira and Jimmy Millette; Mr. and Mrs. Dick Miller, Rose Gould Trio, Chrysis De La Grange, Jose Moeser, the Alzanas and the Idalys.

Down yonder, last fall, an actor overslept and was late in getting his house trailer off of the lot. Seeing a colored lad the actor yelled, "Which way is Blankville?" Stopping in his tracks the lad answered, "I see yo'all has got it and is goin'."

Al Sweeney, who did the publicity for Polack Bros.' Shrine Circus, Western Unit, when it played Chicago this spring, is around showing a King Features Syndicate proof sheet containing a feature story by Lucia Perigo, Central Press correspondent in Chicago, on the Dorney Sisters who work in the Guistino Loyal riding act. Story is accompanied by two photos, and deals with the fact the Dorney Sisters spurned swank Chicago society to take up with the circus. Sweeney arranged for the story while the show was playing Chicago. The story went to more than 600 papers serviced by the syndicate.

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### Ringling-Barnum

Our first stand under canvas with all physical equipment newly painted and new tops making an impressive sight. Saturday (24) was Palumbo Day and, as usual, the house was packed with kids. We had Sunday off and it rained the entire day. The folks certainly gave the movies a big play.

Monday (26) was Gimble Day and another packed house of orphans and underprivileged children were on hand. Tuesday (27) we made our annual trip to General Hospital. Wednesday (28) it was a trip to the Jewish Hospital. A vote of thanks to all the folks who participated.

Gloom was much in evidence when the news reached us of the death of Georgie Campbell, midget clown, who passed away at Polyclinic in New York.

Frank Sheppard writes he underwent his first bone graft operation and that he is in a cast from his waist down. Bernard Gould and Bob Nelson are on the sick list.

Pierre Villenave and Julie Coleano, of the Fred Harry troupe, were married recently. Congratulations!

Visitors have included Tosca and the Canestrelli family, the Chapman brothers, and Danny, Billy and Len Humphreys, of the Hamid-Morton Circus.

Around the Lot—Note to Otto Griebing, of the Cole Bros.' Circus: The Ringling clowns now have their own 20 by 40 clown prop top. Your old pals just wanted you to know.

Mystery of the week: Saluto still is looking for the party or parties who made off with the chicken dinner he had packed for the run from Boston to Philly. When last seen, Mike Petrello, of the prop tent, was watching it. . . Dutch Lully spreads shavings and rakes the fourth aisle faithfully every morning. . . Bob Behee soon will have the best chair in the dressing room. He is covering it with deer skin and wants everyone to know he shot the deer while hunting last winter. Laugh of the week: One of the foreign acts who refused to pay the porter in his car for a steak, saying "cookhouse free; here free, too." . . . Emmett Kelly struggling with the huge lobster given him by Felix Adler, who acquired a large bag of 'em as a gift from his admirers in Philly.—DICK MILLER.

### King Bros.

We are still in the Allegheny Mountains. The highways for the most part are splendid, but the grades are something terrific. At Elkins, W. Va., the big show pole wagon reached the lot at 1:25 p.m. and the performance was under way at 4:45 p.m. Splendid crowds were on hand afternoon and night. Dr. H. F. Troutman and R. B. Hastings, of Huntington, W. Va., spent several days on the show while we were in the Logan, W. Va., territory.

Walter Rogers joined at Beckley, W. Va. He has been operating a garage at York, S. C. Joe Webb, Side Show boss canvassman's backyard tent is the popular lounging place. (See KING BROS. on page 82)



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## DRESSING ROOM GOSSIP

### Bailey Bros.

After a week of rain and mud, we were greeted by Old Sol in Pittston, Pa. While in Hazleton, Pa., the circus fans were on hand, it being the Bob Stevens Tent No. 32, with Al Ruwedel as president. Several of the ladies and gentlemen made spec at the night performance, after which Bob and Opal Stevens were presented with three minute elephants engraved for Bob, Opal and Shirley. In celebration of a real circus day, Billie Henderson bake a large chocolate cake for the gang.

Ernie Stewart, who holds the center ring to good results with his trap act, is sporting some flashy wardrobe, glittering from head to toe with rhinestones. Pity poor Red Harris; he looked for his wig for half hour to make spec and found it on his head. Rube Simons and Laurence Cross have left our fold. The Pat Knight Trio has also left for the West. Skinny Goe, our bandmaster, is hard to get along with since getting his band all dressed up with new uniforms.

Christy, one of the elephants, decided to see the town of York, Pa., police waging Mac MacDonald at 6 a. m. to go get her. She was in front of a saloon six blocks from the lot (peaceful).

We were treated fine while playing York as that is the writer's home town. C. C. Smith, our treasurer, is sporting a new two-tone Chevrolet.—GEORGE L. MYERS.

### Stevens Bros.

Since moving into Missouri, the weather has been much better. Show day and dated the Fred Stumbo Shows before leaving Oklahoma and much was done.

Mr. and Mrs. Bert Morey, two of our favorite clowns, and Bob Grubb, equestrian director, stopped at a small cafe in Oklahoma and ordered hot cakes. After a long wait, the cakes finally arrived but with no syrup or butter. Inasmuch as Bert makes his living being funny, he refused to utter a beef. He just up and ordered two large scoops of ice cream and ate his cake ala mode.

Gatchell's canine act is clicking. After the matinee in Mount Vernon, Mo., several of the folks gave a benefit show at the hospital. Those taking part included Juan de Auile, Bob Grubb, Shorty and Bulea Shearer, Bud Wheeler, Mr. and Mrs. Bert Morey, George Zurline, Mr. Gatchell and the writer.

Visitors have included Bob Stevens' sister and her children from Tulsa, Okla., Mr. and Mrs. Bud Stevens, Vincenes, Ind., Paul Van Pool, Joplin, Mo., Mrs. Noble of the Dailey Bros.' Circus, Jack and Mack Miller and the writer's family who caught the show at Seneca, Mo.

George Zurline, of clown alley, has added a new car. Mr. and Mrs. John Grady joined. Mrs. Grady works in the office and John has concessions.—JACKIE DALE.

### Polack Western Unit

Sam Ward visited in San Francisco, as did his assistant, Bill Kay, who will be married to Dorothy Kane, of Detroit. Marie Delbosq celebrated her birthday Friday (16). Ross Paul is recuperating following a minor operation. Cheerful Gardner has been ill but hasn't missed a show. His wife, Mary, is helping in the act.

Visitors in San Francisco included Mr. and Mrs. Silbon, the Nelson Sisters, Tiny and Vivian, who will open at the Golden Gate Theater, and Dr. and Mrs. R. A. Gamble, uncle and aunt of the writer.—IRENE LAFERTY.

### Dailey Bros.

All we saw in Carolina was rain. Olga Farley won the bedspread crocheted by Mazie, ex-fat girl, bedridden in San Antonio, Lehman Goodman lettered that his mother, Bessie Polk, came thru her operation okay. Ralph Holt, of the Burlington Hosiery Mill, presented us with some gossamer thin samples from his factory.

One of our Mexican boys is learning to play the clarinet. Pete Ivanov and Tommy Junedes left the show to play other dates. Mairio Ivanov is working aerial bars with the Dailey troupe. Norma Plunkett accomplished a double somersault on the trampoline. Corky Plunkett is doing 60 somersaults as a feature of the act.

Ed Maynard, side show boss canvassman, does a speedy job of getting it up and down. Mr. Hood, of Winston-Salem, entertained the horse fanciers, showing them his stable of fine saddlers, ponies and Dalmation dogs. Ena Lang flew from New York, landing on an airfield right next to the lot.

Photographer Max Thorpe was busy for two days snapping backyard scenes. Francis Doran reports the biggest season of his career in show biz. John Williams of the circus bearing his name, and his three sons, visited in Durham. Other visitors have included Messrs. Harrington and Watkins, and Bill Atwater, CFA, and Ben Daveport's cousin, Dave Edwards. Bess Costello, former bareback rider on the Hagenbeck-Wallace and Sells-Floto circuses, was among visitors.—HAZEL KING.

### Wallenda

Show played indoors in Greenville, S. C., at Textile Hall, with performances being staged on the second floor. All rigging had to be hauled up in an elevator and all our trucks and trailers were packed on a small lot in back of the building.

Chief worry was whether the high wire would stay up. This was the first time our new double platforms had been hung and there were so many people on the wire we could have used a traffic cop. Margie Naito took a bad spill opening night but escaped uninjured. The girls are still trying to find out who put the markings on their dressing room door.

Yours truly has been elected to drive to Jacksonville, Fla., to pick up Dorita Konyot's horse, Baba, who was left there in care of a veterinarian.

A visitor in Greenville was Joe (Rusty the Clown) Barbetti.—GUNTHER WALLEND.

### Stevens Bros.

We're still battling the elements. Business is good when weather permits. First week out, all canvas was destroyed by a windstorm. Since then it's been a solid six weeks of rain, mud, hail and cold weather. The new side show top arrived last week.

Paul Van Pool, of Joplin, Mo., visited. Sam Russell, who runs the cookhouse, manages to put out three meals a day, despite the fact the range wagon has been hub deep in Oklahoma, Arkansas and Missouri mud almost daily. The water wagon, which was wrecked, has been replaced.

When the show played Mount Vernon, Mo., personnel went out to the San-O-Zar Sanitarium and entertained the patients. Roy Wynne, sanitarium manager, wrote a letter to the editor of *The Springfield (Mo.) News and Sunday Leader*, thanking the troupe. Letter was printed in the paper.

### Sparks

Toronto, capital of Ontario, gave us a grassy lot. Our three days in Toronto made us feel as tho we were part of the community. Some folks visited so often they could recite the side show openings, word for word. J. W. (Patty) Conklin was much in evidence and proved a great help with his sage advice.

Carmen Caudillo caught a fast-flying foot from one of her sisters during tumbling act and the act was unable to finish the Toronto stand because of Carmen's injured eye. Rita Kortez has hired a French talker, so when we hit a town in which that language predominates, he'll be understood by the natives.

Some of the younger element in the dressing room have formed a club and named it the Zippity-Doo-Da. Various fines are assessed and are put in a fund to stage parties on Sunday stands. Some of the other departments are thinking of organizing clubs because there is nothing to do in Canada on Sundays.

Laurence Cross and Rube Simons, formerly of the Bailey show, have bolstered clown alley and are working their comedy boxing act to much applause.

Owner James Edgar hired a plane to publicize the show in Toronto and the troupe was surprised to hear the writer's transcribed commercials being amplified from the skies.

A Saturday matinee for the benefit of the Crippled Children's League brought people to the cookhouse who haven't made breakfast all season.

Gardner Wilson scored heavily in the Toronto dailies, and radio sound trucks were recording most of the time on the lot.—DAVE MURPHY.

### Clyde Beatty

Walla Walla, Wash.—After the evening performance a group ventured over to the United American Shows to view the sights of the carnival: Came time for the final blow-off and Frank Doyle decided to evacuate to a hot dog stand. . . Mrs. Jane Tubis, with the show since opening, leaves soon for Chicago and Riverview Park.

Spokane.—Confused and muddled, because the coaches had been moved to the roundhouse for repairs, most everyone saw Spokane by moonlight and tired of the cab rides in rapid time. Harper Joy visited.

Sandpoint, Idaho.—Matinee only encouraged a swell day in this sporting town beside the beautiful Pend O'Rielle Lake, famed for containing the largest rainbow trout in the country. All the fishermen tried their luck but to no avail. Others enjoyed swimming and riding the log rafts. Toward evening, Sundown, Mocky, and Nita Brooks entertained with the playing and singing of folk ball.—(See CLYDE BEATTY on page 82)

### Cole Bros.

The John Robinson-Repensky Tent of the CFA threw a party for us at the Netherland Plaza Hotel, Cincinnati, that was out of this world. From all of us to you, a hearty thanks. The pictures Ruthie Nelson took with our giant from the side show arrived and they are something to behold.

Bogonghi is now giving English lessons. Otto Griebing, I understand, is going into the real estate business in a big way. He plans to open an office in St. Louis.

Laugh of the week: The Johnnie newcomer asking Horace Laird, our mail man, if he had any traveling cards left. After looking at the pictures Felix had taken, I know Darwin was right. The only thing missing is the chain.

To all you stick actors: Voise is full-handed; in fact, he has two spares. To Charles Forrest, former Canadian: How is Mr. Festerias?

We have two sets of grandparents (See COLE BROS. on page 96)

# ICER TO LEAD OFF IN UTAH

## Eastern States In High-Gear Make-Ready

### All Machinery Space Sold

SPRINGFIELD, Mass., May 31.—Idle the past six years because of the war, Eastern States Exposition here is making preparations at top speed for its revival September 14-20.

A veritable army of workers is busy removing traces of wartime occupancy by army and federal agencies. All but one building has been released by the government, and this one will be freed soon, Charles A. Nash, the expo's veteran general manager, says.

### No Time To Spare

Due to the vast amount of rehabilitation and make-ready work which remains to be done on the plant, Nash said that "I doubt if we will be ready much ahead of the guns when the time for opening comes."

All of the State buildings, owned and operated by commissions from all New England States, with the exception of Rhode Island, are being put into shape and prepared for their exhibits.

Storrowton Village, which comprises 13 original structures ranging from church to several types of homes to the traditional little red brick schoolhouse, is being refurbished. Buildings in the group were not used during the six-year suspension for any purpose, and the antique furnishings were stored. In pre-war years the village was opened to the public from May thru October, and old-fashioned meals were served in the tavern, with rooms available for rental. However, due to the rehabilitation, the village will not be opened until the expo starts.

### Space Sales Soar

All available space for the exhibition of farm machinery equipment was sold out four weeks ago, Nash says. "The demand for this type of exhibition space is stronger here than we have ever known it," Nash states. He also announced that the sale of concessions surpasses any previous year and that sales of space in the Industrial Arts Building are considerably ahead of 1941.

Attraction bookings include Franko Goldman's band, auto races to be staged by Sam Nunis, Jack Kochman and Joe Chitwood thrill shows, and Blackmon's rodeo and circus acts booked thru the George A. Hamid office, New York.

## Lynch Thrillers Do Okay In Richmond One-Nighter

RICHMOND, May 31.—Eastern unit of the Jimmie Lynch Death Dodgers played to 4,200 spectators Saturday night (24) in Richmond Stadium. Attendance was rated as excellent in view of floperos by big car auto races and other thrill units at the recent spring fair.

Friday night (23) show played to another good crowd, estimated at 5,000, at the Princess Anne speedway, at Norfolk's new Agrigade.

Aut Swenson, agent, contracted both Virginia cities and handled flack ahead of the show. He jumped from here to Ohio to handle advance for dates in Cincinnati, Dayton and other spots in that State.

### Around-the-Grounds:

## Duffield Readies Chi Show; Action on the Booking Front

SMS Ranch Rodeo, which will play many Eastern fairs, opens its still date season June 2 in the Belleville (N. J.) Municipal Stadium. Rodeo carries from 25 to 30 people, owns its own stock and moves on motor trucks and house trailers. Joe Daly, show's rep. infoes. Frank Wirth is handling the fair bookings.

Frank Duffield and an augmented staff of the Thearle-Duffield Fireworks Company he heads in Chicago are busy readying for one of the biggest outdoor spectacles ever presented in the Windy City, the 100th anniversary program of *The Chicago Tribune* June 10 on Northerly Isle, the site of the Century of Progress. Frank is in charge of the entire production, which besides a mammoth fireworks show, will include 10 or 12 aerial acts, motorboat races, other aquatic events and a demonstration of airplane and helicopters.

North Dakota State Fair at Minot, N. D., will run June 30-July 5, but will come back with auto races July 19-20, H. L. Finke, fair secretary, announces. Races will be staged by Frank R. Winkley.

Deal has been closed by Mercer County Fair, Celina, O., with the Valli Enterprises Corporation, Dayton, O., whereby the latter will stage midget races and motorcycle races thruout the season. First event, big car

## Temple Event Ups Premiums, Lures; Seeks 75,000 Gate

TEMPLE, Tex., May 31.—With premiums upped from the \$750 offered in 1946 to \$9,000 this year, execs of Central Texas Fair here, September 22-28, have set their sights upon an attendance of between 75,000 and 100,000. Last year the event drew about 20,000.

Annual, in addition to boosting premiums, also has drafted a stronger attraction program. Roy Acuff and His Smoky Mountain Boys will give two shows nightly. A horse show will be the feature of the first two afternoons, with a rodeo to be offered the last four afternoons. J. George Loos' Greater United Shows have been signed for the midway.

The fair is doing a powerful promotion job designed to increase commercial exhibit space sales and build up the advance sale of admission tickets, as well as sending the attendance soaring. An attractive eight-page two-color folder has been sent to 1,000 potential exhibitors in one of the moves to build up the sale of commercial space.

An advance sale of tickets already is under way thru Home Demonstration Clubs. Tickets go for 25 cents, with each club receiving 10 per cent of its sales and with a \$25 prize to the club selling the most tickets in each of the eight counties where the pre-opening sale is being conducted.

An intensive three-month publicity and advertising campaign has been mapped. It calls for the use of much outdoor advertising in addition to radio and newspapers.

races, sanctioned by the CSRA, will be presented June 2.

Unit built around the Hilton Sisters will play at least six weeks, possibly eight weeks, at Midwest fairs, according to Boyle Woolfolk, who is booking it. Chuck Lee will emcee the unit, which will carry novelty acts. Most of its stand will be one-nighters, altho it has been signed for several stands of two-nights. Woolfolk says he is bringing out four revues this year, as compared to two last year. One revue, being built by Ed Schooley, will have a 16-girl line. (See *Around the Grounds*, page 99)

## Mitchell Succeeds P. Swaffer as Head Of Richmond Annual

RICHMOND, May 31.—J. A. Mitchell, secretary of Anderson (S. C.) Fair for the past 27 years and secretary of the Anderson Chamber of Commerce, has been named secretary-general manager of the Atlantic Rural Exposition here to fill the post left vacant by the resignation of Paul Swaffer. Mitchell will assume the post June 1.

Swaffer, whose resignation is effective today, said he was leaving to take a job as field representative of the American Breeders' Association, either in Atlanta or Texas. He said his new job "is a little more in my line of work." Swaffer had served as secretary-general manager here since September, 1945.

## Restoration Work Delays Full Use of Detroit Plant

DETROIT, May 31.—Detroiters will not be able to use the Michigan State Fairgrounds here for large scale recreational purposes until 1948. Governor Sigler had hoped to open the grounds this summer, but State Fair Manager Hazen L. Funk advised this would not be possible before Labor Day because of the plant restoration program now under way.

Opening the grounds to the general public would slow the program so that the plant would not be ready for the fair's August 29 opening.

## International Trade Show At Paris Draws 3,000,000

PARIS, May 31.—Foire De Paris, annual international trade fair, closed its 17-day run Tuesday (27) with total attendance estimated at more than 3,000,000. Exhibitors totaled 9,000, with most Continental European countries, England and the United States participating.

At least half of the exhibitors have already requested space for next year's fair.

## Arthur P. Reed Elected Cheshire (N. H.) Gen. Mgr.

KEENE, N. H., May 31.—Arthur P. Reed, Winchester, N. H., was elected general manager of the Cheshire Fair, replacing Hiram O. Bolton, deceased. Joseph Kershaw has been named treasurer, and Harold J. Adams, ticket chairman.

## Holiday on Ice Opening Lure

### Salt Lake Fairgrounds presents vast physical changes for 100-day centennial run

SALT LAKE CITY, May 31.—With a three-quarter million dollar improvement program completed, the Utah Centennial Exposition awaited the opening Monday, June 2, of a 100-day run at the rebuilt Utah State Fairgrounds here. The show will continue thru September 20, with its program embracing the usual State fair.

The exposition is the baby of the Utah Centennial Commission, of which Gus P. Backman, of Salt Lake City is director, but is produced for the State fair organization, which has been given added moolah to do the job. Sheldon H. Brewster, secretary-manager of the fair, is producing manager of the exposition.

### Widespread Improvements

The heavy money has been spent on intensive landscaping; rebuilding of the coliseum to seat 5,000 for indoor shows; a 10,000 capacity arena in the grandstand area; building a Pioneer City for the show's theme of Utah's 100th anniversary, and the establishment of a permanent midway, with everything but the rides under a roof.

Substantial expenditures also have been made for resurfacing all roads and walks on the grounds, and installation of lighting, sanitation and safety features to eliminate strong beefs which have marred the last two annuals, causing the army to put the grounds off-limits and forcing the fair to open a free gate for one day to beat the beef.

### Thrillers in Second

Feature shows have been booked, mostly for two-week stands, and they include some of the top indoor and outdoor crowd-pullers. *Holiday on Ice*, the Shipstead-Johnson production, is the opening attraction, billed into the coliseum. Jimmie Lynch's Death Dodgers will follow, appearing in the 10,000 capacity grandstand arena.

A National Horse Show, with Jerry Colonna as emcee, will follow the Lynch troupe, and, then in succession the following will be presented: Centennial Wild West Circus, July 7-13; Days of '47 (rodeo), July 14-19; Jean Gros' Balloons, July 28-August (See *Icer To Lead Off* on page 99)

## Sacramento Directors Fail To Post 25G Racing Bond

SACRAMENTO, May 31.—Unable to post a \$25,000 bond demanded by the county as a condition for permitting four days of horse racing at this year's Sacramento County Fair, directors of the event adjourned their meeting here Friday (23) and left a tentative budget of \$54,250 still unadopted.

County board of supervisors refused to permit racing at the fair unless the bond was provided to protect the county against financial loss. Fair lost \$24,000 last year, allegedly as a result of the horse race meet.

This year's fair has been set for July 21-26.

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Juggling-Swaying AERIAL ACT

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Al Martin Agency, Hotel Bradford, Boston

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**Scotland County's First Annual Fair**

September 9 to 12

On a newly developed tract—68 acres on outskirts of city. Interested in Carnival, Stage Acts, Balloon Ascension, Auto Races or other types of Fair Amusement. Address

**HUBERT MORGAN**  
Division Manager  
MEMPHIS, MO.

**WISE COUNTY FAIR**

Sept. 4-5-6, 1947  
WISE, VA.

Free acts wanted—Attention Flying Allens of New York

Write  
**Carlos Williams, Secy.**  
Wise, Va.

**CARNIVAL WANTED**

For September 29th through October 4th in connection with the

**ANNUAL CRAWFORD COUNTY FAIR**

Always have large crowd day and night. Must have six or eight good Rides and 30 or more legitimate Concessions and Shows.

Write **T. J. HOUSE, Secy.-Treas.**  
Mulberry, Arkansas

## Hennies Gathers a Little But Not Enough in Chi Run

CHICAGO, May 31.—Independent operators and hirelings of Hennies Bros.' Shows made a game fight of it and opened whenever the rain wasn't actually falling while on the 97th Street and Western Avenue lot here, gathering in a few bucks from time to time, but not enough to make the six-day engagement, ended Saturday (24), a success. In fact, almost everyone around the lot had to dig into the reserve. Moving over to near-by Hammond, Ind., for the current week, the weather continued uniformly bad and the pickings were slim during the first four days, bringing the org up to Decoration Day week-end with a rugged fight ahead to make the week a winner.

Harry W. Hennies left no stone unturned to keep everything in action and his efforts were rewarded to the extent that not a complete night was lost, which, of course, meant that the reserve funds weren't hit quite as hard as was the case on some of the other caravans touring the Middle West.

### Racine, Wis., Next

Hennies announced he will follow the original route as laid out by J. C. McCaffery, general agent, and will move to Racine, Wis., for an opening June 2 and will then hop to Toledo before entering Michigan.

Personnel of the shows was made happy with the report that Clint W. Shuford, popular treasurer, who was stricken with a heart attack four weeks ago at Terre Haute, Ind., is now resting comfortably in Alexian Bros.' Hospital, Chicago. Shuford was moved from Terre Haute by ambulance two weeks ago and came thru the trip in excellent shape. He's responding to treatment in a manner attending physicians report as "satisfactory." It is believed that he will be able to leave the hospital by mid-June but is not expected to return to the office wagon for some time.

### McCaffery to Hot Springs

McCaffery, who has suffered some the past month with arthritis in his right hand, left Wednesday (28) for Hot Springs, where he hopes the warmer weather and baths will knock out the annoyance.

Hennies announced the list of ride foremen and show operators on his midway as follows:

Merry-Go-Round, Harry Wagoner; Ferris Wheels, Joe Kissel; Caterpillar, Roy Anderson; Moon Rocket, K. P. Chester; Heydey, Fleix Charneski; Octopus, Henderson Salyers; Rollo-planes and Baby Autos, Fred (Missip) Baker; Auto Scooter, Lou Barber; Century Flyer, Dick Inman; Laff in the Dark, Thor Peterson; Fly-o-Plane, Joe Pruitt; Looper, Grady Hawkins, and Baby Planes, William Wilkerson.

Buffalo Ranch, C. L. Younger; Glass House, Monkey Show and Wild Life, Buttons Grantham; Motordrome, Wilson and Lamb; Minstrel, Charles Taylor; Side Show, Nat (Skeeter) Lorow, Funhouse, Ray and Joan Miller, and Sally Rand and her revue.

### 66G County Appropriation For Auburn, Calif., Event

AUBURN, Calif., May 31.—Appropriation of \$66,000 for the 1947 Placer County Fair here has been made by the county supervisors. Sum of \$50,000 is earmarked for the erection of an auditorium on the fairgrounds.

Supervisors hope a like sum will be offered by the State. Premiums for agricultural and horse show entries will total \$16,000.

### Beat Bill To Divert Race Pct. From N. H. Annuals

CONCORD, N. H., May 31.—New Hampshire Legislature has turned down a bill which would have diverted money from Rockingham Park, now distributed to agricultural fairs

## Senate Comm. Okays \$2,000,000 Boost for New California Plant

SACRAMENTO, May 31.—California State Senate Finance Committee approved an amendment to increase the new fair site fund from \$750,000 to \$2,000,000. Money will be used to purchase new fairgrounds and develop a new plant. Committee also recommended the work be started as soon as possible.

Amendment was inserted into SB 1216, introduced by Sen. Earl Desmond, Sacramento County, after which the committee took the legislation under advisement pending final action on the 1947-1948 budget.

Senator Desmond told committee members that more than a dozen possible sites for the new fairgrounds have been studied and surveyed, but that no definite decision made regarding the new location.

Committee also took under advisement SB 1215, which would authorize the sale of the present fairgrounds if a new location is selected.

James S. Dean, director of finance, supported the legislation. He declared he believes it wise not to spend money on the present fairgrounds because "ultimately we would arrive at a dead end," due to the limited area in which to expand.

"By spending a little more money than it would cost to adequately build up the present plant," Dean stated, "we could have a fair site which would not be so restrictive with regard to space."

Dean believes the \$2,000,000 is sufficient to buy a new fair site, install necessary facilities and get other planning work done on the new grounds.

### Barton, Vt., Cuts Gate, Skeds Advance Ticket Sale

BARTON, Vt., May 31.—President Dave Gallup, of the Orleans County Fair here, announced the new board of directors had voted to cut the admission fee to 50 cents plus tax. For the first time an advance sale will be staged with three tickets going for \$1.20 plus tax. Fair will be held August 14-16.

W. A. Leslie heads the youth department, G. E. Annis the outdoor concessions and Wallace H. Gilpin is advertising manager.

### Record Crowd Attends Lamb Derby at Willows, Calif.

WILLOWS, Calif., May 31.—Record-breaking crowds attended the three-day observance of the Lamb Derby, which ended here Sunday (11).

Originally planned for the judging of local lambs and as a school of instruction in sheep shearing, the derby this year featured a queen, band and majorettes contests, a parade, sheep dog trials and a horse show.

on the basis of premiums offered, to the public education department.

Bill would have given the one-fourth of 1 per cent of the proceeds of the pari-mutuel betting to the educational fund. The bill was defeated by the House by a vote of 246 to 95.

## Tops in Free Roll

TIPTON, Ia., May 31.—There's more than one way to get a free roll, the Tipton Volunteer Fire Department demonstrated here Wednesday night (21).

For years, the firemen sought unsuccessfully to curb motorists from following the fire truck. But this night, the siren blew and the fire truck raced to the fairgrounds, trailed by 100 cars which were not discouraged in the chase.

Once inside the grounds, the gates were closed and the fire engine halted. So did the cars. And then the drivers were asked to drive onto the race track and circle it 20 times.

This they did, and, as a result, the tracked was packed solidly for the midget auto races, Sunday (25) sponsored by the fire department.

## Ohio House Okays New Grounds Site; Mulls Liquor Bill

COLUMBUS, O., May 31.—Ohio's House of Representatives this week mulled passage of one bill and passed another affecting future agricultural fair set-ups in the State generally and the Ohio State Fair particularly. First on the agenda was the Senate-approved bill to exempt liquor permit holders from the 90-year-old dry law prohibiting the sale of liquor near agricultural fairs, various State institutions and orphanages.

Dry law was enforced last year after pressure was brought on State, county and city authorities by WCTU groups over the State. Bill went to the House Wednesday (28) and its chances of being approved or nixed were a matter of conjecture at week's end.

Altho many urban members refused to go along with a bill to establish a commission to buy a site for a new Ohio fairgrounds to take the place eventually of the present Ohio State Fair location, the measure carried the House by an 82 to 36 count and was sent to the Senate. Enactment there is expected since bill has the backing of Governor Herbert and his administration. Measure provides for the establishment of a State commission with authority to select and purchase a site for the new fairgrounds.

**FREE ACTS WANTED**  
FAIR OPENS SUNDAY, AUGUST 24  
7—Days and Nites—7  
State all first letter.  
**GEO. L. BUCHNAU**  
Mid-State Fair Columbia, Tenn.

**WANT CARNIVAL**  
**For Laclede County Fair**  
6 Big Days starting week September 8th at Fair Grounds. A money making spot.  
**J. C. BENAGE**  
Lebanon, Missouri

**WANT CARNIVAL**  
With 4 or 5 Rides, or Rides and Concessions,  
**WEEK OF AUGUST 16 TO 24.**  
**HIGHLAND MADISON COUNTY FAIR**  
ART BUEHLMANN, Chairman, Highland, Ill.

**WANTED**  
Carnival Rides and Shows on 200x400 Ft. Space,  
SEPT. 3, 4, 5 and 6.  
**CARLISLE COMMUNITY FAIR**  
O. R. SMITH Carlisle, Ind.

# Fairs Headliners Dominate Indianapolis 500-Mile Race

INDIANAPOLIS, May 31.—Drivers who climbed to fame either in whole or in part from their appearances at the nation's fairs, dominated the 31st running of the 500-mile national championship automobile race at the Indianapolis Speedway here Decoration Day, as Mauri Rose, of Chicago, won, with Bill Holland of Bridgeport, Conn., a close second before an announced crowd of 125,000 which saw Shorty Cantlon of this city crash to his death. Ted Horn, of Paterson, N. J., finished in third place, with Cliff Bergere, of Toledo, driving relief for Herb Ardinger, of Detroit, placing fourth. Trailing Bergere in order were Jimmy Jackson, of Indianapolis; Rex Mays, of Glendale, Calif.; Walt Brown, of Massapequa, N. Y.; Cy Marshall, of Jacksonville, Fla.; Fred Agabashian, of Albany, Calif., and Duke Dinsmore, of Jacksonville, Fla.

### Featured at Fairs

Of the first 10 finishers, six of them have made frequent appearances in races at fairs. And Cantlon also had raced in fair-sponsored meets, principally on mile dirt tracks. A bachelor, Cantlon operated a service station here. Death came to him after he had driven 120 miles when (See Speed Round-Up on page 61)

## Memphis Starts Fixing Grounds

MEMPHIS, May 31.—With 20 per cent of the commercial space for the Mid-South Fair already sold, G. W. Wynne, manager, has started the seasonal face-lifting and paint jobs necessary on the fairgrounds here. Contracts have been let for painting, carpentry, plumbing and electrical repairs and installations to put the grounds and buildings in good shape.

Faced with a shortage of space caused by the burning of the women's building when the fairgrounds were used during the war as Second Army headquarters, Wynne is making plans to use one or two of the Tennessee National Guard Armory buildings, adjoining the fairgrounds, for exhibit space.

Annual is scheduled September 22-27, and will be followed immediately by the annual Negro Fair.

## Lewiston Mulls 100G Improvements

LEWISTON, Me., May 31.—New officers of the Maine State Fair are contemplating plant improvements that will cost an estimated \$100,000, it was announced by James B. O'Kane, secretary. J. J. Bouriske is president and William Cluff, treasurer.

Pari-mutuel racing will be held the weeks of June 9, September 6 and November 10. An extensive promotional campaign is planned.

## Charter for Manning, S. C.

COLUMBIA, S. C., May 31.—Secretary of State here has issued an eleemosynary charter to Clarendon County Agricultural Exposition, Manning, S. C., to "stimulate interest in agricultural products and livestock." W. A. Boyne, of Manning, is president of the exposition.

## New Sec'y for Painesville

PAINESVILLE, O., May 31.—Robert A. Guthleben has been named secretary of Lake County Fair board here. He succeeds Mrs. Eva Merrill, resigned.

## DuBois Resigns Woodland Duties

WOODLAND, Calif., May 31.—Francis DuBois, recently appointed secretary-manager of Yolo County Fair board, has resigned, charging a lack of co-operation between the fair board and the Yolo County Board of Supervisors. In giving up his \$3,710-a-year spot, DuBois said there had been inter-bureau bungling.

DuBois's action makes the problem of finding someone to arrange the State fair exhibit more acute than ever, the Yolo County Chamber of Commerce having refused to handle the project unless the supervisors increase the allocation of \$5,000.

Mrs. Betty Robinson, president of the 40th District Agricultural Association, said inasmuch as no county fair had been planned for this year, no immediate steps will be taken to replace DuBois.

## Crosby-Wagner Thrill Show Opens Big at Pitsman, N. J.

PITMAN, N. J., May 31.—Lucky Lee Crosby and his All-American Hell Drivers opened their season at Alycon Speedway here Thursday night (15) before a crowd of approximately 6,000. Gate receipts topped that of any thrill show to appear here since the late Lucky Teter's appearance in 1941, according to Charles (Buddy) Wagner, Crosby's manager and partner. Crosby unit will play still dates until the opening of its fair bookings July 28 at Clearfield, Pa., Fair.

# FIRST ANNUAL GREATER ST. LOUIS COUNTY FAIR AND EXPOSITION

AUGUST 23 thru SEPTEMBER 1

A Complete Fair With Livestock Show — Agricultural, Industrial and Educational Exhibits

NOW BOOKING ATTRACTIONS

CONCESSION SPACE AVAILABLE ON INDEPENDENT MIDWAY

ADDRESS ALL INQUIRIES TO:

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## IT'S BIG!

San Diego County

# FAIR

DEL MAR, CALIF.

JUNE 27 THRU JULY 6

Only County Fair in Southern California This Year

FEATURING . . .

- Shrine Circus
- Fiestacade
- World's Championship Rodeo
- Nat'l Horse Show

## FREE ACTS — WANTED

### KEOKUK FREE STREET FAIR & FALL CELEBRATION

— SEPT. 8 TO 13th Inclusive —

Sponsored by Keokuk Chamber of Commerce  
High Acts — Flying Acts — High Wire — Trapeze — Novelty — Balance — Animals — Apply

NO MUSICAL ACTS — "RUBES" — CLOWNS WANTED

WRITE "CASEY" STONE, Box 3, Keokuk, Iowa

## WANTED—FREE ACTS, CONCESSIONS, SHOWS

We Have 8 Big Rides, Fireworks

### FOREST PARK FREE FAIR

Sept. 1-2-3-4-5-6-7 Hanover, Pa.

A. Karst, Forest Park

Phone 3-5286

Hanover, Pa.

## WANT CARNIVAL

FOR 79TH ANNUAL FAIR, AUGUST 21-23 WAUKON, IOWA

A. M. MONSERUD, Sec.

## WANTED FREE ACTS

For Oct. 1-2-3-4, American Legion Street Fair MONROEVILLE, IND.  
Prefer Family Act doing 2 or more Acts.  
Send Literature.  
DICK RIDER, Monroeville, Ind.

## ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED •

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS  
1 ROLL .....\$1.00  
5 ROLLS .....@.....75c  
10 ROLLS .....@.....60c

WELDON, WILLIAMS & LICK  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

EDDIE BILLETTI Presents

## MISS FRANKIE WOODS

America's Most Sensational Lady Aerialist, Performing Unbelievable Feats 100 Feet Above the Earth, with Unsurpassed Timing, Grace and Daring.

For open time address

P. O. BOX 56, Bloomington, Illinois

# RAS GETS DAVENPORT NOD

## Snow Wallops Biz in Omaha

Cavalcade gets \$17,000 at Evansville—lands good lot in Peoria, but gets bad tip

By Pat Purcell

CHICAGO, May 31.—Royal American Shows and the Cavalcade of Amusements made most of the news, aided and abetted by the weather, in the Midwest this week, with both claiming triumphs of some sort, but the top nod must go to Carl J. Sedlmayr's org.

Royal American officially won the "Battle for Davenport," a tussle for a contract which involved everything except the actual tossing of hand grenades. Enough lawyers were involved to make it look like a legal convention, and enough curves were thrown to make a Bob Feller envious.

Royal American not only landed the city permit but will open there June 2, and from the latest bulletins one must conclude that the city fathers will call it quits for the year as far as the issuance of city permits is concerned.

### Omaha Snowed In

While gloating over this victory, Royal American folks were digging out of the snow at Omaha, four inches of the fine, white flakes that poets write about dropping with eclat on the Nebraska scene Wednesday (28). Located on the edge of Crater Lake on park property, the org was snugly set for a big week when the snow came, and it requires no imagination to figure what that meant to all concerned. However, there will be no immediate benefits necessary as Royal American's St. Louis stand was the greatest in history for shows, rides and front gate.

### Evansville a Winner

Al Wagner's Cavalcade, knocking off the priority permit for East Peoria, Ill., which forced Royal (See *Royal American* on page 60)

## Paramount OK At West Chester

WEST CHESTER, Pa., May 31.—Paramount Exposition Shows broke the ice for shows here the week ended May 24 and did fairly well despite bad weather. Outfit was the first in town this season. Sponsorship by the Bernhard F. Schlegel Post, community's largest American Legion unit, helped.

Show was rained out Monday and Wednesday but grossed good returns for the balance of the week, with Friday night mounting to 1,100 paid admissions, and Saturday considerably better. Rides did exceptionally well. Captain Jimmy Jamison's high fire dive proved an excellent lure.

Ben Braunstein, general representative, planned to present a bubble-gum matinee, Saturday, but was unable to get the required amount of chewy. Matinee was put on anyhow, with free gate and reduced rides, and turned out very well.

Org made its longest hop of the season to set up here, coming 236 miles from Richmond, Va., without a mishap.



MEMORIAL SERVICES were held at the grave of J. J. Page in Johnson City, Tenn., recently. In attendance were Mrs. M. Page, Mrs. R. E. Savage, Frank and Dot Earle, Billie Clark, D. T. Morrissey, Mrs. Nell Shannon, Eddie Brenner, Mr. and Mrs. Bill Gary, Mr. and Mrs. J. Meade, Chris Jernigan, Jim Reed, Roy and Esther Carey, Eddie Lewellynn and Mr. and Mrs. Carl Ackerman.

## All's Well Now; Show Owner Flies Mamma to Kittens

STOUX FALLS, S. D., May 31.—John Dorland, owner of Royal United Shows, which played the first home engagement here May 28-31 after a brief jaunt to Waterloo, Ia., and Fairmont, Minn., is a softhearted fellow about cast—especially kittens.

Dorland arrived at Waterloo after leaving winter quarters here to find that six newborn kittens were passengers in one of his 19 trucks. Dorland couldn't find the mother cat.

Since the kittens were about six days old, Dorland figured it was time they had some nourishment, so he called Check Oberle, 240-pound Fairmont sportsman pilot, and asked him to fly to Sioux Falls to get the mother cat. Oberle thought Dorland was joking but finally agreed. It represented about a 500-mile round trip.

Oberle and a taxi driver went to the former city airport at Sioux Falls and, after much chasing, caught the cat. After the cat clawed her way out of two cardboard boxes, it was put in a suitcase with a zipper fastener.

Upon arrival at Waterloo, the mamma cat recognized her offsprings immediately. The offsprings recognized mamma, and dinner was served.

It cost Dorland \$75 for Oberle's expenses—but he was sure it was worth it.

Editor's Note.—Dorland's act, which was not intended as a publicity stunt, netted him and shows substantial publicity. Wire services carried it and many gazettes played it up. Local newspaper also gave it a big play.

## Elkin, N. C., Sponsors Realize \$781 From Stand

ELKIN, N. C., May 31.—The Exposition Building committee realized a profit of \$781.57 on the Williams riding devices during a week's run here. It will be applied on an \$18,000 fund being raised for the exposition structure.

The Eastern Star and Masonic Order assisted in booking the Williams org.

## Wonder Shows Get Sleet, Rain At Beloit, Wis.

BELOIT, Wis., May 31.—Max Goodman's Wonder Shows of America battled everything from rain to a sleet storm here this week, but Friday (30) the weather cleared and shows did a big business.

Org opened its week stand here, which ended tonight, in the rain. The rains came again Tuesday and Wednesday the sleet storm arrived. It was so severe shows didn't bother to open. Thursday (29) the weather was fair.

"Business, when you consider the kind of weather we've had, wasn't too bad," one official said, "alho it was nothing to get excited about."

The Motordrome was forced to close down early Tuesday when Jackson Faircloth, rider, was injured when he fell from the slippery wall. He was not seriously hurt, however, and returned to action Thursday. Mel Vaught, general manager, has been on the sick list with a throat infection. A new Fly-o-Plane is expected to arrive next week in Clinton, Ia., next stop for the shows.

## St. Paul Tightens Up Use of Playgrounds

ST. PAUL, May 31.—St. Paul City Council Thursday (29) put extra curbs on carnivals playing the city by adopting a motion requiring all carnival applications for use of playgrounds to clear first thru the City Playground Department.

Rule was adopted after E. W. Johnson, superintendent of playgrounds, reported that on several occasions there have been a number of complaints after a carnival company moved away following completion of dates. He suggested tighter control be established after pointing out that in many instances carnivals are booked at playgrounds without regard to established recreation programs.

One show recently was subjected to considerable criticism for allegedly failing to clean up lots after playing a date and notice was given that the site never again would be available for carnival use.

## Ward Invades Upper Mich. After Chi Run

### Will Try Heavy Promotion

CHICAGO, May 31.—John R. Ward Shows, recovering slowly after a disastrous spring, was scheduled to leave this area at once for a lengthy move into the Upper Peninsula region of Michigan for several stands, opening this coming Tuesday at Escanaba.

Org opened in near-by Bellwood Friday (23) and turned in an amazing business Sunday (25), but the thermometer took a nose dive on Monday; it rained intermittently each day thru last Thursday and kicked over the possibilities of a big stand.

Before entering this area, Ward gathered a winning week at Peoria, despite considerable bad weather. A promotion started the ball rolling Friday (16) and clear weather over the week end gave the org its first red one of the season.

### Tough Down South

Opening on its winter quarters lot in Baton Rouge, La., proved a costly affair as it was a complete rainout and it took 49 hours to get the shows off the lot. Alexandria and Monroe, La., followed as perfect blanks, and Jackson, Miss., was just as bad. The recovery at Peoria put the folks of both the front and back ends in a happy frame of mind and last Sunday's business in Bellwood gave rise to the thought that the shows were over the hump. Clear weather this week end could dispel plenty of gloom.

Ward has his shows looking 100 per cent better than it did a year ago, and the building program is continuing under the direction of General Manager Ralph J. Clawson. Weather has handicapped the work. (See *Ward Invades Mich.*, page 60)

## Pre-Holiday Rain Hits Shows Hard

NEW YORK, May 31.—Major carnivals playing this section were hard hit by the terrific rain Thursday night, May 29, which broke just before opening time and killed off all business.

Decoration Day (30) was a bit on the cool side, but sunny and clear, and carnivals got a good weather break that was expected to continue over the week-end. All shows in this area are drawing well when the weather is okay.

Larger shows near New York are the World of Mirth, Plainfield, N. J.; Joseph J. Kirkwood, Newburg, N. Y.; B. & V. Garfield, N. J.; Lawrence Greater, Trenton, N. J.; and W. C. Kaus, Westville, N. J.

## Bruno Zucchini Builds Cannon; Joins Am. Banner

SARASOTA, Fla., May 31.—A new double-repeating cannon has been completed here by Bruno Zucchini, who announced that he will feature his daughter, Sylvania, in the act. Zucchini said he will join American Banner Shows in Massachusetts with his cannon act, Octopus, Rollo-plane and concessions.

### GULF COAST SHOWS

"The Smallest Show With the Biggest Route"

Kirkville, Mo. (Legion Celebration) June 9-14. Brookfield, Mo. (Legion Celebration), June 16-21. Chillicothe, Mo. (Legion Celebration), June 23-28. Monroe City, Mo. (I.O.O.F. Celebration), June 30-July 5. Carrollton, Mo. (V.F.W. Celebration), July 7-12. July 14-19—Open Date. July 21-26—Open Date. Macon, Mo. (Fair), July 28-Aug. 2. Fulton, Mo. (Fair), Aug. 4-9. Aug. 11-16—Open Date. Monmouth Springs, Ark. (Soldiers and Sailors' Reunion), Aug. 18-23. Marshfield, Mo. (County Fair), Aug. 25-30.

#### WANT

1 OR 2 MORE RIDES. Tilt-a-Whirl, Spitfire, Octopus, Roll-o-Plane and Fun House.

SHOWS OF ALL KINDS that have their own transportation.

CONCESSIONS Can always use Stock Concessions.

Address:

F. M. SUTTON, SR. Hannibal, Mo., this week

#### -GALLERY-

.22 AMMUNITION .22 FOR SALE

4 Remington Kleanbore Cases (New & Improved) \$60 Case  
10 Remington Cases (Splatterless) \$65 Case  
5 Peters Cases (Krumbig Ball) \$65 Case  
1/2 Deposit with order, bal. C. O. D.

VICTOR STURKEN

P. O. BOX 84 MICHIGAN CITY, IND.

### GIRLS GIRLS

For Girl Show, Hawaiian Show and Posing Show; top salary. Also ticket seller, grinder and canvas man. Agitators and drunks don't bother. That's the reason for this ad. Wire

F. W. MILLER

Care of Wade Shows, Lima, Ohio, June 2d to 7th

### KIDDIE RIDES WANTED

For Best Spot 100 Miles From Chicago Pony, Train, Kiddie Auto, Kiddie Ferris Wheel, etc.

### PARK OPERATORS CO.

Care of Auditorium Hotel DENVER, COLORADO

### WANTED

Merry-Go-Round Foreman for Spillman Two-Abreast. Salary \$50.00 per week. Contact

C. D. MURRAY, Manager

W. G. WADE SHOWS NUMBER 2 UNIT 9600 Broadstreet Avenue, Detroit, Mich.

### FLORIDA AMUSEMENT CO.

#### WANTS

Small Cookhouse or Grab; Mother Glen, wire, or will place man handle office Grab or will sell and book. Happy Jack Long, wire me. Can place Candy Floss.

HOWARD INGRAM

Russellville, Ky., this week.

### WANT CARNIVAL

MAMMOTH HOME COMING JULY 1 TO 5 CELEBRATION

Fireworks, well advertised. Radio Hillbilly Band. Expected crowd 7,000 and over. Sponsored by W. F. W. POST 9359, PARMA, MO. Contact Orville S. Bankston, Vice Commander

### Bingo Benefit Held At Kirkwood Shows

NEWBURGH, N. Y., May 31.—Ralph Decker, of the Joseph J. Kirkwood Shows, staged a benefit bingo party on the lot Wednesday (28) for the veterans' fund of the National Showmen's Association (NSA). Staff and personnel of the shows turned out in fair numbers, and games plus donations netted the fund slightly over \$230. NSA and ladies' auxiliary members from New York attending the party were NSA Secretary Walter K. Sibley and Mrs. Sibley, Mrs. Metz, Mr. and Mrs. Jack Lichter, of the veterans' fund, and Ted Wolfram, of The Billboard. Art Ludwig and staff did a good job handling the games which were put on shortly before midnight.

The Kirkwood shows, playing here on a big lot, are presenting a very good appearance. Weather has been favorable most of the week and practically everybody has been playing to good business. Crowds stick to the midway until midnight and appear to have money.

### Auto Injuries Prove Fatal To Showman Ashley Roberts

ST. LOUIS, May 31.—Ashley Roberts, veteran showman with the Royal American Shows, who died May 16 of injuries sustained when struck by an automobile while crossing the street while the RAS was playing here, was buried here Monday (26). Efforts by the show and the International Showmen's Association failed to locate any relatives.

Burial was in Showman's Rest, Memorial Park Cemetery, following services at the Albert H. Hoppe Funeral Home, with Rev. Robert H. Williams officiating. Pallbearers were Euby Cobb, Leo Lang, Sid Sidenberg, George Regan, Walter Payne and L. M. (Pete) Brophy, all members of the International Showmen's Association, which arranged for the interment on behalf of the RAS. Estelle Regan and Gertrude Lang represented the Missouri Show Women's Club at the funeral.

### E. N. Pettit, Ride Operator, Discharged From Hospital

MACON, Ga., May 31.—E. N. Pettit, vet ride operator with Franks' Playland, has been released from the Macon Clinic, where he underwent treatment for heart disease.

The Franks org, which has played Macon each year for the last 10 consecutive seasons and has played some spots on the outskirts this year, will not move into Macon until late in June.

W. E. Franks announces he has contracted the Smyrna (Ga.) July 4 Celebration, and after playing that date will jump to Macon and then move to several spots in the tobacco belt.

### Prell's Broadway Draws Blank in Wilmington, Del.

WILMINGTON, Del., May 31.—Prell's Broadway Shows drew a blank here as the result of four nights of rain which turned the low-lying South Market Street showgrounds into a quagmire.

Shows, which closed Saturday (24), was the third to play here this season.

### Crescent in Date Switch

LENOIR, N. C., May 31.—L. C. McHenry, manager of Crescent Amusement Company, said this week that because of a mix-up in the issuance of permits, his org will play this city for a week beginning Monday (2) instead of moving to Asheville as originally planned. Asheville has been scheduled for the week beginning June 9, McHenry said.

### WANT! CAN PLACE! WANT!

RIDES — Tilt, Wheel, Octopus, Roll-o-Plane, Pony Track, Fun House. CONCESSIONS — Grab, Cookhouse, Diggers, Custard, Snow, Age, Weight, Jewelry, Ball Games, Fish and Duck Pond, String Game, Skillos, Roll Down, Wheel, Midway Open. SHOWS — Monkey, Freak, Animal, Side Show, Snake. HELP — Percentage Agents, Front Gate and Towers, combination special and General Agent who will Post Cards, with car. Complete Frame-Up for Girl Show and Snake Show. Long Season.



NOTE—We start our split week, two and three day Street Celebrations at Rutland, Iowa, June 13 and 14, with the Top 4th July Celebration of them all—Eagle Grove, Iowa, July 1 to 5—40,000 attendance last year, with such outstanding Fairs in Nebraska and Louisiana as Columbus, Central City, Clay Center, Minden, DeRidder and Leonard, Texas as only a few bona fide Fairs to follow. Think this route over, then wire or write for space or contract to

TED WOODWARD, Owner-Gen. Manager

VILLISCA, IOWA, THIS WEEK; THEN PER ROUTE. "As Your Bank Roll Grows Thinner—Get With A Winner" FREE GATE—NO ADMISSION—FREE GATE - - - And this Show Features "THE FLOATING FLOYDON", 120-Foot High Sway Pole Act at all engagements for the entire season of 1947.

## WILLIAM T. COLLINS SHOWS

WANT For the Middle Northwest's Largest and Best Fairs, starting June 16 in North Dakota, playing Crosby, Flaxton, Bottineau, Cando, Jamestown, Jessenden, Langdon and Hamilton. In Minnesota—Wadena, Rochester, White Bear Lake, Rush City, St. Cloud, Worthington, St. James, Jackson, Marshall, Bird Island, Hutchinson and North Iowa District Fair, Mason City, Iowa. SHOWS: With own equipment and transportation—Midget, Girl Show, Fun House, Glass House, Wild Life (must have something else and no Monkeys), or any Show of merit. Good territory for any high class attraction.

HELP: Due to disappointment can place experienced Foremen for Second Wheel, Roll-o-Plane, Tilt-a-Whirl, Second Men on Wheels, Roll-o-Plane, Tilt, Octopus, Fly-o-Plane. Also all around general help on all Rides. Good man to take charge of Front Gate and Towers. Pay day every Thursday. Floyd Shankle wants Cookhouse Help and Agents for Coke Bottles and Glass Pitch.

WM. T. COLLINS Owner-Manager

STANLEY WARWICK Assistant Manager

FARGO, NORTH DAKOTA, THIS WEEK; THEN PER ROUTE.

## GOLD MEDAL shows

### CAN PLACE INDEPENDENT SHOWS

With or without own outfits, now and for balance of a long season. We have several complete newly Framed Shows that we will turn over to responsible people. Can always place good, sober, reliable Carnival Ride Help. Need working Acts and good Freak to feature in Side Show. Can also place good Half-and-Half and Mental Act. Also Girls for Posing. Have few Concessions open. All replies to

OSCAR BLOOM, General Manager

Logansport, Ind., this week; Kankakee, Ill., week of June 9; and North Chicago, Ill., week of June 16.

### McBRIDE BROS.' SHOWS WANT

Will book, buy or lease Ferris Wheel with or without transportation, pay cash. Will book any flat ride or Rollo Plane; furnish transportation and give you a good proposition. Want to book shows with own outfits; midget or fat shows, will furnish transportation if needed. We can place a few more stock concessions, Bumper, String Game, High Striker, Coca-Cola Bottles, French Fry. No P. C., flat or mitt camps. We are playing uptown locations in Virginia and North Carolina. This week Ridgeway, Va.; then Walnut Cove, N. C., for high school. All address

W. R. "WHITEY" JOHNSON, Manager

Ridgeway, Va., or Phone WOODY McBRIDE

552, Spray, N. C.

P. S.: Paul Botwin wants Bingo Help.

### PLAYLAND UNITED SHOWS

DUNDEE, MICHIGAN, JUNE 9 TO 14 AUSPICES V. F. W. AND AMERICAN LEGION POSTS

First Show in County

WANT—Concessions of all kinds, Scales and Guess Your Age open. Joe Murphy wants Roll Down and Grind Store Agents. Show starts Celebrations last week in June. Playing money spots of Michigan. Booked solid to first week in October.

THIS WEEK, FORT & EUREKA STS., WYANDOTTE, MICHIGAN.

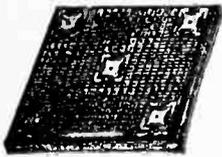
Wire or write

C. J. BENNETT, Mgr.

9619 DECATUR ST.

Phone: Hogarth 0689

DETROIT 27, MICH.



**PENNY PITCH GAMES**

Size 48x48", Price \$37.50.  
Size 48x48", With 1 Jack Pot, \$45.00.  
Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
60" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**

75-Player Complete .....\$8.00  
100-Player Complete .....\$5.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**

116-122 Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1947  
Single Sheets, 8 1/2 x 14, Typewritten. Per M. . . \$5.00  
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each ..... 1 1/2  
Analysis, 8-p., with White Cover, Each ..... 1.50  
Forecast and Analysis, 10-p., Fancy Covers, Ea. . . \$4  
Samples of the 4 Readings, Four for 25c. . . 25c  
Mo. 1, 35 Pages, Assorted Color Covers ..... \$64

**NEW DREAM BOOK**

150 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound ..... 25c  
**BOOK OF 78 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 50c  
Signs Cards, Illustrated. Pack of 30 ..... 15c  
Astrology Charts, 5x17, Each. Per 1000 \$8.00  
**MENTAL TELEPATHY**, Booklet, 24 P. . . 25c  
**"WHAT IS WRITTEN IN THE STARS"**, Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10c. 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 by P.P. Extra.

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19 West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices.

Save BY BUYING BETTER **POPCORN**

S. A. HYBRID CORN—YELLOW PEARL CORN  
BOXES, BAGS, CONES AND SALT

- Cottonseed and Peanut Oils in 5-Gallon Containers and Drums.
- Popcorn Plus in One-Gallon Containers, 6 to 1 Case.
- Coconut Oil in 50 and 400-Lb. Drums (Colored and Natural).

Distributors for Star Popcorn Machines.

IMMEDIATE DELIVERY.

Write for Descriptive Folders.

**J & N POPCORN Specialties Co.**

1451-1459 W. 69th St. Chicago 36, Ill.  
THE HOUSE OF QUALITY

**BAKER'S GAME SHOP**

EVERYTHING YOU NEED IN GAMES.  
Can Ship at Once.  
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Phone: TYler 5-0334

**NOW AVAILABLE**

NEW MODEL 4x8 FOOT ALUMINUM  
OUTDOOR POPCORN STANDS  
**BROWN POPPER CO.**  
ELKHART, INDIANA  
(Dealers Write)

**MIDWAY CONFAB**

Harry B. Reeves is seriously ill in the Youngstown (O.) City Hospital.

We'll soon find out, "What is like a day in June?"

Chief and June Rutledge, who have their cookhouse on Dyer's Greater Shows, report business good.

George Chandler is with Hershey's Side Show on Hill's Greater Shows, doing magic and announcing.

Hope no one will whitewash some of the fairmen's big beautifying campaigns.

J. C. McCaffery, general agent of the Hennies Bros.' Shows, is in Hot Springs for a short stay.

Frank E. Goff, well known to show folks and father of George C. Goff, concessionaire, celebrated his 100th birthday in Omaha May 19.

There are even iron curtains around some midways. Not even printable news leaks out.

Eugene Drumm Sr., of Gem City Shows, has a new grandson, Michael Eugene, born May 25 to Betty and Eugene Drumm Jr.

Linda Lopez and her *G-String Follies*, which had been with the Florida Amusement Company, joined Wonder City Shows in Mount Vernon, Ill.

J. W. Burton now operates a jewelry store in Rhodell, W. Va., after having quit the road. His father is general agent for Pryor's Amusements.

If you really have a good troupe behind a front—no talker needs to lie to turn a tip.

Mrs. L. D. Reese, who has handled the mail and *The Billboard* on Peppers All State Shows, reports she has left the shows because of illness at her home. W. J. (Red) McCollam will replace her.

Mr. and Mrs. N. H. (Doc) Capell are now grandparents. A daughter, Terry Gene, was born May 8 in Hobart, Okla., to Mr. and Mrs. Robert Capell. Capell is a co-owner, with his father and brothers, of the Capell Bros.' Shows.

Eddie Newcomer, biller for the Cavalcade of Amusements, was so proud of the bang-up job he did recently in Peoria, Ill., that he had pictures made of his daubs to save for posterity—and to use in winning arguments.

If a talker can turn no one with his openings, then he is entitled to a raise in percentage so he can live. Says who?

J. C. Weer, who retired two years ago from the carnival business after being owner of the J. C. Weer Shows, has returned to harness to assist the

ailing K. G. Barkoot in the operation of his shows which are now playing Toledo lots.

Tadu Show, on the J. J. Page Shows, was nearly destroyed in a hurricane which hit Johnson City, Tenn., recently, John W. McIntyre reports. He adds, however, that the attraction has been rebuilt and will fulfill its winter dates as well as its summer and fall commitments.

George (Mechano) Stevens, on the rest cure at Etiwanda, Calif., the last three months, says he's mending okay and hopes to be out before the year is up. Upon his dismissal, he plans to revive his mechanical doll turn. Friends may write Stevens to Box 116, Etiwanda.

Bernie Mendelson spent considerable time the past week introducing three of his O. Henry Tent & Awning Company execs to the numerous folks showing in the Chicago area. They were George Muir, assistant to the



IODINE BAILEY, Dieselman and electrician with the Florida Amusement Company, and wife recently enjoyed the hunting and fishing while the org was in the Great Smoky Mountains.

president; Dick Evertsen, shop superintendent, and Frances Hall, secretary.

When an owner saw his manager lolling under an office awning, he yelled, "Go count the burnt-out globes on my Ferris Wheel."

Robert North, press agent for Cetlin & Wilson Shows, is still confined in Virginia Baptist Hospital, Lynchburg, Va. Stricken ill May 8, North was advised by physicians to leave the shows and to return to Lynchburg to enable him to undergo treatment from his family doctor. After taking a total of 68 penicillin shots

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**JIMMIE CHANOS SHOWS WANT**

Legitimate Concessions of all kinds—Bingo, Fish Pond, String Game, Cigarette Shooting Gallery or any other legitimate Concession. Want Shows with own outfit, Girl Show with or without. Want Man to take charge of A-1 Athletic Show. We have a big 4th of July spot, Urbana, Ohio, under American Legion. We have seven Rides and Free Act but no gate. All replies to JIMMIE CHANOS, Piqua, Ohio.

**OHIO SUPER YELLOW and DWARF WHITE HULLESS HIGH EXPANSION—EXCELLENT QUALITY POPCORN**



Now packed in 50 lb. moisture-proof bags—at no extra cost. A new convenience for theatres and popcorn stands. Guaranteed to pop—crisp and fluffy. Test samples free on request. Phone, wire or write for prices and catalog of Popcorn, Seasoning and Supplies.

**Betty Lane**

**CORN PRODUCTS, INC.**

638 Bellefontaine Ave. Marion, Ohio  
Growers and Processors of Selected Hybrid Popping Corn

**MACHINES NO HAND DEVELOPING**  
**PHOTO**  
Yet our Machines cost no more than old types. Portable. Fast shipment.  
**BURBRIDGE CO.**  
Dept. 34  
Burbridge Bldg.,  
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**SHOWMEN'S FINANCE PLAN GRASK TRAILER SALES**  
314 E. 6th St. DES MOINES 9, IOWA  
**House Trailer Displays**  
At Our Branches in 16 Cities.  
Write for Nearest Location.  
One-Week Delivery Anywhere in U. S.

**WANTED**  
RIDES and CONCESSIONS  
6 Days—June 30th to July 5th  
WELLSVILLE, OHIO  
**FIREMEN'S ANNUAL HOMECOMING**  
M. L. CLENDENNING, Chairman  
Box 63, Wellsville, Ohio  
Wire Collect

**CARNIVAL WANTED FOR BIG LABOR UNION CELEBRATION**  
Week of August 10-16  
JEFFERSON CITY, MO.  
Contact H. HARRISON, Chairman, Labor Union Celebration Committee, Central Labor Union, 601 Monroe St., Jefferson City, Mo.  
Phone 3147

**GEORGE EVITTS WANTS AGENTS**  
For Count Stores, Johnny David, Sammy Seaton, Bill Lochran, Bobby Lock, contact Joe Gainer here with Evitts.  
**Jimmy Davidson, Bus. Mgr.**  
Morris Hannum Shows Glardville, Penn.

**WANTED GIRLS**  
For Girl Show. Have some Concessions open. Can use non-conflicting Shows.  
**Raines Amusement Co.**  
ROSIE RAINES  
Nashville, Arkansas, this week; Ashdown, Arkansas, next week.

**AGENTS WANTED**  
For Guess Your Age, Balloon Darts and Slum Stores.  
Address:  
**E. L. WINROD**  
c/o Wilson's Famous Shows  
Ft. Madison, Iowa, this week; Keokuk, Iowa, next.

**NATIVE SHREKEN HEAD. LONG HAIR LIKE PHOTO. PREPARED 88. MANY OTHER MED. ATTRACTIONS: GIRL, RILLA BOY, FISH GIRL, MISSING LINK, DEVIL'S CHILD, WOLF BOY, BORO FROM BORNEO. WRITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS: TATE'S CURIOSITY SHOP 6254 East Van Buren Street Phoenix, Arizona**

★★ **POP CORN** ★★  
Hoosier Pride Brand POP CORN and Hoosier Pride Coconut Oil SEASONING is a combination that's hard to beat. We have only one grade to offer and that is the best. May we place your name on our mailing list?  
**THE INDIANA POP CORN CO.**  
Write—Write—Phone MUNCIE, IND.

**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns  
 Complete BINGO Outfits  
**CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.**

**ALUMINUM MILK BOTTLES**  
 Now Available . . . Write

Write for Catalog  
**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

**New ELECTRIC CORN POPPER**



Now you can go into business for yourself and pay for your machine in one week.  
 We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

**LET'S GET STARTED NOW**  
 HERE IS OUR SPECIAL OFFER—  
 New Excel Electric Popper . . . \$ 79.50  
 #100 Baby Golden Hullless Popcorn . . . 9.50  
 1 Cs 6 Cal. Popsit Seasoning . . . 19.00  
 1 M Glassine Bags (10c Size) . . . 3.50  
 1 Cs Salt (24 2 Lb. Boxes) . . . 2.40  
**TOTAL COST . . . \$113.90**  
 Gross Sales Approx. \$140.00  
 Write — Wire — Phone  
**INDIANA POP CORN CO.**  
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**FOR SALE**  
 1946 34-Ft. Curtis-Wright House Trailer, 3 rooms and bath, deluxe home on wheels, completely furnished . . . \$5500.00  
 Portable D.P. Photo Booth, 1 1/2 x 2 P. D. O. camera, decorated booth, new awning, supplies, lights and fixtures, used half a season . . . 400.00  
 2 1/2 x 3 Daylight Loading Tripod Camera, complete; also seven comic foregrounds, used 1 month . . . 90.00  
 10x10 brand new Pan Game, never used. Frame, Top, Center, complete; Pan with Crate, Ball, etc. . . . 225.00  
 P. C. Table . . . 20.00  
 Joint Trailer, box 10 ft. by 4 by 4, like new . . . 100.00  
**JUNE SORENSON**  
 536 7th Ave. South South St. Paul, Minn.

**INTERNATIONAL SHOWS WANT**  
 CAPABLE MAN AND WIFE TO TAKE CHARGE OF OFFICE-OWNED COOK HOUSE. Must be able to produce.  
 CAPABLE GIRL SHOW OPERATOR. Must have own wardrobe.  
 MAN TO OPERATE COMPLETELY FRAMED SIDE SHOW. Must have at least 6 good Acts.  
 FOREMAN FOR TWIN FERRIS WHEELS. Must be sober.  
 RIDE HELP OF ALL KINDS. Must drive Semis.  
 HANKY PANK AGENTS OF ALL KINDS. WILL BOOK ANY SLUM STORES NOT CONFLICTING. WILL BOOK CANDY FLOSS, APPLES, SNOW CONE, CUSTARD AND LEAD GALLERY.  
 Duffy, get in touch with me. Address: **COLEMAN LEE, Mgr.** South Sioux City, Neb., this week; then per route.

**FOR SALE**  
 Roll-o-Plane, Truck and Trailer for transporting, in A-1 condition. Also two fireproof Tops and Frames, one 10x14, one 10x12, with new stock to flash both. \$2,800.00 takes all for quick acceptance. Call or wire  
**H. L. BURGESS**  
 Southland Hotel Norfolk, Virginia  
 Telephone: 2-6682

**COPPER STATE SHOWS WANT**  
 Will buy or book Rides—Mix Up, Kiddie Ride or Ferris Wheel Shows—Twenty per cent. Bingo and other Concessions open. Blacy Stark and Heavy, wire Swenger. Grind and P. C. Agents, come on.  
**BILL BISHOP, Sole Owner**  
 Minturn, Colorado, this week

**40-Miler**  
 "Now, folks, inside this tent, folks, we got a petrified man. Now folks, he's lying in his casket, folks, just as natural as can be, folks, and folks, he don't stink a bit, folks. If he does, folks, I'll give you your money back, folks."

in the last two weeks, North was sent to the University of Virginia to undergo a minor operation on his shoulder, where the ailment seems to have settled.

Albert Vincent, sword swallower and glass and nail eater with the James E. Strates Shows, was released from the Harrisburg (Pa.) Hospital Sunday (25) after several days of observation and treatment. X-rays showed an assortment of nails in Vincent's stomach after he was hospitalized Friday (23).

Joining Joe Mooney's *Girl Revue* on Gem City Shows recently were Loretta Humphreys, specialty dancer, and Johnny Wilson, boss canvasman. Line-up included Janet Ferrell and Rose Bonino, rumba team; Jay Fersh and Laura Mason, strippers; Mollie Mooney, bally and tickets, and Joe Mooney, manager and talker.

Lee J. Young, who suffered a heart attack last fall, recently was moved from his home in Detroit, to Veterans' Hospital, Dearborn, Mich. He was a concessionaire with the Johnny J. Jones Exposition and the Rubin & Cherry Shows and later was connected with Charles Hodges' attractions at Eastwood Park and St. Clair Shores, Detroit.

Lee McDaniel cards from Boaz, Ala., that he has taken over the griddle on the De Luxe Diner on Royal Exposition Shows. K. Y. Smith is chef, and George Huff and Harry Brown are counter men. . . . Francis Lee, better known as Minnie Meyers, closed with Cetlin & Wilson Shows recently and joined the Oriental Show on Eddie Greeno's combo.

*Toronto Evening Telegram* Saturday (10) carried a five-column picture layout, with story, on features being built and scenic effects being painted for the midway at the Canadian National Exhibition. Text points out that permanent structures to be built by J. W. (Patty) and Frank R. Conklin, who hold the five-year midway contract, call for an expenditure of \$500,000.

Newspaper editors aren't looking for publicity. They may not want to give another what they gave you. Hell, men, you get paid for getting it. Why brag about doing your work?

Logan, W. Va., with a population of 5,000, is getting to see plenty of carnivals, Dr. H. F. Troutman infoes. Gooding Greater Shows were in the week of May 12 but ran into much rain, and two shows were skedded to day and date the town the week of June 2. They are Shan Bros. and Cetlin & Wilson shows. Recently, King Bros.' Circus, playing Man, W. Va., close to Logan, had a red one.

Dale Evans, of Evans United Shows, letters from Richmond, Mo., that Red and Florence Cundiff are framing a new cookhouse which they will spring soon. Fred Holman, Evans says, has added ice cream sandwiches  
 (Continued on page 58)

**FOR SALE**  
 NEW MINIATURE TRAIN, built in Addison, complete with Trailer and Ticket Box. All set to go. Call, write or wire  
**H. T. GURN**  
 422 SOUTH AVE. WAUKEGAN, ILL.  
 Phone: Majestic 2186

**POPCORN** with the **POP GUARANTEED**

Our Hybrid Popcorn is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts — Attractive Circus Bags  
 5 Sizes Boxes — Cones — Bags — Snow Cones — Floss Papers  
 Napkins — Spoons — Flavor Concentrates — Colors — Sticks  
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**CHUNK-E-NUT PRODUCTS CO.**  
 Serving You From Coast To Coast  
**MATTY MILLER** 231 N. Second St. Philadelphia 6, Pa.  
**HANK THEODOR** 2908 Smallman St. Pittsburgh 1, Pa.  
**JOE MOSS** 1261-65 E. Sixth St. Los Angeles 21, Cal.

**NEW FUN HOUSES**  
 Just the thing to brighten up your Midway. Dark walk-thru type built on semi-trailers. Beautiful 46-ft. panel front, new lighting effects, air compressor, ticket booth, etc. Thirty units sold last year. Actual returns prove it a top money winner. Requires only one operator, goes up and down in an hour's time. Very easy terms to established showmen.  
**KING AMUSEMENT CO.**  
 82 ORCHARD ST. MT. CLEMENS, MICH.  
 IMMEDIATE DELIVERY

**PUFFY PETE PROFIT BUILDERS**  
 WRITE for PRICES  
 A COMPLETE LINE OF POPCORN SUPPLIES—NATIONWIDE SERVICE  
**INTERSTATE POPCORN COMPANY** 1243 SO. WABASH AVE. CHICAGO, ILLINOIS  
 WAREHOUSES IN: CHICAGO — BOSTON — NEW YORK — SAN FRANCISCO

**BOOMERANG**  
 Unlimited Capacity — Repeater — Thriller  
 Write for Catalogue  
**U. S. RIDING DEVICES CORP.**  
 298 Junius Street Brooklyn 12, New York

**POWER GENERATING SETS**  
 5-10-20-25-30 Kw.—Exceptionally Low Prices  
**OLDHAM AND SUTHERLAND**  
 Rt. 2, Stanford, Ky.

**B&C'S EXPO SHOWS**  
 PLAYLAND ON PARADE  
 FIRST IN ALL SPOTS  
 WANT Fun House and Hillbilly Shows. WANT Concessions—Photo and Sium Stores. WANT Ride Help in all departments, Foremen also needed. Duke Dougherty and Harry Johnson want Agents for Swinger, Grind Stores and General Cook House Help. Will frame Spot Game for capable Agent. Rochester Murphy wants Roll-down Agent that will listen to orders.  
**ELMIRA, N. Y., THIS WEEK; SYRACUSE TO FOLLOW.**

**WHEELS**  
 Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cats, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Push Charts, Darts and many others. Catalog on request.  
**WILLIAM ROTT, Inc., Manufacturers**  
 142 W. 24th Street, New York 11, N. Y.

**Supplies POPCORN Machines**  
 Complete Line of Supplies for Prompt Delivery  
**POPSIT PLUS** \$3.25 per gal.  
**BOXES** \$7.50 per M  
**HYBRID CORN** \$9.75 per 100 lbs.  
 400-Lb. Drs., 27 1/2 c Lb. ★ **COCONUT OIL** ★ 38 1/2 Lb. Pails, 30¢ Lb.  
**VIKING Stainless Steel POPCORN MACHINES**  
**POPPERS SUPPLY CO. OF PHILA.**  
 LOMBARD 3-9020 1315 Vine St., Phila. 7, Pa. LOMBARD 3-9021

# EXPOSITION

## at HOME SHOWS

High Class Attractions for Fairs and Celebrations

### WANTS

General Agent and Lot Man. Concessions—Photos, Seales, Floss, Ball Games. Will book any Ten-Cent Grind Stores. Want Ferris Wheel Foreman. Will book any Shows not conflicting. Want Manager for complete Cook House. Wire

### ROX GATTO

Southern Hotel, Baltimore, Md.

# CAPELL BROS. SHOWS

America's Cleanest Midway

**WANT** NEWTON, KANSAS, IN THE CITY PARK, THIS WEEK **WANT**  
WILL SELL EXCLUSIVE ON POPCORN, DIGGERS, LEAD GALLERY (Duffy, wire). CAN PLACE STOCK CONCESSIONS OF ALL KINDS. This Show has 10 office-owned Rides and 8 Shows. Have real route of Celebrations and Fairs, including Burwell, Nebr., Big Rodeo.  
Address: **H. N. CAPELL, Mgr.**  
NEWTON, KANS., this week; then per route.

# BODART SHOWS

THE SHOW BEAUTIFUL

### WANT FOREMAN

For Eli Wheel, Flyoplane, Spitfire; these are new rides. \$50 per week plus 3% commission.

### BODART SHOWS

Wausau, Wis., June 3 to 8; Shawano, Wis., permanent address.

### WANT—RIDE HELP—WANT

MERRY-GO-ROUND FOREMAN. CHAIRPLANE FOREMAN. ALSO OTHER RIDE HELP. Salary no object but must qualify. Come on! WANT TO BUY—BIG SIX WHEELS.  
Route: Holland, Ohio, this week; Antwerp, Ohio, June 10-14.

### NORTHWESTERN AMUSEMENT COMPANY

Per. Address: 810 BROADWAY, TOLEDO 9, OHIO. (Phone: Adams 7512.)

### WANT AGENTS

For Clothes Pin, Skillo and Count Stores. Will sell exclusive on Custard, Novelties and Jewelry. Book any Stock Concessions. Want to book or buy Roll-o-Plane and Funhouse. Book any Ride or Show not conflicting. Want first-class Electrician. Join on wire.

### BILL PAGE, MGR. MIGHTY PAGE SHOWS

SPARTA, TENN.

### MODERN CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE. Can give delivery within two to three weeks on Chairplanes. Also immediate delivery on Cars and Clutch Parts.

### SMITH & SMITH, SPRINGVILLE, N. Y.

### CAN PLACE

Working acts, bally acts, strong freaks and good musical act for Riverview Park until September 8, then for a long route of fairs.

REPLY TO—

Ray Marsh Brydon, c/o Riverview Park, Chicago, Ill.

### SPECIAL FOR COOKHOUSES AND JUICE OUTFITS

FLASH AND SERVE THE NEW LEMON DRINK.

One bottle makes a gallon of Lemon, just add sugar and water. Limited quantity. \$4.00 Per Dozen Bottles. (4 Doz. To The Case.) 50% Deposit With All Orders.

ARENSON CO., 826 East 8th St., Kansas City, Mo.

### SWEENEY'S UNITED SHOWS

WANT

WANT

Shows with own transportation, low Percentage, Penny Arcade, Photos, Grind Stores. No gate. No Blanks. Playing Coal Fields of West Virginia. Carry 6 Rides, no racket. Wire me or come on. Smithers, W. Va., this week; then as per route. Ripley, West Va., Main Street, 4th of July, 6 nights work. Best in the State. Phone me, Faymont Hotel, Montgomery. Delmar Groves, come on.

FRANK J. SWEENEY, Mgr.

### Midway Confab

(Continued from page 57)

to his stock on the midway, while Slim and Pat Stanley took delivery on a new car. Bill and Ruth Evans have the Merry-Go-Round, Dale adds.

Robert K. Parker, reports from Miami indicate, is spending a good share of his time lolling around his backyard watching Lottie Mayer rehearse her girls for the disappearing water-ballet unit she will present on a Barnes-Carruthers revue in the fall. Parker reports that he lost a set of diggers in a fire recently on Prell's Broadway Shows, but still had enough in reserve to replace the unit.

Bill Brown, who for years operated Bill's novelty Rides, recently bought 41 Courts, a large tourist camp located on U. S. Highway 41 between Adel and Valdosta, Ga. . . . Another showman turned landlord recently is Charles Drill, vet ride and concession op, who has opened Drill's Courts, tourist camp on U. S. Highway 80, just beyond the city limits of Macon, Ga. His son, Charles Jr., is making an outstanding scholastic record at Mercer University.

Mrs. Lucille Lamkin has rejoined the Johnny J. Jones Exposition at Niagara Falls, N. Y., with her floss, after going to New Albany, N. Y., for the burial of her husband, Delard (Whitie Del) Lamkin, who died May 20 in Johnstown, Pa., at the age of 47. He was the electrician on the Jones shows at the time of his death. Previously he had been with the Rubin & Cherry and Hennies Bros.' Shows. Besides his widow, he is survived by three sons, Charles, George and Arthur; a daughter, Emma Jean; his grandmother, Mrs. Jack Brody, of Chicago, and a granddaughter, Barbara. Mrs. Harvey Wilson Sr. accompanied Mrs. Lamkin on the trip to New Albany.

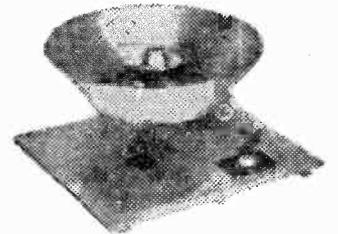
Recent visitors at the Ruffin, N. C., animal farm of Rex M. Ingham included Mr. and Mrs. Joe Baxter, owners of Gate City Shows; Marion Spiller, owner, Marion Greater Shows, who drove up from Hamlet, N. C., to buy some monkeys; Mr. and Mrs. Harry Rittley en route from Greenville, S. C., to Parsons, W. Va.; Yancey Chaney, animal show trainer of Danville, Va.; Jack Crawford en route from Newburg, N. Y., to Tampa to join the Kirkwood Shows with his monkey circus, and Louis Augustino and some of his people, including Mike and Ike, twin midgets, en route to South Hill, Va., with Virginia Greater Shows. Dr. George B. Barrett and Carl Simmons, of the mammal unit, who had been at the Ingham farm for a month helping to build a new animal barn have returned to their homes for a vacation.



**PROFITS GALORE!** \$5 to \$50 daily earnings!  
Get in the BIG PROFIT popcorn business with this popper—does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray Metallic finish; gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.  
SALESMEN, WRITE FOR PROPOSITION.  
EXCEL MFG. CORPORATION  
Dept. B62 Muncie, Indiana

### TROUBLE-FREE MONEY MAKERS

All Electric Candy Floss Machine



Our new Super Model #100 is extremely easy to operate - even a child can do it. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.



8-Quart Lifetime Popper

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Closed gear housing. Gears guaranteed not to jam. Easy to clean. Built to last a lifetime. Also 12-Qt. Saratoga Kettle—\$20.00; 35-Qt.—\$37.50. 6x6 Tops with frames—\$150.00.

Immediate Shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

### Concession Supply Co.

Box 133, Station B TOLEDO 6, OHIO  
Phone: Kingswood 2408

### POP CORN

IT'S READY, FOLKS!

OUR

PREMIUM

BABY GOLDEN HULLESS

JAP WHITE HULLESS

HYBRID LARGE YELLOW

• This fancy Baby Golden Hulless is grown exclusively by us and sold only under the Hoosier Pride Brand. Shipped in waterproof bags and guaranteed to be absolutely hullless—high volume with a nut like flavor. Pops much faster than large corn and is a favorite among carnival men as well as operators who have a hard to please following. If you wish to try this corn mail us \$1.00 for a 5-lb. sample prepaid. The price of Baby Golden and Jap White hullless is only—

\$10.00 per cwt. 5 bags or less

\$9.50 over 5 bags

F. O. B. MUNCIE

The Indiana Pop Corn Co.

MUNCIE, IND.

Processors Since 1927

### PRYOR'S AMUSEMENT CO.

RIDE HELP WANTED

Top wages for sober, reliable Help on Ferris Wheel, Chairplane and Merry-Go-Round. Must drive semi. Want Talker for Animal Side Show who isn't afraid of work. Frank Warren, get in touch. Come into Mullens, W. Va., this week.

JACOB PRYOR

WANTED

Good Clean Carnival

With Rides, Shows and Concessions. 2-Day Celebration, August 19-20. Uptown location. Always large crowds. Sponsored by Commercial Club. Write

LEO SCHUETH

Humphrey, Nebr.

### C. B. MOORE WANTS

RINGO COUNTER MAN, \$30.00 per week plus percentage. Address:

C. B. MOORE, c/o John McKee Shows  
Three Rivers, Mich., this week; then per route.





## HIGHEST BID

### OVER \$998

### TAKES TRAILER

★ ALL METAL

★ COST \$1750

CONTACT

**J. M. MILLER**  
PENSACOLA, FLA.

OR

**WILLIAM WEBER**

1018 E. LEE STREET

Phone: 8-8161

2800 MARKET STREET

WILMINGTON, DEL.

## C. A. STEPHENS SHOWS WANT

FREE GATE. NO GRIFF.

### TAZEWELL, VA., FOURTH JULY CELEBRATION

RIDES—Will book on a very liberal Percentage, Tilt, Octopus, Spitfire, Kiddie Auto. Also Wheel Foreman who can stay sober. SHOWS—Want man and wife to take over Snake Show, Grind Shows that have their own equipment. Pat Brady wants Girl for Girl Show. CONCESSIONS—That work for Stock; Bingo, String Game, High Striker, Jewelry, Novelties, Bowling Alley, Darts, Custard, Potato Chips, Snow. Only one of a kind booked.

Fair Secretaries in Kentucky, Tennessee, Virginia and Georgia, get in touch with

**ELY COOPER**  
COEBURN, VA., THIS WEEK.

## BRIGHT LIGHTS EXPOSITION

SHOWS  
World's Brightest Midway

FEATURING GANGLER BROS.' CIRCUS AS FREE ACT

Want one more Show, good opening for Motordrome, Penny Arcade, Fun House, Glass House. Can place a few more Concessions—Devil's Bowling Alley, String Game, Rotaries, Huckley Buck, Photos, Snow Balls, Waffles, or any Concessions not conflicting. Gloria Gay wants Girls for Girl Show. Place Minstrel Show people and Musicians, Second Man for Wheel. Frank Joseph wants Help for new Spitfire and Octopus.

We are now carrying 12 Rides, 9 Shows and Free Act. Write or wire JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., Johnstown, Pa., this week; Phillipsburg, Pa., week June 9th; Cherrytree, Pa., week June 16th; Dravosburg, Pa., week June 23rd; Irwin, Pa., week June 30th.

WE ARE THE FIRST SHOW IN THE ABOVE TOWNS.

## FLORIDA amusement company

### WANTS

Agents—Roll Down, Head for same, place Slum Stores not conflicting; Russell Johnson Family, place you.  
FOR SALE—Single Loop with Truck, now operating Tampa, Florida, \$1,500.00 complete.  
FOR SALE—Grab outfit, complete on Two-Wheel Trailer, \$500.00 cash.

**HOWARD INGRAM**  
RUSSELLVILLE, KY., THIS WEEK.

## Zacchini Bros. SHOWS

### FEATURING THE FAMOUS CANNON ACT

Now showing Springfield, Tenn.; Franklin, Ky., to follow; two great Strawberry Carnivals. Want Custard, Candy Apples and any ten-cent Stock Concession; also Bingo. Want Fun-house, Animal Show, Minstrel or any Grind Show. Want Octopus, Merry-Go-Round, Roll-o-Plane and Chairplane. Wire

**HUGO ZACCHINI, Mgr.**

## FOR SALE—FUN HOUSE

Mounted on 24 ft. semi beautifully framed, fluorescent lighting, laughing figure and mirrors. Price, \$2,500 cash. All replies to

**HERMAN BANTLY**

care of Marks Shows, Connellsville, Pa., week June 2; then as per route.

## BEAM'S ATTRACTIONS

### FIREMEN'S CELEBRATION—Zelienople Next Week

Want Frozen Custard, American Palmistry, Cigarette Shooting Gallery, Penny Arcade, Monkey Show, 10-in-1. Mort Messias wants Concession Agents, good proposition; Eleanor Veitch, Curly Brennan, wire me your location. Fun House Operator wanted, man to handle New Front Gate, Ride Help wanted.

ELLWOOD CITY, PA., ALL WEEK.

### COOKHOUSE OPEN

At least 50 steady customers on Show. FOREMAN for Merry-Go-Round and Wheel. Blackie Slaven wants Ride Help. Gene Crawford, Albert Smith, Marshall Buck, come on.  
ALL CONCESSIONS OPEN. No Ex. Come on, will place you.  
ACTS FOR SIDE SHOW. Bill Timberlake, come on. Operator for Zombie Castle Fun House, good proposition for reliable man.

## GREATER RAINBOW SHOWS

Independence, Kan., this week; Newkirk, Okla., June 9-11; Caldwell, Kan., 12-14.

## Royal American Lands Davenport

(Continued from page 54)

American to make a quick shift to Omaha, gathered a snappy \$17,000 a week ago with gate, shows and rides at Evansville, Ind., despite some inclement weather. Of this, \$5,000 was snared Saturday in a drizzling rain.

Wagner's show arrived on time in East Peoria last Monday only to find its lot a quagmire, a position similar to the fabled character who was drunk, all dressed up and had no place to go. Wagner fired a few angles and then tried to rent the lot leased in 1946 for five years by Sedlmayr, but Sedlmayr's price was too tough, so Al put on his thinking cap again.

### Wagner's Brain Works

With his brain spinning like a dervish, he came to and realized that he has a flock of Caterpillar Tractor Company equipment on his show and the Caterpillar Tractor Company has a great lot on its property. Getting an audience with the vice-president in charge of something or other, Al hammered home the point that a good customer is entitled to some extra consideration, especially in times of stress—so he wound up with his show on an excellent lot in a whale of a location.

That was good, but then the weather took its nose dive and as of last Wednesday the front gate hadn't been sprung.

Wagner's personal report on his season to date indicates that he isn't much ahead, but certainly isn't behind. "We've been holding our own all the way, and a good week-end will keep us in front," he declared.

Wagner will ply his trade in East Peoria thru next Wednesday and will then move it to Joliet, Ill., for an opening June 7.

## WARD INVADES MICH.

(Continued from page 54)

but a definite pattern of improvement is being followed.

Ward's daughter, Jeffie Jean Bracken, is handling the Girl Show, having assembled the talent and directing it herself. Most of the eight girls and five specialty acts were students at Louisiana State University and their efforts are refreshing.

Charley and Grace Goss have their Fly-o-Plane and Glass House on as the only independent contractors in the ride department, all others being show-owned. Goss's Glass House has an unusually attractive front and the colored neon lighting inside gives it great flash.

Ward announced that in the future all dates will be featured with strong promotions. Walter Hale has been put in charge of this department and will work with Sam Gluskin, general agent, in working up special days and added attractions.

At the present time they are building a biggie for Ironwood, Mich., July 4 week, having booked in Frank Winkley and His All-American Thrill Drivers and a fireworks show.

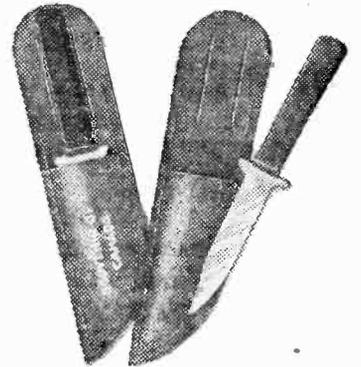
## Baddley's Royal Canadian Wins at Abbotsford, B. C.

ABBOTSFORD, B. C., May 31.—William Baddley's Royal Canadian Shows made their annual stand here May 23-24 to good business. Midway was thronged all day May 24, a dominion holiday.

Unit No. 2, billed as the Blue Ribbon Shows, set up at Langley, B. C., the same dates.

## PIONEER

YOUR HOUSE OF A THOUSAND NOVELTIES



Combination  
Letter Opener  
and  
Miniature Dagger

- ★ Stainless steel blade
- ★ Plastic handle in attractive assorted colors
- ★ Individual genuine leather sheath
- ★ Imprinted or plain sheath

\$18.00

PER GROSS

Free Samples

and Price List of Many More Items  
Write Today

**Pioneer Merchandise Co.**  
928 Broadway New York 10, N. Y.  
Al. 4-3044

## WANT AGENTS

For stock concessions. Must be sober and reliable.

**FERD BOGLE**  
**PARADA SHOWS**

Manhattan, Kansas, this week.

## WANT

Candy Floss, Crab, Photos, Popcorn and Concessions that don't conflict. Can place Grind Shows of all kinds. Can use sober, reliable Ride Help.

McGREGOR, TEXAS, JUNE 6 TO 15

**Texas Exposition Shows**

## fiddlers United Shows

### WANT LEGITIMATE STOCK STORES

(No Gypsies, Please.) This Show is geared for Wisconsin, playing July 4th at Madison.

CAN USE RIDE HELP THAT CAN DRIVE SEMIS ON 12 MODERN RIDES.

WANT IMMEDIATELY, CATERPILLAR FOREMAN AND FOREMAN FOR DUAL WHEELS.

Address: Blue Island, Ill., this week; Calumet City, Ill., next week.

## DUE TO DISAPPOINTMENT

We have a new Kreiling Moneymaker, 8-passenger, electric, small size Chairplane. The price is \$1500.00 haulaway at Peoria. Can be loaded in a pickup or cargo trailer.

**CLEMENT**

**200 N. Jefferson, Peoria 3, Ill.**

## Speed Round-Up

(Continued from page 53)

his car crashed against the concrete retaining wall.

Rose, now 41, has been racing for about 20 years. During that time he has been featured at fairs offering the largest purses. Chief among them have been Syracuse, N. Y.; Springfield, Ill., and Milwaukee. Most of his appearances at fairs have been held to those having mile tracks.

Holland, who this year made his first appearance in the Hoosier speedway event, has been a headliner at Eastern fairs for a decade. Most of his racing, in fact, has been confined to the half-mile dirt tracks of Eastern annuals.

### Horn Veteran Star

Horn, many-times a first-10 finisher here, has been one of the big names of fair races in the Midwest, as well as in the East, for about 15 years. Most of his racing has been concentrated in the East, where he is rated one of the biggest lures for fair auto race crowds.

Another veteran fair favorite is Walt Brown, who has been rated as one of the topflight drivers at Eastern fairs for more than a decade. Most of his races have been at fairs which have half-mile tracks. Duke Dinsmore is another who has appeared in many races on half-mile fair tracks.

Others of the first 10, such as Cliff Bergere and Rex Mays, have made appearances at fairs. Their appearances at annuals has been limited chiefly to 100-mile national championship races held on mile tracks. Bergere in pre-war years also did blind-folded exhibition driving at Eastern fairs.

### Rose Wins \$28,500

In winning the 500-mile race, Rose snared a total of \$25,800, of which \$20,000 was prize money, the balance being for lap prizes. Holland received \$24,000, of which \$10,000 was prize money, the balance in lap money. Holland had set the pace most for the first 192 laps before being passed by Rose.

Lou Moore, himself a retired driver, who before his retirement had raced at several fairs, owns the cars Rose and Holland drove here.

### Crack-Up at Paterson

PATERSON, N. J.—Steve McGrath, of Stamford, Conn., and Charlie Miller, of Linden, N. J., were injured in a midget car crash during Tuesday (27) night's races at Hinchcliffe Stadium. Rex Records, of Stamford, Conn., was winner of the night's feature event, with Joe Barzda, of New Brunswick, N. J., second; Al Duffy, Brooklyn, N. Y., third, and Art Cross, East Rutherford, N. J., fourth.

### Danville Gate Holds Up

DANVILLE, Ill. — A crowd of 7,500, virtually the same as last year, saw the IMCA big car auto races here Sunday (11) at the Eastern Illinois fairgrounds. Gross was off about 15 per cent, as promoters, National Speedways (Gaylord White and Al Sweeney) increased the number of general admissions and cut reserves. Reserved seats went for \$1.85. General admission was \$1.25. Emory Collins won the feature race. Twenty-one cars participated.

## No State Fair Admish Tax Looms in Texas Under Bill

AUSTIN, Tex., May 31.—A bill to exempt from the State amusement tax admission tickets to fairs and expos conducted by non-profit orgs to encourage agriculture and livestock was passed Thursday (15) by the House.

Measure would amend the amusements tax law by exempting from the tax admission of 51 cents or less for such events.

## Soble's Thrillers, in First Still, Pull 850 at Yuma, Ariz.

YUMA, Ariz., May 31.—Lee Soble's Hell's Angels Thrill Show, first of its kind to play the recently erected fairgrounds, pulled a slim 850 people. Sunday afternoon (25) show opened a series of still dates that will include two California towns, Culver City and Riverside.

Program, 35 minutes late in starting, ran slightly over two hours for the 20 scheduled events. Locals responded well to this type of entertainment, but became restless near the end, with only Johnny Grant's vocal build-up of the Dive Bomber attraction holding them in the 104 degree heat.

Soble's show featured Freddy La Mont, Dusty Rhodes, Harry Woolman, John (Magee) Smith, Don Curtis and clowns Dave and Bob Carroll. Woolman, who performed on motorcycle and in auto wingovers, did 60 per cent of the stunts, giving the impression it is a one-man show.

Admission was \$1 plus tax for adults with box seats an added \$1.50 plus tax. Kids were admitted for 50 cents plus tax. Eight-page program sold for 25 cents.

## Vancouver Island To Get Plenty of Tented Action

VICTORIA, B. C., May 31.—Vancouver Island is receiving a deluge of outdoor entertainment this season. Crescent Shows are in their second and final week on the same lot in Victoria. Moss's Totem Shows opened in Nanaimo May 19, while the Elliott Shows are up at Duncan. General agent of Sello Bros.' Circus has made a survey of the island, booking several spots. Justus Edwards, general agent for the Clyde Beatty Circus, was thru sometime ago and it is likely his opus will play the same towns in which they cleaned up last season, tho at a later date. Polack Bros.' Circus representative, Mike Goodman, has also been over the territory.

## Lou Blackmon Rodeo Gets Malone, N. Y., Holiday Dates

MALONE, N. Y., May 31.—Lou Blackmon's Rodeo will appear here July 1 thru 5 under Malone Fair auspices. Besides including the Fourth of July, the sked embraces Canada's Dominion Day, on which a heavy play is expected from across the border.

The booking was handled by Joe Hughes, of the George A. Hamid office.

## L. A. McDonald Elected Red Bluff, Calif., Prexy

RED BLUFF, Calif., May 31.—L. A. McDonald, poultryman from Gerber, Calif., was named president of the Tehama County Fair Board, succeeding U. B. Tyler, who held the office 25 years. McDonald, who is entering his second year as a board member, also is active in 4-H work. Tyler, retiring president, will continue on the board.

A \$25,000 concrete block barn for 4-H Club calf exhibits is to be built on Hamilton County Fairgrounds at Carthage, near Cincinnati, it was announced by Clarence A. Peters, fair board secretary. The 58 by 210-foot building will occupy the site of an old barn which will be razed.

Ernie Young, of the Chicago booking agency bearing his name, announced he recently closed attraction contracts with fairs at Oshkosh and Chilton, Wis.; Cedar Rapids and Atlantic, Ia.; Allegan, Mich.; Marion, Ill., and Wabasha, Minn.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 30. The complete List of Fair Dates was published in the issue dated May 31. The next complete list will be published in issue to be dated July 26. See each issue of The Billboard for corrections and additions.

- ALABAMA**  
Mobile—Mobile Co. Fair. Oct. 26-Nov. 9 (tentative). Mort L. Bixler.
- ARKANSAS**  
Clinton—Van Buren Co. Fair Assn. Oct. 1-3. Mrs. Mildred M. Thompson.  
Danville—Yell Co. Free Fair. Oct. 15-18. J. E. Chambers.  
Fayetteville—Washington Co. Fair Assn. Sept. 9-13. James W. Holder.  
Morrilton—Conway Co. Fair. Sept. 18-20. D. F. Newkirk.
- INDIANA**  
Bourbon—Bourbon Fair Assn. Sept. 17-20. H. E. Byrer.
- KANSAS**  
Sedan—Chautauqua Co. Free Fair. Oct. 2-4. Carl Ackerman.
- MASSACHUSETTS**  
Sturbridge—Cedar Lake Enterprises Fair. Sept. 11-14. Emerle A. Lavallee.
- NORTH CAROLINA**  
Ahoskie—Atlantic District Fair Assn. Oct. 14-17. E. M. Weaver.
- OKLAHOMA**  
Altus—Jackson Co. Fair. Sept. 11-13. C. G. McIndes, Eldorado, Okla.  
Cheyenne—Roger Mills Co. Fair. Sept. 15-17. Ida Mae Dulabahn.  
Dewey—Washington Co. Free Fair. Sept. 9-11. Howard Nelson, Bartlesville, Okla.  
Hollis—Harmon Co. Fair. Sept. 13. T. S. Cunningham.  
Kingfisher—Kingfisher Co. Fair. Sept. 9-11. L. J. Cunningham.  
Shattuck—Ellis Co. Fair. Oct. 8-10. M. M. Kern.  
Shawnee—Pottawatomie Co. Free Fair. Sept. 9-12. Mrs. H. L. Swink.  
Wagoner—Wagoner Co. Fair. Sept. 5-8. A. A. Sewell.
- VIRGINIA**  
Galax—Galax Fair. Aug. 25-30. G. F. Carr.
- WYOMING**  
Afton—Lincoln Co. Fair. Aug. 22-23. Orrin Jenkins.

## Frontier Contests

- Arkansas**  
Eureka Springs—Rodeo. June 6-8. D. E. Weaver.  
Fort Smith—Arkansas-Oklahoma Rodeo. May 31-June 4. A. D. Murphy.
- California**  
Dewey—Dewey Rodeo. June 28-30.  
Eureka—Redwood Empire Rodeo. June 27-29. Angelo Franceschi.  
Gilroy—Gilroy Roundup-Gymkhana. June 28-29.  
King City—King City Stampede. June 8. R. E. Garner.  
Livermore—Livermore Rodeo. June 14-15. F. Leslie Herrick, M.D., Box 431.  
Los Gatos—Gymkhana & Rodeo. June 7-8.  
Salinas—California Rodeo. June 19-22. Fred S. McCargar.  
Sonoma—Sonoma Rodeo. June 7-8. Dick Watkins.
- Colorado**  
Canon City—Royal Gorge Roundup. June 14-15. Charles McDaniel.  
Walsenburg—Spanish Peaks Fiesta Rodeo. June 6-7. Harry Capps.
- Idaho**  
Twin Falls—Twin Falls Rodeo. June 26-28. Curtis Turner.
- Kansas**  
Neodesha—Neodesha Rodeo. June 6-8. Paul Long.  
Strong City—Flint Hills Rodeo. June 7-8. Mel Provost.
- Missouri**  
Mansfield—Mansfield Rodeo. June 27-29. Harold M. Price.
- Montana**  
Billings—Billings Rodeo. June 20-22.  
Deer Lodge—Deer Lodge Rodeo. June 14-15. John Collins.
- Nebraska**  
Allance—Allance Rodeo. June 20-22. Harold Wingstad.  
Kearney—Kearney Rodeo. June 14-15. Fred Geist.
- New Mexico**  
Clovis—Mounted Patrol Rodeo. June 6-7. Langdon Skarda.
- Ohio**  
Youngstown—Junior Chamber of Commerce Rodeo. June 20-22. Walt Earnest.
- Oklahoma**  
Idabel—Idabel Rodeo. June 21-23.  
Norman—Norman Rodeo. June 12-14. Carl Claxton.

- Oregon**  
Medford—Rogue River Roundup. June 13-15. Flash Fidler, 128 E. Main St.  
Roseburg—Sheriff's Posse Rodeo. June 21-22. R. G. Baker.
- South Dakota**  
Pierre—Days of '81 Rodeo. June 20-22. Glenn E. Thorson.
- Texas**  
Gatesville—Gatesville Rodeo. June 11-14. Eiland Lovejoy.  
Gladewater—Gladewater Roundup. June 10-13. G. C. Parker.  
Lubbock—Boys Club Rodeo. June 11-14. W. D. McCarty, American Business Club.
- Canada**  
Assinibola, Sask.—Stampede. June 27-28.  
Claresholm, Alta.—Stampede. June 27-28.  
Macleod, Alta.—Stampede. June 30-July 1. James Burke.  
Maple Creek, Sask.—Stampede. June 23-24.  
Nanton, Alta.—Stampede. June 24-25.  
Ponoka, Alta.—Stampede. June 30-July 1.

## Magnolia Exposition Shows WANT

Chairplane Foreman, Second Man on all Rides. Need Girls for Girl Show. Will book Shows, Rides, Concessions that don't conflict with what we have. Will book Mitt Camp. Henry Harvey wants Skillo, Count Store, Pin Store, Swinger Agent and Nail Game Agent, Connie Coleman, contact Riley Boone. All replies:

C. W. HENDRICK or HENRY HARVEY  
Cloverport, Ky., this week, and then as per route.

## WANTED

Will book two Water Joints.  
Luther Sandlin, wire me.

## C. A. STEPHENS SHOWS

Coeburn, Va., this week.

## OHIO VALLEY SHOWS

WANT Motorcade, Fun House, Glass House, Girl Show or other Grand Shows, Concessions—Slum, Photos, Lead Gallery, any Stock Concessions. Will book on percentage Tilt-a-Whirl, Spitfire or Double Loop. Wire  
ROXIE HARRIS  
Decatur, Ind., June 2-7; Hartford City, Ind., June 8-14.

## WANT

Rides that do not conflict, also Shows. Hellman Thompson, Hillard Blackman, place same. Positively 10 weeks best territory, all first, including good Fourth of July week. Wire. H. WOLF  
St. Francis Hotel, Newark, N. J.

## WANT TO BOOK, BUY OR LEASE

Ferris Wheel, also Kiddie Rides, Book Shows and Rides not conflicting. Complete Girl Show for operator. Sell X on Photos, few Stock Stores. Also want Agents to Gypsies. All address:

MANAGER  
Bohn & Sons United Shows  
Commerce, Okla., this week

## WANTED

Neat, clean Grab Outfit, String Game, Stock Bumper, Ball Games, Merry-Go-Round Foreman, Ferris Wheel Foreman, useful Ride Men.

MOUND CITY SHOWS  
1417 Grattan St. ST. LOUIS, MO.

## WANTED FOR PARKS

Foremen for Roll-a-Plane and Octopus. James Anderson, wire. Also Help for all Rides. No tear down—must be sober and reliable. Address:

J. R. McSPADEN  
465 N. James Road COLUMBUS, OHIO

## PHOTO MACHINES

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or I piece. 5-year warranty. Camera only or complete. 10 sizes—single, double or triple. Write—phone—wire:

\$495  
Federal Identification Co.  
Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

**SEE OUR**

**NEW LIFE SHOW**

Now Getting Big Money at Buckeye Lake Park, Ohio

Also other great Walk-Thru Shows for parks, carnivals and fairs here on display. Crime Shows, Fire Prevention Shows, "Gay Parade" and "Trials and Executions of the War Criminals."

One or two people operate either show. Hauled on any 2-wheel trailer. Tent required, 20x24 or larger.

Educational Attractions with wonderful banners and blow-ups that top midways, \$350.00 and up.

**WRITE FOR FREE INFO ON SHOWS YOU PREFER.**

Our Big Banner Department makes Banners also for all Side Shows.

**CHAS. T. BUELL & CO.**  
NEWARK, OHIO



**PHOTO**  
Machines  
(all types)

**Original**

Amso means more profits. Fastest delivery. Plenty supplies. New — U s e d. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mf. Co., Dept. 67, 1132 N.W. 2, Oklahoma City 4, Okla.

Name .....

Address .....

**JOHN CHAPMAN WANTS**

Bingo Countermen that can drive. Still dates, \$50.00 week; more at fairs. Must know your business. Address:

Care **GOODING GREATER SHOWS**  
Beckley, W. Va., this week; Welch, W. Va., next week.

**WANTED**

To join on wire, Boss Canvasman, white; other useful people for America's greatest White Minstrel. Musicians, Hillbilly Unit for Concert. Percentage. Come on.

**MILDRED CLARK**

Fairgrounds, Williamston, North Carolina

**WANT TO BOOK**

Due to disappointment, I would like to book all or any part of 6 brand-new, flashy Concessions with outfit playing Ohio, Michigan, Indiana. I have Mouse Game (red and blue top, chrome trim), Pan Game, Pea Pool, Penny Pitch, Snow Cone and Cotton Candy.

**RALPH BAUGHMAN**  
BOX 228 PORTLAND, IND.

**WANT**

**SLUM STORES**

With or without transportation. No exclusive.

**WONDER SHOWS OF AMERICA, INC.**  
Clinton, Iowa, this week; Rock Falls, Ill., next week.

**WANTED**

Ferris Wheel Foreman. Also want two or three good Shows for Mexico, Missouri, Fair, week August 11th; Elsberry, Missouri, week August 18th; Jackson, Missouri, Homecoming, week August 25th; West Plains, Missouri, week Sept. 1st. Want Concessions for No. 2 Show.  
**MOUND CITY SHOWS**  
1417 Grattan St. St. Louis 4, Mo.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, May 31.—Rube Liebman was in for a few days and went to work on the membership drive. The result: Applications have been received from P. N. Branson, Walter Hohenadel and Ray Stoecker, credited to Mike Wright, Harry A. Atwell and John W. Gallagan, respectively.

Walter F. Driver reports good results on the Al Sopenar American Legion Poppy Day work. Mae Sopenar, Esther Myers, Dorothee Bates, Eva Clark, Billie Lou Foreman, Clara Pollich, Pearl McGlynn, Nan Rankine, Elsie Miller, Rose Jarboe, Irene Coffey and Claire Sopenar assisted.

Jack Baillie, of Cavalcade of Amusements, was in town on business. William E. Snyder and Sam Gluskin, of John R. Ward Shows, were visitors. Carl J. Sedlmayr, of the Royal American Shows, was in for a short time.

Vaughn Richardson reports having left the Wallenda Circus and now is spending his time at the race track. Howard Gloss has been taken to Alexian Hospital for attention. Clint Shuford, now resting, expects to be confined for several weeks. No late reports have been received on the condition of Marshall Green.

Secretary Joe Streibich, Charles H. Hall and Larry O'Keefe, with the assistance of Rube Liebman's car and driver, made the trip to Woodlawn and decorated graves in Showmen's Rest for Decoration Day.

C. W. Finney visited. Other callers included Oliver Barnes, Max Grantman, Charles H. Hall, Lou Leonard, Ed Wall, Bobby Cohn, Dave Goldfen, Mel Harris, Jack Krutt and Rudy Singer. T. Dwight Pepple is back in town for a short stay.

Irving J. Polack, president, has donated a new vacuum cleaner to the club.

**Ladies' Auxiliary**

Relief Chairman Ida Chase reports Ruth Martone recuperating at her Kansas City, Mo., home following an operation. Martha McRay also was reported on the mend. Mrs. L. M. Brumleve, past president, is in Wisconsin recuperating from illness. Frances Keller, past president, is also recovering from illness.

Etta and Hedda Henderson are back at their Paris, Tex., home following a trip east. A letter was received from Viola Fairly, president. Nan Rankine, first vice-president, will hit the road soon with the Happyland Shows.

Hattie Wagner, chairman of the membership committee, will soon send letters to members on the road. Mrs. Ann Belden and Mrs. Ralph Glick, co-chairmen of the bazaar this fall, report receiving some nice donations.

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, May 31.—Designer Stuart Constable is working on sketches for the proposed monument which will be erected on the association's cemetery plot. Contributions toward this work now total \$2,500. Offerings were received during the week from Jack Gilbert, John F. Carney, Oscar Buck, George Berman and Walter K. Sibley.

Executive Secretary Sibley recently visited the Heller Acme Shows at Bayonne, N. J., where he met Harry Heller, Frank Capell and James Mano. In Jersey City he met Bill Moore, J. DeHelli, Harold Carr, Harry Sommers, Joe and Alex Isenmann, Pete Cafone, Joe LaRue, Ted Orbane, William Banis, Charles Kern and Louis Carrazo.

On the Endy Bros.' Shows, Exeter, Pa., he met Dave Endy, association president, who expressed enthusiasm on the progress of the various club activities. On the same show he met Stretch Rice and Jack Gilbert. On the Morris Hannum Shows, Tamaqua, Pa., he met Owner Hannum, Leo Hirsch, Jimmy Davidson, Spike Jelly, Curly Sinko, Jimmie Haines, Harry Elliott, Tommy Delph, Mrs. McWethym Stanley Mazurkowitz, Jerry Gerard, Cel Killian, Jack Grant, Mrs. Al Buffington and Eddie Egar.

At Philadelphia Friday (23), Sibley caught the Max Gruberg Shows and the Ringling Bros. and Barnum & Bailey Circus, which were day and dating. Seen were Max Miller, J. Trosey, Gruberg, Ike Weinberg and Bibs Malang. At the Harrison Greater Shows, Trainor, Pa., Sibley met Mrs. Frank Harrison.

Later he visited the Paramount Exposition Shows, Chester, Pa., where he was entertained by Ben Braunstein, general agent, in the absence of Owner Ralph P. Flannagan. Also on the lot were Willie Lewis, Walter Betker, J. B. Stanley, Bill McCue, Mrs. Tom Marshall, Irvin Sneek, Bud Monroe, Jack Darpel, Harry Langford and Eddie Davis.

At Palisades (N. J.) Park Sibley talked with Co-Owner Irving Rosenthal; Joe McKee, superintendent, and Anna Halpin, office manager. McKee was consulted on the monument project which he fostered.

Visitors were Mr. and Mrs. Harry Mirsky, a manager for Shubert in the West; Al Hamilton, Hamid-Morton Circus; Harry Kaplan, Shrimpy Rappaport, Al Katzen, William Dieckmann and D. D. Simmons.

William (Happy White) Schlesinger died in Veterans' Hospital here Wednesday (28). He was buried Thursday in the association plot at Ferncliff Cemetery.

**Ladies' Auxiliary**

Deepest sympathy is extended to Thomasina Gray, whose mother died recently.

A report is being prepared on the inspection of a camp site by President Anna Halpin, Bess (Sunshine) Hamid, Midge Cohen and Dorothy Packtman. On the same trip they visited Queenie Van Vliet, second vice-president, on the B. & V. Shows at Haverstraw, N. Y. Ann Marcacao gave a baby shower on the O. C. Buck Shows for Mrs. Evelyn Buck.

**WANT HEAD MAN**

FOR PIN STORE. Reliable, capable and sober. ALSO AGENTS FOR SAME.

**WONDER SHOWS OF AMERICA, INC.**

Clinton, Iowa, this week; Rock Falls, Ill., next week.



CLEAN ENTERTAINMENT

**WANT**

For Denton, N. C., June 2-7; Roxboro, N. C., 9-14; for eight Fairs and balance of season. Concessions—Diggers, Bingo, Shooting Gallery, all Hanky Panks, \$24.00 a week. Shows with or without transportation. Good organized Minstrel Troupe for office-owned Minstrel Show. Rides—Roll-o-Plane, Tilt-a-Whirl, Ride-o, Caterpillar, any Flat Ride that doesn't conflict. Will book another #5 Wheel June 10th for balance of season. Agents wanted for P.C. Roll Down and Skillos. Ride Help—Chair Plane Second Man, a good Wheel Foreman; top salary; man to take care of front gate. Bill Martin, get in touch with me. Tom Shingledecker, Clyde Benton, wire me. Charlie Sutton, legal adjuster. Everybody address:  
**C. V. (BILL) COX, DENTON, N. C.**

**WANTED WAITERS**

Will pay \$60.00 a week for

Top Waiters. Address

**C. F. MELLEEN**

**WORLD OF PLEASURE SHOWS**

Battle Creek, Mich., this week.

**STEBLAR GREATER SHOWS**

**WANT**

Rivesville, W. Va., June 5 to 14

Can place Merry-Go-Round, Roll-o-Plane, Octopus. Want Leading Lena Foreman, Chairplane Foreman, Ride Help of all kinds. Want Concessions—Photo, Fish Pond, Bowling Alley, Pitch Till You Win, Penny Pitch, Lead Gallery, High Striker, Custard. Shows—Five-in-One, Snake Show, Girl Show (with or without own outfit) or any Grind Shows. For one of the best Fourth spots, Oakland, Md.

Address All Mail to

**J. G. STEBLAR, Gen. Mgr.**

**AGENT WANTED**

Swinging Ball, String Game and Ball Game.

**ROY T. DUFFY**

**WORLD OF PLEASURE SHOWS**

Battle Creek, Mich., June 2-7.

**MITT READERS**

**SPECIAL NOTICE**

Have two of the best locations in Miami, also living quarters. Want Readers to take complete charge of same. P. C. Must know what it's all about.

Phone 9683 between 6 and 8 p.m. Wire or write

**BEN BOSWELL**

2714 Carolina Beach Road Wilmington, N. C.

**D. D. HALE**

**WANTS AGENTS**

For Roll Down and Slum Skillo. Wants Man for outside Skillo. Hazard, Ky., this week. Good spot to follow. Positively no drunks.

All Replies:

Care **JOHNNY DENTON SHOWS**

**WANTED**

For Strong City, Kansas, June 5-6-7-8

**"FLINT HILLS RODEO"**

Kiddle Rides, Floss, Snow, Hanky Panks. No racket. Have Bingo, Photos, Grab, Ball Games. Will book any other. Playing two a week. Privilege \$7.50 a spot. Downtown locations only.

**SAM FRASER**

STRONG CITY, KANSAS

**WANT GIRLS**

FOR GIRL SHOW. Top salary if you are experienced. Long season. Can use 2 INEXPERIENCED GIRLS for Show if you have looks and figure. Wire, don't write.

**RAY AYERS**

c/o **WORLD OF TODAY SHOWS**  
Omaha, Nebr., this week

**WANT**

P.C., Penny Pitch and Hanky Pank Agent, married couple preferred. Contact

**BOB MILLER**

Care Crandell's Midway Deluxe  
Spring City, Tennessee; then as per route.

**CATERPILLAR FOREMAN**

**Wants Immediately**

A-1 Foreman for new streamlined Caterpillar. Top wages and long season.

**Fidler's United Shows**

Blue Island, Ill., this week; Calumet City next.

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., May 31.—Edward (Slim) Johnson, of Midwest Merchandise Company, who visited several shows in this vicinity in recent weeks, reports that Tivoli Exposition Shows enjoyed good biz at Columbia when weather permitted. He said he met Axel Bendison, Pete Peterson, Dave Reese, Skeeter and George McAllen, Mr. and Mrs. Winters and Staley, of digger note, on his visit to the Tivoli lot. He also reported visiting Jack Downs' Gem City Shows at Jefferson City, and said rides and concessions were getting a good play.

Patsy Bogel, of the Parada Shows, came in this week on a buying trip. Buck Loar, of World of Today Shows, also was in town, visiting relatives. Viola Fairly, of that org, was a recent visitor.

Model Shows, playing Nevada, scored fair biz despite bad weather; Harold Eutah, who has a string of 15 concessions with the shows, reports he is doing well.

L. K. Carter continues to lead in the club's membership drive, with Buck Ray second. Members now have tickets for the automobile to be given away at the annual banquet and ball. Proceeds from the giveaway will go to the building fund.

**Show Folks of America**

1839 W. Monroe St., Chicago

CHICAGO, May 31.—Monthly meetings of the board of directors will be held June 5. It will be the last session until September.

Jess Harlow, treasurer, who has been staying in Bonner Springs, Kan., is due back soon. Nellie Grosch, chairman of welfare, reports that Mrs. Mae Harvey was on the sick list and that Hazel Burns is convalescing at her home. Julius Johnson, living in Grenada Hills, Calif., is reported recovering from an operation.

Harry and Grace Kelly Fox celebrated their 32d wedding anniversary. Oswald L. Jackson writes he is now located in Laguna Beach, Calif., and is delivering lectures in Los Angeles, San Diego and other cities.

Andrew Leigh, who has been with the New York company of *Deep Are the Roots*, writes that he is now on the air over St. Louis's KMOX.

The Northside group of the club held a get-together in honor of John and Mabel Loveridge, who were stopping at the Malden Arms Hotel, on a trip from New Orleans, where John is a theater manager. Attending were Tom and Etta Coulthard, Margarite Bruce, Orville Stam, Margarite Armstrong, Darrell and Trudy Lyall, Ann Crowley; Budd, Jane and Jack Schaffer; Jack and Irene Reidy, Harry and Pearl Royal, Warren Warren and Golda Inskeep. The Loveridges returned May 26 to New Orleans.

**WANTED**

**FERRIS WHEEL and MERRY-GO-ROUND**

For Annual July 4th Celebration, sponsored by the Eldorado American Legion Post 169, Eldorado, Ill., for full week, June 30 to July 5. Contact

AMERICAN LEGION, Eldorado Post 169, Eldorado, Ill.

**Show Folks of America**

San Francisco

SAN FRANCISCO, May 31.—President Harry G. Seber presided at the May 19 meeting, with Tex Cordell invited to the rostrum.

Elected to membership were: Victor A. Davis, Edward Taylor, Harry Johnson, Lloyd Crow; Mary A., Gerald E. and Edna Smith; Clyde A., Viola C. and Isaac Rogers; Paul M. and Mrs. Barbara Trent; John R. and Alice M. Miller, Floyd Jack Lee, Goldie H. Lee, Klond D. Grubb, John D. and Delores Beames, and Dixie and Edward A. DeLair. Seventeen membership applications were sent in by Jack Christenson, of West Coast Shows.

Letters from Christenson, Bill Oberhandsli, Tony Soares and George Sackson, of Pacific United Shows, and Council Raiford, of the Foley & Burk Shows, were read. Also read were cards from P. Charles Camp, Buddie Cohen, now in Veterans' Hospital, Napa, Calif., and Mrs. L. H. Kistler.

Guests and members present after a long absence included Mr. and Mrs. Harry Martin, Sol Grant, Mr. and Mrs. Dave Rosenthal, Mr. and Mrs. Moe Ginsburg, Bill Oberhandsli and Mr. Berger and Thelma Horowitz, of New York. Mrs. Jean Boehn, who is recovering from a broken arm, also attended.

Billie Hodges reported visiting Harry Reynolds, whose condition is serious, and of phoning Fred (Doc Zeno) at French Hospital Weddleton, he said, he was unable to receive visitors, but would like to receive letters or cards.

Bill Oberhandsli sent in \$15.75 from the bank night on Shorty Wrightman's Shows and personally brought in \$20.50 collected during the week for the cemetery fund. Lola Cox won the Pot of Gold, the remainder going into the refreshment fund.

It was reported that the monument has been erected at Show Folks Rest, and that if the flag pole is erected by Decoration Day the flag and pennant donated by O. H. Matly will be raised that day.

**Pacific Coast**

**Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, May 31.—Monday's (26) meeting was conducted by President Bill Hobday, with Vice-President Harry Suker and Secretary Ed Mann also on the rostrum.

Past President Harry Fink visited the club for the first time in several months. He gave a short talk.

Preparations are being made to make the June 2 meeting a big night. It has been designated Ed Walsh Night and entertainment and refreshments are scheduled. The Ladies' Auxiliary has been invited.

Barney Tully is reported gaining strength and hopes to soon pay a visit to the clubrooms. New membership drive begins June 1 and ends August 31. President Hobday announced that the initiation fee, including dues, will be \$20.

Drawing was won by Al Weber.

**New England Amusement Company Wants**

Foreman for new Jenny and Chairplane. No drunks. Mrs. Kahn wants Dealer for Pan Game. Agent for Under and Over Seven. Leominster, Mass., this week; Milford, Mass., June 9 to 14.

**FERRIS RIDES AND SHOWS WANT**

Experienced Ride Help for New Moon Rocket and Ferris Wheel. Eat at owner's table. Top wages, room and board if you can qualify. Drunks and chasers won't last. Dick Neugent wants to hear from "Slim" Ken. Allen. Holly, N. Y., June 2-7; Syracuse, N. Y., 9-14.

JOHN F. REID  
**Happyland Shows**  
PERMANENT ADDRESS  
3633 SEYBURN AVE.  
DETROIT 14, MICH.  
PHONE — PL 792-N

**ATTENTION, INDEPENDENT SHOWMEN**

Do you like a clean show with an established territory? No grift—no passes—and the cream of Michigan spots. We need a few more Shows and will book for low percentage. Want to hear from Snake Show, Fat Show, Glass House, Monkey Show, Mechanical City, Life Show, Wax Show, War or Crime Show.

Here Are a Few of Our Proven Money Spots:

Ypsilanti, Michigan, Biggest 4th Spot in the Midwest. Show will set in city park. Big Street Parade will terminate at Showgrounds. Over 30,000 attendance on day of 4th.

<b>WAYNE HOMECOMING</b> Wayne, Michigan	<b>ANNUAL ELKS' FESTIVAL</b> Downtown Pontiac	<b>MOUNT PLEASANT FREE FAIR</b>
<b>TUSCOLA COUNTY FAIR</b> Caro, Mich.	<b>NORTHWESTERN MICH. FAIR</b> Traverse City, Mich.	<b>IMLAY CITY FAIR</b> Imlay City, Mich.
<b>ALLEGAN COUNTY FAIR</b> Allegan, Mich.	<b>NORTHERN DISTRICT FAIR</b> Cadillac, Mich.	

Address: HAPPYLAND SHOWS, Rochester, Mich., until June 7; Adrian, Mich., until June 14; Norwalk, Ohio, and Fostoria, Ohio, to follow.

**WILLIAMS SOUTHERN SHOWS**

**CAN PLACE**

RIDE MEN—Foremen for Octopus, Merry-Go-Round, Chairplane. Second Men on all Rides. Semi Drivers given preference. Finest equipment and rolling stock. CONCESSIONS—X on Popcorn, Custard, Cookhouse or Crab. Guess Your Weight, Age, Long Range Gallery, Novelties and other 10¢ Stores. Will book Pan Game and Rat Game. BERT NABOR wants Stock Store Agents. FREE ACT, contact. Positively a new and fine route. All in town locations.

This week, Schoolfield, Va.; next week, Bassett, Va., on the Streets.

Contact

**THEO. MEADOWS, Assistant Manager**

**BISTANY Inc.**  
**GREATER SHOWS**  
for Fairs and Celebrations

**WANTS**

For one of the biggest 4th July Celebrations in Pennsylvania and balance of season and all winter's work in Florida. 40 weeks' work.

Rides—Can use Octopus, Roll-o-Plane and Spitfire. Frank Murphy, wire me. Shows—We have canvas for someone that can produce. Need Fun House, Fat Show, Midget Show or any other Shows of merit. Need Musicians for Minstrel Show. Concessions—Will book Bingo and any legitimate Concessions that can follow orders. Can use Agents for office-owned Concessions such as Penny Pitch, etc. Ride Help—Need Wheel Foreman that can handle double Wheel. Will pay top salary. Foreman for Chair-o-Plane. Would like to hear from Lot Superintendent that can get on and off lot. Can use one or two more Free Acts, such as High Diver, High Pole, Wire or any other sensational Free Act. Address:

**LEO M. BISTANY**

SOUTHERN HOTEL, BALTIMORE, MD.

**W. R. GEREN Presents**

**MIGHTY HOOSIER STATE SHOWS**

**FAIRS—CELEBRATIONS—FAIRS**

Stock Concessions, \$26.50 per week. Lights and insurance included. Shows not conflicting with Side Show, Monkey, Snake and Fun House. Ride Men, must drive. Only sober, reliable Help need apply.

I have one of the best routes in this part of the country—7 Fairs, 6 Celebrations. If you are a showman, you won't miss here. 40 milers save stamps.

All replies

W. R. GEREN, June 2-7, Portsmouth, Ohio; June 9-14, Maysville, Ky.

**PAGE BROS.' SHOWS**

Can place Slum Outfits of all kinds. Musicians for Jit Show, salary out of office. Man to take charge of new Fun House. Paul Maples, come on. Can place one more Ride, prefer Tilt, Octopus, Roll-o-Plane, Spitfire or Caterpillar. Want to buy Organ, small one preferred.

Camden, Tenn., this week; McKenzle, Tenn., to follow; Martin, Tenn., in City Park, 4th July.

P.S.: For Sale—Smith & Smith Chair Plane, in good shape; will take live Ponies in trade or any Circus Equipment.

**HUTCHEN'S MODERN MUSEUM**

**WANTS TO JOIN AT ONCE**

Fire Eater, Tattoo Artist and Girl for Blade Box and one more Ticket Seller. Long season under canvas and winter museum. Get with a show that always pays off. Would like to hear from some of my old people. Jefferson City, Mo., this week, and then as per route of Snapp Shows.

**JOHN T. HUTCHENS**

**FOR SALE—NEW RIDES**

1947 "TILT" 7 tub, been up 4 times. 1947 ALLAN HERSHELL AUTO KID RIDE, 10 car, up 4 times. 1947 SMITH & SMITH CHAIRPLANE, 24 seat, up 6 times. All new Trucks and 28 ft. Semis built to move Rides. Please do not wire for price on this equipment; if interested, come see it. I am selling out to quit the road for good. Have other interest.

Contact this week, Portsmouth, Ohio; week June 9th, Maysville, Ky. Care Carnival.

**LOUIS T. RILEY, Owner**

# Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Adams Am. Co.: Peterborough, N. H.  
 Alamo Expo.: Alice, Tex.  
 All-American Am. Co.: Odessa, Mo.  
 American Banner: West Warwick, R. I.  
 American Beauty: Bushnell, Ill.  
 American United: Spokane, Wash.; Missoula, Mont., 9-14.  
 A. M. P.: Pocahontas, Va.; Oak Hill, W. Va., 9-14.  
 Anderson Greater: Barbourville, Ky.  
 A. & P. Am. Co.: Gravette, Ark.  
 Badger State: E. Grand Forks, Minn., 4-8; Devils Lake, N. D., 10-15.  
 Baker United: Elwood, Ind.  
 Barkoot: Hudson, Mich.  
 Bay State Am. Co.: Worcester, Mass., 2-21.  
 B. & C. Expo.: Elmira, N. Y.  
 Beam's Attrs.: Ellwood City, Pa.  
 Bee's Old Reliable: Campbellsville, Ky.; Somerset 9-14.  
 Beeson's, Tex. Am.: Versailles, Mo.  
 Bell & Vinson: Fairfield, Ia.  
 Bernard & Barry: Hamilton, Ont., Can.  
 B. & H.: Woodruff, S. C.  
 Blue Grass State: Bedford, Ind.  
 Blue Ribbon: Louisville, Ky.

Bodart: Wausau, Wis.  
 Bohn & Sons United: Commerce, Okla.  
 Boone Valley: Boone, Ia., 2-4; Churdan 6-7; Breda 9-10; Neola 12-14.  
 Borderland: Santa Anna, Tex.  
 Brady & Leedy: Parkersburg, W. Va.  
 Brewer United: Forney, Tex.  
 Bright Lights Expo.: Johnstown, Pa.; Phillipsburg 9-14.  
 Brownie Am. Co.: Tonkawa, Okla.  
 Buck, O. C.: Yorkville, N. Y.  
 B. & V.: Alpha, N. J.; Hazleton, Pa., 9-14.  
 California: Auburn, Calif.  
 Capell Bros.: Newton, Kan.  
 Capital City: Scottsville, Ky.  
 Caravella Am.: Brookville, Pa.  
 Carr, Lawrence: Stoneham, Mass.; Franklin 9-14.  
 Casey, E. J., No. 1: E. Kildonan, Man., Can.; St. Vital 9-16.  
 Casey, E. J., No. 2: Norwood, Man., Can.; Carberry 9-19.  
 Casey, E. J., No. 3: Nipawin, Sask., Can., 4-5; Nalcan 6-7; N. Battleford 9-10; Wadena 13-14.  
 Cavalcade of Am.: East Peoria, Ill., June 2-4; Joliet 5-14.  
 Central States: Hastings, Neb.  
 Chamos, Jimmie: Piqua, O.  
 Cherokee Am. Co.: Wellington, Kan.  
 Celin & Wilson: Logan, W. Va.  
 Coastal Plain: Denton, N. C.  
 Coleman Bros.: Webster, Mass.  
 Collins, Wm. T.: Fargo, N. D.; Finley 9-10; Pekin 11-12; Kenmare 13.  
 Collins United: Franklin, Neb., 2-8.  
 Continental: Fort Edward, N. Y.  
 Copper State: Minturn, Colo.  
 Crafts Expo.: King City, Calif.  
 Crafts 20 Big: Modesto, Calif., 3-8.  
 Cray, Harry: Shamrock, Tex.  
 Crandell's Midway: Spring City, Tenn.  
 Crescent Am. Co.: Lenoir, N. C.; Asheville 9-14.  
 Crescent: Calgary, Alta., Can.; Edmonton 9-14.  
 Crystal Expo.: Murphy, N. C.  
 Cumberland Valley: Crossville, Tenn.; Cookeville 9-14.  
 De Luxe: Danielson, Conn.; Rockville 8-14.  
 Del-Mar: Leechburg, Pa.  
 Denton, Johnny J.: Hazard, Ky.  
 Dickson United: Eureka Springs, Ark.  
 Dobson's United: Red Wing, Minn.  
 Douglas Greater: Portland, Ore.  
 Down River Am. Co.: River Rouge, Mich. D. & P.; Throop, Pa.  
 Dumont: Punksulawney, Pa.  
 Dupree, Jimmie: Fort Garland, Colo., 3-9.  
 D. & W.: Jacksonville, N. C.  
 Dyer's Greater: Pana, Ill.  
 Elliott, L. W., Am.: Kingman, Ind.  
 Endy Bros.: Lancaster, Pa.  
 Evans United: Kansas City, Mo.  
 Exposition at Home: Baltimore, Md.  
 Fairway Am.: Gilmer, Tex.  
 Fay's Silver Derby: Dyer, Tenn.; Paris 9-14.  
 Ferris Rides & Shows: Holley, N. Y.  
 Fidler United: Blue Island, Ill.; Calumet City 9-14.  
 Fleming, Mad Cody: Fitzgerald, Ga.  
 Florida Am. Co.: Russellville, Ky.  
 Flynn Bros.: Strong City, Kan., 5-8.  
 Francis, John: Princeton, Ill.  
 Franklin, Don: Bryan, Tex.; Hillsboro 9-14.  
 Frear's United: Fremont, Neb.  
 Garden State: Doylestown, Pa.; Washington, N. J., 9-14.  
 Gate City: Elkin, N. C.; Boone 9-14.  
 Gem Carnival: Elton, Ky.; Sturgis 9-14.  
 Gem City: Hannibal, Mo., 2-6.  
 Gentsch, J. A.: Ripley, Tenn.  
 Gielow, A., Rides: (S. 1st & National) Milwaukee, Wis., 2-10; Fond du Lac 12-22.  
 Gold Medal: Logansport, Ind.; Kankakee, Ill., 9-14.  
 Golden West: (Fiesta) Jackson, Calif., 6-8.  
 Golden Rule: Florence, N. J.  
 Gooding Am. Co., No. 1: (W. Broad & Powell) Columbus, O.  
 Gooding Am. Co., No. 2: Zanesville, O.  
 Gooding Am. Co., No. 3: Canonsburg, Pa.  
 Gooding Am. Co., No. 4: Loveland, O.  
 Gooding American Expo.: Massillon, O.  
 Gooding Greater: Beckley, W. Va.  
 Gooding Park Attrs.: Monongahela, Pa.  
 Granite State: Fall River, Mass.  
 Great Sutton: Springfield, Ill.  
 Greater Rainbow: Independence, Kan.; Newkirk, Okla., 9-11; Caldwell 12-14.  
 Greater United: Amarillo, Tex.; Borger 9-14.  
 Grimes Am. Co.: Rutland, Vt.  
 Groves Greater: Jennings, La.  
 Gulf Coast: Hannibal, Mo.; Kirksville 9-14.  
 Hannum, Morris: Girardville, Pa.  
 Happy Attrs.: Willard, O.; Defiance 9-14.  
 Happyland: Rochester, Mich.; Adrian 9-14.  
 Harrison Greater: Coatesville, Pa.  
 Hartsock Bros.: New Canton, Ill.; Plymouth 9-14.  
 Heller's Acme: Newark, N. J.  
 Hennes Bros.: Racine, Wis.  
 Henson, J. L.: Greenwood, S. C.  
 Heth Expo.: Attica, Ind., 3-5; Harvey, Ill., 6-12.  
 Heth, L. J.: Owensboro, Ky.  
 Hill's Greater: Grand Island, Neb.  
 Home State: McGregor, Ia.; Grand Rapids, Minn., 11-15.  
 Hyalite Midway: Scottsbluff, Neb.; Oshkosh 9-11.  
 Imperial: La Salle, Ill.  
 Imperial Expo.: Springfield, Ore.  
 International: South Sioux City, Neb.  
 Jayhawk Am. Co.: Augusta, Kan., 2-6; Florence 8-9.  
 J. & B.: Tappahannock, Va.  
 Johnny's United: West Baden Springs, Ind.; Bicknell 9-14.  
 Jolly: Bethesda, Md.

Jones Greater: Charleston, W. Va.  
 Jones, Johnny J., Expo.: Flint, Mich.  
 Joyland Midway Attrs.: Trilby, O., 4-11; New Hudson, Mich., 13-15.  
 Kaus, W. C.: Roselle, N. J.  
 Kilgore: Rusk, Tex.  
 Kirkwood, Joseph J.: Matamoras, Pa.; Pittston 9-14.  
 La Cross Am.: Hardwick, Vt.; Northfield 9-14.  
 Lamb, L. B.: Murphysboro, Ill.  
 Lawrence Greater: Trenton, N. J.  
 Lee United: Howell, Mich.  
 Leeright, J. R.: Red Cloud, Neb.  
 Long's United: Woodland, Calif.  
 Madison Bros.: Mattoon, Ill.  
 Magic Empire: Princeton, Ky.  
 Magic Valley Am. Co.: Lockney, Tex., 2-4; Sundown 9-14.  
 Magnolia Expo.: Cloverport, Ky.  
 Maine Am.: Dexter, Me.  
 Majestic Greater: Ulrichsville, O.  
 Manning, Ross: Brunswick, Me.  
 Marion Greater: Chesterfield, S. C.  
 Marks: Connellsville, Pa.  
 Martin United: Bell Gardens, Calif., 3-8; Bellflower 10-15.  
 McBride Bros.: Ridgeway, Va.; Walnut Cove, N. C., 9-14.  
 McCall, Jim: Palmetto, Ga.  
 McCown Midway: Willow Springs, Mo.  
 McKee, John: Three Rivers, Mich.  
 Meeker's: Ephrata, Wash.  
 Merriam & Robinson: Manilla, Ia., 2-4; Ida Grove 6-7; Perry 9-11; Radcliffe 13-14.  
 Merry Midway Attrs.: Millersburg, Ind.  
 Midway of Fun: Harrisonville, Mo.  
 Midway of Mirth: Vandalia, Mo.; Cottage Hill, Ill., 9-14.  
 Midwest: Burley, Idaho.  
 Midwestern Expo.: Villisca, Ia.  
 Mighty Hoosier State: Portsmouth, O.; Maysville, Ky., 9-14.  
 Mighty Page: Sparta, Tenn.  
 Model Shows: Macon, Mo.  
 Moore's Modern: Rantoul, Ill.  
 Mound City: Pacific, Mo.  
 New England Am. Co.: Leominster, Mass.; Milford 9-14.  
 Nolan, Larry: Yuma, Colo., 2-4; Akron 5-7; Denver 9-15.  
 Northern Expo.: Garrison, N. D., 13-14.  
 Northwestern Am. Co.: Holland, O.; Antwerp 10-14.  
 Ohio Valley: Decatur, Ind.; Hartford City 9-14.  
 Omar's Greater: Chanute, Kan.  
 Pacific Coast: Mossyrock, Wash.; Winlock 9-14.  
 Page Bros.: Camden, Tenn.  
 Page, J. J.: Middlesboro, Ky.  
 Parade: Manhattan, Kan.  
 Paramount Expo.: Binghamton, N. Y.  
 Parris & McIntyre: Elkin, N. C.  
 Paul's Am. Co.: Aurora, Mo.  
 Pearl City Rides & Shows: Tipton, Ia., 1-6.  
 Peerless Celebration Am.: Belington, W. Va.; Kingwood 9-14.  
 Penn Premier: Williamsport, Pa.  
 Peppers All-State: Bristol, Va.  
 Pike Am.: Mountain Home, Ark.; Branson, Mo., 9-14.  
 Pine State: Newport, Tenn.; Sevierville 9-14.  
 Pioneer: Corning, N. Y.; Canton, Pa., 9-14.  
 Playtime: Belmont, Mass.  
 Playtime United: Wyandotte, Mich.  
 Powlson Greater: Mount Vernon, O.; Crestline 9-14.  
 Prett's Broadway: Burlington, N. J.  
 Pryor's Am.: Mullens, W. Va.  
 Raftery & R. & S.: Morehead City, N. C.; New Bern 9-14.  
 Raines Am. Co.: Nashville, Ark.; Ashdown 9-14.  
 Raney United: South St. Paul, Minn.  
 Reid, King: Saranac Lake, N. Y.  
 Riley, Matthew J.: (Island Road and Elmwood) Philadelphia, Pa.  
 Rockwell: Elkhart, Kan.  
 Rogers Bros.: Hankinson, N. D., 2-4; Ellendale 6-7; Oaks 9-11; Edgeley 12-14.  
 Rogers & Powell: Grenshaw, Miss.  
 Roof Garden: Grafton, W. Va.; New Martinsville 9-14.  
 Rosen, H. B.: Norwood, N. C.  
 Royal American: Davenport, Ia.  
 Royal Crown: Cambridge, O.  
 Rupe's Midway for Fun: Chadron, Neb.  
 Sam's Funland: Pilot Mountain, N. C.  
 Shan Bros.: Logan, W. Va.  
 Shipley's Am.: Murfreesboro, Ark.  
 Shugart, Doc, & Son: Boswell, Okla., 2-8.  
 Siebrand Bros.: Salt Lake City, Utah.  
 Silver Slipper: Oneida, Tenn.  
 Sims, Nick, Model: Montreal, Que., Can.  
 Smith Am. Co.: Pauls Valley, Okla.  
 Smith, Casey: Sulphur, Okla.  
 Smith, George Clyde: Sykesville, Pa.; Tyrone 9-14.  
 Snapp's Greater: Jefferson City, Mo.  
 Snyder's Greater: Bloomfield, Ky.  
 Southern States: Inverness, Fla.  
 Southern Valley: Poplar Bluff, Mo.  
 Strader, M. A.: North Platte, Neb.  
 Stafford's: Indianapolis, Ind.  
 Standard: Rapid City, S. D.  
 Steblar's Greater: Rivesville, W. Va., 5-14.  
 Stephens, C. A.: Coehurn, Va.  
 Strates, James E.: Troy, N. Y.  
 Stumbo, Fred R.: Bentonville, Ark.; Jerico Springs, Mo., 10-15.  
 Sunflower State: Oberlin, Kan., 2-4; Selden 5-7.  
 Sunset Am. Co.: Shenandoah, Ia.; Leavenworth, Kan., 9-14.  
 Tassell, Sam: Holmes, Pa.  
 Tatham Bros.: White Hall, Ill.  
 Texas Expo.: McGregor, Tex., 6-15.  
 Thomas Joyland: Morgantown, W. Va.  
 Thompson Bros., No. 1: Flemington, Pa.  
 Tidwell, T. J.: Abilene, Tex.

Tinsley, Johnny T.: Rome, Ga.  
 Tivoli Expo.: Fort Dodge, Ia.  
 Triangle: Ambridge, Pa.; New Kensington 9-14.  
 Turner Bros.: Bloomington, Ill.  
 20th Century: Kansas City, Mo.  
 Twin City: Grissold, Ia.  
 Utah Expo.: Logan, Utah.  
 Veterans United: Lakeview, Ia., 2-4; Rolfe 5-7.  
 Victory Expo.: Lawrence, Kan.; Centerville, Ia., 9-14.  
 Virginia Greater: Cuipeper, Va.  
 Virginia Rose: Louisville, Ky.  
 Wallace Bros.: Ottawa, Ill.  
 Wallace Bros. of Canada: Ottawa, Ont., Can.  
 Wallace, I. K., Attrs.: Danville, Pa.; Berwick 9-14.  
 Wallace & Murray: Vanport, Pa.; Sharpsburg 9-14.  
 Wade, W. G.: Lima, O.; Marion 9-14.  
 Wason Am.: Amelia, Va.  
 Wheeler, Eddie L.: Williamsburg, Ky.  
 White, Art: Koppel, Pa.  
 White Rose Am. Co.: Wind Gap, Pa.; Mauch Chunk 9-14.  
 Whitney & Scott United: Tama, Ia., 2-4.  
 Wilson Greater: Lander, Wyo.  
 Wilson's Famous: Fort Madison, Ia.; Keokuk 9-14.  
 Wolf Greater: Spring Valley, Minn., 2-4; N. St. Paul 5-8; Waseca 9-11; Mountain Lake 12-14.  
 Wolfe Am.: Greenville, S. C.  
 Wonder City: Litchfield, Ill.  
 Wonder Shows of America: Clinton, Ia.; Rock Falls, Ill., 9-14.  
 World of Mirth: Union, N. J.  
 World of Pleasure: Battle Creek, Mich.  
 World of Today: Omaha, Neb.  
 Wrightsman Am. Co.: Sonoma, Calif.  
 Zacchini Bros.: Springfield, Tenn.; Franklin, Ky., 9-14.  
 Zeiger, C. F., United: Longmont, Colo.

# Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Oswego, N. Y., 3; Watertown 4; Ogdensburg 5; Massena 6; Malone 7; Burlington, Vt., 9.  
 Beatty, Clyde: Glasgow, Mont., 3; Williston, N. D., 4; Rugby 5; Devils Lake 6; Grafton 7.  
 Cole Bros.: Butler, Pa., 3; Greensburg 4; Uniontown 5; Johnstown 6; Altoona 7.  
 Cole, James M.: Amsterdam, N. Y., 3; Troy 4; Glens Falls 5; Mechanicville 7.  
 Coobe's All-American: Benton, La., 3; Mooringsport 4; Oil City 5; Vivian 6; Rodessa 7; Ida 8; Hosston 9.  
 Dailey Bros.: Shenandoah, Pa., 5; Milford 6; Lock Haven 7.  
 Gainesville Community: Vernon, Tex., 7; Dallas 12-14.  
 Garden Bros.: Kingston, Ont., Can., 2-4; Cornwall 5-7.  
 Gould, Jay: Ashton, Ia., 4-5; Marshall, Minn., 6-7; Fairfax 9-10; Pine Island 11-13.  
 Hunt Bros.: Kingston, N. Y., 3-6.  
 Kelly, Al G., & Miller Bros.: Superior, Neb., 3; Belleville, Kan., 4; Fairbury, Neb., 5; Beatrice 6; Tecumseh 7.  
 King Bros.: Olean, N. Y., 4; Wellsville 5; Corning 6; Bath 7; Canandaigua 9.  
 Mills Bros.: Lansing, Mich., 3-4; Saint Johns 5; Muskegon 6-7; Grand Rapids 9-10.  
 Monroe Bros.: Greenfield, Ill., 3; Waverly 4; New Berlin 5; Ashland 6; Virginia 7.  
 Montgomery, C. R.: Buffalo, Wyo., 3; Sheridan 4; Hardin, Mont., 5; Bridger 6; Lovell, Wyo., 7.  
 Polack Bros. (Eastern): Greensboro, N. C., 4-7; Raleigh 11-14.  
 Polack Bros. (Western): Eureka, Calif., 3-6; Stockton 9-15.  
 Ringling Bros. and Barnum & Bailey: Washington, D. C., June 2-7; Baltimore, Md., 9-14.  
 Roger Bros.: Garden City, Kan., 3; Syracuse 4; St. Francis 5; Atwood 6; Oberlin 7; McCook, Neb., 9.  
 Sparks: Ottawa, Ont., Can., 6-7; St. John, Que., 9.  
 Stevens Bros.: Eskridge, Kan., 5.  
 Sunbrook's Rodeo: (Yankee Stadium) New York, June 2-7; (Ball Park) Boston, 13-21.

# Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Green's, Sammy, Minstrels: Cartersville, Ga., 4; Acworth 5; Chatsworth 6; Marysville, Tenn., 7; Alco 8; Knoxville 10; Greenville 11.  
 Gosh, Byron, Hit Parade Tent Show: Laurel, Miss., 4; Philadelphia 5; Forest 6; Caribage 7.  
 Plunkett's Stage Show: Seagraves, Tex., 2-4; Levelland 5-7.  
 Rento Valley Folks: Titusville, Pa., 4; Clarion 5; Reynoldsville 6; Du Bois 7; Clearfield 8; Ridgway 10; Kane 11; Bradford 12-13; Salamanca, N. Y., 14.  
 Slout Players Tent Show: St. Louis, Mich., 2-7; St. Johns 9-14.

# Down River Signs Contract

PORT HURON, Mich., May 31.—The Down River Amusement Company has signed the midway contract for the Blue Water Festival here.

# Operation For Milt Paer

MIAMI, May 31.—Milton S. Paer, secretary of the Miami Showman's Association, entered Victoria Hospital here Tuesday (27) for an operation.

## POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$9.25 per 100 pounds. Sample cheerfully furnished.

## PEANUTS

Roasted in the shell, \$22.00 100 pounds. Raw Jumbos in the shell, \$21.00 100 pounds. Price list of all supplies upon request.

## STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

## Prunty Seed & Grain Co.

—Popcorn Processors—  
 620 North 2nd St. St. Louis 2, Mo.  
 "IN OUR 73RD YEAR."

## MUSICIANS WANTED

### FOR KING BROS.' CIRCUS BIG SHOW BAND

Cornet, Trombone and Bass; always glad to hear from high class men.

Address A. LEE HINCKLEY, Bandleader.

Also Colored Musicians for Side Show Band, especially Cornet, Trombone, Clarinet and Bass. Sleeper accommodations and meals furnished, union scale. Address

## CHESTER GREGORY

Side Show Manager, care King Bros.' Circus, Olean, New York, June 4; Wellsville, New York, 5; Corning, New York, 6; Bath, New York, 7; Canandaigua, New York, 8.

## DAILEY BROS.' CIRCUS WANTS

Man for Novelties, also Man for Bugs. Wire Shenandoah, Pa., June 5; Milford, 6; Lock Haven, 7, or per route.

## WANTED

### FOR BAILEY BROS.' CIRCUS ADVANCE

Main Street Lithographer, Combination Billers. Must be able to drive. Two more Men for Brigade. Wire

## Jaek C. Grady, Car Manager

Montpelier, Vermont, Thursday, June 5th; West Lebanon, Vermont, Friday, June 6th; Keene, New Hampshire, Saturday, June 7th.

## CIRCUS ACTS FOR STREET SHOW

2 and 3 Day Stands on Streets. State what you do and salary wanted. The Henrys, McCall's Animals, Herriot, write.

## FRANK WARD, RAINBOW SHOWS

Independence, Kan., this week; Newkirk, Okla., June 9-11.

## MIDWAY OF FUN SHOW

WANTED—WANTED—WANTED  
 Will book Kid Auto, Aeroplane and Pony Ride. Want Milk Bottle, Cats, Hi-Striker, Coke Bottle, Dart Games, Glass Pitch, Clorbus Pin, Cork Gallery and Bowling Alley. P.S.: Johnny Conchs, Neal Benway, wire immediately. 11 Brown Locations, Harrisonville, Mo., this week.  
 M. J. ROACH, Manager

## Robert Ringling R-B Boss

WASHINGTON, June 2.—Robert Ringling, son of Mrs. Charles Ringling, this morning assumed control of the Ringling Bros. and Barnum & Bailey Circus, which today begins a six-day engagement here.

All of the circus's employees, in an announcement made early today, were asked to continue in their present positions, and no announcement was made regarding any change of staff or policy as a result of the latest switch.

# Aussies Tangle Over Right To Control Space

SYDNEY, May 31.—Action of the Showman's Guild of Australia in walking out of the Dubbo Show Ground when their conditions were not agreed to by the local committee and staging their own carnival in opposition has apparently brought matters to a head and a fight between the Guild and the Council of Agricultural Societies of NSW is now on.

Allan Pickering, secretary of the Council said: "The side show business at country agricultural shows has had several reverses this year as the result of the dictatorial attitude of the Showman's Guild, and Agricultural Societies must now either assert their rights over their own grounds or let control pass into the hands of the side show men."

W. H. Simpson, president of the council, said: "Trouble with showmen has been recurring for some years and the council had been forced to take a stand. At a recent conference the members decided, as a matter of policy, that all comers who wanted space for shows and were acceptable to each individual society should be admitted. No outside organization would be permitted to dictate to the Agricultural Societies and unless this principle was adhered to strictly, the Societies would lose control of their own grounds. It has been decided to establish a register of persons eligible to secure space for shows and only those registered and no others would be admitted to Agricultural Society Shows or carnivals."

"This had been done," he concluded, "as the result of requests made to the Council by the Police Department."

The assistant secretary of the

Royal Agricultural Society, A. W. Skidmore, said: "The Showman's Guild tried its hand in connection with the Sydney Royal Show but the RAS had refused to delegate any of its rights or powers to any other body." There was no attempt by the Guild to force a show-down with the RAS on the points at issue and there were more showmen at the Royal Show than ever before."

### Bergen Explains

Barney Bergen, Showman's Guild secretary, when interviewed, said he did not propose to enter into a controversy with Pickering as already the Guild was allocating the space for showmen at 100 per cent of the shows in Victoria and Queensland and 75 per cent of those in NSW, and every one of the Societies concerned was completely satisfied with the activities of the Guild. He pointed out that the objects of the Guild were firstly to eradicate from the show business the crooks and undesirables and this had been done; secondly, to stop the habit of granting sole rights to an individual for a specific type of show for the Guild believed in letting every man have his chance to make a living.

He further pointed out that at Dubbo where the dispute came to a head there were 60 showmen who were not members of the guild but not one of these men entered the Ground but put up their entertainment on the ground secured by the Guild. Bergen said the final desire of the Guild is not to dictate to the Agricultural Societies at all but to help and all they ask is that the allocation of the space be left in the hands of the Guild which is an expert and knows best how to place the various shows in the best interests of all concerned. The Guild when given this right of space allocation does not bar non-Guild members even when they are in opposition to members of the Guild present. He also pointed out that at Dubbo the showmen saved much in ground rent and still did better business outside the show grounds.

### Bishop Copper State Boss

RIFLE, Colo., May 31.—Copper State Shows, now in their 15th week in this State without losing a night, are now owned and managed by Bill Bishop, who has just acquired the interest of his partner, Mickey Wilson. Shows opened at Phoenix, Ariz., February 8. Several new rides will be added this week, Bill Bishop says.

### Plattsburgh, N. Y., Closed

PLATTSBURGH, N. Y., May 31.—City council here ruled it will not sanction carnivals within the city limits, primarily because of a lack of sanitary facilities at sites which might be available for show lots.

### FERRIS WHEEL FOREMAN

Join on wire. Concessions—Candy Floss, High Striker, Basket Ball. Shows with own outfits. Agent for Penny Pitch. This week, Vandalia, Missouri; June 9 week, Cottage Hill, Illinois; then another big one, Venice, Madison Convention, week June 16.

### Midway of Mirth Shows

### HENRY HETH WANTS

COUNT STORE & CLOTHESPIN AGENTS.

Wire HENRY H. HETH  
Care L. J. Heth Shows,  
Owensboro, Ky.

## LAWRENCE GREATER SHOWS

A MUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT—CAN SET UP NOW—WANT  
SIDESHOW

New top now in the air. Want Cookhouse familiar with taking care of show people. This show carries in excess of 200 people. Also Frozen Custard, Long and Short Range Shooting Gallery, Stock Concessions of all kinds. Low privilege. Replies to  
**LAWRENCE GREATER SHOWS**  
Trenton, N. J., now; Perth Amboy, N. J., next week.

## HARRISON

GREATER SHOWS

a clean modern midway

WANTS WANTS WANTS

For Westminster, Md., June 9-14, and the best route of Still Dates and Celebrations in the East. Our Fairs start August 1st.

Can place one more of each—Wheel, Grind Stand, Skillo and Roll Down. Also few choice Slum Concessions open. Will sell exclusive on Photo and Bingo. Have complete outfit for organized Minstrel Show. Want Foreman and Second Men for Ferris Wheel, Octopus, Caterpillar and Merry-Go-Round. All Mail and Wires to

**FRANK HARRISON, Owner and Manager**  
ABERDEEN, MD.

P.S.: Charlie Supton, get in touch with me at once.

### GATE CITY SHOWS

PLAYING CREAM OF WESTERN NORTH CAROLINA

Want Concessions of all kinds—Photos, Custard, Diggers, Bingo; Talley, answer. Want Agents for Count Stores, Peak Wheel, etc. Capable Ride Help that drive, come on; salary all you are worth. Want Fun House, Acts and Ferals for Side Show. Minstrel Musicians, Performers, any Show not conflicting with or without equipment. Want Chairplane, one Flat Ride, Kiddie Train. All address:

**J. E. BAXTER**

Elkin, N. C., this week, with Big Celebration at Boone, N. C., to follow.

### AGENTS WANTED

Skillo and Grind Store. Must be capable and sober. No ten per cent. Wire immediately.

### SOUTHERN VALLEY SHOWS

Poplar Bluff, Mo.

### NORTHERN EXPOSITION SHOWS

WANT

Shows with own transportation not conflicting with Mechanical and Animal. Can use Fat Show, Ten-in-One, Fun House, Hillbilly, Vaudeville, Girl Revue or any good flashy Show of merit. Tony Hessling, wire me at once.

Garrison, 13-14; Parshall, 15-16; Williston, 17-21; all North Dakota. Contact

**MIKE SMITH, Mgr.**

### WANT BILLPOSTER

That can handle special agent's duties. We furnish panel truck. Must be high-class man for the best job in show business. Join on wire. Address

### JOSEPH J. KIRKWOOD SHOWS

Matamoras, Pa., this week; Pittston, Pa., follows. Also place few Ride Men, must be semi drivers.

### WANTED RIDE SUPERINTENDENT

Must be capable taking care of five Major Rides. One that can get them up and down on time and keep the Rides in first-class condition at all times. Must be experienced and have reference. No others need apply. Wire Western Union all this week.

**C. C. GROSCURTH, Gen. Mgr. Blue Grass State Shows**  
BEDFORD, INDIANA



BABY BETTY HORELL, World of Mirth Shows' fat girl, is pictured enjoying a friendly game of cards with Tom Howard and members of the cast of "It Pays To Be Ignorant," Columbia Broadcasting System show on which Baby Betty appeared Friday (16). From left to right are Lulu McConnell, Harry McNaughton, George Shelton; Howard, star of the program, and Baby Betty.

## HERE IS THE REAL ONE!!!

### 200TH YEAR FOUNDERS' CELEBRATION—200TH

#### LEHIGHTON, PENN., JUNE 16th-21st.

#### FIREMEN'S CONVENTION (Four Counties)

WILL BE BIGGEST CELEBRATION OF THE YEAR  
EVERYBODY IN COUNTY BEHIND THIS ONE



Need Grind Stores, come on. Place Mug outfit, Mechanical Lung, Hillbilly Show, Fat Show, Want Billposter who will put up Paper. Want Talkers, fine proposition. Want Scenic Artist and Letterer (highest salary to good and experienced man). Want Assistant electrician. Want Mechanic for Penny Arcade.

#### WANTED . . . WANTED . . . WANTED

Whip Foreman, Loofer Foreman (brand new Ride). Ferris Wheel Foreman wanted. Can place Scales and Guess Your Age. Carl Lee (Stash) wants Agents. Ride help of all kinds. Those able to drive Semis preferred.

#### WIRE WIRE WIRE

**SAM E. PRELL, Prell's Broadway Shows**  
BURLINGTON, N. J., WEEK JUNE 2ND TO 7TH; THEN PER ROUTE.

## NEW YORK STATE CONVENTION

### LOYAL ORDER OF MOOSE

NEWBURGH, NEW YORK, WEEK JUNE 9

When Two Cars Will Be Given Away on Midway

Want complete Five or Ten-in-One, Mechanical City, any Walk-Thru or Grind Show. All Grind Store Concessions, like Novelties, Photos, Ball Games and others. Jackie Coleman wants Girls for Girl Show. Your opportunity to join us for several conventions and our fair dates. Wire

## W. C. KAUS SHOWS

Roselle, N. J.

## PINE STATE SHOWS

#### WANT

For Annual Homecoming, Newport, Tenn., week June 2nd; Sevierville, Tenn., week June 8th; Maryville, Tenn., week June 16th.

All Stock Concessions open—Fish Pond, Clothes Pin, Coca-Cola, Bumper, Age, Scale, Cork Gallery, Penny Pitch, Novelties, Penny Arcade, etc. A few choice Flat Games open. Sell X Diggers, Short Range, Custard. Can place Shows and Rides not conflicting, prefer Tilt, Whip, Caterpillar and Holl-o-Plane. Celebration Committees and Fair Secretaries of Tennessee, Georgia, Florida, Alabama, we have some open dates; contact now for your needs. We can furnish you any amusement of Rides and Shows. All address:

#### MANAGER PINE STATE SHOWS

Newport, Tenn., as per route. All kinds of Agents wanted.

## HETH EXPOSITION SHOWS

#### WANT WANT WANT

ELECTRICIAN—Must know how to cut it.

MANAGER FOR BINGO—Must be sober and reliable.

FOREMAN FOR MIX-UP—Top salary to right man.

WILL BOOK ICE CREAM, FROZEN CUSTARD, FLOSS CANDY AND BASKET BALL.

Tex Roberts wants Concession Agents of all kinds. All address:

#### R. L. HETH, Mgr.

ATTICA, IND., JUNE 3-5; HARVEY, ILL., JUNE 6-12.

## GREATER UNITED SHOWS

#### WANT FERRIS WHEEL

Texas has biggest crops in history. 10 Texas Fairs booked. Season closes November 22nd. 1948 opening date February 16th. Washington Birthday Celebration, Laredo, Texas. Wire J. GEORGE LOOS, Manager, Amarillo, Texas, this week; Borger, Texas, week of June 9th; Pampa, Texas, week June 16th.

## GEORGE CLYDE SMITH SHOWS

#### WANT

Bowling Alley, Hoop-La, Slum Spindles, Guess Your Age, Scales, Basket Ball, Cane Rack, Spot the Spot, Penny Arcade. Want Side Show, Monkey Show, Crime Show, Plantation, Girl Show. Want Pony Ride, Tilt-a-Whirl. Want Ride Help and Truck Drivers. All replies to

GEORGE CLYDE SMITH SHOWS, Sykesville, Pa., this week; Tyrone, Pa., next week.

## FROM THE LOTS

### Blue Grass State

WASHINGTON, Ind., May 31.—Org opened here Monday (26) after an uneventful move from Mount Vernon, Ind., and got off to an excellent start here. The midway was thronged from early until late the first night, and the folks gave concession row a big play. Thru Friday (Decoration Day), business held up to the opening night's pace, excepting only one night, Thursday, when the weather turned cold.

Mount Vernon proved the poorest stand of the season. Reales Harper, ride superintendent, and his wife, who make their home there, were busy renewing friendships. Mr. and Mrs. Frank Vitto and Mr. and Mrs. Frank Hamlin live near Mount Vernon, and they, too, had many visitors during the shows' stand there. Mr. and Mrs. Russell were visited here by many of their relatives who live in near-by Vincennes.

Whitey Neal has added another store for a total of three. Mr. and Mrs. Lites joined here with two concessions. Ditto Dona Calir who jumped in from Baltimore with her Funhouse and three concessions. Blackie Blankenship joined with his Girl Show, and John Willander with his Dog and Pony Show and pony track.

Specs Grosceuth now is wearing a broad smile, as the org is booked thru Armistice Day. Mr. and Mrs. Bud Donovan have been getting their share with their three concessions. Mr. and Mrs. Ernie Collins have diggers and the high striker.

Doc Angel is handling the mail and The Billboard sales, Roy (Doc) Rice has the Birth Shows, Doc Hoey joined here with three concessions and Harvey (Doc) Arlington is looking after the office, which gives the org four "Doc's."

Mrs. Frank Hamlin this week was called to Detroit by a death in her family.—DOC ARLINGTON.

### Douglas Greater

SALEM, Ore., May 31.—Org moved in here this week from Springfield, Ore., where the previous week under VFW auspices, it enjoyed one of the best stands of the season. Sponsors gave excellent support, publicity was strong, and the folks flocked out to spend.

Rides at Springfield drew long lines of money-holding customers. Fly-o-Plane and Octopus vied for top money. Shows also received a big play. Girl Show, operated by Edna Gonzales, had an unusually good week. Ditto Jenny and Bob Perry with their Motordrome.

Mr. and Mrs. Happy Tripp reported a good week with Kawaba, and Clyde Gooding was well pleased with the returns from his Mickey Mouse. Others who did better than okay, judging by their smiles, were John Fitzen, rat game; Helen Henn, candy floss, and Al and Marie Hawkins.

Happy Jackson, of the cookhouse, made a hurried trip home due to the illness of his daughter and flew back the next day with reports that she was better. Speedy Spidah left an agent in charge of his ice cream joint and planned to the East to get improvements for his set-up.—HELEN HENRY.

### Collins' United

HOLDREGE, Neb., May 31.—Shows opened the season at Holdrege, Neb., May 26 to rain and snow storms. Organization has a much larger outfit than had been planned on for the early dates. Shows are booked thru Nebraska, Kansas and Eastern Colorado.—MRS. HELEN COLLINS.

### Peppers All State

KNOXVILLE, May 31.—Nine-day stand here ending today will go down in the books as unprofitable. Org followed in by two weeks the Cetlin & Wilson Shows, which had been spotted on a better location at Chilhowee Park on a main highway with excellent transportation facilities, whereas this show was spotted on a lot across from the old Sutherland Avenue airport site, and this location was on a narrow highway with only infrequent bus service.

Org was also hurt because free act, Selden the Stratosphere Man, couldn't work here, as he had previously been booked to appear at the T. V. A. & I. Fair here this fall and that contract called for no other appearances by him here this year.

E. H. Broome, org's manager, is from this city, and he spent much time renewing old friendships and acquaintances. Memphis Blues, headed by Sawyer and Terrell and backed by George Overstreet's five-piece jive band, lead the shows here in the early part of the stand. James Smith, youngster added in Memphis, is clicking with his tap and acrobatic dancing on the show. Professor Saunders and his Freak Show was running a close second among the shows. Unit features Shadow Harry, skinny man; Early Todd, the Seal boy, and Mary Williams, with the blade box.

### James E. Strates

WATERVLIET, N. Y., May 31.—Alexis Alcido, wife of Wilfred Alcido, free act, is reported recovering following an ear operation in Rochester, N. Y., and is expected to rejoin the shows soon.

Org moved in here this week from Harrisburg, Pa., where stand was marred by rain on three days. Even in the rain, some folks turned out and rides were given action. Business on clear days was up to expectations. A new lot at 21st and Anganese avenues was broken in. Lot proved okay in the weather, the use of many loads of cinders keeping it in shape despite the rain.

Baby shower recently given for Mrs. Thomas Mac Neill was well attended. Those present were Mrs. Pete Stamus, Mrs. James Yotas Jr., Mrs. Donald Truax, Mrs. Ruth Le-worthy, Mrs. Clara Applebaum, Mrs. Betty Holdridge, Mrs. Nate Eagles, Mrs. Ann Hendricks, Mrs. Jack Weiner, Mrs. Ruth Murphy, Mrs. Pinky Compton, Mrs. Percy Morency, Mrs. Jean Delabates, Mrs. Paul Hutchinson, Mrs. W. C. Fleming, Mrs. Earl Truax, Mrs. Yetta Demarco, Mrs. Betty Seaman, Mrs. Jean Marroletti, Mrs. Jackie Mac Rae, Mrs. Margaret Ralyea, Mrs. Virginia Mercy, Mrs. L. D. Powers, Mrs. Adele DeBelle, Mrs. Frances Fournier, Mrs. Ann Hilton, Mrs. Harrison and Mrs. Askill—C. W. (CHICK) FRANKLIN.

### Adams Amusement

BENNINGTON, Vt., May 31.—Opening stand here for eight days drew fair crowds. Thursday was rained out, but the rest of week proved successful. Shows carry 4 rides, 4 shows and 15 concessions.

Emey Raymer with her high trapeze act and trained dogs is clicking. Whitey Arnold has the Girl Show and novelties; Pleamar Clark, Snake Show; Mickey Greska, marble game, and Rita Greska, bumper.

Burt Shiler has the cookhouse; Tony Buzzella, candy apples and French fries; Lucille Anderson, popcorn; Ray McGown, bingo. Rides are under management of Adams Amusement.—WHITEY ARNOLD.

**Are you  
with it,  
CONCESSIONAIRES?**



**...you are with **CHUNK-E-NUT****

**The Popcorn with the BIG POP  
and BIGGER PROFIT!**

**WITH IT?...** Put this sensational expanding Chunk-E-Nut Popcorn in your poppers once and you'll never be *without* it!

Chunk-E-Nut Popcorn has a pedigree from Purdue University! It's a mammoth hi-expansion hybrid grown from Purdue's finest hybrid seed! Chunk-E-Nut Popcorn doesn't pop—it *explodes!*

But big, in terrific volume, each kernel to an amazing size! Man, *here* is popcorn that really puts money in the till!

Try one 100 pound bag. You can't lose! The pop's *guaranteed*—you're satisfied or you get your money back! Order Chunk-E-Nut Popcorn today, special contract price thru June '47.

**WRITE FOR SPECIAL CONTRACT PRICE LIST  
AND PLACE YOUR POPCORN ORDERS TODAY!**

**COAST-TO-COAST  
SERVICE!**

**Order Everything from Chunk-E-Nut!**

**SUPPLIES** 5 Different Size Boxes, Bags, Cones, Salt, Snow Cones, Flavor Concentrates, Cups, Spoons, Napkins, Floss Papers, Colors.

**Applesticks available in unlimited quantities.**

**PEANUTS** Finest quality Virginia Roasted in shell, also gay brightly colored circus peanut bags without price mark. Complete line Salted Peanuts and Mixes for vendors.

**Equipment for Immediate Delivery**

Complete line of new Star Popcorn Machines in both the Cabinet and Counter Models . . . Floss Machines, Ice Shavers, Coleman Burner Equipment, Special 36 quart carnival model Popper now being built . . . Popcorn and Peanut Machines, New and Used, bought and sold.

**CHUNK-E-NUT PRODUCTS COMPANY**

**SERVING YOU FROM COAST TO COAST**

**MATTY MILLER**

231 N. Second St., Philadelphia 6, Pa.

**HANK THEODOR**

2908-14 Smallman St., Pittsburgh 1, Pa.

**JOE MOSS**

1261-65 E. Sixth St., Los Angeles 21, Cal.

## Double YOUR POPCORN "PROFITS"

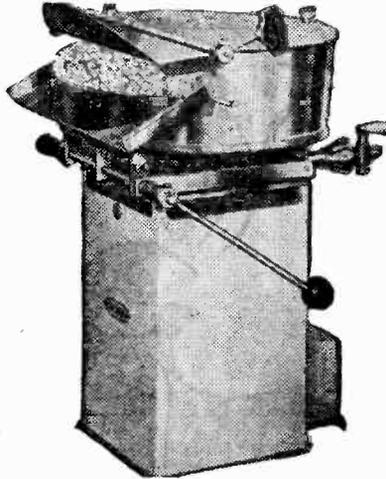
With This Auxiliary

**CRETORS**

since 1885

IMPROVED  
GIANT MODEL 41  
POPCORN MACHINE

- Insures Large Production
- Weight Equalizing Device—  
Makes Pan Easy To Dump



### Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

### Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4" x 17 1/2".

A fast, efficient trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped with handle interchangeable—right or left hand operation. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn pressure, insuring maximum popping volume. Enclosed transmission. Gears run in oil. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

**C. CRETORS & CO.** 602 W. Cermak Rd.  
Chicago 16, Ill.

### Announcement

Entire Promotion of

## 4th of July Celebration in LOWELL, MASS.

is under the exclusive management of

**JOHN F. CARNEY, 21 Blossom, LOWELL, MASS.**

Write, Wire or Phone: Lowell 2-9782

WATCH NEXT WEEK'S ISSUE FOR FULL PARTICULARS



### WANT

Scottsville, Ky., week June 2—first shows in 5 years—followed by Lebanon, Ky., Legion Festival, and best 4th of July in Kentucky, Stearns, Ky. 5 Fairs in Kentucky, 1 in Tennessee, 8 in Georgia—14 Fairs.

Few more Stock Concessions. Shows with own equipment. Good proposition; Alton Davis, contact me. Will book or buy Rolloplane or Tilt. No junk. Charlie Griggs wants Agents. All replies

**J. L. KEEF**

Scottsville, Ky.



### WANT

For Hazleton, Pa., week of June 9th; Dickson City, Pa., Legion Welcome Home Week, June 16th-22nd; Towanda, Pa., Fourth of July Celebration, and following Fairs: Owego, N. Y., July 27th; Caledonia, N. Y., Aug. 5th; Ithaca, N. Y., August 18th; Middle Falls, August 25th; Brookfield, N. Y.; Ponda, N. Y.; Hughesville, Pa., and Bridgeton, N. J. Grind Stores, all legitimate Concessions. SHOWS—Monkey, Wild Life, Midget and good Grind Shows. Want Arcade, Drome, Speedy Babbs, contact. RIDES—Can place Roll-o-Plane, Tilt, Whip and Kiddie Train or Aeroplanes. Want Dish Washer for Cook House (no water carrying). Can place Ride Help at all times.

**J. VAN VLIET, Mgr.**

ALPHA, N. J., JUNE 2-7.

## How To Avoid Damage Suits

(Continued from page 46)  
something to prevent injury to the patron?

### Sometimes Confused

In many instances readers confuse the terms "within the scope of the employment" and "in the service of the employer." However, it is important to know that a proprietor may or may not be liable for negligent acts of an employee who produces a dangerous condition, but always he is liable for injuries negligently effected patrons by an employee who, while acting within the scope of the employment, fails to repair or remedy a defective condition.

Generally speaking, the only circumstances under which a proprietor is liable for damaging acts accomplished by an employee who acts outside the scope of the authority is when such act is performed for the purpose of rendering an "unusual" service to the employer.

On the other hand, if, under the same circumstances a life guard who is off duty effects an injury the proprietor is not liable because when performing the act the guard was not "in the service of the employer."

Also, assume that an employee while off duty assaults or otherwise intentionally injures a patron. Under these conditions the proprietor never is liable because when the injury was effected the employee was not "in the service of the employer."

### Proprietor Not Liable

And again, assume that an employee employed to clean premises assaults a patron. The proprietor is

not liable because the employee acted "outside the scope of the employment."

It is interesting to observe that in a leading case, *Carpenter v. Tressel*, 125 N. E. 804, the court in explaining the rule for determining whether an employee acts within the scope of the employment said:

"The rule is well settled that an agent binds his master only as to acts done within his actual authority, or within the apparent scope thereof. A servant is acting within the scope of his employment when he is engaged in doing for his master what he has been directed to do or any act which can fairly and reasonably be deemed to be an ordinary and natural incident or attribute of that act, or a natural, direct and logical result of it."

### WANTED MANAGER

To take charge of Cook House. Also Griddle Man, Counter Men and Cook. Address

**FRED A. MILLER**

W. G. Wade Shows, Lima, Ohio, this week.

### WANTED

Flyoplane Help, First and Second Men, also Octopus Help; Emil Bougie, wire. If you drink and chase don't bother me.

**B. H. BRITT**

W. G. Wade Shows, Lima Ohio

### FOR SALE FUN HOUSE

Cheap. Can be seen in operation at Toronto, Ohio, week June 2.

**MAGGIE FALLON**

### WANTED

Swinger Agent and Pan Game Agent. Only percentage on show. We have B Circuit of Fairs. Celebrations before and after. Move every three days. No drunks. Address:

**J. W. SULLIVAN AND CURLEY SMITH**

Northern Expo. Shows  
Linton, N. D., June 6 and 7; Center, S. D., 8-9; Hazen, N. D., 10-11; Garrison, N. D., 13-14; Stanley, N. D., 15-16-17.

### TILT FOREMAN WANTED

Highest salary to good Tilt Foreman. Ride is plenty old, so goes up and down easily. No trouble—some neon to mess with. Come on.

**ANDERSON'S GREATER SHOWS**  
Barbourville, Ky.

### SECOND-HAND SHOW PROPERTY FOR SALE

\$5.00 Full Size Wood Female Figures, nicely painted, fine for outside Girl Show. We have plenty. Ticket Box Parasol, 6 ft., nice colors, cheap. \$1.75 Streamers, new flags, 48x24 in. Other sizes. \$5.00 Brown Velvet Drop, 36"x9' 6". Others. **WELL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.

### WHEEL MAN FOR #5

At once. Top salary.

**AL BLUMENTHAL**

627 5th Ave. McKeesport, Pa.

### Chairplane Spot Wanted

With Carnival for season in New England. Have own transportation.

**OLIN GREELEY**

97 Main St. East Pepperell, Mass.

### SUNBROCK IN N. Y.

(Continued from page 46)

contributing a big hand for all comers. The rodeo events and high acts vied for popularity. Bernice, working a high swaying pole and doing a slide for life, won top honors in competition with two other high acts working the finale.

The bronko and steer riding and bulldogging were staged between the stands and the first and third base foul lines. The ground acts worked on a stage between second and third on the baseline and all aerial acts were staged between third and first, just behind the baselines.

### Stadium Profits

As for the Stadium, even with costly repairs to the turf necessitated, the ball park's owners ought to do all right, since Sunbrock says his deal with the management is \$25,000 against 15 per cent of the gross.

Altho there were only 35 riders in the grand entry, many of the customers were unaware of the lack of quantity since all movement was swift and the arena surface was well populated at all times when Western events were being presented. Sunbrock worked the mike.

### Events Listed

Rodeo events presented were bronk, bull and steer riding, the quadrille on horseback, trick and fancy rope spinning, high school horses, bull-whip manipulation, hurdle jumps, and a Western plains tableau. Acts were: The Gibsons, knife throwing; a motorcycle crash thru a flaming wall; Monroe and Grant, trampoline; Gregoresko, the man who hangs himself; Mlle. Ardelty, aerialist; the Gretonas, high wire; Yo Yo, bucking mule; the Flying Valentines, aerialists; the Flying Duwards, aerialists; Iron Man Zero Starr, strong man; the Sky High Man, Miss Bernice and the Apollos, aerialists, and the Brooklyn Tarzan, fly walker.

Frank Wirth, head of the booking agency bearing his name, supplied several of the acts and was on hand to catch the show.

**WANTED**  
**Experienced Shooting**  
**Gallery Operator**

If you have the experience and are looking for the "right" job . . . write today! Give complete information and references.

**MARLIN**  
**AMUSEMENT CORPORATION**  
 412 9th St., N. W. DI. 1625  
 WASHINGTON 4, D. C.

**FOR SALE**  
 All New Equipment. First-Class Material. No Junk. Priced for Quick Sale.

Kiddie Auto Rides, has all modern plastic and fluorescent crests, beautiful fluorescent vandelants, center all covered with all stainless steel panels, good factory center drive reduction unit with 3 horse single phase ball bearing motor, all brass poles.

Mechanical Pin House, mounted on a 33 ft. semi, has a 55 ft. spread when open, modern Rocket ship design, all neon letters and port holes, and fluorescent lighting very beautiful design. Many good features inside. Good repeater.

22 Ft. All Steel Kingman Semi Van, 10.00 by 20 by 12 ply tires, hardwood floor, plywood lined inside.

Reason for selling, quitting business. It has to be seen to appreciate values. Can be seen in operation on Crafts Shows en route.  
 Address All Mail to

**J. M. MORTON**  
 7431 Seven Hills Rd. HAYWARD, CALIF.

**WANTED**  
**FOR STEUBENVILLE'S SESQUI-CENTENNIAL**  
**and VETERANS' HOMECOMING CELEBRATION**  
 July 2nd thru 6th.

Legit Concessions. No gyps or gambling. Heat is on. On street, parade. Contact

**LESTER "PEANUT" RODGERS**  
 Ft. Steuben Hotel, Steubenville, Ohio.

Auspices Chamber of Commerce. No promotion. Dick Dillon, George and Jr. Ankrim, get in touch with me quick.

**WANTED CARNIVAL**  
 For July 4-5-6. Heavy Gross. Wire

**G. W. PEOPLES**  
 Detroit Lakes, Minnesota

**WANTED IMMEDIATELY**  
**FERRIS WHEEL FOREMAN**

Good pay. Good treatment. Bonus. Wire

**MAJESTIC GREATER SHOWS**  
 Uhrichsville, Ohio, this week

**CARNIVAL WANTED**  
**For Ford City, Pa., Fair**  
 Labor Day to Sept. 6, 1947. Contact

**W. B. MECHLING, Secy.**  
 Ford City, Pa. Telephone 397-J after 6 p.m.

**WANTED**  
 A few good clean Rides and a small Carnival for County Fair. Dates, August 28-29-30. Nothing but Percentage Games. NO FLATS. Contact

**CHAS. W. STEPHENS**  
 Laramie County Fair Board, Pine Bluffs, Wyoming

**RIDES WANTED**  
 Merry-Go-Round and Swings. Five days—July 1st to 5th. Attractive contract. Excellent crowds. Write

**THE TOMBOLA**  
 Rouses Point, N. Y.

**SHOOTING GALLERIES**  
 And Supplies for Eastern and Western Type Galleries.  
 WRITE FOR CIRCULAR.

**H. W. TERPENING**  
 137-139 Marine St. OCEAN PARK, CALIF.

**FOR SALE**  
**9 TUB TILT-A-WHIRL—VERY CHEAP!**  
 Selling on Account of Different Business.  
 Price on Request.

**SCHINDLER'S THEATER**  
 1005 W. Huron St. CHICAGO, ILL.

**FROM THE LOTS**

**O. C. Buck**

MENANDS, N. Y., May 31.—Shows did well here for the week ending Saturday (24) despite rain and cold on two days. The *Albany Times-Union* and the *Knickerbocker Press* were co-operative, as was radio Station WABY, which contributed several 15-minute sustaining shows.

Mr. and Mrs. Ed Edwards have 4 ball games, 2 penny pitches, 2 pan joints, a shooting gallery, popcorn, peanuts and candy apple stands. Bill Jones, bingo impresario, visited. Eugene O'Donnell manages his unit on this show. Mr. and Mrs. Harry Schwartz have the frozen custard. Cookhouse is managed by Ernie Peters with William Newman, grid-dleman. Jack Burt has a well flashed doll wheel. Harry Bosco has the razzle-dazzle, Barney the rolldown and Ray Cofeen a ham and bacon joint.

Several concessions are managed by Frank Tortello and Jack Stine. Luke Siefker, chief electrician, has several concessions. Billy Cornell's *Chocolate Dandies* is managed by Harry Homer. Ray Cook operates the Girl Show. Mr. and Mrs. R. Walsh have the two-headed baby and a high striker. Whitey Sutton has the Side Show. Motordrome is managed by Speedy Wilson. Mr. and Mrs. Fred Munn have the Monkey Show.

Mr. and Mrs. Jerry Grey have the Devil Show. Catherine Teauscher has the Illusion Show. Paul Smith is the talker. The Hendersons have the Wild Life Show. Janet Mirra operates a country store. Mrs. Fern Jarig handles French fries. Steve Mitchel has the mitt camp. Scales and mug joint are operated by Larry Marccacio. Charley Zuker has novelties.

Rides are twin Ferris Wheels, Merry-Go-Round, Whip, Octopus, Caterpillar, Silver Streak, Looper, Fly-o-Plane, Rolloplane, Kiddie Auto and Miniature Train.

A stork shower for Mrs. O. C. Buck was held at the Troy Hotel Wednesday (21). She received many beautiful gifts.—PAUL A. ERICKSON.

**William T. Collins**

ALEXANDRIA, Minn., May 31.—Org opened here, but stand was lost to rain and cold weather. Saturday matinee and night netted the only good business of the week.

Org made an impressive appearance. Front entrance arch, done in plastic, vari-colored fluorescent lighting, is eye-arresting. Arch has six pilasters, 24 inches in diameter, standing 16 feet high, with a width of 75 feet. Four light towers of telescopic design match the arch. Each tower is 40 feet high.

Staff follows: William T. Collins, owner-manager; Stanley Warwick, assistant manager, and Mrs. William T. Collins, secretary-treasurer, with Mae Baldwin as assistant to Mrs. Collins.

Visitors included Clyde Kelsey, secretary of Wadena, Minn., fair.

**Ohio Valley**

FOSTORIA, O., May 31.—Show's second week here netted poor business due to the rain. Second Friday and Saturday (23-24), with good weather, saw better business.

Manager Roxie Harris took delivery on new sound equipment, and Clifford Soldelk received his new bingo top.

Bill Harris, general agent, has returned from Indiana, and reports signing several Hoosier fairs. He also reported visiting the John McKee Shows at Huntington, Ind., and Jimmie Chanos Shows at Winchester, Ind.

Bob and Elsie Chism have set up their new cookhouse.—PAT BRADY.

**Hill's Greater**

OMAHA, May 31.—Org had four good nights in Kansas City, Mo. Friday and Saturday (16-17) were slow due to rain. Outfit did not open Monday (19) in Nebraska City because the Rolloplane was wrecked while en route there. The ride was damaged only slightly but the truck was almost demolished. Tractor was covered by cargo insurance. Kelly Abbott, Charles A. Lenz Insurance Company rep, was visiting the shows at the time of the accident, and took charge of the details.

In preparation for fairs and celebrations, H. P. Hill, manager, and Clyde Runnels, electrician, are readying neon fronts for the new Hillbilly Show.

Ride line-up follows: Pretzel, Rolloplane, Ferris Wheel, Octopus, Fly-o-Plane, Merry-Go-Round, Miniature Train, Dipsy Doodle, Flying Scooter, Spitfire, baby cars and baby airplanes.

Heavy Guyton and Joe Spaulding recently received delivery on new house trailers. Sport Matthews is building a body for his new truck which was delivered in Oklahoma City.

Some of the women on the shows were entertained at a luncheon by Mrs. Whitey Elliot at her Kansas City home. Sherry Matthews arrived from the West Coast to spend the summer with her father and mother, Mr. and Mrs. Sport Matthews.

Visitors included Mr. and Mrs. Whitey Elliot and Jimmie Byers, co-owners of the Funhouse and Pretzel, and Mr. and Mrs. Joe Sullivan.

Mr. and Mrs. Johnnie Groves joined with two concessions and Butch Goff with three.

**Jawhawk Amusement**

PITTSBURG, Kan., May 31.—Org moved in here the week of Monday (19) after a successful stand May 14-17 at St. Paul, Kan., during the 100th anniversary celebration of the founding of Osage Mission. Despite mixed weather, folks turned out in big numbers during the St. Paul cele, and they spent freely. All reported good biz.

Thursday's (15) St. Paul parade pulled 8,000, and they provided a good midway play until 5 p.m., when rain fell thru the night. Following day was big. Weather was excellent until 10:30 p.m., and rides, shows and concessions all did big biz. The final day of the stand the lot was a quagmire, yet the folks turned out in large numbers. Business was good both afternoon and night. It was necessary to use cats to get the shows off the lot.

The writer has the scales and Mrs. Davis has the dart store.—W. A. DAVIS.

**Greater Rainbow**

DEWEY, Okla., May 31.—Org moved in here last week. Week previous it was in Nowata, Okla., and the week prior to that in Fairfax, Okla., where it enjoyed a good business. During the latter stand Mr. and Mrs. Jean Chaney, of Blackwell, visited Mr. and Mrs. Loren Leach.

A surprise party was held at Fairfax in the trailer of Mr. and Mrs. Bill Davis in celebration of their first wedding anniversary. A large cake, decorated with dollar bills and lovebirds, was the table decoration. Mrs. Esther Davis served the guests.

Doc Withoute made a trip to Kansas City, Mo., to bring back agents for his stores. Cecil Johnson was due to join his mother and run the shooting gallery.

Shows have been getting rain at least one day a week and lots have been muddy, but the folks now are getting used to it.—F. WARD.

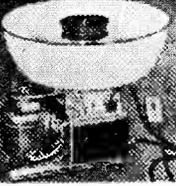
Florida Amusement Co. Endorses  
**THE**  
**SUN SHINE CHOO CHOO**

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

**SUNSHINE MFG. CO.**  
 1307 Grand Central Ave. TAMPA, FLA.

Sunshine Mfg. Co. makes delivery like the Sun On Time. Order Now.  
 We are still able to make Spring Delivery.  
 (Send \$1.00 for large photo and complete description.)

**MAKE \$100.00 A DAY ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
 202 Twelfth Ave., So. Nashville 4, Tenn.

**GALLERY AMMUNITION**  
**.22 SHORTS, \$60.00 CASE**

SPATTERLESS \$65.00 CASE  
 NEW RIFLES, Winchester 62 Gallery  
 Pumps \$36.50 Ea.  
 Send 1/3 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**  
 707 Gee Street, N.W., Washington, D. C.

**Boone Valley Shows**  
**WANT TO BOOK**

Merry-Go-Round, Roll-o-Plane, Circus Side Show, Snake or Monkey Show with own top and banner line. No gift. Low percentage. 25 Celebrations and Fairs booked. 90% street spots. Jimmy Beyers, please contact me. Wire

**Clement M. Smith, Mgr.**  
 Churdan, Iowa, June 5-7; Breda, 9-11; then per route.

**FOR SALE**  
**1946 FLYING SCOOTER**

Like new, used five months, neon center, safety cables, lot of extras. Booked Catlin & Wilson Shows. They have 10 outstanding fairs, including Indianapolis, Ind.; Reading, Pa.; Richmond, Va.; Trenton, N. J., and others. Quick sale, \$8,000.00. Have other business. Contact

**EARL PURTLE**  
 1025 Palisades Ave. Palisades, N. J.

**WANT WANT WANT**  
**BILLPOSTER**

Who will put up paper. No drunks wanted. Will pay highest salary to good, experienced man. Wire—Wire—Wire.

**Sam E. Proll**  
**PRELL'S BROADWAY SHOWS**  
 Burlington, N. J., week June 2nd to 7th.

**WANTED**  
**FOR ANNUAL AMERICAN LEGION**  
**FREE STREET FAIR**

Between July 28th and August 10th. Complete Carnival with Rides, Shows and Concessions. Write

**JOHN B. HOLMES, Ridgway, Ill.**

**DE MOTTE HOMECOMING**  
**AUGUST 15 AND 16**

Wanted—Wanted—Wanted  
 5 Rides, 20 Concessions, Entertainment.  
 Contact

**DEMOTTE AMERICAN LEGION**  
 R. L. Myers Demotte, Ind.

**OREGON TRAIL DAYS**  
**Biggest Event in Western Nebraska**  
 Monster parade. Never a dull moment.  
**GERING, NEBR., JULY 17-18.**  
 Free Attractions, write.  
**W. E. SNELL**  
 Gering, Nebr.

## ROLLO THE WONDER HORSE



### STATISTICS Show

**HORSE RIDES LEAD THE FIELD AND ROLLO IS DESTINED TO BECOME THE LEADER OF ALL TIME**

*In five years of engineering research, we have developed the most sensational and economical amusement device ever—with all patents pending.*

#### ★ Exclusive FEATURES ★

1. Individually operated by the rider. No motor and no operation cost.
2. Motivation is obtained without effort by rider posting from the saddle.
3. Sturdy, foolproof mechanism, enclosed in sealed bearings with lifetime guarantee.
4. ROLLO operates for the smallest child and the largest adult and will run on any surface—no elaborate set-up needed.
5. Can be placed wherever the crowd may be—Parks, Piers, Streets and Ballrooms.
6. A horse race of science and skill.
7. Speeds of 10 to 23 miles per hour, depending on the skill of rider.
8. A ride that should gross \$18,000 in the open—then go under cover and run all winter.

#### NEWS ITEMS:

- OAKLAND, "... a miraculous discovery."  
 FRESNO, "... fascinating entertainment."  
 LOS ANGELES, "... it should reduce the ladies."  
 HAVANA, CUBA, "... circumventing the laws of physics."

★ Three of the best locations in California are open for ROLLOS.

Factories in OAKLAND, LOS ANGELES and FRESNO

## ROLLO, INC.

436 NORTH H ST.  
 FRESNO, CALIF.

"Who rides ROLLO?—EVERYBODY!"



## FROM THE LOTS

### I. K. Wallace

MILTON, Pa., May 31.—Org moved in here for its fourth week of the season. During the first three weeks it met plenty of cold and rainy weather, but is still rolling along nicely. Previous stand was at Freeburg, Pa. Yeagertown, Pa., stand played the prior week, was held to three nights of business because of the weather.

Staff includes: I. K. Wallace, owner-manager; Mrs. I. K. Wallace, secretary-treasurer; Mel Sober, general agent; Chuck Simmons, special agent; Dick Palmateer, lot man and electrician; Robert Walker, superintendent of concessions, and William Wilkenson, transportation superintendent.

Office-owned rides are Ferris Wheel, Chairplane and kiddie ride. Dick Palmateer has the Illusion Show and Ramsey has the Monkey Show.

Concessionaires include: Mr. and Mrs. Myers, lunch stand; Mrs. Wallace, ball game and penny pitch; Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. I. Mendelson, shoot 'til you win and duck pond; Russell Allison, ball game and high-striker; Peachy Wagner, high striker; Steve Miller, palmistry; Cliff Kernahan, long-range gallery; Mrs. Kernahan, penny pitch; Mrs. Ramsey, ball game; Mr. and Mrs. Tony Ricco, cigarette gallery and dart balloon; Chuck Simmons, percentage; Mr. and Mrs. Shoemaker, ice cream sandwiches; Mrs. Palmateer, popcorn, and Mr. and Mrs. Ralph Duitch, candy apples and candy floss.—MEL SOBER.

### W. G. Wade

BATTLE CREEK, Mich., May 31.—Breaking in a new lot a quarter of a mile from the old showgrounds, shows enjoyed good business here the week ending May 17. Date was auspiced by the 40 and 8, which org gave splendid co-operation.

Stand was well advertised. Org used substantial space in the local daily and county gazettes within a 25-mile area also received space. Papers also gave freely with pix and stories. Station WKZO also gave strong support, remotes being carried five times. Before the show's arrival, Walter A. Schafer presented his *Carnival Man* program four times, offering ticket giveaways to children sending in their ideas of what they like best about a carnival. Results on the latter feature exceeded expectations.

Ads were also carried on the sides of the city busses. And the bus line also co-operated by adding a shuttle bus service to the lot from 7 to 12 each night.

Friday's (16) gate was one of the biggest of the season thus far. Rain ruined Saturday's matinee.—W. A. SCHAFFER.

### Page Bros.

ALAMO, Tenn., May 31.—Altho weather was off, biz here the week ended May 24 was about 25 per cent better than last year. Shows, which were spotted on city streets, were auspiced by the American Legion. Location helped. Last year shows operated on the Legion grounds, a block away.

Don Myers, ride superintendent, has been getting the rides up and ready to go by 2 p.m. Mondays. R. W. Evans has replaced Oscar Watts as Ferris Wheel foreman. Eddie Lamon's Minstrel Show took top money here, with Speedy Babb's Motor-drome running second. Hughes' Rodeo is doing better than satisfactory business.

Mr. and Mrs. Dillard Jones recently took delivery on a new Ford truck.

### J. A. Gentsch

RIPLEY, Tenn., May 31.—Org came in here this week, with the move from Batesville, Miss., being delayed until Wednesday (28) when trucks could not get off the muddy lot. Batesville, which opened May 19, was hit by rain in the early days. When the rain stopped, it was impossible to fill in with sawdust due to the lowness of the lot.

Despite the condition of the lot and its distance from town, kiddie rides and train did big business.

Mom Decker was taken to John Heskin Hospital, Memphis. Her condition is reported improved. Mr. and Mrs. J. A. Gentsch celebrated their wedding anniversary. Mrs. Gentsch was gifted with a bouquet of pink carnations. The Gentsch children joined for the summer. Rusty, bingo operator for Claude Gentsch, has a new trailer. Russell Cooper, master mechanic, is outfitting a new semi for a complete machine shop. The Mitchell boys, Gus and Pete, are still on the show.—FAY CURTIS.

### Penn Premier

EASTON, Pa., May 31.—Despite bad weather, org has been doing okay. Side Show line-up follows: Charles Gutermuth, front man; Earl Jussan and Roy Akers, tickets; Henry Thompson, sword swallower and impalement act; Billie Brundell, emcee and magic; King Lugie, ossified man; Joe Hannon, fire-eater; Penny Bowman, impalement act and electric chair; Polly Bradfield, levitation and sword box; Jim Haller, with eight-legged pigs and Monkey Circus; Mae-Joe Fink, annex.

Harry Fink, with Roxie, in the *Dance of Passion* Show, reports good business thus far. Ted Comfort and his percentage is also clicking.—POLLY BRADFIELD.

### Play Park

EAGLE PASS, Tex., May 31.—Shows closed a successful stand here May 17, and move to Pearsall, Tex., was made without incident. Shows opened on time to good crowds and money seemed plentiful. Concessions reported good business, as did rides and shows.

Fred Hightower, concessionaire, suffered a paralytic stroke here and was sent to the Veterans' Hospital at San Antonio.—GEORGE A. LAMONT.

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 Legitimate Concessions of all kinds

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 Tuesday, June 17, Steuben Co. Children's Day.  
 Wednesday, June 18, Army and Navy Day.  
 Thursday, June 19, Horse Pulling and Sports Events.  
 Friday, June 20, Parade Day—70 Floats, 50 Bands.  
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Fun House, Penny Arcade, Wild Life, Mechanical Show, Iron Lung for July 3-4-5-6 at Albert Lea, Minn., with Minnesota Fairs to follow, including Thief River Falls, Bemidji, Hibbing, Redwood Falls. Opening for Basket Ball, String Game, Bumper, Country Store and others.

SUNSET AMUSEMENT CO., Shenandoah, Iowa, this week; Leavenworth, Kansas, next.

**King Reid**

WINOOSKI, Vt., May 31.—Many of Owner Reid's friends from the State Legislature were on hand to greet the shows here this week. New girl show top, main gate marquee and office trailer arrived here and were put up for the opening. Lot lay-out was expanded to 550 by 350 feet to accommodate the show.

Jack Sudenfeld, with his concessions, and Ray Tanquay and Gene Pepin joined here. Leonard Mongeon joined on the Rolloplane. Mrs. Emil Winters arrived from California to join her husband on the free act.

Johnson Lagrow returned to handle the Tilt-a-Whirl. Recent visitors included Herb Shive, agent for the Lawrence Greater Shows; Jack Ward, Mr. and Mrs. A. P. McNally and J. D. Le Viner. Latter operates a drive-in-theater in North Carolina and was en route to Canada for a visit. The writer was visited by his son, Roy S. Peugh, and latter's wife, Wilfred.

Potsdam, N. Y., stand was hurt by heavy rain. Considering weather at the stand, which was auspiced by the Potsdam Fire Department, attendance and business were fair. Due to the condition of the lot, it was necessary to leave the Spitfire and Caterpillar down.—ROY F. PEUGH.

**Del-Mar**

YUKON, Pa., May 31.—Shows registered fair business for the week ended May 17 here. Final day was lost to rain but weather was good for the biggest part of the week. Owner and Mrs. Al Del Flore reported satisfactory results for the initial engagement.

Owner Del Flore took delivery on a semi-trailer and Kiddie Auto ride. Shows carry 4 rides and 10 concessions. Rides are Kiddie Airplane, Roto Whip, Kiddie Auto and Chair-plane.

Concessionaires include Lou Del Flore, scales and guess-your-age; Roy Baucan, novelties; Leonard Guist, dart and penny pitch; J. Swartz, coke bottles and shooting gallery; Mickey and Charlotte Del Flore, popcorn, candy apples and floss; John Robochik, ball game; L. Nickolus, slum spindle; J. Wanko, mitt camp.

Electrician John Rucker has charge of the two light plants. Shows plan to play celebrations in Western Pennsylvania and Ohio.—M. CIRSELLO.

**Marks**

CUMBERLAND, Md., May 31.—Over 3,000 kids turned out by mid-afternoon Saturday (24) for one of the biggest matinees of the season. Event was sponsored by the Queen City Dairies, with tickets distributed by drivers and thru retail outlets.

New Funhouse, classic in design, has been getting a big play. Unit, managed by Ralph (Mt. Airy) Perry, is mounted on a 28-foot trailer.

With only one night lost to rain business was generally good. Eddie Cole's Kiddie Train and the Ferris Wheels did well.

Jack Wright, of the James E. Strates Shows visited.—LEW HAMILTON.

**La Cross Amusement**

ST. ALBANS, Vt., May 31.—Business for the shows at their opening stand here was way above expectations, Paul La Cross, owner-manager, said. Chilly and rainy weather failed to hamper attendance and spending was good thruout. Shows left here for Rouses Point, N. Y., which gave org a good engagement.

Date at Swanton, Vt., opened to big crowds and business. Following two more weeks in Vermont, shows jump to New Hampshire. Org is carrying two rides, one show and 20 concessions.

**Mighty Hoosier**

WASHINGTON C. H., O., May 31.—Org moved in here Monday (19) in a downpour of rain. Owner Bill Geren hired a caterpillar to move equipment on the lot and everything was ready to open at 6 p.m.

Opening night turnout was fair, Tuesday night was hit by a cloud burst and Wednesday night accounted for a small crowd. Sun came out Thursday and show-hungry folks turned out in big numbers that night and the remainder of the week. Saturday matinee, sponsored by the merchants, proved a notable success. Stand was auspiced by the Police Department.

Royal Crown Shows were playing 30 miles away, and personnel of both shows visited each other.

CHILLICOTHE, O., May 31.—Sponsored by the police department and with veterans' organizations co-operating, shows chalked up one of the best engagements of the season thus far at their local stand.

Decoration Day parade, which ended at the local armory across the street from the lot, netted the shows large crowds and big spenders.

**American Banner**

WEST WARWICK, R. I., May 31.—Warren, R. I., Central Fire Department Muster, which ended Saturday (24), proved a fair week for the shows. Location on town's skating rink site was a good one and, altho it rained three days, the tar-covered spot was easily drained and shows never missed a night.

Business was up to expectations, and Sheriff O'Leary co-operated with Manager Joe Shiner and personnel. Mr. and Mrs. Hardman joined with their popcorn trailer. Jimmie Caslin, grab-stand operator, suffered an attack of la grippe, but has recovered.

Betty Hogan joined here with her concession, and Cathy Doyle is doing a good job with the sound truck. Zacchini, free act, is expected in from Tampa soon. Shows came here to play the Veterans of Foreign Wars' Jubilee Celebration.—T. E. YORK.

**J. R. Leeright**

ABILENE, Kan., May 31.—Shows wound up one of the most successful stands of the season so far Saturday (24). Officials reported that attendance and business topped any of the other dates played thus far. Maurice, ossified man, joined here and gathered top show money.

J. D. (Tuffy) Reeves chartered a plane and flew to Des Moines to visit his wife. He returned Friday (23). On Thursday afternoon (22) children from the orphanage were shows' guests and were treated to free rides and shows, popcorn, snow cones and balloons. Veterans of Foreign Wars, the sponsoring group, provided them with ice cream. VFW and local police co-operated.—SHERRY PEAVY.

**Eddie L. Wheeler**

WHITLEY CITY, Ky., May 31.—Shows moved in here from Oneida, Tenn., and, despite rain, had a successful local opening night. Subsequent nights saw crowds increase and business for the stand was good.

Official staff includes Mr. and Mrs. Eddie L. Wheeler, owners; Thomas Bass, general agent; H. G. Coffey, secretary; Con Cunningham, lot superintendent, and he and Dixie Lane operate the cookhouse; Fred Allen, mechanic; Jimmie Shipman, electrician, mailman and *The Billboard* sales agent.

Shows are carrying 4 rides and 3 shows. Org left here for Williamsburg, Ky., where they open June 1 under American Legion Post auspices.—H. G. COFFEY.

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Firemen's Celebration, Belington, W. Va., June 2 to 7; Kingwood, W. Va., June 9 to 14; then Pennsylvania.

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Can place one or two more Shows. Exceptional opportunity for Motordrome, Glass House, Miniature City or Circus, Monkey Show or Fat Show. Can also place a few more legitimate Concessions. Marion and Muncie, Indiana, to follow. We have Crown Point for 4th of July week. Our circuit of twelve Fairs start in July. Address

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**From the Lots**

**Majestic Greater**

OIL CITY, Pa., May 31.—Altho they were rained out two days, shows did capacity business here for the week ending Saturday (24). Biz was due in part to a mid-town location and the biggest bubble gum matinee promoted to date by the writer. Station WKRZ staged a broadcast on the street in front of its studios Thursday (22) with free bubble gum for all attending children. Police and firemen had to be called out to maintain order among the estimated 2,000 attendance. As a result 2,341 kids, accompanied by adults, attended the Saturday matinee, by which time the writer was known as Uncle Harry, the bubble gum king. Phil Cook, chaplain of the Miami Showmen's association, assisted in passing out gum.

Mr. and Mrs. Jimmy Smith visited. The writer was out of action for a week due to another attack of flu and bronchitis. Owner-Manager Sam Goldstein is all smiles. The Soules Family left to visit relatives for a week. Mr. and Mrs. Al Stempin, altho new at popcorn, are doing a good job. Franklin Kersey is in charge of Leonard Gould's bingo. Frankie Bland joined and will take over advance publicity when Jim Rapple leaves to play celebrations with his rides. Messrs. Finney and Milton, of WKRZ co-operated. Mrs. George Bradley and daughter, Jo-Anne, are doing well.—HARRY E. WILSON.

**Pioneer**

MONGOMERY, Pa., May 31.—Org played a red one here despite some rain. Last three nights, ending Saturday (24), were particularly good. Members of the sponsoring group, the Volunteer Fire Department, poured cinders and sawdust on the lot to make it solid prior to the show's arrival.

Mr. and Mrs. Charley Rhoads joined with a grab joint mounted on a new Chevrolet. Unit is well flashed and operated by their sons, Frank and John. Both are veterans. Charley is the proprietor of Oley Valley Hotel, New Reading, Pa.

Lew Farrell, a patient at St. Joseph's Hospital, Elmira, N. Y., is said to be improved and will be discharged soon. Bud Easson and Dick Dickson have taken over for him in his absence. Lucky Dietrick is back painting following a short illness. Manager Mickey Percell was away for two days on business. Rolling stock, under the supervision of F. W. Smith, is in first-class shape.—PHILIP J. KIRKLAND.

**Wolfe Amusement**

CLINTON, S. C., May 31.—Laurens, S. C., proved the best spot of the first 10 weeks. With a free gate, large crowds turned out and the folks spent freely. The Ferris Wheel topped the rides, with the Merry-Go-Round second. Date was sponsored by the Veterans of Foreign Wars.

All rides and equipment are being repaired and painted for the eight fair dates already booked. Two new rides are expected to arrive in time for the fairs. Org now consists of 3 major rides, 2 kiddie rides and 32 concessions.

Gertrude Roberts, secretary of the shows, is leaving soon for Pennsylvania because of the illness of her father. Mrs. Wolfe and children arrived to join Owner Ben Wolfe and will be with the shows the remainder of the season.

Stand here, which opened Monday (26), netted good business the first few days.—FRANCES MORLEY.

**FOR IMMEDIATE DELIVERY . . .** 80 Ft. Round Top With One 40 Ft. Middle

20x40 and 20x30 Hip Roof Tents. 14x28 Bingo Top, Awnings attached—Khaki. USED Concession Tents.

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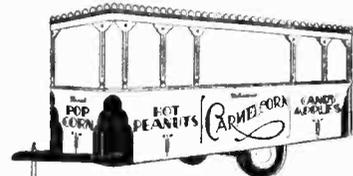
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Flying Jenny type, built on 4-Wheel Trailer; 12 Horses, two Flying Boats. Needs motor work and cable. Come and get it. Will not ship.

**C. C. HALE**

295 GOULD ST. LOMA LINDA, CALIF.  
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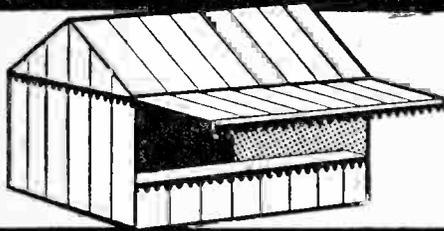
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NEW WATERPROOF  
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8'x100' ... \$54.56 9'x100' ... \$80.00  
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Made in any length at the above rate per running foot.  
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8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.  
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**Conderman Ferris Wheel  
\$1500**

Workable condition; needs some repairs and paint. Seats 20 adults; same height as Eli No. 5; been operated in a Los Angeles Park past two years. Plymouth motor.  
**TOM HUGHES**  
CARE BEVERLY PARK  
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**FOR SALE  
LINDY-LOOP**

36 Passenger. Very Cheap.  
**\$2750**  
8623 FENWICK SUNLAND, CALIF.

**Caravella Amusements**

NEW KENSINGTON, Pa., May 31.—Business here was excellent for the week with opening Monday (19) bringing a gross equal to the week's take at some of the previous stands. With the exception of one rainy day business grew thru closing Saturday (24). Matinee on that day was big.

The Ferris Wheel truck turned over on the run here, but damage was slight. The committee representing the sponsoring Kensington Fire Department was the most cooperative encountered this season. Org contracted the spot for next year before leaving.

Doc Anderson joined with his Side Show and reported a big week. Buddy Bernstall was replaced by Brownie on the Girl Show. Unit is operated by Mr. Brown. Personnel includes Penny Lee, Evelyn Joyse, Peggy Hart and Lena Bowers. Moore's Monkey Show won top money here with the Ferris Wheels leading the rides. Manager and Mrs. Frank Caravella journeyed to Meadville over the week-end. Chuck Domico visited his family in Meadville. Pete Cobler and Dusty Bailey have each added another concession.

Show did fair business at New Castle, Pa., during the two previous weeks. An extra week was played there when the first turned into a total blank because of weather which included snow and a low temperature of 31.

Owner Caravella received three new tractor-trailer units here. Show now moves on 21 pieces of equipment.

Visitors included Phil Cook, chaplain of the Miami Showmen's Associa; Harry Wilson and many others from the Majestic Greater Shows which were playing in near-by Straron.—W. R. (RED) HICKS.

**Dobson's United**

NORTHFIELD, Minn., May 31.—Weather here was cold. Org also played in cold, damp weather its first two weeks beginning May 12 in St. Paul, yet business there was satisfactory.

Show's staff follows: W. C. Dobson and R. E. Patterson, co-owners; Dorothy Pickering, secretary; Pete Jensen, superintendent of rides, and Paul Warren, electrician.

Ride foremen: Merry-Go-Round, Eddie Chandler; Rolloplane, Andy Snyder; Ferris Wheel, Douglas Brown; Octopus, Ernie Minke; Flying Scooter, Bob Pickering; kiddie rides, William Schmalowski; Chairplane, Bud Johnson; Loop-o-Plane, Hank Wood, and train and pony rides, Tony Bonk.

Harry Hooper has his Penny Arcade; A. J. Barry, Side Show; George Townsend, Midget Show, and John Lyons, Funhouse. Emil has the Saw Mill.

Concessionaires are: Mac Matthews, four; Curley Walters, five; L. A. Stype and son, popcorn, root beer and candy floss; Bob Day, four; Carl Swanson, jewelry and malted milk; L. A. Haughan, grab joint; Tex Roberts, 10; Helena Long, high striker, and Tony Bonk, one.

Willy Schmalowski is assisted by his wife, Daisy, on the kiddie ride, and Ann (Mrs. Pete) Jensen is ticket-seller with the Merry-Go-Round.

Recent visitors included Dwight Bazinet, of the Bazinet Shows; Walter Woodward and Chet Judkins, of Roney United Shows, and Mr. and Mrs. Walter Duffy, William T. Collins Shows.

**Gulf Coast**

LOUISIANA, Mo., May 31.—Org has five shows, including Kelly's Athletic Show. Concessionaires include L. H. Butler, 4; Pat Boles, 4; Mr. Reymer, jewelry; Paul Pittmon, 2; Red Bateman, 2; E. L. Mitchell, 4; Bob Oliver, 2; Ed Cruze, 3; Roy Miller, with Bill Tally's diggers and candy floss, and Lucille Norwood, penny pitch.

**TRIANGLE SHOWS**

ALL KINDS LEGITIMATE CONCESSIONAIRES  
JOIN US FOR THE BIGGEST DOINGS IN THE EAST

**NEW KENSINGTON, PA.**  
FIRST CARNIVAL IN TOWN IN 10 YEARS

**WANT PENNY ARCADE**

MUST HAVE PLENTY OF EARNING POWER  
Buster Anderson, please wire Pete Thompson

**CAN PLACE GOOD DOG AND PONY SHOW**  
Also Want Midget or Fat Show

**GET READY FOR THE GREAT  
HARRINGTON, DEL., FAIR  
WEEK OF JULY 28—RESERVE SPACE NOW**

AMBRIDGE, PA.—NOW—THEN NEW KENSINGTON, PA.

**TRIANGLE SHOWS**  
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**CAMEL TENTS**

ALL STYLES — ALL SIZES

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**TENTS**

All Sizes—NEW AND USED—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

SEND FOR USED TENT CATALOG  
**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

**TENTS**

TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes.  
Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS  
QUICK DELIVERY—WIRE, WRITE OR PHONE  
**TENTCO CANVAS, INC.**  
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

**Any Size - - - TENTS - - - Any Kind**

BEAUTIFUL COLORS. DISTINCTIVE DESIGNS. Baker Bold Is Back.  
**JIMMY MORRISSEY, Owner**  
**ALL-STATE TENT & AWNING CO.**

300 E. 9TH (Phone: Harrison 6867) KANSAS CITY, MO.

**WANTED FOR ALLIANCE, NEBRASKA, RODEO**

JUNE 14-22

Concessions that work for Stock. Will sell Bingo rights for Alliance. Can use Tilt Foreman, Spiffire Foreman, elderly man to operate Kiddie Ride, man and wife to take charge of Cookhouse, Bally Men for Shows, Concession Agents, useful Show People in all departments.

**HYALITE MIDWAY**  
Scottsbluff, Nebr., June 2-7; Oshkosh, 9-11

# popsit plus!

The LIQUID Popcorn  
Seasoning  
with that  
Better  
FLAVOR

Fresh POP CORN

STILL the most economical because . . .  
of NEW DRASTICALLY  
REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15%—This brings the cost of POPSIT PLUS close to the price level of solid seasonings at a very opportune moment, since the new outdoor season is with us.

Warehouses in principal  
cities—coast to coast

**C. F. Simonin's Sons, Inc.**  
Refiners

3450 N. BELGRADE ST.  
PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

## WHITE ROSE AMUSEMENTS

WANT

Ferris Wheel. Exceptional proposition. Celebrations coming up. Can place Pony Ride, Show that will cater to family trade. Concessions, Hi Striker, Bumper, Hoopla. Write what you have. Most reasonable privilege, and will not overload. Address Windgap, Pa.

WANT

## UNITED AMUSEMENT, INC.

Will book or lease a Ferris Wheel with or without transportation. Will also book Pony Ride. Concessions, \$20.00. Penny Pitch, Balloon Dart, Jingle Board, Clothes Pin, Duck Pond, Cigarette Cork Gallery, Basket Ball. No racket.

Anthony, R. I., week June 2; Thornton, R. I., week June 9.

## TWIN CITY SHOWS

Can use High Striker, Glass Pitch, Frozen Custard, Pitch To You Win, Add 'Em Up Darts, Ballgame, Candy Apple, Ice Cream.

Can use a good flat ride. All shows open. Just pay committee per cent. Fair and celebration committees in Missouri and Iowa, have open dates in last week of August and few September dates open. Wire Griswold, Iowa.

## OMAR'S GREATER AMUSEMENTS WANT

3-DAY JULY 4TH CELEBRATION

Have other open dates. Have 6 Rides, 6 Shows, 30 Concessions. Will jump 400 miles. WANT Musicians for Hillbilly Show. Concessions open. Will book Rides and Shows.

CHANUTE KANSAS, JUNE 2-7.

## SNOW CONE — POP CORN

Our new catalog was mailed last week to everyone on our mailing list. If you did not receive your copy, we shall be glad to send one on request.

FOR TOP QUALITY, LOWEST PRICES AND FASTEST SERVICE

Be sure you line up with GOLD MEDAL this year.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST.

CINCINNATI 2, OHIO

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., May 31.—Visits listed for the current week include B. & C. Exposition Shows at Corning, N. Y.

There were no changes in the personnel membership race the past week and the standings are James E. Strates, W. G. Wade, World of Pleasure, Lee United and B. & C. Exposition shows, in the order named.

The second information bulletin of the year has been sent to members and any member not receiving the same should communicate with the association's offices promptly.

Washington experts are predicting a setback in business activity about the middle of the year as the result of which it is expected that prices will drop about 20 per cent on the average, with some unemployment. It is expected, however, that shortages will disappear and steel, lumber and other commodities will be more plentiful.

War Assets Administration advises that it has available gasoline and Diesel engines, non-ferrous metals, including bronze, aluminum, brass items, and copper wire, as well as many types of valves and fittings.

United States Commerce Department's monthly publication for May lists detailed information with reference to the use of paint for functional purposes as well as for appearance. It also indicates that admission taxes in 1946 ran well ahead of 1945 throughout the year, as contrasting with night club taxes which have been dropping since the third quarter of 1946.

Commerce Department's figures indicate that lumber production during the first three months of 1947 was about 25 per cent higher than that for the corresponding period last year; and it is expected that the total production for this year will be in excess of the 36 billion board feet originally predicted.

A new type of telescoping awning with slidable sections has been developed which would appear to be suitable in the construction of modern concession stands.

## In Philadelphia HOTEL SENATOR

915-17 Walnut St.

Caters to

The Show World  
NEWLY DECORATED

Rates From \$2.00

Restaurant and Bar

Lee Cuber, Mgr.

## KIDDIE RIDES WANTED

PERCENTAGE BASIS. 100% LOCATION.

**HARMONS KIDDIELAND**  
123 So. Sullivan St. Gary, Indiana

## WANTED

Concessions, Fish Pond, Pitch-Till-You-Win, Lead Gallery, Hoop-La, Basket Ball. Can use reliable man and wife on Bings. No children, no drinks. Diamond Jubilee, June 8 and 9, Augusta, Kansas, this week; then per route.

**JAYHAWK AMUSEMENT CO.**

## DENNIS RIDES AND SHOWS

Will book any Ride or Show that will not conflict. Can use Swinger or High Striker Agents, also Slim Store Agents. E. H. Pierce is no longer connected with Long Horn Amusement Show or Dennis Rides and Shows.

Selling, Okla., June 2-7.

## 3000 BINGO

No. 1 Cards, heavy white, 57. 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 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 2 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6c.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 5 rows across the cards—put 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. 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. . . . .2.00  
Yellow, per 100 . . . . .2.00

3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M . . . . .1.50

3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8, 5 colors, loose, no pads, M . . . . .1.75

Adv. Display Posters, Size 24x36, Ea. . . . .1.0

Cardboard Strip Markers, 10 M for . . . . .75

Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 8 piece layout for . . . . .15.00

Thin Transp. Plastic Markers, Bwn., 1/4 M . . . . .1.00

Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M . . . . .2.50

All above prices are transportation extra. Cards and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

## NEW KIDDIE RIDES

10-Car Jeep Style Kiddie Auto, 6 or 8-Plane Kiddie Airplane. Both Rides complete, ready to operate. 30-day delivery. Latest Jeep Style Kiddie Autos. Built to last, any amount. READY FOR DELIVERY IN LESS THAN 30 DAYS. Individual Planes. Convert Chair-plane to Airplane. Flashy Ticket Booths. Quick Delivery. 10"x11" 750" Pneumatic Ball Bearing Wheels for Kiddie Auto. Replace Worn Wheels.

\$3.95 EACH F. O. B.

WRITE OR WIRE

## IMPERIAL KIDDIE RIDES

211 W. 13th Street LORAIN, OHIO  
Ph.: Amherst 6531

## COMPLETE CARNIVAL

FOR SALE

#5 Eli Wheel, Parker Merry-Go-Round, 8-Car Kiddie Motor Car Ride, 24-Seat Chair-plane, Transformer Trailer built under U. S. Electric Code, all wire, two Semi Trailers, two Tractors, 1 1/2 Ton Chevrolet Truck, Trailer for Merry-Go-Round Horses. Now operating, in first class condition and booked for the season. For a quick sale, \$17,000.00.

BOX D-12

THE BILLBOARD, CINCINNATI 22, O.

## WANT

CAPABLE MAN  
Who Can Handle  
LIGHT TOWER CREW.

Must understand our type of Towers. Salary no object if you can handle help.

AL WAGNER

## Cavalcade of Amusements

E. Peoria, Ill., until June 4;  
then Joliet, Ill., until June 14.

## FOR SALE

4 Pneumatic Machine Guns, like new, 300 loaders, new compressor, targets and counter, complete, ready to go.

Also 6 Model 62 Winchester Rifles, 5 High-standard automatic target pistols. Everything guaranteed to be in good condition. ALL FOR \$1,200.00.

J. J. SAVAGE

86 Peck Ave. West Haven, Conn.

## WANTED

For 8 good Celebrations, starting at Millersburg, Ind., June 2-7, on the streets; Columbus, June 9-14; North Webster, 16-21.

Need Concessions, Buck Rogers, Candy Floss, Jewelry, Bumper, Hoop-La, Coke, Cork Gallery, String, Age and Weight. Also any Grand Show. Will book Merry-Go-Round. Also need Ride Help. Contact

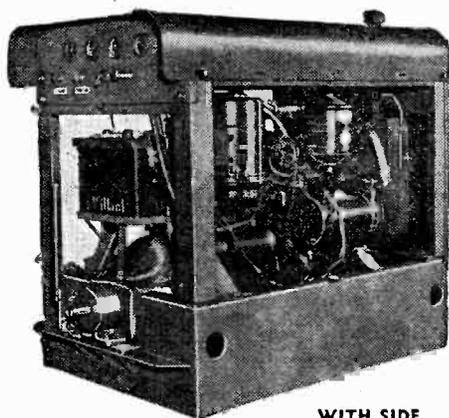
ALBERT BARKER

## Merry Midway Attractions

MILLERSBURG, IND.

# POWER EQUIPMENT

For Immediate Delivery . . .



WITH SIDE SHIELDS REMOVED

## NEW WILLYS GASOLINE POWER UNITS

WITH POWER TAKE-OFF

Electric Start, 6 Volts  
Air Intake Silencer  
Spare Parts & Tools  
Cylinders—4  
Max. Brake HP—54 @ 4,000  
Packaged Enclosure  
12 Gal. Tank Under Hood  
Measures 42" L., 27" W., 40" H.  
Bore & Stroke 3 1/4 x 4 1/2  
Radio Shielded  
Weight 550 lbs.  
Power Take-Off: 1 to 1, Idle and Run;  
Shaft Extends 2" from Housing, 1 1/2" Diameter

PRICE

**\$285.**

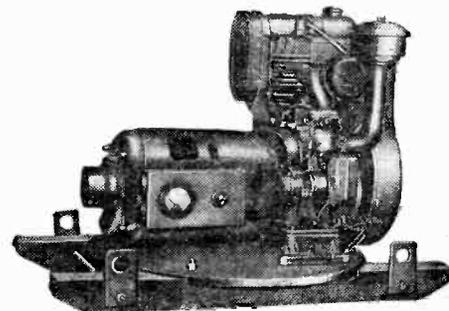
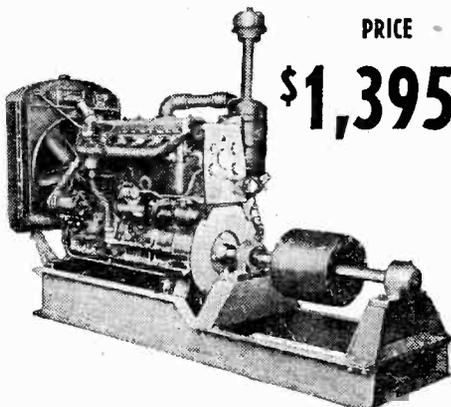
## 75 HP CHRYSLER DIESEL ENGINE MODEL IND-3

WITH OUTBOARD SHAFT POWER TAKE-OFF

No. Cylinders	Bore	Stroke
6	3 3/4	5

PRICE

**\$1,395.00**



IMMEDIATE DELIVERY

## Wisconsin Gasoline Engine Generators (Type AAH)

### ENGINE SPECIFICATIONS

9 HP AT 1800 RPM  
BORE & STROKE 3 3/8 "x4"  
ROPE START  
AIR COOLED

PRICE

**\$3,250.00**

### GENERATOR SPECIFICATIONS

3 K.V.A. MASTER  
115 VOLTS  
SINGLE PHASE  
60 CYCLES  
RADIO SHIELDED

- |  |          |
|--|----------|
| 5 Kw. DC Wisconsin VE-4 Gasoline Generator . . . . .   | \$399.   |
| 15 Kw. Waukesha Diesel Generator . . . . .             | \$1,500. |
| 20 Kw. Hercules DOOC, 1 PH. Diesel Generator . . . . . | \$2,250. |

# Benjamin's for Motors

130 CLINTON STREET

BROOKLYN, N. Y.

MANY OTHER BARGAINS AVAILABLE—WRITE FOR LITERATURE NOW—OR PHONE MAIN 4-5181

## HESPELER, ONTARIO, CANADA, OLD HOME WEEK

June 30th to July 6th, 1947

Can Place Shows and Rides and Legitimate Concessions  
Featuring One of the Largest Attendances  
Ever at a Celebration in Canada

IT LOOKS GOOD!!

APPLY: FRANK R. CONKLIN  
P. O. Box 31, Brantford, Ontario, Canada

# 35th ANNUAL GREAT SUTTON SHOWS

BEST ILLUMINATED MIDWAY IN AMERICA

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

**WANT**  
CAPABLE SHOW MANAGERS FOR 150 FOOT SIDE SHOW. Man that can produce acts and wants to make money.  
**MANAGER TO TAKE CHARGE OF TWO GIRL SHOWS.** Both equipped with 75 foot Neon Fronts.  
**MANAGER FOR 60 FOOT FUN HOUSE.** Preference given to man who can double as Clown. All above propositions on percentage basis.  
**WILL BOOK** Motordrome and will furnish transportation for same.  
**WILL BOOK** Flying Scooter, Flat Scooter, Rocket, Ridee-O or any other major Ride not conflicting, with or without transportation.  
**WILL SELL** exclusive on Floss and Apples to party with other Concessions.  
**HAVE** a few Openings for good flashy, legitimate Stock Concessions. (Al Humke, General Agent, Contact Me.)

ADDRESS F. M. SUTTON JR., MGR.  
Springfield, Ill., this week, then per route.

## FRANCIS KELLY WANTS

Ride Superintendent, salary \$75.00 and bonus. Must understand thoroughly Little Beauty Merry-Go-Round, Ferris Wheel and Chairplane. POSITIVELY NO DRUNKS TOLERATED. Ferris Wheel Foreman and Smith & Smith Chairplane Foreman. Top salaries. Rides and transportation in A-1 condition. Reason for this ad, we cleaned house of all drunks and agitators.

Hanky Panks, privilege \$25.00. No Gypsies. P.C., Wheels, Custard, Candy Floss, Grab, Popcorn and Candy Apples sold. Will book or buy Octopus or Super Roll-o-Plane for positively the best Ride territory in the East. We operate Free Gate. Permanent address:

Washington Ave., No. Haven, Conn., Tel.: 2-5004; week of June 2nd, Shelton, Conn.

FRANCIS J. KELLY

## ERNIE'S MIDWAY ATTRACTIONS

FEATURING HENRY D. JOHNSTON'S RIDES

Week of May 27th at Hamburg, N. Y.; June 3rd at East Aurora, N. Y.; June 10th at Fredonia, N. Y., on U. S. 20. Booked solid for season. Get well with Ernie—Every week a Celebration featuring Parades, Fireworks, Free Acts, Raffles, etc. No gate, no grift, no Gypsies, no drunks. Everything legitimate.

WANT: Freak Shows, Western, Monkeys, Fun House. Have big Tops—transportation—need experienced Showmen. WANT: Country Store, Coca-Cola, Jewelry, Cork Gallery, Balloon Darts, High Striker, Poker Roll Down or non-conflicting Grind Store. Have Popcorn, Grab, Ducks, Pitch, Ball Games, Mug, Toys, Novelties, String, Devil's B. Alley, Triffy and Apples, Waffles, Root Beer, French Fries, Guesser, Lead Gallery, Bingo, Minstrel, Free Acts, Penny Arcade, Butter Up Ball Game and Percentage.

Address G. ERNEWEIN, 18 E. Lake Ave., Buffalo 19, N. S. Phone TR 1715

## MODEL SHOWS, INC.

**WANT**  
CONCESSIONS: Cookhouse or Set Down Grab, serve Fresh Coffee and Plate Lunch and cater to Show People. Must be clean. Scale and Age that work without P.A. Set. Want Slum Concession Agents. Must be sober. SHOWS: Showmen to take charge and handle Monkey, Animal and Snake Shows. Will book Side Show, Mechanical, Fun House, Arcade. No grift, no gate, no gypsies. Address:

RAY L. SWANNER, Mgr.  
MACON, MO., THIS WEEK; THEN PER ROUTE.

## WANT TWO NO. 16 FERRIS WHEELS FOR CANADIAN NATIONAL EXHIBITION, TORONTO

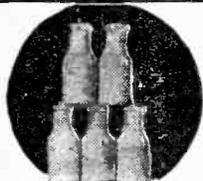
AUG. 22nd TO SEPT. 6th, 1947

WILL BOOK ON ATTRACTIVE TERMS OR BUY ON CASH TERMS.

Will also book one more outstanding Show. Can place modern Kiddie Ride. Apply:

J. W. CONKLIN

CANADIAN NATIONAL EXHIBITION GROUNDS, TORONTO, ONTARIO



**CINCINNATI STYLE ALUMINUM BOTTLES**  
for faster set-ups and better average.  
These bottles are cast, then finished in a lathe to give you the same 1/4" spacing between bottles, each time they are set.  
3 Lb. Permanently Weighted. \$3.00 Each  
**SOUND EFFECT BOTTLES**  
These contain sealed-in steel balls are used for Tops—Great Bally . . . \$3.50 Each  
25% Money Order Deposit on C. O. D.'s.  
**SEE OUR CIGAR AD IN MERCHANDISE SECTION OF THIS ISSUE**  
**CARNIE SUPPLY CO.**  
Box 61, Pleasant Ridge, Cincinnati 13, Ohio

**BINGO HEAVY BINGO CARDS**  
**ELECTRIC BLOWERS**  
Giant Automatic Cages  
Bingo Specials 1500 & 3000  
**Are Specialty Mfg. Co.**  
65 Bleaker St.  
New York 12, N. Y.

**WANTED**  
Children's type Carnival Rides (Merry-Go-Round, Ferris Wheel, etc.) for  
**HOME-COMING-CENTENNIAL CELEBRATION**  
In Alpena, Michigan, June 27-July 7, 1947.  
Write, Wire or Phone  
**LLOYD LEAVITT, Alpena, Michigan**

**WANTED**  
Good, clean Carnival for three (3) days in the latter part of August; prefer Aug. 15-16-17; on main street of Manitowish Beach, Mich., the largest summer resort in Southern Michigan. Sponsored by the Devil Lake Civic Club. Must give percentage of Rides. Contact  
**MR. GEORGE CRIPPEN**  
Chairman of the Board, Devil Lake Civic Club

**CONCESSIONS WANTED**  
For Big Fourth of July Celebration  
ANY AND ALL KINDS.  
Free Barbecue — Parade — Dance.  
**D. W. ROBINSON**  
Culbertson, Montana

**CARNIVAL WANTED**  
Barberton Moose Lodge #759  
**WEEK OF AUGUST 4TH**  
In metropolitan Akron area, Population 50,000.  
Write  
**FRED KIEMER, Sec'y**  
165 1/2 N. 2nd St. BARBERTON, OHIO

**WANTED**  
**GOOD CARNIVAL FOR AMERICAN LEGION CELEBRATION**  
JULY 1-2-3-4.  
Write M. HALLSTEIN  
Box 15, Casey, Ill.

**WANTED: FREE ACTS**  
For 4th of July Celebration, afternoon and evening at White Cloud, Michigan. State Acts and Price. Write  
**HARRY HOOKER**  
WHITE CLOUD, MICH.

**WANTED**  
For the month of July or August, Railroad Circus to show in town of 7,000 with large trade territory. Write  
**Chamber of Commerce**  
MARYVILLE, MO.

**CARNIVAL WANTED**  
August 30-31-September 1—Big Rodeo booked. Live county seat town. A Red one. Write  
**WM. GROTH**  
CHARTER OAK, IOWA

**WANTED**  
Rides and Concessions or Carnival Company for Picnic last part of July.  
**AMERICAN LEGION POST 349**  
STEELE CITY, NEB.

**SPONSORED EVENTS**

Veteran, Lodge and Other Organization Festivities

**Bolivar, O., Home-Coming Celebration Set For June 10**

BOLIVAR, O., May 31.—George Marlow will promote the Home-Coming celebration here June 10-14 under American Legion auspices. Event will be held on the downtown streets. Maggie Fallon's rides have been booked and there will be band concerts and free acts, plus fireworks at night.

Waco Home-Coming, sponsored by Canton Township fire department, is scheduled for June 24-28. Maggie Fallon will have the rides and Larry Fallon the concessions. Marlow also is general chairman of this event.

**Sylvania, O., Midway Signed by Ohio Valley**

SYLVANIA, O., May 31.—Ohio Valley Shows have been signed to furnish the midway at the annual firemen's carnival here August 6-10. Darrell Williams and John Bright are chairman and secretary, respectively, of the event.

General Agent Bill Harris signed for the shows.

**Omaha Legion Sets Circus**

OMAHA, May 31.—Omaha Post No. 1, world's largest American Legion post, will sponsor a fireworks display and aerial circus July 4 in Creighton University Stadium. Admission will be 75 cents.

**\$3,250 Up At Dewey, Okla.**

DEWEY, Okla., May 31.—Annual Dewey Round-Up here, July 3-5 offers \$3,250 in prize money. H. C. Courtney, manager, announced. Entry fees will be added to the prizes.

**Rodeo For Arcadia, Fla.**

ARCADIA, Fla., May 31.—All-Florida Saddle Club will sponsor a rodeo and harness racing here July 4-6. Bill Welles is manager.

**Council Bluffs Prepares For Frontier Days Fete**

COUNCIL BLUFFS, Ia., May 31.—Council Bluffs is getting ready for the annual Frontier Days Celebration August 10-17. Ralph and Art Hayes were given a contract for all concessions.

Arrangements are being made for a queen contest and promotional trips in Southwestern Iowa. Reuben Berquist is president of the association.

**Jackson, O., Festival Dates Set For September**

JACKSON, O., May 31.—Annual Jackson County Apple Festival will be held here September 17-20. R. Hosey Wick, secretary, announces. F. E. Gooding Amusement Company will furnish the rides and John Gallagan the concessions.

**Hartford Carnival Set**

HARTFORD, Conn., May 31.—Abe E. Miller Post, American Legion, will sponsor a carnival on the Community Hall Grounds in near-by South Windsor, Conn., June 16-21. Lloyd S. Grant is general chairman, assisted by William Watrous.

**Atoka, Okla., Offers 3G**

ATOKA, Okla., May 31.—Prize money aggregating \$3,000 is being offered for Atoka's 10th annual rodeo July 9-12. C. C. Stephens, secretary, has announced.

**Bethel, Conn., Sets Date**

BETHEL, Conn., May 31.—Annual Bethel Volunteer Fire Department Carnival will be held June 23-28.

**Danbury Names Chairman**

DANBURY, Conn., May 31.—Danbury Firemen's Carnival, which will be held July 18-26, will be directed by Lieut. Henry Magersuppe.

**PARTNER WANTED**

Wonderful Opportunity for Combination Showman and Luncheonette Man

I own the finest tourist attraction in Miami, Indian Village, and Alligator Wrestling draws visitors up in the thousands during the season, almost as good during the summer. Sightseeing busses and boats stop here many trips per day.

Now here's the story: The sightseeing busses want me to stay open evenings so they can run moonlight excursions. I'm only human, I can't work all day and night, too, so I want a man to come in with me and supervise the evening operation.

A real showman could arrange entertainment for customers in the outdoor arena we have set up, tables and chairs so patrons can eat and drink while enjoying the show. Expect you to handle the refreshment end also. You will have to put up \$5,000 and will get a half share of the gate and refreshment receipts. Write BOX 1572, Riverside P. O., Miami, Florida.

FOR SALE CHEAP

**SILO-DROME**

FOR SALE CHEAP

Will sell the finest equipped SILO-DROME in America to a Carnival that has at least Five Fairs, and will let me operate Drome for them. If you want a Drome, complete with Crew, let's hear from you.

Address CHARLES STAFFORD, c/o General Delivery, Oakland, California.

**RIDES WANTED**

Merry-Go-Round, Ferris Wheel, or something similar under the auspices of the

**JUNIOR CHAMBER OF COMMERCE**

for the Annual July 4 and 5 Celebration, Plentywood, Montana.

**WANTED**

Rides: Concessions — Jewelry, Fish Pond, Hoop-La, Cat Rack, Duck Pond, String Game, Balloon Dart or any Grind Concession. Want Ferris Wheel or any other major Ride with own transportation. Best route Western Pennsylvania and Ohio.

**DEL-MAR SHOWS**

**Albert Del Flore, Mgr.**  
Lechburg, Pa., June 2 to 7; Blainehill, Pa., 9 to 14.

**FIREMEN'S FALL FESTIVAL**

Lena, Illinois

September 4-5-6, 1947

RIDES, CONCESSIONS, SHOWS AND ACTS for Free Entertainment wanted. In reply on Acts, send Circulars or Photos of full particulars. Address

**H. V. WALES, Secretary**  
LENA, ILL.

**CARNIVAL OR RIDES**

WANTED

for big 4th and 5th of July Celebration

Sponsored by

**JAY-CEES**

Phone or Write **BILL ROBERT**  
Doniphan, Missouri

**RIDES WANTED**

FOR ROTARY CARNIVAL

4 Days in June, date to suit operator.

**CHAS. E. BROWN**  
LEBANON, MO.

**CARNIVAL WANTED**

AMERICAN LEGION FALL FESTIVAL

Location Main Business Street

MELROSE, WIS., AUG. 16-17 (SAT.-SUN.)

Contact H. W. RUCKER, Melrose, Wis.

**WOLF SHOWS WANT**

CONCESSIONS. Opening for Palmistry. No children. Can place a few Shows, also Ride Help. Springvalley, June 2-4; North St. Paul, 6-8; Weseca 9-11.

**WANTED**

Experienced Scale Man for Kron World's Fair Scale.

**JACK HAWTHORNE**

715 S. Michigan Ave. CHICAGO 16, ILL.

**FOR SALE**

Pony Ring, complete, Six Ponies. Price \$1,250.00. Ready to go. Address

**PONY RIDE**

c/o Dobson's United Shows, Red Wing, Minn., June 2nd to 8th; Winona, Minn., June 9th to 14th.

**FROZEN CUSTARD MACHINE**

Ice Machine, A-1 shape. For information write

**N. H. FRANCISCUS**

420 Maple Ave. COATESVILLE, PA.

**WILL BUY, BOOK OR LEASE**

Merry-Go-Round or other Ride not conflicting.

**C. A. WOODIN SHOWS**

ADAMS, N. D.

**TRACTOR—TRAILER FOR SALE**

1942 Chev., High Torque Motor, 26,000 actual miles, two speed axle, saddle tanks, fifth wheel, 28 foot Fruehauf, rack side, open top Trailer. Two months old, rubber 900x20 new, \$3,000.00 CASH.

**C. G. HANEY**

721 Botham Tel.: 35926 St. Joseph, Mich.

**HAVE ALL SPONSORED EVENTS IN ILL.**

Would like to book Merry-Go-Round, Ferris Wheel and one Kiddie Ride, or rent them for this season, or buy them on contract, with transportation.

**CARL BURKHART**

317 N. Center St. Plano, ILL.

PRODUCING AMERICA'S BEST Carnival and Circus Slide Show

**BANNERS**

**SNAP WYATT STUDIOS**

1808 Franklin St. TAMPA, FLA.  
Phone: W-69662

# THAR'S PICNICS TO BE HAD

## Chi Riverview Plans Revival Of Mardi Gras

### Band Contest To Feature

CHICAGO, May 31. — Riverview Park's colorful Mardi gras, last held in 1942, will be revived this year, George Schmidt, president and general manager, announces.

The event will be held the final 23 days of the season and already plans are being mapped to make the revival the biggest ever held.

In years gone by the feature of the Mardi gras has been the tournament of music, in which bands and drum and bugle corps compete for prizes. That feature will be retained and others added. There will be floats, special events and parades. In fact, each night will be started off with a parade. The last time the event was held, 62 bands were entered from Illinois, Indiana, Michigan and Wisconsin.

Riverview, like all outdoor business, has been plagued by rain and cold weather since its opening May 14. First warm day, Sunday (18), the park did a big business. Schmidt revealed that nearly 29,000 persons went thru the turnstiles that day. Again on Sunday (25), the weatherman co-operated and business was very good. While no official attendance figures were given, Schmidt said, "We were very close to the May 18 mark."

Schmidt says attendance is about even with this time last year, but per capita spending is down a trifle. He hastened to add, however, that was to be expected "because everyone knows the lush times are over."

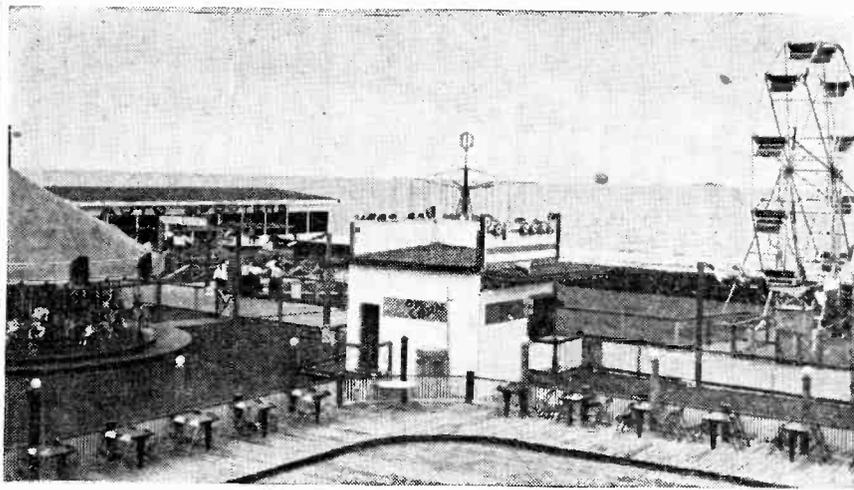
## Cincy Zoo Trustees Hear Plan for 500G Summer Op. House

CINCINNATI, May 31.—Plans for construction of a \$500,000 opera house at the zoo here were outlined Tuesday (27) by James A. Reilly, president of the Zoological Society, at a meeting of trustees. Reilly told trustees that the sum would be part of a \$2,750,000 bond issue which the city will be asked to finance over a five-year period to put the institution on a par with Detroit and St. Louis zoos.

The proposed theater would seat 3,500 persons. Architects will be asked soon to submit plans for the structure to be the permanent home of local summer opera. Since construction is contingent on passage of the bond issue, Reilly said it would probably be a year or two before work could start. At that time, he said, building costs would be less.

Reilly gave a disappointing report on 1947 operations, terming the season "the most discouraging" in 14 years because of bad weather. Receipts to date are \$10,000 less than a year ago and the zoo is \$20,000 in arrears of its 1946 financial condition, he said.

Wednesday (28) the zoo received 100 Australian shell parakeets, obtained by Superintendent Joseph A. Stephan in a trade with Marlin Perkins, director of Lincoln Park Zoo, Chicago.



A PARTIAL VIEW of Seaview Beach Park, new shore spot for Negroes near Seashore State Park, Va., which opened recently.

## Public Groves Now Get Many

Indicate more amusement park biz—industrial rec execs talk up picnics

CHICAGO, May 31.—Any possible thought that amusement parks have exhausted the possibility of playing to industrial picnics was dispelled here Tuesday (27) during the three-day session of the Industrial Recreation Association (IRA) at the Edgewater Beach Hotel.

A round-table discussion on picnics by IRA members disclosed that public groves, rather than amusement parks, have been getting the bulk of the picnics, and, it was indicated, amusement parks could boost their business in this field because of their added facilities if they would make the proper pitch to the industrial companies.

### Chart Possible Course

These two points, coming from the IRA, which was established in 1941 as a national clearing house for employee recreation information, among other things, are viewed as charting a possible course for amusement parks.

Here are some of the disclosures of the IRA's discussion on the subject:

*More plants hold their picnics in public groves than in established amusement parks.*

*Recreational men at industrial plants believe picnics are one of the best forms of entertainment for the employees and their families.*

*Organizations are recognizing more and more the benefits of picnics.*

*That Saturdays are the most popular days with Sundays second.*

*Industrial plants spend anywhere from \$2,500 to \$5,000 on picnics.*

*Nobody can challenge the place of picnics as a recreation.*

With F. L. Helman, of the Cleveland Graphite Bronze Company acting as chairman, members of the panel were Ernest Nelson, Champion Fibre & Paper Company, Hamilton, O.; Mary Gibbons, Stix-Baer-Fuller Company, St. Louis; Jim Higgins. (See \$§ IN PICNICS on page 93)

## Mayor Orders Club Be Granted License For Euclid Dances

CLEVELAND, May 31.—While admitting the Greater Cleveland Dancing Club "may be a subterfuge," Mayor Burke announced that the city was issuing a license to the newly formed private club to operate the dance hall at Euclid Beach Park here.

"Two weeks of investigation have failed to prove that charge so the city must, by law, issue a license," he said.

Seventy-two civic organizations had charged operation of the skating rink at the park by a private club and, by implication, the operation of the dance hall by a similar group "wears the appearance of an attempt to circumvent" the city ordinance on park licensing.

## Sitting 'Round the Table

(Editor's Note: Discussions continue on the current question, "Are you in favor of co-operating with local industrial plants in your area regarding local industrial picnics? If so, what concessions do you believe should be made? Example: (a) Reduced prices or scrip tickets; (b) payment of a flat sum to the plant's recreational funds; (c) a free gate." Send in your ideas on the subject to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here.)

### It's a Must

We regard co-operating with local industrial plants as a "must" in our picnic bookings and cannot recommend this co-operation too highly. We book numerous industrial plants in our area every summer with practically 100 per cent repeat performance from year to year.

We definitely are in favor of reduced prices as an incentive for those days. We do this with an amusement strip special ticket at a reduced rate. These strips of tickets are sold and distributed by the plants themselves and are for use only on the day of that particular picnic.

We think this type of business is essential and in endeavoring to secure as many industrial bookings as possible in our area we are always on the lookout for new ones.—F. L. HALL, general manager, Crystal Beach, Buffalo, N. Y.

### Blakelock in Favor

We favor co-operating with the local industrial plants in the vicinity of the State parks on Long Island and have offered special rates to the local plants on Mondays thru Fridays, inclusive. This is effected by offering group rates at our bathhouses and also by omitting parking charges

## Journal Jr. Picnic Draws Newspaper Puff for Jantzen

PORTLAND, Ore., May 31.—Jantzen Beach park drew front-page publicity thru a tie-in with *The Oregon Journal* Saturday (17) in a revival of the annual picnic for *Journal Juniors*, conducted for 15 years until the outbreak of the war. Event drew a front-page story Saturday and Sunday, paper carrying three columns of pictures, plus a by-lined story.

Youngsters from Portland and outlying towns were admitted to the park free and were given rides at reduced prices. Park offered a free show to its patrons Sunday (18), including Magician John Calvert and six models.

in most parks on these days.—CHES-TER R. BLAKELOCK, executive secretary, Long Island State Park Commission.

### Concessions Offered

We are definitely in favor of co-operating with local industrial plants in our area regarding picnics.

In the form of concessions to these organizations, we offer reduced rates on the various amusements including bathing and roller skating. In some cases, where the organization wishes to raise funds for its treasury, we present a check at the end of the day for the amount of the discount. We find, however, that in the majority of cases, the organization prefers the discount be given the individual. This is done by means of reduced prices on tickets.—JULIAN H. NORTON, Lake Compounce, Bristol, Conn.

## Jones Beach Opens For Its 18th Season

BABYLON, L. I., N. Y., May 31.—Jones Beach State Park, Long Island's \$20,000,000 State-operated shore resort, officially opens its 18th season May 24, altho all recreational facilities will not get into full operation until June 16.

Free pool shows, featuring Walter and Jo Cleaver, Bob Maxwell, Bill Marquette, Chris Wilkins and the Jones Beach Water Ballet tentatively are slated for mid-June. Outdoor dancing starts in the Central Mall June 21 and will continue nightly, excepting Sundays.

Jones Beach has a three-mile beachfront, covers 2,500 acres, with parking space for 15,000 cars and caters to approximately 4,000,000 visitors each season.

Plans for next season call for the expenditure of \$2,150,000, of which \$1,150,000 is earmarked for the construction of a large marine stadium where operettas and musical shows will be presented weekly. Other projects include enlargement of the music shell, additions to the lighting system and parking areas, and enlargement of the beachfront area.

# Work Started On New 500G Spot at Tulsa

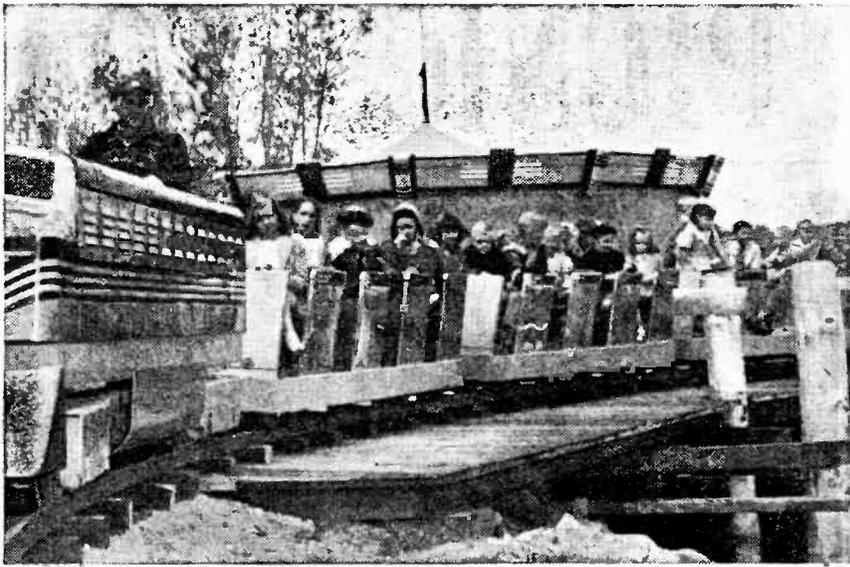
Opening Is Skedded July 1

TULSA, Okla., May 31.—Construction has started on the new \$500,000 Lakeview Amusement Park here. Spot is being built by Cliff Wilson, of the Cliff Wilson-Distributing Company, and Cecil Elifritz, owner of the Ritz Grill here.

The 40-acre site lies to the southeast of North Harvard Avenue and Mohawk Drive behind the city's pump station, opposite the entrance of Tulsa's city park. Plans call for construction of the main amusement park on 15 acres, with the remainder of the acreage devoted to parking space and picnic grounds.

"Two major attractions are planned when the project is completed," Elifritz said. "One is an ultra-modern swimming pool, 100 by 200 feet, with temperature-controlled water, new-style bathhouses and a sun deck, and the second is an open-air dance pavilion to cost an estimated \$50,000.

Because of the inability to obtain certain materials for construction of major buildings and the shortage of (See *New Tulsa Funspot* on page 98)



FRED W. PEARCE, president of Excelsior Park, located 16 miles from Minneapolis, donned the overalls and cap to take the throttle of the new miniature train recently installed. Spot officially opened last Friday (30).

## Joseph Broadbent Opens Lakeshore Spot in Anchorage

ANCHORAGE, Alaska, May 31.—Alaska's first and only amusement park opened for business here Friday (30). Spot, owned by Joseph Broadbent, is known as Lakeshore Park, 4½ miles from Anchorage.

Broadbent, who has been operating coin machines in this territory for the last five years and who operates the only amusement arcade in Alaska, has installed a miniature train, two kiddie rides and will add a Merry-Go-Round. Broadbent says a speedboat and rowboats will be available. Spot has bathing facilities and a pavilion with concessions. Plans are to add a miniature golf course and archery range later.

## Atlantic City Biz On Holiday So-So

ATLANTIC CITY, May 31.—Decoration Day was favored by mild, sunny weather which brought a fairly satisfactory crowd of sightseers to the Boardwalk and fun spots of this resort.

Attendance, however, did not equal that of Easter Sunday, probably because practically all the Shriners, who almost completely took over the city for their convention the past few days, decamped en masse before Friday morning, leaving a void which even a fairly large contingent of holiday visitors failed to fill.

Hotels, eateries and Boardwalk concessionaires reported business good.

## CONEY ISLAND, N. Y.

By UNO

More rain and cold weather made for another disagreeable week end, May 23-24.

Resort Amusement Operating Corporation, of which Phil Pates is president, Joseph Guelfi, vice-president, and Abe Seskin, secretary-treasurer, renewed its year-to-year lease of Luna Park's Surf Avenue front recently, minus its two out of four high arches. R.A.O.C. is the landlord over such amusement concessions as pan game (Hyman Black); baseball No. 1 (Philip Persley); baseball No. 2 (Joseph Jacobs); popcorn (Emil Goldhafer); refreshment (Sidney Seskin); high striker, (Morris Goldberg); guess-your-age (Danny Schwartzman); age guesses No. 2

## Olympic Equals 1946 Holiday

IRVINGTON, N. J., May 31.—Decoration Day (30), favored by sunny, cool weather, brought out a crowd at Olympic Park here equal to that of last year. Heavy down-pour Thursday night (29) killed attendance, but this was offset by Friday's big turnout.

Henry Guenther's attractions for the Decoration Day week-end were the regular circus bill, band concerts and a display of fireworks Friday night. Line-up of acts included the Sheldons, aerials; Four Macks, roller skaters, and the Daily Brothers. Concerts and show music were by Joe Basile's band, with Bubbles Ricardo doing vocals. Olympic's swim pool opened May 24.

### Off To Good Start

Olympic Park got off to a good start May 17, with excellent weather bringing out a crowd. Park is offering several new rides this season and a revamped bleacher section in the open-air circus arena. Bleacher seats, which are free, are mounted on five sections of steel supports and add to the seating capacity.

New rides are a double Octopus, Caterpillar and Looper. New miniature golf course is getting a big play. Park's Cuddle-Up has been roofed over and provided with a flashy front.

### Doling Has 400 Picnics

SPRINGFIELD, Mo., May 31.—W. W. Morrison, manager of Doling Park here, announces he has booked over 400 picnics and outings so far for his funspot. Morrison is trying to add more rides.

## Holiday Crowds Set Records At N. Y. C. Resorts

NEW YORK, May 31.—Decoration Day, sunny but cool, and preceded by a rain-drenched evening which kept amusement-seekers indoors, started off the three-day holiday week-end with all outdoor amusement spots in the New York area drawing their largest crowds of the season.

Coney Island drew a big afternoon crowd, with the nip in the breeze cutting down bathing but business boomed for rides, shows, games, eateries and concessions. Some caterers, fooled by forecasts of bad weather over the week-end, found supplies running low, but practically all showmen and concessionaires reported business satisfactory.

Rockaway Beach did not draw many bathers, but Rockaway's Playland, Seaside Park, eateries and (See *N. Y. Holiday Big* on page 98)

## Riverview Notes

By Hank Hurley

CHICAGO, May 31.—G. H. Francis, who looks anything but his 79 years, is back on the job at the striker. Francis, who has been at the park off and on since 1904, says business Sunday (18) was the best he's ever had. . . . Morris Bedlin is back at his old stand. His wife, Dorothy, who worked another stand in the park last season, is working with hubby this season. The Bedlins spent the winter in Florida.

A visit to Ray Marsh Brydon's Palace of Oddities found Leona Halli- (See *Riverview Notes* on page 81)

## Belmont Funspot Shatters Previous Prevue Records

MONTREAL, May 31.—Despite extremely cold weather, Belmont Park here broke all previous prevue records Saturday and Sunday (10-11) when 26,000 paid admissions were registered.

The ballroom, featuring Mart Kenney's orchestra, registered 6,600 paid admissions.

Belmont Park officially opened Saturday (17), featuring the Three Barretts, high act.

## MANGELS SHOOTING GALLERY

11' high, 16' wide, with partial roof and enough side steel sheets to cover 35' length, 4 almost new Model C2 Winchester, 3 Remington Automatics and 4 Model 90's, all complete. Write for details.

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## STATES THEATRE AMUSEMENT PARK

EAST GRAND FORKS, MINN.

## FOR SALE REAL MONEY WINNER DERBY HORSE RACE GAME

24 Unit Group Game — Earning Capacity \$2.40 per minute. For price and Other Information—

WRITE—WIRE—PHONE TODAY!

PALISADE SPECIALTIES COMPANY

498 Anderson Ave., Cliffside Park, N. J.  
Phone: Cliffside 6-2892-3

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Ask The Man Who Owns One

## GREYHOUND RACE GAME

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NEW FROZEN CUSTARD MACHINES

GOOD USED RIDES

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A-1 running condition.  
\$100.00 Ea., F. O. B. Keansburg, N. J.

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## NAAPPB Head Asks Tax Cut

WASHINGTON, May 31.—A. B. McSwigan, president of the National Association of Amusement Parks, Pools and Beaches, appeared before the House Ways and Means Committee Thursday (29) to urge a reduction, or elimination, of the 20 per cent tax on admissions to amusement parks and other outdoor recreational resorts.

McSwigan, stressing the fact that amusement parks and beach resorts cater primarily to children of families in the lower income brackets, proposed that the tax be eliminated where the admission price is under 20 cents and reduced, for a trial period, to 10 per cent on other prices. He said the revenue would still be sizable.

Rep. John Sanborn, of Idaho, appeared before the committee to demand elimination of the tax on county fairs, while Ted R. Gamble, chairman of the board of the American Theaters Association, and A. Julian Brylawski, vice-president of the Motion Picture Theater Owners of America, spoke for theaters and film houses.

## Riverside Adds Piper Seaplane

AGAWAM, Mass., May 31.—A new airplane ride, a Piper super cruiser seaplane, has been added to the lineup at Riverside Park here. Seaplane will be based at the Connecticut River waterfront, adjacent to park property. Vernon A. Trigger, flying enthusiast and himself owner of a Cessna land plane, has made several test flights with the new cruiser and pronounced it ready for park patrons.

A new landing platform has been erected at the water's edge with a special box office. Edward J. Carroll, Riverside owner, has appointed John F. Boyle, of Springfield, Mass., former air corps instructor, as chief pilot.

Altho Riverside has been open seven weeks, the improvement campaign continues. The past week-end saw the opening of Carroll's new 40-unit pokerino building. The structure formerly housed the Penny Ar—  
(See Plane for Riverside on page 81)

## Picnics Hypo Biz At Portland Oaks

PORTLAND, Ore., May 31.—Increasing volume of picnic business as rural schools dismiss is stepping up play at Oaks Park, says General Manager Robert Bollinger, park having as many as five in one day recently.

Most recent ride to arrive was the Kiddie Airplane, delivered by the Vernon L. Spalinger Industries of Spokane, Wash. Roto Whip also arrived from W. F. Mangels Company of Coney Island, N. Y., and is drawing heavy play from children. Still awaited from Spokane is the Jeep Auto Ride.

While rides have operated in rotation during week-day afternoons, they will go on full time schedule about the middle of June.

## Excelsior Features Three New Rides at Opening

EXCELSIOR, Minn., May 31.—Excelsior Amusement Park bowed officially for the season here Friday (30). Customers found, among other things, new Miniature Train, a Kiddie Auto Ride and a Kiddie Roto Whip. Spot featured free fireworks Thursday (29) and Friday. Grand finale was the "Battle in the Clouds." Bud Strawn's orchestra was featured in the ballroom.

## French Horns Help Zoo 'Gators Reach Romantic Mood

CHICAGO, May 31.—Robert Snedigar, reptile curator at the Brookfield Zoo here, decided it was about time the alligators at the zoo were thinking about vine-covered nests and the patter of tiny webbed feet. But the alligators didn't see it that way, so Snedigar took action. He called on four French horn players to simulate the alligator mating call.

Rudolph Macciocchi, who plays in a symphony orchestra, agreed to come out to the zoo and help. Three other French horn players came along. Once at the reptile house, Macciocchi tried the French horn (See French Horns Help on page 81)

## Palisades Jammed For Decoration Day

NEW YORK, May 31.—Palisades Park, on the western banks of the Hudson, drew its biggest crowd of the season on Decoration Day (30), with the park filling up early in the afternoon and continuing jammed for the evening. Park Superintendent Joe McKee reported Thursday (29) night's business washed up by the heavy rain, but expects big gates today and Sunday. In spite of the weather being a bit cool, the Palisades swimming pool is well patronized.

Proprietors Jack and Irving Rosenthal are presenting the Kimris, ace aerial novelty as a special attraction for the Decoration Day week-end, with Enoch Light's band providing music for the show and for dancing.

## Stage, Screen Stars Set To Show at Whalom Park

FITCHBURG, Mass., May 31.—A number of well-known stage and screen stars will appear as guest stars at the Lake Whalom Playhouse, Whalom Park, here.

Listed by Guy Palmerton, producer, are Miriam Hopkins, Frank McHugh, Zazu Pitts, Edward Everett Horton, William Eythe, Gloria Swanson, Joel McCrea and Frances Dee.

The theater, located within the park and adjacent to the amusement zone, was recently renovated.

## Amphibious Duck Motor Stalls, Drifts Off Shore

SEASIDE, Ore., May 31.—Amphibious duck, operated in the surf here by G. G. White as a resort attraction, ran into a little trouble recently when the motor stalled and the duck drifted off shore with 12 persons aboard.

Rising to the emergency, an unidentified young man swam to the drifting craft with a line firemen used to haul it into shore. Four women, four children and eight men waded ashore an hour later.

## Visitors Blind Alligators

OKLAHOMA CITY, May 31.—Two of the city zoo's alligators are blind, keeper Leon Blondin discovered. He says their eyes were put out by visitors who tossed pop bottles, rocks and other objects at the reptiles to make them move.

## Va. Beach Hits Tellers

VIRGINIA BEACH, Va., May 31.—Virginia Beach council adopted an ordinance on first reading designed to prohibit fortune tellers from operating at Virginia Beach this summer. Council placed a license fee of \$1,000 on the operators.

# Space Available for RIDES and CONCESSIONS

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## FOR SALE — A BARGAIN

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## DUE TO DISAPPOINTMENT

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Can use two major Rides. Season starts May 30. Seven days a week. Address all correspondence to

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P.S.: FOR SALE—Kiddie Auto Ride, brand new, set up at Park, \$950.00.

STOCK TICKETS	
One Roll	1.00
Five Rolls	4.00
Ten Rolls	6.00
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Double Coupons.	
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SPECIAL PRINTED	
Cash With Order.	Prices:
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4,000	7.45
6,000	8.30
8,000	9.15
10,000	10.00
30,000	14.00
50,000	18.00
100,000	28.00
500,000	108.00
1,000,000	208.00
Double coupons. Double prices.	

**NEW Betty Hyde's DANCE SHOES**

Another beautiful Hyde creation in white bucko calf for the most fashionable joller skating occasion. (Ask your rink operator or roller skating friends.)

**HYDE**  
ATHLETIC SHOE COMPANY  
CAMBRIDGE, MASS.



Remember, there's a Hyde-crafted shoe for every sport!

## Racing Put Under Microscope; The Box Office Says "Use It"

By William Schmitz

General Manager, America-On-Wheels

(Editor's note: In response to a request by The Billboard, William Schmitz, general manager of the America-On-Wheels chain of rinks, herewith presents a summary of results of the roller racing program he conducted in his chain during the past season. To many rink men who have long regarded racing as an undesirable promotion, Schmitz's revelations will come as a surprise, for he has taken the sport out of the roughneck class and transformed it into a five-star box office attraction that would please the most discriminating operator.)

THERE is no question but that racing was greatly responsible for ruining the roller skating industry one or two decades ago. However, it was not as much the fault of that phase of the sport as it was the fault of the operator who permitted a bunch of roughnecks in overalls and sweat shirts to take over the rink in the belief that it would give patrons a thrill. These people did not come to the rink to spend an enjoyable evening of skating. They came merely to race around, knocking people down and creating fights and arguments.

### Ice Events Draw

I was firmly against any racing in the America-On-Wheels chain, not even permitting "men only" numbers during evening sessions. However, I could not help but think of the tremendous crowds which were attracted to Madison Square Garden, New York, where the amateur ice speed meets took place. I strongly believed that if it could be done on ice, it could be done on rollers, provided it was properly controlled.

During the 1946 United Rink Operators' convention I proposed the resurrection of racing, but stressed the point that it should be conducted on a higher plane. Many operators were firmly against it. However, some of them agreed to go along with us.

### Appoints Edwards

When I returned from this convention I appointed Jack Edwards, who had long been advocating racing, as director of all AOW speed skating. The first step we took was to lay down strict rules from which there was to be no deviation. Instead of setting up a separate racing club at each rink, we used the already-formed dance and figure skating club, merely changing the name to "Skating Club." These clubs now have three divisions—a dance division, figure division, and speed division. In this way we had a good group of boys and girls with which we could begin work. Many of our figure and dance skaters are also racers.

The second rule was that no one could participate in any race at any time without a complete and clean uniform, including their shoes and skates. We did not purchase these uniforms for the simple reason that we wanted our skaters to have an investment in the sport. We felt that

before boys and girls would invest their money in a uniform, they would be sure to be sincerely interested in this phase of the sport. The result was gratifying.

Edwards set up a schedule of inter-rink racing competitions in such a way that a racing meet would take place in one of our rinks at least once a week. We set aside one hour per week, after sessions, in each rink for racing practice. Here again, it was strictly limited to members of the club, and even during practice they had to wear uniforms. Many of our racers became so interested that they purchased special practice uniforms.

### B. O. Up 25-75 Per Cent

The United States Amateur Roller Skating Association as well as the ASU gave us every co-operation. Everyone seems to love speed, with the result that when we put on a meet during sessions the enthusiasm was overwhelming. Box-office receipts showed increases of 25 to 75 per cent on the nights the racing meets were held.

Today America-On-Wheels has 104 uniformed racers. These boys and girls are of fine character and should not be compared with the roughnecks of years ago.

### Observe Rules

The main thing is to have a man in charge of racing who will not stand for any infraction of rules. No one should be permitted to go on the floor in his street clothes or with his trousers tied up. It is not only unsightly, but it also tends to give people a false impression of this fine phase of the sport. The operator must see to it that his racing team competes against other clubs. The skaters will soon tire of skating in their home rink all the time. Matches should be arranged with outside clubs. Even leagues could be formed in various States, making it a circuit the same as America-On-Wheels has been doing in its own rinks.

Some operators will say it can be done in the East because there are more judges and officials there than in any other part of the country. This is wrong. The ASU, which controls ice skating and is even more familiar with speed than the USARSA, has pledged its full support in the roller field. If a club is a member of the USARSA, ice officials in any part of the country would give advice and even conduct the entire meet, if necessary. I would be happy to answer any and all questions any operator may have as to how to get racing started in his own rink.

### Finale At Richmond

If you want to see the progress that we have made in one year of racing, come to the 1947 official amateur roller skating championships to be held at Cavalier Arena, Richmond, Va., July 8-12, and you will be convinced that racing today is on the same high plane as dancing and figure skating.

### Conn. Club To Incorporate

STRATFORD, Conn., May 31.—Lordship Skating Club has filed papers of incorporation with the secretary of state. Incorporators plan an organization to promote roller skating and other sports activities. Dolores J. Long is listed as agent for the group.

## AOW Kids Take Honors in N. J. State Contests

BERGENFIELD, N. J., May 31.—

America-on-Wheels members skated off with the bulk of honors at the New Jersey State championships, held May 23-25 at Rainbow Roller Rink here, reported Jack Edwards, AOW director of speed. Contests were sanctioned by the United States Amateur Roller Skating Association.

AOW was especially strong in the speed events, taking all but one place.

Results: Senior men, William Reed, Boulevard, Bayonne. Senior ladies, Doris Harrington, Charlotte Ludwig and Violet Gargano, Twin City, Elizabeth. Senior dancing, William Weicker and Patricia McIlwain, Boulevard; Louis and Ethel Adler, Hackensack, and John and Dorothy Purcell, Boulevard. Senior ladies' pairs, Mary Leahey and Violet Gargano, Twin City; Charlotte and Shirley Ludwig, Twin City, and Dorothy Laboucky and Alma Garaffa, Perth Amboy. Senior pairs, Jude Cull and Charlotte Ludwig, Twin City, and William Reed and Nancy Reuter, Boulevard. Novice men, Robert Yovanovich, Boulevard; Charles Irwin, Rainbow, and Kurt Hoernlein, Twin City. Novice ladies, Diana Lanzotti, Twin City; Alma Garaffa, Perth Amboy, and Ann Dickerman, Twin City. Novice dancing, Charles Irwin and Jean Ackerman, Rainbow; Lloyd Voorhees and Marilyn Denny, Rainbow, and Charles Bininger and Jean Fisher, Boulevard. Novice pairs, Edward Dalton and Dorothy Laboucky, Robert Yovanovich and Rose Toniskin, and Frank Trella and Ann Drotar, Perth Amboy.

Junior men, Jude Cull and John Callaman, Twin City, and Robert Luddy, Boulevard. Junior ladies, Mary Louise Leahey and Shirley Ludwig, Twin City, and Nancy Reuter, Boulevard. Junior pairs, Rod Hackett and Mary Leahey, Kurt Hoernlein and Violet Gargano, and Alfred Dahl and Doris Harrington, Twin City. Junior ladies pairs, Patricia Kennedy and Diana Lanzotti, Twin City; Doris Jahn and Myrna Kreger, Passaic, and Carol Wiegand and Joyce Bonocore, Rainbow. Junior dancing, George Helenbeck and Patricia Gillen, Rainbow; Thomas Miemiec and Mal Sfreuzzo, Hackensack, and William Weber and Gladys Horn, Boulevard. Juvenile boys, Edward Horan, Twin City. Juvenile girls, Joyce Bonocore and Carol Freitag, Rainbow, and Constance Sahlin, Boulevard. Juvenile pairs, Ravid Freitag and Joyce Bonocore, Rainbow, and George Bonocore and Barbara Von Dreele, Rainbow. Juvenile dancing, James Chobanian and Carol Freitag, Rainbow; David Freitag and Joyce Bonocore, Rainbow, and George Bonocore and Barbara Von Dreele, Rainbow.

Speed skating, senior men, Joseph Horvath, Marvin Schwartz and Stanley Bayck, Passaic. Senior ladies, Doris Harrington, Twin City; Miriam Hoey, Boulevard, and Olga Brand, Boulevard. Intermediate men, Herbert Plump, Hackensack; John Buckholtz, Twin City, and George Claus, Hackensack. Intermediate ladies, Alma Garaffa, Perth Amboy; Tessie Raiffe, Twin City, and Jane Conroy, Hackensack. Junior men, Jude Cull, Twin City; Lenny Murro, Florham Park; Bob Claus, Hackensack. Juvenile boys, Donald Meerdink, Hackensack; Edmund McIntyre, Twin City, and William Butler, Hackensack. Midget boys, Francis Mahovetz, Boulevard; Edward Horan, Twin City, and Otto Erdman, Twin City.

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175 Pair New Chicago Skates, 0 to 10.	
Per Pair	4.50
7 Speakers, 50 Watt Amp.	200.00
1 Skate Grinder	100.00
1 E-40 Speaker in new, refinished Cabinet	300.00
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to Hang	350.00
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**Curvecrest Starts Remodeling; Giles On Western Junket**

MUSKOGON, Mich., May 31.—Curvecrest Roller Rink here is currently undergoing a remodeling and enlargement program that will provide a practice floor, enlarged checking and storage facilities, a lounge, lobby space, and housing for the bus that is used to transport patrons to the rink, reported Perry B. Giles, operator.

Giles planned to leave last week on a trip to the Southwest and West. On this trip he will stop off at the Forth Worth Coliseum and the Hollywood Roller Bowl. At both spots he will supervise installation of the Curvecrest Rink Cote plastic surface. Curvecrest sent 27 contestants to participate in dance and free-style events of the Michigan championship of the United States Amateur Roller Skating Association, held May 24 and 25 at Riverside Rink, Plymouth. A bus was chartered for the trip.

**RIVERVIEW NOTES**

(Continued from page 77)

gan on tap. Never too busy to show the press around, Leona gave with the list of performers. Harry Taylor's *Kupie Doll Revue*, new in Brydon's place this season, is featured. Members are Bobby Diamond, Loria Delman, Tony Paige and Peggy O'Day. Other newcomers to the Palace include Lonnie Nedloh, who is playing for the first time in an amusement park but who is well known in night club circles. Nedloh plays the accordion and accompanies the vocalist, in addition to doing a specialty. Then there's James McNally, juggler; Gene Barter, fire-eater; Betty Dunnington, escapes and vocalist; Jo Ann Jackson, billed as "the lady who cannot die"; Madam Katri and Her Canines, and Professor Simms, magician. Back are Yogi Ray, who is in his third season here, and Cecil Latham, the crocodile boy, who was on the show late last season. Out front are William Salisbury, talker, and Blackie O'Hara and John Dobbs, tickets.

**FRENCH HORNS HELP**

(Continued from page 79)

passage from Tschalkowski's Fifth, making it soft and low. Nothing happened. He gave them the Brahms' First, sad and mournful. Nothing happened. Calling the musicians into consultation, Snedigar said, "How about giving them the B Flat two octaves below middle C?" The horn players did as ordered.

Once the note sounded, a big bull alligator opened his mouth. He gave a deep bellow, the real alligator mating call. A lady alligator across the pool winked seductively. The bull alligator heaved himself into the water and splashed over to the female.

**PLANE FOR RIVERSIDE**

(Continued from page 79)

cade, which was moved to a newly constructed unit under the Flying Scooter platform. Contemplated changes involve new popcorn and frozen custard auxiliary stands at the south end of the midway, adjacent to the Kiddieland features. The Ballroom, which has been remodeled, opened with Vaughn Monroe's ork Wednesday (28). Charlie Spivak will follow in two weeks. House bands will play for the Saturday and Wednesday dances, starting tonight.

**Coney Island**

(Continued from page 78)

Joe Kaufman, now recuperating at Saratoga, N. Y., his Fun-in-the-Dark on the Bowery is being supervised by his son, Norman; his photo gallery across the way by another son, Murray, and his new novelty store, that was a photo studio the last few seasons, on Surf by Chick Sperler.

Gersh and Garber's play-the-races personnel include Ray Silverstein, Ed Sabin, Milton Weinstein, I. Levinsky, Sam Karlekow and David Wiener, pitmen; Robert Cohen, checker; Salvatore Carbo, utility, and John Cassone, mike man.

Shorts: Pinto Bros.' Scrambler on Surf joined the late reopeners May 17 week end. . . . Ditto their Bowery Tornado. . . . Jack Donahue, talker, formerly of Wonderland and now at Palace of Wonders with his wife, Alice, illusionist, lost all their nitery wardrobe in the May 12 fire. Also their two dogs, Ming Toy and Terror, known thruout carnivaldom. Replacing the canines are Irish and Max. . . . Mr. and Mrs. Cliff Snow and children and Cliff's brother and sister, Alvira and Clayton, known as the Pinheads, also lost their clothing. The Snows and Pinheads, who had started the season at Wonderland, are now at Revere Beach, Mass. . . . Charlie Phelan, heavyweight lifter, has another fire victim in the clothes loss, plus perishable apparatus. . . . Reopening May 23 was Mrs. Dora Witzler's Killarney House, partly restored. . . . Manuel Mello's two-story hotel above the Killarney is still dark. Mello, directly after the fire, bought out the Sparta Hotel, Bowery and Henderson's Walk, to give new quarters to those guests he had in his old spot. . . . Ann Marano's penny pitch game on the Bowery, still another fire casualty, reopened Decoration Day.

Helen Young is helping Kate Wolfarth at latter's new skill-ball paddle game in Feltman's Park. Kate used to operate an eatery, then a novelty store. . . . Fronting the Bob Sled on the Bowery is Shirley Rapp's guess-your-age attended by Tessie Balis. . . . Roberta Lee, night club partner of Walter Budd, is new parasol dancer at Tirza's, where Walter is outside talker. . . . License department has ordered ticket booths at Palace of Wonders and Tirza's shortened from eight to six feet. . . . Bill Elbaum has enlarged and repainted his milk bottle game on Surf between W. 6th and 8th. . . . Jack Stern, old-time silent movie operator, is having a new theater built for him by John Ward on latter's Broadway property. He also is negotiating with Carl Klarnet for a spot in the Air-drome on Surf. His last few years' site in Feltman's, has been temporarily suspended. . . . Imperial Distributors, Ben Brenner and Al Ross, execs, are featuring Panorams exclusively pending the receipt of other coin machine product. . . . Michel Gorner and His Moonbeams ork with Peggy Norman, soloist, furnish dance music every Sunday evening at the Half Moon Hotel on the Boardwalk. Dance strains for Friday evenings are played by Charlie Fields and his ork. . . . Kenneth Bourke, new Feltman's manager, was supervisor of Mount Ranier's Park in Washington State before coming to the Island and before that with Todd's Shipyard Cafeterias while in the navy. . . . Joe Salvia, an Island pioneer, features *The Billboard* on his spacious news emporium on Stillwell under the railroad terminal.

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## REP RIPPLES

RED THORNTON writes that Ned

Haverly, for years a well-known blackface, recently discarded the burnt cork and is doing a straight act. Thornton worked with him the past 12 weeks on the Karson Show playing Warner theaters in the Keystone State. . . . Sammy Green's Colored Minstrels opened at La-Grange, Ga., May 26. Leon Long, general contracting agent for Green, visited Snukum Nelson's Minstrels at Greensboro and High Point, N. C. . . . Sunset Carson and His Hollywood Gang recently made a guest appearance with the Byron Gosh Hit Parade Tent Show. . . . Leon and Frank Hurley are showing 16mm. films around Pawtucket, R. I.

Ralph Glass advises that he is playing Michigan towns prior to going into Wisconsin for the summer. He has pix, short-cast bills and a spook show. . . . Butler's Show, now in the Allentown, Pa., area with films, is heading toward New England. . . . Carlson's Western Show, is in the Cheyenne, Wyo., area. Org has been showing straight films, but will present dramatic sketches and short-cast bills during the summer.

Wildorf Carlson is manager and George L. Maddox is handling the stage and projector. . . . Bott Show will play its last season's circuit in Northern New York with 16mm. pictures. . . . Alice Richey Butler writes from Hollywood that Mabel Paige, of the Peruchi Players, is a most sought after character woman in the film capital; Bill Henderson, of rep and minstrel fame, had a short but successful fling there; Lasses White is with Jimmy Wakeley at Monogram; Sid Fields, formerly with the Jack Crawford Show, is writing for Eddie Cantor and others, as well as being the original Professor Melonhead on various programs; Roy Butler has 52 pictures to his credit, as well as numerous radio performances; Alice Richey has her own transcribed program, *Hollywood Right Side Up*.

G. H. YORKE is showing 16mm. pix in the Haverhill, Mass., area. . . . Edward Casler has 16mm. pix around Cazenovia, N. Y. . . . Doos & Mae Show is around Trinidad, Colo. Org has three people and presents short-cast bills and films. . . . Butler's Show, pic outfit, recently has been in Lebanon, Pa. . . . Matthew Byrne cards from Brandywine, Md., that he has closed his religious picture outfit for the season and will move to Chattanooga to ready his hall pic and vaude show. He covered four States with his religious films the past winter to satisfactory returns, he reports. . . . Marlin Childs writes from Lincoln, Neb., that he has

left Flye's Show and will ready his own vaude-film org to play Dakota territory. Short-cast bills will be offered, and Childs and his wife will do the vaude. . . . Tex Jay Davis and His Rodeo Pals recently appeared with the Byron Gosh Hit Parade Tent Show at Collins, Miss. Parsons & Parsons and Uncle Ezra LaRue were recent visitors on the Gosh troupe. . . . Charles and Arnold Griffin are showing 16mm. pix around Pawtucket, R. I. . . . Turgeon's Show, vaude-film, is in Northern Michigan. . . . Will Carlton writes from Bethlehem, Pa., that he has 20 camps booked for summer pictures. He will play auspice dates in June. Albert Giguere will assist him. . . . Vermont Players, four people, will again be active this summer in Vermont and New York, opening at North Bennington, Vt. . . . Crane's Show and Museum, with 16mm. films, is playing halls in Hooker County, Oklahoma. W. W. Williams is comic. . . . W. J. McDonald, after a two-month layoff due to illness, is again on the job with his solo show. He will appear at White Mountain (New Hampshire) resort towns this summer. . . . Winstead's Minstrels opened in Goldsboro, N. C., May 26, playing there three days.

## Reidsville, N. C., Fair for Blossom

REIDSVILLE, N. C., May 31.—Florida Blossom Show played here May 14, coming from Burlington, N. C., and hopping to Danville, Va., for the following night.

Due to Dailey Bros.' Circus having all available daubs, billing for Florida Blossom was scattered, resulting in not-too-good business. Show is fast-moving, with an eight-girl line. Billy Mills is featured comic. Small but capable orchestra cuts show in good fashion.

Show is owned and operated by Mr. and Mrs. Sapp and Al Gaines. Visitors at Reidsville included Rex Ingham and family, and George D. Barret, of Decatur, Ill.

## KING BROS.

(Continued from page 50)

Mary Lawrish joined at Grafton, W. Va., completely recovered from a recent illness. Arthur Stahlman, superintendent of candy stands, had three of the largest days in the show's history recently. A capacity matinee and a big turnout at night greeted the show at McKeesport, Pa. Clark Queer, postmaster at Mount Pleasant, Pa., and editor of *The Mount Pleasant Journal*, joined at Waynesburg for a fortnight vacation. Harold Rumbaugh, associate owner, celebrated his birthday at Apollo, Pa. The fishing season is at its best just now. Chester Gregory still is the champion, with Jack Rosenheim runner-up. L. D. (Doc) Hall is spending several days at his home in Boston. Capt. Frank Phillips' untamable lion act in the Side Show is drawing crowds.

Joe Sullivan, advertising bannerman, has a new '47 Chevrolet. Remo Cristiani returned from a visit to relatives on the Cole Bros.' Circus. Walter and Mary Stoffel visited in Western Pennsylvania. After trouping for three decades, Walter has retired and is operating a zoo on the outskirts of Greensburg, Pa.

At Kittanning, Pa., the show was the first to exhibit in the city limits in several years. Recently circuses have been exhibiting in near-by Ford City. Mrs. Inez Sparks Troutman, of Butler, Pa., visited at Apollo. She is the daughter of John H. Sparks, famed showman. Charles Sparks, her uncle, is expected to spend his vacation on the show next month.—FLO McINTOSH.

## Annon Bros.' Tenter Takes to Road Soon

PHILIPPI, W. Va., May 31.—Annon Bros.' Tent Theater is in its final stages of preparation and will take to the road soon. Outfit is owned by Mr. and Mrs. W. E. Annon, and will be managed and operated this season by Karl K. Annon, formerly of Silver Bros.' Circus. Grace Annon will be on ticket box, J. C. Annon in charge of front door, and Harry Johns in charge of concessions.

Outfit will tote a 40 by 70 flameproof top and a 10 by 12 marquee. Org will be equipped with the latest type 25mm. projectors and a 7 kw. generator to light the show. A special line of paper will be used.

Annon will head north from here, playing week stands with nightly change of program.

## Duke Hall Slated To Open At Columbus, O., June 24

COLUMBUS, O., May 31.—Duke Hall's Hillbilly Circus opens here June 24 for six days under sponsorship of the Veterans of Foreign Wars.

Org has a new flameproof 60 by 200 top, seating 1,800, with a 40 by 60 Sportland in front and new striped marquee. There is 275 feet of canvas from front to back.

Show will travel on five trucks and five trailers, carry its own power plant, and has a 35-foot cookhouse built on a trailer.

## Resort Towns for Faxon

ROCKPORT, Mass., May 31.—Gilbert Faxon, who opened his 16mm. film season here May 9, will play New England towns under auspices. He had a fair winter with religious pix and will take to resort towns this summer, playing New Hampshire, Vermont and Northern New York. In August he will be in his established Lake Champlain territory on circuit towns.

## CLYDE BEATTY

(Continued from page 50)

lads as other groups later joined in for the fun. Elden Day celebrated his birthday here. Unfortunate event of the day: Frenchie LeClaire was kicked in the face by a horse, suffering a broken jaw and severe shock.

Missoula, Mont.—Johnny Joyce and Rosie LaMount went fishing. Of course, the big one got away, but not until the whopper actually broke the pole in two. Incidentally, it is Quarter Pole Rosie now after having a collision with a stem during concert. Hammerhead returned to the concession department after a week's vacation.

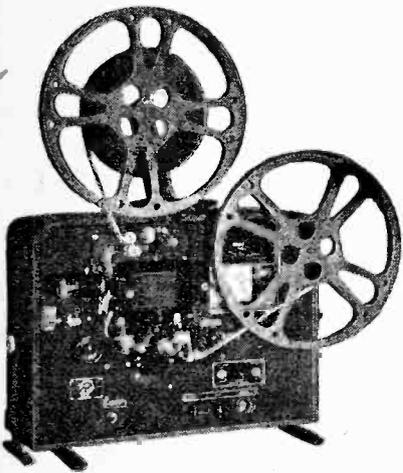
Butte, Mont.—Lot was packed. Frank A. Panicko, CFA, donned his colorful wardrobe and participated in clown alley.

Helena, Mont.—Gravitation is so acute here even Sancho Morales' somersaulting dogs had trouble in turning over. Inclement weather brought out the boots and coats. The bell ringers failed to comply with the rules. It was just too cold.

Bozeman, Mont.—Vic Robbins and band played the proverbial anthem today for Peggy Sylvester's birthday. She had a party between shows. . . . Jack Joyce and family left the show. The new equestrian director is Jorgen, M. Christiansen, who also will ride the prize horse, War Cloud. Charley Cox is the new big show announcer. Mell Rennick is busy as a beaver with his wash.

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2 New Model 40B Victor Projectors. Each . . . 325.00  
2 Used Model 40 Victor Projectors, excellent condition. Each . . . 215.00  
6 Brand New Prints of FRED SCOTT WESTERNS. Have never been through a projector. Each . . . 125.00  
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## Spook Shows

By E. F. Hannan

SMALL-TOWN flesh and flesh-pic orgs move ahead of radio by offering novelty. The spook show is a typical case of invitation to patrons to see and hear novelty. Big-dough city shows have built huge casts around the familiar spooks idea. Folks of all ages like to play games, and the nearest to blindman's buff is spooks.

However, don't get the idea that a worth-while spook show is only a matter of phony props and gadgets. Those that have had success with this style have done so because they have taken a leaf from the big and better. The prescription is a good script that unfolds the plan of attack. No one ever ad libbed a real spook show. It just can't be done. Flesh and flesh-pic shows should add spooks to the bag of tricks. Even the dumb can't sleep thru spooks well handled.

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**IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full**

**FORMS CLOSE**

**THURSDAY NOON IN CINCINNATI**

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

## ACTS, SONGS & PARODIES

**NEW SONG PARODIES, DIFFERENT SITUATIONS.** 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. j19

**A GREAT SONG (SURE HIT)—"GEE, I WISH I HAD A MAN."** Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9. j67

## AGENTS & DISTRIBUTORS

**A DOLLAR BRINGS LARGE SAMPLE ASSORTMENT** Tricks, Joke Novelties. Catalogue free with first order. Capitol Novelties, 49 Hanover, Boston 13, Mass. j28

**AGENTS WANTED—FOR OUR SLOT MACHINES** and Coin Operated Amusement Games in every town and community. Sell clubs, homes. Start a route. Write for deal. Webb Distributing Co., Dept. 44, 6 S. Kedzie Ave., Chicago 12, Ill. j12

**AGENTS—BE INDEPENDENT. MAKE AND sell Household Aluminum Cleaner.** Fast seller. Big profits. Easy to put up. Formula, \$1.00. G. Green, P.O. Box 181, Long Beach, Calif.

**AGENTS—FAST SELLING BEAUTIFUL MEXICAN "Genuine Feather" Framed Bird Pictures.** Make \$100.00 per week. Sample pair, \$2.00, sent prepaid. Money-back guarantee. Feathercraft Studios, 220 S. State St., Chicago 4, Ill.

**AMAZING NEW HORSE RACE RECORD—** Defies you to pick winner in advance. Different horse wins each time. Past money maker. Sample and wholesale prices, \$1.50. Jack Blades, Box 944, Altoona 5, Pa. j64

**ATTENTION, JOBBERS AND SALESMEN:** Write for lowest prices on Joke Novelties. Precision Novelty House, P.O. Box 432, Prescott, Ariz. j28

**BIGGEST SELLER—10c FUN STORE, JOKE Novelties, new idea.** Free circular, lowest prices. R-R Manufacturing Co., Hutchinson, Kan.

**BURBLE GUM—ATTRACTIVELY PACKED.** 100 5c sellers, \$3.00 postpaid. 240 1c sellers, \$1.50 postpaid. For immediate shipment, send money order or check. Hyde Park Distributors, 301 Wood Ave., Hyde Park, Mass.

**CANVASSERS, CREW MANAGERS—OUR sales wrinkle insures large earnings.** Original Rogers Silverware, house-to-house at \$1.00 down and \$1.00 weekly. Our commission and bonus arrangements are among the highest and are most unique. Apply Room 409, Domestic Supply Corp., 2432 Grand Concourse, Bronx, N. Y.

**CHRISTMAS TREE LIGHT SETS—C G SERIES,** \$1.25 per set, boxed; C 7 1/2 Independent, \$1.85 per set, boxed. Guaranteed with 62 bulbs. 1/2 deposit, balance C.O.D., prompt delivery. L & K Products, 7202 20th Ave., Brooklyn 4, N. Y. j28

**COSTUME JEWELRY CLOSE-OUTS AT VERY low prices:** Pins, Earrings, Chokers, etc. Act quickly. Box C-189, Billboard, New York City. j67

**DO IT WITH SEA SHELLS—ATTRACTIVE Jewelry,** big profit, instruction free. Werts, 1429 56th Ave., Oakland 3, Calif.

**DOUBLE YOUR MONEY BACK EASILY—** Amazing new shaving accessory gives you over 100% profit on each sale. Nationally advertised, thousands sold every month. \$1.95 retail. Write for free sample offer. Blademaster, Inc., Dept. BB, 315 E. 91 St., New York 28.

**EARN BIG MONEY WITH OUR FAST-SELLING patented novelty item for the kiddies.** Retail for 49c. Buy direct from manufacturer. Double your money. Send 45c for complete demonstrator or \$4.00 for each 2-doz. unit. Victory Mfg. Co., 725 Arch St., Philadelphia, Pa.

**ELECTRIC FANS—4 MODELS READY FOR immediate delivery.** Sample 10-in. Fan, \$13.10; 9-in., \$9.80. Wall Switches, Receptacles, Boxes, \$6.00 per dozen. Other supplies. Send deposit. De-Mac Sales Co., Fort Smith, Ark. j67

**FAST-SELLING SIGNS—ALL KINDS STORES.** Size 7 1/2, snappy designs, 25c sellers. Big profits. 15 different samples, \$1.00. Randles Manufacturing, Hutchinson, Kan.

**FREE—MEXICAN NOVELTY CURIOSITIES.** Biggest line, larger profits. All articles can be supplied promptly. Products, Apartado Postal 9318, Mexico City. j21

**FREE! BIG 32-PAGE 8 1/2 x 11 MAGAZINE** that tells how to make money in local or mail order selling! "Opportunities Preferred," 33-B Vassar, Dorchester, Mass. j28

**HOUSE NUMBERS THAT GLOW IN THE dark.** Luminous Pictures, etc. Large mfr. wants factory representative. Wonderful new product. Fast seller. Free samples. Madison Mills, 303 4th Ave., New York City. up

**INFORMATION—LOCATING ARTICLES AND Products (wholesale), etc.** Mention requirements. Literature free. National, 3537 J 8. Hoyne, Chicago 9.

**MAKE QUICK CLEAN UP SELLING PERFUME** Beads, Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. 12th, Los Angeles 6, Calif. j64

**MEXICAN-AZTEC FEATHERWORK TROPICAL Bird Picture Cards.** Samples, 25c. Mexican Products, 126 N. Main, Tulsa 3, Okla.

**MEXICAN JUMPING BEANS—JULY TO DECEMBER delivery.** Order now. Dozen, 25c; hundred, \$1.00; thousand, \$5.00. Mexican Products, 126 N. Main, Tulsa, Okla.

**NEW 10c GRAB-BAG DEAL—FAST SALES,** going big everywhere. \$5.50 100. F.O.B. Newport. Sally Dee Candies, 21 Hall Ave., Newport, R. I.

**POWER MOWER—\$66.00 NET. BIG DEMAND.** Complete line. Prompt shipment, express prepaid. Farm Products, M-2122, Excelsior Springs, Mo.

**RESEMBLES \$300.00 DIAMOND RING, \$15.00 doz.** Pin Earring Sets, \$2.50, \$5.00 sellers, \$15.00 doz. Fountain Pens, 69c sellers, \$3.50 doz. Watch Expansion Bands, \$24.00 doz. Basket Weave Bands, \$15.00 doz. Manufacturers, 264 5th Ave., New York. j64

**SELL PERSONAL INITIALED INDIVIDUALIZED Belts, Buckles, Cap Badges, Tie Holders.** 2,000 emblems to choose. Fast profits. Repeats. Write today special outfit offer. Hookfast Specialties, Box 1425, Providence, R. I. au16

**TWO WOODEN BOXERS—YOUR FINGER makes them fight.** \$15.00 a hundred; doz., \$1.80. 5" Bamboo Bird Cages, my best seller, \$6.00 doz. Large Piggy Banks, \$18.50 doz.; sample, \$2.50. 13" Sharks and Birds made of steer horn, \$12.00 doz.; sample of two, \$3.00. Our best offer to carnival workers. Large assortment Ladies' Hand Bags, \$12.00 doz.; sample of two, \$3.00; retail \$4.95. American Sales, 2624 S. Central Park Ave., Chicago, Ill. j64

**200 MONEY MAKING DEALS—PLANS, UNUSUAL Items, Rare Formulas, Ideas, Schemes.** Folio free. Formico KA, Box 572, Dayton, O. j21

## PENCILITE

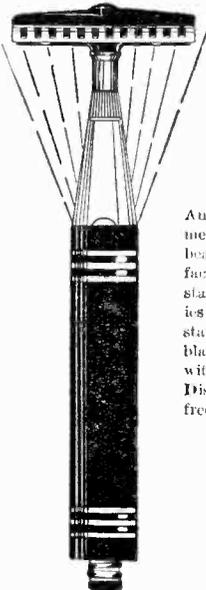
A CLEVER COMBINATION OF PENCIL AND FLASHLIGHT

Lights by simply turning the cap at the top. Serves also as an emergency flashlight. Uses standard pencil battery and bulb. Takes standard size leads. Fits conveniently into pocket or purse. Assorted colors with offset stripings. Attractive Display Card holds 12 Pencilites.



**ELECTRIC PENCIL**  
**\$8.04** Doz. Net  
Samples, 85c Ea. Post Paid  
Terms: Cash or 1/3 with order, balance C. O. D.  
All Prices F. O. B. Chicago

## RAZORLITE



RAZOR AND FLASHLIGHT COMBINED

An ingenious arrangement, throws a powerful beam of light on the face while shaving. Uses standard pencil batteries and bulb. Takes standard double edge blades. Assorted colors with offset stripings. Display cards furnished free.

**ELECTRIC RAZOR**  
**\$8.22** Doz. Net  
Samples, 85c Ea. Post Paid

**MILLER SPECIALTIES CO.**  
1818 So. Kedzie Ave. Chicago 23, Illinois  
Dept. B-67



## ELECTRIC FLOWER

IT'S BRAND NEW

COMPLETE WITH BULB, WIRING AND BATTERY.

DOZEN \$6.75 GROSS \$72.00



## ELECTRIC BOW TIE

SELLING BIGGER THAN EVER  
COMPLETE WITH BULBS, WIRING AND BATTERIES.

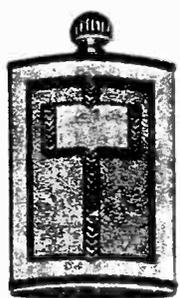
DOZEN \$10.80 GROSS \$108.00

1/2 DEPOSIT WITH ORDER.  
SEND FOR CATALOG.

## GORDON NOVELTY CO.

933 BROADWAY N. Y. 10, N. Y.

## 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. BB-110  
**\$3.60** Per Dozen in Lots of 12 Dozen or More.  
\$4.60 Per Dozen in 1-Dozen Lots.

## ROHDE-SPENCER CO.

223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

## FOLDING CHAIRS



**J. P. REDINGTON & CO.**

DEPT. 28 SCRANTON 2, PENNA.

## FINE ASSORTED CHOCOLATES

Attractive Cellophane Wrapped 1-Pound Box, \$5.00 Doz. F. O. B. Factory. Immediate Delivery. Packed 3 doz. to case. If not rated, send check. 25% cash on C. O. D. orders.  
**BARBARA FRITCHIE CHOCOLATES**  
Frederick, Md.



## ELECTRIC LIGHT TIE!

NEW! FAST SELLING!

Priced for top profits. Get our quantity deal. Tie is good looking bow. Flashes on and off from pocket battery. Safe. Refillable. Choice of colors . . . Red, Blue, Brown. Send for sample complete with bulbs, battery and cord. Special \$1.50 post paid.

## ELECTRIC BOW TIE CO.

306 Bowery, Dept. B, New York 12, N. Y.

## CARNIVAL STOCKS NOW READY

Plaster — Slum — Glassware — Ball Game — Bingo

SEND FOR NEW CATALOG

## STANLEY TOY & NOVELTY COMPANY

110 W. Broad Street

Richmond, Va.

## WANTED

WAGON MEN, JOBBERS, AGENTS

Razor Blades, Toy Balloons, Shoe Laces, Carded Goods, etc. The biggest assortment of fast selling items in the West. Write for free catalog.

**KEARNY WHOLESALE DRUG CO.**

456 KEARNY STREET  
SAN FRANCISCO 8, CALIFORNIA

## AIRSHIPS

THE GREAT SILVER AIRSHIP  
Every balloon silver color. Every one a worker, a beautiful package

**\$12.00 Gross**

Special price for jobbers and distributors on 50 gross or more.

25% Deposit, Balance C. O. D.  
WORKERS 40c EACH. DIRECT MFR.

**S & L SALES**

840 Broadway New York, N. Y.

*Fifty Million Pens  
Can't be Wrong!*

**BALL POINT PENS**

There are cheaper ball pens than PENGUIN, but PENGUIN is a masterpiece in the low price field. PENGUIN costs only a few cents more than the cheapest ball pen . . . but you definitely get at least 20 times the value. PENGUIN looks and writes like the most expensive model. It's precision built to 1/10th to 1/1000th" tolerance.

**PENGUIN CAN'T CLOG!** A patented air lock prevents STOP and GO flow. PENGUIN writes up to 3 years without refilling. In fact, PENGUIN does everything a \$10 ball pen can do. And PENGUIN'S smooth styling and gold-plated trimmings make it look just as good. Unconditionally guaranteed, too!

We don't want to sound like a brass band, but no one who knows us doubts our amazing ability to produce high quality pens at low cost. In the last half century we've turned out over 60 million pens, and our pen-making talents are equal to the best.

Make money now selling the superb new PENGUIN. Why buy pens for a few cents less and endanger customer's goodwill? Any other pen in PENGUIN'S low price range looks cheap, and writes . . . sometimes! Each pen stroke is like the last gasp of a sputtering carburetor. On the other hand, PENGUIN functions smoothly . . . ALWAYS.

Start piling up profits by ordering style #120 BP now.

Write on the ball!



25% with order, balance C. O. D. Complete Satisfaction or money back.

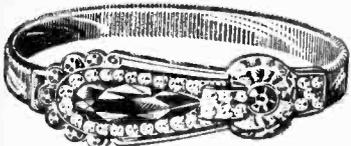
\$75 per gross  
\$6.50 per doz.  
(in doz. lots)

**52¢**

**QUANTITY PRICES ON REQUEST  
PENGUIN PENS, INC.**

644 Broadway New York 12, N. Y.

**COSTUME JEWELRY  
PRICES SLASHED**



**50 STYLES  
CHATELAIN SETS AND BRACELETS  
TYPICAL SPECIAL**

Cocktail Bracelets, 14K Gold Plate, Imported Stones and Jewels, 8 styles. Expansion Band.

**\$12.00 DOZ.**

SAMPLE, \$1.50

Write today for prices on complete line.

1/2 Dep. with order—Bal. C. O. D.

**BLUE RIBBON NOVELTY CO.**  
624 BROADWAY, NEW YORK 12, N. Y.

**NEW LOW PRICE!  
BALL POINT PEN**

Fastest Selling \$1.00 Retailer on Today's Market.

**\$5.25** Per Dozen  
In Gross Lots

**Nationally Advertised**

Factory Guarantee With Each Pen. Same features as \$15.00 Pens.

**\$6.00** Per Dozen

25% Deposit, Balance C. O. D. Immediate Delivery.

**BEL-AIR PRODUCTS CO.**

Room 800

640 S. Broadway, Los Angeles, Calif.

**FOR SALE**

Carnival, Bazaar and Advertising Novelties.

**GLENVILLE NOVELTY MFG. CO.**

11601 Iowa Avenue Cleveland, Ohio

**ANIMALS, BIRDS, PETS**

**AFRICAN ANIMALS, BIRDS, REPTILES**—World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get our free wholesale price lists issued several times yearly. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

**AGAIN AVAILABLE—GIANT HORNED RATTLESNAKES**, Big Boas, Texas, Iguanas, Dragons, Mixed Denz. Forty years' prompt reliable service. Snake King, Brownsville, Tex.

**ANIMALS, BIRDS, REPTILES—MONKEYS**, Egyptian Foxes; Parrots, Storks, Egrets, Falcons, Lovebirds, Cockatiels, Canaries, Finches; Cobras, Vipers, Giant Monitor Lizards. Write for complete list. Southern California Bird & Pet Exchange, Box 7, Bell, Calif. je14

**ARMADILLOS (GRAVE ROBBERS)**—\$6.00 A pair. No C.O.D. Shipping express. R. L. Ray, Box 15, Slagle, La. je7

**AVAILABLE IMMEDIATE DELIVERY**—Sloths, Capybaras, Agoutis, Pacas, Squirrels, Ocelots. New weekly shipments. Forty years' prompt reliable service. Snake King, Brownsville, Tex.

**CUB BEARS FOR SPRING DELIVERY**—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. je14

**DENS BIG HEALTHY SNAKES**, \$25.00. Large Rattlers, \$8.00. 6-ft. Boas, \$20.00; 5-ft., \$15.00. Ithicus and Spider Monkeys, \$40.00. Coat Mummies, Paras, Agoutis, \$35.00. No C.O.D. please. Wire money. Traus End Zoo, St. Stephen, S. C. je21

**DONKEYS—ALL KINDS, COLORS AND SIZES**. White and spotted. Might deliver in Central States. Also complete Donkey Ball Outfit. Write Ralph Godfrey, Crescent, Okla. je14

**EXPENSIVE LOOKING BIRD, REINDEER**. Elephant Silver Chatelaines, beautifully boxed, \$6.75 dozen. Send \$2.00 for samples. Kip Novelty, 1740 Arapahoe, Denver, Colo. je7

**FOR SALE—THREE 4-DOG ACTS READY** soon. Prof. J. P. Harris, Animal Academy, Newark, Ark.

**FOR SALE—100 FOX TAILS, 75 RACCOON TAILS**, take \$75.00 for the lot. Bill Strange, Lenox, Iowa.

**FULLY ACCLIMATED, HEALTHY MONKEYS**—Choice of adult or young. African Greens, \$20.00. Sootys, \$25.00. Monas, \$30.00. Diana's (beauties), \$65.00. Immediate shipment and guaranteed satisfaction. Florida Wild Animal Ranch, St. Petersburg, Fla. je7

**SOUTH AMERICAN BOAS, CAIMANS AND ALLIGATORS**; Ringtail, Spider and Titi Marmoset Monkeys; Flamingos, Trourials and other varieties of colorful South American Birds; Ocelots, Jaguars, Tapira, Coat Mundi, Kinkajous. Shipments received weekly. Write for complete price list. Bower's Natural History Supply Co., West Coast office, 512 Santa Monica Blvd., Santa Monica, Calif.; East Coast office, Pinellas Master Airport, St. Petersburg, Fla. je7

**QUALITY STOCK—PLENTY SNAKES**. ALSO Boas, Alligators, Armadillos, Porcupines, Monkeys, Guinea Pigs, Rats, Mice, Bantams, Rabbits, Raboons, Funtail Pigeons, Giant Jungle Rats, Peafowl, Agoutis, Wildcats, Parakeets. Wire Otto Martin Locke, New Braunfels, Tex. je7

**SNAKES FOR GEEKS—NON-POISONOUS**, 30 inches and under, 30c each. Minimum order, \$10.00. Ross Allen's Reptile Institute, Silver Springs, Fla. je21

**TO ARRIVE ABOUT MAY 25—PYTHONS**, 12 to 18 feet; Cobras, Malay Sun Bears, Gibbons and Java Monkeys, etc. Bird Wonderland, Box 90, Van Nuys, Calif. je7

**UPSIDE DOWN SLOTHS, DANDIES**, \$40.00. Giant Rhesus, tame, collar and chain broke, \$50.00. Large stock of Monkeys actually on hand: White Face, Cinnamon Ringtails, Gray, Golden Spiders, Snake Denz, harmless, greatest value in show business today, \$20.00. Terms: cash. Immediate shipment. Wire or phone Don Compton, Box 93, Mount Vernon, Ill.

**3 TRAINED DOGS—OUTSTANDING HIGH-DIVING FLOG WITH LADDER**, wire walking dog with finest rigging, slack rope balancing dog with rigging. First \$250.00 takes all. R. E. Leonard, 3209 Sullivant, Columbus 4, O.

**BUSINESS OPPORTUNITIES**

**ARCHERY RANGES—FOR PARKS, BEACHES**. 8-Shooter Range, \$98.00. 4-Shooter, \$50.00. Stan Johnston, 515 Clinton, Jamestown, N. Y. je7

**AT HOME—YOUR OWN MANUFACTURING** business, making popular \$1.00 novelties. Cost you 3c to 15c. Everything supplied. Write So-Lo Works, Dept. R-622, Loveland, O. je5

**CROSSBOW SHOOTING GALLERIES AND RANGES** are making money. Low cost, big profits. Operate in parks, beaches, resorts, carnivals, vacant lots. New models with prices less. Write to Superior Crossbows, Box 34, Vernon, Calif., for something different, easy to operate and that is "taking" everywhere it has been put in operation.

**FOR SALE—MODERN NIGHT CLUB IN CENTRAL Wisconsin**, 700-ft. frontage on two lakes, modern tavern, circular bar. Dining room with limestone fireplace, kitchen with freezer plant. Air-conditioned dance floor. Only financially responsible persons reply. Geo. Graff Agency, Clintonville, Wis. je14

**GET 200 MONEY MAKING DEALS—BUSINESS PLANS**, Unusual Items, Quality Formulas, Schemes. Folio free. Formico Mil., Box 672, Dayton, O. je14

**GET THE EYE-OPENING DETAILS FREE**—"101 Ways to Be Your Own Boss." Send name, address. Treasure House, Box 259C, San Francisco, Calif.

**MAKE YOUR OWN JEWELRY! FINDINGS IN** metal and plastic; Ear Wires, Pinbacks, Cameos, Stones, Beads, Clasps, Sprays, Combs, Hair Bars, plastic and metal Chains. Hobby Art Corp., P. O. Box 276, Dept. 12, New York 18, N. Y. je14



**GLASS AND BRASS MINIATURES**

Ideal for Concessioners—They Sell Themselves on Sight.

Write for sales plans.

**MIRROR PLATEAUS  
BEAUTIFUL DISPLAY CASES  
MAGIC POLISHING CLOTH**

**B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.**

**SALESMEN  
SALESWOMEN  
AGENTS**

Establish your own all-year-round business. Tremendous demand sweeping country for glass animals and brass miniatures. Sells on sight everywhere—homes, offices, stores, shops—everyone a prospect. Exceptional earning opportunity, large profits, quick turnover. Write for convincing details.



**SEND FOR OUR NEW  
1947 CATALOG**

ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

Beacon Blankets — Aluminumware — Electric Clocks and Appliances—Chromeware—Dolls—Stuffed Toys — Plaster—Balloons—Whips—Canes and hundreds of other fast selling items too numerous to mention. You can't afford to miss the hundreds of "money making" values to be found in this truly money saving "Buyer's Guide" which will be ready for mailing soon.

**SEND FOR YOUR FREE COPY TODAY**

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**SLUM**  
Bingo & Premium Merchandise  
WRITE FOR OUR 1947 PRICE LIST.

**BALLOONS**

**M. A. SINGER CO.**

2125 COMMERCE DALLAS 1, TEXAS

**VENUS JEWELRY FOR THE MODERN VENUS**

1326  
Men's Sparkling  
Whitestone Cold  
Fin. Ring.  
\$40.50 Gr.  
\$3.50 Doz.

3211  
Sterling Sparkling  
Whitestone Ring.  
\$27.00 Gr.  
\$2.35 Doz.

Snake Ring #3210.  
Antique, Gold  
Finish.  
\$21.00 Gr.  
\$1.85 Doz.

23A  
Barrettes for En-  
graving. Highly  
Polished on Both  
Sides. Gold or  
Silver Fin. Large  
Size.  
\$36.00 Gr.

519 Chatelaine and Earring Set. Beautifully gold finished with sparkling Rhinestones. \$12 Doz. Sets

Expansion Bracelets with polished hearts for engraving. \$6.75 Doz.

25% deposit with order, balance C. O. D., or send \$10.00 for a sample variety of best sellers.

**VENUS JEWELRY & NOV. CO.**  
307 5th Ave. New York 16, N. Y.

**UP-TO-THE-MINUTE  
MERCHANDISE**

Over 200 Different Items  
in Stock

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No  
Matter What They May Be

Send for FREE Descriptive  
Circular #67

**GOTTLIEB-CUTTLER, CORP.**  
728 BROADWAY NEW YORK CITY

**TARGET BALLOONS**

ALL SIZES	ALL COLORS
40-Inch Orange Targets. Ea. . . . .	\$ .10
40-Inch White Targets. Ea. . . . .	.08
6-Foot Red, Black and White. Ea. . . . .	.15
40-Inch Red Targets. Ea. . . . .	.15
8-Foot Balloons. Ea. . . . .	.18
Water Pistols, large bulb, K.D. Doz. . . . .	1.50
Water Pistols, small bulb, K.D. Doz. . . . .	1.00
Squawkers. Per 1,000 . . . . .	5.00
Beach Balls, large size. Doz. . . . .	6.00
Small size. Doz. . . . .	4.20

Send \$2.00 for Samples  
A deposit of 25% required with all orders.

**THE S. & P. NOVELTY CO.**  
(Formerly with Chas. Peters)  
428 Sixth Street N.W. Washington 1, D. C.

**FIREWORKS  
ATTENTION, DEALERS**

For Lowest Prices, write Today  
for complete Price List.

**MID-WEST FIREWORKS**  
114 W. SECOND ST. SEDALIA, MO.

**HEAVY HICKORY CANES**

\$5.00 DOZEN — \$57.00 GROSS  
Limited Quantity. 50% Deposit.

**V. C. ALLEN**  
VEEDERSBURG, IND.

# MIDWEST SPECIALS

- No. 1-B Clip Combs, 1st quality. Gro. \$ 2.50
- 2-B Combs, asst. brite colors. Gro. 2.25
- 3-B Combs, med. size dressing. Gro. 2.50
- 4-B Salt & Peppers, crystal glass. Gro. 3.00
- 5-B Key Chains, asst. charms. Gro. 3.00
- 6-B Cigt. Holders, asst. Gro. 3.00
- 7-B Police Whistles, plastic. Gro. 4.00
- 8-B #5 Balloons, asst. Gro. 1.95
- 9-B #7 Balloons, asst. Gro. 3.35
- 10-B #9 Balloons, asst. Gro. 4.50
- 11-B #11 Balloons, asst. Gro. 5.40
- 12-B #14 Balloons, asst. Gro. 7.50
- 13-B #16P Balloons, asst. Gro. 9.50
- 14-B #10 Caf Heads. Gro. 9.00
- 15-B #9 Circus Prints. Gro. 6.00
- 16-B lg. 2-Blade Pocket Knives. Doz. 2.75
- 17-B Lamps W/Shades, asst. Doz. 12.00
- 18-B Western Scarfs, 18x36". Doz. 3.00

Order by number, 25% with order. Our #447 Circular is now being mailed out.

We have a most complete line of all carnival merchandise.

## MIDWEST MDSE. CO.

1006 BROADWAY, KANSAS CITY, MO.

### DOTY'S EXPLODING PENCIL

SAFE TO USE CAN BE USED  
SAFE TO CARRY OVER AND OVER

DEALERS' COST \$11.50 PER DOZ.  
Order thru your own jobber

Jobbers write for quantity prices

#### LOADS OF FUN!

Looks like an ordinary automatic pencil. Uses any type cap, roll, disc or single shot. Carry it safely in your pocket, cock it when handing to the sucker. Watch the fun. Everyone is a potential victim.

DISTRIBUTION EXCLUSIVELY BY DAYTON NOVELTY & MDSE. CO. 419 WAYNE AVE., DAYTON 2, OHIO

## SALES EXECUTIVE

"Qualified to handle exploitation, sales and distribution of fast selling novelty line for manufacturer. Percentage basis only but should net \$25,000 or more per year. Also distributors, agents and salesmen—domestic and foreign. Address P. O. Box 2991, Hollywood, California."

### "GOOD 'N FRESH" FAMOUS PENNY CANDIES

**BIG LINE BULK CANDIES**  
IMMEDIATE DELIVERY  
16 120-Count Boxes and 4 for 1c 480-Count Boxes. Good ass't 67¢ per box net F. O. B. Chicago. No limit on quantities at present. 48 Boxes for \$32.16. Terms: Full net cash with order. No C. O. D.'s. Also available—5¢ and 10¢ Candies and Specials. Write for full details.  
**CASTERLINE BROS.**  
Dept. 1  
2030 Sunnyside Ave. CHICAGO 25

#### JOBBER SPECIALS

Stainless Steel Men's Bands	Sample	Doz.	Gross
Gold Plated Men's Bands	50	2.50	\$ 24.00
Stainless Ladies' Bands	50	5.00	45.00
Gold Plated Ladies' Bands	1.00	8.00	57.00
Swiss Watch, O-Jewel	5.00	51.00	576.00
17 Jewel Waterproof Watch	18.00	192.00	2160.00

Free 1947 Wholesale Catalog. Export Inquiries Invited.

**ART SPECIALTIES**  
Manufacturer, Distributor, Exporter  
820 W. Sheridan Rd., Dept. BB-19, Chicago 13

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PARTNER FOR WALKATHON SHOW—ILLINOIS spot opening soon, rent concessions. Good investment. Write Al Zuckerman, 5672 Clemens, St. Louis, Mo. je14

RECORD-BOOK-MAGAZINE BUSINESS FOR sale. All major franchises, location center Southern textile region, town sixty thousand. Inventory, ten thousand dollars; building leased, reasonable rent, space to expand. Ideal business for man, wife; now doing biggest volume in city; 90% stock purchased past six months, stamper merchandise. Reply Box C-220, Billboard, Cincinnati 22, Ohio. je7

SPECIAL—INCH DISPLAY ADVERTISEMENT in "The Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J.

SUPER-STAR THEATER MODEL (FLOOR)—Brand new, never uncrated, Popcorn Machine. Save. Will sacrifice to settle estate. Wire for immediate action. P. O. Box 330, Cambridge, O. je21

"THE MAIL ORDER NEWS" (54TH YEAR)—Shows you money making opportunities in every issue. Sample copy, 25c. Veterans Business Publications, Charleston 5, Ill. je28

WANTED—AGGRESSIVE LEADER OR PROMOTER interested in forming a "style" band with great commercial potentialities. Write to Musielau, Box 8072, Pittsburgh 21, Pa. je7

### COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on Page 99 of this issue.

### COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Straps, \$7.50. Bras, \$2.50. Metal Spangles, all sizes. Folder, C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

CHORUS COSTUMES, USED, SINGLES OR Sets, \$3.00 each. Straw Hula Skirts, \$2.50. New 3-piece Rhumbas, \$17.50. Strip Costumes, \$12.00. Bally Capes, \$7.50. Other Costumes and Evening Gowns, \$5.00 up. C. Conley, 308 W. 47th St., New York 19.

CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. je7

MEN'S SUITS, \$7.00 UP; DRESSES, 25c. Coats, \$1.50 up. Uniforms, Hats, 100 (good) Ladies' Shoes, \$25.00. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y.

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AA-1 QUALITY POPCORN AND PEANUT Machines. All makes. Expertly rebuilt. All electric, gas, or gasoline. Immediate shipment. Write today. Chumk-E-Nut Products Co., Philadelphia 6, Pa.; Pittsburgh 1, Pa.; Los Angeles 21, Calif. je28

ABOUT ALL DIFFERENT MAKES POPPERS available. Fifty all-electric or gas heated machines cheap. Burch, Advance, Cretors, Dumar, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. je12

ALL-ELECTRIC POPPING UNITS, GEARED Aluminum Kettles, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. je14

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FOR SALE—6-QUART MILK MASTER FREEZER, excellent condition, \$775.00, crated, F.O.B. Chattanooga. R. S. Cockreham, 3904 Wiley Ave., Chattanooga, Tenn.

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4 Piece Set

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\$1.80 SET  
Sample 25c extra

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#6 . . . . .	1.95
#7 . . . . .	2.25
#8 . . . . .	3.00
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#9 . . . . .	\$3.50
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Meet big demand for our new, transparent (clear) Covers. Stain-proof — water-proof! Easily cleaned with damp cloth! Smart looking! **ORDER NOW!** Immediate delivery. 48"x54", 1 Doz., \$8.20; 6 Doz., \$45.60; 48"x60", 1 Doz., \$9.30; 6 Doz., \$51.60. 48"x72", 1 Doz., \$11.20; 6 Doz., \$63.60. 54"x72", 1 Doz., \$12.00; 6 Doz., \$70.80. 72"x108", 1 Doz., \$26.00; 6 Doz., \$144.00. Enclose 25% deposit, bal. C. O. D., plus shipping charges.

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GAY '90S WANTS: STRIPS, CHARACTER, and Tap Dancers! Can guarantee you 52 weeks a year. Send photo and all particulars. Preference shown to those acts without managerial tie-ups. Manager, Gay '90s, Cleveland, O. je7

GROUND TUMBLERS FOR PYRAMID TROUPE to open July 3rd, county fairs. Good amateurs considered. Al Ackermann, Rte. 1, Wayzata, Minn.

LEAD TENOR DOUBLING CLARINET — Starting June 10. Good tone essential. Vocalist preferred. Location. Salary, \$75.00 weekly tax and transportation paid. Others write. Wire Orchestra Leader, 1124 S. Fleming, Indianapolis, Ind., or phone Belmont 4984-M.

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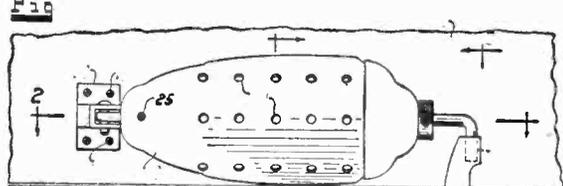
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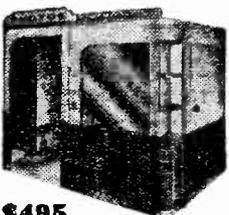
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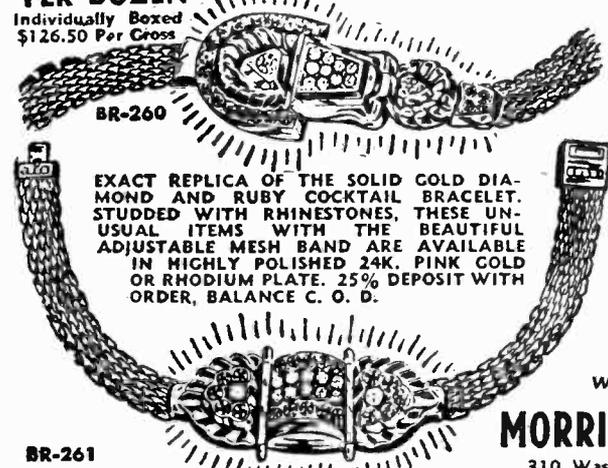
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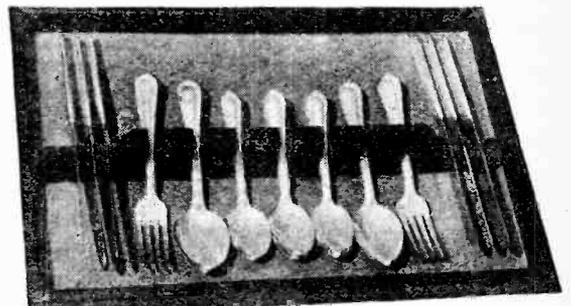
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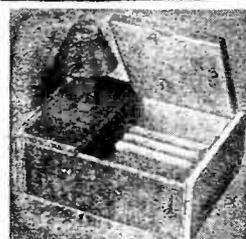


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Table listing various joke and trick items with prices in DOZ. and GROSS columns. Includes items like Anti Gravity, Bloody Powder, Bitter Toothpicks, etc.

Deposit With Order, Balance C. O. D. Dealer's Inquiries Invited. Catalog Free. HARRY SCHWAMM, DEPT. B.B., 237 East Ninth St. New York 3, N. Y.

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MISCELLANEOUS

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DOWN GO THE PRICES UP GOES THE VOLUME

Table listing various items with reduced prices. Includes New Reduced Prices On OAK Balloons, Kats—Owls, Devils, Pigs, Gr., etc.

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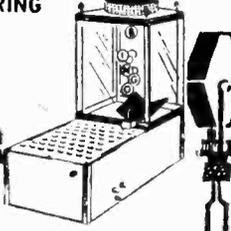
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1 1/2" \$3.50 Gr. Larger, \$4.00 Gr.  
Hat Bands & Comic Mats, best grade, \$16.00 M.  
Combs—Plastic, Ass. Colors, \$3.50 Gr.  
Minimum Order, \$25.00.

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Spanish Hats, Gr.	27.00	Confetti, about 50 lbs. Per bag	4.00
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Metallic Twin Propellers, Gr.	8.50	Hand Buzzers, Doz.	4.00
Plastic Pinwheels, Gr.	9.00	Yacht Caps, Gr.	21.00
Plastic Twin Propellers, Gr.	9.00	Comic 18 Inch Bands, Per 100	1.50
Glass Sail Boats, with aluminum sails, for Scale and Guess Your Age, Gr.	18.50	Or per 1000	14.00
Small Hats with feathers, Gr.	5.00	Flying Birds, loud whistle, the better kind, Gr.	12.00
50 Ligne Buttons—Circus, Rodeo, Comics, etc. Per 100	1.75	Lancaster Batons, R.W.B., with bells, Gr.	16.00
Per 1000	15.00	Balloon Squawkers, 2 inch, Per 100	1.00
V.F.W. or Welcome Home Buttons, 50 Ligne, made up complete with R.W.B. Ribbon, Per 100	3.00	Jumbo Water Guns, with large rubber ball and metal Gun, Gr.	21.00
50 Ligne Buttons—McArthur, Truman, Eisenhower, Patton and Welcome Home, Special closeout, Per 1000	10.00	All Lead Slum for give aways, Gr.	1.25
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One Pound Cone of Balloon String, Ea.	2.00	Hawaiian Leis, Gr.	3.25
All Metal, 12 Inch Horns, Wood Mouthpiece, Loud Noise, Gr.	10.00	Weighted Feather Darts, Doz.	1.00
All Metal Noise Makers, Gr.	8.00	Dart Boards, Doz.	8.00
Jumbo Roy Rogers Gun & Holster, complete with Buttons, Gr.	18.00	Balloon Sticks, Gr.	.75

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PHILADELPHIA 7, PA.

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4 to 7" Hoop-La Rings, Doz.	.70	TOBA, Indian design, Ea.	\$2.70
Weighted Darts, Doz.	1.20	MIDWAY, Plaid, Ea.	2.70
French Weighted Darts, Doz.	1.50	MACNET, Plaid, 3" Sateen Bound, Ea.	3.35
Dart Balloons, Gr.	2.15	MINCO, Indian design, Sateen Bound, Ea.	3.35
Wood Milk Bottles, Ea.	.50	Less 10¢, Lots of 30	
Aluminum Milk Bottles, Ea.	1.50	Swaggers, Gr.	10.50
2 Lb. Weighted Milk Bottle, Ea.	1.00	Silver Canes, Gr.	14.50
Knife Rack Rings, Per 100	3.50	Red, White and Blue Batons, with Bells, Gr.	18.50
Cane Rack Rings, Per 100	3.50	Parachute Troopers, Gr.	13.50
Shooting Corks, Per 1,000	2.75	Flying Birds, Gr.	16.50
Rubber Jar Rings, Gr.	.40	Small Pin-Up Plaques, Doz.	.85
		Large Pin-Up Plaques, Doz.	1.95
		Horse Shoe Plaques, Doz.	2.00
		Straw Horse and Rider, Doz.	3.60
		2-Inch Jumbo Transparent Dice, Ea.	1.50

25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.

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5 Tubes, Including Rectifier

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Latest type superheterodyne circuit; 5" dynamic speaker illuminated square airplane type dial; automatic volume control circuit; Ivory or walnut finish plastic cabinet. Size 9 5/8" by 6 5/8" by 5 1/2". 105-125 volts, 50-60 cycles, AC-DC.

Write for catalogue showing complete line of our radios.

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A MADE IN CALIFORNIA ITEM

SAMPLE \$1.00 each

Biggest flash in years.

Two-tone colors

\$7.80 per dozen \$90.00 per gross

1/3 Deposit, Balance C. O. D.

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1136-1136A MISSION ST.

SAN FRANCISCO, CALIF.

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ALL CARNIVAL, BEACH, PARK, FAIR CONCESSIONAIRES, STORES AND NOVELTY MEN

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HOTTEST ITEM OF THE YEAR

"UKE A DOODLE"

14 Inch plastic constructed Hawaiian Ukuleles. Decal decorated. Individually boxed. A true tone instrument anyone can play. Complete with pick and instructions.



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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

- List of names and addresses for parcel post, including Beck, Don; Pien, Murray; Mable, William; Fisher, Erwin L.; Fann, Chas. C.; Parkum, Chas. H.; Farley, Viola; Fashon, Marion H.; Fautner, Mrs. Eddie; Faust, Cliff & Dolly; Feigenbaum, Abraham; Ferguson, McD.; Ferrin, C. J.; Ferry, Lee; Fetz, Eddie; Finn, Tob; Finnegan, Billy; Fisher, Erwin L.; Floyd, W. M.; Flynn, Vincent; Forrest, Miss Patti; Forster, Jack; Fortner, Mrs. Ada; Foster, W. C.; Fourner, Wm. Jos.; Fowler, Mrs. Devona; Francis, Ray O.; Franklin, Bonnie; Freeman, Mrs. Ronnie; Friman, John; Garfield, Tony; Gates, Carl E.; Gauvreau, D. H.; Gayler, W. E.; Gemms, Mary Fair; Gentry, M. B.; Geraghty, Wm. P.; Gerber, Joe; Gibson, Mrs. Bennie; Gibson, Bennie; Gibson, D. J.; Gibson, James H.; Gilk, Bud J.; Gillespie, Mrs. Annie B.; Gilsby, Eddie; Givler, John W.; Glenn, Ernest M.; Gloden, Mrs. Chas.; Goodmen, Bob; Goodrich, Billy; Goodwin, Everett; Gordon, Chas. L.; Gordon, John D.; Gordon, Whitey; Gorman, Mrs. Marge; Gould, Al & Mrs. Graham, Master; Graham, Master; Gratiot, Merle J. & Frances; Gray, Don; Gray, W. H.; Gregory, R. W.; Griffith, Pewee; Grimm, Norman E.; Griner, Louis R.; Guinnip, John E.; Hackett, Mrs. Eddie J.; Maher Jr., John F.; Hall, Chas. P.; Hall, Robt. Maybell; Hamilton, Jack R.; Hammer, Hommer; Hammond, Robt.; Haney, Ott & Roby B. K.; Hangsterfer, Allan; Hansen, Mrs. Viola; Harding, Miss (Scaleman); Harkin, John; Hardman, Vannie; Harrington, Hugh; Harris, Franklin K.; Harris, James Odel; Harris, Mrs. Lillian; Harris, Sailor; Harriano, Russell; Harwood, W. T.; Hart, Arthur M.; Haskel, Morris; Hatfield, Freida; Heiman, Pearl Yae; Henderson, Warren; Hendrickson, R.; Henken, Milt; Hennessee, Sheak; Henningfeld, Donald (Mrs.); Henry, The Midget; Herold, Walter; Herrick, Carl F.; Hill, Mrs. Grover; Hill, S. E.; Hinkley, R. H.; Hobson, Earl; Hogan, Bob; Hohn, W. H.; Hor, Peggy; Hood, Hollis; Howey, Clyde; Hunt, Lee; Hurd, James; Jacklin, Bud; Jernigan Jr., C. C.; Jablonczyk, Ruby; Jackson, Willie B.; James, Paul P.; James, Ray; John, Spero; Johnson, Mrs. A. F.; Johnson, Charles; Johnson, Jimmie; Johnson, Jimmie O.; Jones, Curtis; Jorian, Henry; Kabage, Richard; Kaiser, Ludy Kay; Kamar, Frank; Kanerva, Gus; Kaplan, Sam; Kean, G. E.; Kees, Mrs. Wm. R.; Keller, Harry; Kelly, Mrs. Mabel; Kennedy, Al; King, Dot Lee; King, J. Frank; King, John M.; King, Mrs. Nell; Kinsey, Midge; Kiser, Elmore; Klebsch, Karl; Klein, John F.; Knapp, Eddie T.; Knudsen, Gillard; Knudson, S. H.; Kuefer, Emma; Kuller, N. A.; Kubasik, Mrs. G.; Kyle, Bee; Kyte, Lewis D.; La Borte, Doc; La Hue, Joe; Ladd, William H.; Lafayette, A. Z.; Lambert, Albert M.; Lambkin, Mrs. J. Deland; Land, Mrs. Jack; Landers, Donald; Lankford, Harold; Larke, M.; Larson, Thomas A.; Lee, Floyd; Leland, Robert; Leona-Leonard; Lewis, Mrs. Memory; Lezano, Mrs. Mavis; Lichtler, R.; Lieberknecht, Mrs. George; Lieberknecht, Mrs. Oscar; Linnville, Earl & Eva; Lithgow, Mae; Little, James; Litz, Angelo G.; Livi, Bill; Livingston, Earl; Lloyd, Can Lee; Long, Leon; Longborg Bernard; Lopes, Joseph; Lopez, Mrs. Kathleen; Lotman, Kenneth; Lovett, Roger; Lovel, Johnnie; Luck, Bill; Luck, W. J.; Lylo, Thomas B.; Lyvin, Eve; Lyons, Jack; Mac Donald, Eddie; McCarthy, Mrs. Pat; McCloskey, Mrs. McCoy, Michael P.; McCray, Betty; McCrary, Hazel; McCune, Russell; McDaniel, Forest; McDaniels, Lee; McDoughe, Mrs. C.; McGee, Edward J.; McGill, Frank; McGill, Leo E.; McGill, Mike; McGill, Ray; McGinley, Pauline; McGough, Mack; McGowan, C. A.; McKean, Harry; McLane, C. E.; McLane, R. T.; McLanus, Thomas J.; McNeil, Ralph; McNicholas, Youie; McQuinn, R. C.; Mabray, Gene; Mackey, Michael; Maier, Barth; Major, Mrs. A. R.; Malanga, George; Mancardo; Mansion, Mickey; Marcus, Red; Marks, Phil; Marks, Mrs. Pearl; Marks, Tom; Marroletti, Rocco J.; Martin, Benny; Martin, Betty; Martin, Frank Red; Martin, John D.; Martin, Jack F.; Martin, Mrs. Sicila; Martin, R. M.; Martin, Robert; Martin, Mrs. Seliko; Martin, Terry; Martindale, Wellington; Martinni, Tony; Martney, Hensley; Martney, Francis R.; Mason, Tomie & Velma; Matthews, Velma; Maurice & Andrea; Mellor, Robert F.; Mercy, Lorraine; Meredith, Martha; Meyers, Irving J.; Meyers, Walter F.; Mikes, Mrs. Bonny; Miller, Bill; Miller, Mrs. C. J.; Miller, Earl W.; Miller, Frank; Miller, Howard; Miller, Tom; Mills, John L.; Minor, Wm. D.; Mitchell, Alex; Mitchell, Buddy; Mitchell, Charley; Mitchell, Steve; Mitchell, Mable (Hi-Pocket); Mitchell, Pete; Mitchell, T. S.; Mrs. Mrs. Tom; Mollon, G.; Montaner, Paris; Montgomery, L. C. (Wild Animal Circus); Moore, Carl A.; Moore, James R.; Moores, H. E.; Morgan, Mrs. James; Morgan, James Newman; Morgan, Jimmie; Morgan, J. H.; Morgan, Max; Morgan, Ted; Morgan, Willard; Morris, Arden W.; Morrison, Clifford L.; Morrison, Melvin; Mort, Joseph; Moss, Robert; Mulkey, Paul; Munroe, Wm. P.; Murphree, T. Jeff; Murphy, Patrick C.; Murray, Leonard; Myers, Harry J.; Nabors, Daisy; Nazar, Helen; Nazar, Nick; Neil, Ruby; Nelson, Harry S.; Nicholas, George; Nixon, James; Norman, C. C.; Oddi, Joseph; Olegario, Anacleto G.; Olzewski, Walter; Ordens, Ben; Origan, Maralyn; Otis, Charles; Overley, O. C.; Overstreet, Mrs. R. L.; Ozmun, Nat; Paddock, Mrs. Harold; Pappas, Pete; Parker, Herbert W.; Parrish, Jimmie; Parroff, Harry & Trio; Parton, Bill; Patton, Mrs. Cliff; Patton, Harry; Pearson, Mike; Pearman, Virginia; Pease, Lou; Perez, Rosanne; Perry, Frank; Perry, Wilson L.; Peters, Frank E.; Petrantis, Mrs. Alice; Petty, John J.; Phillips, R. C.; Phillips, Roy; Phillipson, W.; Phipps, James A.; Phipps, O. T.; Pike, Wm. D.; Pine, Mrs. Alice; Platt, John F.; Poole, Elsie B.; Prankunas, Peter; Prevot, Frank P.; Prevot, Mrs. Frank; Price, Joe James; Probus, Bill; Quinn, Jos. A.; Quire, Lois; Rameau, Bessie; Rankin, Mickey S.; Rawls, Harry; Reed, Mrs. Billie; Reed Jr., Wm. H.; Rego, E. W.; Renfro, Mrs. L. A.; Rey, Val; Rhinchart, Louis; Ricciardi, Ernest L.; Richards, Mrs. Tat; Richards, R. C.; Riddichson, Ritchie; Ridings, Mary; Rivers, K.; Roach, Alonzo; Roach, Charles; Robinson, Alma F.; Robinson, Linda; Rochman, Mrs. Al; Rollins, R. J.; Rose, Billy; Rose, C. J.; Rose, Mrs. Maggie J.; Rosenberg, L.; Ross, John; Roth, Charles R.; Roth, Mrs. Pearl; Roth, Mrs. Violet; Royal, Chester; Ruby & Francis; Rudd, Stuart; Rutherford, Donald; Sack Jr., William; Saddleire, Leo F.; Saddleire, Marie; Salsberg, Saul;

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Schneider, Eugene  
Schriftleitung  
Schrimscher, A. F.  
Sears, R. A.  
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Shaffer, J. E.  
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S.  
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Thomas, John  
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C.  
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Veneko, Ruth  
Venner, Rob  
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H.  
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Volching, Joseph  
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Raymond  
Walsh, William  
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Ward, W. H.  
Warner, John P.  
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Wasburn Jr., F.  
Watkins, Jos K.  
Wayoster, Paul  
Weaver, Edith  
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Wells, H Ezekiah  
Welter, Elmer E.  
Werderman, Wm.  
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West, Maxine  
Whilby, James B.  
Whirling Aces  
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White, Grover S.  
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Willman, O. H.  
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Zeiman, Kenneth  
August  
Zimmerman, Charles

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Inc.  
Nash, Larry  
Pierotta, Anthony  
Quinn, Mrs. Flor-  
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(Telegram)  
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Simmons, W. E.  
Smith, Al  
(Telegram)  
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Stone, William F.  
Talley, Jack &  
Glenda

Adams, Mrs. Harry  
Adams, William  
Addington, Daisy  
Allmon, Mrs. James  
Ames, Miss  
Adrienne  
Ames Jr., Jack  
Anders, Miss Boots  
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Baldwin, B. J.  
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Bell, Paul A.  
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Berry, Arthur J.  
Binnie, William J.  
Bolis, Mrs. Ethyl  
Bowman, William  
H.  
Rowling, Joe H.  
Brown, Irvin F.  
Bryant, Clyde  
Buck, Buddy &  
Noris  
Buck, Miss Dottie  
Caloian, Carl A.  
Carpenter, Clifford  
Carroll, Douglas J.  
Charles, Duke  
Clark, Browne  
Clay, Wylie Newton  
Clemmons, Richard  
Cook, Mr. &  
Mrs. Fred  
Costilo, Morgan V.  
Craig, Mr. & Mrs.  
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Cunningham, George  
Curzon, Harvey  
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Evans, Roy N.  
Fous, Walter P.  
Freeman, Mrs.  
Bonnie  
Fronzel, Thelma  
Frostee, Mrs. &  
Gilberts, Mrs. Melvin  
Gloyd, George  
Greene, A. A.  
Harding, Leon L.  
Harnan, William  
Roy  
Harris, Edmond  
Harvey, Charles  
Nubby  
Harvey, Henry P.  
Havener, Mrs. Agnes  
Haver, Jack  
Henson, Kenneth  
(Humph)  
Hines, C. E.  
Hope, Mack  
Hollinger, E. J.  
Houssels, Robert E.  
Howe, Louise  
Hudson, Betty  
Hulston, Henry  
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Bumpstead, Ro Ro  
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Carson, Tommie  
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Cierkes, Vincent  
Cisco, Joe  
Cole, Margaret  
Colin, Jean  
Cook, Frank  
Coppis, William  
Corrier, Yodite  
Cristo, Pete  
Crusey, Annalee  
Damman, Eugen  
Davis, Whitey  
Deeke, H. J.  
De Marr, Peggy  
Dexter, Lois  
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Edmagan, Veronica  
Foster, Basil  
Galbin, Joseph  
Goodwin, Micky  
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(Herzog Sisters)  
Jahn, Francis C.  
Jenkins, Benjamin  
Jordan, Billy  
(Kent)  
Kensel, Ken  
La Mar, Ethel  
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When you pull his ear forward, UP flies his tail and OUT pops a cigarette!

**ALL METAL** Wood Base — 7" High.  
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Baby Rings, Sizes 1/2 to 3 1/2, \$18.00 gross. Boys' and Girls' Rings, 4 to 7, \$18.00 gross. Large Boys' and Men's Rings, 7 to 11, \$24.00 gross.  
These Rings Are High Polished Gold Electro Plated Over Nickel Plating

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**AIRSHIP PACKAGES**  
Airships, a knockout flash, sells on sight, \$8.50 per gross packages. Workers, complete with cabin and fins, 50 cents each. The best worker on the market. Send for Airship Package, sample, 25 cents. We give you action and ship same day we receive order. Service is what counts. There are no if's or and's with us. We positively deliver as we always have done. 25% deposit with order.

**HARRIS NOVELTY CO.**  
1102 ARCH STREET PHILADELPHIA 7, PA.

# Pipes for Pitchmen

By Bill Baker

**STILL GATHERING . . .** the long green with oil in a Greenville, S. C., store are Mr. and Mrs. Ed Golden.

Fancy Freddie says: "A fellow can come up with all the good ideas in the world, but they won't work if he doesn't."

**TOMMY COOPER . . .** reports from Tulsa, Okla., that he spent the winter there working Tex-o-Lax to good business. He adds that he has placed the item in all the Rexall stores there and pass-outs have been good. Cooper says he recently spent a pleasant visit with Doc George Ward, who also is purveying the Tex-o-Lax package. He'd like to read pipes here from Doc Tom Smith, Doc Tom McNeally and Doc Red Maynard.

**ANYONE KNOWING . . .** the whereabouts of James Lawrence Duggers, supposedly a member of the pitch fraternity, is asked to have him contact Mrs. Margery Lee Locke at 4030 West 50th Avenue, Denver. She reports that she's holding War Savings Bonds for him.

**Famous Last Words:** "He's scuffling around now because he was always satisfied with his opinions and content with his knowledge."

**WILLIAM BROAD . . .** Detroit supply man, is recuperating at his home in the Motor City after having been released from a local hospital.

**BOB WORDEN . . .** has concluded a click engagement in South Bend, Ind., following a successful stand in Indianapolis. Bob says he'd like to read pipes here from Ray Herbers, Fred Krause and George Sallay.

**JACK YOUNG . . .** continues to gather the hermans with transferene in Chicago.

**DANNY KAUFFMAN . . .** cracked open his run-mender store in Chicago recently after moving into the Windy City from a successful run in New Orleans with the same item.

*Knowledge stems from personal effort. Your success is determined by how much you invest in it.*

**"JUST VISITED . . .** with A. E. (Gene) Krieg, who has his jewelry and cut-out name layout at Indian Lake, Russells Point, O.," letters E. J. Horst. "Gene is looking forward to a good season after starting off with a sock opening. His concession trailer is well flashed and packs plenty of appeal. Let's have some pipes from Sam and Carolyn Levy, Ed Hill, Sam Silverman, Joe Golub and some more of the old-timers."

**PAT MALONE . . .** and Jack (Bottles) Stover are still giving the stock sales in Virginia a good going over, collecting the shekels and adding a few miles to

their route. "Recent warm weather and the bluebirds," says Jack, "tell us we can make it now. The stock sales around the valley here have been holding up exceptionally well and we plan to be seeing the Atlantic Ocean soon. Would enjoy reading pipes from the lads and lassies down yonder."

**JOE GLASS . . .** formerly of Ike and Mike note, is working neckties on 42d Street, New York.

Now's the time for the solid pitcher to get out his bag of tricks and dust off the summer showmanship.

**W. C. ANTHONY . . .** is working buttonholers to good takes at the Boston Store, Milwaukee, while his daughter and son-in-law, Phil Kraft, have returned to St. Louis to join their daughters, Joan and Phyllis, who have been staying with their grandmother, Beulah.

**HYMIE SUMMERS . . .** featuring a sock demonstration, is working corn and foot aids at the F. W. Grand store on 14th Street, New York, and reports indicate that he's getting plenty of geedus with the items.

*Good advice might hurt at first, but there's not a surer method we know of which will increase one's ability.*

**HARRY GREENFIELD . . .** well known to Eastern pitchfolk, continues to make his headquarters in New York.

**MIGHTY ATOM . . .** for the first time in many a moon, is operating a lot at Coney Island, N. Y., near the Boardwalk. The Atom is quite popular with Coney's patrons and the season just opened brought the strong man a tremendous tip and good passouts. The Atom has a new truck which neatly displays his photo line-up and makes for a strong bally.

**Tripod Terry says:** "We're all cognizant of the fact that business this summer may not roll in as easily as in the past few years. That's the reason we're all going to roll up the old sleeves and take our best holds."

**BILL GORDON . . .** is combining a business stint at Kresge's, Duluth, Minn., with some fishing expeditions, both of which are proving successful.

**DURING . . .** Cole Bros.' Circus stand at Cummins-ville, Cincinnati, May 17-18, Joe Mullins and Jack Meikenhaus purveyed jewelry from a well-flashed layout to good crowds. The boys featured some new chatelaines, with which they scored impressive takes. They found enough spare time, tho, to frame a new layout which they plan to spring at spots in Akron and Canton, O.

**GEORGE H. BROOKS . . .** better known as Scotty, Pup Tent King, blasts from Tulsa, Okla.: "I'm

# PRICES SLASHED



## ON OAK-HYTEX BALLOONS

See Your Jobber

Be sure you get OAK-HYTEX in the Blue Box with the Yellow Diamond Label

**The OAK RUBBER CO.**  
216 S. SYCAMORE ST. RAVENNA, OHIO

**LEVIN BROS.**  
Distributors for Oak-Hytex Balloons  
6th & Ohio Sts. TERRE HAUTE, IND.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM  
**KIPP BROS.**  
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117-119 S. Meridian St. Indianapolis, Ind.

**GARRISON**  
TOY AND NOVELTY CO., INC.  
Distributors for Oak-Hytex Balloons.  
Carnival Goods—Mr. Hynson.  
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**Magic Photo Races**  
Wet the invisible pictures with the "magic stick" and instantly a clear photo appears, showing the winning horses. Impossible to tell winners in advance! A terrific resale item! Horse players love it! Display package of 7 "Photo Races" retails \$3.50.  
Dealer's Price, \$2.50 Per Doz. Pkgs.  
Jobber's Price, \$23.00 Per Gross Pkgs.  
Send 1/2 Deposit, Balance C.O.D.  
**D. ROBBINS & CO.**  
152-B West 42nd St.  
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**MEDICINE MEN!**  
THERE IS NO SUBSTITUTE FOR QUALITY  
WRITE TODAY for new wholesale catalog on toilet soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried) We are MANUFACTURING PHARMACISTS established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
37 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

**SELL \$2.50 MEN'S TOILET SET FOR 5c**  
ALSO \$1.50 BOTTLE COLOGNE FOR 5¢.  
A sensational sales plan. Write for full information. We have hundreds of fast selling items for the man who sells.  
**GOODIER COMPANY—Division of Universal Laboratories**  
321 N. Bishop Avenue DALLAS 8, TEXAS

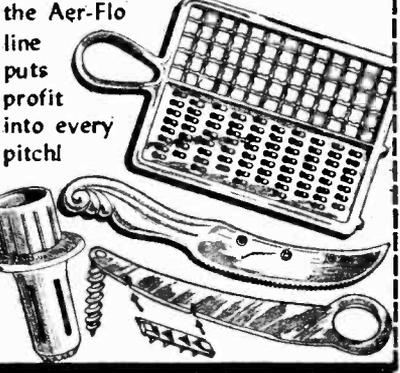
**NEW PRICE**  
**STAINLESS STEEL BANDS, \$1.50 EACH**  
Also have Gold-Filled Bands at \$2.25. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.  
**NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.**

# NEW LOW PRICES!

Now in Effect on the Entire Aer-Flo Line of Plastic and Steel Kitchen Gadgets! Get Our New Price List.

## BIG \$1 PACKAGE

4-PIECE SET includes famed Aer-Flo Grater, Juicer, Grapefruit Knife and Rotary Slicer. Other sets tailored to your needs. Attractively packaged, the Aer-Flo



## STEEL & PLASTIC ITEMS

Combine utility of stainless steel... beauty of plastic  
Corer and Peeler-Slicer that strings beans

**WRITE OR WIRE TODAY FOR SAMPLES & PRICES!**

Under New Management  
**PLASTIC CREATIONS**  
"The Name of Fame in Plastic Houseware"  
ATLANTIC CITY, NEW JERSEY

**For 31 YEARS**  
We proudly advertised that  
**Our Prices Are Right**  
and we still are soliciting business from  
**'The Shrewdest Buyers'**  
**Our Line Consists of**  
Stuffed Toys, Leather Goods, Cullery, Sun Glasses, Combs, Flashlights, Batteries, Shoe Laces, Fire Proof Glassware, Vitamins, Smoking Articles, Household Necessities, Razor Blades, Pocket Knives, Jewelry, Tooth Brushes, Lighters, Premiums, Gifts, Bobby Pins, Hair Pins, Electric Appliances, Stationery, Playing Cards, Etc., Etc.  
**WRITE FOR OUR 1947 BARGAIN CATALOG**

**MILLS SALES CO.**  
Cut-Rate WHOLESALE Since 1916  
901 BROADWAY, New York 3, N. Y.

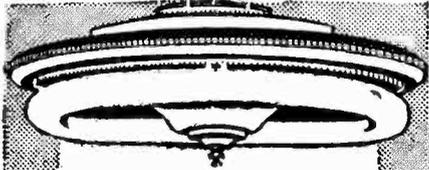
**MEDICINE MEN**  
Your label or ours. Herb Medicines, Herbs, Salves, Liniments, Tablets, Pills, etc. Lowest prices. Highest quality. Write for free confidential catalog. **ERBOLAC CO., 220 George St., Dept. B, Cincinnati 2, Ohio.**

**★ POCKET KNIVES ★**  
of Every Description at  
**• REDUCED PRICES •**  
Send for Free Catalog.  
**S. RABINOWITZ CO.**  
108 Neptune Ave. Brooklyn 24, 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 postpd. 15—Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpd. 100—Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.  
**L. LOWY, 8 W. Broadway, N. Y. 7, Dept. 326**

working the fairgrounds here with the Johnny Lee Wills Stampede and Rodeo, peddling popcorn and peanuts to good results. Big George, novelty king, also is here, as is Shorty West and several other oldtimers. Cotton Carnival at Memphis proyed a bloomer. Worked there for Slim McKnight with flying birds on the water front and business was way below par. Played the Clyde Bros.' Circus date in East St. Louis, Ill., and the Police Circus at St. Louis and scored solidly at both spots. Let's see some pipes here from John J. Looney, Red McCoy, Sleepy Bernie Caplan, Peanuts Cramer and Julius Fisher."

**Money Spot:** They tell us that the med and vitamin workers are missing a good bet by passing up the stock sales



**1,000,000 Sales With CIRCLINE**

Bulb Included  
**FLUORESCENT FIXTURES**  
**Big Opportunity for Big Money Making**

Not a novelty, but an amazing new item of standard fluorescent lighting equipment for use everywhere. 32-watt Circline Fluorescent Lamp has greater light output distribution than 100-watt ordinary lamp.

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**LOWEST PRICES**  
DIRECT FROM MANUFACTURER

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST OF COMPLETE LINE

**ABRAMS LIGHTING**  
MANUFACTURERS FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia 6, Pa.  
Phone Walnut 2-6787

**10,000 GOVERNMENT SURPLUS BULOVA-WALTHAM-ELGIN GENTS' WRIST WATCHES**



Immediate Delivery  
• Waterproof • Shockproof • Shock resistant • Sweep second hand • Genuine leather strap • Stainless Steel Back

**\$14.75** Each  
1/2 DOZ. LOTS

SINGLE SAMPLES—\$15.75 EACH  
• ALL WATCHES GUARANTEED •  
10% Tax for Non-Resale Purpose,  
25% With Order, Balance C. O. D.  
WRITE FOR NEW 1947 CATALOG.

**LOUIS PERLOFF**  
737 Walnut St., Dept. C  
PHILADELPHIA 6, PA.

at Front Royal, Va., Thursday of each week. Those who are putting in consistent appearances there report that the spot takes on a circus atmosphere each week and that there's plenty of moola in evidence.

**FRANK LAGAR . . .** pitch stalwart of Maxwell Street, Chicago, of other years, is still a patient at Vaughn Hospital, where he has been confined the last three years.

*Remember, only an undertaker can argue with his customers and get away with it.*

**EDWARD C. ANDREWS . . .** former circus trouper and med show performer, who has been confined in Veterans' Hospital, Dayton, O., for nearly a year, writes from the Gem City that he toured with such med workers as Dr. Bennett, of New Life note, during the early '20s. He recalls that Dr. Whitmore was in charge of the Bennett show, and that Dr. Allen and Dr. Roberson and several others worked med tricks in Virginia and West Virginia territory about the same time. He says many of them have passed on, but adds that their records for square-dealing will live on forever. Andrews says he'd like to read pipes from the boys and girls he knows in the business during his convalescence.

Who of you made the 31st annual running of the Decoration Day race at the Indianapolis Speedway this year? Spot always has been a spawning ground for new pitch items, and the boys and girls making the event in former years always came up with a full poke. How did it go (See PIPES on page 96)

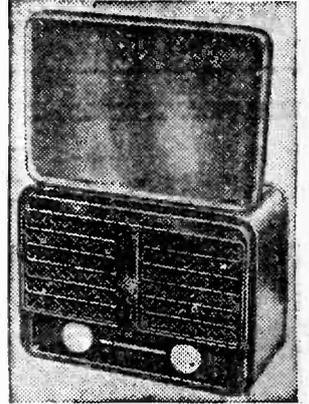


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Tune in NOW for extra, effortless profits with the most sensational 3-way radio ever built! Works anywhere, any time; on AC, DC or battery. No higher than your fountain pen, yet can hold 5 "A" batteries and 1 "B" battery!

**'Super-Mile'**  
ONLY  
**\$29.50\***

LIST PRICE



IN ASSORTED COLORS  
**3-WAY PORTABLE AC, DC or BATTERY**

Small enough to be packed in a suitcase, yet has the following features:

- AMAZING POWER!
- 4 1/2" ALNICO #5 SPEAKER WITH A HEAVY-DUTY SLUG WEIGHING 1.47 OZ.
- SELENIUM RECTIFIER (NO RECTIFIER TUBE NECESSARY.)
- USES FOLLOWING TUBES: 1—LR5, 1—IT4, 1—1S5, 1—3S4.
- FULL-SIZE 2-GANG VARIABLE CONDENSER.

LARGE QUANTITIES AVAILABLE FOR IMMEDIATE SHIPMENT!

★ Highly polished aluminum cabinet, molded plastic front and rear ★ Super-sensitive transformer ★ Built-in Loop ★ Licensed by RCA and Hazeltine ★ Packed in air-cushioned cartons ★ Backed by National Advertising! ★ Comes in Assorted Colors ★ Size: 4" wide, 5" high, 8" long ★ Automatic Volume Control ★ Slide Rule Dial ★ 4-tube Superheterodyne ★ Uses standard, full-sized components; parts interchangeable anywhere.

WRITE TODAY FOR SAMPLE AND QUANTITY PRICES \*Less Batteries

**CARTER RADIO AND APPLIANCE, Inc.**

43-45 43RD ST., DEPT. BB-2, LONG ISLAND CITY 4, N. Y. Phone: Stillwell 4-2061

**ATTENTION, ENGRAVERS! THE RINGS YOU'RE LOOKING FOR!**

Rodium Plated



No. 131  
\$3.85 Dozen  
\$45.00 Gross

**BACK AGAIN! NICKEL SILVER RINGS**



No. 126  
\$3.00 Dozen  
\$34.50 Gross



No. 125  
\$3.10 Dozen  
\$36.00 Gross



No. 119  
\$3.60 Dozen  
\$42.00 Gross

WHITESTONE SPECIAL



No. 138  
White or Yellow  
\$3.10 Dozen  
\$36.00 Gross

**BIG SELLING LOW PRICED BRASS RINGS—WHITE OR YELLOW**



No. 123  
White or Yellow  
\$3.60 Dozen  
\$42.00 Gross



No. 118  
White or Yellow  
\$2.85 Dozen  
\$33.00 Gross



No. 122  
White or Yellow  
\$3.35 Dozen  
\$39.00 Gross



No. 132  
White or Yellow  
\$2.00 Dozen  
\$22.50 Gross



No. 128  
White or Yellow  
\$1.65 Dozen  
\$18.00 Gross



No. 106  
White or Yellow  
\$1.50 Dozen  
\$15.75 Gross



No. 135  
\$2.85 Dozen  
\$33.00 Gross

No. 136  
\$2.85 Dozen  
\$33.00 Gross

White or Yellow, Whitestone Set



No. 13  
White or Yellow  
\$1.50 Dozen  
\$15.75 Gross

**WRITE FOR NEW ENGRAVING JEWELRY CATALOG STATE YOUR BUSINESS**

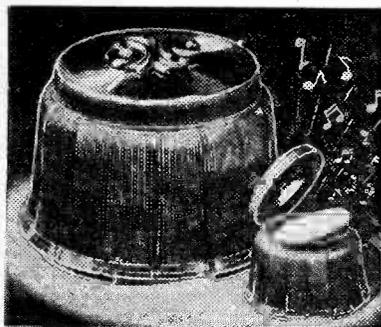
5 NO. WABASH AVE. **HARRY PAKULA AND CO.** CHICAGO 2, ILLINOIS

**ANNOUNCING**  
**THE NEW JACK & JILL BALLOONS**  
 The finest toy balloons made in a most up-to-date factory. Write for wholesale price list of our complete assortment.  
**ATLANTIC LATEX CORPORATION**  
 27 HAYNES AVE. NEWARK 5, N. J.

**PIPES**  
 (Continued from page 95)  
 this year and which of you boys and girls sprung with new set-ups? Tell ole Bill about it.  
**JOE MANN . . .**  
 who has retired from the road and pitch field, is now general sales

manager for a large Chicago novelty house.  
**TONY GRAZZINO . . .**  
 eye-glass worker, headed westward for California after a brief stay in Chicago.  
**REPORTS FROM . . .**  
 the West Coast indicate that Jimmy Ryan is cleaning up with gadgets in that neck of the woods.

Look at this price on . . .  
**MUSICAL POWDER BOXES**



Superb prize item . . . translucent musical powder box with 18-note genuine Swiss musical movement. Assorted colors and tunes. Direct from manufacturer. Order today!

Packed 12 to case. Wt., 15 lbs. On C. O. D.'s, 10% cash with order. Immediate shipment.  
**\$2.50 EACH**  
 F.O.B. Decatur, Ind.

**ANNA MARIE GIFT STUDIO**

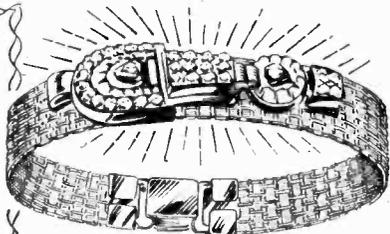
Decatur, Ind. Phone 890

**SENSATIONAL**

Manufacturer offers stunning Cocktail Bracelet to trade

Remarkable likeness to solid gold original retailing at \$500.00

- Highly polished 14K gold plate
- Flexible basket weave band
- Several styles
- Individually boxed



Style No. 1219  
**\$10.00 Doz.**  
**\$110.00 Gross**  
 Sample \$2.00

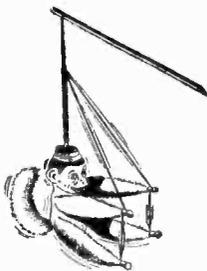
**FREE** illustrations of our gold-plated chatelaines and pin and earring sets.

1/3 deposit with order, balance C. O. D.  
**STAR IMPORT NOVELTY CO.**  
 535 EIGHTH AVE. NEW YORK 18, N. Y.

**"JO-JO" THE NEW SENSATIONAL JUMPING MONKEY**



- Life-like, hand painted in 6 bright colors
- High gloss lacquered
- Fuzzy hands, legs and tail
- Lively and great fun
- Assorted color combinations
- Individually packaged in "clear-view" container
- 6" in height
- A 39¢ retailer



See your local jobber or write for name of nearest distributor

**KAYE NOVELTY CO., INC.**

Manufacturers of KANCO Toys and Novelties  
 377 HUDSON AVENUE BROOKLYN 1, NEW YORK (TRIANGLE 5-0179)

**ATTENTION CARNIVAL AND STREET VENDORS OUR LATEST PRICES ON FIRST QUALITY**

**-- BALLOONS --**

No. 4 Round . . . . \$1.60 Gr.	No. 12 Round . . . . \$ 6.25 Gr.	5x24 Airship . . . . \$ 4.50 Gr.
No. 5 Round . . . . 1.90 Gr.	No. 13 Paddle . . . . 8.15 Gr.	7x18 Airship . . . . 4.10 Gr.
No. 6 Round . . . . 2.15 Gr.	No. 16 Paddle . . . . 10.65 Gr.	No. 9 Round Deco. . . 7.25 Gr.
No. 7 Round . . . . 3.15 Gr.	3x12 Airship . . . . 1.70 Gr.	No. 11 Round Deco. . 8.10 Gr.
No. 8 Round . . . . 3.75 Gr.	3x15 Airship . . . . 2.00 Gr.	No. 12 Round Deco. . 9.00 Gr.
No. 9 Round . . . . 4.50 Gr.	4x18 Airship . . . . 2.25 Gr.	<b>LARGE TOSS-UPS. 13.00 Gr.</b>
No. 11 Round . . . . 5.30 Gr.	4x26 Airship . . . . 3.75 Gr.	

Our new catalog is now ready for mailing, showing our complete line. WRITE FOR YOUR COPY TODAY.

**WISCONSIN DELUXE CO.** 1902 N. Third St. Milwaukee 12, Wis.

Cash in on your pitch item by advertising it. It costs you plenty to operate your stand and if your items are properly sold you'll have no worries about re-plays.

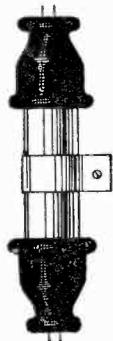
**COLE BROS.**

(Continued from page 50)  
 on the show, Mr. and Mrs. Noyelles Burkhardt and Mr. and Mrs. Joe Harworth.  
 Sick list includes Mrs. Frank De Rue, who left the show to undergo surgery; John Smith, who is out of action for the first time in 25 years, and Charles Raimer.  
 Visitors: Stewie Roberts, C. D. McKown, Frances Stillman, Happy Shaw, Ed Hillhouse, Don Howland, Vernon L. McReavy, Mr. and Mrs. Art Becker, W. J. Dammarell, Dr. and Mrs. W. C. Huebener, Dr. Speckman, Frank Bevier, Martin J. Hogan, Henry Allendorf, Frank Longley, Dr. E. C. Bickelheimer, Adele Reenan, John G. Robinson IV, Glen Tracy, Father Berning, Mr. and Mrs. Cecil Scott and Bobby. Incidentally, the Freemans were guests of the Scotts in Cincinnati and don't let anyone tell you that Scott gal can't cook.—**FREDDIE FREEMAN.**

**DISTRIBUTORS WANTED**

HELP PREVENT REAR END MOTOR CAR ACCIDENTS AND ASSURE SAFER DRIVING IN TOWN AND COUNTRY WITH

New Fast Selling **AUTOMOTIVE FLASHER**



Used on Buses, Trucks, Highway Patrol Cars, Ambulances, State, County and City Motor Transportation and all privately owned motor cars. This instant flasher warns the on-coming driver on the crowded highway and city streets. Remarkably effective.

Flasher retails for \$3.00. Attractive discounts to dealers and distributors. Territories now being allotted.

Size of STOP-IT. .3 In. x 3/8 In. Standard ratings. .6 or 12 volts Capacity. . . . .64 candle power Flashes per minute 60-85, 112 and 120

Write or Wire

**MACCHI and COMPANY**  
 927 Larkin St., San Francisco 9, California

**SENSATIONAL SELLER "SINNERS" COCKTAIL BRACELET**

Beautifully Set With Genuine **CZECHO-SLOVAKIAN RHINESTONES**

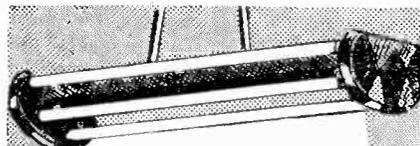
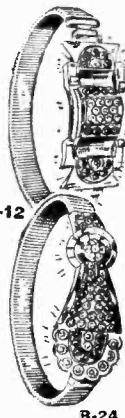
Replica of Famous Cocktail Bracelets That Sold for \$500

Offered in two flashing, exquisite designs — set with gleaming **CZECHO-SLOVAKIAN RHINESTONES**—with smart, rose gold plated Expansion Band. A fast sight seller for summer wear. A popular hit creation for daytime or evening appeal.

**\$12 PER DOZ.**

Minimum Order 1/2 Doz. \$9. State A-12 or B-24. Send 25% deposit with order, balance C. O. D., plus shipping charges.

**KENT JEWELERS**  
 105 N. Clark St., Dept. BB-1, CHICAGO 2, ILL.



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**FLUORESCENT FIXTURES**

The Greatest Lighting Improvement Since Electricity Replaced Gas.

TREMENDOUS PROFITS FOR **DISTRIBUTORS DEALERS CONCESSIONAIRES**

FLUORESCENT FOR EVERY PURPOSE—Commercial, Industrial, Channel Strips, Kitchen Units, Desk Lamps, Chrome Brackets, Bed Lamps and other styles.

PRICES AS LOW AS \$2.10 EACH

ALL PRICES LOWEST POSSIBLE DIRECT FROM MANUFACTURER

Write for Illustrated Catalogue and Price List of Complete Line

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 MANUFACTURERS—FLUORESCENT FIXTURES  
 113 No. 7th St., Philadelphia 6, Pa., Phone Walnut 2-6787

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NEW SUPER DUPER **DICK TRACY CAMERA**  
  
**\$14.40 Per Dozen**  
 USES 127 FILM  
 127 FILM. . . . .21¢ Each

**ELECTRIC LIGHT JAZZ BOW TIES**  
  
 Complete with Battery and Bulbs.  
 Quantity Users. Write for **New Low Prices**

SEND FOR NEW NOVELTY CATALOG. 25% With Order, Balance C. O. D.  
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 Folding, non-folding Many Styles Steel, Wood, Bridge.  
 State requirements. Minimum order—two dozen.  
**ADIRONDACK CHAIR CO.**  
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**AIRSHIPS**  
 New Airship Balloon in attractive envelope, complete with cabins and fins. Special price, \$8.00 gross. All Silver Workers. 2.75 each.  
**H. S. NETTLES**  
 675 Winton Terrace, N. E. ATLANTA, GA.

# SALESBOARD SIDELIGHTS

## New York:

Norman Harper, owner of Harper Sales Company, reports that his firm will manufacture its own boards. . . . Gerald Simmons, Omaha salesboard op, writes that sales have started a slight upward trend. He will be in Chicago and New York early in July on a buying tour. . . . Thomas Fishner, of Fishner sales, is traveling thru the South on biz. . . . Sid Kaufman, Standard Merchandise Company, due to become a father this month, is on his way back from the West Coast. . . . Walter Waggoner, Boston; Oliver Gould, Chicago, and Myron Berkowitz, Philadelphia,

were some of the salesboard buyers here last week.

Off to Canada for a month's fishing trip, Earl Sanderson, Northwest Sales Corporation executive, is reported to have spent a small fortune on tackle and other gear. He'll go as far north as Hudson Bay. . . . Manny Katz, Baltimore, will spend his vacation in the Black Hills of South Dakota. He will leave early in July and be gone for three weeks, stopping in Chicago on his way back to make a few purchases.

George Robinson, Superior Merchandise Company, leaves Thursday (5) for a New England biz trip. . . . Board sales are reported to be holding their own in most parts of New Jersey. . . . Merchandise boards are said to be gaining over cash boards in most areas outside of Atlantic City. . . . Shipments of merchandise boards to other countries is on the increase.

## Chicago:

Superior Products has two new salesmen in its Texas-Arkansas-Louisiana territory, Jack Morely says. New boys are Virgil Forrest, covering Northern section of these three States, and Ellis B. Ford, taking on the Southern area. Visiting the home office this week: Superior's Eastern district director Manny Nieder and Bill Hershberger, Midwestern sales director.

Amusement Industries welcomed Jim Reddy home from his two-week New York trip May 27. Reddy says they are making tickets for various manufacturers now. Began two weeks ago. . . . Pioneer Manufacturing Company's Charles Lucenti, William T. Wollpert and Harold Boex are out of town on business. Boex left May 19 for an Eastern tour and Wollpert, who just returned last week from his Indiana trip, is off again—same for Lucenti.

George Elam, Jay-Bee Products, left May 29 for Virginia on a business trip, and is scheduled to return to Chicago June 2.

## Bee-Jay To Use New Booker Washington Fifty-Cent Pieces

CHICAGO, May 31.—Reuben Berkowitz, head of Bee-Jay Products here, announced this week that his firm has exclusive rights to use the new Booker T. Washington memorial half dollars in salesboards. New boards, each of which will contain 10 of these coins, will be out soon, Berkowitz said. A premium of \$5 for every board using the coins was paid by the Bee-Jay.

Coins, of which there will be 5,000,000 minted, are sold by the San Francisco and Philadelphia mints at \$1 each and those minted at Denver for \$1.50. Proceeds of sale of these coins go toward the Booker T. Washington Memorial Fund which will perpetuate his ideals and teachings, maintain his birthplace in Franklin County, Virginia, and build a college when sufficient funds are available.

Berkowitz said that Mrs. Portia Washington Pittman, one of the trustees of the fund, visited the Bee-Jay plant during the week.

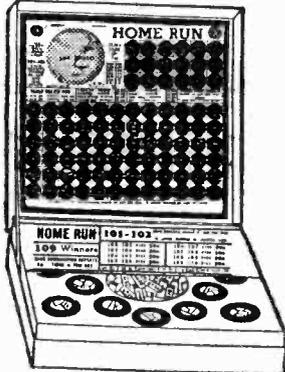
ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

## ! EXTRA BASES !

A PAIR OF HITS THAT ARE GOOD FOR  
EXTRA BASES IN ANY LEAGUE

EXCELLENT FOR  
CLOSED TERRITORY

### HOME RUN



Takes in 2280 Tickets @ 5¢ . . . \$114.00  
Pays Out (Average) . . . . . 71.40  
Profit (Average) . . . . . \$ 42.60  
109 WINNERS

### BINGO BASEBALL



Take in 1600 Tickets @ 5¢ . . . \$80.00  
Pays Out (Average) . . . . . 49.62  
Profit (Average) . . . . . \$30.38  
73 WINNERS

THOSE WHO KNOW  
USE JAR-O-DO

WRITE TODAY  
FOR FREE LITERATURE. SPECIAL  
DISCOUNT TO BIG DISTRIBUTORS.

## UNIVERSAL MANUFACTURING CO.

"World's Foremost Mfr. of Jar Games"

405-411 E. 8TH ST.      KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

## TOP YOUR PROFITS

with these **3 NEW** DOUBLE ACTION MONEY BOARDS



**SHOOT THE WORKS**

100 200 300 400 500 AND

FOR 10c PLAY  
ORDER No. 720

**"SHOOT THE WORKS"**

Average PROFIT  
**\$32.34**

FOR 5c PLAY  
ORDER No. 720

**"ALL OR NOTHING"**

Average PROFIT  
**\$19.20**

FOR 25c PLAY  
ORDER No. 720

**"TAKE IT OR LEAVE IT"**

Average PROFIT  
**\$65.36**

**GARDNER & CO.**

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## AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16¢, 1-29¢, 1-33¢, 1-39¢, 1-49¢, 1-59¢ and 1-99¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$3.00 to \$25.32.

Skip-number Push Cards with every push a winner in 1-29¢, 1-39¢, 1-49¢, 1-59¢, 1-69¢, 1-79¢, 1-89¢ and 1-99¢ in 12 and 24 Holes, with take-ins from \$3.10 to \$21.50.

Other styles and sizes from 10 to 600 Holes, including Put & Take Cards, Cigarette Cards, etc. Write for Free Jobbers' Catalog.

**W. H. BRADY CO.** Mfrs.  
CHIPPEWA FALLS, WIS.

Make \$250 to \$500 a week

**BE YOUR OWN OPERATOR OF PUSH CARDS**



A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order. Del. C.O.D., P.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**

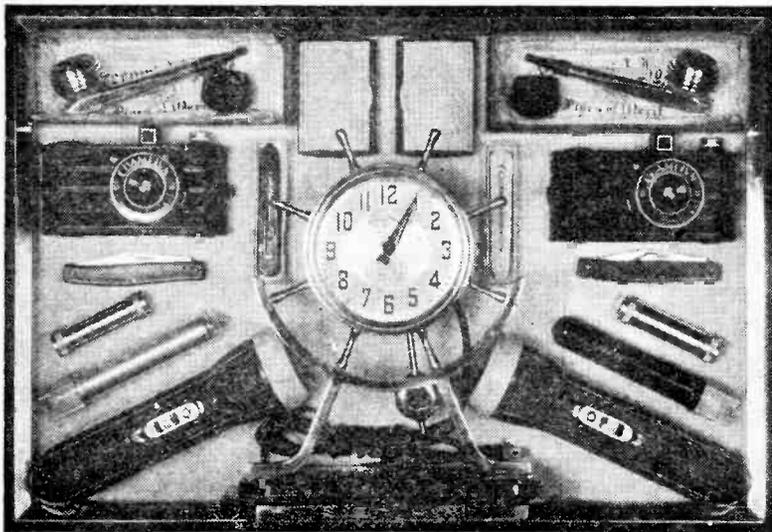
1 Watch to the seller and 1 Watch to the winning seat.

Push Card Takes in \$21. Your Cost . . . . . \$18. EXTRA PUSH CARDS 10c EA.

Your Profit \$17.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

**ALL PRICES SLASHED 25% OR MORE**



**DEAL #523**

The electric clock on this deal is most unusual—it has a pendulum which swings and is heavily chromium plated—usually sells for \$20.00. The aluminum pipes are nationally advertised at \$2.50 each and have 2 bowls—1 aluminum and 1 briar. All of the other items are nationally advertised and are useful and valuable.

**DEAL CONSISTS OF 2,000 HOLE BOARD — 5c SALE — TAKES IN \$100**

- PAYS OUT**
- 1 ELECTRIC PENDULUM CLOCK FOR LAST SALE
  - 2 THOROKLEEN ALUMINUM PIPES
  - 2 GITS PLASTIC PUSH KNIVES
  - 2 POCKET KNIVES (2 BLADES)
  - 2 ROSLYN LEE PLASTIC COMPACTS
  - 2 GITS UNBREAKABLE FLASHLIGHTS
  - 2 COMBINATION ELECTRIC CANDLES AND FLASHLIGHTS
  - 2 CANDID COLOR CAMERAS
- \$10.00 CASH OR TRADE IN CONSOLATIONS  
FORMER PRICE \$37.30

**CUT PRICE \$27.95      DEFINITE PROFIT \$62.05**

With 2500 Hole Board taking in \$125.00 ..... \$28.45  
With 3000 Hole Board taking in 150.00 ..... 28.95

Write to Dept. B for latest

**CUT PRICE CATALOGUE**

**ORDER MUST BE ACCOMPANIED BY \$5.00 CHECK OR MONEY ORDER—BALANCE C. O. D.**

We are the only firm in this business that has been operating continuously and successfully for over 21 years.

**A. N. S. Sales, Inc.**

312 E. Market Street      Elmira, N. Y.

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5c	LUCKY BUCKS, DEFINITE PROFIT	7.00	1.25
520	5c	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25c	EASY FINN, DEF. PROFIT, SLOT SYMBOLS	65.00	1.25
720	5c	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25c	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5c	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5c	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10c	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5c	TEN BIG FINN, THIN, JUMBO HOLES	35.20	2.50
1200	5c	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50c	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1c, 2c or 5c stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**\$\$ IN PICNICS**

(Continued from page 77)

botham, Dixie Cotton Mills, La Grange, Ga.; and Paul Sheeks, Firestone Tire & Rubber Company, Akron.

At one point, Heltman asked for the showing of hands to find out how many of the companies represented held their picnics in established amusement parks. The showing was small. Then he asked how many held the events in public groves and the majority raised hands.

A veteran parkman, seated in the audience strictly as a spectator, had this to say regarding the majority using groves:

"That proves parks really aren't driving for this type of business. I venture to say if half that number now using groves were approached by a park owner, a deal could be worked out that would see those picnics being held in an established amusement park instead of a public grove.

**Contact Needed**

"Put yourself in their place. If you were in charge of the recreation department at an industrial plant you'd want the best available site for your picnic. If a park owner came around and informed you his park had top picnic facilities, plus rides, shows, concessions, swimming pool, etc., you'd be in a receptive mood to dicker."

Also the majority of IRA members said Saturday was the most popular day for picnics, with Sunday following, one recreational director said his plant held its picnic on Monday, "Because we use an amusement park and that's an off day for the spot. We find it works out to better advantage for both our people and the park owner."

In other words, it isn't necessary for a park owner to be host to the picnic on his busiest days. He can fill in his off days with this type of business.

Nelson said his department made a survey as to what employees wanted, or expected, at a picnic. No. 1 among their wants, he said, was a fireworks display, with a clown act running a close second.

From the discussions, it was apparent park owners have a great opportunity to sell industrial plants on their funspots. Personal contact may easily turn the trick.

**N. Y. HOLIDAY BIG**

(Continued from page 78)

stands on the Rockaway Peninsula drew their peak crowds of the season.

**Playland Going Strong**

Rockaway's Playland, biggest of Long Island's amusement parks, is now in full swing with a score of major rides, funhouses, games and refreshment stands, as well as the largest Penny Arcade in the region, kiddie rides and numerous concessions operating.

Playland again is offering free attractions, with the California Queens, high aerial thrill, as the Decoration Day week-end feature. Park's new drum-beater, Dave Stein, announces fireworks displays every Wednesday night and a series of special events in celebration of Playland's golden anniversary, being celebrated this year. A. Joseph Geist, owner-operator of Rockaway's Playland, is highly optimistic and predicts park will top all attendance records this season.

Seaside Park, built and operated by the Drambour brothers, veteran ride builders, is hampered by difficulty in securing rides, but park is expanding and adding new equipment as it becomes available. Park has a large Whip, Merry-Go-Round, Ferris Wheel and kiddie rides. Park fronts on the Rockaway Shore Parkway and has a large group of permanently constructed buildings housing games and concessions, as well as two of the most attractive drink and eat stands in this section.

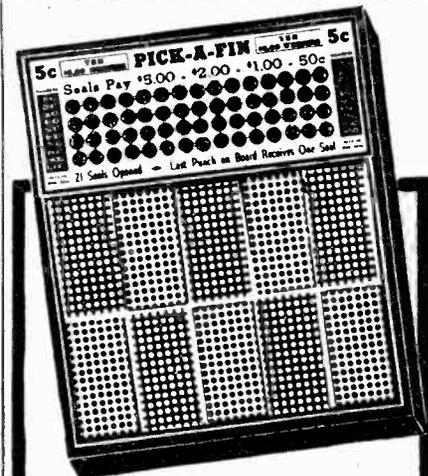
**NEW TULSA FUNSPOT**

(Continued from page 78)

new rides and other amusement features, project will not be fully completed this year, but will open July 1 with at least 10 rides and various midway attractions. Additional rides have been ordered and will be in place by next summer, Elifritz said. Elifritz recently returned from Hollywood where he purchased considerable equipment.

The midway, Elifritz said, will include all types of concessions, an arcade and a cafe. Approximately one third of the main part of the park will be devoted to a kiddieland. When completed, the park will be open eight months a year and will operate with a free gate.

Joe Koberling, of Tulsa, is the architect.



**1200 Holes—Avr. Profit. \$33.05**  
60 Sewed Seals

Ten Spots 5c  
**1200 Holes—Avr. Profit. \$31.16**

\$25 Special \$25  
**1200 Holes—Avr. Profit \$137.07**

**SUPER CHARLEY 25c**  
**1200 Holes—Avr. Profit. \$84.50**

**CROWN PRODUCTS**  
322 E. COLFAX AVE.  
SOUTH BEND 24, INDIANA

**SALESBOARDS**

**IMMEDIATE DELIVERIES—25% Deposit**

Holes	Name	Profit	Price
400	5c Dollar Board, Thick, Def.	\$ 7.00	\$.55
600	5c Diamond Dust, Def.	11.00	.88
300	25c KUTOR COLOR, Tk. Def.	15.00	.75
600	25c Charley Board, Thick, Def.	51.00	.75
1000	1c Clg. Bd. (Girlie), 28 Pk.	50.00	.89
1000	25c Charley Board, Def.	17.00	.95
1800	5c LULU BD., X Th. Def.	18.00	1.49
1000	25c Jackpot Charley, Avg.	\$50.00	\$.98
1000	25c J.P. Charley, Avg.	52.08	1.05
1000	25c J.P. Charley, Thick, Avg.	52.08	1.20
1000	25c J.P. Charley, X Th. Avg.	52.08	1.25
1000	10c Ready Money, Jbo, Avg.	50.70	1.85
1000	5c Win-a-Fin, Jumbo, Avg.	24.40	1.79
1200	25c Texas Char., Seal, Avg.	\$102.28	\$1.79
1180	5c Bingo, Jumbo, Avg.	29.10	2.39
1180	5c Jumbo Tens, Jumbo, Avg.	32.20	2.39
1000	5c Assorted (Girlie), Avg.	27.00	2.59
1020	25c Block Buster, Tk. Avg.	81.56	2.59
1800	5c J.P. Lulu, X Tk. Avg.	31.75	2.59
2160	10c Rd. Wh. Bl. Sglt Tickets	72.00	1.49
2170	5c Rd. Wh. Bl. Sglt Tickets	36.00	1.49
2520	5c J.P. Jar Tickets, Avg.	48.00	2.49
120	Baseball Ticket Books, Am. Nat. Doz.	1.89	
120	Tip Ticket Books, \$20.00 Gr. Doz.	1.95	

**GRAND PRIZE & REAL MCCOY BOARDS,**  
Send for Catalog.

**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
DeLuxe Building      Blue Earth, Minn.

**TICKETS**

**THE LARGEST AND MOST COMPLETE LINE IN THE INDUSTRY**

- JAR TICKETS
- BINGO REFILLS
- ALL TICKET GAMES

Buy Direct from Factory

**BEST MERCHANDISE—LOWEST PRICES**

Write for Free Catalog and Price List

**CIRCLE PRODUCTS CO.**

4421 A N. Clark      Chicago 40, Ill.

**WHOPPER WINNERS**  
200 Holes at \$1 Each  
(FIVE 25c TICKETS)  
Takes In \$200.00  
Ave. P. O. 118.56  
**PROFIT \$81.44**  
No. 201 MGL

**THE NEW M.G.L.**  
Just what YOU'VE been waiting for!

**G-LOVELY**  
200 Holes at 25c Each  
(SIX 5c TICKETS)  
Takes In \$50.00  
Ave. P. O. 23.62  
**PROFIT \$26.38**  
No. 200 MGL

**25c**  
SIX 5c TICKETS  
JACKPOT CONTAINS:  
\$5.00  
\$4.00  
\$3.00  
\$2.00  
\$1.00  
AND TWO ADVANCES TO GOLD POT

**Immediate Delivery!**

**HARLICH MANUFACTURING CO**  
1200 North Homan Avenue  
CHICAGO 51, ILLINOIS

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12c a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. jc26

**A-1 STAMP MACHINES, SINGLES, \$5.95;** Doubles, \$19.50; Triples, \$29.50. Folders, 50c thousand. U. S. P., 100 Grand, Waterbury 5, Conn. jc28

**A-1 CONDITION—TWO WURLITZER COUNT** er Models 61, ea., \$85.50; both, \$170.00. 1/3 deposit. Box 1189, Aransas Pass, Tex.

**ADAMS-FAIRFAX HAS SCAUCE ITEMS!** Ball Gum, 70c per pound; 25-lb. box, \$17.50. Candy-covered Peanuts, only 28 cents per pound. Candy Mix, for vending machines, 35c per lb. Terms: Third cash with order, balance C.O.D. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. jc7

**BALL BUBBLE GUM—% 142 COUNT, 70c** lb. 35-lb. case, 68c lb. Over 2 cases, 65c lb. 1/2 deposit with order. M & M's mixed colors, 50c lb., 25-lb. cartons. Advantage Gum Machines, \$11.00 each. Shipments F.O.B. B & K Vending Co., 1477 S. 10th St., Camden, N. J. Emerson 5-3069. jc14

**BALL GUM MACHINES—COLUMBUS WITH** red for awards, \$7.50. Big Chief, \$11.50; Tonic, \$14.50; Knockout, \$54.50; 7-Up, \$11.50; Bolaway, \$44.50; Big Time, \$34.50; Big Hit, \$121.50; Stage Four Canten, \$124.50; Liberty, \$79.50; Stratford, \$39.50; Barrage, \$34.50; Victory, \$54.50; Jeep, \$59.50; Jangle, \$49.50. 1/2 deposit. Give 2nd choice. Automatic Amusement Co., 620 Gratiot, Sardinaw, Mich.

**BATTER-UP BASEBALL MACHINE—IN GOOD** condition, \$500.00. Acme Tool Co., 301 Metcalf Ave., Chattanooga, Tenn. jc7

**BUBBLE GUM BALL—% APPROXIMATELY** 150 to a pound, 60c net F.O.B. Englewood. Minimum, 3c. pennies. Bergen Vending Machine Co., Englewood, N. J.

**BUBBLE BALL GUM—% 140 COUNT, 3.500** or more to 25-lb. carton. Small orders welcome. Under 5 cts., \$16.50 each; 6 to 12 cts., \$18.00; 13 to 19, \$15.50; 20 cts. up, \$15.00 F.O.B. Toledo, O. English Music Co., Box 71, Sta. E. Used Columbus Gum Machines, \$6.50. jc21

**CONSOLE—ONE BALLY 5c DRAW BELL,** used as floor sample only, \$380.00. King-Pin Equipment Co., 826 Mills St., Kalamazoo 21, Mich. Michigan Distributors for Bally Mfg. Co.

**FOR SALE—20 NEW 1947 MODELS ARISTO** Scales, never uncrated, \$110.00 each. Mel Gans Sales Co., 3317 James, Ft. Worth 4, Tex. jc21

**FIVE SUPER SKIE ROLLS, \$1,000.00.** John Thrift, Comanche, Okla.

**FOR REBUILT AND LIKE-NEW VENDING** Machines, get our mailing list. We also buy Vending Machines, Devices. Novelty Sales, 467 Milwaukee, Chicago 19, Ill. jc28

**FOR SALE—100 REGAL PEANUT MACHINES** with plastic globes, never been used. Will ship anywhere prepaid, \$7.00 each. Write G. Davis, 2400 30th St., Lubbock, Tex.

**HAVE CONSOLES TO TRADE FOR SEIBURG** Guns. Write to Coin Amusement Games, 1335 E. 47th St., Chicago 15, Ill. jc7

**NEWLY REBUILT POMATIC POPCORN MACHINES,** 5 gal. Oil, 100 lbs. Corn, nickel and dime chute. First \$165.00 takes all. W. Reeves, 994 Maury, Memphis, Tenn.

**MILLS CLOCKS REPAIRED, \$5.00. FIFTEEN** rebuilt clocks, \$5.50. Cash Boxes, \$10.00 dozen; 100, \$50.00. Brass no-value clocks, Penny, Nickel, Dime, Quarter, 2.50 M. Coleman Novelty, Rockford, Ill. jc7

**ONE GOOD-AS-NEW RECONDITIONED MACHINES** and 500 Balls Gum, \$10.50. 1/2 cash. Thomas Novelty Co., Paducah, Ky. jc7

**REBUILT POPCORN MACHINES FOR SALE—** Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. jc26

**RECONDITIONED PENNY PEANUT OR BALLY** Gum Machines with 5 lbs. Peanuts, \$8.50. 500 Balls Gum, \$9.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. jc7

**SPECIALS BY STEWART—5c MILLS GOLD** Chrome, \$107.50; 25c Mills Gold Chrome, \$110.00; 5c Mills Bonus Bell, \$110.00; 10c Mills Bonus Bell, \$125.00; 10c Mills Original Chrome, \$125.00; 5c Mills Original Chrome, \$90.00; 10c Mills Black Cherry (rebuilt), \$119.00; 5c Mills Emerald Chrome (hand load), \$175.00; 10c Mills Emerald Chrome (hand load), \$185.00; 25c Mills Emerald Chrome (hand load), \$155.00. Stewart Nov. Co., 1361 S. Main, Salt Lake City 4, Utah.

**SUPER CHARM FOR VENDING MACHINES—** These are not the run-of-the-mill charms. Only the finest, beautifully colored and well bodied items. Ten five charm bracelets in capsules with each thousand pieces. Price, \$8.50 per thousand. 1/2 cash with order. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. jc21

**USED MILLS SLOTS—5c ORIGINAL BONUS,** J.P.B. like new, \$250.00. 10c Original Bonus, J.P.B. like new, \$275.00. 25c Original Bonus, J.P.B. like new, \$300.00. 5c Bonus, \$137.50. 10c Bonus, \$147.50. 5c Blue Front, \$97.50. 5c Emerald Front, \$107.50. 10c Gold Chrome Bell, \$160.00. 25c Gold Chrome Bell, \$165.00. 25c Dragon Head, \$49.50. 25c Black Front Special, \$150.00. 5c Cherry Bell, \$107.50. Automatic Coin Mach. Corp., 348 Chestnut St., Springfield, Mass.

**VENDERS' BAKED BEANS, 28c POUND** (candy-coated peanuts), 32-pound cartons. Assorted M & M's, 18c pound (candy-coated chocolate), 25-pound cartons. 5c Peanut-Roll Candy, \$9.50 hundred bars. Plastic Penny Counters, \$1.25. 1/2 cash. balance C.O.D. Peerless Sales, 2726 Sturtevant, Detroit 6, Mich.

**WANT TO BUY—TEN STRIKES WITH HIGH** dials, Seeburg Jay Guns, Bally Alley Scoring Units, Ten Strike High Dial Scoring Units, quantity used 5c ART No. 500 Coin Chutes. Reliable Shoe Ball Co., 2512 Irving Park, Chicago, Ill.

**SPECIALS BY STEWART—ONE BALL PIN** Games, Bally Blue Grass, P.L., \$33.00; Record Time, P.L., \$49.00; Bally Jockey Club, P.O., \$119.00; Derby Day, \$18.00; Keeney Winning Tickets, \$18.00; Western Center Smash, \$18.00; Mills Spinning Reels, \$18.00; Stonor Zippers, \$18.00. Stewart Nov. Co., 1361 S. Main, Salt Lake City 4, Utah.

**WANTED—EXHIBIT ROTARYS (PUSHER** type). Also Chew Digger Machines of all types. Write J. W. Landi, 323 Sanford Rd., Upper Darby, Pa.

**2 SLOTS MECHANICS—10 YEARS' EXPERI-** ence. Will go anywhere in U.S.A. John Blacklum, 104 Edward St., Mingo Jet., O. jc7

**2 EXHIBIT ROTARY MERCHANDISER, PUSH** button type, good condition, clean, \$175.00 ea. 2 Genco Play Ball, clean and good condition, \$95.00 ea. One Evans Tommy Gun, \$35.00. 5 Kicker & Catcher, like new, \$22.00 ea. 3 Game Hunters, \$22.00 ea. Acme Amusement Co., Inc., 3210 Boardwalk, Wildwood, N. J. jc14

**2 UNDER SEA RAIDERS, \$149.50; 1 TOTAL** Roll, \$250.00; 1 Goalie, \$225.00; 1 Zingo, \$100.00; 1 Bowling Game, 9 ft. long, \$125.00. \$10.00 added on each machine for crating. Coin Machine Mart, 1412 Central Pkwy., Cincinnati, O.

**8 IRIE HAND-OPERATED DIGGERS, 12 EX-** hibit Iron Claws, 16 Exhibit Rotarys, 8 Treasure Island Diggers. National, 4243 Sansom, Philadelphia, Pa.

**11 JENNINGS CIGARETTAS—SLIGHTLY** used, \$40.00 each or all for \$100.00, or will trade for other equipment. What have you? Penny Vending Machine Co., 2112 E. Fairmount Ave., Baltimore, Md.

**25% DISCOUNT FROM ADVERTISED PRICES,** thirty Cash Consols: Wurlitzer 600-12, elegant condition, \$225.00; 616's, \$97.50. Coleman Novelty, Rockford, Ill. jc7

**27 PARRISH ALL-PURPOSE VENDORS—2** columns in bronze case. Plect slugs. Will vend bulk candy and nuts. Penny play. 24" high, 8 1/2" wide. \$11.00 each or best offer for lot. Send full cash for one. B & K Vending Co., 1477 S. 10th St., Camden, N. J. Emerson 5-3069. jc14

**48 VICTORY POSTAGE STAMP VENDING** Machines. Make offer on any quantity or total. George W. Outridge, 2823 Forest, Kansas City, Mo.

**Around the Grounds**

(Continued from page 51)

Two others will have 12-gal lines and the fourth will have eight steppers.

B. Ward Beam's International Congress of Daredevils will make three times as many appearances at fairs in the Midwest than they did last year. Chicago office handling the Beam bookings in the area reports 33 dates closed, as against 11 last year. Beam this year will bring both of his thrill units to the Midwest. As in the past, these units also will play in the East.

Appearance of the Louisiana State fairgrounds at Shreveport will gain impressiveness from a new \$124,641 naval reserve armory now being built on it. Structure will be used for naval training purposes and will comprise an added point of interest for fair-goers.

Sam J. Levy, top man in the Barnes-Carruthers Theatrical Enter-

prises, Chicago, is recovering from a fractured rib sustained during the Detroit run of the Barnes Bros.' Circus recently. Sam came by the fractured rib when one of the acts, in attempting to massage his aching back, gave him a tug that wasn't in the books.

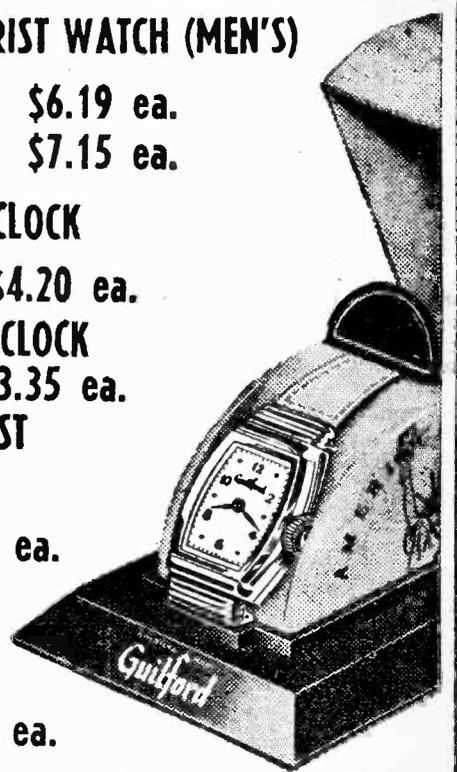
Rube Liebman, sales rep for Barnes-Carruthers Theatrical Enterprises, Chicago, on a visit to Chicago last week said that the office established by that firm in Des Moines during the past winter had netted more bookings than had been expected. Rube said he will spend a few days in Des Moines before heading for North Dakota.

New Mexico State Fair, Albuquerque, is distributing a two-color folder which does a potent job of selling the '47 annual. . . . Western Fairs Association has prepared a detailed folder which lists all of its member fair dates. Feature of the list is that it indicates which events will have horse shows and which will have pari-mutuel racing. Copy hammers home the fact that "California's non-profit fairs are principally supported by State taxes on the thoroughbred racing industry."

**AMERICA'S GREATEST VALUES**  
In Nationally Advertised  
**CLOCKS AND WATCHES**

- **GUILFORD 7 JEWEL WRIST WATCH (MEN'S)**  
American-Made—Fully Guaranteed Streamlined Chrome Case—Leather Strap \$6.19 ea.  
● In Natural Gold Finish, Stainless Back, Leather Strap. \$7.15 ea.  
Display Case (as pictured), 40c Ea.
- **NEW HAVEN TRAVEL CLOCK**  
Zippered Leather Case — Radium Dial — 40-Hour — Red \$4.20 ea.  
— Black — Brown
- **NEW HAVEN KITCHEN CLOCK**  
40-Hour—Self Starting—Red— \$3.35 ea.  
White
- **KELTON-DOUGLAS WRIST WATCH (MEN'S)**  
10-K—RGP Case—White Dial — Gold Numerals — \$8.33 ea.  
Pigskin Strap
- **KELTON-DELPHI WRIST WATCH (MEN'S)**  
Round Black Dial, Gold Hands and Numerals, Sweep Second Hand, Padded Leather Strap. \$8.33 ea.
- LIMITED QUANTITY AVAILABLE—ORDER NOW!  
● 25% WITH ORDER — BALANCE C. O. D.

**L. THALER & CO., INC.** Send for our Price List of Complete Line of Electrical Appliances—Cameras—Smokers' Articles, etc.  
18 W. 23 ST., N. Y. N. Y.



**-NEW! SUPER 1/2" HOLES**

**25 SIX 3/4" KWIK FIN FREE 25**  
ONE TICKET FREE  
\$5.00  
and 50 winners  
BEST TAKE OFF EVER

**1ST NEW BOARD DESIGN IN 30 YEARS!**  
6 TICKETS IN EACH HOLE—25c  
220 HOLES @ 25c  
Takes In . . . \$55.00  
PROFIT (Ave.) . . . 28.75  
PROFIT (Maximum) . . . 44.50  
Send for Complete Catalog  
**PROFIT MANUFACTURING CO.,**  
39 W. 23d., N. Y. C. 10

**ICER TO LEAD OFF**

(Continued from page 51)

3; Bobby Ward and His Sky Divers, August 4-10, to be followed by two grandstand shows produced by Barnes-Carruthers Theatrical Enterprises, Chicago.

**Operas To Run Thruout**

The American Savoy Light Opera Company will play the exposition theater with Gilbert-Sullivan operas thruout the entire run. The Holy Land diorama also is skedded for the full run.

The Beehive Midway Corporation, formed to handle the midway, has 14 rides on the lot. Western Service Company (Art Teece) has all food and drink concessions and a new cafe on the grounds.

Admission at the outside gates will be 25 cents for adults and 15 cents for children. Scale for the State fair last year was 60 cents for adults and 25 cents for children.

Stephen J. Maloney is the centennial's publicity director, with Arno Kirkham handling press on the grounds.

**CORRECTION**  
Thru a Typographical Error the  
**"PLAY BALL"**  
Board of Bee Jay Products Co. was described as a 200 hole board in their ad on Page 99 of our May 17 issue whereas it is a 2000 hole board.

**BEE-JAY PRODUCTS, INC.**  
"THE HOUSE OF QUALITY"  
6320-32 S. HARVARD CHICAGO 21, ILL.

# 1947 Exports May Hit 6 Million \$

## Indicated by Quarter Gain

Commerce dept. shows machine volume up 59% as \$ volume gains 30%

CHICAGO, May 31.—On the basis of first-quarter reports on the coin machine industry's export trade in 1947 it is entirely possible that the year's total dollar value for all types of equipment will reach the unprecedented figure of \$6,000,000, or double the pre-war annual record. This prospect was in sight with the release of latest monthly export figures from the Department of Commerce.

U. S. coin machine traders pushed their export totals radically upward again in March to show a 50 per cent increase in number of machines shipped, compared with February, and more than a 30 per cent gain in dollar value.

Nine foreign nations were added to the list of buyers during the month, which saw total dollar value of all types of equipment exported hitting \$633,432 for 1,552 machines. This compares with \$471,278 for 906 machines in February.

Mexico and Canada continued to lead in the order named, but third place was lost by Cuba to Columbia, which registered an impressive dollar import total of \$89,812. Venezuela, reaching a new monthly high of \$37,274, and Argentina, with \$20,290, ran Cuba down to sixth place.

### Jukes Way Ahead

Following the established trend, juke boxes were far in the lead of games and venders, accounting for \$540,392 of the \$633,432 total dollar value. Both games and venders, however, showed healthy increases in the month.

Even more revealing than month-to-month figures in following soaring coin machine exports is a comparison of 1947's first-quarter totals, with those for the first quarter of last year.

Thus, 1947 total dollar value of all equipment exported during the first quarter mounts to \$1,484,748, or more than 11 times the \$130,180 total recorded for the first quarter of 1946.

Increase in juke box exports is even greater. More than 25 times more dollars were spent by foreign buyers during the first quarter of 1947 than during the 1936 period. Insignificant total last year, \$48,592, rose to \$1,249,584. Games and vending machine exports more than doubled in dollar value.

### Buyers' List Grows

Another indication that coin machine foreign trade is coming back strongly to its pre-war importance is seen in comparison of the list of importing countries. For the first period of 1946, a total of 20 nations were listed as buyers. A total of 29 importing nations in the latest 1947 report, and the appearance of four European nations as buyers of significant quantities point to the gradual return to world trade conditions something like normal. If the list of European nations which were pre-war buyers of American equipment were restored — and this is still in (See '47 Exports on opposite page)

## Lakeshore Park First in Alaska

ANCHORAGE, Alaska, May 31.—Joseph Broadbent, president of Alaska Vending Company, Inc., has opened Lakeshore Park here, Alaska's first amusement park.

Broadbent has been operating coin machines in the territory for the past five years, and his arcade in Anchorage is Alaska's only amusement arcade.

## Chicago Mayor Raps Sales Tax

CHICAGO, May 31.—To solve Chicago's financial difficulties, Mayor Martin Kennelly declared that he opposed a 1 per cent city sales tax, and turned attention to a bill to broaden the city's taxing and licensing power which his administration is sponsoring in the State Legislature.

The mayor's statement was given as a reaction to approval this week by the State House Revenue Committee in Springfield of a bill to authorize municipalities to impose a sales tax. Previously, the city had sought to authorize diversion of one quarter of the State 2 per cent sales tax to the cities, but this proposal was killed.

Greatest publicity regarding the bill to broaden city taxing and licensing authority has concerned proposed utilization of the authority to place a license on business concerns. Broader and more comprehensive taxes on amusements also have been mentioned.

The Illinois Manufacturers' Association and other business groups have gone on record as opposed to the license powers bill.

An expected \$9,000,000 deficit facing the city of Chicago this year, and slim chance given for aid from State funds has led to widespread predictions that some new local taxes will be the only answer to the problem.



Five-coin emblem pictured above has been officially adopted by the National Association of Amusement Machine Owners (NAAMO). Association's president, F. McKim Smith, says the coin emblem was chosen as representative of the industry and as symbolic of this nation's history.

## British Operating Firm Makes More Money in '46

LONDON, May 31.—The British Automatic Company, large operating concern, wound up 1946 with a net profit of \$73,564 compared to a net profit of \$58,756 in 1945, according to a financial statement made public here recently. Statement shows the firm's 1946 gross amounted to approximately \$472,228, while the 1945 gross was \$463,052.

Commenting on the report, the firm's board chairman, Major R. D. K. Curling, said that receipts from all equipment were considerably higher during 1946 than during 1945, but pointed out that earnings have been reduced by increased costs.

### Record Scale Take

Said Curling: "The takings from our weighing machines in 1946 were the highest ever recorded in the company's history; they were slightly higher than in 1945, which was in itself a record year."

"The receipts from the vending and amusement departments were also higher than in the previous year. Unfortunately, against all these increased takings there have to be set the rising operating and administration charges which have considerably reduced what would otherwise have been a much higher trading profit."

Of the company's future plans, Curling said: "Extensive preparations are being made for the resumption of our main business of selling chocolate and confectionery thru vending machines in railway stations as soon as the personal points rationing of these commodities ceases."

### Expansion Planned

"We have in hand a big program for the supply of a considerable number of new and up-to-date ma-

chines, and in this connection I am pleased to be able to say that during negotiations with the main line railway companies, our relations with their officers have been on a friendly and businesslike basis.

"Arrangements," Curling added, "are well ahead for the extension and development of the other sections of our business and the effective maintenance of our weighing machines. 'A weigh a day keeps the doctor away' is a proverb which is very much the vogue in these days of rationing."

## St. Paul Court Gives Free-Play Temporary Stay

ST. PAUL, May 31.—St. Paul coin machine operators won the first round in their battle to keep pinball games in operation here when Ramsey District Court Judge Robert Rensch signed a temporary order restraining city and county officials from interfering in any way with the operation of free-play pinball games.

Meantime, Richard S. Wiggin, Minneapolis city attorney, issued an opinion which said that free-play games are legal under interpretations of 1935 Municipal Court. The opinion likewise cited a 1940 Hennepin County District Court decision favoring pinball.

### Returnable June 6

The temporary restraining order in St. Paul, which was obtained by the Ramsey County Amusement Operators' Association, Inc., in behalf of its 26 members, is returnable Friday, June 6, before a Ramsey County District judge. At that time the court will either grant or deny a request for temporary injunction.

In the event the injunction is granted, the case will be set for trial on its merits.

The coin machine operators, in their action, declared that they have a \$150,000 investment in their games and that they give employment to many persons. If an opinion given a week ago by the Ramsey County attorney, declaring free-play games illegal, is used to ban the games the operators pointed out that their investment will be wiped out. The operators likewise pointed out to the court that the city of St. Paul licenses pin games, which the county attorney termed illegal under a 1946 anti-gaming law.

### Halt Similar Move

Signing of the temporary restraining order in St. Paul served to halt for the time being the necessity of a similar move on the part of operators in Hennepin County (Minneapolis).

Opinion of the Minneapolis city attorney came at the request of police officials. The city attorney said, "I do not know of any statute in Minneapolis which is in conflict with the position taken by Judge Carroll in 1935, or with the position taken by the District Court of Hennepin County in 1940." Both declared free-play games legal.

## Springfield, Ill., To License Games

SPRINGFIELD, Ill., May 31.—This city's council, at the regular meeting Tuesday (27) enacted an ordinance effective July 1, to license pinball games, and other games "of skill and entertainment."

Under the ordinance, games which operate for a penny will be taxed at the rate of \$10 per year, while machines operating for more than a penny will be taxed at \$30. Minors are barred from playing the devices.

## Calendar for Coinmen

- June 2-6—National Association of Music Merchants, annual convention and exposition, Palmer House, Chicago.
- June 5-7—Retail Tobacco Dealers of America, annual convention, Stevens Hotel Chicago.
- June 10-12—Radio Manufacturers' Association, annual convention, Stevens Hotel Chicago.
- June 12—National Automatic Merchandising Association, Region XII, Benjamin Franklin Hotel, Seattle.
- June 15-18—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.
- June 17—National Automatic Merchandising Association, Region XI, Palace Hotel, San Francisco.
- June 23—National Automatic Merchandising Association, Region X, Biltmore Hotel, Los Angeles.

## '47 Exports May Hit \$6 Million As Machine Volume Ascends

(Continued from opposite page) the unpredictable future — the scope of U. S. coin machine traders' foreign market would probably be substantially larger than before the war.

Most encouraging to the trade is the anticipated grand total of exports for 1947 which may be approximated by projecting the first quarter figure. Approaching \$6,000,000, such a volume would be double the highest pre-war annual peak reached in 1937 when exports totalled about \$3,000,000.

Two qualifying factors should be taken into consideration in these comments. First, the flow of exports is not necessarily even throughout the year, so that a projection of 1947's first-quarter totals might either be considerably lower or higher when final returns are in than mathematical estimates would indicate. Second, comparison of the annual total with pre-war totals, as the trade well knows, must be weighed in the light of inflated prices which obtain today.

### Project Total Machines

Perhaps a truer estimate of the volume of exports which might be expected for all of 1947 can be had from a projection of the total number of machines shipped abroad during the first quarter. This total, 6,255, multiplied by four for an annual figure, would amount to 25,020. Broken down according to machines, the projected totals would run as follows: From a quarterly total of 3,269 juke boxes, annual total of 13,076; from a quarterly total of 1,811 games, annual total of 7,244; from quarterly total of 1,175 venders, annual total of 4,700.

It would be impossible to get an accurate comparison with the peak 1937 export figures, so far as total number of units of equipment is concerned. This is because there was no Department of Commerce report in that year on juke box exports. Thus, total number of units — for venders and other coin-operated equipment except phonographs — was 54,875 for 1937. This would be considerably more than the projected total of 25,020 for 1947, and throws a good deal of light on the extent of price rises.

### Average Dollar Value

Another glimpse of current price ranges in exported equipment may be had by averaging dollar value of machines per unit for each country in the March, 1947, report. Taking the average for all countries first, an average of \$348 was paid for each piece of phonograph equipment; \$155 for each game, and \$30 for each vending machine.

Highest average prices for phonographs were paid by Curacao, Haiti, Honduras and Columbia. Of these, Columbia, paying an average price of \$708, was the only country importing considerable quantities of juke boxes. Compared with Columbia's imports of 126 phonographs, Curacao's one, Haiti's one and Honduras' two were not enough to give a real average. For its single juke, Curacao paid \$973. Haiti and Honduras paid \$753 and \$720, respectively.

### Big Buyers Lowest

Big buying nations like Mexico and Canada registered much lower averages, as might be expected. For 431 phonographs, Canada paid an average of only \$219. For 580 phonographs, Mexico paid an average price of \$368.

Even lower averages for juke boxes were struck by Ecuador, which imported 15 machines at an average price of \$143. Venezuela, a big juke importer, paid an average of \$565 for 66 machines.

Some clarification regarding Department of Commerce statistics

would help to achieve a better picture of price levels in the export market. For example, it is difficult to understand how 100 juke boxes could be exported to Portugal at an average value of \$31 each. Instances like this suggest that some of the equipment listed by the Department as a unit of a particular type of machine probably is not a complete piece of equipment, but rather a component or accessory.

### Wide Game Range

Turning to the game field, the average dollar value per game in figures for the 29 importing nations ranges from a low of \$85 to a high of \$520. The latter figure, however, is for Columbia, which imported only one game in March. Next highest average is noted in Panama, which took six games at an average value of \$268. Canada, the nation which showed an average of \$85, imported a total of 590 games.

For vending machines, average value ranged from \$25 for Canada, which imported 567 units, to \$270 for Curacao, which imported only two units.

### Canada Big Vender Market

For the latter two classifications it is interesting to note that Canada continues to stand alone as the only big importer. Following the trend throughout the post-war period, she took 567 of the 609 pieces of vending equipment exported to all countries, and 590 of the 709 games exported.

Taken as a whole, the first quarter figures for coin machine foreign trade are strong evidence that the industry is building at the same accelerated rate as exporters in other industries. In Latin America, particularly, export trade for many consumer products is rising to the highest point in history. Strong showing of coin machine traders in Mexico, Columbia, Argentina and Venezuela are merely a reflection of this record-breaking trade. Encouraging for the trade was a prediction this week from the government's office of international trade to the effect that high-level trade with Latin America would continue for several years.

### Martin Linz, Coin Vet, Dies

HAYWARD, Wis., May 31.—Martin Linz, one of the old-time coinmen in this State, died last week at the age of 80. He was a well-known amusement machine operator.

# Coin - Operated Radio Field Makes Greatest Strides In West Coast Mfg. Growth

## Largest Single Segment of Western Coin Machine Industry

**EDITOR'S NOTE:** Following story on expansion of the coin machine manufacturing industry on the West Coast is the second in a series of two articles based on a survey of the situation made recently by The Billboard staff. The first article appeared last week.

LOS ANGELES, May 31.—Since the coin machine manufacturing industry began its recent expansion on the West Coast, probably the greatest strides have been made in the coin-operated radio field.

This field accounts for the largest single division in the industry here and there are more coin radio manufacturing firms located in this section than in any other part of the country.

Among these firms are National Coin Radio-Tel Company, headed by L. J. Kahn with Sydney Jacobs and Leonard Greene, and one of the few companies here to actually manufacture its own chassis specifically for coin-operation; Radio Coin-Matic, headed by Kenneth Mumm, turns out a plastic coin-operated radio with an extra lock to guard the coin box; Gott Manufacturing Company, of Inglewood, turns out the Concertone line that many operators have found money makers; Ra-o-Matic, a six tube, standard RCA radio, custom made in striped mahogany, light or dark finish and carrying a 90-day tube guarantee, and Crystallette (a Long Beach product). Also in this field is Coin Radio Service, manufacturing in Monrovia, about 15 miles north of Los Angeles.

### Nut Vending Line

In the nut vending line are Adams-Fairfax Corporation, formerly Reliable Nut Company, which manufactures Cash Trays, stands and wall brackets for venders, and L. A. Penn Manufacturers. Adams-Fairfax Cash Trays have been widely distributed and used throughout the nation. L. A. Penn is featuring the Sun, a 5-cent nut vender and recently changed the name of its Moon model (from King), a three-in-one convertible deal handling 5-cent almonds and cashews or penny Span-

ish peanuts, Virginia blanche or bubble ball gum. Adams-Fairfax, headed by Bernie Shapiro, is already adding to its new building. L. A. Penn, with Earl Rhodes in charge, has 4,500 square feet of manufacturing space and is aiming at a production of 700 machines daily, according to R. L. Sippel, Penn's sales manager.

With \$67,000,000 worth of razor blades sold in the United States in 1946, several manufacturers here are going after the machine business in this field. In addition to Shipman, whose machines sell Marlin's, Automatic Dispenser, headed by Jess Davy, is soon to release a machine for Gillette blades. Firm also makes an outdoor postage machine. Davy also has in the works a machine for 5-cent candy bars and a fresh orange juice vender.

### Orange Juice Venders

Process Machinery Company, a division of Electric Steel Foundry, has turned out 10 fresh orange juice venders and has 10 more in the work, slightly different in design. These will soon be released to Automatic Canteen, of Los Angeles, for testing. Watching the tests carefully is the California Fruit Growers' Association, whose Sunkist label is world famous.

Beverage venders are being manufactured by Interstate Engineering Corporation and California Engineering Company. Interstate's is a bulk vender, approximately 69 inches high, 37 inches wide and 24 inches deep and weighing approximately 650 pounds. This machine has a capacity of 400 drinks and when water is piped to the machine the capacity is increased to 1,000 drinks. California's is a bottle vender holding 24 bottles for sale. Machine has space for the cooling so that drinks are ready for sale as soon as they are loaded.

Timm Aircraft has converted its aircraft machinery to the making of Coca-Cola venders. Timm is located in near-by Van Nuys.

In the coin-control field are Lamomatic Company, headed by

(See Coin-Operated on page 129)

## Coin Machine Exports for March, 1947

Country	No.	Totals		Phonographs		Venders		Games			
		Value	No.	Value	Av. Value	Value	Av. Value	Value	Av. Value		
Mexico	629	\$222,488	580	\$213,470	\$368	12	\$ 2,004	\$167	37	\$ 7,012	\$189
Canada	1,588	158,544	431	94,207	219	567	14,290	25	590	\$0,047	85
Columbia	127	89,812	128	89,292	708	—	—	—	1	520	520
Venezuela	66	37,274	66	37,274	565	—	—	—	—	—	—
Argentina	74	20,290	44	18,370	417	24	720	30	6	1,200	200
Cuba	34	16,504	29	15,542	536	—	—	—	5	962	192
Belgium	20	13,320	20	13,320	666	—	—	—	—	—	—
Union of South Africa	20	12,050	20	12,050	602	—	—	—	—	—	—
Sweden	40	9,965	37	9,485	256	—	—	—	3	500	166
Guatemala	15	7,790	15	7,790	519	—	—	—	—	—	—
Philippine Islands	31	6,056	8	2,578	286	3	525	175	18	2,853	165
Panama	13	4,949	7	3,341	477	—	—	—	8	1,608	268
Canal Zone	18	4,276	—	—	—	—	—	—	18	4,276	237
Salvador	17	3,602	17	3,602	212	—	—	—	—	—	—
Peru	10	3,426	10	3,426	342	—	—	—	—	—	—
Portugal	100	3,060	100	3,060	31	—	—	—	—	—	—
Chile	6	2,787	6	2,787	464	—	—	—	—	—	—
Newfoundland	10	2,510	—	—	—	—	—	—	10	2,510	251
Ecuador	15	2,145	15	2,145	143	—	—	—	—	—	—
Brazil	6	1,940	6	1,940	323	—	—	—	—	—	—
Dominican Republic	6	1,541	—	—	—	—	—	—	6	1,541	257
Curacao	3	1,513	1	973	973	2	540	270	—	—	—
Honduras	2	1,439	2	1,439	720	—	—	—	—	—	—
Netherlands	2	1,405	2	1,405	702	—	—	—	—	—	—
Nicaragua	5	1,258	5	1,258	251	—	—	—	—	—	—
British Guiana	3	789	—	—	—	—	—	—	3	789	263
Haiti	1	753	1	753	753	—	—	—	—	—	—
Costa Rica	3	629	—	—	—	—	—	—	3	629	209
Other Countries	6	1,319	3	905	302	1	160	160	2	254	127
<b>TOTALS</b>	<b>2,870</b>	<b>\$633,432</b>	<b>1,552</b>	<b>\$540,392</b>	<b>\$348</b>	<b>609</b>	<b>\$18,239</b>	<b>\$ 30</b>	<b>709</b>	<b>\$74,801</b>	<b>\$155</b>

### First Quarter Export Totals 1946-1947

	1947 Total	1946 Total	1947 Jukes	1946 Jukes	1947 Venders	1946 Venders	1947 Games	1946 Games
January	\$380,038	\$48,589	\$326,308	\$12,600	\$ 7,580	\$ 5,033	\$46,150	\$30,950
February	471,278	25,410	362,886	10,615	23,711	5,324	64,681	9,471
March	633,432	56,181	540,392	15,377	18,239	13,434	74,801	27,370
<b>Total</b>	<b>\$1,484,748</b>	<b>\$130,180</b>	<b>\$1,249,584</b>	<b>\$48,592</b>	<b>\$49,530</b>	<b>\$23,791</b>	<b>\$185,632</b>	<b>\$67,791</b>

# NCA HEARS SUPPLY SHORT

## Short Cocoa May Prevail

**Fats and oils move toward buyers market; supply still off on glassine wrappers**

CHICAGO, May 31.—All-time high wholesale candy sales in 1946, candy ingredient supply situation for the next 12 months, recommendation for the continuance of sugar controls thru October 31, 1947, balanced selling in a competitive market, new types of candy fortified by vitamins and minerals were the leading topics of discussion at the 64th annual convention of National Confectioners' Association (NCA) held at the Stevens Hotel here May 25-29.

The 21st Confectionery Industries Exposition, which ran concurrently with the NCA convention thru 107 exhibitors showed countless new methods of making candy more efficiently, cleaner and better and attracted more than 5,000 candy manufacturers, wholesalers, jobbers and guests.

### New Sales High

George F. Dudik, Foodstuffs Division of the U. S. Department of Commerce, in revealing the first announced totals of all 1946 confectionery sales at \$687,000,000 stated that altho the record surpassed the former record dollar sales year of 1944 by more than \$28,000,000, less candy was produced last year than at any time since 1940. This report, based on a statistical study by the Commerce Department under the financial sponsorship of NCA, also pointed out that the record sales were a result of higher prices and that the increased prices obtained by producers merely reflected the higher costs of candy ingredients.

Ingredient supply story as related to candy for the forthcoming year was summed up thusly: Raw cocoa—basic ingredient of chocolate candy—far below pre-war averages and the prospect of increased crops in the immediate future unlikely; fats and oils—moving toward a "buyers market" with the problem not so much a matter of sufficient supplies to meet total demand, but rather that an equilibrium between supply and demand be reached at current prices; glassine and greaseproof papers—important in the packaging of candy and gum—insufficient supply will continue thru 1947 and early 1948 at which time three new glassine machines will start producing in the United States which the paper industry believes will add enough to present production to meet the candy industry's immediate needs.

### Recommends Control

NCA, in a resolution recommending the furtherance of present sugar controls thru October, 1947, stated: "There is at this date no assurance that the supply of sugar during the coming fall and winter will be sufficiently adequate to meet the requirements of householders and industrial users. It is further pointed out that the present large warehouse stocks of sugar may be a strictly temporary condition." Resolution also declared that decontrol before the October date would only benefit certain users at the expense of other industrial users such as the candy industry.

Another resolution adopted at the (See *Confectioners* on page 105)

## Coke Consumption

CHICAGO, May 31.—Citizens of New Orleans drink an average of 120 bottles of Coca-Cola each year, while New York's residents consume an average of only six, according to an observation made in *Inside USA*, new book written by John Gunther and published this week by Harper.

## Universal Cooler Boosts Pendergast

MARION, O., May 31.—T. S. Pendergast, formerly director of sales for the Universal Cooler division of the International Detrola Corporation, has been appointed assistant to the general manager, according to an announcement May 16 by F. S. McNeal, general manager of Universal and vice-president of Detrola. Pendergast joined Universal in 1931.

Coinciding with Pendergast's promotion, McNeal announced the appointment of Johnson P. Scott as new director of sales. Prior to his association with Universal Cooler, Scott was with Victor Adding Machine Company, Bendix Home Appliances, Inc., and Nash Kelvinator Corporation in sales executive capacities.

## Stacy, McMillan Address Candyman

MILWAUKEE, May 24.—Stanley Stacy, new president of the National Association of Tobacco Distributors (NATD) and head of Cavalla Tobacco Company, Milwaukee, and C. M. McMillan, executive secretary of the National Candy Wholesalers' Association (NCWA), spoke at the first meeting of the Milwaukee Candy Table Monday (26) at the Medford Hotel. Jerold J. Abts, president of the Milwaukee Wholesale Confectioners' Association, is a founder of the new group.

Stacy has been a strong friend of the vending machine trade for a long time. McMillan outlined plans for the NCWA Chicago convention.

## Penn Border Patrol Set-Up To Halt Cig Bootleggers

PHILADELPHIA, May 31.—Cigarette vending operators, expecting to be hit hard by the imposition of an additional 2 cents per pack tax on cigarettes, expressed gratification over the announcement made by State officials that a border patrol will be placed along the Pennsylvania-New Jersey line to prevent the smuggling of untaxed cigarettes.

The border patrol will go on duty June 1 on which date the present State tax of 2 cents a pack goes up to 4 cents a pack. There is no State tax on cigarettes in New Jersey.

In view of the fact that Philadelphia is the major point of contact with the New Jersey line, with a bridge connecting this city with Camden, N. J., most of the patrol, to be made up of uniformed State troopers and agents of the Department of Revenue in plain clothes, will be quartered here. Under the present plan, cars and trucks coming into Pennsyl-

## Fruit Vender Making Debut In 3 Months

### Fruit-O-Matic on Test

LOS ANGELES, May 31.—Fruit-O-Matic, a vender that delivers a refrigerated piece of fruit ranging in price from 1 to 10 cents, is scheduled to make its debut in 90 days, J. H. Oatey, president of Kold Krisp Apple Service, Inc., announced this week. Ten units are now on experiment and reported to have been successfully received by consumers.

Fruit-O-Matic was designed by Frederick K. Storm, who has developed other industrial designs for such organizations as Western Electric Company, Salisbury Motors Company, Hardman Manufacturing Company, Adel Precision Corporation and Touch-Plate Company.

The machine is housed in an illuminated metal casing of red and cream. Vender can be easily loaded with 208 individual pieces of fruit by unlocking and opening the front triple-plate display glass. It is unnecessary to remove the storage unit. Design of the display glass prevents frosting that would reduce eye-appeal of the 90 individual pieces of fruit separately suspended.

Four separate rotary bands, electrically operated, individually control the vending of 52 pieces of fruit each, thus permitting Fruit-O-Matic to vend four different types of fruit at varying prices within the 10-cent range.

## Visel Named Sales Official for Mills

NEW YORK, May 31.—Frederick C. Visel, identified with the industry since 1934, has been appointed special sales representative of Mills Automatic Merchandising Corporation here.

Prior to the war, Visel was vice-president of Hudson Sales Company.



(Burnhart (Bip) Glassgold)

## Glassgold Joins Stoner Mfg. Co. As Sales Manager

AURORA, Ill., May 31.—Burnhart (Bip) Glassgold was announced today as sales manager of Stoner Manufacturing Company by Clarence R. Adelberg, vice-president of the firm. Appointment becomes effective July 7, with Glassgold making his headquarters at the plant here.

Glassgold was vice-president in charge of sales for Arthur H. DuGrenier, Inc., from 1940 until he resigned on April 1 of this year. Before joining DuGrenier, he was general manager for U-Need-a-Pak. Interviewed at his home in Haverhill, Mass., Glassgold said that his family now is preparing for the move to Aurora.

### A Leader in Field

Stoner manufactures the Univendor, a combined candy and cigarette vending machine and is one of the leaders in the field of confectionery venders for theaters. They also manufacture freezer units.

Graduating from Cornell University in 1927, Glassgold took his LLB in graduate study there and was admitted to the bar in 1930. He practiced law in New York City until 1934, when he became secretary and general counsel for the Snider Packing Corporation, of Rochester, N. Y., a division of General Foods. After this he joined U-Need-a-Pak and finally DuGrenier.

Glassgold has pioneered new sales techniques since entering the coin machine field. He also is one of the men responsible for the radical change in vending machines from their former cumbersome, heavy style to their present modern designs.

## 2 Armed Men Get Keystone Vending Co. \$3,700 Payroll

PHILADELPHIA, May 31.—A \$3,700 pay roll for the Keystone Vending Company was lost Thursday (29) to two armed men who staged a daylight hold-up just as Elyn Bussell, firm employee, pulled his truck into the firm's garage with the pay roll.

Oscar Bregman, Keystone manager, told the police the bandits apparently had information that the usual Friday pay roll would be picked up early due to the Decoration Day holiday.

# What Happened to Candy in '46?

## Report Made At NCA Meet

Bar goods dominate field with chocolate coverings averaging 25% of sales

CHICAGO, May 31.—Picture of what happened to the candy industry in the first full post-war year of 1946 plus a wealth of information for candy vending machine operators was revealed by George F. Dudik, Food-stuffs Division of the U. S. Department of Commerce, in an address before the 64th annual convention of the National Confectioners' Association (NCA) at the Stevens Hotel here this week.

This latest report on candy summarizes the statistical data included in *Confectionery Sales and Distribution—1946*, the 20th annual survey of manufacturers' sales prepared by the Commerce Department, under the financial sponsorship of NCA.

### 400 Producers Report

Altho individual reports on sales thru vending machines are not listed, the 1946 survey has inestimable value to the trade. Over 400 candy producers co-operated in the work and their combined sales represent more than 75 per cent of all confectioners' sales thruout the nation for 1946.

Product	Pounds		% Change	Dollars		% Change
	1946	1945		1946	1945	
<b>Bar Goods:</b>						
Molded Chocolate	249,229,855	247,458,002	+ 0.7	\$ 79,888,267	\$ 69,567,875	+14.8
Chocolate-Covered	557,507,616	589,170,138	- 5.4	141,448,526	129,674,955	+ 9.1
Other Bars	109,283,971	123,883,150	- 11.8	28,356,496	30,308,524	- 6.4
<b>Total 3 Groups Bars</b>	<b>916,021,442</b>	<b>950,511,290</b>		<b>\$249,593,289</b>	<b>\$229,551,354</b>	
Other Cc, 10c Specialties	160,088,839	167,257,893	- 4.3	44,116,220	42,748,318	+ 3.2
Penny Goods	50,452,400	61,571,920	- 18.6	9,193,423	10,059,148	- 8.6

(Above figures for vender-type candies are based on reports to the Department of Commerce by 329 identical manufacturer-wholesalers in two years, and were reported in an advance summary of data to be included in the forthcoming *Confectionery Sales and Distribution—1946*. Report is prepared by the Department under financial sponsorship of the National Confectioners' Association.)

Breakdown is for bulk confections, bar goods and penny candy—the three types of candy in which vending operators are most interested.

Dominating the candy field as it did in the previous year was the candy bar which accounted for better than half of all sales. Further breakdown of the report shows that chocolate-covered bars accounted for sales which more than equaled the combined sales of all other types of bars so that in all the chocolate-covered bars were responsible for more than a quarter of all candy sales in 1946.

### Penny Goods

In the penny goods division, the war-inspired decline in production was still in effect. For the survey showed that penny candy output was off more than 18 per cent from 1945, a year that showed a 10 per cent decline from 1944.

As Dudik pointed out, altho wholesale sales for candy in 1946 returned \$687,000,000, a new all-time high, production was the lowest since 1940 and the second consecutive year that

output dropped. Explaining the situation he said: "Production in 1946 was held down by a scarcity of materials. With the sugar rations limited to 50 per cent of 1941 consumption during the first quarter and to 60 per cent for the balance of the year, candy manufacturers sorely missed the store of quota-exempt ingredients they had been able to tap during the war when they were filling military orders for candy."

### Government Buying Drops

"In 1946 the government purchased only about 5 per cent of national confectionery output. The preceding year government accounted for about 18 per cent of candy manufacturers' sales and in 1944 for about one-fourth of all production."

Also pointed out was the fact that termination of price controls in the prices for candy ingredients and for various lines of finished confectionery. General increase in the average wholesale price at which producers sold candy was at 4 cents per pound. This rise brought the 1946 average

up to 28.2 cents per pound which was about double the prices of the early 1930's and about 5 cents more than the industry received prior to 1929.

### Chocolate Price Up

Survey showed that the greatest proportional decrease in poundage appeared among chocolate manufacturers who felt the impact of the abrupt rises in the price of cocoa beans immediately and more directly than most other confectioners. Chocolate manufacturers' output in the candy field, composed primarily of solid chocolate bars, dropped off 9.4 per cent in poundage while their dollar sales advanced 8.1 per cent.

Heaviest decreases in physical volume of candy occurred in the production of chocolate-covered bars and of non-chocolate bulk confectionery. There were also substantial decreases in non-chocolate bars and package goods retailing at less than 50 cents per pound. While poundage in these lines fell off, taking down with them total volume of candy production, other lines showed minor increases.

Profits a-poppin'

MINITPOP

TRADE MARK

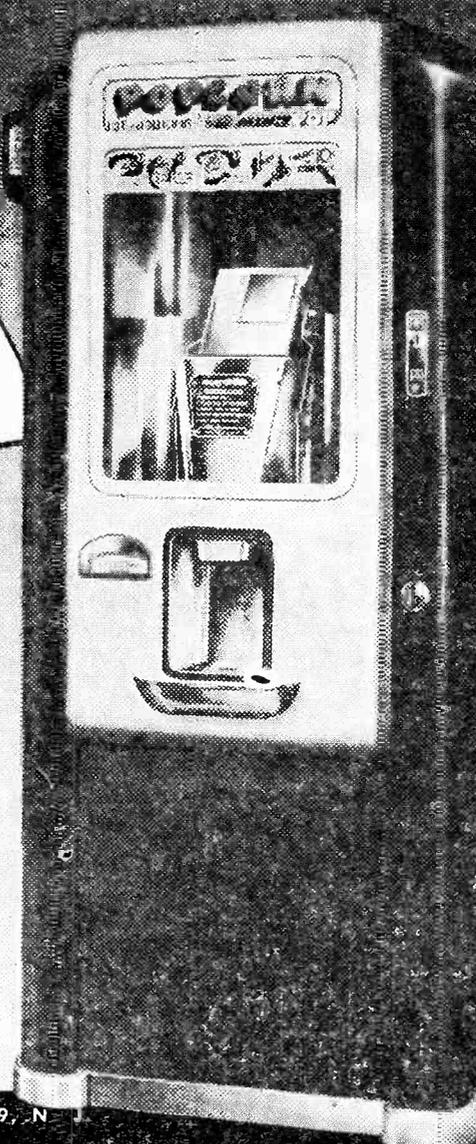
AUTOMATIC COIN-OPERATED POPPER

Fresh Popcorn the Minute it's Popped

No hot shot — this! A rare opportunity to branch out into a solid, growing business — automatic merchandising! MINIT-POP is a red-hot location getter — with no competition! Move it right into your present spots — open brand new locations! Remember — popcorn is the largest profitmaker in the merchandise vending field. Even as little as \$25 gross sale a week — and MINIT-POP will pay for itself in less than a year.

For Immediate Delivery See One Of These Distributors:

<p><b>AMERICAN DISTRIBUTING CO.</b> 810 West Ave., Miami Beach, Fla., Fla., Ga.</p> <p><b>PARKER PRODUCTS CO.</b> P. O. Box 1211, Knoxville, Tenn. Ala., Ark., Lo., Tenn., Miss</p> <p><b>SEABOARD NEW YORK CORP.</b> 540 West 58th St., N. Y. C. N. Y., Conn., Me., Mass., R. I., N. H., Vt.</p>	<p><b>SILENT SALES SYSTEM</b> 635 D St., N.W., Wash., D. C. Va., Md., Eastern W. Va.</p> <p><b>TRI-STATE DISTRIBUTING CO.</b> 248 Charlotte St., Asheville, N. C. N. Car. and S. Car.</p> <p><b>Y &amp; Y POPCORN SUPPLY CO.</b> 1226 Vine St., Phila., Pa. Del., Eastern Pa. &amp; Southern N. J.</p>
---	--



- ★ Delicious corn popped fresh at the drop of a dime.
- ★ Looks clean . . . is clean . . . stays clean. Meets all sanitary regulations.
- ★ Aroma appeal, too — if you wish. De-odorizer optional.
- ★ Slightly more than a minute brings a piping hot bagful.
- ★ Constant temperature. Always ready to operate.
- ★ Location-tested for trouble-free performance. Approved by Underwriters' Lab.
- ★ Easy to service — extra interchangeable parts available.
- ★ Built by Viking — pioneers in building automatic vending machines.
- ★ A swell show! People can't resist!
- ★ Smart eye appeal — choice of royal blue or maroon. Fluorescent lighting.

## Penny Weighing Scales Increase

WASHINGTON, May 31.—Production of penny weighing scales is on the increase, Department of Commerce reports, with the nine largest producers reporting shipments valued at \$558,131 during the first quarter of 1947. Most of the scales are designed for domestic use with only \$18,139 worth slated for the export market.

For the first three months of last year, shipments amounted to \$254,938, jumping to \$449,662 for the last quarter of 1946. Total value of shipments of all scales for the first three months of this year was \$10,099,662. Industrial scales accounted for nearly half this amount.

## Ice Vender Builder Describes Frozen Food, Chair Projects

CHICAGO, May 31.—Ideas for a variety of automatic merchandising devices ranging from ice cube venders to therapeutic chairs are moving on and off drawing boards at Atoma Engineering & Manufacturing, year-and-a-half old firm here with offices at 105 North Clark Street.

O. J. Hesselberg, genial Danish-born engineer who heads the firm in partnership with Mrs. J. C. Bargainier, said that manufacturing rights for two models of an ice vender, one manually operated, the other electric, already have been sold to Thermo Cuber Company, Inc., of Chicago.

The ice vender was Hesselberg's

first vending machine project, started shortly after he set up his firm here in 1945, after a varied 20-year career in the United States and earlier years in Denmark and Norway. During 1946 he perfected a working model of the electric ice vender and had six units manufactured, all of which are now being operated by Chicago ice companies. Machine vends three weights or varieties of ice—either 25, 50 or 75-pound chunks, or combinations of two of these with packages of ice cubes or crushed ice.

Pressing of a button and insertion of 10, 20 or 25 cents—depending on size or variety patron desires—actuates one of three moving conveyors, pulling conveyor up one position to deliver the product. Hesselberg used a coin mechanism developed by the Lincoln-Boyle Ice Company here, pre-war maker of an ice vender.

### Shown Last Fall

At the same time he was developing and constructing two manually operated units, operating on a gravity principle with blocks or packages of ice tripped off the conveyor and sliding down a chute upon coin insertion and actuating lever. This machine was shown at the convention of the National Association of Ice Industries in Chicago last fall.

Both of these units are being produced by Thermo Cuber Company, Inc.

Currently, Hesselberg is working with a large grocery chain on a versatile type of vending unit which could employ refrigeration or not, and would merchandise a variety of products, including ice cubes, frozen food, bottled goods, candy bars and almost any other packaged goods.

### Spiral Delivery Mechanism

This unit, which he sees as the answer to a long-felt need for ice cube merchandising in apartment houses and retail outlets, employs a double spiral, endless chain delivery mechanism. It would not be selective, except in the sense that a number of units could be set up side by side, one for each product. Merchandise—whether ice cubes or some other product—moves from the outside of the spiral, working inward toward the center. The entire delivery mechanism is shaped like a large shallow drum with drum-head side facing the front of machine cabinet. Last unit of merchandise in center of this drum-shaped spiral is delivered upon employment of lever action and coin insertion.

Hesselberg thinks the spiral delivery unit is the real engineering solution to the problem of vending refrigerated products. This, he says, is because no unit of merchandise ever touches except at one point the units stocked adjacent to it. Thus, there is no danger of units freezing together as might happen in either vertical or horizontal straight line stacking. Points of contact, if freezing does occur, are broken in process of moving merchandise thru circular delivery mechanism.

This argument is applied by Hesselberg to most types of products which involve refrigerated vending. Packages of ice cubes or crushed ice, frozen food packages, packaged meats or dairy products and candy bars are among those he mentioned which must be kept from freezing together, and thus jamming the machine.

### Debates Electric Advantage

Hesselberg, tho relatively a newcomer to the ranks of vending machine designers, has strong convictions about design principles. He is certain that electrical operation of vending machines is not practical, and even debates the eventual prac-

ticality of his own electric ice vender. To be economically sound, the vending machine operator must have a simple, inexpensive piece of equipment, and electrical machines will not answer either requirement as well as the manual machine, he argues.

Hesselberg goes further afield in his plans for a coin-operated therapeutic chair. His interest in chairs (See Ice Vender on page 106)

## WATCH FOR DAVAL'S

# "POSTMASTER"

A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Years ahead of anything on the present market. Soon in mass production. Distributorships being allotted now. Write for full details.

## DAVAL PRODUCTS CORPORATION

1512 North Fremont Avenue

Chicago 22, Illinois



## CIGARETTE & CANDY MACHINES

IMMEDIATE DELIVERY—ORDER NOW!

CIGARETTE MACHINES		CANDY MACHINES	
NEW ROWE CRUSERS	WRITE	ROWE DE LUXE, 8	
NEW UNEEDA 8 COL., 510 PACK CAP.	\$159.50	8 COLS., WITH LIGHTS, 120 BAR CAP.	\$115.00
NEW DU GRENIER CHALLENGER, 7 COLS.	160.00	ROWE STANDARD, 8	
ROWE ROYALS, 8 COLS.	87.50	COLS., 120 BAR CAP.	95.00
DU GRENIER CHAMPION, 9 COLS.	98.50	UNEEDA, 5 COLS., 102 BAR CAP.	70.00
DU GRENIER MODEL W, 9 COLS.	69.50	NAT'L 9-18, 162 BAR CAP., 9 COLS.	110.00
DU GRENIER "S", 7 COLS., 210 PACK CAP.	47.50		
UNEEDA, 12 COLS.	65.00		



U-NEED-A-PAK MODEL 500 15 Cols. \$120.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

We have all other makes and models of cigarette and candy machines in stock! Also parts and mirrors available, including the 25c vending changeover parts for all machines!

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET BROOKLYN 11, NEW YORK

## BUBBLE BALL GUM

70c lb.

PACKED IN 25 LB. CARTONS

## CANDY MIX

FOR VENDING MACHINE USE

35c lb.

PACKED IN 50 LB. CARTONS

Be first in your territory to offer this item.

### IMMEDIATE DELIVERY

Terms: One-third Cash with Order—Balance C. O. D.

## ADAMS-FAIRFAX CORPORATION

5721 West Jefferson Boulevard

Los Angeles 16, California

## GOLDEN STATE VENDOR

ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerlodd Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c Sample \$12.95

Quantity Price... Write.

Distributors, Contact Us

Some Territories Still Open.

## BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

## FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES

CONTACT

## VEEDCO

2113 Market St. Phila. Pa.

## BUBBLE BALL GUM

5/8", 140 Count—Packed bulk 25 lb. cartons. QUANTITY USERS, WRITE.

55c lb.

1/3 cash with order—balance C. O. D. JACK FAEDER 8819 Olympic Blvd., Beverly Hills, Calif.

## DISTRIBUTORS WANTED

For Bubble Ball Gum and Pan Vending Machine Candies.

BOX A-49, c/o Billboard 6000 Sunset Blvd. Hollywood 28, Calif.

## FOR SALE

10 U-Select-It Candy Bar Machines

Latest model, used two weeks, purchased new last month. Best offer buys entire lot.

PLOUS

713 S. Broadway Green Bay, Wis.

## BUBBLE GUM, 5/8"

35 Lb. Ctns., 140 Count... 60c Per Lb. 25 Lb. Ctns., 170 Count... 65c Per Lb.

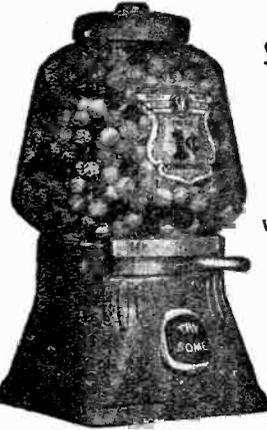
Terms: Certified check in full with all orders.

A-1 MUSIC CO.

3010 Ridge Ave. PHILADELPHIA 21, PA.

## BALL GUM—CANDIES

5/8" Ball Gum, Cs. 5W \$20.00 Boston Baked Beans, 32 & 35 Lbs. 23c Lb. Red Rainbow Peanuts, 32 Lbs. 23c Lb. Burnt Peanuts, 30 Lbs. 23c Lb. Panned Choc. Peanuts, 30 Lbs. 23c Lb. 2% Off on 5 Cn. Orders CASH. McBRIDE WHOLESALE COMPANY P. O. Box 5215 Memphis, Tenn.



**Immediate Delivery**  
**SILVER KING VENDORS**  
 Peanut or Gum Ball,  
**1c or 5c,**  
**\$13.75**  
 for Sample  
 Write for Quantity Prices.  
 Prices Greatly Reduced for Quantity Orders.  
 Both types can be changed to handle bulk merchandise, including ball gum at no extra cost.

**VENDING MACHINE STANDS, \$3.50** F.O.B. Chicago  
 • Peanut Machines  
 • Ball Gum Machines  
 • Stamp Machines, Etc.

Weights only 8 1/2 lbs., comes un-cemented to assure the minimum freight expense. After you cement the steel base you have a secure, rigid stand weighing 40 lbs., giving maximum support to any vending machine.

**J & S SALES**  
 924 So. Fairfield Ave., Chicago, Ill.

## Confectioners Hear Supplies May Be Short

(Continued from page 102)  
 convention recommended that proper government agencies study the present peanut support program. "The continued high consumption of peanuts in the confectionery industry is being seriously threatened as a result of increasing prices due to the present method of operation of the support program," the resolution stated, "therefore be it resolved that proper government agencies give scrutiny to this program so as to eliminate any possibility of discrimination against the users of edible peanuts."  
 Other resolutions opposed discriminatory taxes against the candy industry, urged highest sanitation standards and asked that the industry work for harmony and fair dealing in the relations of management and labor.

### Help Retailers

Victor H. Geis, of Mars, Inc., in a talk on candy sales and distribution, pointed out that the industry has the facilities and ability to produce and sell far beyond its present performance, but that the whole increased candy business structure was based on retailers getting their rightful share of distribution. He said the industry is prepared for the needs of modern competitive selling only if the wholesalers' salesmen are provided with a pattern to follow in helping the retailers to sell candy.

During the convention, Philip P. Gott, NCA president, reported on price increases in the raw materials used in the production of confectionery range from 41 to 412 per cent. The increases were over the period 1941-'47.

Lowest increase of the ingredients surveyed was corn sirup, up 42 per cent. Cocoa beans, during the same seven-year period, were up 412 per cent. Other increases were fluid milk, rising 81 per cent; granulated sugar, up 86 per cent; peanuts, 191 per cent, and eggs up 105 per cent. Items listed represent 91 per cent of total ingredient costs of the manufacture of candy.

### Election Results

Executive elections held by NCA while the convention was in progress resulted in the re-election of Gott as president of the association; the re-election as vice-president of W. Melville Cribbs, who is head of Melville Confections, Inc., Chicago, and Arthur L. Stang, of Shotwell Manufacturing Company, Chicago, as secretary-treasurer, and the election of Irving C. Shaffer, of Just Born, Inc., New York, as vice-president.

Seven new directors were named to the NCA board of directors. Those named for terms expiring in 1949 are Robert W. Welch Jr., Cambridge, Mass.; John Henry, Philadelphia; Richard Hardesty Jr., Richmond, Va.; Neal V. Diller, Nutrine Candy Company, Chicago; Harry Sifers, Kansas City, Mo., and Kenneth L. White, Oakland, Calif.

Other directors whose terms expire in 1948 are William E. Brock Jr., Chattanooga; Charles T. Clark, Pittsburgh; Oscar B. Elmer, New Orleans; Charles F. Haug, Brooklyn; Harold H. Hoben, Mars, Inc., Chicago; John G. Rote, Boston; Walter W. Sandell, Minneapolis, and Warren M. Watkins, Los Angeles.

### Candymakers at Show

NEW YORK, May 31.—At least five candy manufacturers will exhibit at the Greater New York Grocery Buyers' Show June 2-5 in Madison Square Garden, according to David M. Sloane, manager of the show, which heretofore was the National Delicatessen Show. Over 30,000 are expected to view the displays.

### WANT TO BUY VENDORS

Must be complete and in good working order. Will refinish here. Quote quantity, best price and delivery date.

**ROWE 5c GUM AND MINT**  
**UNEEDA CANDY**  
**MALKIN "75" PHILLIES**  
**DUGRENIER CANDYMAN**

**G. B. MACKIE CORPORATION**  
 212 H St., N. W., Washington, D. C.

### NEW 1947 REGALS!



For best results use the brand new 1947 Improved Regals. Smooth in operation with NON-BREAKABLE Globe. The Perfect Machine for PROGRESSIVE Operators!

1 to 9 machines. \$14.35  
 10 to 49. Ea... 12.75

**DEVICES NOVELTY SALES CO.**  
 467 N. Milwaukee Ave. CHICAGO 10, ILL.

### A MONEY MAKING COMBINATION!

**BUBBLE BALL GUM WITH NORTHWESTERN VENDORS**

**BUBBLE GUM, 5/8"**  
 65¢ Per Lb. 50¢ Per 100 Balls.  
 Best results with Northwestern's Deluxe Merchandiser, 33 Ball Gum Vendor, Model 39 and Model 40. Write for circulars and full details.

**AMERICAN DISTRIBUTORS**  
 1349 Fifth Ave. 19315 12th St.  
 Pittsburgh 19, Pa. Detroit, Michigan  
 At. 6478-9 Townsend 96818



### WHY BUY EXPENSIVE VENDORS!

For results our famous Table Model challenges all other makes of Vendors. Attractive colors—a proven money-maker. Distributors wanted.

**Davis Metal Fixture Co.**  
 Lansing, Michigan

### NEWEST THREE UNIT HOT NUT MACHINE NOW Available

We have found that it is impossible to operate with 1940-41 ideas. Here is a machine with 1947 ideas. A real revenue producer.

Operators • Distributors • Salesmen  
 Territories now open

**TROPICAL TRADING CO.**  
 831 S. Wabash Ave. Chicago 5, Illinois

# PISTACHIOS

Full of the Real Green Meats  
 Ask for ZALOOM'S

## 3 STAR "BUDS"

The Finest Grade of Pistachios  
 Tree ripened—Split shell opens at touch—  
 Chuck full of kernels—No empties

DAILY QUANTITY SHIPMENTS  
 AVAILABLE THROUGH DISTRIBUTORS

"WHITE BUDS"—  
 —with the pure, thin, white salt coating.

"ROSE BUDS"—  
 —with the pure, certified, attractive red color.

ZALOOM "BUDS" ARE THE FASTEST SELLING GRADE OF PISTACHIO NUTS

- medium size
- greater count in each delivery
- packed in 5-lb. moisture-proof bags
- 12 5-lb. bags to a carton

Use "BUDS" for Greater Profit in Vending Machines and Packages



DELICIOUSLY ROASTED AND SALTED  
 RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES  
 WRITE US TODAY — Send for Free Literature

## ZALOOM & COMPANY

AMERICA'S ORIGINAL MASTERS IN IMPORTING,  
 ROASTING AND SALTING OF PISTACHIO NUTS.  
 122 HUDSON STREET NEW YORK 13, N. Y.

## Atlas BANTAM TRAY VENDOR

\$12.50 EA. in lots of 100

IMMEDIATE DELIVERY

Vends ALMONDS  
 CANDY • NUTS



The finest machine of its kind on the market. Features include tamper-proof Chicago lock, simplified adjuster. Can be used with or without tray, one hand operation, nuts aren't broken when vended.

Patent Pending

Requires only 8" of counter space — Height 11" — Tray 8"x10"

DISTRIBUTORS: Write Today for Prices!

MANUFACTURED BY  
**ATLAS MFG. & SALES CORP.**  
 12220 TRISKETT ROAD Established 1928 CLEVELAND 11, OHIO

**NEW LOW PRICES ON MERCHANDISE**

**BOSTON BAKED BEANS**  
25c Per Lb.  
35 Pounds Per Carton

**BALL BUBBLE GUM**  
5/8" - 144 Count  
60c PER LB.  
Comes in 230 Lb. Barrels (Approx.)

170 Count - 70c Lb.  
Comes 25 Lbs. to Ctn.

**PISTACHIO NUTS**  
Red.....64c per lb.  
White....55c per lb.  
25 pounds per carton.

All orders F.O.B. New York. 1/3 Deposit, Balance C.O.D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**Motor Problem Bottleneck To Coin Laundries**

KANSAS CITY, Mo., May 31.—Operators of coin washers in this territory are still having their troubles, and according to Park T. Davis, manager of Dimechine, Inc., these difficulties can be just about summed up in one word: Motors.

However, it is difficult to get new washers even without motors, he reported, but the real bottleneck in the business still is the quarter-horsepower electric motor that it takes to turn the washing machine after milady drops her coin in the chute. Dimechine operates a large string of coin washers in apartments throught the Kansas City area. Davis also is manager of Concessionaire, Inc., which operates cookie venders here.

Davis said repair work on washers now in operation is handicapped by shortages of parts, but business of washers on location still is running at levels little if any below the wartime peaks.

"With the building now going on, we have a steady stream of calls for washers," Davis declared. "We could rent 10 a day if we had them, but we seem to run into shortages every way we turn. When I did get hold of some washers without motors, I had trouble getting them here because of the shortage of crates. And, of course, the manufacturers never have licked the small motor shortage, which they blame on the scarcity of copper."

**Dairy Councils Plan Helps Vending Ops To Up Product Sales**

CHICAGO, May 31.—Milk and ice cream vender operators, along with other retailers of dairy products share in nationally increased sales of dairy products due to the nutritional education program followed by the National Dairy Council (NDC), industry spokesmen said this week. In one instance, records show that in Forsyth County, N. C., milk consumption has increased about 100 per cent since 1940, when the Dairy Council of Winston-Salem & Lexington was organized.

Milton Hult, president of NDC, said that from a nutritional standpoint, however, the average child in Forsyth County still needs about 20 per cent more milk in his diet to meet minimum daily health needs. "That's a fairly typical situation," he said.

**Program Described**

NDC's educational program includes films, holding schoolteachers' meetings, distribution of appropriate literature, meetings with adult and consumer groups, and enlisting the aid of doctors, dentists and nutritionists, all with a view to educating the public to the value of dairy products in sound nutrition, Hult said.

Designed as a refresher training meet of Dairy Council directors and staff workers, NDC's summer conference, to be held June 16-19 at the Edgewater Beach Hotel, Chicago, is also slanted toward building increased dairy products sales. Nationally known leaders in nutrition, medicine, research and education will attend.

"It is fortunate that our teaching of sound nutrition has such a direct relationship to the actual selling of dairy products," Hult stated. "It means that Dairy Council education has to be practical, and as we educate the millions of children in our schools, thru our teachers and our nutritionists and our doctors, we automatically increase the consumption and sale of dairy products."

**Ice Vender Builder Outlines Food Plan**

(Continued from page 104)

began shortly after he came to this country in 1927, when he designed 60 different types of easy chairs. In the '30's he was asked to design a chair which would have a moving foot rest having raising and lowering motion to improve blood circulation. Nothing came of this device, but in intervening years the same principle has been applied to beds. Hesselberg cited the oscillating bed pictured in newspapers in connection with stories of the illness of Mrs. Truman, mother of the President.

**Moving Foot Rest**

Now he expects to build a chair with moving foot rest for use in hospitals, physicians offices and sanitariums. Coin-operated, the device might find acceptance in health clubs, gymnasiums and similar establishments.

Trained in Danish technical schools and serving his engineering apprenticeship in internal combustion engine production in Denmark, Hesselberg came to the United States in 1927 and settled in Seattle. Freelance designing, a two-year stretch in Alaska as a coal mine engineer, and wartime experimental engineering work on the B-17 and B-29 bombers are only a few of the assignments he has undertaken in an eventful career.

**Distribution Key To Candy Biz Goal Geis Tells NCA**

CHICAGO, May 31.—"Candy manufacturers have the production know-how and capacity to produce a \$2,000,000,000 annual retail candy business. Consumers are mathematical certainties. They have the appetite, the money and are willing to buy the candy. The big question is: Can the retail outlets obtain their rightful share?"

These were the key words of Victor H. Geis, director of sales and advertising for Mars, Inc., in a speech at the Let's Sell Candy session of the National Confectioners' Association's (NCA) 64th annual convention held at the Stevens Hotel here this week.

**Ready for Competition**

Geis declared that each business cycle in the United States has produced a type of selling that met the needs of the times and that the candy industry is now ready to meet modern competitive selling with a program "which we term balanced selling."

Geis explained that balanced selling was designed to provide wholesalers' salesmen with a pattern to follow for helping the retailer sell candy. "Our aim," he said, "is to provide the method by which a wholesaler's salesman can become the merchandising consultant for the retailer."

**Helping the Retailer**

"We have proof that a wholesale candy salesman can increase his sales volume by what he does to help the retailer sell candy. This program is the result of the candy industry's search for a better way to distribute our products—and the program is geared to improve candy distribution for all levels: The manufacturer, the wholesaler and the retailer."

Geis also pointed out that the 40,000 to 50,000 wholesale candy salesmen calling upon the 1,000,000 candy retailers in this nation can help those retailers bridge the gap between production and distribution.

**Northwestern**

1st CHOICE OF ALL EXPERIENCED OPERATORS



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

**1947 Regals Are Ready!**



- 1c Bulk Merchandisers of Quality
1. HEAVY PLASTIC GLOBES
  2. Single Screw Portion Adjuster
  3. Large Top Opening
  4. Special Pick-Proof Lock
  5. Simplified Slug Ejector

"King of them all!"  
1-9.....\$14.35  
10-49..... 12.75  
OVER 50..... 10.75  
F. O. B. Whitewater, Wis.  
1/3 Certified Deposit, Balance C. O. D.  
Distributors—Exclusive territories available. (Protected Prices.)

**Regal Manufacturing Co.**  
WHITEWATER, WIS.

**LOW PRICED CIGARETTE MACHINES**

National 630, 150 Pack Cap. ....\$32.50  
DuGrenier 6 Col., 150 Pack Cap. .... 32.50  
Rowe 8 Col., 150 Pack Cap. .... 32.50  
Stewart-McGuire 8 Col. .... 35.00  
1/3 Deposit With Order, Balance C. O. D.

**UNEEDA VENDING SERVICE**

"The Nation's Leading Distributor of Vending Machines"  
166 Clymer Street Brooklyn 11, N. Y.

**BUBBLE BALL-GUM**  
5/8" Approx. 145 Count  
**63c lb.**  
**1000 LBS. OR MORE**  
**58c lb.**  
packed in 5 lb. cartons.  
**BOSTON BAKED BEANS**  
**28c lb.**  
THE SWEET, CRISPY KIND, PACKED IN 5 LB. CARTONS.  
All prices F. O. B. Los Angeles, 25% Deposit—Balance C. O. D.  
**OTT & PRESTON ENTERPRISES**  
1414 Walnut Grove Ave., ROSEMEAD, CALIFORNIA  
Phone: 4-7384

**NEW REGAL VENDORS**  
"KING OF THEM ALL"  
With Heavy Plastic Globes  
**\$8.45** In Lots of 25 or More EACH  
SAMPLE MACHINE, \$8.95 EA.  
**BOSTON BAKED BEANS, 26¢ LB.**  
**Standard Specialty Co.**  
3021 38th Ave. OAKLAND 2, CALIF.

**REGALS—**  
WITH NON-BREAKABLE GLOBES  
START A SUCCESSFUL ROUTE WITH ONE OR MORE  
SAMPLE MACHINE.....\$14.35  
50 MACHINES OR MORE, Ea. \$10.75  
ALSO  
**SILVER KING**  
1¢ OR 5¢ TYPE  
1 MACHINE.....\$13.95  
25 OR MORE, Ea. .... 10.00  
HOT NUT VENDORS, Ea. .... 29.95  
**VICTOR VENDORS**  
1¢ GLOBE TYPE, Ea. ....\$11.75  
1¢ CABINET, Ea. .... 13.75  
5¢ CABINET, Ea. .... 14.75  
1/3 Deposit, Balance C. O. D.  
**WISCONSIN NOVELTY CO.**  
3734 N. Green Bay Ave., Milwaukee 6, Wis.

**STEADY PROFITS!**  
are yours when you operate the LATEST factory model Slijman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!  
Price, \$39.50 Each.  
**IMMEDIATE DELIVERY!**  
1/3 Dep., Bal. C. O. D.  
★ Send for free leaflet ★  
**R. H. Adair Company**  
6924-26 Roosevelt Rd. Oak Park, Ill.  
**FOLDERS—** Only \$18.75 for 25,000 which return gross profit of \$250.00.

**BALL GUM**  
Good Quality, 5/8". Special price in 500 lbs.  
**H. L. WILKINSON**  
2600 STEPHENS ST. VERNON, TEXAS

**Special!**

## BOSTON BAKED BEANS

ONLY **26¢** LB.

Delicious premium quality candy covered peanuts, including Rainbow Mix. Packed in 40 lb. containers. Stick-proof, moisture-proof, fade-proof.

**BUBBLE GUM.** All you like at a price that's right.

**5/8 BALL GUM.** Overloaded stock at a give-away price.

**IMMEDIATE DELIVERY**

**1/3 Cash with order—balance C. O. D.**

### LEON "Hi-Ho" SILVER

760 Hayes Street San Francisco, Calif.

### CIGARETTE MACHINES

**REAL BARGAINS**

READY FOR LOCATION

Rowe Royal, 8 Col.	\$65.00
Rowe 7 Col. Mint & Gum, Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7 Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	75.00
DuGrenier V.D., 7 Col.	50.00
U-Need-a-Pak A, 9 Col.	55.00
U-Need-a-Pak E, 8 Col.	40.00
2 Col. Postage Mach., like new. Cust. \$35.00 each. My price	13.50

**SAVE THIS AD FOR LOW PRICES.**

What have you to sell?

Half Deposit. Phone: BA 9-0609

### HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

### GENUINE BUBBLE GUM

**5/8", 25 Lb., 145 Count** ..... \$17.25

**10 or More Cases** ..... 16.25

**Barrels—Approx. 230 Lbs. Lb.** ... .60

### THOMAS NOVELTY CO.

1572 Jefferson St. Paducah, Kentucky

### GENUINE BUBBLE GUM

**5/8" 25 LB., 145 COUNT** ..... \$17.25

**10 OR MORE CASES** ..... 16.25

**BARRELS—APPROX. 230 LBS., LB.** .60

### RUSS THOMAS

3285 Overland Pl.  
Memphis 11, Tenn.

### FAMOUS EPPY

## CHARMS

Series #1

**\$3.50**  
per M

### SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

### Purifiers for Cup Venders on Assembly Line

CHICAGO, May 31.—Tested Appliance Company, which has been manufacturing water purifiers for the past 14 years, is now in production with two models of a purifier designed especially for cup-type soft drink vending machines. Tested Appliance entered the venter parts field in 1945 when it developed the water purifier for Westinghouse and Mills Industries, Inc.

Currently, the firm is supplying purifiers to one coffee venter manufacturer and to a number of soft drink cup dispenser makers.

Firm is headed by C. B. Oliver, president; H. L. Dick, vice-president and production manager, and A. W. Robinson, sales manager. Oliver and Dick are co-inventors of the water purifiers which are sold under the trade name, Everpure.

The purifier filters all chemical and foreign agents from water used in cup-type drink dispensers, making the equivalent of distilled water, which makes for a better tasting drink and helps hold carbonation longer. Purifier has a replaceable filter cartridge which route servicemen can replace on location.

### Cribbs Paints Bright Picture In Penny Candy

CHICAGO, May 31.—W. Melville Cribbs, president of Melville Confections, painted an encouraging picture for penny candy venter operators at the 64th annual convention of the National Confectioners' Association (NCA) at the Stevens Hotel here this week.

Cribbs, whose firm manufactures a variety of candies which come under the 1-cent retail bracket, announced that jelly beans are back after a protracted wartime absence. Still other favorites, he added, now coming back include licorice whips, mint lozengers and orange slices.

Discussing the supply situation, Cribbs declared: "Little by little we are getting the old staples back. There are some that we are still working on such as the novelty candies and those that require wrapping. Cost of manufacturing and short supplies of certain required ingredients are holding us back. But we want children to know that we haven't forgotten them, and as fast as we can get their favorite candies back on the market we will do so."

### Gum Venders Aid Des Moines Kiwanis Club Child Fund

DES MOINES, May 31.—Kiwanis Club here is sponsoring 400 additional gum vending machines under a special program developed by the Ford Gum & Machine Company, New York. Under the plan, which is used nationally, the club lends its support to the operation and takes the commission which would ordinarily go to the location owner.

Money derived from the machines will go into the Kiwanis fund for under-privileged children and work to prevent juvenile delinquency. This work has been a major goal of the club for many years, according to Art Johnson who is chairman of the gum vending machine project.

### June Dairy Month Promotion Boomed

CHICAGO, May 31.—June Dairy Month this year will receive the greatest co-operation in its history from press, industry, radio and business generally, according to Milton Hult, president of National Dairy Council (NDC) who is national program chairman of the promotion.

"Railroads, variety and chain stores,

associations, the trade press, newspapers, women's magazines, Dairy Council units, regional and State organizations, radio networks and local stations are all set to give the dairy industry the greatest boost it has had," Hult declared. Full result of the program, which should include increased sale of milk and ice cream thru venders, will not be determined for at least 30 days, when all activities have concluded, he said.

### 3 Reel Counter Game

## NEW IMPS

Immediate Delivery

Cigarette or Fruit

**\$12.95**

Lots of 12 **\$13.75**

Lots of 5 **Sample \$14.50**



### SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. slugproof, compact, foolproof. Immediate delivery. Operator's Price

**\$39.50**

Distributors interested in selling our Shipman Stamp Machine, write for details.



### BALL GUM

BUBBLE—5/8", 140 COUNT

**55¢ PER LB.**

ANY QUANTITY—IMMEDIATE DELIVERY

### SUPPLIES

RED PISTACHIO NUTS, 5 lb. cans, Lb.	\$ .55
Boston Baked Beans, 20 lb. carton, Lb.	.25
M. & M.'s (Asst.), 25 lb. carton, Lb.	.45
Plastic Charms, flat mixed, 1,000	2.75
Plastic Charms, Series #1, 1,000	3.50
Plastic Charms, Series #2, 1,000	4.50
Sassy Wise Crack Buttons, 1,000	6.00

ALL CHARMS AND BUTTONS SHIPPED PREPAID. CASHIER'S CHECK OR MONEY ORDER IN FULL ON NUTS AND CHARMS. NO C. O. D.'s.

### FRANTZ SCALES

Your Best Buy! The Original Pace Scale with greater improvements.

**Aristo Scale \$115.00**

**Mirror Scale \$125.00**



### VICTORY

Duplex Stamp Machines. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and fool-proof. Immediate delivery.

**\$19.95 Lots of Ten**  
Single, \$24.95



### PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT B PHOENIX MADISON 1447 BALTIMORE 17, MD.

### "3 in 1"

### "KING VENDOR"

INTERCHANGEABLE 1c OR 5c PLAY

CAPACITY 3 1/2 LBS.

Vends Various Types of NUTS and BALL GUM

Offering AIR FREIGHT Service to EASTERN POINTS comparable to REGULAR FREIGHT Rates.

Heavy Felt Pads completely covers bottom for protection of fine surfaces (BARS).

**JOBBERS — WANTED**

Write or Wire

**\$13.95** F. O. B. Los Angeles

### L. A. Penn Mfrs.

2126 So. Granville St., West Los Angeles, Calif.



### CANDY COVERED PEANUTS

(BOSTON BAKED BEANS)

**28c lb.**

PACKED IN 50-LB. CARTONS

These beans are sweet and tasty—made strictly in accordance with the pre-war formula.

STICK-PROOF MOISTURE-PROOF FADE-PROOF

**IMMEDIATE DELIVERY**

Terms: One-third Cash with Order — Balance C. O. D.

### ADAMS-FAIRFAX CORPORATION

5721 WEST JEFFERSON BOULEVARD LOS ANGELES 16, CALIF.

**ADVANCE**  
Sample, \$13.75;  
two to eleven,  
**\$11.25.**



- Advance Peanut Mach. \$10.50 to \$13.75.
- Advance Ball Gum Mach. \$9.95 to \$13.25.
- Columbus Peanut Mach. \$9.50 to \$11.50.
- Columbus Ball Gum Mach. \$10.00 to \$12.00.
- Silver King Peanut Mach. \$10.00 to \$13.95.
- Silver King Ball Gum Mach. \$10.00 to \$13.95.
- Silver King 5¢ Mach. \$10.00 to \$13.95.

- Victor G Obs Type 1¢ Mach., Combina-  
tion Peanut and Ball Gum \$11.75
  - Victor Cabinet Type Mach. \$13.75
  - Victor 5¢ Mach. \$14.75
  - Coin Wrappers, Per 1000 1.00
  - 1¢ and 5¢ Coin Counter 1.25
  - Blackstone Double Barrel Coin Counter,  
1¢, 5¢ or 10¢ 2.00
  - 14" Heavy Round Base Stands, 35-Lb. 3.90
  - Globes, any make (except Silver King) 1.25
  - Silver King Globes 1.50
  - Charts, 1000 Assorted, Postpaid 5.00
  - Amer-car Astrological Scales \$174.50
- IF IT IS A VENDING MACHINE—NEW OR USED—ASK US.**  
**3A-L GUM—ASK FOR PRICES.**

**Cigarette Output  
Slumps for March**

WASHINGTON, May 31. — Tax-paid production of cigarettes fell off one-fourth of 1 per cent in March as compared with the same month a year ago—the first time in 14 months that production has failed to show an increase.

Total production for the month was 26,335,579,114 cigarettes, approximately 65,500,000 less than was produced during the same month last year. In view of the fact, however, that many cigarettes still are being shipped overseas tax-free, it is possible that over-all production for the month still was greater than last year's.

**Nine Month Total Up**

Nevertheless total production for the first nine months of the fiscal year was brought to 245,551,476,043, which still was an increase over the previous nine-month period of nearly 21,000,000,000, or 9.27 per cent.

Continuing a trend started when tobacco products began to be more plentiful, production of large cigarettes again showed a decline from 19,481 in March, 1946, to 17,300 in March of this year, representing a drop of 11.20 per cent.

Drop in large cigarette production during the nine-month period is even more startling, amounting to 97.27 per cent. A total of 551,014 was produced during the past period, as compared with more than 20,000,000 a year ago.

**Cigar Production Down**

Overall cigar production during March also showed a decrease of more than 53,500,000, or 11.18 per cent. Only class of cigars to show an increase during the month was Class E, which includes all cigars retailing at from 8.1 cents to and including 15 cents. This class jumped from 152,737,294 in March a year ago to 225,981,088, an increase of 47.95 per cent.

**33d Annual WCSA  
Meet To Be Held in  
Chi During Dec.**

CHICAGO, May 31.—Western Confectionery Salesmen's Association (WCSA) will have its 33d annual convention December 3 to 5 in the Hotel Continental here, according to a recent announcement by Robert Amster, convention chairman, and a Wilbur-Suchard Company and Cook Chocolate representative.

Tentative arrangements for the association's summer meeting and outing, scheduled for June 6-8 at Crivitz, Wis., are being made.

Ben P. Lindberg, Williamson Candy Company, membership committee

**Popular Vote  
On Oregon Cig  
Tax Is Sought**

PORTLAND, Ore., May 31.—The long-threatened legal attack on the 2 cents a package cigarette tax enacted by the 1947 Legislature has materialized with the filing at Salem with the office of secretary of state a preliminary petition for referendum. If completed petitions containing 11,856 signatures of qualified voters are filed by July 3, the referendum would go before the voters at the special election October 7.

Preliminary petition was filed by Robert A. Bradlee, Portland, who said he represented Oregon tobacco wholesalers.

**Temporary Nature**

Also to be voted on October 7 is a 3 per cent sales tax which, if approved, would make the cigarette tax law inoperative. Otherwise, the cigarette tax goes into effect July 5 for two years. This temporary nature of the law, plus the fact that wholesalers feel their allowance would be too small to allow them to break even, is what makes the dealers reluctant to invest in costly stamping machinery to comply with the cigarette tax law.

The cigarette tax bill is almost identical with one defeated by the people at a special election in June, 1945, by a vote of 67,542 to 60,321.

**Camel Sales at Peak  
For First 3 Months**

PHILADELPHIA, May 31.—Sales of Camel cigarettes, made by R. J. Reynolds Tobacco Company, reached an all-time high during the first three months of this year, marking an increase of more than \$56,000,000 over the same period last year.

Altho the company does not issue quarterly reports, information filed with the Securities and Exchange Commission here showed that total sales during the first quarter were \$180,300,000 as compared with \$144,000,000 during the first quarter last year.

Larger quantities of Camels were sold during this period than in any previous quarter in the history of the company. Productive capacity of the company has been substantially increased and the firm has managed to catch up with demand.

Last of the major tobacco companies to end allocations of cigarettes after the war, shipment limitations were removed during the quarter.

chairman, has revealed that WCSA's 1947 membership campaign is intended to raise membership to an all-time high.

**Variety Is the Word for It**

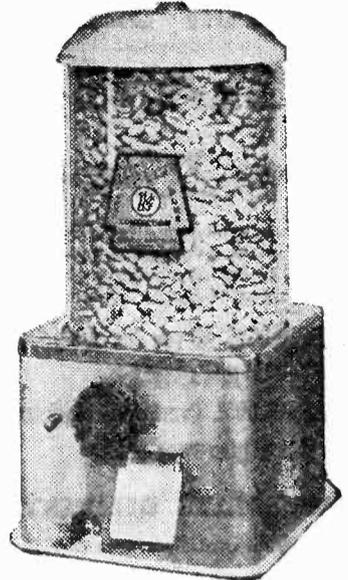
PHILADELPHIA, May 31.—Variety Vending Company, a newly formed firm, filed an application for a certificate of incorporation with the Pennsylvania Department of State Monday (26).

In its application for charter, company listed the following purposes for the organization of the new enterprise:

"The purposes for which it is to be organized are to buy, sell, distribute, job, lease, maintain service, trade and generally deal in and with music records, recordings, radio equipment, radios, television units, coin automatic and manually-operated vending, merchandising, carbonated and refrigerated beverage and food dispensing, amusement, sound, voice recording music, movie, phonograph, photographic and weighing machines, instruments, equipment, devices, appliances and accessories of every kind, character and description, and allied and kindred machines, equipment and products.

"To purchase, lease or otherwise acquire, and to operate, conduct, lease, manage, maintain and service, sound recording, photographic studios, recreation centers and arcades, and vending and merchandising marts, concessions and installations for the sale and dispensing of merchandise, confectioneries, tobacco products, non-alcoholic beverages, foods and kindred articles and projects."

**NEW HAWKEYE  
MODEL "C" DELUXE**



Built in 2 Models  
1 and 5 Cent  
Modern Vendor with Slug Ejection.  
Contact your nearest distributor  
or us direct.

**HAWKEYE NOVELTY CO.**  
1754 East Grand Des Moines, Iowa

**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 crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

**ORDER TODAY**  
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.



Sample machine, \$25.00; one to eleven, \$18.75; twelve to forty-nine, \$16.25; fifty and up, \$15.00. Immediate shipment.



**BRAND NEW  
1947  
1c and 5c  
Silver Kings**

Now In Stock for Immediate Delivery. Build a permanent business at low cost.  
Sample \$13.95  
Write for Quantity Prices.

ALSO NEW SILVER KING HOT NUT VENDOR—Only \$29.95 each  
1/3 Deposit, Bal. C. O. D.

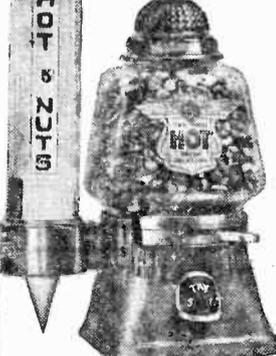


**FRANTZ SCALES**  
WE HAVE THEM!  
The Original Pace Scale with greater improvements.

Aristo Scale \$115.00  
Mirror Scale \$125.00

**GENUINE BUBBLE GUM**  
25¢ CASE, 145 COUNT .....\$17.25  
10 OR MORE ..... 16.25  
**T. O. THOMAS CO.**  
1572 JEFFERSON PADUCAH, KY.

**Immediate delivery on  
NEW 1947 SILVER KING  
HOT NUT MACHINES!**



Either 1¢ or 5¢, Complete with Cup Dispenser \$29.95 each  
Also 1¢ Ball Gum, 1¢ Peanuts and 5¢ Silver King Nut Machines. 1 Machine \$13.95  
Write for Quantity Prices.  
For PROMPT SERVICE order from DEVICES.  
**DEVICES NOVELTY SALES CO.**

467 N. Milwaukee Ave. CHICAGO 10, ILL.

New Shipment—New beautiful red shade  
**PISTACHIOS**  
Best Quality. Compare!  
DISTRIBUTORS: 50¢ WHITE, 52¢ RED, BOTH SALTED  
"Sun Brand" Standard about 45 to oz.  
**American Pistachio Corp.**  
Importers, Packers at this address for over 15 yrs.  
111 Reade St., Dept. 15, New York 13, N. Y.

**LOWEST PRICES  
SCARCE VENDING  
CANDIES**

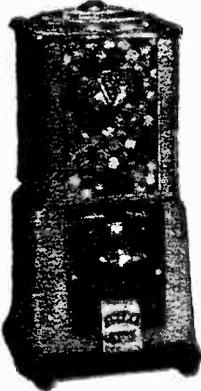
**BOSTON  
BAKED BEANS**

only 25 1/2¢ pound.  
32# Case only \$8.16.

**RAINBOW PEANUTS, Lb. 27¢.**  
32# Case only \$8.64.

**CINNAMON PEANUTS, Lb. 27¢.**  
32# Case only \$8.64.

**LICORICE LOZENGES, Lb. 29¢.**  
38# Case only \$11.02.



**BUBBLE  
BALL GUM**

1/2 inch size only 40¢  
per 100 balls.  
1 case (5250 balls),  
\$21.00.

**SPECIAL**

21,000 balls 1/2 inch  
Bubble Gum and 10  
New Cabinet Venders,  
all for \$182.50.

**CHARMS: 11 Different  
Assortments. Write  
for free samples and  
prices.**

1/3 Deposit. F. O. B.  
Brillion.

**L. M. BECKER  
VENDING SERVICE**  
105 DEWEY ST. BRILLION, WIS.

**Nuts Top Growing Vender  
Business in Springfield, Mo.**

SPRINGFIELD, Mo., May 31.—Vending machine trade appears to be expanding rapidly in this Southwestern Missouri wholesale and railroad center of 62,000 population.

Route of popcorn venders recently was established here, and candy, nut, ball gum and cigarette venders are pretty well scattered thru the city. There are two candy operators in the city now—U-Select-It and Automatic Canteen—and a third using Vendits has announced plans to enter the trade soon.

Nut venders and ball gum machines probably are the most common machines hereabouts, with at least four operators reported engaged in the nut trade. One of the latter is a former G.I. who is attending college.

City's two cigarette vending routes recently were combined into one, and the operator is planning to expand the business as soon as he can obtain additional machines.

Two colleges—Drury College and Southwestern Missouri State College, two U. S. medical installations, Frisco railroad shops and a number of small factories and wholesale houses probably hold greatest promise for development of vender locations.

**Filling Stations Lead**

Lack of large industrial plants has placed filling stations near the top of the candy and cigarette vender locations. Casual observation indicated that these spots are pretty well supplied with bar venders. Popcorn venders were noted in several taverns, but none were on display in the drugstores, which have proven good locations elsewhere.

Competition appears to be keenest in nut vending, but there still appear to be a few possible locations without machines. One operator reported that he has found repair shops, where peo-

ple often have to wait for merchandise or for something to be fixed, among his best locations.

Only hold-up in rapid development of all phases of vending here seems to be the difficulty in obtaining new machines since all operators interviewed were nursing ideas and plans for expansion.

Cigarette vending suffered a temporary setback early this year when the city government adopted a tax of 2 cents per package. This pushed the vender price up to 20 cents a pack while many of the drugstores are retailing them at 17 to 19 cents per pack. Outside the city they are selling as low as \$1.35 a carton. Operators say that after the first drop in sales, the business has been climbing back pretty steadily, but sales are still down about 10 per cent. Outside Springfield, thru Southwestern Missouri as far north as Clinton, cigarettes are being vended at 15 cents, where no taxes prevail.

Nut venders were pleased with reports from St. Louis of a drop in peanut prices of a cent per pound. This brings the average St. Louis price down to about 20 cents per pound, it was reported. But this is still a penny above prices quoted 90 days ago. Ball gum prices still are reported as prohibitive, hitting around a dollar per pound.

**Denver Vending on  
Competitive Basis;  
Tax Hits Cig Sale**

DENVER, May 31.—Competition is back in the vending industry here, particularly in cigarette dispensing, but in general the trade is not highly developed in this city.

Seven operators of cigarette venders are listed in the city, and the number of machines on location is estimated at between 800 and 1,000. Report is that cigarette sales were hit pretty hard when the city tax was increased from 1 to 2 cents per pack the first of the year. Trade recovered somewhat, then dropped off about 10 per cent in April as cut-rate drugstores and shops outside the city limits began pushing carton sales at prices as low as \$1.35 per 10 packs. Most common vender price is 18 cents. Currently cigarette sales are reported on the upgrade, but competition for locations is said to be sharpening.

**Candy Business Good**

Only two companies operating candy venders on any scale are reported in the city, and the reports were that the candy business is good and improving, from the profit standpoint, with the recent wholesale price cuts.

Probably the most numerous venders in Denver, as elsewhere, are the penny nut and ball gum dispensers. One veteran operator estimated that there are nearly 75 operators of penny venders in the city. Ball gum, of course, is scarce, with prices quoted at more than 90 cents per pound laid down in Denver. There also is one operator of popcorn venders here.

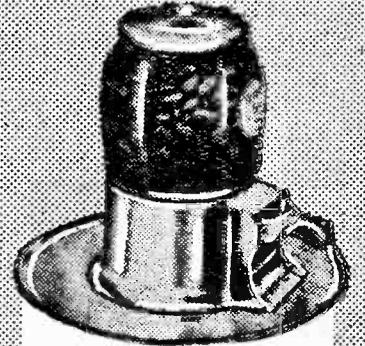
Postage stamp venders are quite common in drugstores and hotels, and business appears to be brisk.

**Snack Bar in Washer Store**

SPRINGFIELD, Mo., May 31.—Three self-service laundries have been established here, including one Launderette. One features a snack bar for women using the washing machines.



**Biggest Little  
MONEY MAKERS  
That Earn Their  
Costs Out of Profits  
In No Time**



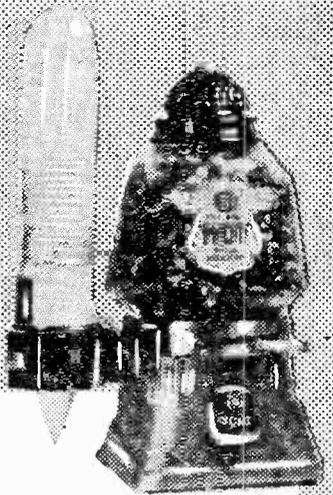
**CASH TRAY**

Nothing else like it! Earns better than \$1.25 profit on each emptying of 1 1/2 lb. bowl. Vends exclusive "Teeny Weeny" sized almonds. (Your cost—95¢ lb. in 30 lb. cartons.) \$9.85 ea. Packed 6 to a shipping carton.



**SILVER KING  
VENDS ANY TYPE OF NUT**

Unfailing, constant service. The rugged, steady profit machine—1¢ or 5¢ operation. Prices: 1 to 8—\$13.95; 10 to 24—\$12.95; 25 to 49—\$11.95; 50 or over—\$10.95.



**Silver King's  
HOT NUT VENDOR  
HEATING UNIT GUARANTEED  
FOR A LIFETIME**

Brand New Model Vends any type of nut. \$29.95 COMPLETE with modern cup dispenser. IMMEDIATE DELIVERY ON ALL VENDERS. ORDER NOW—START MAKING PROFITS NOW. We have a Complete Line of Parts.

**SCOTT-CROSSE CO**  
1423-25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

SEND FOR PRICES AND DEALS ON BALL GUM, CHOCOLATES AND BUBBLE GUM.

**VICTOR MODEL V**

FAMOUS PRE-WAR VENDORS

Globe Type Model V cap. lbs. 6 1/2 to 10. Merchandise or gum. 1250 to 1600 balls. 1/2" ball and gum.

Model V Del. Cab. Type, \$13.75 Each.

MODEL V GLOBE TYPE, \$11.75 EACH

Plastic Globes for Model V, \$3.25. Complete 1¢ and 5¢ Coin Counter, Plus Postage, Each \$1.25. Orders Filled in Rotation. Order, Certified Check or Money Order, Balance C. O. D.

Model V Globe Type With Plastic Globe \$14.75

**BUBBLE BALL GUM**  
5/8" - 140 COUNT  
64¢ LB. In 25 Lb. Ctn. Lots.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 82nd St., Brooklyn 12, N. Y.  
Phone: Dikens 2-7892

**NORTHWESTERN VENDORS**

DeLuxe Merchandisers... \$25.00  
Model "33"..... 11.60  
Model "40"..... 15.25  
Model "33" Ball Gum..... 10.40

1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
**CARL TRIPPE**

**IDEAL NOVELTY CO.**  
"Authorized Northwestern Distributor"  
2823 LOGUST ST.  
ST. LOUIS 3, MO.

**BALL BUBBLE GUM**  
5/8", 140 COUNT, 25 LBS. TO CASE

Cases	1 to 10	15.50	Cases	20 to 40	15.00
	10 to 20	15.25		5000 lbs.	55¢ lb.

Guaranteed best quality.  
**JOHN HORN**  
BOX 1155 ABILENE, TEXAS

**100-Pound-Per-Hour  
Boost in Meat Sale  
Thru Self-Service**

KANSAS CITY, May 31. — Pre-packaged fresh meats sold on a self service basis by Milgram's Supermarket here have boosted sales by 100 pounds per hour. This sales hike gives some indication of the possibilities of sales thru venders.

Sliced luncheon meats, packaged in cellophane in quarter, half and single pound sizes were tried first. Results were so successful that fresh meats were soon added. Selling meat on a self-service basis has permitted the sale of meat after 6 p.m. when, by Kansas City's Butchers' Union regulations, butchers cease work. Result is that customers find a good selection of fresh pre-packaged meat on hand from 6 to 9 p.m. when the store closes. Meat sales during the latter hours are often greater than those made during the shopping day.

**New Type Cellophane**

Cellophane used to package the meat is of a new type which prevents discoloration. Label is placed beneath the wrapping to show price and weight.

Market makes a small additional charge for the pre-packaged meats. This runs from 2 to 8 cents per pound, depending upon the size of package. "Even tho the customer can clearly see there is an additional charge added on for packaging, the store has not received one complaint on this score," mart's meat manager states. This is attributed to the fact that the housewife will pay extra for convenience and eye-appealing appearance in her fresh meats.

**NEW Northwestern VENDORS**

	<b>Model 39 ALL PURPOSE VENDOR</b> \$13.40 Ea. 100 or more \$12.55 Ea.		<b>Model 33 PEANUT VENDOR</b> \$11.60 Ea. Less Than 25 \$11.40 Ea. Less Than 100		<b>DE LUXE COMB. 1c 5c PLASTIC GLOBE \$28.20 Ea. GLASS GLOBE \$25.00 Ea.</b>
--	--	---	---	---	--

**The New ABT CHALLENGER**  
\$49.50 each  
Jobbers, Write for Quantity Prices  
ANGLE IRON STANDS FOR CHALLENGER \$7.50 EA.

**COLUMBIA TWIN JACKPOT BELLS**  
\$145.00 Ea. | \$125.00 EA. 5 or More

**NEW COUNTER GAMES**

Champion Basket Balls	\$39.50
Marvel Pop-Up	WRITE
Kicker & Catchers	37.50
Bat-A-Ball	WRITE
Whirl-A-Ball	WRITE
Card Vendors with 1,000 Cards	27.50
Gottlieb Grip Scales	37.50

**PHONOGRAPHS**

Wurlitzer Counter Model 81, in Perfect Condition	\$ 99.50
Wurlitzer 7-16, All Lightup	149.50

**RECONDITIONED COUNTER MACHINES**

MARVELS, Rebuilt Like New	\$29.50
AMERICAN EAGLES, Like New	19.50

**RECONDITIONED VENDING MACHINES**

Silver Kings	\$ 7.50
Universals	7.50
Cash Trays, 5c	6.00
Snacks, 1c. Like New	13.75
Stands for Above	2.50
Advance Ball Gum Machines, Like New	9.00

**USED CONSOLES**

Keeney's Bonus Bell, 5c, Like New	\$395.00
Groetchen 5c-25c Columbia Console, New	480.00
Silver Moons Harvest Moon	\$49.50 EA.
Jumbo Parade Bobtails	
Big Top Fast Time	
Big Game Cigarola	

**Salesboards** We Carry A Full Line At Lowest Prices

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.  
SEND FOR COMPLETE LIST OF COIN OPERATED AMUSEMENT AND VENDING MACHINES, SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23 PA.

**DANCO SUPER DEAL**

**10,000 BALLS BUBBLE GUM** plus **10 "GOLDEN STATE" VENDORS**  
including 200 "WINNERS"  
1c OR 5c MODELS  
All for only **\$170.50**

Terms: 1/3 deposit, balance C. O. D.

**DANCO COIN MACHINE CO.**  
3209 SEQUOIA AVENUE BALTIMORE 15, MD.

**COLUMBUS VENDORS**

48 & Up	Peanut \$ 9.50	Gen Pur. \$ 9.90	Ball Gum \$10.00	5c Vender \$10.50
12 to 48	10.00	10.40	10.65	11.00
Under 12	10.50	10.95	11.15	11.50
Sample	11.50	11.95	12.00	12.50

**COLUMBUS PARTS & GLOBES**

**FLOOR STANDS**

**USED MACHINES**

**EXHIBIT'S COUNTER CARD VENDOR**

- All Steel Cabinet
- ABT Coin Chute
- Separate Cash Box Key
- No Federal Tax \$29.50 With 1,000 Cards

**CASH TRAYS 5c ALMOND VENDOR**

**ARISTO & MIRRO LO-BOY SCALES \$115.00 & \$125.00**

WHAT DO YOU NEED? WRITE FOR CIRCULARS & PRICES

4310 CARNEGIE AVE. **MARKEPP SALES CO.** CLEVELAND, OHIO

**SPECIAL**

Brand New "Hot Nut" Silver Kings	\$29.95 Ea.	10 1c ABT Challenger Guns	\$27.50 Ea.
50 5c New Advance #11 Pistachio	12.50 Ea.	10 1c Bingo Counter Games	10.00 Ea.
10 9-Col. Cigarette Machines	90.00 Ea.	50 1c 3-Col. Snack Nut Machines	10.00 Ea.
5 12-Col. U-Need-a-Pak Cigarette Mchs.	59.50 Ea.		

Brand New Silver Kings, \$13.95 Ea. Write for Quantity Prices.  
ALSO BALL GUM, PISTACHIOS, CASHEWS, M & M'S, ETC.

**CAMEO VENDING SERVICE**  
432 WEST 42ND STREET NEW YORK 18, N. Y.

**K. C. Vending Firms Merge**

KANSAS CITY, Mo., May 31.—Kansas City's two popcorn vending operations are being merged into Merchandizers, Inc., with Louis Marshall, formerly of Marshall Popcorn Company, as president and general manager, it was announced here.

Marshall reported that he and Bob Reust have purchased the stock of Merchandizers, Inc., which was formed here recently to take over the distributorship of the popcorn vendor manufactured by the T. & C. Manufacturing Company, Dallas. He said that Merco, Inc., corporate successor to Marshall Popcorn Company, will be liquidated and surrender its corporate charter. In the transaction, the assets of Merco will be transferred to Merchandizers, which will operate and distribute T. & C. machines throught Missouri and Kansas.

For the present, Marshall said, the company's operating department including its popping facilities and servicing will be continued at the firm's Prospect Street address. Additional space on Penn Way will be used for storage of machines and distributing operations, he said. Marshall took over actual operation of the company effective May 1.

The Merchandizers, Inc., operation was originally started last November by Hal Henry and Eddie Pick. Later it was incorporated and reportedly taken over by Eastern banking interests, from which Marshall and Reust were reported to have bought it.

The T. & C. machine was developed from the patents of the vendor made by the Emerson Bros. Manufacturing Company, of California, according to reports here. Marshall has used Emerson machines for several years in his vending operation.

**Necco Names Chapman Pres.; Ridley Chairman of Board**

CAMBRIDGE, Mass., May 31.—New England Confectionery Company here, commonly known as Necco, elected Horace S. Ridley and Harry R. Chapman president and chairman of the board of directors at the annual meeting of stockholders May 23. Ridley was president of Necco from 1931 and Chapman first vice-president from 1942.

Elected vice-presidents were Philip M. Clark and Richard W. Moulton. Re-elected vice-president and treasurer was William H. Vogler; Robert L. Singer, assistant treasurer, and Arthur W. Chapin, secretary.

Firm, celebrating its 100th anniversary in the candy business this year, is planning to modernize and enlarge its plant. Company makes Sky Bar, Bolster and Necco wafers among other confections. One of the firm's founders, Oliver Chase, invented the first machine to shape candy automatically.

**Philip Morris Sales Gain Six Per Cent in Quarter**

NEW YORK, May 31.—Philip Morris sales for the first quarter of 1947 were approximately 6 per cent above those of the same period in 1946, company officials report. Dollar sales for first 1947 quarter totaled \$37,497,865, including \$18,042,989 federal excise taxes.

Compared with sales in the last quarter of 1946, however, this year's first quarter sales showed a drop of 16 per cent. Sales of Philip Morris' English subsidiary for final quarter of 1946 totaled \$168,756.

**Service Stations Sales Increasing**

WASHINGTON, May 31.—Service stations throught the U. S. have had an 8 per cent increase in sales in the first quarter of 1947 over those of 1946, as was indicated by the 1,503 sampler stations reporting to the Bureau.

Dollar sales of these stations were also up 8 per cent in March, 1947, over those of March, 1946, the report showed. March also revealed an 11 per cent rise in sales over February, 1947.

In dollars, service station business reached \$8,983,589 for March, 1947, compared with \$8,288,385 for those of a year earlier. February, 1947, chalked up \$8,065,570 in sales. For the first quarters in 1947 and 1946, sales amounted to, respectively, \$26,562,906 and \$24,538,066.

Those States reporting the largest gain in percentages in the first quarter this year were Maryland, up 27 per cent; Idaho, up 23 per cent, and Wisconsin, up 22 per cent. Leading cities reporting percentage gains for a like period this year were St. Louis, up 28 per cent; Chicago and San Francisco, both up 16 per cent. Portland, Ore., reported a drop of 10 per cent.

**Hastings Aireon Milwaukee Distrib**

MILWAUKEE, May 31. — Sam Hastings Distributing Company, Milwaukee, has been appointed distributor for Aireon Electronic Phonographs in this city. Sam Hastings is one of the best known distributors in the music merchandising business and has long been active in association circles.

Hastings' showing of the new Aireon Fiesta model will be held at the Hotel Pfister here June 9, with operators throught the territory invited to attend.

**Cook Chocolate Co. Milk Chocolate Bar**

NEW YORK, May 31.—The Cook Chocolate Company, manufacturer of the 10-cent Vita Sert Sweet Chocolate Bar, is now making a Vita Sert Milk Chocolate Bar to sell at the same price, Robert I. Johannot, vice-president and director of sales, announced this week.

National advertising in 18 magazines will exploit the new bar.

**Joseph T. Hand Elected To Sweets Firm's Board**

HOBOKEN, N. J., May 31.—Sweets Company of America announced recently the election of Joseph T. Hand, firm's treasurer, to the board of directors. Hand joined the company, which produces Tootsie Rolls as one of its candy products, in 1920. Beginning as a bookkeeper, he advanced to credit manager, auditor, office manager, assistant treasurer, and became treasurer in 1943. Hand will also be assistant secretary of the firm.

At one time Hand was associated with the Confectioners' Industrial Relations Board.

**Topps Gum Names Carlson Public Relations Chief**

BROOKLYN, May 31. — Topps Chewing Gum, Inc., last week announced appointment of Leonard Carlson as public relations director. Carlson was formerly sales promotion director of Fawcett Publications.

**NEW SILVER KING VENDORS**

**5c Hot Nut**

Handles Almonds, Pistachios, Cashews, all Mixed Nuts.

**\$29.50** Ea.

**1c-5c MODEL SAMPLE \$13.95**

**10 or More \$12.50** Ea.

**25 or More \$10.30** Ea.

**NEW VENDING MACHINES**

NEW 5c CASH TRAYS ..... \$ 6.95  
 Advance #11, 1c or 5c ..... 13.75  
 Col. Mod. 46, Ball Gum, 1c ..... 12.50  
 Col. Mod. 46Z, 1c, All Purpose ..... 11.95  
 Col. Mod. 46ZB, 5c, All Purpose ..... 12.95  
 Mod. V, 1c, Any Quantity ..... 11.75  
 Mod. V, Cab. Type, 1c, Any Quantity ..... 13.75  
 Mod. V, Cab. Type, 5c, Any Quantity ..... 14.75

Send for Literature and Quantity Prices.  
**1/3 DEPOSIT REQUIRED WITH ORDERS**

**FRANK DIST. CO.** 535 N. 8th St. Phila. 23, Pa.

**Borden Sales Hit All-Time High During 1946**

CHICAGO, May 31.—Annual report of Theodore G. Montague, president of the Borden Company, revealed that over-all sales for the firm's products in 1946 were highest in its history, amounting to \$542,-998,805. This figure is an increase of 18.2 per cent over the 1945 high. Net income for last year, while above that of war years, was below record levels. Earnings after taxes were \$19,581,006.

Montague also pointed out that despite raw material problems and increases in costs, ice cream volume in dollars and units sold topped all previous peaks. He stated wholesale price of ice cream has remained nearer to pre-war levels than any other major dairy product.

**Radio-Intercom System Readied In Los Angeles**

LOS ANGELES, May 31.—Coin-operated radio with a two-way intercommunication system for use in motels and hotels was announced by H. G. Sherry, of Commercial Radio Corporation here. Radio is known as Melody Time.

According to Sherry, the radio, a six-tube set that operates on both AC and DC current, is being made available in the console model for operators. Messages may be sent over the set from the room to the office or vice versa by merely holding down a spring switch on the side. Messages cannot be sent unless the switch is held down. The inter-com feature is in addition to the full band of broadcast reception.

The set has been developed to a point where 10 sets on a line can be reached from one microphone in the office of the motel or hotel. Set-up is designed to give warnings in case of disaster in addition to delivering individual messages.

**Steffens Recovered, Back at Permo Desk**

CHICAGO, May 31.—Permo, Inc., announced last week that E. C. (Gene) Steffens, firm vice-president and general sales manager, has returned to active duty following a lengthy illness.

Back at work, Steffens is currently molding his firm's sales plans for the juke box field. He said that messages and personal visits from operators and distributors during the recuperation stage aided in recovering his health.

**East-West Company Named Game Distrib**

NEW YORK, May 31.—The East-West Distributing Company, 674 10th Avenue, was named this week as a distributor of the Square Amusement Company's Sportsman Roll.

East-West, headed by Charlie Herman, will handle sales in greater New York and Westchester.

**Diamond Match Co. Sales**

CHICAGO, May 31.—Diamond Match Company here had sales of \$15,423,479 for the quarter ending March 31, 1947, according to a report filed with the Securities and Exchange Commission.

**Youth Charity Work Aided by Gum Machines**

NEW ORLEANS, May 31.—The Kiwanis Club here, working with Louisiana Vending Machine Service, headed by Karl and Louis Klein, is going into the ball gum merchandising business to raise funds for youth charity work. An ultimate goal of 1,000 machines has been set here.

Louisiana Vending Machine Service will handle all operations, servicing and collecting. Actual solicitation to secure locations will be done by members of the Kiwanis Club. A large number of locations have already been contacted and signed, according to club officials.

**400 Clubs Participate**

Kiwanis club has made arrangements with Ford Gum & Machine Company, Inc., Lockport, N. Y., for the machines, and George L. Ranson has been handling negotiations for the company in New Orleans. Ford Mason, Ford Gum president, addressed the club at its weekly luncheon Tuesday (27). He said that 400 Kiwanis Clubs thruout the nation are now participating in the ball gum vending operation.

Under the arrangement there is no commission for the location-owner, since the location's commission, under the plan, goes to Kiwanis for distribution in the cause of charity. The local club says it expects to start with 400 to 500 venders. Harry Stevens has been appointed head of a local Kiwanis committee to handle the club's end of the work.

**Dixie Cup Company Increases Output**

EASTON, Pa., May 31.—Dixie Cup Company is increasing production at its plant in this city by 25 per cent and is enlarging its Darlington, S. C., factory to twice the present size, according to firm production officials. New facilities are expected to be in full production by midsummer, it is claimed.

In a move to assure availability of new machinery, Dixie Cup recently purchased the Cowdrey Machine Company, Fitchburg, Mass., which firm is now a subsidiary.

**Candy Venders To Be Seen At Roanoke, Va., Candy Meet**

ATLANTA, May 31.—There will be candy exhibits which will include several venders at the Southern Wholesale Confectioners' Association's annual convention July 20-23 in the Hotel Roanoke, Roanoke, Va., it was announced this week by Forrest W. Holz, association secretary. Wholesaling, distributing and retailing problems will be discussed at the gathering.

**U. S. Tobacco Co. Dividends**

CHICAGO, May 31.—United States Tobacco Company has declared regular quarterly dividends of 30 cents per common share and 43 3/4 cents per preferred share. Dividends are payable June 16 to holders of record June 2.

**Doescher Gets Club Honor**

NEW YORK, May 31.—Fenn Doescher, vice-president in charge of sales for Lily-Tulip Cup Corporation, has been elected vice-president of the New York Sales Managers Club. G. L. King, vice-president of Lamont-Corliss & Company, was named treasurer of the organization.



**BUBBLE BALL GUM**

In Lots of 1,000 lbs. or more **59¢ LB.**

**FINEST QUALITY - IMMEDIATE DELIVERY**

3/4"—140 Count, 25 Lb. Carton ..... \$16.25  
 Reduction in Price but Not in Quality!

81¢ lb. per 500 lb. order  
 63¢ lb. per 100 lb. order  
 65¢ lb. less than 100 lb. order  
 (Minimum order accepted—1 25 lb. Carton)

**PLACE YOUR STANDING ORDER NOW FOR A STEADY SUPPLY!**

**Direct Factory Distributors for**

<b>SILVER KING</b>	<b>VICTOR V</b>
1c Peanut ..... \$11.50	1c Globe ..... \$11.75
1c Gum ..... 11.50	1c Cabinet ..... 13.75
5c Nut ..... 12.50	5c Cabinet ..... 14.75

**ADVANCE MASTERS**

1c Peanut ..... \$11.25	1c Peanut ..... \$14.95
1c Gum ..... 11.25	1c Gum ..... 14.95
5c Pistachio ..... 13.75	1c-5c Comb. .... 15.95

Brand New SILVER KING Hot Nut Vendors Complete with Cup Dispensers ..... \$29.95

**WRITE ★ WIRE ★ PHONE**

Terms: 1/2 Dep. with all orders, bal. C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
 2021 Prospect Ave. CLEVELAND, OHIO  
 Phones: PRespect 6316-17

**EXTRA SPECIAL**

**BALL BUBBLE GUM**

100 lbs. & 10 MODEL V ALL FOR **\$202.50**

ush cash with order. F. O. B. factory.

**ROY TORR** LANSDOWNE PENNA.

**'POP' CORN'S**

**AUTOMATIC VENDING MACHINES**

This good-looking machine actually stimulates an urge to buy popcorn. Sales will go up, and so will your profits. Pays for itself in a surprisingly short time.

**always in demand**

It's a top money-maker everywhere from night clubs to grocery stores. All the best locations will want one. Send today for the full story.

**WRITE FOR YOUR NEAREST DISTRIBUTOR**

**T. & C. Co.**

BOX 5996 Dallas, Texas

# Philly Starts Hit Party Series

## Hundred Ops Make Opener

Eastern Pennsylvania ops sponsor hit preview like those used in Cleveland

PHILADELPHIA, May 31.—Over 100 industry members witnessed the starting gun here this week for a "click tune of the month" promotion campaign which involves participation of 5,200 juke boxes covering this area, and is part of an ambitious public relations drive in the teen-age field.

Occasion was a banquet Monday (26) at the Click night club, attended by members of the sponsoring organization, Music Machine Owners' Association of Eastern Pennsylvania (MMOAE), allied trade leaders and representatives of major recording companies. Jim O'Brien, MMOAE manager, and association president William L. King were in charge of arrangements for the dinner party, co-operating with Click owner, Frank Palumbo.

### Cleveland Pattern

Using the Cleveland hit tune parties as a pattern, association launched the promotion by asking all of the operators present to vote for their choice among 24 different platters submitted by various diskeries. Highest number of votes was cast for *Chi-Baba Chi-Baba*, and this number has been designated for June as the first in the series of monthly "click tune" selections. Each selection will take No. 1 position on all 5,200 machines for a month. Stuart Wayne, popular disk jockey of Station KYW, Philadelphia, announced the winning tune.

All subsequent selections will be made by teen-agers and record fans at a monthly party staged at Click, with radio disk jockeys providing their listeners with tickets of admission, O'Brien explained. First party is set for Saturday morning (21). At each of the parties a different juke box distributor will supply the demonstrator machine on which candidate records will be played. Distributors cast lots for priority in providing their machines, with Packard winning first place at the banquet meeting. Seeburg takes the spotlight in June, with other juke boxes scheduled to follow.

### The Billboard Newsreel

A highlight of the banquet, which featured addresses by several trade leaders, a floorshow and door prizes, was the showing of *The Billboard Convention Newsreel*, first in this area.

O'Brien, speaking for the association, called for continued co-operation of all members of the group in all-industry matters, pointing to the harmony that exists among various branches of the coin machine trade. He cited the banquet as an all-industry event. In addition to the membership of the music association, members of Philadelphia's Amusement Machines Association attended with their president, Samuel Stern, and business manager, Joseph Silverman, at the speakers' table. These association men, together with Samuel Odell, president of the Southern New Jersey Music Operators' Association, applauded the "click" (See PHILLY STARTS on page 125)

## British-Made Juke Gets Wide Notice In English Papers

LONDON, May 31.—The Hawkins' English-made juke box, displayed at the recent British Industries Fair, attracted considerable favorable attention, according to reports in *The World's Fair*, British amusement paper.

Ed Graves, writing in the trade paper, says that one nationally circulated English newspaper gave considerable space to a description of the new juke box. Graves says that the newspaper "even went so far as to quote an American buyer, saying it (the British juke box) was better than their own. Which, of course, is to say quite a lot."

Exhibit at the fair included a stripped down model to display the juke's mechanism to the number of English and foreign buyers who attended the exhibition.

## National Sales In KC Produces New Coin Radio

KANSAS CITY, Mo., May 31.—Samuel A. Rice, vice-president of National Sales & Supply Company of Kansas City, Mo., announced that his company started manufacture of coin-operated console radios Monday (24). National Sales was established here recently to distribute coin radios.

Rice said that his company expects to push its production of the machines to 500 per week very soon. He said the cabinets will be made in several different finishes, including blond and walnut, to match the furnishings of hotel rooms in which they are placed.

Rice said that his company will handle its own distribution direct to the operator.

Coin mechanism will include a slug rejector, and a static eliminator will be built into the radio to adapt it especially to use in hotels.

Rice also announced the election of W. G. Traylor as secretary-treasurer of the company, which is headed by Michael Licausi. Traylor succeeds Edward Thompson, who was said to have moved to California.

## Triangle Shows New Juke in Cleveland, Columbus and Cincy

CLEVELAND, May 31.—Cleveland, Columbus and Cincinnati offices of the Triangle Distributing Company have concluded their showings of the new Aireon Fiesta model, with Leo J. Dixon, Myron Erb and Fred Mann, regional manager for Aireon, attending the three shows.

Showrooms for all three showings were given a special decorating job for the occasion. In Cincinnati, Donald Fosgate, local manager, acted as host for the showing which drew, among other guests, Cincinnati's Mayor Carl W. Rich.

Columbus showing was held at the Dressel Distributing Company, of the Triangle Distributing Company, Inc. Final showing was held in the Cleveland offices on May 22.

## Detroit Juke Operators Ask Harmony at Meeting

DETROIT, May 31.—A move for over-all harmony in the music machine field here after a year or more of dissension and factionalism was unveiled Thursday (29) at a conference of music machine operators, city and State officials and the local and trade press. The conference was called by the Detroit Chapter of the Michigan Automatic Phonograph Owners' Association (MAPOA) in the Crystal Room of the Book Cadillac Hotel.

Essentially the move for harmony centers around MAPOA's decision to invite to membership all who are currently operating juke boxes. The local situation grew largely out of MAPOA members' dissatisfaction with alleged unfair distribution policies on the part of one distributing organization. Dispute between the member-operators and the distributing firm grew in recent weeks to stories in the local newspapers and was climaxed finally by a statement from State liquor control commission sources this week, warning the music machine industry that any flare-up of trouble might cause the machines to be ordered out of establishments where liquor is served.

### Operators Favorable

Operators in the association, incidentally, were favorable to the liquor commission's statement, since they reported that it had already served to call a halt to unfair location "jumping."

Speaking for the MAPOA at the conference were the following association officials: Morris Goldman, president; Irving E. Ackerman, counsel; Jack Baynes, secretary-treasurer, and Roy Clason, public relations director.

Goldman outlined the history and the position of MAPOA, said the conference had for its purpose the announcement of a new policy to implement close co-operation for the good of the industry and the public. Goldman said that MAPOA members are sincere in their efforts for harmony, and he added that this is indicated by their willingness to take into membership some 20 operating concerns which, he said, had placed juke machines in locations formerly held by members' machines.

### Policing Method

Goldman said that the association wanted all operators, including the association members, "policed by the liquor control commission." Referring to the alleged unfair practices in securing locations, Goldman said he believed methods such as "offering to re-carpet a location, or offering a blank check" had been used to induce location owners to throw over members' machines for machines offered by another firm.

All operators, Goldman said, have tried to give good service, both in machines and records.

In his conclusions, Goldman added an additional remark pertaining to suggestive records, saying that MAPOA will fine members of its group who are found to keep such disks on their machines.

Inspector Joseph Krug, in charge of special investigation for the city of Detroit, said that 92 license applications for juke box operators have been approved since the city started a thoro check-up of all applications in March. He said that approximate-

ly 30 license applications are still pending.

Irving Ackerman, the association's counsel, said that solution of the operator-location problem may lie in the use of a regular lease, as in other types of business. He indicated that the lease would give the operator civil protection and some standing in court if the location owner sought to put his machine out without cause.

Provision for separate negotiation of union contracts was voted by MAPOA, at the option of larger firms, chiefly distributors, who preferred to work out their own terms. For bargaining purposes, the association voted to recognize a new charter issued to Local 985, service drivers and helpers' union, affiliated with the Teamsters' Union (AFL).

Goldman, summarizing the local music machine industry, said that there are now approximately 5,600 juke boxes in metropolitan Detroit, of which 4,000 are operated by the 140 members of MAPOA. He predicted that the problem of unfair location jumping will become steadily less significant.

At the same conference, initiation fees for MAPOA were fixed at a maximum of \$50, which is the equivalent amount paid originally by charter members.

## Move To Form Association Of Radio Ops

### Would Cover Chicago

CHICAGO, May 31.—A move to establish a Chicago association for the operators of coin-operated radios got under way this week, with Morris Nozette, head of Bradley Distributors, radio agency, leading the movement. Nozette sent out a letter to all local operators of coin radios, suggesting that an association is needed, and he said that a meeting of radio operators will be called once sentiment toward an association has been tested.

In his letter, Nozette said that it had come to his attention "that there are some operators of coin-operated radios who are using unscrupulous and decidedly unfair methods in obtaining other operators' locations.

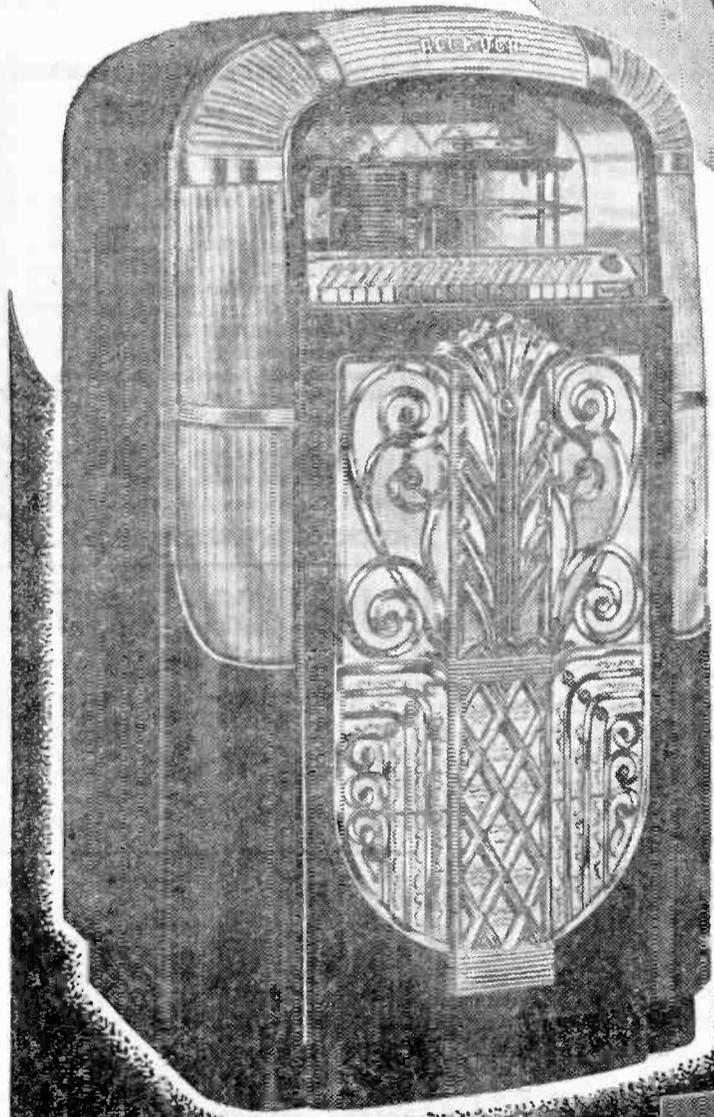
### "Get Together"

"It is my opinion," Nozette continued, "that all of the operators should get together and set up an organization for the betterment and improvement of conditions in this (coin-operated radio) business. May I recommend that you contact as many operators as you can and suggest this form of organization. I assure you they will agree that it is a necessity."

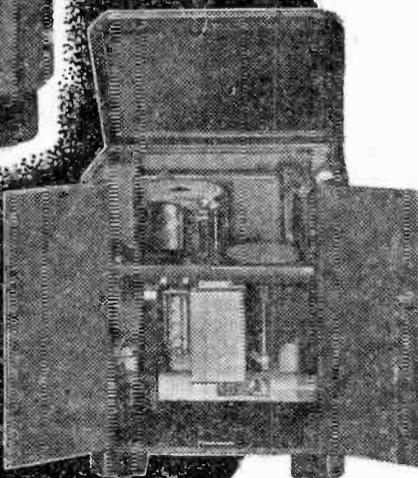
Coin radio operators in Chicago estimate that there are about 5,000 coin radio sets on location at the present time, and they point out that the business locally would seem to offer a far greater potential since the city alone has 90,000 transient rooms.

# ROCK-OLA

## for STURDY PERFORMANCE



*The Phonograph that Sells Music*



WA BOX  
MODEL  
4330

PLAYMASTER  
MODEL  
424

**ROCK-OLA Manufacturing Corp.**  
806 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

**CHECK THEM ON THE SPOT!**

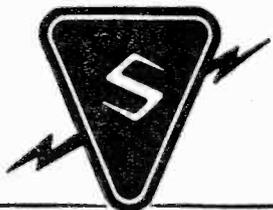
**WITH PORTABLE TUBE TESTER**

**FOR JUKE-BOX TUBES**



PORTABLE TUBE TESTER, Model 140

Here's the last word in tube testers—light-weight, ideal for quick, on-the-spot testing of juke-box tubes. Made by the men who have tested tubes by the million. Tests every type of tube in common use—and has been made to permit quick adaptation to new tube types! Write today!



**SYLVANIA ELECTRIC**

**EMPORIUM, PA.**

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

## Copyright Battle Intensified; Fight Over Juke Licensing Seen

(Continued from page 18)  
ing the delegation. Stanley Adams, composer of *La Cucaracha* and *There Are Such Things*, and an ASCAP director, will contend that the juke box industry has derived large profits from "the exploitation" of his musical works. John Tasker Howard, curator of Americana music of the New York Public Library and ASCAP member, also will testify on the exploitation angle.

Howard, it is learned, is prepared to claim before the House sub-committee that "Congress never contemplated the present granting of exemption to coin-operated machines, which in 1909 consisted primarily of phonographs in penny arcades which could be heard by only a single lis-

## Runyon Showing Of Robot Sound System Is Held

NEWARK, N. J., May 31.—More than 100 operators, distributors and studio men attended the advance invitation showing of the new Tel-o-Matic Robot Unit last week at the Runyon sales offices here. John Haddock, president of AMI, was one of the speakers.

Robot Unit is the latest offering of Tel-o-Matic for automatic centralized sound systems in industry, offices, restaurants, funeral homes, ball parks and other locations. Aside from a powerful amplifier, that will accommodate any number of speakers in any type of installation, the unit features a three-channel distribution—radio, phonograph and microphone.

### Hosts to Visitors

Barney (Suggy) Sugarman and Abe Green, Runyon executives, along with Al Williston, of Tel-o-Matic sales division; Eddie Berg; Manny Ehrenfeld. Tel-o-Matic factory division; Jack Mitnick, Runyon sales manager, and Ernest Lichtenstein, program director, acted as hosts.

The unit contains sufficient space for an eight-day program or a set of eight planned programs designed particularly for the establishment to be served. Breakdown of the unit shows that the phonograph channel may be used on an automatic pre-set programing schedule that re-sets itself after completing the last record—or it can be used for either selective or continuous play.

When the radio channel is turned on it automatically shuts off the record changer. Radio is especially useful in installations for ball games, newscasts and special events. The microphone channel is to be used for special announcements thruout the installation, plus a special oscillator designed for paging persons in the plant or indicating the start of work, lunch periods, and breaks.

### Visitors Present

Among the coinmen present at the showing were Harold Klein, Milwaukee; Morris Hankin, Atlanta; Bert Dean, Cleveland; David Rosen and Martin Levitt, Philadelphia; Thomas Berry, East Orange, N. J.; Frank Corcoran, New Haven, Conn.; H. Wichansky and A. Kaplan, Elizabeth, N. J.; J. F. Walther Jr., Holyoke, Mass.; Raymond Brady and David Taub, Jersey City; Lud Bilow, Jamaica, L. I.; Mike Karpen and J. Simmons, Reading, Pa.

After the showing, Runyon was host to the entire gathering at a restaurant dinner.

tener at a time." Howard will declare, "the performance of musical works in coin-operated machines is a great threat to the author's income from the performance of his work in other fields.

### Claim No License Needed

Users of coin-operated machines contend that the mere insertion of a coin in any machine which reproduces the author's work eliminates the necessity of obtaining license from composers and authors of musical works notwithstanding the fact that the performances are actually both public and profit. "If this is carried to its logical conclusion," Howard will state, "a coin may be inserted in all devices which serve to reproduce the author's work by mechanical or electrical means and there will be no occasion for compensating an author when his works are performed unless the rendition is given by living performers. This certainly was not intended by Congress in 1909, and it could easily defeat the whole purpose of the copyright laws."

Adams is prepared to argue against what he describes as "the injustice of coin-operated machine exemption ever since I started to write. As one who typifies the modern American writer," he will contend, "I feel that I am being discriminated against in favor of great industries which receive tremendous profits from the use of my compositions while I receive nothing."

His prepared testimony, it has been learned, will continue in part as follows: "At a recent meeting of international Confederation of Societies of Authors and Composers held in Washington . . . I observed a very strong resentment against the United States on the part of authors of foreign countries. . . . I respectfully submit that the United States Congress should show not only the American composer but also the composers of other countries that the United States does not sanction the deprivation of the rights of authors in favor of the great industries, and that this injustice be corrected by the enactment of HR 2570."

Juke-box argument to "creator" plea is expected to follow the usual comeback that ASCAP represents publishers as well as writers and hence can be considered as much of an "industry" as the juke trade. Also expected to counter with argument that MPPA is exclusively a publisher organization which is seeking more income for the publishing "industry" as much as it is seeking to increase writer receipts.

## 3 Million Audience To Hear Coin Radios, Says Telecoin Corp.

NEW YORK, May 31.—Coin radios are opening up a possible transient radio audience of more than 3,000,000 persons, according to a study recently completed by the Telecoin Corporation, distributors of the Telecoin coin radio and the commercial model of the Bendix automatic home laundry.

The 3,000,000 audience estimate is based on figures including hotels, tourist camps and hospitals—all potential locations for the coin-operated radios. The figure breaks down to show 25,036 year-round hotels with 1,312,410 rooms; 2,951 seasonal hotels with 131,980 rooms; 13,521 tourist courts and camps with 159,846 units. These figures, it was pointed out, come from a pre-war census of business. As soon as building gets under way, the total should increase rapidly.

Another important outlet is the 6,511 hospitals in the United States, which have a capacity of 1,738,944. While hotels and tourist camps offer immediate locations for coin-operated radios, operators figure there is a profitable potential in hospitals as well.

Simultaneously with the release of figures, Telecoin officials revealed that the first shipments of their new radio had been started.

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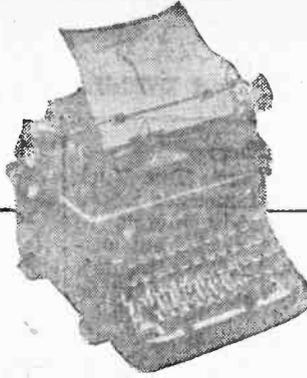
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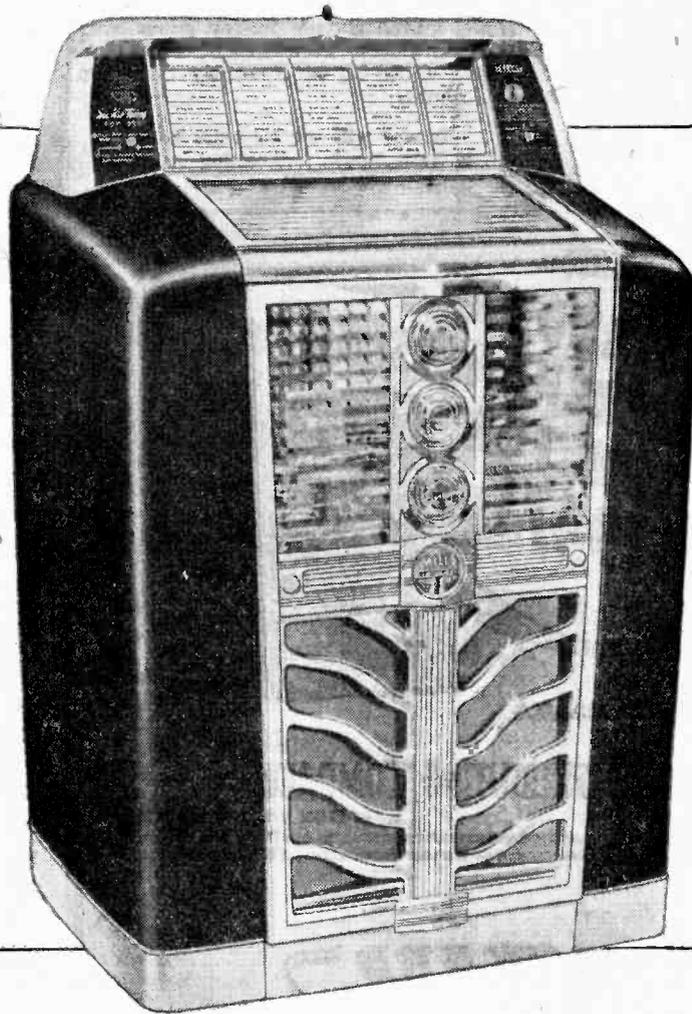


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# Wurlitzer Gets Smith & Fields In Philly Area

PHILADELPHIA, May 31.—Smith & Fields Distributing Company has been appointed Wurlitzer distributor for the Philadelphia territory, succeeding the Emby Distributing Company. New firm will maintain the same offices and showrooms of the Emby firm at 1518 North Broad Street.

Company, owned by Russell L. Smith and Jackie Fields, has been the Wurlitzer distributor for the Pittsburgh area for the past several years, and will continue this activity in addition to the new distributorship, according to an announcement by E. R. Wurgler, general sales manager of the Rudolph Wurlitzer Company.

Philadelphia's Smith & Fields office will be managed by Jackie Fields, former welterweight boxing champion of the world. Fields has indicated that he will engage in a public relations program which he expects will benefit the entire music machine industry.

Fields believes that the automatic phonograph industry can do a great deal to bring wholesome entertainment to youth. "The sports world," Fields says, "has shown how helpful it can be in curbing juvenile delinquency, and I know that the music machine industry can do just as much."

### Title Attraction

Recognizing that his world's championship title will have more than casual attraction for youngsters, Fields said he intends to go directly to the city's youth to talk to them, and in line with this idea he has already made arrangements to speak before school assemblies and youth groups when schools reopen next fall.

As a representative of the juke box industry, Fields has agreed to accept speaking engagements under the auspices of such groups as the National Association for the Advancement of the Colored People, the Fellowship House, the Philadelphia Jewish Community Relations Council and the Philadelphia Fellowship Commission.

One of his first speaking engagements will be before the High School Fellowship youth group, sponsored by Fellowship House at the junior, senior and vocational high schools in the city. In recent years the group has been addressed by Frank Sinatra, Kate Smith, Josh White and Jay Jostyn, radio's Mr. District Attorney.

their own morning radio show. The Harmony Rangers will summer at Rodeo Park, Booths Corners, Pa., with arrangements being made for them to play outside dates also.

Patsy Montana, WLS, Chicago, will introduce Eastern Park programs to the Midwest for the first time June 1, when she opens her own amusement park near Joliet, Ill. Park will be known as Frankford Grove, and will be run in conjunction with her hubby, Paul Rose, and will feature Western jamboree shows every Sunday with the top names headlining. She has already booked appearances by Lulu Belle and Scotty, Dick Thomas and Red Foley, with others yet to be signed.

The Earle Theater, Philadelphia, has booked in its first hillbilly attraction, with the *Hayloft Hoedown*, currently playing there. The show, produced by Jack Steck at Station WFIL, Philadelphia, included the Harmonica Masters, Sleepy Hollow Ranch Gang, Elmer and Pete Newman, the Murray Sisters and Monte Rosci.

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### New Pubbery

Wally Fowler, of *That's How Much I Love You* penning fame, has joined music publisher Buddy Morris in forming a new song publishing outfit, F-M-Music (an ASCAP affiliate). . . . T. Tex Tyler's combo is taking over the Riverside (Calif.) Rancho sessions, once presided over by Spade Cooley. . . . Paul Cohen, of Decca, is releasing the first post-war sides by Johnny Lee Wills, Bob's brother, next month. Luke, Bob's other brother, is fronting his own band, which is touring Oklahoma, Texas and California.

John Lair, director of the *Renfro Valley Barn Dance*, WHAS, Louisville, is the operator of Radio Artists' Records, a new Cincinnati label, which thus far has Dolly Good, of the Girls of the Golden West, and the Turner Brothers, Lige and Red, all of whom are WLW, Cincinnati, artists. . . . Slim Williams, who lost several fingers on his strumming hand while in service, has left KTHH, Houston, for a spot with WJR, Detroit.

Curt Massey, of the Westerners and more recently starred on his own show, is about ready to retire and has bought a gas station near L. A., while Louise Massey is basking in the profits from *My Adobe Hacienda*, from which she has purchased a ranch in Roswell, N. M., which she is calling El Rancho Padre. . . . Allen Massey is re-forming the Westerners after the group had been split up two years. . . . Garet Romero, of the folk music department of Southern Music, has left the publishing field to head the hillbilly recording department of Signature players. . . . Elton Britt has added a disk jockey show over WMCA, New York, in addition to the live show he is currently doing in Gotham.

Texans will get an extra boot out of *Echo Ranch*, forthcoming Universal flicker, which will premiere in San

Antonio in June, for it will feature Red River Dave and the Texas Top Hands of WOAI, San Antonio, and will have scenes from the San Jacinto Fiesta. . . . Ed Miller and his Louisiana Play Boys, KNOE, Monroe, La., now have a 10-piece band and are doing six half-hour shows per week over KNOE.

Bill Nettles, of KNOE, has had several more songs accepted by Southern Music. Bill and his boys headed a benefit show at Shreveport, La., Municipal Auditorium May 15 for the Texas City disaster fund. . . . Capitol Records will introduce a special new red label record to be known as Capitol Americana, on which will be featured Western material, hillbilly tunes and mountain ballads.

The Sunrise Hillbillies, WMBG, Richmond, Va., have purchased their own night club outside Richmond and are doing personal appearances there. . . . Laura Lou and her Hidden Valley Pioneers, New York State folk group, are making a month of personal appearances in parks and resorts in that State during June.

### Renfro Keepsake

*Renfro Valley Keepsake*, published by Renfro Valley Enterprises, Renfro Valley, Ky., containing pictures of the valley itself, photos of the Renfro Valley Barn Dance entertainers and songs and poems popularized by this Louisville broadcast, is now available. . . . Cliff Rodgers, disk jockey for the two folk music shows over WHKK, Akron, was absent from the mike several days recently, while he underwent a tonsilectomy. . . . Ernest Tubbs intends to drop his broadcasts for the entire summer, concentrating on a personal appearance tour that should take him west to Hollywood.

Norma Winton and her brother, Jimmie, have teamed up in a duo called the Oklahoma Drifters, heard on KRKN, Fort Smith, Ark. . . . The Short Brothers, Jimmie and Leon, have a promising tune in *Old Indians Never Die*. . . . Big Slim, the Lone Cowboy, WWVA, Wheeling, W. Va., has inked a contract with Dixie Records, and will cut eight sides in his first session.

Marty Licklider and his Missouri Foxhunters, WICA, Ashtabula, O., played their first Canadian date recently at Port Dover, Ont., where they pulled almost 1,000 at \$1 per head. . . . Frankie Mars, recently with KWFC, Hot Springs, is now in Chester, Ark. . . . Gene Johnson, of WWVA, Wheeling, now books all the station's talent exclusively as well as the WWVA *Jamboree*, which is skedded every Sunday up to the end of September. . . . Gene is booking the following parks: Joe Barker's Ravine Park, Blairsville, Pa.; Shorty Fincher's Golden Oaks, Waynesburg, Pa.; Doc Williams' Musselman's Grove, Claysburg, Pa. The new faces on the WWVA show include Red Wallace, fiddler; Hallie and Sunflower, singers.

Bill Boyd and his Cowboy Ramblers will soon cut *I'm Smiling to Hide an Achin' Heart* for RCA Victor. . . . The Prairie Ramblers, WLS, Chicago, expect to cut *Prairie Moon* for Mercury soon. . . . McDaniel Music has just published *You Ain't Foolin' Me* by Cosmo Wagner. . . . Skeets Yaney, of KMOX, St. Louis, has waxed *Before You Break My Heart*, by Mary Jean Shurtz, Shorty Warren and Chaw Manks for Town and Country disks.

Mac McGuire and his Harmony Rangers, WIP, Philadelphia, now are doing two shows daily. . . . The Bland Brothers, WILM, Wilmington, Del., who are heard with McGuire's combo on Quaker records, now have

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6CA ......79 #56 ......49  
6J5 ......56 #57 ......56  
6J7 ......79 70L7 .....1.79  
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**ADVANCE RECORD RELEASES**

(Continued from page 33)

**RACE**

- ALL ALONE BLUES .....Sonny Terry (WHOOPI'N' THE) ..... Capitol Americana 40003
- BE NICE .....Ernie Andrews (HOW GOOD).....Aladdin 175
- BLOW MY TOP .....Three Bits of Rhythm (SIGNIFYING MONKEY).....Modern 20-523
- BOOGY OLOGY .....Luke Jones (HELLO TO).....Atlas LJ-143
- BROOM AND DUST PAN .....Bop Jackson Ork (WHAT'LL YOU).....Davis 711
- COME BACK, BABY .....Wynonie Harris (RUGGED ROAD).....Aladdin 172
- DISC JOCKEY BLUES .....Luke Jones (ME LOVE).....Atlas LJ-144
- GULF COAST BLUES .....Bea Booze (MR. FREDDIE).....Decca 25076
- HELLO TO MISS BROWN .....Luke Jones (BOOGY OLOGY).....Atlas LJ-143
- HOW GOOD IT FEELS TO BE GLAD.....Ernie Andrews (BE NICE).....Aladdin 175
- HURRY ON DOWN .....Nellie Lutcher and Her Rhythm (THE LADY'S).....Capitol Americana 40002
- IF THE SEA WAS WHISKEY.....Big Three Trio (SIGNIFYING MONKEY).....Columbia 37358
- I'M FALLING FOR YOU .....The Scamps (SWEET SLUMBER).....Modern 20-251
- ME LOVE .....Luke Jones (DISC JOCKEY).....Atlas LJ-144
- MR. FREDDIE BLUES .....Bea Booze (GULF COAST).....Decca 25076
- ROMANCE IN THE DARK .....Hadda Brooks (TRUST IN).....Modern 150
- SIGNIFYING MONKEY .....Three Bits of Rhythm (BLOW MY).....Modern 20-523
- SWEET SLUMBER .....The Scamps (I'M FALLING).....Modern 20-251
- THE LADY'S IN LOVE WITH YOU.....Nellie Lutcher and Her Rhythm (HURRY ON).....Capitol Americana 40002
- THE SPIDER AND THE FLY .....Lucky Millinder Ork (YOU CAN'T).....Decca 23949
- TRUST IN ME .....Hadda Brooks (ROMANCE IN).....Modern 150
- WHAT'LL YOU HAVE? .....Bob Jackson Ork (BROOM AND).....Davis 711
- WHOOPI'N' THE BLUES .....Sonny Terry (ALL ALONE).....Capitol Americana 40003
- YOU CAN'T PUT OUT A FIRE .....Lucky Millinder Ork (THE SPIDER).....Decca 23949  
(By Fanning the Flame)

**FOLK**

- BATS IN YOUR BELFRY .....Tex Ritter (THE LAST).....Capitol Americana 40000
- BOB WILLS BOOGIE .....Bob Wills and His Texas Playboys (ROSE OF).....Columbia 37357
- BRENNAN ON THE MOOR .....Burl Ives (THE FOX).....Stinson 701
- DAISY MAY .....Ray Hogsed and His Rainbow Riders (RED SILK).....Coast 701
- LATE EVENING BLUES .....Johnnie Lee Wills and His Boys (SQUARE DANCE).....Decca 46053
- LAZY JOHN .....Johnnie Lee Wills and His Boys (TEXAS SANDMAN).....Decca 46054
- \*LISTEN TO OUR STORY ALBUM.....Brunswick B-1024  
Lady Gay (Buell Kazee).....Brunswick 80089  
Pretty Polly (Doc Boggs).....Brunswick 80090  
Rock About, My Faro Jane (Uncle Dave Macon and His Fruit Jar Drinkers).....Brunswick 80091  
Stackerlee (Ferry Lewis).....Brunswick 80092  
The Death of John Henry (Uncle Dave Macon).....Brunswick 80091  
The Derby Ram (Bascomb Lamar Lunceford).....Brunswick 80089  
The Girl I Left Behind Me (Dick Reinhardt).....Brunswick 80090  
True Religion (Rev. Edward Clayburn).....Brunswick 80092
- MOUNTAIN DEW .....Grandpa Jones (MY DARLING'S) King 624
- MY DARLING'S NOT MY DARLING .....Grandpa Jones (MOUNTAIN DEW).....King 624
- ANYMORE .....Walt Shrum and His Colorado Hillbillies (RUBBER DOLLY).....Coast 260
- NOW OR NEVER .....Hank Penny (LOCKED OUT).....King 621
- PENNY BLOWS HIS TOP .....Boots Woodall (I WONDER).....King 616
- RATTLE SNAKIN' DADDY .....Spade Cooley Band (BOGGS BOOGIE).....Victor 20-2295
- RED HAIR AND GREEN EYES .....Rog Hogsed and His Rainbow Riders (DAISY MAY).....Coast 261
- RED SIK STOCKINGS AND GREEN PERFUME .....Bob Wills and His Texas Playboys (McKinney Sisters) (BOB WILLS).....Columbia 37357
- ROSE OF OLD PAWNEE .....Walt Shrum and His Colorado Hillbillies (NOW OR).....Coast 260
- RUBBER DOLLY .....Clyde Moody (THERE'S A).....King 619
- SHENANDOAH WALTZ .....Cecil Campbell's Tennessee Ramblers (Cecil Campbell) (STEEL GUITAR).....Victor 20-2303
- SHE'S GOT THE CUTEST EYES .....Johnnie Lee Wills and His Boys (LATE EVENING).....Decca 46053
- SQUARE DANCE BOOGIE .....Cecil Campbell's Tennessee Ramblers (SHE'S GOT).....Victor 20-2303
- STEEL GUITAR HOP .....Floyd Tillman (GOTTA HAVE).....Columbia 37393
- SWEETHEART DARLIN' .....Johnny Tyler (Riders of the Rio Grande) (OAKIE BOOGIE).....Victor 20-2290
- TEXAS KID .....Johnnie Lee Wills and His Boys (LAZY JOHN).....Decca 46054
- TEXAS SANDMAN .....Burl Ives (BRENNAN ON).....Stinson 701
- THE FOX .....Tex Ritter (BATS IN).....Capitol Americana 40000
- THE LAST MILE .....Harmonees Quartet (THERE IS).....Victor 20-2291
- THE SWEETEST SONG I KNOW .....Clyde Moody (SHENANDOAH WALTZ).....King 619
- THERE'S A BIG ROCK IN THE ROAD .....Harmonees Quartet (THE SWEETEST).....Victor 20-2291
- THERE IS A CHANGE .....Big Slim of WWVA (PATANIO).....Dixie 111
- THREE TIMES SEVEN .....Ernest Tubb .....Album A-529
- ERNEST TUBB SOUVENIR ALBUM.....Ernest Tubb .....Album A-529  
Answer to Walking the Floor Over You.....Decca 46029  
How Can I Be Sure?.....Decca 46032  
I'm Free at Last.....Decca 46030  
Those Simple Things Are Worth a Million Now.....Decca 46030  
Those Tears in Your Eyes (Were Not for Me).....Decca 46032  
Though the Days Were Only Seven.....Decca 46031  
You Won't Ever Forget Me.....Decca 46031  
You'll Want Me Back (But I Won't Care).....Decca 46029
- UNION PACIFIC STREAMLINER .....The Plainsmen (COLORADO).....Coast 256
- WHAT A FRIEND WE HAVE IN MOTHER .....Mac and Bob (JUST A).....Dixie 110
- WHAT IS LIFE WITHOUT LOVE? .....Big Slim of WWVA (Billy Venero).....Dixie 114
- X.I.T. SONG .....Billy Briggs and His XIT Boys (Billy Briggs) (AUTOGRAPH YOUR).....Time 103

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- THE FLYING TRAIN ALBUM (2-7")....."Superman" Radio Cast.....Musette
- THE MAGIC RING ALBUM (2-7")....."Superman" Radio Cast.....Musette
- THE GINGERBREAD BOY ALBUM (2-10") .....David Allen .....Columbia J-MJ-37
- THE TWELVE DANCING PRINCESSES ALBUM (3-10") .....Russ Case Ork (J. Scott Smart-Ella Mae Gordon-Michael Artist-Mary Briney-Earl Wrightson-Floyd Sherman).....Victor Y-330

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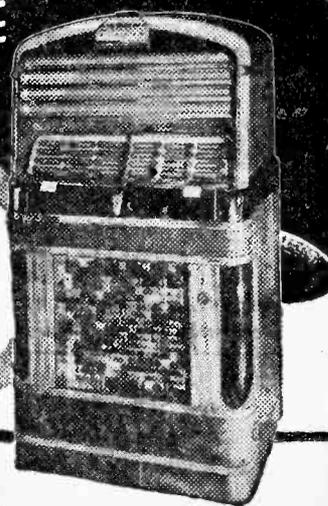
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**RECORD REVIEWS**

(Continued from page 31)

**RAY BLOCH (Signature 15112 and 15122)**

*Duel in the Sun*—Part I—FT; VC.  
*The Giant's March*—FT; VC.  
*Duel in the Sun*—Part II—W.  
*The Umpire Is a Most Unhappy Man*—FT; VC.

With full command of a large studio orchestra, maestro Ray Bloch gives a stirring and sweeping interpretation to the lovely music Dimitri Tiomkin composed for the *Duel in the Sun* movie sound track. With full symphonic richness, Bloch presents the lovely title melody with Larry Douglas singing the lyric in classical style for the one side, continuing with the waltz theme on the mated side. For the second set, Bloch sets forth two baseball marches. In military band style, with the lusty harmonies of The Grenadiers for the spirited singing, *The Giant's March* identifies the New York Giants baseball team. In the same spirit, the orchestra and the rhythm harmonies of The Chickering Four, fashions it in lively march tempo for the oldie *Umpire* song which is being brought back in the movie *I Wonder Who's Kissing Her Now*.

Baseball songs will serve the tap and tavern locations with the movie music for the home.

**LIBERTAD LAMARQUE AND PEDRO VARGAS (Victor 70-7461)**

*La Barca de Oro*—FT; V.  
*Me Voy*—W; V.

Two gay and tuneful Mexican melodies, recorded in that country, with the boy-belle team of Libertad Lamarque, and Pedro Vargas singing them in spirited style and with deep folk feeling. *La Barca de Oro* is a beautiful serenade sung in a slow tempo with the lively and lilting waltz ranchero rhythms for *Me Voy*. Full instrumental support provided by the strings and woodwinds of Mario R. Armengol's native orchestra. For below-the-border play.

**CONJUNTO CASINO (Victor 23-0598)**

*La Ultima Noche*—FT; VC.  
*La Vaca Lechera*—FT; VC.

Cuban dance band favorites, the Conjunto Casino, small group with a fiery trumpet, piano and rhythm specialists, give spirited rumba treatment to both of these native selections. *La*

*Ultima Noche* is a haunting ballad played at a bright tempo with the fiery singing style of Faz and Espi accenting its sultry appeal. Ribot joins in the singing to make it a rhythm trio for a gay and hip-swinging novelty. *La Vaca Lechera*, a catchy chant of the happy man who has a cow that gives forth condensed milk and sweet cream.

Both sides stack up for the phono play at the rumba spots.

**IRVING FIELDS (Victor 26-9017)**

*Black Eyes*—FT.  
*The Beat of the Tumba Drum*—FT; VC.

The piano dexterity of Irving Fields flashes in dazzling fashion for both of these fast-spinning tropical tunes. Makes for real keyboard excitement, with the Campos Trio adding the rhythm drum and guitar beats, for *Black Eyes* in the speed rumba and samba frame. For *The Beat of the Tumba Drum*, Fields fades for the lusty and fiery singing of Pepito Arvelo and the accompanying Campos Trio to the frenetic beats of the tropical skins.

The ivory tinkling for *Black Eyes* will make the coins tinkle once they discover the agile fingering of this Steinway squatter.

**TRIO VEGABAJENO (Victor 23-0502)**

*Our Love Has Ended*—FT; V.  
*My Dearly Beloved*—FT; V.

Their close and sweet harmonies blended with intricate guitar variations, the male voices of the Trio Vegabajeno bring a haunting appeal to both of these lovely Latin ballads. Phrasing the native wordage expressively, with the guitars strumming in a slow bolero tempo, it's a song of a faithless lover for *Our Love Has Ended* and that of two lovers pledging everlasting affection for *My Dearly Beloved*. Sides recorded in Puerto Rico.

Should go big below the border.

**MYRTA SILVA (Victor 23-0527)**

*Walking Like a Girl With a Lame Leg*—FT; V.  
*So Is the Life*—FT; V.

With plenty of persuasive power in her pipes, this Puerto Rican songbird brings a lyrical note of distinction in her delivery for both of these contrasting Latin melodies. Accenting the humorous lyrics in her vocal shading, and with the accompanying band boys adding some background harmonies Myrta Silva sings with an infectious rhythmic lilt for the novelty *Girl With a Lame Leg*. *So Is the Life* is taken at a languorous bolero tempo as Miss Myrta's full voice brings deep feeling and meaning to this beautiful tropical song of love.

For the Latin locations.

**JOE TURNER (National 4016)**

*Rock o' Gibraltar*—FT V.  
*Sally Zu-Zag*—FT; V.

Shouting the race blues of his own origin with a rugged rock in his rhythmic pipes, Joe Turner turns in another sizzler in this shellacing. With the Boogie Woogie Boys, a small and fine band providing the sustained harmonies and rocking rhythmic accompaniment, Turner sings it slow and sultry for the slow blues that tells of his girl having a heart like the *Rock o' Gibraltar*. And at a faster eight-beat clip, sings it lustily about his new baby, *Sally Zu-Zag*.

Both sides ripe for a coin harvest at the race spots.

**LAWRENCE DUCHOW (Victor 25-1079)**

*Swiss Boy*—W; VC.  
*Pepper Pot Polka*—FT.

Lawrence Duchow's Red Raven ork, with a full complement of instrumental sections, plays the international folk dance melodies in energetic and toe-pleasing manner. It's the European-style waltzing for *Swiss Boy* with Buddy Milton coming in to sing of the lakes and tree-tops of his native land. Paired is a lively *Pepper Pot Polka* that spins with plenty of snap and ginger.

Both stack up strong for the nationality spots.

(Continued on page 124)

**ALBUM REVIEWS**

(Continued from page 36)

**AMERICAN SONATA—Elie Siegmeister (Disc 725)**

Composer-pianist Elie Siegmeister, following the classical sonata form with the three movements for its exposition, has created an entirely impressionistic *American Sonata*. Incorporating all the musical moods and rhythms expressive of modern life in America, Siegmeister interprets his own sonata skillfully. Both the work and the playing is extremely expressive and exuberant, but the performance on two 12-inch platters is primarily for connoisseurs of the modern school. Design of dancers graces the front cover with photo and notes by the composer on the inside page.

**COWBOY CLASSICS—**

*Sons of the Pioneers (Victor P-168)*

It's the outdoors style of harmonizing by the Sons of the Pioneers, with their fiddles and guitars providing smooth and rhythmic instrumental support for eight sagebrush selections, most of them issued earlier as single sides. Set of four records takes in *Cool Water*, *Chant of the Wanderer*, *Tumbling Tumbleweeds*, *Oklahoma* (from the movie *Home in Oklahoma*), *Cowboy Camp Meetin'*, *Blue Prairie*, *The Timber Trail*, and *Trees*. Prairie setting for a picture of the six Sons makes for an attractive cover page. Set spins strong for the Western fans and sides should serve the music operators well at the Western spots.

**SONGS WE REMEMBER (Disc 720)**

This album of two records was recorded in Spain and released thru the Veterans of the Abraham Lincoln Brigade. Each selection is from each of the four provinces, and in each is evident a deep-feeling and devotion for the Spain that was before the wars came. *Santa Espina*, characterizing the music of Catalonia, is played by a native rustic orchestra. The other three sides — *Road to Aviles*, *Quelli Quelli Quer* and *Sevillanos*, are presented by native soloists and chorus, sometimes with castanets or guitar. Tintype of a country dance festival makes for the cover design, with notes on the music and the Abraham Lincoln Brigade on the inside. For connoisseurs.

(Continued on page 130)

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**New York:**

Harry Brown, prexy of American Amusement Company, Chicago, and his wife and son hit town the end of last week to mix biz with pleasure. Harry was at the Victoria Hotel. . . . J. W. Murray, RCA Victor veepee in charge of record activities, heads the Camden delegation at the National Association of Music Merchants' convention in Chi this week. David Finn, general sales manager, and Richard Fielding, advertising manager, are also there.

Harvey Stauber, of Automatic Melody Music, has recovered from an operation. . . . James Mullens, of Mullens Music Company, also is on the mend from surgery. . . . Phil Raisen, of Banner Novelty Company, has moved into his new offices in Brooklyn. . . . Earl Talbot, of Best Vending Service, has added milk vendors to his operations.

Newark offices of Runyon Sales are now running monthly classes for ex-servicemen. Incidentally, the Runyon record division reports the Maury Amsterdam album is moving fast. . . . Barney Schlang, of the Automatic Music Operators' Association, is starting work on his book for the annual get-together in July. . . . Paul Federman is the sparkplug behind Minitpop at Atlantic.

Deanna Bartlett reports that Cheerio Music's *I'm a Lonely Little Petunia*, waxed by Lawrence Welk, is going strong in jukes in the East. . . . Joe Kochansky, Harry Fraier and Mario Pacor, of Premier Coin Machine, will be headquartered in their newly-renovated offices and showrooms soon. . . . Ted Seidel, of Seidel Coin Machine Sales, is handling Sportsman's Roll.

Al Liebman, Electromaton, Inc., president, reports a new amusement game in the works. . . . Al Miniaci is passing out the coronas in honor of his eight-pound son. . . . Visitors last week included Alf Jordan, Union of South African op; Sam Leiberman, up-State New York; Murray Bloom, Newark, N. J.; Robert Spaulding, St. Louis; Sidney Goldberg, Boston; Paul Holliday, Springfield, Ill., and Dave Friedman, Buffalo.

Harry Berger, of West Side Distributing Corporation, is brewing a grand opening party for his new headquarters. . . . Mill Green, of American Phono Company, was in Florida recently. . . . Among the many visitors at Mike Munves's offices last week were Douglas Duval and Dave Gottlieb. Arcade men have been visiting Mike regularly now that their season is about to go full blast.

Eugene Russell, of Amusement Research, reports activity in the coin-operated movie field. . . . Sol Pollock, Brooklyn cig op, ties the knot June 25. . . . Irving Snyder, of Snyder Automatic Music Company, is in the Poconos on vacation. . . . Jack Semel is back from a business trip to Chicago.

Biscuit vending machines are getting more popular every day, according to Lawrence Reiss, executive of the Staller Manufacturing Company, makers of the only biscuit vender on the market to date. . . . Many New York candy vender ops were in Chicago last week to attend the candy convention and exhibition. . . . Joe Diamond, of Heights Music, has opened his Long Beach home for the summer.

Jose Gutierrez, of Puerto Rico, has been visiting the Avenue. . . . Charlie Herman, head of the new East-West Distributing Company, is an old hand in the business. . . . Leo Knebel, of Minute Music, is awaiting developments. . . . Dave Lowy and Phil Mason, of Dave Lowy & Com- (See NEW YORK on page 120)

**COINMEN YOU KNOW****Kansas City:**

There's competition in the Pete Hubbel family out at Eureka, Kan., where he has the Automatic Music Company. In town on a buying trip with her husband last week, Mrs. Hubbel reported that she now has a number of her own juke boxes on location around Eureka and they are doing well. Nice thing about the competitive set-up, at least from her viewpoint, is that her husband's company handles the servicing.

W. G. Traylor is the new secretary-treasurer at National Sales & Supply Company, succeeding Edward Thompson, who is reported to have moved to California. Traylor, like Samuel Rice, vice-president of National Sales, formerly was in the furniture business. Rice, Traylor and Michael Licausi, president of the company, all were in high spirits last week as the first model of the new coin-operated console radio they are making here rolled off the assembly line at their new plant on East 15th Street.

J. O. Whittington, Pierce City, Mo., dropped in at Advance Music Company last week for a preview of Aireon's new Fiesta model, which got its three-day formal showing there with Dave Cooper and Dave Fleider doing the honors in complete Hacienda style. . . . J. G. Martin, Martin Music Company, Topeka, was among (See KANSAS CITY on page 121)

**Indianapolis:**

Kyle Herder, manager Brandt Distributing Company, visited operators in Western Indiana and Eastern Illinois during the past week. Lyman Vernon, of the service department of Brandt, is spending his vacation in Brown County, building himself a log cabin. . . . Mrs. Blanch Janes, head of Janes Music Company, was to leave May 30 for an extended vacation in Alaska.

Russell Pennington, Columbus, Ind., operator, was a visitor on coin row last week, buying new equipment. . . . Bud Adair, King Music Company, Elwood, Ind., was also in town during the week.

Indiana Music Corporation, distributor of Aireon phonographs, was hosts to Indiana operators May 24 and 25 at an A Day Fiesta celebration in the warerooms, 542 South Meridian Street. Among executives present were Fred A. Mann, district sales manager; Don Brennen, factory representative, and Don Hope, of the engineering department. The new model for 1947 was introduced in the presence of city officials and industrial leaders of the city. T. Thomas, local branch manager, introduced the guests. The celebration was gay and full of surprises. Refreshments and a luncheon was served. The two-day celebration attracted operators from all parts of the State.

**Los Angeles:**

Bill Abel, of Coast Records, cut four sides with its popular music band, Jack McLean. Tunes included *Deep Down in My Heart*, *Hokey Joe*, *Wait Till I Get My Sunshine in the Moonlight* and *Cow Pasture Polka*. . . . Herman Rubin, Sol Freedman and Maury Ross, operating as the National Novelties Company, are preparing to manufacture merchandise especially for salesboards. . . . Mike Holbert is the new sales manager at Minthorne. He recently returned from a trip thruout Southern California. Two field sales engineers, L. J. Daly and C. H. Nichols, have been added to the Minthorne personnel.

Dolores Minthorne is expected back at her desk in a few days. She has been ill following a tooth extraction. . . . E. E. Peterson, of San Diego, is returning to the music operating business. (See LOS ANGELES on page 122)

**Philadelphia:**

Jack Sheppard, vet music operator, filed the name of his Phonograph Service Company at 1236 Spring Garden Street under the Fictitious Name Law of the State which protects that business name for him. . . . Jack Kulla, Oak Lane pinball operator, expects to become an uncle soon. . . . At near-by Reading, Harold I. Miller has entered the vending machine business with his Automatic Popcorn Company. Most of his machines will go into motion picture theaters.

Jackie Fields, new Wurlitzer distributor, will soon move his family here from Pittsburgh, having just purchased a home in the Germantown section of the city. . . . Edward Richter, Joe Ash, Bernard Weinberg, Sam Stern, Jerome Locks, Al Rodstein, David Rosen and Nat Choderker were crowned "quota busters" at the first report luncheon of the United Jewish Appeal in recognition of the job they had done among members of the amusement machine industry.

Mrs. Charlotte Rademan, secretary to Joe Silverman, business manager of the Philadelphia Amusement Machines' Association, has been dubbed the rumba queen by the many pinball operators coming into the association offices. She's been teaching the boys how to sway with their hips.

**Detroit:**

Chester Rosinski, of Mercury Steel Corporation, reports the new athletic scale which they have just placed on the market is drawing marked operator interest from all parts of the country. . . . Edward O. Womack, former music operator, is busy planning activities for the season for the United Novelty Company. . . . Harry and Iz Levin have moved the Cadet Distributing Company to new headquarters at 12649 Linwood Avenue. The boys have taken on several additional record lines as State distributors.



OFF ON AN AIR TRIP of 11 Western States, Alaska and Western Canada are Al Sleight, Western regional sales manager of Bally, and Tom Callaghan, of the sales staff. Plane, a new Stinson Voyager, is piloted by Sleight.

**Chicago:**

Bell-O-Matic visitors this week included Ben Goldberg, partner of Bill Marmer, Sicking, Inc., Cincinnati, and Roy McGinnis, Roy McGinnis Company, Baltimore.

Visitors at Bally this week were Alfred Bergmen, Alfred Sales Company, Buffalo, and Bill Cohen, Silent Sales Company, Minneapolis.

United Manufacturing Corporation played host last week to visitors I. H. Rothstein, Banner Specialty Company, Philadelphia, and Herbert Rosenthal, of Banner's Pittsburgh office, and Al Simon, Simon Sales, Inc., New York. Billy DeSelm says United's president, Lind Durant, celebrated his birthday May 20 and was assisted by the entire organization which threw a plant party for him that day. Affair was a success. Lind cut the big cake and came away with some choice presents.

Esquire Games Company reports that the Spotlight game is now being shipped in quantity to new and old distributors about the country. Pete Pieters, King Pin Equipment, Kalamazoo, Mich., was a visitor. . . . Over at Mid-State Company, Phil Rubey is happy over results of Bruno Kosek's Indiana trip last week. Bruno, who visited Fort Wayne and Indianapolis, among other cities, came back with a good report on the reception being accorded the Lightning game.

Joseph E. Beck, Telequiz Sales president, is up at Eagle River, Wis., trying to catch the prize of all muskies, firm's Margo O'Conner says. Telequiz engineer, Cash Kulesha, was elected into the American Society of Military Engineers last week. Folks at Telequiz are in proper awe and address him with the formal "Mister" now. . . . Nate Gottlieb, Dave Gottlieb & Company, reports that Sol has extended his New York business trip last week-end into this week and visited Philadelphia.

Coin Machine Service, via secretary Alice Lemko, lists as callers last week Al Millot, Rockford, Ill.; Si Case, Kankakee, Ill.; John Baughn, Warsaw, Ind., and Arnold Lee, Fort Wayne, Ind. Firm is sending out its mailing list to operators this week. . . . ABC Coin Machine Exchange welcomed Bert Snell back from his Michigan trip May 25. Bert left almost immediately for Wisconsin on another business tour and returned Saturday (31).

Visitors greeted at Atlas Novelty Company the past week were Dell Agnew, Sioux Falls, Ia.; Courad Baskville, Los Angeles; R. Hexamer, Washington, Ill.; Des Fortner, Livingston Music Company, Pontiac, Ill.; Doc Howington, Maquoketa, Ia.; Mr. and Mrs. Ed Gilbert, Bloomington, Ill., and Mel Burt, Coal City, Ill. Irv Klieman reports that Morrie Ginsburg, who was hospitalized recently and underwent an operation, is doing well at Michael Reese Hospital.

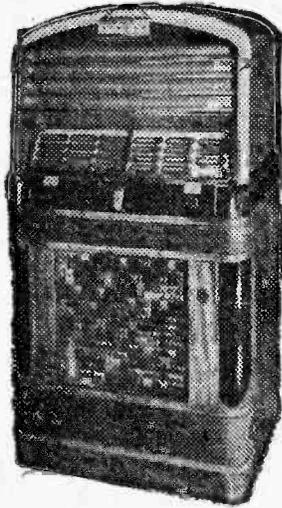
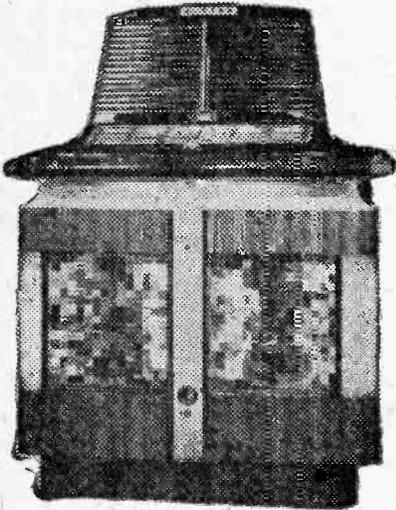
Automatic Coin Machines & Supplies is said by Irving Ovitiz to be winding up May with about the busiest weeks in its history. Frank Lewis, Cedar Rapids, Ia., walked into Automatic's offices last week. . . . O. D. Jennings man, Bill Lipscomb, is energetically searching for a 1947 car, at "regular" prices, to use on his forthcoming vacation beginning July 6. Ray Bolmer, Elkhart, Ind., was a visitor at Jennings.

American Amusement Company's Helene Swyer, holding the fort while boss Harry Brown is away on his Eastern-Southern business tour, says that all the hustle-bustle at American seems to take on added tempo when Harry is there in person. He should be back this week. . . . Coinex Corporation secretary, Ida Brotman, says they have received inquiries from South America and Ar- (See CHICAGO on page 123)

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"fiesta"  
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SUPER DELUXE



AIREON — in the new Fiesta and the original Super Deluxe models, with many new refinements and improvements, designed to make this your profit line for 1947. Hear them . . . see them . . . at the beautiful General show-rooms.



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**COINMEN YOU KNOW**

New York:

(Continued from page 119)

pany, claim to have some surprises to spring on coinmen soon. . . Sam Kramer, of Interborough Music, is in the country.

H. P. Patrey, National Association of Tobacco Distributors exec, reports Joe Kolodny is busy in Washington handling association matters. . . Ruth Nussbaum, of AMOA, warns all persons to stay on the sidewalks now that she has her driver's license. . . Mark Simpson Manufacturing Company, Inc., Long Island City, has brought out a new 12-watt portable self-contained amplifying system.

Maurice Schack, of Milk-O-Mat Corporation, is due to break soon with his new machine. . . The new arcade on 42d Street, between Broadway and Eighth Avenue, is getting a large play at its poker tables. Speaking of poker tables, the Playland Arcade, 47th Street and Broadway, is installing some of the dime catchers. . . Charles Engleman has purchased a new home at Lake Mayopac and will have an open house week-ends.

F. McKim Smith, proxy of NAAMO, spent a day in town last week. . . Cliff Dailey, Syracuse; Fred Iverson, Rochester, N. Y., and Joe Hannah and his missus, from Utica, were visitors last week. . . Mary Weiner, Jacksonville, Fla., op, is visiting friends here. . . Stanley Gersh's new Mardi Gras Arcade is due to open this week.

Ed Barnett, of Cameo Vending Service, tells us the vender biz is climbing steadily. . . Record sales to juke ops are also going up, according to Charlie Lichtman, of Hub Distributors. . . Million Dollar Playland, in Times Square, has been drawing large crowds the past few weeks. . . Ernie Waldrop was in town for the Atlantic opening.

Ed Ravreby has leased half of his Times Square Playland Arcade to Nat Choderker, Max Brown and Ed Balin, Philly coinmen. The Philly boys intend to install 30 of Max Levine's Scientific Machine Corporation's poker tables along the north Wall of the arcade. . . A huge turnout of coinmen is expected at the June 11 United Jewish Appeal dinner at the Grand Street Boys' Club. . .

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- 1 Stage Door Canteen . . . . . 90.00
- 1 New Champ . . . . . 40.00
- 1 Band Wagon . . . . . 40.00
- 1 Flicker . . . . . 40.00
- 1 Double Barrel . . . . . 150.00
- 4 Surf Queens. Each. . . . 100.00
- 2 Midget Racers. Each. . . . 125.00
- 2 Stepper Ups. Each. . . . 150.00
- 1 Arizona . . . . . 75.00
- 1 Laura . . . . . 75.00
- 2 Victors. Each . . . . . 40.00

SLOTS

- Jennings Standard Chiefs Chrome (Used One Week)
- 1 5c . . . . . \$225.00
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- 1 25c . . . . . 235.00
- 6 Jackpot Columbias (Used 3 Weeks). Ea. . . 85.00
- 25 Columbias (Large Cigarette Reels). Ea. . . 50.00
- 3 Mills Vest Pocket Chrome. Each . . . . . 37.50
- 10 Mills Smoker Bells. Ea. . . 45.00
- 10 5c Cigarolas. Each . . . . 60.00

COUNTER GAMES

- 25 A.B.T. Challengers (Used 30 Days). Ea. \$35.00
- 10 Holly Grippers. Ea. . . . 7.50
- 25 Penny Packs. Ea. . . . . 7.50
- 1 Undersca Raider . . . \$150.00
- 1 Chicago Coin Hockey. . . 85.00

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25¢	.....	265.00
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5¢	.....	\$248.00
10¢	.....	253.00
25¢	.....	258.00

**NEW MILLS VEST POCKET** . . . . . 71.50  
**NEW A.B.T. CHALLENGER** . . . . . 49.50

1/3 DEP., BAL. C. O. D., F. O. B. CHICAGO  
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

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Keeney Super Bells—Bally Draw Bells—Bally Victory Derbys—Mills and Jennings Slots—CALL OR WRITE FOR CLOSE-OUT PRICE!

5¢ Big Games, P.O. . . . . \$85.00  
5¢ Jennings Silver Moons, P.O. . . . .  
5¢ Jumbo Parades, P.O. . . . .  
Ref. LIKE NEW

4 Pace 54" Aut. Bowling Alleys . . \$800.00  
Keeney Anti-Aircraft Guns . . . . . 25.00  
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Bally Rapid Fires . . . . . 100.00  
5¢-10¢-25¢-50¢ Black Cherrles — Golden Falls and Club Bells.

WRITE FOR SPECIAL PRICES!  
WILL BUY 5 BALL FREE PLAY POST-WAR PINTABLES!

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**\$155.00 each**

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**CLEAN—CLOSING OUT**

- 1 Pacific Lifter . . . . . \$35.00
- 1 Chester Pollard Golf . . . . . 45.00
- 1 Anti-Aircraft . . . . . 39.50
- 3 2¢ Muto. Candy Venders. Each . . . 22.50
- 1 Tom Mix Ray Gun . . . . . 25.00
- 1 Chicago Digger . . . . . 89.50
- 1 Bally Alley, A-1 Condition . . . . . 39.50
- 1 Exhibit Rot. Claw . . . . . 199.50
- 2 Jungle Hunt 1¢ Guns, A.B.T. Each. . 19.50
- 3 Blue & White A.B.T. Guns. Each . . 20.00
- 1 1¢ American Eagle, Token Payout . . 10.00
- 1 New Bally Racket, 5-Ball . . . . . 279.50
- 1 New Marvel Lightning, 5-Ball . . . . 279.50

Will take in late, clean Wat. Scales.  
1/3 Down, Balance C. O. D.

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NOW AVAILABLE  
Guaranteed to increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



**STANDARD SCALE CO.**  
715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

**Kansas City:**

(Continued from page 119)

visitors at Victor Roos's Automatic Coin Machine Company.

Those big letters announcing World-Wide Distributing Company on the front windows of the firm's offices on Oak Street certainly seem to have the pull. Several times a week a passerby will stop, study the sign thoughtfully, then stop in to inquire of Virginia Carson, "Pardon me, but just what does your company distribute?" When told coin machines and asked if he is in the market for any, he usually replies, "No, I was just wondering." On second thought, it may just be that these passers-by—who are all male—just want a chance to chat with the pretty and blond Virginia, who is in charge of the office, and can also be seen thru the window.

Harry Silverburg, of W. B. Music Company, just returned from the Atlantic Corporation's showing of the Seeburg juke in New York. B. F. (Sunny) Nelson, who has the N. & N. Music Company at Richmond, Mo., and R. C. Boles, of Springfield, were among out-State Missouri coinmen making the rounds last week. . . . Kansas operators seen in town included J. C. Whitcraft, of Columbus, and Louis Prell, of Bremen.

Carl Hoelzel, of United Amusement Company, was busy last week with shipments of new machines, including the Mills phonograph, a consignment of RCA coin radios, and the new Strikes 'n' Spares game. Hoelzel is planning a formal showing of the new machines soon. . . . Art Hamilton, veteran Kansas City coin machine operator and former manufacturer, will handle sales of the coin-operated radios. Hamilton is an oldtimer in the trade, but he has been out of it for several years and living in the East. . . . Phil Weinberg, of Bally Manufacturing Company, was a visitor at United.

Bill Dunfee, who has Bill's Radio Outlet, an appliance store, as well as a sizeable juke and pinball operation, has been expanding his routes by buying up a number of small layouts, but he says he still is looking for more to keep him busy. . . . Noel Fields, who has the Independent Amusement Company, is heading for the Minnesota lakes June 14 to see if the fishing up there this year measures up to the travel ads. If it does, he'll stay on for about three weeks. If the Minnesota fish aren't biting, after the first week, he plans to go up into Canada for a couple weeks.

Harry Schwimmer, attorney who is active in Hobbies, Inc., local organization of amusement game operators, was paired with Leon Jacobs in the first round championship flight of the club golf tournament at Oakwood. Finals of the tourney are scheduled for June 29. Schwimmer recently resigned as president of the Resident Theater, ambitious amateur dramatic group here, after heading the organization for several years. . . . Elmer F. Pierson, president of the Vendo Company, has been renamed to the executive committee of the Kansas City Philharmonic Orchestra Association.

**PROFITS from PORTABLES! Dime-N-Type**

Sensationally new! . . . the FIRST electrically "coin-operated" portable typewriters perfected for profitable placement in hotels, motels, resorts, waiting rooms and clubs.

Ideal for salesmen's reports, business letters and personal correspondence . . . at 10c per HALF HOUR!

New portable typewriters in a smart, beautifully appointed case . . . with locked, tamper-proof cash box. Typewriter keys remain locked until they are released by a dime in the slot. A timing device activates the machine for 30-minute periods.



Latest model Underwood and Remington Rand portables . . . standard size keyboards and accessories . . . interchangeable to regular use. Durable fabricoid case protects the machine and is acceptable in smartest surroundings.

No installation cost . . . maximum return for minimum of investment and servicing. Write, wire or call for further information. Regional distributorships available.

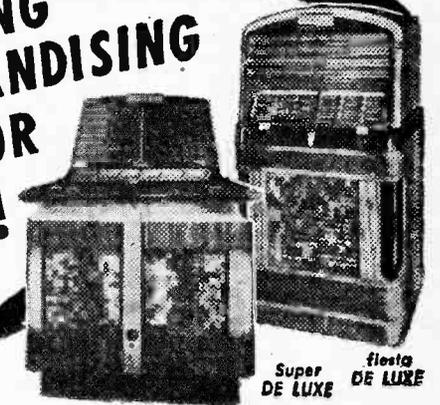
Designed, Produced and Sold by  
**PACIFIC ELECTRON PRODUCTS CORPORATION**  
Patent Pending

1550 Hayes Ave., Dept. B

Long Beach, California

**THE OUTSTANDING MUSIC MERCHANDISING LINE FOR 1947!**

**Aireon**



SUPER DE LUXE MODELS AVAILABLE

**TRIANGLE DISTRIBUTING COMPANY**

4608 PROSPECT AVE., CLEVELAND 3, OHIO, and 212 E. 8TH ST., CINCINNATI 2, OHIO

**DRESSSEL DISTRIBUTING COMPANY**

300 NORTH HIGH STREET, COLUMBUS, OHIO

**Specials . . . WHILE THEY LAST!**

- |                                   |                                      |  |   |   |                                       |   |  |   |  |  |  |   |  |   |   |  |  |                                 |  |
|-----------------------------------|--------------------------------------|--|---|---|---------------------------------------|---|--|---|--|--|--|---|--|---|---|--|--|---------------------------------|--|
| SAPPHIRE NEEDLES . . . . . \$ .50 | PRECIOUS METAL NEEDLES . . . . . .25 | SMALL LIVE RUB. BER RINGS, Per 100. . . . . 2.00 | MEDIUM LIVE RUB. BER RINGS, Per 100. . . . . 3.00 | RAY GUN CABLES, 9 FT. LONG . . . . . 1.25 | RED TOP MICRO SWITCHES . . . . . 1.00 | GREEN TOP MICRO SWITCHES . . . . . 1.00 | RED SHEETS PLASTIC, 20x50, 60 GAUGE, Each . . . . . \$9.50 | FLASH SOLDER GUN AND TRANSFORMER, INSTANT HEAT . . . . . 8.50 | SUCTION CUPS FOR VEST POCKETS AND COUNTER GAMES, 100 for ALL STEEL TOOL BOX, \$6.00 VALUE . . . . . \$2.50 | RAPID FIRE GUN CASTINGS . . . . . \$8.00 | LARGE LIVE RUB. BER RINGS, Per 100. . . . . 4.00 | 25-WATT MAZDA LAMPS, 120 to Case . . . . . 9.00 | 313 BULBS, 28 VOLTS, BAYONET BASE, List. Per 100 . . . . . 12.00 | PHOTO CELLS FOR RAY GUNS . . . . . 1.25 | SCORE CARDS FOR BATTING PRACTICE . . . . . 3.50 | TUBES 50% DISCOUNT No. 30 5V4G 6B8G 38 6K6 6K7 80 48 6A8 6R7G 6V6 6F5 6SN7 | BALLY RANGE FINGER OR GAUGE CASTING . . . . . \$ .95 | FLASH SOLDER GUN . . . . . 4.00 | HEAVY DUTY RUB. BER MALE PLUGS . . . . . .09 |
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**Coin Machine Service Co.**

1547 N. FAIRFIELD AVE. CHICAGO 22, ILL. Phone: HUmberd 3478

**Invitation**

TO WIDE-AWAKE DISTRIBUTORS WITH A SENSE OF "KNOW-HOW"

A splendid and sure-fire opportunity, available by The AMER-CAN CORPORATION. Offer of a Franchise Distributorship in something new and offering great profit making possibilities with Coin-Operating Radios.

Write or wire IN THE U. S. A.:

**Amer-Can Industries, Inc.**

Rm. 301—Dept. BB  
608 S. Dearborn St. CHICAGO 5, ILL.  
In Canada: E. C. WEAVER, Fergus, Ontario.

**ATTENTION**

**5 BALL OPERATORS PINTABLE BASES**

Adjustable To Fit Any Manufacturers' 5 Ball Tables  
\$21.50 F. O. B.

**SMITH MANUFACTURING**

4730 Marigny St.  
New Orleans (17), La.

**WANTED**

EXPERIENCED JUKE BOX AND PIN BALL MECHANIC

Must know Seeburg Remote Amplifiers and Wall Boxes and be steady, reliable and sober.  
**Ted Key Amusement Co.**  
306 Taylor Ave. Farmington, Mo.

**RAY GUN OPERATORS!**

New—Different—Guaranteed Money Makers.

Convert your Bally Guns to "JUNGLE FURY"

Seeburg Guns to "BAG-A-BUNNY"

Extra Moving Target Units!!!

We offer complete Ray Gun repair and change-over service. Expert Work—Reasonable Prices.

**COIN AMUSEMENT GAMES, INC.**

1335 E. 47th St. CHICAGO, ILL.



LEADING ALL LEAGUES!  
WILLIAMS'  
**ALL STARS**



**MORE THRILLS!**  
**MORE ACTION!**  
**MORE PLAY!**



Life-like players sprint around the bases in the backboard.

Terrific 3-dimension animation!

Revolutionary 3-coin drop chute cuts down "nickel servicing".

**ORDER NOW!**

Exclusive Distributors  
MICHIGAN and NORTHERN INDIANA



**King-Pin**

**EQUIPMENT COMPANY**  
KALAMAZOO 21, MICH.  
826 Mills Street Phone 2-0021  
**DISTRIBUTING COMPANY**  
DETROIT 1, MICH.  
3004 Grand River Phone TEmple 2-5788

LET THIS TRUCK  
**DO YOUR WORK**

**LIGHT**  
Weighs only 24 pounds.  
**STRONG**  
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 8)



**JUST RELEASED**

Brand new steel stools that will serve a thousand uses

Line your bar with these famous stools for added comfort that means added profits. The ideal work stool for the shop, convenient in the home, extra enjoyment at your pin game locations.



All welded non-breakable construction. All round edge steel. Unusually large, round wood seat. Tapered legs insure safety against tipping. Strong channel brace provides a comfortable foot rest. 18 to 30 inches high; please state height desired.

**ONLY \$4.95 EACH**

\$4.65 Quantities of 10  
4.25 Quantities of 25  
4.00 Quantities of 100

**CLARK INDUSTRIAL EQUIPMENT COMPANY**  
RIDGE AVE. and SPRING GARDEN ST. PHILADELPHIA 23, PA.

**LIGHTNING**

LIGHTNING Strikes Us! Let It Strike You . . . The newest and fastest 5-ball Pin Game. It beats anything you have ever seen. IMMEDIATE DELIVERY.

5¢ Orig. Black Cherry . . . . . \$140.00  
New Original 5¢ BLACK CHERRY 190.00  
10¢ Orig. Chrome . . . 140.00  
10¢ Bonus Bell . . . . 165.00  
5¢ Brown Front . . . . 100.00  
10¢ Brown Front . . . . 110.00  
25¢ Brown Front . . . . 120.00  
5¢ Blue Front . . . . . 85.00

**SPECIAL**  
Set of BROWN FRONTS, 5¢-10¢-25¢, Complete Set—\$269.50.  
Set of BLUE FRONTS, 5¢-10¢-25¢, Complete Set—\$210.00.

10¢ Blue Front . . . . \$ 95.00  
25¢ Blue Front . . . . 105.00  
5¢ Silver Chrome . . . 115.00  
5¢ Gold Chrome . . . . 125.00  
5¢ Jennings Chlr. . . . 50.00  
5¢ O.T. . . . . 50.00  
Chicago Metal Double and Triple Revolv-A-Round Safe Stands.  
TERMS: 1/3 Deposit, Balance C. O. D.

**COIN-A-MATIC DISTRIBUTORS**  
FORMERLY LEWIS COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

**COINMEN YOU KNOW**

Los Angeles:

(Continued from page 119)

ness after an absence of several years. . . . Louis Holloway, of Holloway Music Company in San Bernardino, is expanding his music operation with the addition of Wallomatic and Seeburg Sound Distributors. . . . Dolores and Jean Minthorne have added RCA coin-operated radios to their list of lines. They represent line in Southern California, Arizona and Southern Nevada.

Paul Laymon is gradually moving into his new location and will be operating full force from there in a few days—providing the phones are connected. Connection was delayed because of the phone tie-up. . . . Bill Leuenhagen is anticipating his vacation in Crestline, where good fishing is reported. In the meantime, Leuenhagen is trying to locate Fred Oberhanski. He has a shooting gallery waiting for him. . . . Max Brunswold, of Burbank, in the city on a buying trip. . . . Bud Parr, of Solotone, soon to move to his new ranch.

John D. Calas, of Torrance, stopping in at Badger Sales Company for equipment. . . . Jack Leonard, in charge of parts at Badger, with Mrs. Leonard to take in a few radio shows in Hollywood in the next week or two. . . . S. J. LaGris, of Beverly Hills, a coin row visitor. . . . Lee Wirt, of Montebello, in town. . . . Western Vending Machine Association held its monthly May meeting in the Gates Hotel Tuesday (27).

Distributors for Rock-Ola Phonographs Complete Line of New 5-Balls Free Play

WRITE FOR OUR LOW PRICES

**SUMMER SPECIALS**

- 7 Rock-Ola Commandos . . . . . \$235.00
- 3 Rock-Ola Premiers . . . . . 210.00
- 7 Rock-Ola Supers . . . . . 225.00
- 4 Rock-Ola DeLuxe . . . . . 195.00
- 4 Wurlitzer 800 . . . . . 190.00
- 3 Wurlitzer 500 . . . . . 245.00
- 7 Wurlitzer 618 . . . . . 89.00
- 3 Wurlitzer Victory Model . . . . . 195.00
- 1 Wurlitzer 24A . . . . . 135.00
- 1 Seeburg 8800 R.C. . . . . 249.50
- 2 Seeburg Commandos . . . . . 210.00
- 1 Seeburg Regal . . . . . 150.00
- 2 Mills Throne . . . . . 125.00
- 1 Mills Empress . . . . . 135.00

**ARCADE and GAMES**

- 1 Ideal Football . . . . . \$225.00
- 1 Ohl Coin Hockey . . . . . 89.00
- 2 Mills Panoram . . . . . 225.00
- 1 Bally Rapid Fire . . . . . 79.00
- 2 Seeburg (Rifle Range) . . . . . 89.00
- 3 Mutoscope Sky Fighters . . . . . 89.50
- 1 Zingo . . . . . 59.50
- 10 Rock-Ola Moderne Speakers . . . . . 49.50
- 9 Wurlitzer (2-Wire) Wall Boxes . . . . . 7.50
- 1 Bally Entry . . . . . 29.50
- 1 Catalina . . . . . 69.50
- 1 Marlines at Play . . . . . 49.50
- 10 Sun Peanut Venders, 5¢, Near New . . . . . 9.95
- 5 Sun Peanut Venders, 1¢

TERMS: 1/3 Deposit with order, bal. C. O. D.  
**MISSOURI TAVERN SUPPLY COMPANY**  
219 East Pershing SPRINGFIELD, MO.  
Call DALE RYMER—Phone 8518

**WANTED . . .**

Experienced PHONOGRAPH Salesman, familiar with operators in Illinois. Write, giving full details.

Our employees know of this ad.  
**BOX D-16**  
THE BILLBOARD Cincinnati 22, Ohio

**WANTED**

MUTOSCOPE OR BUCKLEY DIGGERS

**J. A. BLASH**

P. O. Box 383 PICO, CALIF.

IMMEDIATE DELIVERY

**Bally**

**VICTORY SPECIAL**

With Chrome End Rail and Instant Action **\$349.50**

✓CHECK THESE!

'41 DERBY . . . \$69.50

PIMLICO . . . . \$69.50

LONG ACRES . . . \$125

HI-HANDS . . . . \$79.50

5¢ Convertible

CLUB BELLS . . . \$69.50

5¢ Convertible

SUPER BELLS . . \$79.50

5¢ Convertible

DRAW BELLS . . . \$295

5¢ Convertible

SUN RAYS . . . . \$49.50

5¢ Free Play

SILVER MOON . . \$39.50

5¢ Free Play

**BRAND NEW! DOUBLE BARRELS**

WRITE FOR PRICES

1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

**CALVERT NOVELTY COMPANY**

COIN OPERATED EQUIPMENT  
708 N. Howard St. Baltimore 1, Md.  
Vernon 3034

**NEW COUNTER MACHINES**

- ABT Challengers
- Bouncer
- Bat-A-Ball
- Daval Best Hand
- Daval Mexican Baseball
- Grip View (Actual Photos of Burlesque Stars)
- Gottlieb Grip Scale
- Ideal Card Vendor (Metal)
- Kicker & Catcher
- Pop-Up
- Whirl-A-Ball
- Shipman Postage Stamp (New), 3 Compartments
- Champion Basketball

ALSO USED COUNTER GAMES

**WRITE FOR PRICES**

FREE! Beautifully Illustrated Price List. New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.

**MIKE MUNVES**

510-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6677)

**FOR SALE**

2—1946 BUCKLEY TRACK ODDS twin tube, used 3 weeks  
GUARANTEED LIKE NEW  
**\$695.00 each**

1/2 certified deposit must accompany order

**Heath Distributing Co.**

217 Third St. Macon, Georgia  
Phones 2681-2682

# SPIN-IT

5c ALMOND VENDER



**HAMMER-TONE FINISH**  
STAINLESS STEEL INTERIOR  
ADJUSTABLE NUT TRAY  
ASSORTED COLORS  
CAPACITY, 2 1/2 LBS.

**\$25.00**

A NATURAL FOR  
COCKTAIL LOUNGES & BEER TAVERNS

The Spinning Reel with 8-horse Race Track gets the play.

**Legal Everywhere—No Prizes or Awards**

Deposit 5¢, press down plunger, horses spin by and winner stops at window. Pull out tray for nuts. Customers Play HI-LO for treats or "What Have You". 5¢ worth of Nuts with every Spin.

1/3 cash with order—balance C. O. D.

DISTRIBUTOR OPPORTUNITIES AVAILABLE

**DALLAS ENTERPRISES CO.**

805 West Jefferson St. Dallas, Texas

## WILL BUY ANY TYPE MILLS ESCALATOR SLOTS

MENTION QUANTITY AND PRICE IN  
FIRST LETTER

*American Amusement Co.*

158 E. Grand Ave. Chicago 11, Ill.  
Phone: WHITEhall 4370  
Buy "AMERICAN" and you buy the  
"FINEST"

### SPECIAL BUYS!

- 2 Bally Draw Bells. Ea. \$325.00
- 5 Victory Specials. Ea. 350.00
- 3 '41 Derby. Ea. 95.00
- 25 Mills Slot, Rebuilt, New Cabinet, 5-10-25. Ea. 125.00
- 2 Bally Undersea Raiders. Ea. 175.00

All Makes in A-1 Condition  
1/3 Deposit, Balance C. O. D.  
Also All New Pin Games in Stock

**LEON TAKSEN COMPANY**

2036 Germantown Ave., Philadelphia 22, Pa.  
Phone: Poplar 5-8638

## WANTED EXPERIENCED ARCADE MECHANIC

for good traveling Arcade. Must understand modern equipment.

Write BOX D-17

The Billboard, Cincinnati 22, Ohio

### Chicago:

(Continued from page 119)  
gentina recently regarding machines and parts. Murray Rosenthal is taking a rosy view of engaging in export business before very long, if all present indications follow thru. Coinman Bishop, Streator, Ill., was a Coinex caller last week.

Williams Manufacturing Company's boss, Harry Williams, is taking delivery on his new plane this week. . . . Its a four-passenger job. Harry's present plane, a two-place Ercoupe, will probably go on the auction block when the new Beechcraft appears. Fulton Moore reports new game, All Stars, is drawing a top number of inquiries from the trade. Ed Shaffer, Columbus, O., visited during the week.

ABC Music Service Corporation has an automobile racing enthusiast in Bob Gnarro, Bob Manning says. Bob G. went off to the Indianapolis races May 29 with a contented smile on his face. . . . Mike Spagnola, Automatic Distributing Company, shook hands with visitor John Stumm, Crystal Lake, Ill., this week.

Clayton Nemeroff, Monarch Coin Machine Company, says visitors here last week were Lewis London, Reading, Pa.; Harry Bowes, Denver; Wally Clark, Waukegan, Ill., and Al Mallot, Rockford, Ill. Altho not a personal caller, Lewis Rubenstein, Hawkinsburg, Ont., coinman, was in Chicago the past week and called Clayton on the phone. Slayton says Roy Bazelon's niblicks and mashies would be better exchanged for a fishing pole if the rainy weather keeps up. He adds that his daughter, Audrey, was 11 years old May 28 and celebrated the occasion in royal style.

Jimmy Martin, boss of James H. Martin & Company, says their vending machine reconditioning service is working to capacity. Shops puts a hammertone finish on equipment in various colors; it is baked on by infra-red light and is highly scratch-resistant, he says. This week's music convention brought many disk makers into the Martin offices and Jimmy contends it is so crowded the boys are all going around like their records.

## LOOK

Make offer on 400 Pitchem 1c Counter Games, brand new, good money makers. List price \$39.50 each. Make offer on 25 or more. Circulars mailed on request.

**J. W. DAY**

709 W. 23d St., Austin, Texas

Still Delivering

**POP-UP**  
**\$49.50**

See your nearest distributor  
or write to us

**MARVEL**  
MANUFACTURING CO.

2847 FULLERTON AVE. EVERGLADE 9-10 CHICAGO 3, ILL.

## WANTED

**BALLY GOLD CUPS . . . WRITE**

Game must be complete with all parts intact. Cabinet must be in usable condition.

**DURSELL NOVELTY COMPANY**

176 Arch Street NEW BRITAIN, CONN.

# Eagle

## REPLACEMENT PLASTICS

**SHEET PLASTICS**  
20"x50" — Pliable — Per Sheet **\$12.50**  
50 gauge, red, yellow, green or clear

**PLASTIC WINDOWS**  
New, clear, transparent . . . for your model 850 program holder.  
Per Set **\$5.00**

**WURLITZER**

800 Top Corners	Each \$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
850 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

**ROCK-OLA**

Each  
Standard, Master, DeLuxe or Super:  
Top Corners (Solid Red, Yellow or Green) . . . \$12.75  
Lower Sides (Red or Yellow) 12.75

**SEEBURG**

"Hi-Tone" Model 9800, 8800, 8200:  
Lower Sides (Solid Red, Yellow or Green) . . . \$14.50  
"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) 2.25  
"Classic"—"Colonel":  
Top Corners (Solid Red, Yellow or Green) . . . 6.00  
Lower Sides . . . 9.50

*If you don't see what you want . . . ask for it!  
We may have it in stock!*

**MONEY-BACK GUARANTEE**

**Eagle Coin Machine Co.**  
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS  
PHONE MICHIGAN 1247

## THE OUTSTANDING MUSIC MERCHANDISING LINE FOR 1947!

**Aireon**

SUPER-DE LUXE MODELS AVAILABLE

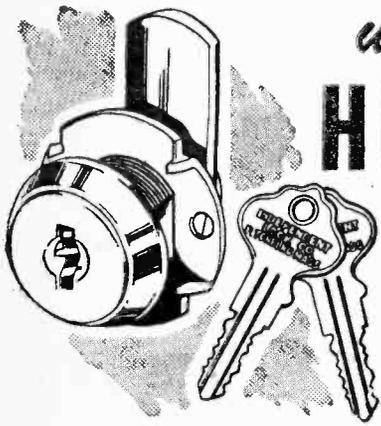
**BUSH DISTRIBUTING COMPANY**  
257 PLYMOUTH AVENUE, NORTH MINNEAPOLIS 11, MINNESOTA

3 Victory Specials . . . . . \$349.50	5 Seeburg Wall Boxes, WS-2Z . . . \$24.50
3 Thoroughbreds . . . . . 174.50	9 Seeburg Wall Boxes, WS-5Z . . . 19.50
2 Longacres . . . . . 174.50	1 Seeburg Wall Box, WS-10Z . . . 49.50
1 Sport Special . . . . . 99.50	15 Rock-Ola Wall Boxes, 5¢ . . . 14.50
1 Jumbo, F.P. . . . . 59.50	8 Rock-Ola Wall Boxes, 5-10-25¢ . . 29.50
3 Bobtails, F.P. . . . . 59.50	6 Rock-Ola Bar Boxes, 5¢ . . . 14.50
1 Keeney Triple Entry, C.P. . . . . 99.50	

Terms: 1/3 Deposit, Balance C. O. D. 10% Discount if You Take Everything.

**M & J MUSIC CO.**  
2011 NO. 7TH STREET KANSAS CITY 2, KANSAS

# You get EXTRA SECURITY



## with HERCULO-LOCK!

Rugged ILCO HERCULO-LOCKS installed on all your coin machines are stop signs to all the bright boys with the wrong ideas. The pick-resisting, shock-resisting dependability of HERCULO-LOCKS insures every nickel of your "take" . . . means your profits stay yours. Turning dimes into dollars is no trick when your coin-boxes are locked with HERCULO-LOCKS.

No. 4750 Improved Herculo-Lock—pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Cam movement 90 degrees. Thousands of key changes.

\*Trademark registered.



**INDEPENDENT LOCK COMPANY**  
Fitchburg • Massachusetts

### MONEY BACK IF NOT SATISFIED

WURLITZER		SEEBURG	
Wurlitzer 616, Plain	\$100.00	Seeburg Vogue	\$205.00
Wurlitzer 616, Lite-Up Top & Bottom	149.50	Seeburg Classic	205.00
Wurlitzer 500	199.50	SEEBURG HI-TONE, ESRC	235.00
Wurlitzer 600, Rotary	185.00	<b>ROCK-OLA</b>	
Wurlitzer 24	149.50	Rock-Ola Standard	\$184.50
Wurlitzer 61, Counter Model	85.00	Rock-Ola Master	194.50
WURLITZER 42/24 VICTORY	149.50	Rock-Ola De Luxe	184.50
WURLITZER 42/600 VICTORY	175.00	<b>WALL BOXES—LIKE NEW</b>	
Wurlitzer 750E	385.00	Wurlitzer #125 Boxes	\$ 27.50
Wurlitzer 800	375.00	Seeburg 20 Selection Wireless	37.50
Wurlitzer 850	375.00		

● FOR MACHINES LISTED ABOVE ●  
CABINETS COMPLETELY REFINISHED So That YOU CAN'T TELL FROM NEW and WORN PARTS REPLACED  
ADD \$35.00 TO PRICES LISTED ABOVE

EXTRAS	
Gruen Precision Diode Meter	\$12.50
12" G.E. 6.8 Alnico P.M. Speakers	8.75
Wurlitzer 5¢ Slides for 600-500-24-616-61, Ea.	\$ 1.60
Genco Rectifiers, 28 Hip, Ea.	4.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!  
1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

**EXPORT BUYERS** WRITE TODAY FOR COMPLETE LIST OF EQUIPMENT WE HAVE AVAILABLE FOR EXPORT.

WE PRIDE OURSELVES ON OUR CLEAN REPUTATION!

**WEST SIDE DISTRIBUTING CORP.**

698 Tenth Avenue (49th Street) New York 18, N. Y.  
Phone Circle 6-7533

**McCALL NOVELTY CO.**

ALL A-1 RECONDITIONED — READY FOR LOCATIONS

Action	\$79.50	Sea Hawk	\$34.50
Air Circus	69.50	Seven Up	49.50
American Beauty	69.50	Show Boat	39.50
Bandwagon	39.50	Sky Line	49.50
Big Chief	37.50	Sky Raider	49.50
Bombardier	69.50	Sluggo	47.50
Bosco	37.50	Spot Paw	59.50
Captain Kidd	39.50	Strip Pool	59.50
Crossline	39.50	Texas Mustang	49.50
Dive Bomber	39.50	Torpedo	49.50
Dixie	79.50	Venus	39.50
Eagle Squadron	29.50	Yacht Club	69.50
Five-Ten-Twenty	29.50	Yankee Doodle	69.50
Flicker	69.50	Yanks	69.50
Four Aces	69.50	Mills 1-2-3 (1939)	\$39.50
Dark Horse	\$79.50	Mills Vest Pocket Green	\$29.50
Sport Special	69.50		
Mills Vest Pocket	\$49.50		

1 BALL FREE PLAY  
1 BALL FREE PLAY  
1 BALL FREE PLAY

COUNTER GAMES  
Blue & Gold \$39.50  
Orders, Balance C. O. D.

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ST. LOUIS, MO.

## RECORD REVIEWS

(Continued from page 118)

**JIMMY NAMARO (President 1001)**  
*We Could Make Such Beautiful Music Together*—FT; VC.  
*Ya Gotta Quit Swingin'*—FT; VC.

Jimmy Namaro and His Iee Cubes (guitar, vibes, accordion and bass) show a warm feeling for the pretty standards on their *Beautiful Music* scoring which spots Gene Corday on vocal. Group plays in a soft and subdued manner that is very listenable, but lacks originality to make their work outstanding. Reverse is a very poor choice for a record, with lyrics and melody both very trite.

Little to interest the coin op here.

**KEN CURTIS (Mercury 6045)**  
*Lemme Outa Here*—FT; VC.  
*You'll Live To See the Day*—FT; VC.

Ken Curtis, the Columbia horse opera star, makes his Mercury debut here, with a most potent ditty in *Lemme Outa Here*. Song concerns the plight of the beau who can't get out of his gal's clutches and the humorous twist is given everything it needs vocally by Curtis. Melody of the tune is just as strong as its lyrical content. Reverse is just a so-so tale, warning the gal that she'll rue the day.

Stack the blue chips high on *Lemme Outa Here*.

**BAILES BROTHERS (Columbia 37341)**

*The Drunkard's Grave*—FT; V.  
*I Want To Be Loved*—FT; V.

W. and J. Bailes sing in the old-time country style for both of these originals. And with the guitars and mandolins playing in the same old-time fashion, the spinning hits the mark for those favoring such nostalgic needling. The two brothers blending voices and taking their tunes at a lively tempo, they spin to greater effectiveness for the *Drunkard's Grave* ballad with a telling moral. *I Want To Be Loved* is the straight love ballad.

For the old folks at home.

**CURLY KINSEY (Mercury 6038)**

*Hitler Lives*—FT; VC.  
*Air Mail Special*—FT; VC.

Backed by the Willis Brothers' Oklahoma Wranglers, Curly Kinsey offers his version of Red River Dave's *Hitler Lives*, a coming ditty, not only for its intriguing title, but also for good content. Kinsey, who has a different type rustic voice, does well with the warning about Hitler's return unless everybody gets in line and does like the good book says. Tune is strong, in that it's like so many song-parables which have clicked with the farm folk. Reverse, not to be confused with the jazz instrumental, lauds the U. S. airmail. Thought is trite for rustics, in that they have little contact with the airmail, and falls a bit flat.

The title, *Hitler Lives*, will excite the first nickel and the resultant play will get more nickels.

**MEMPHIS JIMMY (Victor 20-2278)**

*Where Shall I Go?*—FT; V.  
*Jimmie's Jump*—FT V.

Making his bow on this label, Memphis Jimmy brings the earthy style of blues shouting that gives the rugged race flavor to the waxed grooves. In the conventional blues chant, bemoans the fact that his baby has left him for *Where Shall I Go*. For the flip, Memphis Jimmy has a jump and jive ball in *Jimmie's Jump* with the accompanying J. T. Brown's Boogie Band that takes in saxes and rhythm for the singing and playing of some back-room and smoky boogie-woogie.

Race spots will show some interest in *Jimmie's Jump*.

**ETTA JONES (Victor 20-2231)**

*I Sold My Heart to the Junkman*—FT; V.  
*My Sleepy Head*—FT; V.

Nothing here either in the songs, both slow and innocuous ballads, or the listless singing of Etta Jones to

create even a slight jar with the needling. Gal has mellow and sultry pipes, but gives out for these songs without any feeling or warmth, sounding as tired as the tunes themselves. And just as muddled and confusing is the musical accompaniment of J. C. Heard's small band. The torch never lights up lyrically for *I Sold My Heart*, gal sounding just as tired in trying to make it a kiddie slumber song for *Sleepy Head*.

Nothing here that denotes music machine dishing.

**TURNER BROTHERS (Radio Artists 203)**  
*Corene Corene*—FT; VC.  
*Are You Living for Jesus?*—FT; VC.

The Turner Brothers, Lige and Red, heard over WLW, Cincinnati, offer the same fare as they do on their air shots, with the traditional tune on one side of the platter and a hymn on the other. Twosome, accompanied by string backing, does a harmony vocal on *Corene*, a traditional seller with the rustic fans. Reverse is a hymn, which boys have popularized on the air. Duo proves versatile on its first platter for this new firm, imparting plenty of lilt to the first side, while the reverse is handled in a more spiritual manner.

*Corene* is an evergreen for the jukeboxes, especially where WLW airers reach.

**DOLLY GOOD (Radio Artists 206)**

*It's a Lazy Day*—FT; VC.  
*Missouri Waltz*—FT; VC.

Dolly Good, half of the Girls of the Golden West, heard regularly over WLW, Cincinnati, proves her worth as a rustic soloist on this pairing. Gal has a very sweet voice that carries tinges of the qualities which make for sales both in the Western and pop field. Tunes for both sides are both steady sellers, with Smiley Burnette's *It's a Lazy Day* getting especially nifty handling. Musical backing is done by precise sidemen, who have more polish than most hillbilly groups.

Both sides are safe investments for juke play.

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# Philly Starts Hit Party Series; Hundred Ops Make Opener

(Continued from page 112)  
tune" idea as evidence of what organization within an industry can accomplish.

Another guest, Sol L. Kesselman, attorney for Music Guild of America, Newark, N. J., expressed a similar idea.

### "Excellent Start"

"You have made an excellent beginning with your plan to select a 'click tune' each month," he declared to the group. "Comparatively nothing is being done by the average association or operator thruout the country to bring to the attention of the public the necessary and existence of the music machine. In this full-scale record promotion, you will for the first time bring the music machine to the attention of your public in a forceful and dramatic manner. Now, more than ever, the public will associate your music machines with the click tune." No longer will they take the music machine for granted."

Band leader Tommy Tucker, whose orchestra opened that evening for a limited engagement at Click, stressed the possibilities of the juke box promotion from the point of view of the recording artist.

O'Brien told the group that hit tune parties would be only a beginning toward a full-scale public relations program to be undertaken by MMOAEP. "This is only one of the many ways we can reach the entire community in a positive light. By working together thru the association, as we are doing in this 'click tune' project, there is no limit to our resources in creating good will for the music machine industry."

### Disk Jocks Help

He explained that the parties would involve the co-operative effort of the association, recording companies and disk jockeys. Record companies will furnish advance releases for hit tune selections, and offer albums and other prizes to be awarded at the parties. In addition to giving nightly air plugs for the parties, disk jockeys on local radio stations will appear at the parties to introduce tunes. It is also hoped that an array of recording stars will be present to add color and interest to the teen-age gatherings.

Among the operators and industry members, who attended the milestone banquet, were:

### Attendance List

Ben Fireman, Automatic Sales Co.; David Weiss, David Rosen Co.; Stanton Brown, Playmor Amusement Co., Camden, N. J.; Ray Bernhardt, Quaker City Amusement Co.; Harry Berenbaum, Phonomatic Music Co.; Aaron Cooper, Keystone Vending Co.; Bill Gross, Lehigh Specialty Co.; Joseph Driben, Phonomatic Music Co.; Jack Gross, Lehigh Specialty Co.; Samuel Klein; Murray Kaye,

Melomatic Music Co.; Louis Sussman, Lyric Amusement Co.; Herman Hofflichter, Hy-Bal Vending Co.; A. H. Cohen; Henry Okum, road manager for Blue Barron's orchestra; Martin Friedman, representative for Walco phonograph needle.

Joseph R. Gordon, Leon Taksen, Frank Urban, Harry Mendelsohn, Richard Kulla; Edward Segal, Ed's Amusement Co.; Jack Widetsky, Samuel Montzer, Jules Stamm, Maurice W. Parkin; Chick Stone, Boulevard Amusement Co.; Jack Appel, Appel Vending Co.; Joe Ash, Active Amusement Co.; Philip Frank, Automatic Vending Corp., Chester, Pa.; Harry Lewis, Major Amusement Co.; George Katz, G. K. Music Co.; Harry Shor, Mayflower Music Machine Co.; Don Scarpa; S. S. Inkleman, Olney Amusement Co.; Ralph Young, Happy Time Amusement Co.; James Crowe, Jaysie Amusement Co.

Jerry Locks, Imperial Music Co.; Joseph Greenstone, Ace Vending Co.; J. J. Levin, Blue Ribbon Amusement Co.; Harry Winterman, Paramount Amusement Co.; Samuel H. Moss, Moss Vending Co.; Frank Fromowitz, Moss Vending Co.; Milton Frank, Philadelphia Vending Co.; Louis Laboda, C. & L. Amusement Co.; Samuel Litt, Litt Amusement Co.; E. Leavey, Raleigh Music Co.

Ed Balins, Model Amusement Co.; Max Brown, Philadelphia Coin Machine Exchange; Sam Krasney, Joy Music Co.; Reuben Katz, Modern Automatic Music Co.; Irwin Weiss, National Vending Co., Hatboro, Pa.; Joe Wasserman and George Britton, David Rosen Co.; William L. Kurtz, Quaker Vending Co.; Rudi Tolnay, district manager, Columbia Records, Inc.

Rex Alexander and Adrian De Windt, Motor Parts Co.; Larry Urban, Harry Bortnick, Morton J. Locker, Paul Knowles, Armand Di Stefano, Ed Pinsky and Eddie Hughes, Raymond Rosen & Co.; Manny Jaspan, Apollo Records; John Little, Decca Records; Sam Grabois, Signature Records; Gerry Shestack, Sonora Records; Joseph Nanni and Ken Sharp, Capitol Records; Leonard Smith and Hal Blumenstein, Trilling & Montague; Nelson Verbit, Morris Gross and Harry Chipetz, Scott-Crosse; Harry Rosen, David Rosen Co.; Dick Bushnell and Bill Cooper, Pockock Distributing Co.

Sol L. Kesselman, attorney for the Music Guild of America, Newark, N. J.; Jim O'Brien, business manager music association; William L. King, president music association; Jack Sheppard, Jack Sheppard Amusements; Harry Stern, Major Amusement Co.; Joseph Silverman, business manager amusement machines association; Sam Stern, president amusement machines association; Frank Palumbo; Samuel Odell, president Southern New Jersey Music Association; Louis Klein; Charles Stange, manager Unit Vending Company of Northern New Jersey; Stuart Wayne, Station KYW; Ed Hurst, Station WPN; Jackie Fields, Fields & Smith; Charles L. Cade, Cade Distributing Co.

## Miami Seeks to Keep Municipal Cig Tax

MIAMI, May 31.—Despite a bill now pending in the State Legislature which would prohibit municipal taxing of tobacco, Miami has a good chance to retain its cigarette tax, according to Mayor Perrine Palmer Jr. Palmer and Commissioner Fred Hosea are now in Tallahassee to work for defeat of the bill which would deprive this city of an estimated \$720,000 annually, they said.

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<p><b>NEW 5 BALLS</b> CROSSFIRE KILROY HAVANA ROCKET MAISIE LIGHTNING</p>	<p><b>NOW DELIVERING—</b> <b>ARCADE</b> CHICOIN BASKET BALL BOOMERANG GENCO ADVANCE ROLL</p>	<p><b>CONSOLES</b> JENNINGS CHALLENGER BALLY DE LUXE DRAW BELL BALLY TRIPLE BELL EVANS CONSOLES (All Models) MILLS 3 BELLS</p>
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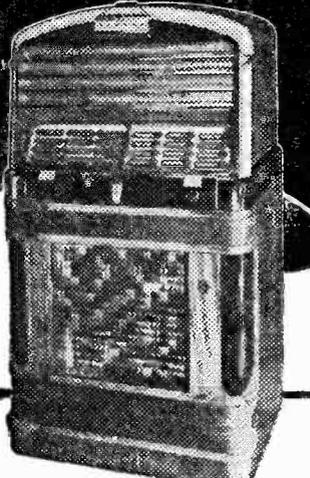
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<p><b>NEW PIN GAMES FOR IMMEDIATE DELIVERY</b></p> <p>EXHIBIT'S CROSSFIRE UNITED'S HAVANA CHICOIN'S KILROY GOTTLIEB'S MAISIE</p>	<p><b>USED ARCADE EQUIPMENT</b></p> <p>LATE 1942 PHOTOMATICS, \$300.00</p> <p>Goales ..... \$175.00 Ace Bombers ..... 94.50 Night Bomber .. 104.50 Keeney Sub Gun. 60.00 Chicoin Hockey . 60.00 Ten Strike ..... 40.00</p>	<p><b>USED PIN GAMES (cont.)</b></p> <p>United Trade Winds ..... \$ 69.50 United Grand Canyon ..... 69.50 Laura ..... 74.50 Liberty ..... 74.50 Surf Queen .... 89.50 Stage Door Canteen ..... 93.50 Big League ..... 124.50 Fast Ball ..... 135.00 Double Barrel .. 135.00 Spellbounds ..... 140.00 Fiesta ..... 145.00 Step Ups ..... 145.00 Midget Racers .. 145.00 Superscore ..... 145.00 Williams Show Girl 175.00 Williams Smarty . 175.00</p>
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Amusematic's  
Boomerang ... \$295.00  
Esquire's Spot  
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**100% RECONDITIONED WALL BOXES**

300 5c Wireless (WS2Z). Ea.....\$17.50  
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1/3 Dep. With Order, Bal. F.O.B. Hartford

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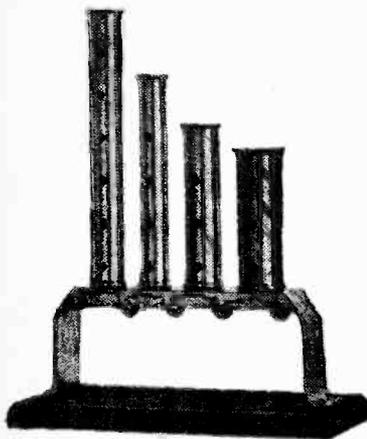
New Jack Rabbit	Bally Victory Derbit	\$ 12.50
New Score-a-Barrel, 10'	Bally Double Barrel	27.50
New Shortys, 6'	Atomic Bomber	79.50
Goales	ABT Challengers	116.75
Evans Winter Book, P.O.	Marvel's Pop-Up	119.50
Evans Ten Strike, Reg.	Daval Free Play	262.00

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Ace Bomber	\$169.50	Skill Jump & Stand	\$ 49.50
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Whizz & Stand		Mills Flip Skills	39.50
Like New	85.00	Seeburg Hockey	59.50
A.B.T. Target	26.50	Kicker & Catcher	29.50
Skills		Metal Typers	269.50
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New	19.50	Hockeys	129.50
Pikes Peak	22.50	Magic Heart	129.50

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Highly polished chrome finish—Solid die cast and precision machined coin slides—Fully balanced on weighted non-slip base.

**\$27.50**

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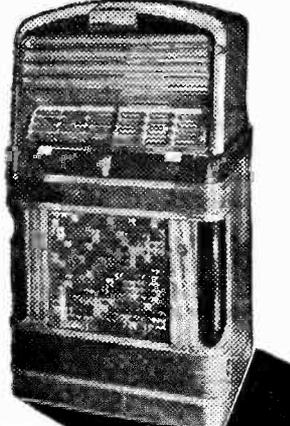
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**MARVEL'S 'POP-UP' \$49.50**

**BELL MACHINES**  
Mills Brown Hammerloid, 5-10-25¢ (Matched Set) ..... \$550.00  
Mills Chrome, 5¢ ..... 175.00

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Score-a-Barrel, 10 1/2 Ft. \$399.50  
Score-a-Barrel, 7 Ft. ... WRITE

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

**Mid-State Co.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Everglade 2545.

# Conn. Legislature Passes New Cigarette Vender Fee

CHICAGO, May 31.—With reports from only half a dozen States, the legislative mill gave every indication of shutting down for the summer months. Despite this fact, legislation affecting merchandising machines and games was acted upon during the past week.

A summary of legislative activity follows:  
Alabama—Set to convene again after recess. Date to reconvene fixed at June 3.  
California—Assembly Bill 1346, which prohibits the transportation of persons to gaming ships, was approved May 21.  
Connecticut—House Bill 643, providing that cigarette vending operators shall pay a fee of \$1 on each machine and shall affix a disc con-

taining his name, address and license number on the front of each vender, was passed May 26.

Florida—Legislature has enacted a \$2.50 tax on coin-operated radios. Still alive in this Legislature is an act to tax soft drink sirups and the finished bottled product.

Missouri—Legislature has voted to recess from June 12 to July 14. It has further resolved that all laws passed on or before June 12 shall take effect 90 days from the beginning of the recess, or September 10. On July 1 the Legislature is expected to adjourn until January 7, 1948, unless called into special session.

Nebraska—Bill 169, imposing a tax of 3 cents per pack of 20 on cigarettes, was approved May 26 and became effective immediately. As of May 22, all bills remaining in standing committees are indefinitely postponed.

South Carolina—The Legislature has approved H.B. 274 and it is now on the statute books. The new law requires free-play games and music machines to pay a \$10 annual tax, and imposes a \$10 tax on merchandise machines. Excepted from the measure are sanitary venders.

Wisconsin—The House has reported unfavorably on Bill 321 which would ban the sale of food and drinks in theaters. This bill caused considerable discussion thruout the nation when it was first introduced last winter.

## New Orleans Novelty Uses Radio, Papers To Plug New Arcade

NEW ORLEANS, May 31.—This city's new arcade, exclusively for Negroes, opened today on South Rampart Street in the heart of the colored district. New Orleans Novelty Company, headed by Ted Bush, opened the arcade.

Grand opening was well attended. It had been publicized by radio, newspaper and sound truck advertising. Souvenirs were given all who attended.

Arcade contains approximately 20 5-cent pin games and the same number of penny pin games, voice recorders, photo machines, iron claws, roll-downs, target guns and a variety of other pieces.

Henry Gussett has been named manager of the arcade. On hand for the opening was Hilliard Bach, who has charge of New Orleans Novelty's other arcades. The opening received considerable space in local colored newspapers, and one editorial praised the owners for foresight in providing a good amusement place for colored people of New Orleans.

## Premier Coin's New Plant To Up Output Remodel Showroom

NEW YORK, May 31.—Premier Coin Machine Manufacturing Corporation has added another plant at 1787 First Avenue to take care of increased production, Joe Kochansky announced this week. He expects it to be in operation by Monday (2). Plant has 6,000 square feet of space.

Premier, whose present plant is at 577 Tenth Avenue, is renovating its offices and showrooms at 559 Tenth Avenue. Kochansky, Harry Fraier, Mario Pacor and Sam Mendleson will have headquarters here.

## Missouri Lawmakers Recessed Until 1948

JEFFERSON CITY, Mo., May 31.—The Missouri Legislature has recessed until January of 1948 except for two summer sessions which legislative leaders said would be only "skeleton" affairs to wind up technical matters.

First such "skeleton" session will be held June 12 and the second July 14. Leaders said only a handful of lawmakers would be required to attend these two meetings.

The Legislature was in session five months, and it will reconvene for business January 7, 1948, and all pending bills, which have not been acted upon, will remain upon the calendar until next year's meeting.

## Empire Coin Moving Into New Quarters On Milwaukee Ave.

CHICAGO, May 31.—Empire Coin Machine Exchange completed moving into new headquarters here May 28 after a two-day trucking stint. New location, 1012-14 Milwaukee Avenue, offers greater floor space (28,000 square feet) than the former offices and showroom at 2812 W. North Avenue.

The new two-building home has a shop and a showroom each a block long, according to Gill Kitt, who spent several weeks at the spot preparing for the major moving job. One of the buildings will remain occupied by its present tenant for about three more months, at which time Empire will complete its set-up in the new location.

Celebrating the occasion, staff prepared a hugh cake in honor of Kitt and an informal party was held immediately upon arrival at the Milwaukee Avenue headquarters.

## Bell in Production With New Electric Type Coin Changer

CHICAGO, May 31. — Bell Products Company is now in production on its electric service type coin changer, according to Al Sebring. Unit, called the Change Maker, may be stand or wall mounted, contains \$40 in nickels and has separate chutes for dimes and quarters.

Sebring said that the present changer is an improved model of the earlier units produced late last year. Industrial plants and bowling alleys are mentioned as being among the major locations using the changer.

Bell Products is not selling the machines but are being leased to both operators and locations.

### Juke Showing Held In Portland Branch By Mills Sales Co.

PORTLAND, Ore., May 31.—The Mills Constellation phonograph received its premiere Pacific Coast showing in Portland Tuesday (20) at the Portland headquarters of the Mills Sales Company, Ltd., 600 S. E. Stark Street.

Portland Manager Frank Sandberg and his office assistant, Betty Eller, maintained a 12-hour open house beginning at noon. Features of this new model phonograph were explained by two officials of Mills Industries, Chicago, Charles Schlicht, music division manager, and Warren Taylor, sales manager.

#### List Visitors

Among the coinmen present for the showing were Roy M. Gatto, Beaverton; Art Brandt, Corvallis, and the following from Portland:

Warren E. Hyde, Dick Boilan, Bernard Morrow, E. A. Richards, Otis Anderson, V. P. David, Milt Halperin, Fred Claus, Danny Pearson, Mike Pearson, Percy B. Hargood, George E. Winchell, H. Bodner, Robert Bodin, Eric Rolof, A. M. Moss, Budge Wright, Eddie Cusson, Lewis A. Hicks, Florence Talley, A. L. Cline, George Helt, Mr. and Mrs. R. G. Davis, Mr. and Mrs. C. W. Rodgers, Leo Jones, John Welch, George Marine, T. L. Dolan, R. A. Earl, Tommy Siddon, E. J. Carrigan, Gene Bliss, Richard J. Geske, Waldo Bright, Harold A. Thurber, Mr. and Mrs. E. L. Day and L. E. Brown.

### Vet Service Center Talk on Laundries

NEW YORK, May 31.—The New York City Veterans' Service Center on Wednesday (4) will devote a session of its *Careers in Small Business* series to self-service laundries. Discussions, which are heard weekly, are designed to help vets select and operate a small business of their own. The self-service laundries session will be handled by Martin Evans, vice-president of the Association of Self-Service Operators.

The Service Center maintains a staff of advisers to assist vets, free of charge. Included is a specialist in juke operations. Vets interested in music machines as a career can visit the Center and discuss the situation with the adviser to determine whether they are suited for the work, and for what part of the industry they are best fitted.

### American Time Co. Readies Timer With 25c Accumulator

SPRINGFIELD, Mass., May 31.—The American Time Corporation, manufacturer of coin-operated timing devices, soon will introduce a 50-Q quarter-operated timer capable of accumulating a reserve of five 25-cent pieces in its coin chute. Developed for use in all types of coin-operated equipment, the new timer is modeled after the 50-D dime timer recently introduced by the same firm.

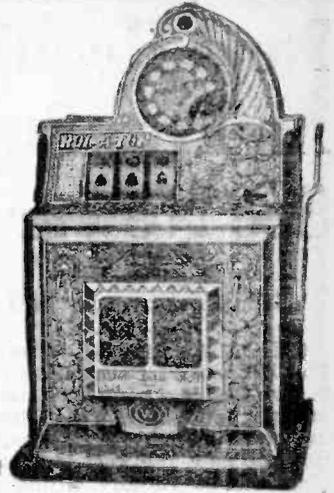
Similar to the dime version, the quarter-operated timer has a combination steel frame and locked coin-box assembly into which the mechanism is mounted. Fingertip operation of a simple latch will allow servicemen to slide the timer out of the mounting frame without the use of tools. The unit operates on 110 volts, 60 cycles a.c.



COUNTING THE BALLOTS that decided "Click Tune of the Month" for June, an innovation begun by the Music Machine Operators of Philadelphia and Eastern Pennsylvania. Left to right: Jim O'Brien, association business manager; Frank Palumbo, and William L. King, association president. (See story on page 112.)



CLICK TUNE OF MONTH banquet table. Left to right: Louis Klein, association treasurer; Jack Sheppard, association vice-president; William L. King, president of association; Bill Gersh; Sol L. Kesselman, MGA attorney; Jim O'Brien, association business manager; Charles Stange, Unit Vending Company. Standing: M. Harry Stein, association secretary; Maurie Orodanker, Philadelphia representative of The Billboard; Samuel Stern, president of Amusement Machines Association of Philadelphia (AMAP); Samuel Odell, president of Southern New Jersey Music Operators' Association; Joseph Silverman, AMAP business manager, and Ed Hurst and Stuart Wayne, disk jockeys. (See story on page 112.)



#### OPERATOR'S PRICES

- 5c ROL-A-TOP BELL ..... \$175.00
- 10c ROL-A-TOP BELL ..... 200.00
- 25c ROL-A-TOP BELL ..... 225.00
- 50c ROL-A-TOP BELL ..... 300.00

The Above Prices are Net F. O. B. Chicago

#### WATLING MFG. CO.

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#### We are now delivering

#### USED GAMES READY FOR LOCATION

- 4 Suspense ..... \$125.00
- 3 Show Girl ..... 199.50
- 2 Smarty ..... 169.50
- 1 Amber ..... 179.50
- 6 Canteen ..... 125.00
- 3 Spellbound ..... 159.50
- 3 Baffle Card ..... 189.50
- 2 Superscore ..... 189.50
- Big League ..... 139.50
- Turf Queen ..... 125.00
- 2 Seabreeze ..... 189.50
- 4 Superliner ..... 159.50

#### WE ARE ALSO MAKING DELIVERY OF NEW GAMES

- Williams Cyclone
- Chi Coin Kilroy
- Bally Rocket
- Bally Double Barrel
- Bally Entry
- United Havana
- Gottlieb Maisie

Complete New 20-Station Automatic Hostess. Never uncrated.

Terms: 1/2 Certified Deposit, Bal. C.O.D.



**Sterling**  
NOVELTY CO.  
669-671 S. Broadway  
LEXINGTON 20, KY.

- 6 Hi Hand, Pay Out or Free Play . . . \$60.00
  - 1 5c Super Bell, Pay Out or Free Play. 75.00
  - 6 1942 1-2-3 ..... 25.00
  - 1 1939 1-2-3 ..... 15.00
  - 1 Bally Rapid Fire ..... 40.00
- Terms: 1/3 Deposit, Balance C. O. D.

#### WESTERN SALES CO.

913 East Second St. Little Rock, Ark.

#### REPAINTING SERVICE

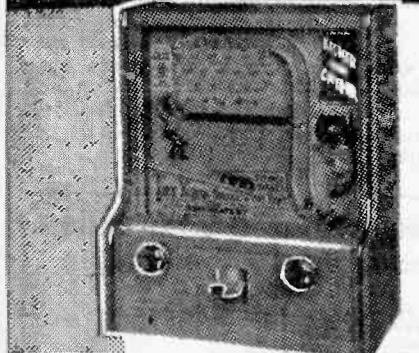
We can now handle all your repainting needs on coin equipment: Pia Games, Phonographs, Arcade and all other types. Three-day service on all work, and our prices are right. Send for our price list on all equipment.

#### WEST COAST AMUSEMENT CO.

107-09 S. Willow Ave. TAMPA 6, FLA.  
Phone: H-49243

### IT TAKES TWO TO MAKE A BARGAIN

HERE ARE TWO OF THE BEST



**KICKER & CATCHER**  
kicks in the coins—catches attention  
**100% SKILL**  
Penny Play \$37.50 plus \$3.75 FOR NICKEL PLAY

**CHALLENGER**  
the best target game made  
1c OR 5c PLAY  
**\$50.00** EA.  
IN QUANTITIES  
Price Slightly Higher for Samples.  
**IMMEDIATE DELIVERY**  
on both machines  
1/3 deposit with order—write for quantity prices

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

# New Requests As Five States See Newsreel

## 3 Cities on June List

CHICAGO, May 31.—Showings of *The Billboard's Convention Newsreel* in five States during the past 10 days brought the film to a steadily mounting number of trade members, and a flow of new requests for use of the picture was rapidly filling advance dates.

New Orleans showings, arranged by Louis Boasberg, of New Orleans Novelty Company, included one for newspapermen and business men in New Orleans in addition to several for operators. Boasberg declared that press representatives and business men "were much surprised to find out that the coin machine industry was so large."

Operators in New Orleans voiced the opinion that the film would go a

long way toward promoting better public relations for the industry.

In California the film was shown at the meeting of the Western Vending Machine Operators' Association Tuesday (27) in Los Angeles. Another presentation at Laguna School, Laton, Calif., was held at the request of the school's principal, Lowell Hawkins.

On the East Coast two large showings were held this week. The newsreel was a highlight of the opening festivities Sunday (25) of the new Atlantic New York Corporation-Seaboard New York Corporation headquarters in New York. Trade members in Philadelphia and surrounding territory saw the film at the banquet staged Monday (26) to launch the Music Machine Owners' Association of Eastern Pennsylvania "click tune of the month" promotion. In both cities the film was received enthusiastically.

A group of Oklahoma operators had their own showing, sponsored by P. M. Huff, of H. & H. Amusement Company, Okemah, Okla.

Advance dates for June include: June 5, Morton Lines Music Company, Springfield, Mo.; June 15, United Coin Machine Company, Milwaukee; June 27, Central Ohio Sales Company, Newark, O.

# Coin-o-Matic Starts Work On New Changer

CHICAGO, May 31.—Coin-o-Matic Cashier Company, Seattle, newest firm making a service coin changer, is now in production with a model to handle dimes and quarters. Peak production will be reached in the near future, according to Charles Pascoe, national sales manager with offices in this city.

Changer, called Coin-o-Matic Cashier, is being manufactured under contract by Central Stamping & Manufacturing Company, Pascoe said. This firm, headed by Arthur H. Eichholz, was also appointed distributor on March 1 for the changer in Illinois, Wisconsin and Minnesota. Pascoe has recently appointed other distributors in the East, Southeast and West sections of the country. Southwest and Middle West territory is now being set up.

## Mechanical Unit

Changer, a mechanical stand or wall-mounted unit, contains \$50 in nickels and is 16 inches high, 13 wide and 6 deep. Dime and quarters are inserted in separate chutes and a lever is pushed to actuate the unit. Five vertical tubes feed nickels to the tray when a quarter is inserted, and two similar tubes service the dime chute. Moving the lever at the side of the machine pulls forward a flat bar positioned at the bottom of the five tubes. This bar, perforated with seven holes which accept the bottom coins of the seven tubes, drops the correct number of coins into the tray. Both dime and quarter chutes have separate slug rejector devices.

Changers, which are sold direct to operators or to locations, are available in four finishes—polished aluminum, brown, green, and rose hamertone.

## Special Stand

Altho wall mounting is being stressed by Coin-o-Matic, the firm supplies a special four-sided metal stand which has a 9½ by 15½-inch space on the front which may contain either a placard reading "Nickels When You Want Them" or an advertisement. Interior of base may be weighted and bolted to floor.

Manufacture of the changer began March 1 after several test models

# Atlas Novelty Co. Music Ops' School Draws 60 Coinmen

CHICAGO, May 31.—Atlas Novelty Company's one-day service school for music operators held in Peoria, Ill., May 27, was attended by over 60 coinmen, firm's Irv Klieman said today.

Service session, held in a suite at the Jefferson Hotel there, began at 10 a.m., adjourned for a buffet lunch and concluded at 4:30 p.m.

Klieman stated that the Peoria meet, arranged for Illinois music operators, showed that keen interest is displayed by operating music men in this type of educational meeting. Both Atlas officials and Seeburg men who were present agreed that the Peoria turnout indicated additional service schools would be equally successful.

Atlas Novelty, it was stated, has prepared and mailed special forms to music operators asking where, when and how often future service meetings should be arranged. Response on these questionnaires is said to be indicative of a widespread interest on the part of music men.

# Penny Inserters Handled By American Distributors

PITTSBURGH, May 31.—American Distributors here are now acting as national distributors for Automatic Coin Inserter Company's electric penny inserting machines, according to firm's M. Abelson.

had been on various locations for four months. At present there are about 70 units on location in Chicago, with others scattered thruout the country. In Miami Beach, Fla., two changers on test are set up outdoors to service the city's parking meters. In Chicago, changers are located in theaters, arcades and industrial plants, with one in the women's lounge of a large retail clothing store. In one Loop theater the manager reports the changer dispenses over \$200 in nickels every Saturday and Sunday and has increased soft drink vender sales in the theater by 54 per cent.



M. S. CISSER, Sales Mgr.

# Bubble Ball Gum 59c Lb.

In lots of 1,000 lbs. or more

Finest Quality—Immediate Delivery. 5/8" —140 count—25 lb. carton \$16.25. Reduction in Price but not in Quality! 8 1/2 lb. per 500 lb. order—63¢ lb. per 100 lb. order—65¢ lb. less than 100 lb. order. (Minimum order accepted, 1 25 lb. carton.) PLACE YOUR STANDING ORDER NOW FOR A STEADY SUPPLY!

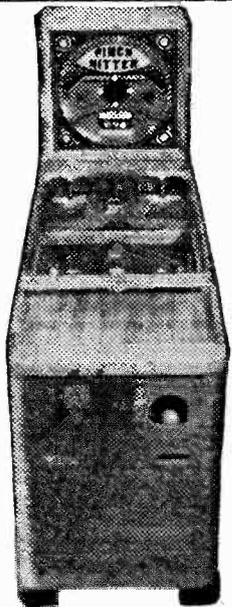
<b>SILVER KING</b>	<b>ADVANCE</b>
1¢ Peanut ..... \$11.50	1¢ Peanut ..... \$11.25
1¢ Gum ..... 11.50	1¢ Gum ..... 11.25
5¢ Nut ..... 12.50	5¢ Pistachio ..... 13.75
<b>VICTOR V</b>	<b>MASTER</b>
1¢ Globe ..... \$11.75	1¢ Peanut ..... \$14.95
1¢ Cabinet ..... 13.75	1¢ Gum ..... 14.95
5¢ Cabinet ..... 14.75	1¢-5¢ Comb. .... 15.95
<b>PIPE STANDS</b> ..... \$3.75 or 3 for \$10.00	
<b>CROSS BARS</b> ..... \$1.00 or \$10.00 Per Dozen	
<b>WALL BRACKETS</b> ..... \$1.00 or \$10.00 Per Dozen	
<b>SILVER KING HOT NUT VENDOR WITH CUP DISPENSER—BRAND NEW. COMPLETE</b> ..... \$29.95	

## ARCADE LIST!

5 Ten Strikes H.D. .... \$ 69.50	10 Wurlitzer Skee Balls ..... \$295.00
2 Lite-O-Leagues ..... 195.00	1 Jafco 9-ft. Barrel Roll ..... 150.00
2 Goalees ..... 225.00	Brand New Bang-A-Flitzy ..... 425.00
1 Evans in the Barrel ..... 110.00	2 Batting Practices ..... 95.00
2 Rapid Fires ..... 110.00	2 Chi Coin Hockey ..... 110.00
1 Sky Fighter ..... 165.00	3 Keeney Air Raiders ..... 110.00
2 Pitchers & Katch-ems ..... 35.00	3 Chicken Sams ..... 95.00
1 Radiogram ..... 125.00	3 New Bowl-A-Score ..... 125.00
1 Magic Finger ..... 125.00	1 Undersea Raider ..... 175.00
Voice Recorders, F.S. .... 1050.00	1 Scientific Baseball ..... 110.00
3 Panorams ..... 250.00	3 Exh. Elec. Iron Claws ..... 69.50
2 Late Genco Play Balls ..... 110.00	1 Tommy Gun ..... 95.00
1 Brand New Jack Rabbit ..... WRITE	1 Late Type Vitalizer ..... 165.00
1 Keeney Anti-Air craft ..... 49.50	1 Muto. Fan Front... 89.50
Photomatic, Late ..... 595.00	

## NOW DELIVERING

Lightning	WRITE
Havana	
Cross Fire	
Rockets	
Heavy Hitter	
DeLuxe Draw Balls	
Triple Balls	
Keeney Super Bonus Balls	
Evans Consoles	
GENCO'S ADVANCE ROLL	



8 Pinch Hitters ..... \$225.00  
25 Total Rolls ..... 225.00  
2 Sportsman ..... 295.00  
2 Genco Playballs ..... 110.00

**SLIGHTLY USED**  
BALLY DRAW BELLS ..... \$250.00

Mutoscope Atomic Bomber. Brand New. WRITE Trade-Ins Accepted!

## CIGARETTE VENDORS

1 9-col. National 9-30 ..... \$ 95.00
2 S.M. 7-col. SP Models ..... 65.00
2 S.M. 7-col. DeLuxe ..... 75.00
2 8-col. Unedapak ..... 85.00
3-10-col. Rowe Royals ..... 110.00
10 11-col. DuGrenier Champions ..... 125.00

**BRAND NEW MUSIC**  
Wurlitzer  
Seeburg  
Rock-Ola  
Packard  
Alrean

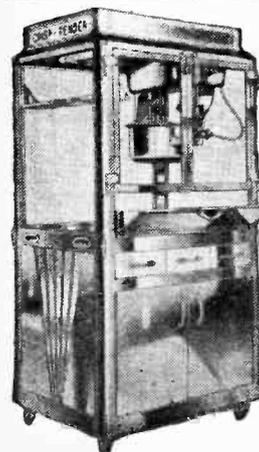
**WIRE, WRITE, PHONE**

## CONSOLES

5 Super Bonus Bells ..... \$375.00
DeLuxe Draw Balls ..... WRITE
Bally Draw Balls ..... WRITE
Big Top ..... 69.50
High Hand ..... 89.50
Royal Flush ..... 89.50
4-Bells ..... 295.00
Paces Saratoga ..... 95.00
5 & 2 1/2 Super Bells ..... 175.00
5 1/2 Super Bells ..... 135.00
Bally Club Bells ..... 140.00
2 Bob Tails ..... 75.00
2 Sun Rays ..... 95.00

## MUSIC

Singing Tower ..... \$165.00
Rock-Ola Imperial 20 ..... 135.00
Rock-Ola DeL. Super ..... 225.00
Spectravox ..... 95.00
Mills Empress ..... 210.00
Wurlitzer Victory ..... 225.00
Wurlitzer 616 ..... 160.00
Wurlitzer 500 ..... 210.00
Wurlitzer 24 ..... 150.00
Wurlitzer Twin 12RC ..... 150.00
Wurlitzer 61 ..... 110.00
Seeburg R. C. .... 175.00



**POP CORN MACHINES—PROVEN THE FINEST AT THE LOWEST PRICES!**

Underwriter Approved! Plus new 1947 Features—Trouble Free Mechanism—Streamlined Stainless Steel Cabinet—Illuminated Display Signs—Attractive and Durable.

**IMMEDIATE DELIVERY!**

<b>SUPER STAR</b> , Theater Mod. .... \$589.00
<b>SUPER STAR</b> , Counter Mod. .... 519.00
<b>SILVER STAR</b> , Floor Mod. .... 485.00
<b>SILVER STAR</b> , Counter Mod. .... 398.00

Specify Voltage Required.

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

## Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PProspect 6318-17

# ALL NEW MACHINES—Ready for Shipment! PIN GAMES ONE BALLS, ETC.

MARVEL LIGHTNING ..... \$295.00	KEENEY HOT TIP, FP or PO \$680.00
EXHIBIT CROSS FIRE ..... 299.50	GOTTLIEB DAILY RACES ..... 650.00
GOTTLIEB MAISE ..... 294.00	BALLY ENTRY ..... 595.00
CHICOIN KILROY ..... 279.50	BALLY SPECIAL ENTRY ..... 595.00
BALLY ROCKET ..... 279.50	DAVAL FREE PLAY ..... WRITE
WILLIAMS CYCLONE ..... 304.50	ACE COIN COUNTER ..... 139.50
UNITED HAVANA ..... 295.00	SILVER KING, 1¢ or 5¢ ..... 13.95
MARVEL OPPORTUNITY ..... 185.00	VICTOR MODEL V, GLOBE ..... 11.75
	VICTOR DELUXE ..... 13.75

## ARCADE MACHINES

SCIENTIFIC POKERING ..... \$279.50	BALLY HEAVY HITTER ..... \$184.50
MARVEL POP UP ..... 49.50	CHICOIN BASKETBALL CHAMP ..... 499.50
ABT CHALLENGER ..... 65.00	GRIP-VUE ..... 49.95
GOTTLIEB 3 WAY GRIP SCALE ..... 39.50	BAT-A-BALL JR. .... 79.50
BALLY HEAVY HITTER ..... 184.50	METAL TYPER, 10¢ ..... 482.50
ARIST-O-SOALE ..... 115.00	GENCO ADVANCE ROLL ..... 499.50
MIR-O-SCALE ..... 125.00	AMUSEMATIC BOOMERANG ..... 295.00
KICKER & CATCHER, 1¢ ..... 37.50	CHAMPION BASKETBALL, 1¢ ..... 39.50

DAVAL Best Hand, Mexican Baseball, Oomph, \$59.50 Ea.; Daval Skill Thrill, \$57.50.

## SLOTS

MILLS 5¢ BLACK CHERRY ..... \$248.00	KEENEY 5¢ SUPER BONUS ..... Write
MILLS 25¢ BLACK CHERRY ..... 258.00	BALLY DRAW BELL, 25¢ ..... \$375.00
MILLS 5¢ GOLDEN FALLS ..... 258.00	BALLY TRIPLE BELL ..... 895.00
MILLS 10¢ GOLDEN FALLS ..... 263.00	BALLY DE L. DRAW BELL ..... 512.50
MILLS 25¢ GOLDEN FALLS ..... 268.00	EVANS BANGTAIL, 5¢, J.P. .... 671.50
MILLS VEST POCKET BELL ..... 74.50	EVANS WINTERBOOK, 5¢ ..... 826.00
MILLS BOX STANDS ..... 27.50	EVANS RACES, 5¢, J.P. .... 831.00
GROETCHEN COLUMBIA, J.P. .... 145.00	EVANS CASINO BELL ..... 637.50
DELUXE CLUB COLUMBIA ..... 209.50	MILLS 3 BELLS, in Lots of 10 645.00

**MICHIGAN DISTRIBUTORS for ABT, Chicago Coin, Daval, Exhibit, Gottlieb, Groetchen, Keeney, Marvel, Silver King, United. WRITE FOR NEW PRICE LIST OF ALL RECONDITIONED MACHINES!**

# Robinson SALES CO.

7525 Grand River Ave. • Phone: Tyler 7-2770 Detroit, Mich.

# Coin-Operated Radio Field Makes Biggest Coast Strides

(Continued from page 101)

Frank C. Lamb, and Universal Coin Changer Corporation, headed by Sam May. Lamb, for 12 years an operator in the Glendale territory, has in production a coin changer and coin clip. The clip eliminates wrappers and facilitates the handling of change. Clips operate similar to a cartridge, with the nickel one holding either \$10 or \$20. This can be switched to handle pennies, dimes or quarters by shifting a slide.

May, who was with Bally Manufacturing Company, Mills Novelty Company, and J. H. Keeney Company, has designed a coin changer that delivers a 5-cent bottle drink and change for a dime or a quarter. The model is 4 inches wide, 1½ inches deep and 12 inches high and is designed to fit on the outside of bottle venders. Only two wires are necessary for connection to put the device in operation. May has an electric model for installation inside the vender. At present in the drawing board stage is another coin changer that holds \$100 and gives two nickels for a dime and five for a quarter. This is the type used in drugstores for coin-operated telephones.

### Test Wire Recorders

Recogram Company in Burbank has manufactured and tested a wire recorder that reproduces the voice of the purchaser—two minutes for a dime—and then plays it back immediately. When the next dime is placed in the machine it demagnetizes the wire and it is used again. DeLoy White, who is in charge, reports that the machines have garnered good gross in roller rinks and taverns in this vicinity.

Rolldowns in production here include the Pico Sales games, Pinch Hitter and Twenty-One, and the proposed Tit-for-Tat soon to be made by Bob Collyer. Gillespie Games in Long Beach turned out about 500 Kontest Bombers, with multiple player action. Bomber was 24 by 48 inches.

In addition to Solotone's Mirror-tone, mentioned last week, there are three other manufacturers of mirrored jobs here. Coincraft of California, headed by Jack Dolan, features a new type of cabinet with six tone chambers and a master chamber. With light-up speaker, French marble finish, cabinet is 6 feet high, 1 foot deep and 3 feet wide. Maestro Music, which manufactures wired music, is also offering a mirror job. Third company is headed by Bob Bard, for a number of years a well-known music operator in this section.

### Parts Production

Coin machine electrical and incidental parts are manufactured by Walter L. Schott Company in Beverly Hills. While the line was primarily for radio repair, the electronic set-up of coin machines makes many of these parts adaptable. Using the Walsco products label, firm is planning to enter the coin machine supply field under an expanded program.

One of the latest entrants into the vending machine manufacturing field here is the Kayem Products Company, headed by Jay Kurtz and his wife, Llona Massey, screen star. Firm is turning out the Vit-o-Min vender and has set a production schedule of 7,000 machines by July 1. Machine measures 13½ inches in height, 8 5/32 inches width and 3½ inches depth. Vitamins sell for 10 cents and are manufactured by William T. Thompson Company and tested by the Hollywood Testing

Laboratories. Firm has a deal to make machines to vend 1 and 5-cent Beech Nut and Wrigley gum and Personna razor blades. Machine may also be converted to sell stamps.

While this survey has been comprehensive, its list is likely to grow within the near future. A number of small plants, being reconverted from wartime contract work, are in the stage of tooling for the coin machine field.

## Actors' Club Seeks Oregon Bell Permit

PORTLAND, Ore., May 31.—The fate of bell machines in private clubs broke into public print in this city's newspapers during the past week when the Actors' Club of Oregon, seeking to justify its petition for a license from the Oregon State Liquor Control Commission, told the commission a \$58,000 debt is being repaid from the operation of bell machines.

Meantime, city officials have voiced contradictory ideas as to the legality of bell machine seizures in private clubs. Said Portland's Mayor Earl Riley: "There has been considerable doubt as to our legal position in raiding such establishments. It has been the policy of the police department to refrain from raids on slot machines placed in clubs licensed by the (State) liquor commission."

## Cliff Wilson Opening New Tulsa Funspot

TULSA, Okla., May 31.—Cliff Wilson, head of Wilson Distributors here, and Cecil Elifritz, local restaurant owner, are opening a new amusement park in this city which is scheduled to begin operating July 1. Park, which will include a large arcade, will cover 15 acres of the 40-acre tract on which it is situated and will be known as Lakeview Amusement Park.

Wilson, who has been in the coin machine business since 1934, and Elifritz are partners in the \$500,000 enterprise, which will include a swimming pool, oper-air dancing pavilion and a completely equipped kiddieland for toddling customers, in addition to various concessions and rides. Remaining 25 acres not occupied by amusement devices will be used for parking and picnic grounds.

## Atlas Mfg. Delivers New Counter Vender

CLEVELAND, May 31. — Atlas Manufacturing and Sales Corporation here is now in production on its Bantom Tray Vender, adaptable to either almond, nut or candy sales, W. A. Jenkins, president, announced this week.

Unit, which is 11 inches high, can be used with or without the 8 by 10-inch tray. A simplified portion adjuster is featured. Firm is planning to increase distributing outlets for the vender thruout the country.

## Anton Ruf New Juke, Pin Operator in Wis. Section

MENOMONEE FALLS, Wis., May 31.—Operator Anton Ruf, this city, who started a juke box and pinball route three months ago, to date has acquired 18 locations in and around Milwaukee and Washington County.

Ruf says he contemplates further expansion as conditions warrant.

★

A Dollar And A Quarter To Dress Up Your Old Machine

With  
**Albena's Heavy Duty 'GOLD' GRILLE CLOTH**

The Best Ever Manufactured

Albena's "Gold" Grille Cloth is the same cloth as is now being used by one of the nation's leading manufacturers of coin-operated phonographs on all its new equipment.

**Price \$1.25**

SIZE: 22x25 INCHES

IF YOU DON'T AGREE IT'S WORTH AT LEAST TWICE AS MUCH, YOUR MONEY WILL BE REFUNDED.

Complete Line of Remodeled and Modernized Phonographs. Also Complete Line of Phono Parts for All Makes and Models. WRITE TODAY FOR LISTS AND PRICES.

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longarea 5-8334

FOR IMMEDIATE DELIVERY!

\$24.50 Each	Big Chief	Fleet	Champ
	Line Up	Metro	Wild Fire
	Velvet	Pan American	
\$29.50 Each	Bomb the Axis	Majors, '41	Snappy
	Bolaway	Legionnaire	Sea Hawk
	Clover	On Deck	Star Attraction
	Fox Hunt	School Days	Venus
\$39.50 Each	Bosco (Genco)	Dude Ranch	Show Boat
	Bombardier	Horoscope	Victory (Genco)
	Defense (Genco)	Home Run '42	Gun Club
		Monicker	

12 RECORD MUSIC IN EXCELLENT CONDITION \$69.50 Each

SEE BURG ROCK-OLA WURLITZER

ALL ITEMS GUARANTEED

UNITED INDUSTRIES

525 PARKER ST. CHESTER · PENNA.



# fiesta

DE LUXE

GRABS THE SPOTLIGHT

FROM NOW ON

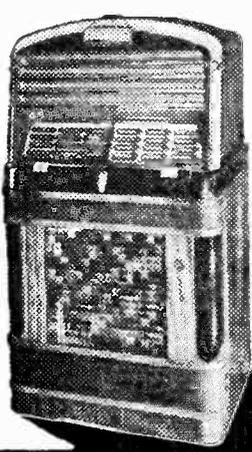
## Aireon

SUPER DELUXE MODELS AVAILABLE

EXCLUSIVE DISTRIBUTOR

J. H. PERES DISTRIBUTING COMPANY

922 POYDRAS NEW ORLEANS 19, LOUISIANA



JOBGING BUSINESS, RECORDS, OPERATORS' SUPPLIES

Best location, large building in city with over fifty operators. Excellent territory, route included. New Phonographs, Pin Balls, One Balls, Consoles and Arcade Equipment. Owner unable to handle volume of business on account of illness.

BILLBOARD, Box #D-21, Billboard, Cincinnati, Ohio

**NEW MODEL**  
B2H

**ACE  
FEATHER-LITE  
COIN  
COUNTER**



New, improved. Yes, improved with new time-saving features and added operating ease. See it at your distributor or write direct.

**ACE COIN COUNTING MACHINE CO.**  
3715 N. SOUTHPORT CHICAGO, ILLINOIS

**\$159.50**  
Complete with Carrying Case, Money Tubes and Bagging Attachments.

**Used Music Equipment**  
REFINISHED • RECONDITIONED • GUARANTEED

SEEBURG 9800 RCES HI TONES...\$299.50	WURLITZER 500A KEYBOARD...\$229.50
SEEBURG 8800 RCES HI-TONES... 299.50	WURLITZER 850E ..... 299.50
SEEBURG REGAL ..... 169.50	WURLITZER 600A KEYBOARD.... 199.50
ROCK-OLA '39 DE LUXE..... 199.50	WURLITZER 616 LITE-UP..... 99.50
ROCK-OLA '40 MASTER..... 215.00	AMI SINGING TOWER, 20 Record. 175.00
ROCK-OLA '40 SUPER..... 215.00	MILLS THRONE..... 135.00

SPECIAL DISCOUNT ON QUANTITY PURCHASES—FOREIGN INQUIRIES INVITED  
ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

**MUSIC SYSTEMS INC.**  
NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG  
6210 EUCLID AVE. • CLEVELAND 3, OHIO • ME 6114  
1312 JACKSON AVE. • TOLEDO 2, OHIO • EM. 1311

**YOU CAN'T BEAT OUR PRICES!**  
FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER	MILLS
Wurlitzer 412 ..... \$ 65.00	Mills Throne ..... \$ 99.50
Wurlitzer 61 Counter Model ..... 75.00	Mills Empress ..... 135.00
Wurlitzer 616 Plain ..... 79.50	<b>WALL BOXES AND PARTS</b>
Wurlitzer Twin 12 Cellar Job ..... 95.00	Buckley Plain or Chrome ..... \$ 5.00
Wurlitzer 616 Lite-Up Top & Bottom. 99.50	Rock-Ola Dial-A-Tune Box ..... 7.50
WURLITZER 42/24 VICTORY ..... 109.50	Buckley Lite-Up, Gold ..... 8.00
Wurlitzer 71 Counter Model ..... 119.50	Buckley Lite-Up, Chrome ..... 10.50
WURLITZER 42/600 VICTORY ..... 125.00	Wurlitzer #304 Stepper ..... 10.50
Wurlitzer 24 ..... 135.00	Wurlitzer #120 Boxes, 5¢ ..... 12.50
Wurlitzer 600R ..... 165.00	Seeburg Adapter for Wurlitzer 24 ..... 17.50
Wurlitzer 600K ..... 175.00	Seeburg 24 Sel. Wall-O-Matic, Remote. 19.50
Wurlitzer 500 ..... 179.50	Seeburg 20 Sel. Wall-O-Matic, Remote. 24.50
Wurlitzer 700 ..... 335.00	Seeburg GSRI Sel. Receiver ..... 29.50
Wurlitzer 750E ..... 350.00	Wurlitzer #145 Red Stepper ..... 32.50
Wurlitzer 800 ..... 350.00	Seeburg Bar-O-Matic, 5-10-25¢ ..... 39.50
Wurlitzer 950 ..... 350.00	Seeburg 20 Sel. Wall-O-Matic, R.C. 5-10-25¢ ..... 47.50
Wurlitzer 850 ..... 365.00	

**SEEBURG**

Seeburg Rex ..... \$ 99.50
Seeburg 8200, Victory Cabinet ..... 109.50
Seeburg Casino ..... 109.50
Seeburg Gem ..... 139.50
Seeburg Regal ..... 139.50
Seeburg Vogue ..... 175.00
Seeburg Classic ..... 175.00
SEEBURG HI-TONE, ES ..... 189.50
SEEBURG HI-TONE, ESRC ..... 219.50

**ROCK-OLA**

Rock-Ola Standards ..... \$150.00
Rock-Ola DeLuxe ..... 159.50
Rock-Ola Master ..... 175.00

Send 1/3 Deposit, Balance C. O. D.

**SINGING GOLD GRILL CLOTH**  
20x50—1,000 Square Inches  
**\$5.50 A SHEET**

**BAKER'S KICKER AND CATCHER**  
Counter Model  
1c Play, \$37.50—5c Play, \$41.25

**WANTED GENCO TOTAL ROLLS**  
SEND LOWEST PRICE

**HUB DISTRIBUTING CO.** 632 TENTH AVENUE  
Cor. 45th St.  
Circle 6-9570  
NEW YORK 19, N. Y.

**ALBUM REVIEWS**  
(Continued from page 118)

**SOMEBODY LOVES ME**  
(Capitol Album CD 49)

This is another in Cap's "all-star" disk productions. Label here corrals the talents of Johnny Mercer, Martha Tilton, Andy Russell, King Cole Trio, Peggy Lee, Dave Barbour, Pied Pipers, Margaret Whiting, Hal Derwin, Clark Dennis plus the versatile ork settings of Paul Weston to neatly wrap up this eight-sided platter package of Buddy De Sylva fave cleffings. Miss Lee trims the evergreen, *Somebody Loves Me*, with a sharp rhythm treatment to the bouncy pluckings of Dave Barbour's guitar and surrounding ork. Flip holds Andy Russell's plaintive piping of *Just a Memory* framed by Weston's Strad-heavy accompaniment. With Nat Cole's fetching ivory dusting and his expressive voicing, the Cole threesome gives *You're the Cream in My Coffee* renewed flavor. On the reverse, Clark Dennis, who is gaining new stature with his current *Peg o' My Heart* dinking, uses his sugary lyric tenor to fine advantage in interpreting the melodic *Together*. Weston again spotlights the strings to set the three-quarter pulse for this one. Maestro provides the swingy beats for the Mercer-Tilton duet on *If I Had a Talking Picture of You*. Pace remains bright for the flip with the Pied Pipers getting a side to themselves as they turn on the bouncy blends for the standard, *Avalon*. Weston forsakes the staccato rhythms of the latter to weave a lush backdrop for Miss Whiting's appealing voicing of another De Sylva ballad topper in *April Showers*. Mood remains sweet and romantic for the backside with Hal Derwin taking over the vocal slot to turn in a warm and satisfying warbling of *When Day Is Done*.

The aimed at the home shelf, all sides could easily fit a juke's disk holder. Ops may find special interest in Margaret Whiting's *April Showers* since tune was revived in *The Jolson Story* flicker. Dealers should find this a big seller.

**MUSIC OUT OF THE MOON** (Capitol CC 47)

This album is unique for a number of reasons. First of all, it spotlights the theremin as the feature instrument, surrounded by a vocal group and orchestra. Movie-goers remember the theremin as the electronic instrument responsible for weird effects in such films as *Spellbound*, *Lost Weekend*, *The Spiral Staircase* and *The Red House*. Secondly, the six sides are devoted to Harry Revel themes which are never fully developed but are loosely interwoven with one another. This gives the effect of improvisation rather than strict compositional structure. The final product demands little from the listener, achieving its purpose of creating relaxing moods unfettered by any particular message. Revel's thematic ideas were embellished for ork and vocal group by Arranger-Conductor Leslie Baxter, who also wielded the baton for this session. Fitting into the general pattern of soothing, meaningless music, human voices are scored as instruments, singing without words. It's an interesting experiment, both musically and wax-wise. In harmony with album's title, sides are arbitrarily tagged *Celestial Nocturne*, *Lunar Rhapsody*, *Lunette*, *Moon Moods*, *Mist of the Moon* and *Radar Blues*. The theremin, used for eerie effects in screen scoring, shows its easy adaptability to lush mood creations. Its timbre, in many respects, similar to the musical saw, is a strange newcomer to the family of instruments. The performer never touches it, regulating volume and pitch by passing his hands to and fro thru its electronic field. Dr.

Samuel J. Hoffman, who played the theremin in the above named films, also performs for this disk book. Dealers will find added buyer appeal in the colorful, cheese-cake adorned cover. Inner flip gives thumbnail report on the theremin plus sales pitch on the Revel cleffings. Nothing here for juke ops.

**YESTERDAYS** (Black & White A 71)

As its tag indicates, the eight sides of Jeannie McKeon's platter package are devoted to songs of the past. Oldies dusted off include the Isham Jones-Gus Kahn ditty of the early '20's, *Swinging Down the Lane*; their evergreen, *It Had To Be You*; the title tune, *Yesterdays*, from Jerome Kern's *Roberta*; *Embraceable You*, *Street of Dreams*, *Love Walked In*, *I Can't Believe You're in Love With Me*, and from the pic, *Meet Me in St. Louis*, the ballad, *Boy Next Door*. Lass possesses a sweet and appealing set of pipes which she uses with interpretative insight. She is particularly convincing in *It Had To Be You*, *Embraceable You* and *Yesterdays*. Her song work would have been enhanced immeasurably had Roy Bargy's ork been able to offer a fuller background. Meager accompaniment and dated arrangements detract from the final product. Ear is left unsatisfied, yearning for the sweep of a full ork and mood-building strings to frame Miss McKeon's capable voicings. Songstress's air shots will help music merchants peddle this book. A tastefully designed cover bearing a photo of the singing lady should catch customers' eyes. If ops have need for the yesteryear items contained here, they will find Miss McKeon's versions juke-worthy.

**PETER CHURCHMOUSE** (Victor Y-329)

Paul Wing is a most capable storyteller in getting across the whimsical story of Parson Pease Porridge; Peter, the poor churchmouse, and Gabriel, the kitten. And in relating how the kitten tried to get the near-sighted parson to see the starved Peter, Henri Rene rings in some highly descriptive and colorful music, including some hot licks on the church organ, together with several nursery jingles fashioned by Margot Austin. All adds up to a disk delight for the moppets, spinning over four vinylite sides. Album cover and inside pages profusely illustrated with story subjects and includes a short synopsis of the story.

**CSARDA—Alexander Sved** (Victor S-47)

Alexander Sved, Hungarian basso of the Metropolitan Opera, brings his warm-textured and voluminous voice to good play for this set of 13 hallgato and csardas folk melodies taking four records. Includes many familiars and the selections embrace a variety of moods. Continental atmosphere heightened by the accompaniment of Charles Benci and His Gypsy Orchestra. Photo of Sved graces the front cover with notes on the singer and songs for the inside page.

**BLOCH PARTY—Ray Bloch** (Signature S-4)

Maestro Ray Bloch cuts fanciful and colorful orchestral settings for six familiar melodies, only some of them associated with the street parties. However, the spinning is for the comfortable listening at home rather than for the outdoors. Selections include *Polly Wolly Doodle*, *Arkansas Traveler*, *Turkey in the Straw*, *Bambalina*, *Dark Eyes* and *Baia*. Street party scene makes for the cover design, with inside page giving notes on the music and photo of the maestro, who fronts a large studio band for this concertized performance.

(Continued on page 132)

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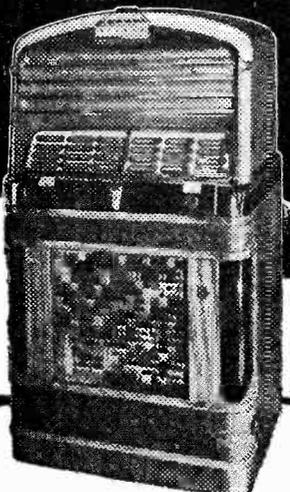
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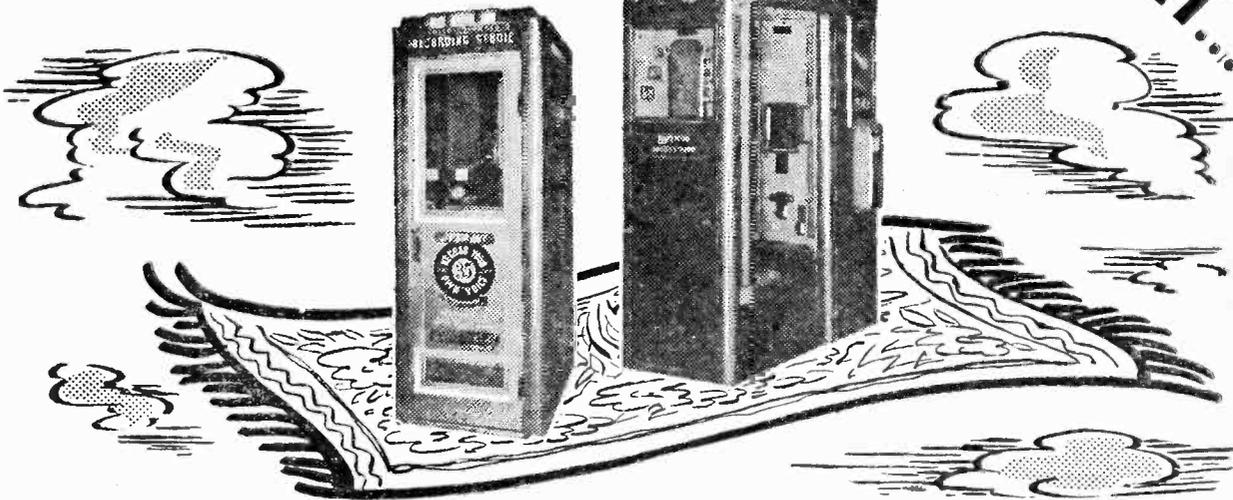
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**CARIBBEAN MOON** (Artistic Records AR-10)

Dipping these six sides into the rhythmic color and romantic appeal of commercialized Latin-American music, flutist-batoner Esy Morales, balladists Nestor Amaral and Nick Cea give this independent Coast label a thoroughly satisfying disk set. Evenly divided between instrumental and vocal offerings, sides feature tunes used penned by Toni Beaulieu. Titles include vocals *Caribbean Moon* (bolero), *When You Look at Me* (bolero), *Bahama Bay* (rumba) and instrumentals *La Tortolita* (samba), *Cuban Bolero* and *Gypsy Rhapsody* (beguine). There's an authentic flavor to the Morales ensemble that makes these sides ear-worthy. In addition, Miss Beaulieu proves herself as a capable tunesmith. She displays a well-grounded knowledge of the Latin modal scales with which she builds her appealing melodies. Nestor Amaral, whose singing voice was heard in Walt Disney's *Three Caballeros*, pours on the ballad sugar with a hefty hand in his only vocal contribution to the set, *Caribbean Moon*. Nick Cea woos the words on the remaining vocal sides. Lad has a relaxed singing style that should pull sighs from any bobby-soxer. Particularly ear tempting are the ballads *Look at Me* and *Caribbean Moon*. Painting on cover shows huge red moon hanging low over the sea with native strumming guitar beneath a palm tree. Inner flap oversells books contents with super-superlatives.

# ALBUM REVIEWS

(Continued from page 130)

**RUMBA WITH MIGUELITO VALDES** (Musicraft S-3)

The unrestrained and virile singing of the exotic rumba melodies by Miguelito Valdes makes for real rumba excitement in this set of four records. Male trio assists the singer with instrumental and rhythmic excitement added by a Cuban sextet, all perfectionists in making the hip-swaying all the more inviting. Contrasting the tempo to include both the slow and fast rumba beats, Valdes has packaged eight tasty rumba melodies, many familiar, in this set. Titles take in *Tambombea*, *El Cajon*, *La Comparsa*, *Algo Nuevo*, *Recuerden La Ola Marina*, *El Tumbaito*, *Ahora Seremos Felices* and *El Maraquero*. Records shipped without album jacket for review.

**FLAMENCO**—Soledad Miralles (Disc 721)

The lusty-voiced singing of Soledad Miralles serves well for this set of six traditional flamenco melodies, offering them in fiery fashion. And just as spirited as the singing is the guitar virtuosity of Carlos Montoya accompanying the songstress. Etching of flamenco dancer and a bull fighter graces the album cover, and for those seeking out this Spanish music, the set serves well.

**KING HOUDINI** (Apollo A-8)

An excellent collection, even if the selections are dated, of the calypso songs sung by King Houdini with his calypso parliament providing the pert rhythmic support. Six songs contained here have all the quaintness of the calypso chant to which spice is sometimes added, as in *New Orleans Woman*, saga of a saucy gal. *Gravel Gertie* immortalizes the comic strip wedding; *He Dead, He Gone Already* sequels *Stone Dead Cold in the Market*; *Queen of the Amazon* is a song tribute to Carman Miranda with a patriotic tribute to General MacArthur in *Brave Son of America*. *Lavel Nuel*, sung in the French dialect, rounds out the set, shipped without album cover for review.

**CAFE SOCIETY**—Ruby Newman (Decca A-422)

This is the supper club music as expounded by Ruby Newman brought back to make for a package of 10 sides designed strictly for the dancing. And solely for those who seek out the calm and restrained rhythms where the melody fabric remains intact. All the sides, save for *Darktown Strutters' Ball*, with Donald King on the vocal, are from the musical show scores. Adelaide Moffett handles the wordage for *I'm Just Wild About Harry*, *Who?*, *Love for Sale* and *Just One of Those Things*, with Ray Morton piping the wordage for *Smoke Gets in Your Eyes*, *I Get a Kick Out of You*, *Night and Day*, *By Myself* and *I'll See You Again*. While there is no style or distinction in the dishing, the music being somewhat dated, the selections will make for what little attraction this album may hold. Album cover a title page, with booklet on the maestro and his music included in the set.

**WAYNE KING WALTZES** (Victor P-171)

It's the familiar three-quarter time music of Wayne King making for a second volume of waltz favorites that the maestro has recorded over the years. The sugar-coated saxes and strings carrying the melodic theme, all the sides are instrumentals and the eight titles are everlasting favorites, taking in *Song of the Island*, *In Apple Blossom Time*, *Mexicali Rose*, *Maria Elena*, *Carolina Moon*, *Anniversary Waltz*, *Roses of Picardy* and *Till the Sands of the Desert Grow Cold*. For the dance lovers seeking out the waltz melodies. Records shipped without album cover for review.

**OLD FAVORITES**

(Borland Music Box R. B. 3)

This is an unusual set of three records that has rare old music boxes making the music for the old-time favorites, running the gamut from *Home Sweet Home* to *In the Gloaming*. Spinning exudes an old world charm and the album is definitely for connoisseurs. Tintype figures with the music box make for an attractive album cover design, inside page offering illuminating notes on the music that comes from these old music boxes.

**BRAHMS SONATA IN F MINOR**—

William Primrose and William Kapell (Victor DM-1106)

The first collaboration of violist William Primrose and pianist William Kapell, this is the first recording of Brahms' *Sonata in F Minor*. And the two recitalists play the composition with superb tonal beauty and skill, all done with the craftsmanship and seriousness one finds only rarely in chamber music performance. Set plays over three 12-inch records. Photos of the artists against their instrument figures makes for an attractive frontispiece, inside page printing notes on the composer.

**THE CITY SINGS FOR MICHAEL** (Disc 740)

An excellent song story that captures the rhythm and song of city streets. David Wayne, the leprechaun in *Finian's Rainbow*, tells the simple but dynamic story of little Michael, who finds his way to the store by identifying the familiar street sounds which Alex North has mirrored in his highly imaginative music, including a *Footstep Song* and a *Train Song*. Max Goberman conducts a small but capable crew that translates the street noises as music, and Sylvia Rosenthal, radio kiddie show scripter doing her first record chore, brings a fresh approach to kiddie sets that should do the label real proud. Photo portrait of a young boy makes for an entirely human album cover with the script covering the inside pages. Two records in the set. A must for junior.

**GOLDBLOCKS AND THE THREE BEARS** (Columbia MJ-36)

David Allen taking all the voices, and Curtis Biever conducting his original descriptive music, turns in a good all-round job in telling the familiar story of *Goldilocks and the Three Bears*, which was adapted for this two-record set by Nancy Sokoloff. It's a soft-back album with a descriptive drawing on the front page and the story script covering the two inside pages.

**SONG STORIES**—Lyn Duddy (Sonora MS-486)

Lyn Duddy has fashioned three familiar fairy tales as rhythmic song stories without losing the story content. Much in the manner of a Walt Disney sound track, the three records turn out tuneful and lyrical adaptations for *Jack and the Beanstalk*, *Cinderella* and *Hansel and Gretel*. Young Joan Lazer and Richard Leone carry the story threads, with the music composed and conducted by Archie Bleyer. Duddy's fanciful lyrics are sung by the Mullin Sisters, Betty Mulliner, Irene Hubbard and Miriam Wolfe, and the entire production stacks up strong as juvenile musical entertainment. Front cover combines the story figures from the three fables with photos of the performers on the two inside pages plus notes on Duddy's capabilities, apparent in the spinning, by nitery columnist Earl Wilson.

**PRAYERS AND POEMS**—Francis Cardinal Spellman (Victor M-1097)

Francis Cardinal Spellman reads six of his prayers and poems for three 12-inch records making up this attractive set. Recites his pieces in simple style and clear voice, tho their content is often moving and emotional. Moreover, they have a broad appeal for all religious denominations. Selections, some which deal with his wartime experiences, are *The Risen Soldier*, *Prayer for Children*, *Resurrection*, *No Greater Love*, *Our Sleeping Soldiers* and *Prayer for Our Times*. Kodachrome photo of the cardinal grouped with small children makes for a most attractive album cover. Royalties will go to the New York Foundling Hospital.

**REFORMATION SYMPHONY**—

Sir Thomas Beecham, Bart. (Victor DM-1104)

Sir Thomas Beecham, Bart., conducting the London Philharmonic, gives a first-rate performance for Mendelssohn's *Fifth* (reformation) *Symphony* which was originally planned by the composer as a festive piece to celebrate the 300th anniversary of the framing of the Lutheran Church Creed. While the music is liturgical, it is also majestic and played so by the symphony orchestra, and especially welcome for those interested in sacred music. Recorded in Europe, the symphony takes seven 12-inch sides, with the last side devoted to Mozart's *Titus Overture*. Frontispiece is a colorful drawing of a cathedral and the figure of Martin Luther, with notes on the music printed on the inside page.

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**HOW TO PLAY BASEBALL—Joe E. Brown (Victor Y-351)**

In straight-forward fashion, reserving his comedy merely to bridge the sides, movieland's Joe E. Brown goes to the ball park with a youthful companion. And over the two 12-inch vinylite sides he explains the fundamentals of the popular pastime and the responsibilities of each player on the team to the youthful Elmer with him, played by young Cornelius Peeples. Commentary, which is entirely educational and entirely without entertainment value, is by Dick Fischel. Len D. Warren's illustrations, covering the inside page and an additional two-page insert, tell as much as Brown's gabbing on the records. Picture and caricature of Brown makes for the cover design. Likely as not, junior will pick up the rudiments of the game from the sandlots without recourse to this text-book record set.

**THE ORIGINAL HURTADO BROTHERS (Black and White A 69)**

Since the name of Hurtado has long been associated with the history of the marimba, this eight-sided collection of marimba music by the Hurtado Brothers is particularly interesting. Sebastian Hurtado, father of the four brothers heard here, is credited with first introducing the one-keyboard marimba to Mexico in 1894, as well as developing the crude one octave Mayan Indian instrument to the perfected twin-keyboard, five and a half octave stage. Those interested in marimba band music making will find authentic material between these flaps. Items heard include *Paquita* (bolero), *Solamente una Vez* (bolero), *Adelita Linda* (bolero), *Rumbarimba* (rumba), *Porque Enganar* (waltz), *Que Quieres Mas de Mi* (bolero) and *Los Altos Tren*. Because of its specialized nature album's appeal is limited to followers of unadulterated south-of-the-border music. Phono ops may find suitable material here for language locations. Red and black cover bears Aztec design.

**ROCK OF AGES (Decca 285)**

A collection of nine favorite hymns on four records, played by Jesse Crawford at the grand organ with Harry Breuer on chimes and vibraharp. All standard hymns, with such familiars as *Rock of Ages*, *Nearer My God to Thee* and *Faith of Our Fathers*. Music is all sacred and solemn and the set is intended primarily for funeral parlors and church meetings. *Rock of Ages* is illustrated to make for the cover design.

**SONG OF THE STEPPES—Sidor Belarsky (Victor S-49)**

The basso voice of Sidor Belarsky, resonant thruout its wide range, captures the true expression of the descriptive Russian folk music contained in this set. Offers nine Slavic melodies over the four records—songs of work, pleasures and hope, and all marked by esoteric harmonies, rhythms and melodies. Music conducted by Mischa Borr makes Belarsky's virile singing all the more exhilarating. Records shipped without album cover for review.

**MENDELSSOHN'S ITALIAN SYMPHONY—Dr. Heinz Unger (Decca EDA-1)**

This is the first issue of Decca's London recordings that feature full frequency range in the recording so that all the notes and the overtones are captured on wax. Moreover, the pressings are on vinylite, an added incentive for the disk buyer. But more important, the music packaged here is important, bringing an exceptionally fine reading of Mendelssohn's *Symphony No. 4*, popularly known as the *Italian Symphony*, as played by the National Symphony Orchestra of London conducted by Dr. Heinz Unger. The symphony is rich in melody and stirring rhythms and the orchestra plays it with bril-

liance and exuberance. Takes seven sides of the four 12-inch records, the eighth side devoted to Mendelssohn's familiar *War March of the Priests*, played by the London Symphony, conducted by Anatole Fistoulari. Album cover is a neatly arranged title page and an eight-page descriptive booklet is included with the set.

**BACH CANTATA No. 4—Robert Shaw (Victor DM-1096)**

One of Bach's finest cantatas, popularly known as *Christ Lay in the Bonds of Death*, gets its first domestic recording with Robert Shaw sensitively directing the RCA Victor Chorale and Orchestra to bring out all of the beauty and dramatic power contained in this superb choral piece.

The chorus sings with unparalleled clarity and balance to make for an admirable performance. And the orchestra responds as well. Truly an inspirational choral set taking in four records. Sacred figure makes for the front cover design, with the English and German lyrics of the cantata text, originally written by Martin Luther as a Lutheran congregational hymn, printed on the inside page.

**LITTLE RED RIDING HOOD (Columbia MJ-35)**

David Allen gives a fine once upon a time reading, carrying the voice changes for this familiar fable. Talks down to the youngsters and his effectiveness is enhanced by the descriptive music provided by Curtis Bieber.

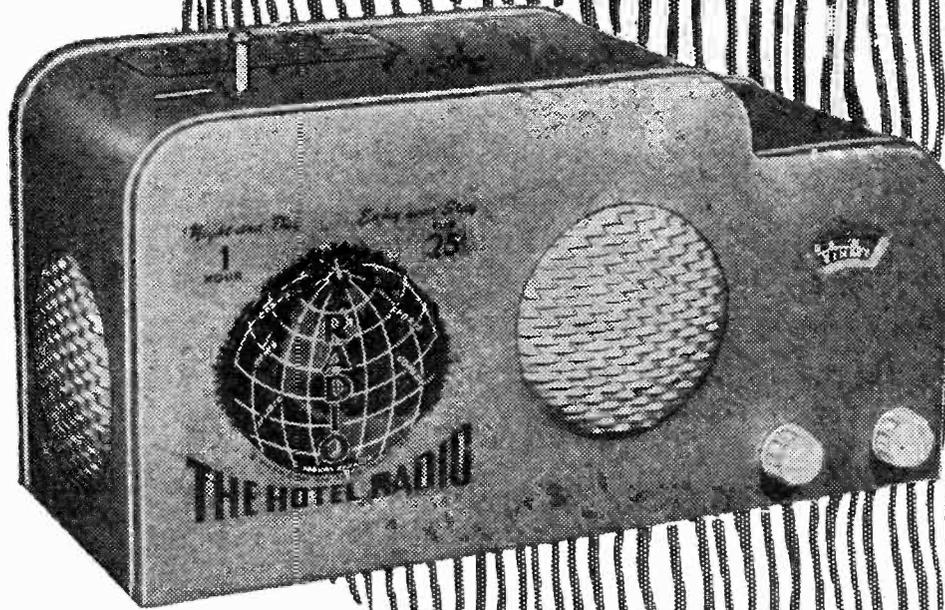
Takes two records, set in soft-back album with descriptive drawing illustrating the story on the front cover and the story synopsis on the two inside pages.

**RUSSIAN EASTER OVERTURE—**

Eugene Ormandy (Columbia MX-276)  
Rimsky-Korsakoff's *Russian Easter Overture*, rich in melody and color, is given a first-rate and sonorous recording by the Philadelphia Orchestra under the direction of Eugene Ormandy. Takes two 12-inch records and is a welcome addition to the music lover's record library. Album cover is as colorful as the music, showing a mosque motif, with photo of the conductor and notes on the music for the inside page.

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Army & Navy	35				
Thumbs Up	30				
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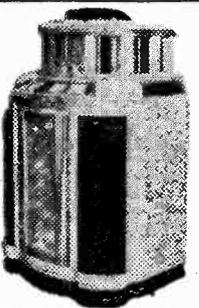
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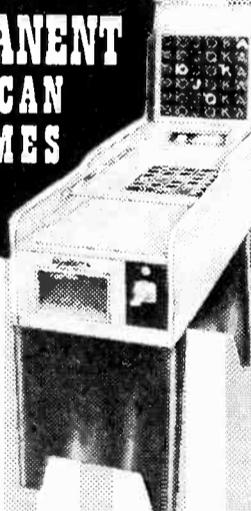
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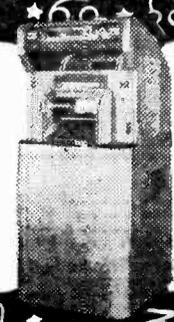


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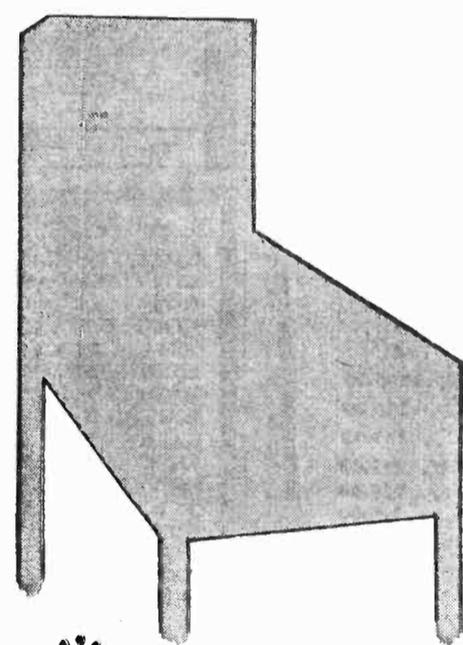
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JENNINGS SILVER MOON, P.O., 5¢	95.00

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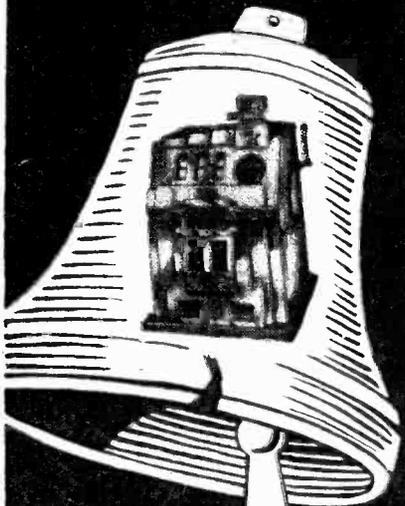
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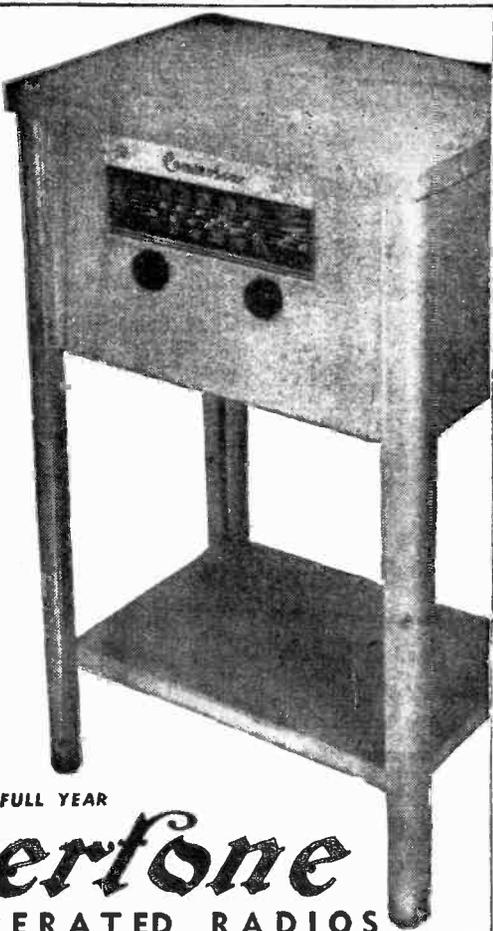
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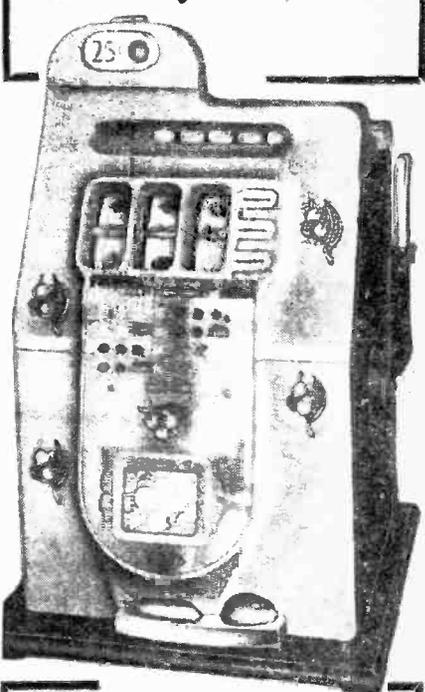
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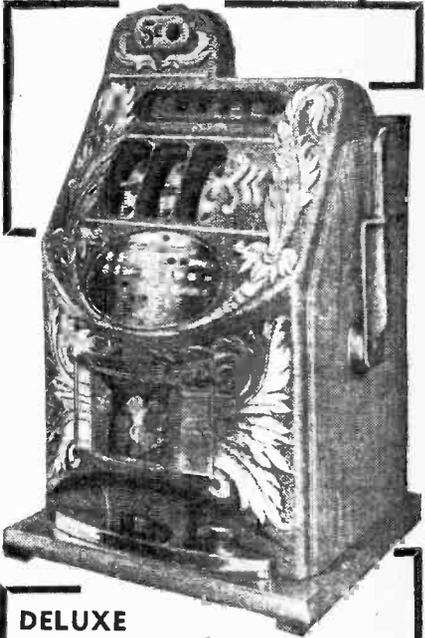
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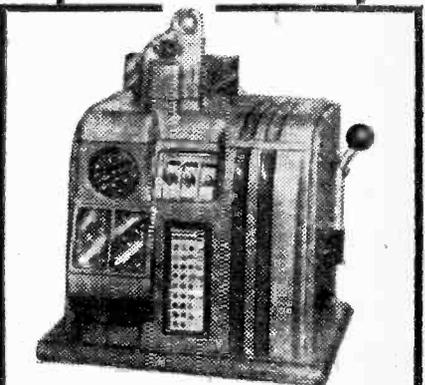
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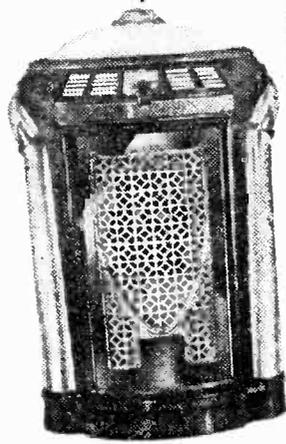
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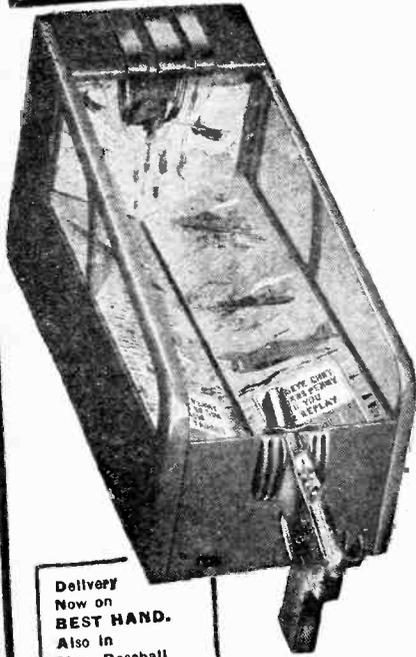
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Score Models.

## NOW DELIVERING GOTTLIEB MAISIE DAILY RACES • Deluxe GRIP SCALE

Exclusive Gottlieb Distributors in Florida and Cuba  
FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



**FLORIDA AUTOMATIC SALES CORP.**  
830 WEST FLAGLER ST.  
MIAMI, FLORIDA

All Phones:  
3-6221

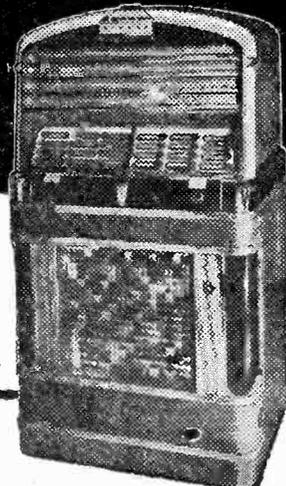
JACKSONVILLE, 60 Riverside Ave. Phone 3-0611  
TAMPA, 115 South Franklin St. Phone 3856  
HAVANA, CUBA

IT'S ALWAYS  
**"fiesta" TIME**

WHEN MUSIC OPERATORS  
MAKE THEIR COLLECTIONS

FROM THE

**Aireon fiesta**  
DE LUXE



EXCLUSIVE DISTRIBUTOR IN:

**MULLIGAN DISTRIBUTORS, INC.**  
1400 FIFTH AVENUE

PITTSBURGH, PENNSYLVANIA



STILL DELIVERING

KEENEY'S

- ✓ ONE WAY
- ✓ TWO WAY
- ✓ THREE WAY

## BONUS SUPER BELL

THEIR INCREASING POPULARITY  
ARE INCREASING PROFITS DAILY!  
ORDER YOURS TODAY!

### WE'VE GOT PARTS

A complete line of parts  
at wholesale for operators.  
Music parts, game parts,  
any part you want any  
time you want it. No  
matter how hard to get,  
we'll get it for you. No  
order too large or too small.

## BELL MACHINES

COMPLETELY REBUILT AND REFINISHED IN OUR OWN SHOP!

5c Club Consoles . . . . .	\$150.00	25c Jennings Goose Neck . . .	\$ 25.00
5c Copper Chrome . . . . .	99.50	25c Caille . . . . .	22.50
5c Black Diamond . . . . .	130.00	Vest Pockets, B & G, Refinished . . . . .	32.50
5c Gold Chrome . . . . .	99.50	Vest Pockets, S & G . . . . .	59.50
5c Black Cherry Bell, Rebuilt . . . . .	92.50	Columbia Bell, '46 Model, Like New . . . . .	85.00
25c Gold Chrome . . . . .	109.50	50c Bonus Bell, Rebuilt . . .	325.00
25c Gold Chrome, Hand Load . . . . .	134.50	New Mills Stands for Bell Machines . . . . .	22.50
25c Silver Chrome . . . . .	129.50	New Double Safe Stands, Revolve Around . . . . .	170.00



## ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800



## AUTOMATIC COIN— HEADQUARTERS

FOR SLOTS

Authorized Distributor for MILLS Slots and Phonographs

BRAND NEW MILLS VEST POCKETS . . . . . \$65.00 EACH LOTS OF 10

BRAND NEW  
MILLS  
3-BELLS  
\$645.00

BRAND NEW  
Downey-Johnson  
Coin Counter  
\$217.50

BRAND NEW  
EVANS  
BANG TAILS  
J. P. WRITE

RECONDITIONED MILLS LATE HEAD JUMBO, P. O. . . . . \$69.50

### SPECIALS ON QUALITY REBUILT MACHINES

#### SLOTS

Jenn. 5¢ 4-Star Chief \$	79.50
10¢	84.50
Jenn. 5¢ Silver Club	94.50
10¢	99.50
Mills Brown Front, 5¢	109.50
10¢, \$114.50; 25¢	119.50
Mills Gold Chrome, 5¢	139.50
10¢, \$144.50; 25¢	149.50
All used machines perfectly reconditioned by expert mechanics.	

#### 5-BALL FREE PLAY PIN GAMES

Four Diamonds . . . . .	\$49.50	Bolaway . . . . .	\$69.50
Jungle . . . . .	59.50	Show Boat . . . . .	59.50
Venus . . . . .	59.50	High Hat . . . . .	59.50
Genco Defense . . . . .	49.50	Spot Pool . . . . .	49.50
Gottlieb Champ . . . . .	49.50	Genco Victory . . . . .	59.50
Oklahoma . . . . .	89.50	Gun Club . . . . .	49.50
Midway . . . . .	89.50	Exh. Big Parade . . . . .	69.50
Grand Canyon . . . . .	89.50	'41 Snappy . . . . .	49.50
Sun Valley . . . . .	89.50	Zig Zag . . . . .	49.50
Flat Top . . . . .	89.50	Spot A Card . . . . .	49.50

ALL USED MACHINES PERFECTLY RECONDITIONED BY EXPERT MECHANICS.

WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D.

## 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, Iowa



Our weekly **SUPERSPECIAL** is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad **EARLY** every week.



**LUCKY BUYER**—Issue of 5/24/47 was **J. K. YEATMAN**  
Sandy Springs, Md.  
He Got **DOUGH BOY**, \$5.00

**CONSOLES**

5¢ Keeney Super Bell, FP/Comb. ....	\$ 82.50	5¢ 1941 Evans Galloping Domino, PO	\$ 88.50
25¢ Keeney Super Bell, FP/Comb. ....	109.50	5¢ Bally Draw Bell	310.00
5-5¢ Keeney Twin Super Bell, FP/Comb.	139.50	5¢ Bally DeLuxe Draw Bell	WRITE
5-25¢ Keeney Twin Super Bell, FP/Comb.	199.50	5-5¢ Bally Triple Bell	WRITE
5¢ Keeney Bonus Super Bell, FP/Comb.	WRITE	5¢ Bally Club Bell, FP/Comb.	89.50
25¢ Keeney Bonus Super Bell, FP/Comb.	WRITE	5-5¢ Duo Bell, FP	179.50
5-5-5-5¢ Keeney Four-Way Super Bell, FP/Comb.	250.00	5¢ Paces Reels, W/Rails	37.50
5¢ 1946 Evans Bangtalls, FP/JP/Comb.	WRITE	5-25¢ Paces Twin Reels, PO	119.50
5¢ 1946 Evans Bangtalls, PO/JP	WRITE	5¢ Paces Saratoga, W/Rails, FP/Comb.	44.50
5¢ 1946 Evans Galloping Domino, FP/JP/Comb.	WRITE	5¢ Paces Saratoga, W/Rails, W/Skill Field	44.50
5¢ 1946 Evans Galloping Domino, PO/JP	WRITE	5¢ Silver Moon Totalizer, FP	44.50
		25¢ Silver Moon Totalizer, FP	59.50
		5¢ Bob Tail Totalizer, FP	49.50
		5¢ Big Top, FP	49.50

**ARCADES**

Mills Panoram, Best Solo-Vue	\$295.00	Red Ball, LIKE NEW	\$179.50
Stands for Mills Panoram	10.00	Bowl "O" Ball, 14", Floor Sample	189.50
Bally Defender	69.50	Bowl "O" Ball, 6", Floor Sample	189.50
Genco Whizz, W/Stand, FP	85.00	Supreme Skeeroll, 10", Floor Sample	189.50
Mutoscope Sky Fighter	99.50	Gottlieb Gripper, NEW	39.50

**MUSIC**

Seeburg Hi-Tone, 8200	\$199.50	Wurlitzer 616 (110V Direct Current)	\$135.00
Seeburg 8200, ESRC	290.00	Wurlitzer 950	419.50
Seeburg 8800, ESRC	295.00	Rock-Ola RM-16, Illum. Cab.	95.00
Alrean, LIKE NEW	495.00	Rock-Ola RM-16, Plain	85.00
Wurlitzer Twin, 16 H/A, OK for Re-mots or Measured Muslo	295.00	Rock-Ola Windsor, Plain	100.00
		Rock-Ola Commando	189.50

**ONE BALLS**

Dark Horse	\$ 29.50	Record Time, needs back glass	\$ 60.00
Thorobred	174.50	Big Parlay	WRITE
Club Trophy, FP	99.50	Daily Races	WRITE

**COUNTER GAMES**

American Eagle, FP, Non-Coin Oper.	WRITE	Kicker & Catcher, NEW	\$ 37.50
NEW	WRITE	Gusher, 5¢, NEW	39.50
1¢ Mercury, Cig. Reel, Used	\$ 19.50	Bouncer, NEW	WRITE
Daval Free Play, Used	39.50	Pop-Up, NEW	WRITE
Daval Free Play, NEW	WRITE	Whirl-A-Ball, NEW	47.50

**BRAND NEW A. B. T. CHALLENGERS**

1-5	\$49.50	6-11	\$47.50	12-Over	\$45.00
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ON HAND FOR IMMEDIATE DELIVERY

MAIN OFFICE:

33 D STREET, N. W.  
WASHINGTON 4, D. C.  
DISTRICT 0500

TERMS: DEPOSIT, BALANCE C. O. D.



BRANCH OFFICE:

2505 N. CHARLES ST.  
BALTIMORE 18, MD.  
BELMONT 8189

**CROSS FIRE**

**EXHIBIT'S GREATER ACTION GAME**

MEMBER **Ask Any Operator** OR YOUR DISTRIBUTOR

**EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST., CHICAGO 24, ILL.**  
(ESTABLISHED 1901)

**"THE NEW DOUGLASS AUTOMATIC SHOESHINER"**  
SAFE—DEPENDABLE—SIMPLE



**DIMENSIONS EACH MACHINE—18" WIDE, 30" LONG, 38" HIGH**  
A unit consists of Two Machines. One for Black Shoes and one for Brown or Tan Shoes. Each Machine takes in 10¢ per Shine in One Minute which increases Income per location.

**SHIPMENTS BEING MADE NOW BY OUR FACTORY. ORDER TODAY FROM YOUR DISTRIBUTOR FOR EARLIEST DELIVERY**

Seattle Coin Machine Co., 3225 Western Ave., Seattle, Wash.  
Island Distributing Co., 2502 39th St., Galveston, Texas.  
Progressive Distr. Co., 1055 Baronne St., New Orleans, La.  
United Cigarette Co., 225 East First St., Fond du Lac, Wis.  
Shine Distributing Co., 2832 East 16th St., Long Beach, Calif.  
1/3 Down Payment—Balance Sight Draft Bill of Lading.

**PARENT DISTRIBUTING CO. (National Distr.)**

600 16TH STREET

(Certain State Territories Still Available)

OAKLAND 12, CALIF.

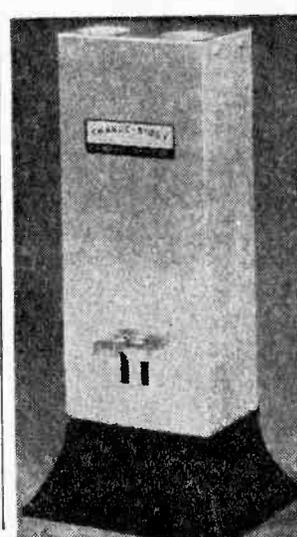
**WANTED 200 USED LATE 5 BALL GAMES**

WILL GIVE GOOD TRADE-IN ALLOWANCE ON NEW GAMES.  
SEND LIST AT ONCE.

**MID-STATE CO., 2369 Milwaukee Ave., Chicago 47, Ill.**

**Exhibit's CROSS FIRE**

Art Work and Silk Screening by **ADVERTISING POSTERS CO.**  
2845 W. Madison Street • Chicago 24, Illinois



**Something New! in COIN CHANGERS**

- ATTRACTIVE—Polished Aluminum & Plastic.
- STURDY—All metal mechanism—Entirely new principle. 11" high. 5 1/2" x 4 1/4" base.
- RELIABLE—Accurate count—can't miss.
- CAPACITY—\$12.00 in Nickels.

List Price **\$15.00**

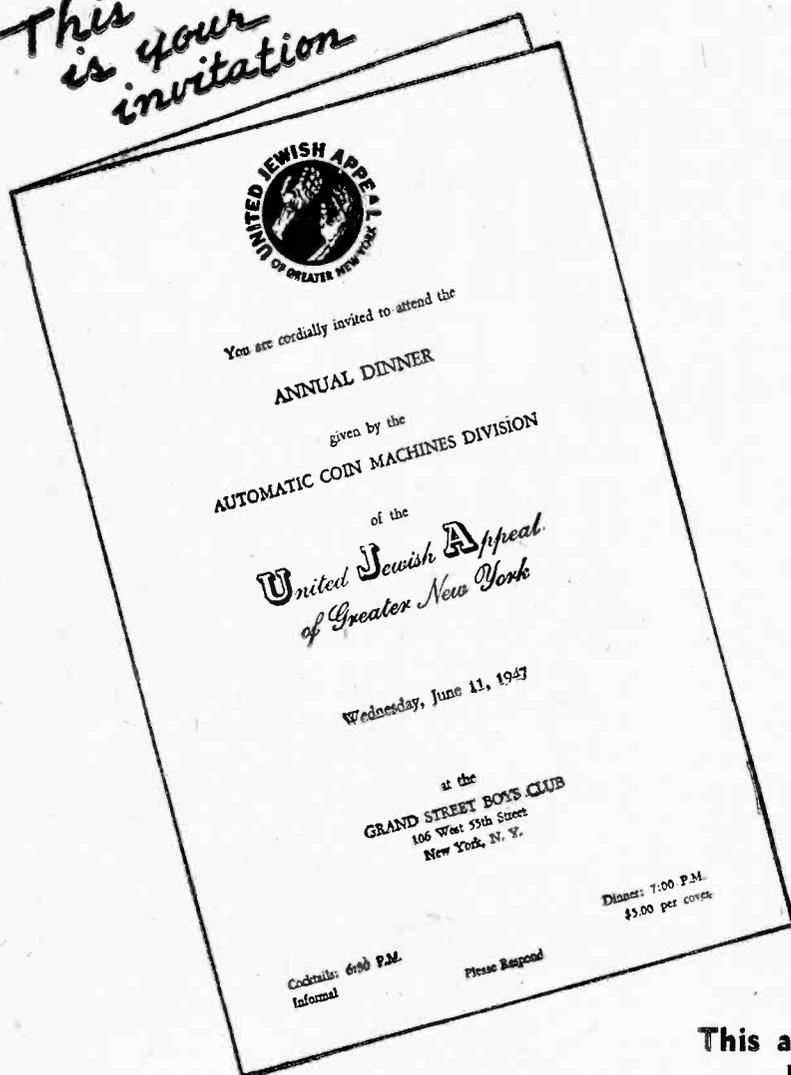
Discounts to Jobbers and Distributors

**CHANGE-RIGHT CO.**

P. O. Box 2017

Portland 14, Oregon

*This is your invitation*



## Passport To Life

"I have been a stranger in a strange land."... Genesis.

Strangers in a land turned strange after centuries, Europe's surviving Jews seek a home.

They have survived a tempest of death and a hurricane of destruction.

They want to live again.

But their rescue is not yet complete. We remain their only salvation.

We have preserved them. But that is not enough... we must be their lifeline to a new life, secure and free from fear.

As we have preserved them, we must preserve that life—which is our life—in which "liberty and the pursuit of happiness" are guaranteed. We must be alert, vigilant sentinels of democracy.

The United Jewish Appeal is their PASSPORT TO LIFE and our ARSENAL FOR FREEDOM.

### This advertisement is sponsored by the Executive Committee of the AUTOMATIC COIN DIVISION

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MAX SCHAFER  
Radio Amusement Corp.  
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County Enterprises, Inc.  
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Commercial Music & Vending  
MAX WEISS  
M. W. Vending Co.

Please mail reservations to

## AUTOMATIC COIN DIVISION UNITED JEWISH APPEAL OF GREATER NEW YORK

250 WEST 57TH STREET

NEW YORK 19, N. Y.

# Seeburg

DEPENDABLE MUSIC SYSTEMS  
WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR  
WISCONSIN AND  
UPPER MICHIGAN

## LONDON HOLDS THE LINE!

PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

### PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Like New	\$149.50
Mills Empress, Excellent Shape	175.00
Wurlitzer 42/600, Victory, Completely Reconditioned	149.50
Wurlitzer 616 Lite-Up, Excellent Shape	89.50
Wurlitzer 500K, Like New	225.00
Wurlitzer 600K, Reconditioned	225.00
Wurlitzer 600-R, A-1 Condition	200.00
Rock-Ola Super, Like New	225.00
Rock-Ola Windsor, Excellent Condition	139.50
Rock-Ola Monarch, Like New	139.50
Rock-Ola Standard, Perfect	174.50
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape	149.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Classic, Completely Reconditioned	239.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	335.00
8800 or 9800, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

### PHONOGRAPH ACCESSORIES

WS2Z Seeburg Wireless Wallomatic	Write for Prices
DS20-1Z Seeburg 3-Wired Wallomatic	Write for Prices
Seeburg Wired Speakorgan	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes	10.00
Keeney Bar Boxes	5.00
Spectravox, Like New	64.50

### MISCELLANEOUS

Goalee, Chicago Coin, Like New	\$174.50	Chicago Metal Double Safe	
Chicago Coin Hockey, A-1 Condition	119.50	Stands, Crackle Finish, Reinforced Type	\$64.50
Keeney Anti-Aircraft, Brown	49.50	Bally Alley, Like New	69.50
Keeney Air Raider, Like New	89.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Champion Hockey	39.50	Mills Owl	15.00
Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Defender, excellent shape	99.50		
Bally Rapid Fire, Refinished and Reconditioned	94.50		

## DELIVERY NOW!

**GENCO**  
**ADVANCE**  
**ROLL**  
WITH  
Floating  
Roll-over  
Buttons!



WIRE!  
WRITE!

Terms: 1/3 Deposit,  
Balance C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.



*S. L. London Music Co., Inc.*  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

## GENCO'S

# ADVANCE ROLL WITH FRB

★ Floating  
Roll-over  
Buttons

★ Floating Roll-Over  
Button—a new and  
exclusive innovation  
that automatically  
registers balls passing  
over it.



ORDER FROM YOUR NEAREST DISTRIBUTOR

**GENCO** BUILDS GREATER GAMES  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

# TWO GREAT HITS!



**WORLD'S GREATEST  
BASEBALL GAME!**

Life-like ball players  
run bases in back-  
board.

3-Coin Drop Chute  
takes 5c, 10c or 25c.  
Great play incentive.

Credit unit records  
advance payments  
and replays.



**ACTION LIKE A  
HURRICANE!**

"Come-on" that assures ter-  
rific play!

SCORES up to 950,000

**Williams  
MANUFACTURING  
COMPANY**

161 WEST HURON ST.  
CHICAGO 10, ILLINOIS



JOIN THE WILLIAMS HIT  
PARADE! ORDER FROM  
YOUR DISTRIBUTOR NOW!

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

## BEWARE!!!

### "TALKING GOLD"

PLASTIC GRILLE CLOTH  
IS BEING IMITATED

With Genuine "Talking Gold" you are assured of...

- Full Brilliant Color
- No Tarnish
- No Rub Off
- Perfect Tone
- Maximum Volume

"TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
<b>ROCK-OLA</b>			
Standard	\$2.55		

If your model is not listed above,  
write for further information.

**SPEEDWAY PRODUCTS, INC.**  
502 W. 45th ST.  
N.Y. 19, N.Y.

AL BLOOM  
President

Tel. LOngacre 5-0371

TALKING GOLD—TALKING GOLD—TALKING GOLD—

## BEAUTY AND THE LEAST

Yes, the least amount of trouble

THE NEW CORADIO is a beauty—  
without exception the most beautiful  
set on the market. There's no set  
trouble and its built-in National  
Slug Rejector Unit eliminates ALL  
coin trouble,

**CORADIO**  
COIN OPERATED RADIO  
108 W. 31st STREET, NEW YORK 1, N.Y. WISCONSIN 7-5902

CMI MEMBER

**PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS**  
 "There Is No Substitute for Quality"



Woolf Solomon

**LARGEST STOCK OF USED COIN OPERATED EQUIPMENT IN THE COUNTRY**

**PIN BALLS**

SKY BLAZER .....	\$ 49.50	EAGLE SQUADRON .....	\$ 79.50
YANKS .....	69.50	AIR CIRCUS .....	99.50
CAPT. KIDD .....	49.50	BOLOWAY .....	69.50
HOME RUN, '42 .....	59.50	SCHOOL DAYS .....	49.50
HI HAT .....	49.50	KNOCKOUT .....	79.50
GUN CLUB .....	49.50	SPORT PARADE .....	39.50
STREAMLINER .....	99.50	FLAT TOP .....	99.50
BIG HIT, 1 COIN .....	179.50	LEADER .....	39.50
BIG HIT, 4 COIN .....	219.50	PLAY BALL .....	49.50
YANKEE DOODLE .....	99.50	HOLLYWOOD .....	99.50
MARINES AT PLAY .....	69.50	LEGIONNAIRE .....	49.50
BIG PARADE .....	79.50	STRATOLINER .....	49.50
LANDSLIDE .....	39.50	SUPERLINER .....	195.00
KEEP 'EM FLYING .....	89.50	BOMBARDIER .....	69.50
JUNGLE .....	49.50	SPELLBOUND .....	175.00
MIDWAY .....	79.50	BOSCO .....	69.50
DEFENSE, GENCO .....	69.50	SENTRY .....	39.50
AMERICAN BEAUTY .....	79.50	KISMET .....	39.50
MUSTANG .....	59.50	ABC BOWLER .....	39.50
MARVEL BASEBALL .....	89.50	SPOT POOL .....	59.50
INVASION .....	79.50	PAN AMERICAN .....	49.50
DUDE RANCH .....	35.00	HOROSCOPE .....	49.50
ARGENTINE .....	49.50		

**NEW MACHINES — PROMPT DELIVERY**

EXHIBIT'S CROSSFIRE .....	\$299.50	GENCO PEE WEE .....	WRITE
BALLY ROCKET .....	279.50	CHI COIN GOALIE, NEW .....	\$319.50
UNITED'S HAVANA .....	299.50	COLUMBIAS, 1-5-10-25¢ .....	145.00
BALLY DOUBLE BARREL .....	279.50	DAVAL'S BUDDY CIG. REELS .....	33.00
WILLIAMS CYCLONE .....	309.50	DAVAL'S SKILL THRILL .....	57.50
OHI COIN KILROY .....	279.50	DAVAL'S GUSHER FRUIT, 1¢ .....	49.50
BALLY ENTRY, C.P. ....	595.00	DAVAL'S GUSHER FRUIT, 5¢ .....	54.00
BALLY SPECIAL ENTRY, F.P. ....	595.00	MARVEL'S POP UP .....	49.50
BOOMERANG .....	295.00	MILLS BLACK CHERRY BELLS .....	WRITE
A.B.T. CHALLENGER .....	65.00	MILLS GOLDEN FALLS .....	WRITE
ACE COIN COUNTERS .....	139.50	MILLS NEW BELLS .....	WRITE
AMUSEMATIC JACK RABBIT .....	475.00	MILLS NEW VEST POCKETS .....	74.50
BALLY DE LUXE DRAW BELLS .....	512.50	PINCH HITTER .....	459.00
BALLY SPECIAL ENTRY .....	WRITE	PREMIER SKEE ROLLS .....	395.00
BALLY TRIPLE BELLS .....	895.00	GOTTLIEB 3-WAY GRIPPERS .....	39.50
GENCO'S ADVANOE ROLL .....	495.50	NEW CHICAGO COIN BASKET- BALL CHAMP .....	499.50

**ONE-HALF CERTIFIED  
DEPOSIT  
WITH ORDERS**

**NEW AND USED QUALITY SLOTS AND SAFES**

5¢ BLUE FRONTS .....	\$ 79.50	REBULTS LIKE BRAND NEW	
5¢ BROWN FRONTS .....	99.50	5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH .....	\$205.00
10¢ BLUE FRONTS .....	99.50	10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH .....	210.00
10¢ BROWN FRONTS .....	109.50	25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH .....	215.00
50¢ BLUE FRONTS .....	250.00	(Drill Proof and Knee Action)	
50¢ JENNINGS CHIEFS .....	250.00		

**NEW REVOLVAROUND SAFES AND BOX SLOT STANDS**

Heavy Steel Custom Built Single and Double Revolveround Safes, Burglar Proof. Will take all makes Slot Machines. Bottom Door for Storage or Weights.

SINGLE SAFES .....	\$175.00	CHICAGO METAL REVOLVAROUND SAFES	
DOUBLE SAFES .....	225.00	DOUBLE UNIVERSAL .....	\$129.50
LOCK BOX STANDS .....	27.50	DOUBLE DELUXE .....	174.50
		TRIPLE DELUXE .....	275.00

**MUSIC**

SEEBURG 8200, R.C. ....	\$299.50	WURLITZER 850's .....	\$450.00
SEEBURG 8800, R.C. ....	299.50	WURLITZER 616's .....	89.50
ROCK-OLA STANDARD .....	225.00	WURLITZER 800 .....	249.50
SEEBURG ENVOY, R.C. ....	289.50	WURLITZER 500 .....	295.00
SEEBURG HIDEAWAY, R.C. ....	295.00	WURLITZER #125 WALL BOXES .....	32.50
AMI HIGHBOY, 40 SELECTIONS ..	495.00	WALLOMATICS, WS 2Z .....	29.50
SINGING TOWERS, 1945 .....	225.00	BAROMATICS, R.C. ....	42.50

**ONE BALLS, USED**

VICTORY SPECIAL .....	\$429.50	JUMBO, '44, C.P. ....	\$189.50
SPORT SPECIAL .....	139.50	VICTORY DERBY .....	329.50



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**ARCADE AND PARK EQUIPMENT**

TOTAL ROLL .....	\$275.00	LITE LEAGUE .....	\$250.00	AMUSEMATIC JACK- RABBIT (New) .....	\$475.00
PINCH HITTER (New) .....	399.50	DRIVEMOBILE .....	169.50	CHAMPION BASKET BALL, 1¢ (New) .....	74.50
BATTIN' PRACTICE .....	89.50	MUTO. PUNCH BAG .....	175.00	10 1/2 FT. SUPER SKEE ROLLS .....	WRITE
SKY FIGHTER .....	149.50	VOICE RECORDER .....	119.50	10 1/2 FT. PREMIER SKEE ROLLS .....	WRITE
AIR RAIDER .....	119.50	9 FT. SKEE ROLLS .....	109.50	12 1/2 FT. PREMIER SKEE ROLLS .....	WRITE
TOMMY GUN (Late) .....	109.50	GROETCHEN TYPERS .....	295.00	14 FT. WURL. SKEE ROLL, A-1 .....	289.50
WINDJAMMER .....	99.50	SCIENTIFIC BASE- BALL .....	99.50	14 FT. WURL. SKEE ROLL, Week Score .....	295.00
PANORAMS .....	275.00	14 FT. WURL. SKEE ROLL, A-1 .....	289.50		
RAPID FIRES .....	119.50				
CHICKEN SAMS .....	82.50				
UNDERSEA RAIDER .....	250.00				
CUSTARD MACHINES, 5 Qt. Cap. ....	\$595.00				
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate .....	\$795.00				

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**CONSOLES**

5¢ SUPER BELLS, Comb. C.P., F.P. .....	\$149.50	JUMBO PARADES, C.P., LATE .....	\$109.50
5¢ BALLY HIGH HANDS, Comb. ....	125.00	JUMBO PARADES, Comb. F.P., C.P. ....	139.50
25¢ BOBTAILS, F.P. ....	129.50	JUMBO PARADES, A-1, F.P. ....	78.50
5¢ BOBTAILS, F.P. ....	79.50	KENTUCKY CLUBS, A-1, C.P. ....	89.50
5¢ BIG GAMES, F.P. ....	69.50	KEENEY'S 2-WAY 5-25¢ SUPER BONUS BELLS .....	WRITE
25¢ PACES REELS, C.P. ....	149.50	KEENEY'S 3-WAY SUPER, 5-10-25¢ .....	WRITE
MILLS 4 BELLS, A-1 .....	295.00		
MILLS 4 BELLS, LATE HEADS .....	395.00		

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*Automatic Bowling Alley*

Spectacular new automatic pin-setting and automatic scoring bowling alley, an exact replica of a regulation bowling alley. Colorful electrical scoreboard shows frame being played and total score, as well as strikes and spares. Two dime coin chutes. 14 feet long, 33 inches wide, dismantles into two sections. Enormous earning power proved by actual operation for a full year at 30 various type locations. A thrilling new game with the strongest player appeal of any game invented.



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 ANY PLACE . . . ANYTIME . . . ANYWHERE!

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- BALLY CLUB BELL, P.O., 5c 159.00
- BALLY CLUB BELL, P.O., 25c 69.50
- FAST TIME, P.O., 5c 89.50
- FAST TIME, P.O., 25c
- MILLS 3 BELLS, Clean, Excellent Cond., Like New . . . 319.00
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- JENNINGS 10c SILVER CHIEF 89.00
- JENNINGS 5c VICTORY CHIEF 79.00
- JENNINGS 10c VICTORY CHIEF 89.00
- LIKE NEW 5c MILLS BLACK CHERRY BELLS, With Stand. 165.00
- NEW MILLS BLACK CHERRY BELLS, ORIGINAL

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- LINE-A-BASKET, New . . . 49.00
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**SPECIAL CLOSEOUT.**  
 DOUBLE BARREL—WIRE WHILE THEY LAST.

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**WRITE FOR PRICES IMMEDIATE SHIPMENT**



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New Back Stands, Single, Double and Triple Safes



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The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

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 \$74.50  
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# SUMMER TIME



The summer season is coming on and with people moving about after a long winter, you will probably find an increased desire to play your machines. To meet this new influx you should plan to replace your old equipment with new Mills Bells.

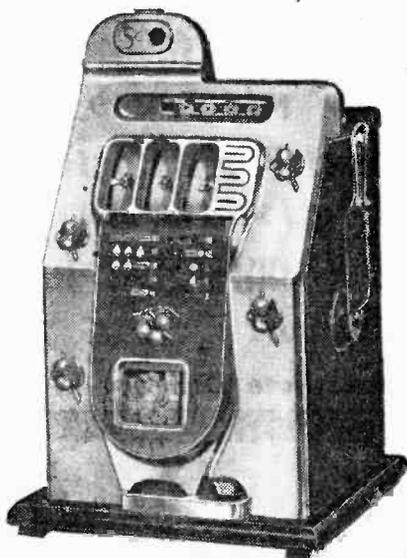
We realize that you have grown quite loyal to your Blue Fronts, Brown Fronts, War Eagles, etc., and we

are as proud as you are of the fact that these Mills machines are still running after long years of service, but you have to take into consideration the public's desire for new and different type machines to play. We offer for your consideration: *The Black Cherry*, *The Golden Falls*, *The Jewel Bell*.

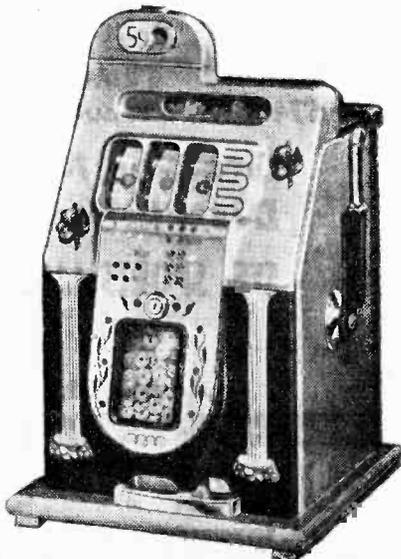
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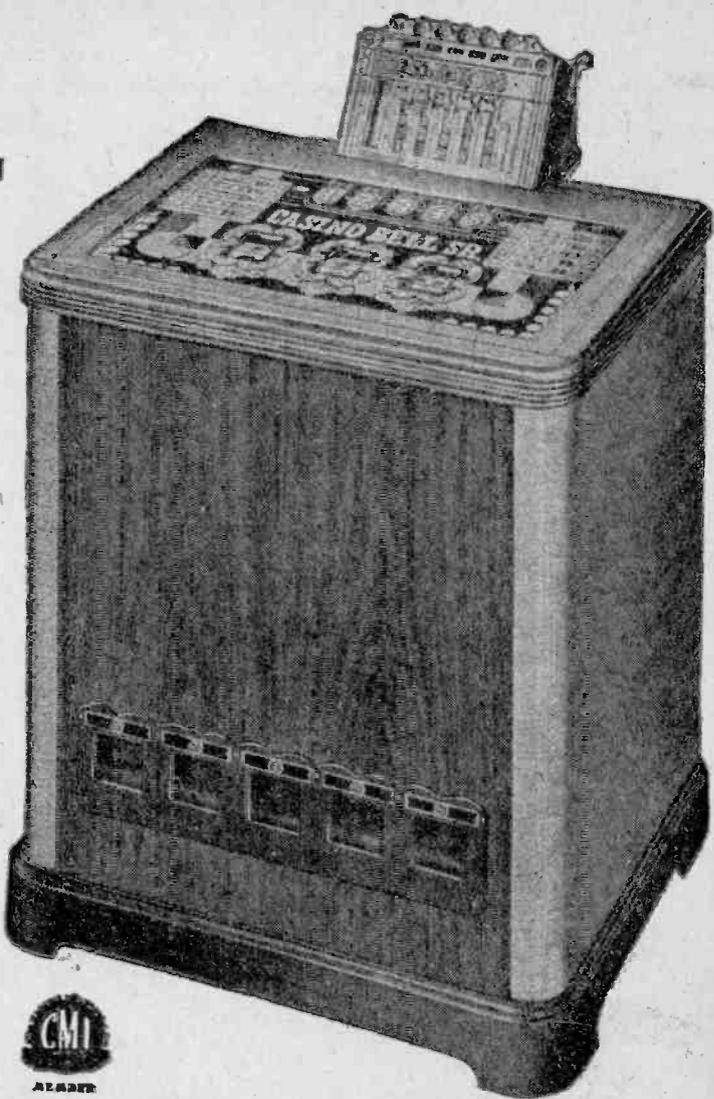
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Spectacular new automatic pin-setting and automatic scoring bowling alley, an exact replica of a regulation bowling alley. Colorful electrical scoreboard shows frame being played and total score, as well as strikes and spares. Two dime coin chutes. 14 feet long, 33 inches wide, dismantles into two sections. Enormous earning power proved by actual operation for a full year at 30 various type locations. A thrilling new game with the strongest player appeal of any game invented.



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HITCH YOUR CARRIAGE TO THIS STAR  
 Keeney's **HOT TIP** AUTOMATIC OR REPLAY

*New!*



The highest play-compelling odds and money-winning innovations ever offered 1-ball operators are here! Imagine! Odds start with 3-6-9 to draw the play away from other games. Keeney's New "Hot Tip" posts FREE "WIN" SECTION ODDS for a winning ball in Purse, Show or Place sections when corresponding flag light is on. HIGHEST ODDS of 12-15-18-42 lite up with "W-X-Y-Z" fully illuminated and remain lit until a winner is made. Lite up "HOT TIP" and you turn on HIGHEST ODDS of 12-15-18-42 in addition to ALL SELECTIONS and get the ball back for REPLAY at the SAME MULTIPLE until a winner is made. Big "SUPER SCORE" awards keep building up, too. Keeney's "Hot Tip" tops 'em all.

Bell machines and other 1-ball games give up beside its blaze of brilliant scoring opportunities. It's the best. The very best. Your Keeney distributor has it—take a tip—your next 1-ball game is "Hot Tip"!

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 "CAROUSEL"  
 at your Keeney distributor  
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2/5 OR 3/5 COMBINATION

FACTORY REBUILT — LOOK AND OPERATE LIKE NEW

\$150.00

5c PLAY

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 ANY THREE \$85.00

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- MISS AMERICA (Conversion)
- ATTENTION
- BOLOWAY
- CHAMP
- CROSSLINE
- DOUBLE PLAY
- GOLD STAR
- HOME RUN '40
- HOROSCOPE

- YOUR CHOICE \$39.50 EACH
- ANY THREE, \$115.00
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- SPOT POOL
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- SNAPPY
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- STRATOLINER
- SHOW BOAT
- VICTORY
- WILDFIRE

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- SUPER BELL \$99.50

FLAT TOP \$64.50
MIDGET RACES \$124.50
LAURA \$64.50
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STAGE DOOR CANTEN (Post-War) \$119.50
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WURLITZERS—MODEL 1015  
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**SHAFFER 100% RECONDITIONED PHONOGRAPHS  
PACK MORE QUALITY—COLLECT MORE PROFITS**

Seeburg 9800—R.C. ....	\$300.00
Seeburg 8800—R.C. ....	300.00
Seeburg 8800—E.S. ....	275.00
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Seeburg Commander—R.C. ...	265.00
Seeburg Envoy—R.C. ....	265.00
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Seeburg Maestro—R.C. ....	255.00
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Seeburg Casino .....	\$175.00
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Rock-Ola Commando .....	200.00
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10¢ MILLS BLUE FRONT	119.50
25¢ MILLS BLUE FRONT	129.50
5¢ BROWN FRONTS	119.50
10¢ BROWN FRONTS	129.50
25¢ BROWN FRONTS	139.50
VEST POCKETS, 1946 Model	59.50
25¢ QT., LATE, Glitter Gold Front	109.50
5¢ BLACK CHERRY, ORIG., 2-5	179.50
10¢ BLACK CHERRY, NEW, 3-5	225.00
5¢ BLACK CHERRY, REC.	149.50
10¢ BLACK CHERRY, NEW REB.	189.50
5¢ JENN. SILVER CHIEF	89.50
5¢ JENN. CLUB CONSOLE CHIEF	149.50
10¢ 4-STAR CHIEF	89.50
COLUMBIAS, J.P., 1946 MODEL	99.50
5¢ WATL. ROLATOP, \$79.50; 10¢	89.50
5-10-25¢ JENN. LITE-UP CHIEFS	Write
SLOT STANDS, Complete	17.50

**CONSOLES**

BAKER'S PACERS, D.D., J.P., NEW	\$395.00
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BALLY SUN RAYS, F.P.	89.50
5¢ BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COMB.	139.50
WATLING BIG GAME, 5¢, P.O.	89.50
5¢ PACE SARATOGA, SR.	89.50
BALLY BIG TOP, P.O. or F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD	89.50
JENN. SILVER MOON, F.P.	79.50
5¢ BALLY CLUB BELL	129.50
25¢ BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

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- 8— 5c KEENEY BONUS SUPER BELL ..... WIRE!
- 4— 25c KEENEY BONUS SUPER BELL ..... WIRE!
- 6— 5c BALLY DRAW BELL, Just Like New! .. \$319.50

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BAFFLE CARD	194.50	SOUTH SEAS	89.50	ALL AMERICAN	59.50
SPELLBOUND	189.50	RIVIERA	99.50	OPAMPS	59.50
FAST BALL	184.50	WAGON WHEELS	99.50	BOLAWAY	59.50
SUPERLINER	179.50	COVER GIRL	94.50	SHOW BOAT	59.50
STEP UP	169.50	ARIZONA	89.50	CAPT. KIDD	59.50
SUSPENSE	169.50	SANTA FE	89.50	VENUS	59.50
MIDGET RACER	149.50	OKLAHOMA	89.50	TOWERS	59.50
BIG LEAGUE	144.50	STREAMLINER	89.50	MIAMI BEACH	57.50
STAGE D CANTEN	134.50	5-10-20	84.50	ABC BOWLER	57.50
SURF QUEEN	134.50	MIDWAY-UNITED	79.50	'41 MAJORS	57.50
BIG HIT	129.50	BOSCO	79.50	INVASION	54.50
FLAT TOP	119.50	YANKS	79.50	SEVEN UP	54.50
FRISCO, F.S.	109.50	GENCO DEFENSE	74.50	PARATROOPS	54.50
SKY CHIEF	109.50	HI NAT	69.50	BOMBARDIER	54.50
LIBERTY, GOTT	109.50	TOPIC	69.50	TEN SPOT	54.50
AIR CIRCUS	99.50	SPOT POOL	69.50	DRUM MAJOR	49.50
BIG PARADE	99.50	GENCO VICTORY	69.50	MARINES	47.50
KNOCK OUT	99.50	GUN CLUB	67.50	BIG CHIEF	47.50
KEEP 'EM FLYING	99.50	BELLE HOP	64.50		

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

**ONE BALLS**

VICTORY SPECIAL	\$425.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 DERBY	119.50
RECORD TIME, F.P.	89.50
LONGACRE, F.P.	219.50
TURF KING, P.O.	169.50
JOCKEY CLUB, P.O.	159.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	89.50
LONGSHOT, P.O.	129.50
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	169.50
VICTORY DERBY, P.O.	310.00

**ARCADE**

MUTO. VOICE-A-GRAPH	\$875.00
TOTAL ROLL, LIKE NEW	375.00
EV. TEN STRIKE, 1947 MODEL	Write
EV. TEN STRIKE	35.00
EV. TOMMY GUN	94.50
EV. SUPER BOMBER	179.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	9.50
GENCO WHIZZ—Like New	39.50
EXH. CARD VENDOR	9.50
SHOOT TO TOKYO	79.50
CHICAGO COIN GOALEE—Like New	219.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	19.50
MUTOSCOPE SKY FIGHTER	129.50
RAPID FIRE	89.50
PITCHER & CATCHER	89.50
BALLY SKY BATTLE	119.50
EXH. HARMER STRIKER	87.50
ADVANCE SHOCKER	77.50
MAJOR LEAGUE BASEBALL	149.50
VICTORY STAMP VENDORS, NEW	24.50
ACE BOMBER	169.50

NOW—28,000 SQUARE FEET—TO SERVE YOU BETTER!

*Empire Coin* MACHINE EXCHANGE

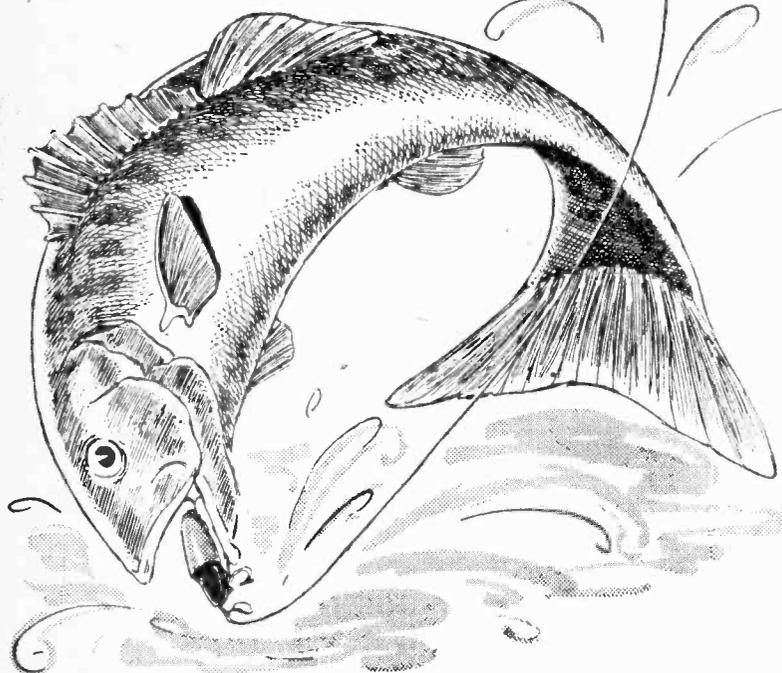
1012-14 MILWAUKEE AVE. ♦ PHONE: HUMBOLT 6288 ♦ CHICAGO 22, ILL.

*The Right tackle gets the big ones!*

**Seeburg** SCIENTIFIC  
DEPENDABLE MECHANISMS

**SOUND DISTRIBUTION**

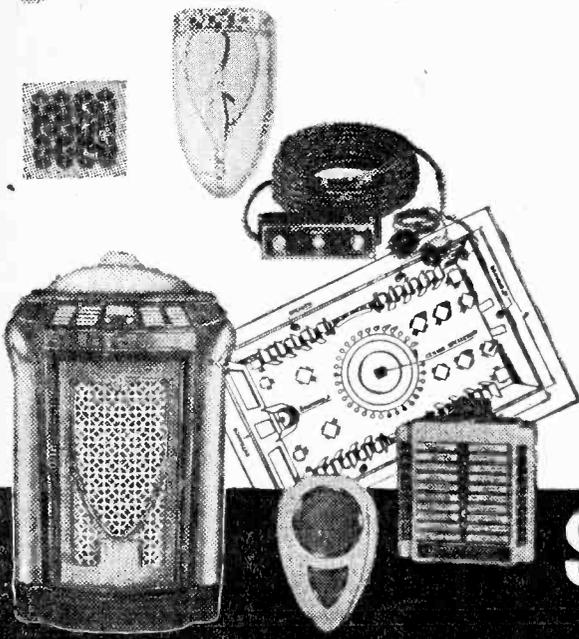
*lands the Big Locations*



Everywhere, you hear about the wonderful new Seeburg music systems . . . systems that mean greatest listening pleasure for customers . . . systems that reap greatest profits for operators! With a Seeburg Scientific Sound Distribution system . . . music is never too loud . . . never too soft. The volume is the same at every table . . . in every booth . . . when installed completely.

Seeburg has been first with every major development . . . and S. H. Lynch & Company, as exclusive Southwest distributor, has presented these new things with great pride. We're installing these definitely superior new music systems in the finest restaurants in the Southwest.

★ *Consult your nearest S. H. Lynch Office*  
★ *Stay ahead with Seeburg!*



**S. H. LYNCH & CO.**

*Exclusive Southwestern Distributors*

- ★ Dallas, Pacific at Olive
- ★ Houston, 910 Calhoun
- ★ New Orleans, 832 Baronne
- ★ San Antonio, 281 Broadway
- ★ Memphis, 1049 Union Avenue
- ★ Oklahoma City, 900 N. Western



**SAMCO OF SOUTHERN AUTOMATIC SAYS:**

*Warm up those cold locations with*

**EXHIBIT'S**

**CROSS FIRE**

**THESE FEATURES ARE HOT!**



**HIGH SCORING**  
with  
**WHOOPEE ACTION!**

**BIG MYSTERY POCKET**  
AND  
**TWO 5,000 BUMPERS**  
WITH CHANGING VALUE  
FOR SKILL SHOOTING AT  
TOP OF BOARD!

**4 BIG MYSTERY POCKETS**  
and **HIGH SCORE**  
**BUMPERS!**

•  
**CROSS-FIRE ACTION!**

•  
**MYSTERY-SPOT-EMS!**  
**SPECIAL SCORING LANES!**

•  
**LIVELY LAST-MINUTE CROSS-FIRE**  
**ACTION WITH DOUBLE**  
**MYSTERY POCKETS AND**  
**WHOOPEE SCORING BUTTON**

ORDER FROM  
**YOUR NEAREST**  
**"SOUTHERN"**  
**OFFICE**  
**NOW!**

**BUYS IN USED MUSIC EQUIPMENT:**  
**PHONOGRAPHS**

**WURLITZERS**

600 & 600A	\$175.00
500 & 500A	175.00
VICTORY MODEL 24	100.00
MODEL 780E	295.00
MODEL 850	395.00
MODEL 950	325.00

**ROCK-OLAS**

TWIN TWELVE HIDEAWAY	\$ 60.00
20 RECORD HIDEAWAY	75.00
MODEL 1420E	199.50
SPECTRAVOX	39.50
SUPER	175.00
12 RECORD MODEL B	69.50

**A. M. I.**  
SINGING TOWERS .....\$125.00

**SEEBURGS**

MODEL "H" 12 RECORD	\$ 89.50
COMMANDER	215.00
GEN	165.00
MAYFAIR	160.00
CONCERT GRAND	189.50
R.C. ENVOY	295.00
R.C. VOGUE	225.00
8200 CONVERSION	175.00
R.C. 9800	285.00
R.C. 8800	285.00
R.C. 8200	285.00

**MILLS**

THRONE OF MUSIC	\$125.00
EMPRESS	135.00

**AIREON**  
1200A (Like New) .....\$400.00

**ACCESSORIES**

SEEBURG 30 WIRE BRONZE COVER SELECTOMATICS	\$ 5.00
SEEBURG 3 WIRE 5¢ SELECTOMATICS, DS-20-1Z	14.50
SEEBURG WIRELESS 5-10-25 WALL BOX, WS-10Z	24.50
SEEBURG 3 WIRE 5-10-25 WALL BOX, DS-20-1Z	19.50
SEEBURG WIRELESS 5¢ WALL BOX, WS-2Z	29.50
THESE WALL BOXES ARE ETAIN SHRDL ETAOI SHRDL LL These Wall Boxes Are Thoroughly Reconditioned and Have Beautiful Chrome Finish Covers. A Real Buy!	
BUCKLEY 24 WALL BOX	\$ 5.00
ROCK-OLA SPEAKER 1807	39.50
ROCK-OLA WALL BOX	5.00
ROCK-OLA WALL BOX	27.50
ROCK-OLA BAR BOX	5.00

**CORRECTION**

In our ad last week  
the incorrect price  
was quoted on  
**KEENEY BIG PARLAY**

#430 WURLITZER SPEAKER With Wall Box Attached	\$49.50
WURLITZER WALL BOX, 120 & 100	5.00
BUCKLEY 20 WALL BOX	5.00

**TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT**

**SOUTHERN AUTOMATIC MUSIC CO. Inc.**  
**"THE HOUSE THAT CONFIDENCE BUILT"**



**MEMBER**

**SEEBURG**  
**DISTRIBUTORS**  
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**DAYTON • INDIANAPOLIS**  
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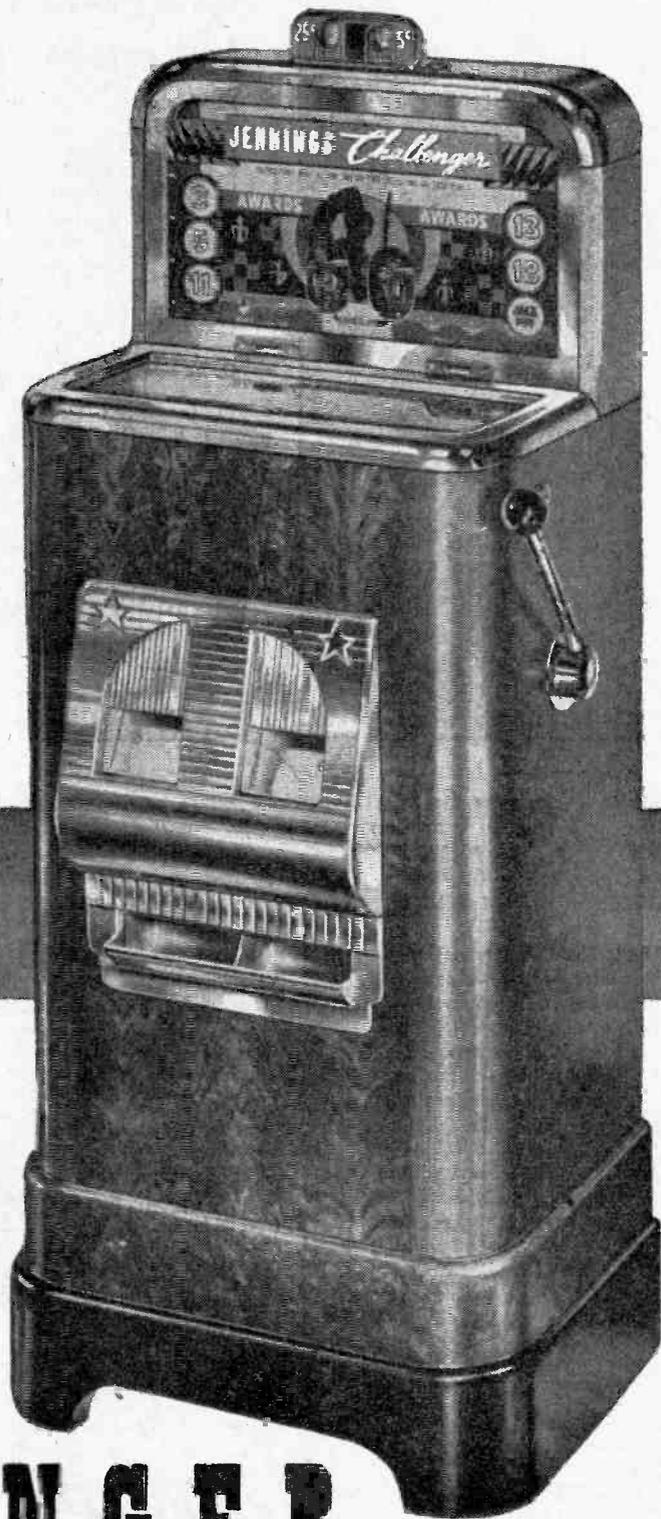
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**DISTRIBUTORS FOR ALL LEADING MANUFACTURERS**



*The Sensational  
Jennings*

TWIN - PLAY

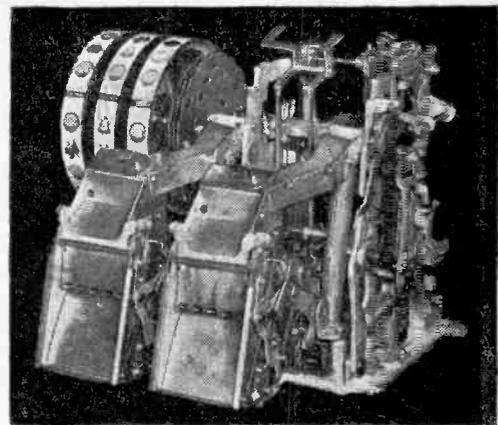
5c - 25c, 5c - 10c, 5c - 5c Play

**CHALLENGER**

*There is nothing finer in coin machines*

It's new! It's compact!\* It's from Jennings! Rich walnut finished cabinet blends beautifully with any surroundings. Flashing chrome jackpot draws greater player appeal. The Challenger actually has *two* coin chutes and *two* jackpots, but only *one* mechanism. And, of course, the same dependable fool-proof, trouble-free operation you have learned to expect from Jennings. The Challenger is by all odds the best console buy on the market today.

\* Needs little more floor space than a single machine . . . 23" x 17".



The same high grade quality mechanism found in Jennings Chiefs.

**O. D. JENNINGS  
AND COMPANY**  
4307-39 WEST LAKE STREET  
CHICAGO 24 • ILLINOIS

... The leader in the field for over 40 years ...

IT'S

# Bally

from COUNTER GAME  
to CONSOLE

## HEAVY HITTER

### REAL BASEBALL THRILLS

ball automatically pitched to player

Here's a game you can place by the dozens . . . by the hundreds . . . in your territory. Sensationally low price of HEAVY HITTER permits you to cover locations you are now passing up. Small size wins a welcome in busy, big-money spots which cannot use larger games. Baseball skill-play opens HEAVY HITTER to all territory. Simple mechanism insures rock-bottom service cost. Fast, fascinating action earns top profits month after month. Order HEAVY HITTER today.



OPERATE AS  
COUNTER GAME  
(15 in. by 27 in. space)  
OR WITH  
FLOOR STAND



## BALLY AND SPECIAL ENTRY

AUTOMATIC MULTIPLE REPLAY MULTIPLE

New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash" Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For quick delivery order today!

New  
BIG  
ODDS  
3-TO-1

## ROCKET

### 5 KICK-OUT POCKETS

### SCORES UP TO 490,000

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation. Order ROCKET today. CONVERTIBLE NOVELTY—FREE PLAY



CONVERTIBLE  
5-BALL  
OR  
3-BALL  
PLAY



## DeLuxe DRAW BELL

New  
EXTRA DRAW  
Feature

New  
SUPER  
SPECIAL  
Award

New luxurious console with EXTRA DRAW feature that permits players to deposit three, four, five coins per game. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. Nickel or Quarter play.

CONVERTIBLE  
AUTOMATIC-FREE PLAY

## TRIPLE BELL

### TRIPLE PLAY!

### TRIPLE PROFIT!

Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination—Nickel, Dime, Quarter.



CONVERTIBLE  
AUTOMATIC-FREE PLAY

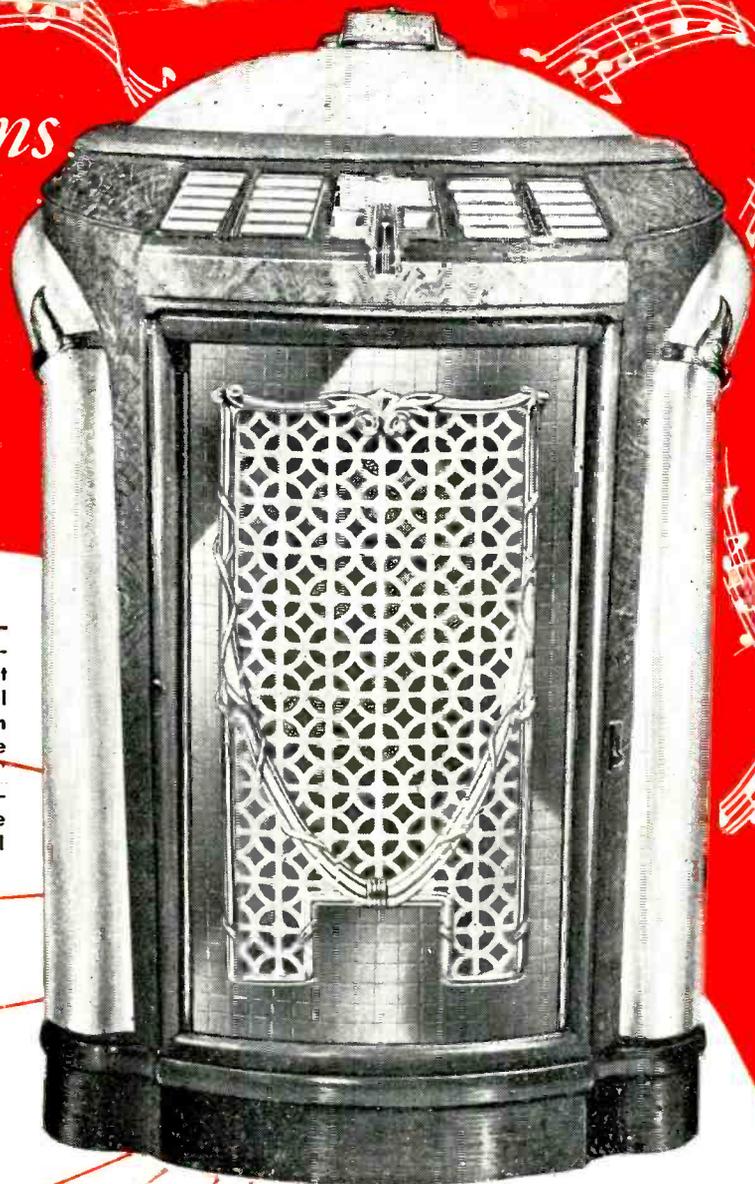


# Bally MANUFACTURING COMPANY

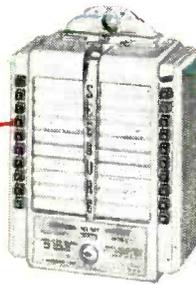
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# "TAILORED" Music Systems

- Nothing to *adapt*
- Nothing to *convert*



**WIRELESS WALLOMATICS** — No wires to phonograph necessary—plug into an electric light socket. Available with nickel coin chute or 5-10-25 cent coin chute. All 20 selections visible—no dials to turn—no "blind" listening to pre-arranged programs. Made of non-breakable steel, ivory baked-on enamel finish.



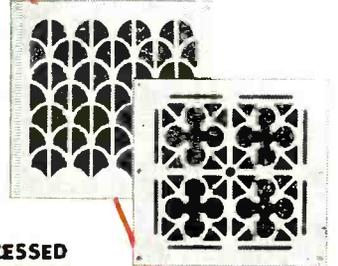
**THREE-WIRE WALLOMATICS** — Similar in design and construction to the Wireless Wallomatic but a three-wire cable runs to the phonograph. May be had with nickel coin chute or 5-10-25 cent coin chute. All 20 selections visible. Operate on 24-volt current provided by phonograph.



**THE SYMPHONOLA "1-17"** — A new beauty in appearance—dual lighting—fresh animation—all add up to the finest automatic phonograph ever offered the public. Separate amplifiers for the Symphonola and for the note speakers provide sound at just the right level throughout the location.



**PRE-AMPLIFIER AND PUBLIC ADDRESS SYSTEM** — An amplifier with its own tone and volume control. This permits using Symphonola speaker as a public address system. Music from phonograph and announcements on microphone may be mixed.



**RECESSED SPEAKERS**

The complete Seeburg line includes Recessed Speakers for wall and ceiling installation. Available with 8 and 12-inch impedance matched speakers that faithfully reproduce any volume of sound.



**MIRROR AND TEAR DROP SPEAKERS** — The Mirror Speaker is of beautiful plastic with baked lacquer finish, trimmed with blue mirrors and chromium. 12-inch impedance matched speaker. The Tear Drop Speaker is of plastic, baked-enamel finish, trimmed in chromium. 8-inch impedance matched speaker.

**DUAL REMOTE VOLUME CONTROL** — Volume of the Symphonola Speaker and all auxiliary speakers may be controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked, preventing change by unauthorized persons.



**AUXILIARY REMOTE CONTROL AMPLIFIER** — Ideal for large auditoriums or locations having many rooms. Effective at distances up to 1000 feet from the Symphonola. Operation of auxiliary amplifier is entirely separate from master amplifier.

# Seeburg

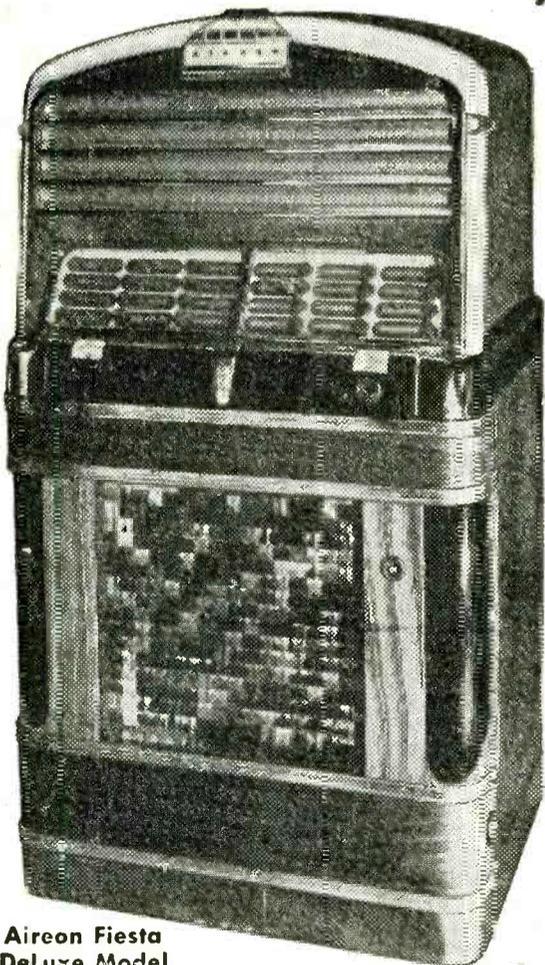
1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22, Ill.

America's finest and most complete music systems!



Your Invitation  
**TO fiesta TIME**  
 At All Aireon Distributors



Aireon Fiesta  
 DeLuxe Model

Viva La Fiesta! You are cordially invited to the Fiesta Time party given by your Aireon Distributor. His show room will be a gay rancho . . . with mardi gras streamers, confetti, gay Spanish lanterns, beautiful señoritas . . . and perhaps . . . a couple of chili peppers in sombreros and serapes serving tequila, or something.

It's the coming out party for Aireon's debutante, the new Aireon DeLuxe Fiesta model. We want you to see this new Aireon Electronic Sensation . . . hear it, play it, enjoy it. You'll marvel at its irresistible beauty. You'll be amazed at its 18% to 36% greater play appeal.

So . . . call the Aireon Distributor near you. Ask him the date of his Fiesta Time showing. Tell him, "Si Si Señor, I will be there."

**Aireon**  
 MANUFACTURING  
 CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kansas

In Canada: Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Que.

