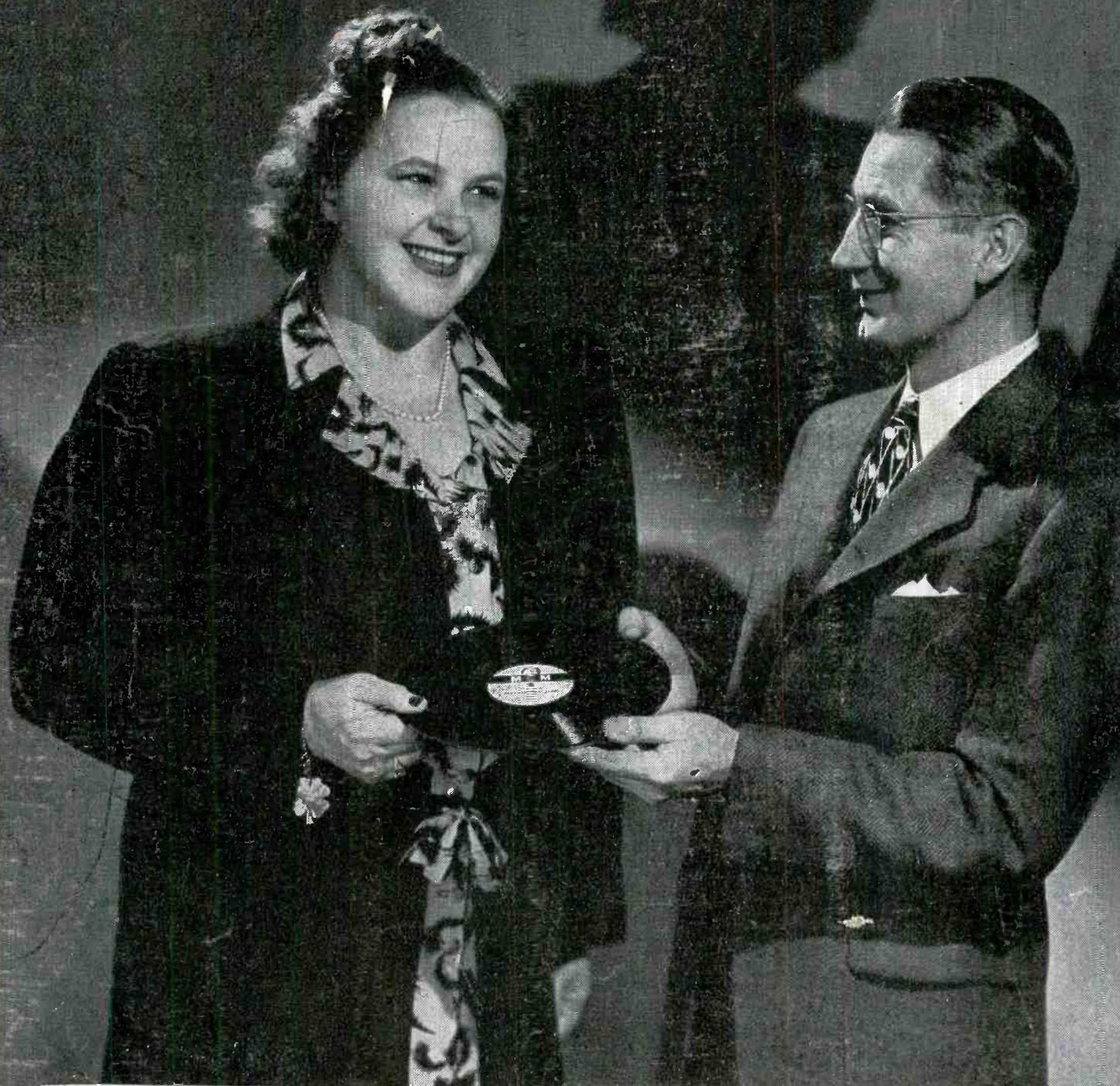


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MAY 3 1947 •



Kate Smith and Frank Walker, head of M-G-M Records, kick around some ideas after listening to Kate's "If I Had My Life To Live Over" on the new label. "Life" is getting a hearty dealer reception and the singer, Manager Ted Collins and Walker all look forward to a sock reception for her new pairing "After Graduation Day" (backed by "Dreams Are a Dime a Dozen"). "Graduation" in the opinion of keen trade observers may duplicate Kate's smash success with "Sigma Chi" years ago. And talking of years, the golden-throated Smith gal has been riding the top of the heap for many a moon. Her "God Bless America" dinking made music history, and her phenomenal record on the airwaves, as both an evening show and daytime attraction is unparalleled. On June 23 she moves the "Kate Smith Speaks" stanza to Mutual from Columbia, whence it now emanates. In addition to her professional achievements, Kate has probably won more awards and greater recognition as a good citizen than any other single performer.

SOMETHING NEW IN RECORDS... "LIVING SOUND"

First **VITA** *coustic* **Records**  
TO NE CONTROLLED

score smash hit

with JERRY MURAD'S **HARMONICATS**



AS PREDICTED BY  
 BILLBOARD APRIL 12, '47

**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 Harmonicats..... Vitacoustic No. 1 & 2  
 There's a story that goes with this one. Vitacoustic, newly formed Midwest label out of the former Universal diskery, launched their harmonica version of "Peg" just recently. Mouth-organing was highlighted by a unique echo chamber effect giving depth and glucose which helps cover up other technical flaws. Disk has created a mild panic in Chicago and St. Louis at this writing, and looks to spread fast. Harmonicats, trio, handle the grand old song sweet and slow, with a string guitar finishing off measures with echoed notes. Flip on No. 1 and No. 2 are Chopin's "Fantasy Impromptu" and "Malaguena." Latter stands out as especially suited to unique harmonica treatment and probably makes No. 2 the better disk for coin boxes and home trade. Record biz has seen everything but a harmonica platter hit—this might be the baby to do it.

**Peg o' My Heart**

1B **fantasy impromptu**

more and better hits from **VITA** *coustic*

- 2A malaguena
- 2B harmonica boogie

Jerry Murad's **HARMONICATS**  
 and their  
 inimitable style

- 3A Alexander's Ragtime Band
- 3B "What is this thing called love"

MEL HENKE and the "Honeydreamers"  
 something diff'rent  
 with a piano, quintet, base & guitar

- 4A "My Heart is a hobo"
- 4B "I won't be home anymore" (when you call)

FREDDY NAGEL and his orchestra  
 new arrangements which  
 will "send" you

**VITA** *coustic* **Records**  
TO NE CONTROLLED  
 "LIVING SOUND"

CHICAGO • NEW YORK • HOLLYWOOD

# NEW STRAWHAT GUESTER PLAN

## Chi Brewer Buys Large Chunk of WBKB Time

CHICAGO, April 26.—Largest block of television time ever sold in one deal to one sponsor was bought from WBKB Friday (25) by the Keeley Brewing Company, Chicago beer maker. Keeley, thru its agency, Malcolm - Howard, contracted to sponsor wrestling on WBKB two nights a week and boxing one night a week. Contract, for 13 weeks, calls for sponsorship of about seven and a half hours a week, or a total of about 100 hours during the 13-week period. Total deal will cost Keeley about \$10,000. Keeley will promote the series by circularizing the 600 taverns in this territory having video sets.

Keeley, one of Chi's oldest breweries, has never used radio advertising. This acceptance of television by an advertiser that has never used radio is considered to be significant and, in some quarters, to be the forerunner of many similar instances in which video will capture new advertisers.

In conjunction with the Keeley time deal, sold by Don Meier of the WBKB staff, Bill Eddy, head of the station, announced that the way in (See *Chi Brewer in Tele* on page 14)

## AFM Disk

## 916 Royalty Take Going To Pubservice

### Free Concerts by Locals

NEW YORK, April 26.—Plans for spending Local 802's \$91,000 chunk of the royalty fund collected from the record industry by the American Federation of Musicians (AFM) were mapped by the local this week. A special group, the recordings and transcription fund committee, which included execs Max Arons, Jack Stein, C. W. McGibmey, T. Walters, Jerry Alexander and 802 Prexy Dick McCann, as well as the org's secretary, Charles Iucci, laid out the blueprint.

James C. Petrillo, earlier, had set the pattern for AFM locals to follow in using their shares of the fund, allocations of which were announced about three months ago. Anxious to promote good will for AFM thru culture and public welfare plugging, Petrillo stressed veteran entertainment, prohibited payment for the ad (See *AFM's Disk-Dough*, page 17)

## Anti-Labor Bills Race Lea Act Ruling; Unions Push Opposition

NEW YORK, April 26.—The legislative committee of the Associated Actors and Artistes of America (4A's) is sending Edward McHale, its public relations representative, to Washington to co-ordinate showbiz union efforts against pending anti-labor legislation with the other labor outfits thruout the nation, both American Federation of Labor (AFL) and Congress of Industrial Organizations (CIO). McHale will see what aid 4A's members can give thru radio and personal appearances.

Rally of the showbiz unions this week passed a resolution asking President Truman to veto the labor bill designed to outlaw the closed shop and end industry-wide bargaining. Entertainment labor claimed, at the meeting, that conditions in the industry were particularly harmonious as a result of the unions which haven't had a wildcat strike in many years. Rally also was noteworthy for the closing of ranks between the different showbiz unions to fight the bill. Every large labor outfit in the amusement biz was represented at the gathering.

### Chi Protest Meeting

CHICAGO, April 26.—Mass meeting of show business people was held here Monday (21) as an official pro- (See *Four A's Mass* on page 44)

## Disk Plugs Getting Fina & Vice Versa

CHICAGO, April 26.—Plugging of single disks and albums by performers working niteries seems to have hit its peak in the current show in the Empire Room at the Palmer House here. Jack Fina, who emcees as well as fronting his own ork and contributing keyboard specialties, does a pitch about how Hildegard, Dorothy Shea and other Empire Room predecessors plugged their platters, and points out that he wouldn't indulge in any such plugging. At this point a hotel bellboy circles the floor with a large placard proclaiming Fina's latest Mercury album.

Folk-chirp Susan Reed follows Fina with a chatter-intro in which she says she had contrived a large signboard, plugging her RCA Victor album, which she had planned to wear on the floor, but Producer Merriel Abbott wouldn't permit it.

These bits of business add neat comedy touches to the show and at the same time do an effective platter plugging job. Trade observers at ringside, however, were wondering when a niterie performer-disk was going to have record distributor salesman pass among the payees with order blanks.

WASHINGTON, April 26.—Chances continue slim that the United States Supreme Court can come out with a decision on the constitutionality of the Lea-Vandenberg Anti-Petrillo Act before Republican congressional leaders can push thru an omnibus labor bill containing amendments to replace possible unconstitutional provisions of the Lea bill.

A brief was filed in the Supreme Court Thursday (24) in behalf of the Justice Department, while Joseph Padway, attorney for American Federation of Musicians, told *The Billboard* that he expected to file his brief some time next week. He expressed doubt that the court would act on the case before its scheduled mid-June adjournment, but stated that there is a chance the court might make a quick decision "from the bench" without long consideration.

Congressmen hostile to Petrillo appear anxious to have the omnibus labor measure enacted in advance of a possible unfavorable court verdict on the Lea Act in order to protect themselves from charges of leaving broadcasters at the mercy of Petrillo because of ill-advised and hasty legislating last year.

Making the Congress-court race even closer is the strong possibility (See *LABOR LAW* on page 12)

## Tyros Banned In Detroit Spots

DETROIT, April 26.—Local police censor, Inspector Charles W. Snyder, moved today against amateur shows in night clubs. New rule bans such shows completely, chiefly because of violations of censorship regulations affecting obscenity of gags, etc. One night spot operator now is slated to appear before State liquor control commission for such offense by amateur, with revocation of license as potential penalty.

Move is designed to protect professional acts and night club operators, as professionals are booked thru established agencies, and censor can take action against agent in event of violation. In case of amateurs, the only effective recourse is against niterie operator, who usually is innocent.

About 30 spots in town using amateur shows one to three nights a week are affected. Additional factor is difficulty of controlling age of amateurs to assure they have reached legal age for night club employment.

## Summer Tour For Star in Single Play

### Cuts Production Costs

NEW YORK, April 26.—Set-up of a special group of plays as individual strawhat vehicles for guest stars is being planned for this summer. The idea, which would cut rehearsal time for names and is, therefore, considered advantageous to both thespians and barn producers, will be the most important item on the agenda when the Summer Stock Managers' Association holds its annual pre-season get-together here within the next two weeks. Milton Stiefel, the strawhat org's prexy, considers this a prime must on the "good and welfare" program of the barn circuit.

The idea, according to Stiefel, is to have each name pick a single play and stick to it for purposes of summer trouping. The advantages both to a star and to the resident supporting troupe are obvious. Diversification of roles means a loss of playing time due to an extra week of rehearsal. On the single play basis, the star can send a stage manager a week ahead to rehearse the troupe at his next spot. Upon his own arrival at the end of the week, a Sunday dress rehearsal has the show primed and ready to go. It means that a visiting luminary can accept 10 or 12 barn bookings over (See *1-Play Strawhat* on page 44)

## Aussie Circuses Resume This Year

SYDNEY, Australia, April 26.—The post-war big top is up in Australia, with no less than six major circuses planning tours this year. Groups are Perry Brothers, Sole Brothers, Goldwyn, Silver, Bullen and Wirth's.

Last-named outfit is the oldest in the country, established in 1880 by Phillip and George Wirth. Seven Wirth children, all of whom have performed in the ring, are with the company. Phillip Jr., is back in charge after six years in the armed forces. Wirth's has made it a tradition to visit Sydney annually for the Royal Show and Melbourne for the Melbourne Cup Races. Otherwise sked calls for one-night stands in towns under 3,000 population and three-night dates in all towns over 3,000, which is the seating capacity of the big top.

## Detroit Symphony Booked

DETROIT, April 26.—The Detroit Symphony Orchestra, which has broken a string of precedents under the management of Henry Reichhold, is being booked for six concerts at the revived Michigan State Fair here August 29-September 6. These concerts will climax a series skedded to start the first week of June in the fairgrounds shell. Ork will play four nights a week all summer, under direction of Walter Poole.

# Taxes Reveal Slump Lasting Beyond Lent

## Only Disks, Radio Hold Up

WASHINGTON, April 26.—The post-Christmas, pre-Easter leveling off in showbiz grosses noted in tax returns for February (*The Billboard*, April 5) continued thru March, according to figures released this week by the Bureau of Internal Revenue. This, at least, was the national picture, which showed a legit and a nitery admission dip which could be attributed in part to the usual Lenten slump. Lent, too, could be cited as somewhat responsible for a decline in coin machine sales, which were smaller in March than February and than March a year ago. The other basic reason for the dwindling of grosses in almost all fields of showbiz (See *Tax Collections on page 43*)

# Barbaro To Feature Outdoor Aquacades

HOLLYWOOD, April 26.—Frank Barbaro, operator of Detroit's Bowery and new owner of Las Vegas' Nevada-Biltmore Hotel, will introduce outdoor aquacades into nitery biz beginning May 15 and lasting thru-out summer season. Barbaro has begun construction of a special type removable raft to be installed over hotel's outdoor pool. Raft would be stage-bandshell unit, which would accommodate regular acts, then removed to allow for water-show presentation.

Formal reopening of hotel under Barbaro's banner is skedded for April 30, with Martha Raye set as headliner. Other attractions to follow Raye include Leo Carrillo, comic Harvey Stone and Eddie (Rochester) Anderson.

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# U. S. Showbiz Tax Collections

(Bureau of Internal Revenue, Washington)

Taxes On	March '47	March '46	March '47 vs. March '46 Trend	March '47 vs. Feb. '47 Trend
Admission to Theaters (incl. Season Tickets)	\$33,223,139.20	\$36,374,650.81	Down 8.7%	\$34,243,592.98 Down 2.9%
Coin-Operated Devices	180,456.00	209,908.00	Down 12.6%	320,260.00 Down 43.6%
Radio Sets, Parts and Phonographs	6,905,675.00	1,536,622.00	Up 349.4%	4,823,700.62 Up 43.6%
Record Sales	707,304.00	399,442.00	Up 77.1%	801,276.23 Down 11.7%

# N. Y. Admission Tax Collections

(3d N. Y. Internal Revenue Collections District)

Taxes On	March '47	March '46	March '47 vs. March '46 Trend	March '47 vs. Feb. '47 Trend
Admission Taxes to Theaters (incl. Season Tickets)	\$ 6,518,375.79	\$ 6,008,504.36	Up 8.5%	\$ 4,794,272.80 Up 35.9%
To Roof Gardens, Cabarets	564,965.62	762,763.53	Down 25.9%	642,415.58 Down 27.6%
On Brokers' Sales	41,761.17	51,242.95	Down 18.5%	37,156.22 Up 12.4%
Total	\$ 7,125,102.58	\$ 6,824,676.80	Up 4.9%	\$ 5,473,844.60 Up 30.2%

# Copa Bar Gets Boff Disk Show; Strong Competish to Room

NEW YORK, April 26.—Jack Eigen's all-night (12:30-4 a.m.) disk jockey session from the Copa Lounge of the Copacabana nitery here over WINS (Crosley 50,000-watter) debbed last night and packed the bistro's bar with showbiz names, near-names and was-names, as well as a solid number of bagnio regulars.

Plug-hungry tradesters, running the gamut from songwriters thru press agents and performers, mobbed Eigen's mike thruout the morning, and interviews with these characters, plus answering phone calls from listeners, kept Eigen hard-pressed when it came to getting a little recorded music onto the air every once in a while.

If a parade of showbiz personalities swapping bon-mots and cliches with Eigen at a mike has payee appeal, the Copa bar should draw plenty customers. There remains the question, however, of whether guys take (See *JACK EIGEN on page 43*)

# Mexico City's Fined 1G For Overcharge on Steak

MEXICO CITY, April 26.—A get-tough policy designed to protect the tourist trade has begun to affect restaurants, hotels and night spots here as the government cracks down on overcharges.

Ciro's in the Hotel Reforma, the capital's best spot, was socked \$1,000 for charging 60 pesos (\$12) for a double portion Kansas City Porterhouse. The spot had a ceiling of 34 pesos (\$6.80) for such a steak of domestic beef, but no top for the import. A. C. Blumenthal, owner of both Ciro's and the Reforma, acknowledged the fine in paid advertisements and took occasion to announce a 15 per cent cut in prices.

Several other places have been fined stiffly for overcharging, and the government has announced that third offenders will be closed.

# Chi Mulls Lakefront Stadium Site for Aquatic Sport Arena

CHICAGO, April 26.—A proposal to establish a Lakefront Stadium, which would make possible all kinds of major water carnivals and aquacades, was discussed this week in a meeting between city officials and the newly formed Aquatic Sports Committee, headed by Dr. Aldred Strauss.

Proposed site for the water stadium is the natural harbor between Belmont and Montrose on the North Up-

# Cleve. Arena Sale Brewing

AKRON, April 26.—Only the signing of papers appears to be holding up the sale of the Cleveland Arena, famous sports and ice show center, in a deal involving at least \$3,000,000, with a group of Canadian and Eastern interests taking over from Cleveland Hockey, Inc. Deal is expected to be closed this week-end.

Arthur Kenny is already reported having resigned as Arena manager to go to work for the Braden-Sutphin Ink Company.

There still is considerable speculation as to the identity of the prospective owners. The name of Louis Jacobs, Buffalo concessionaire, is one of those mentioned. Jacobs's Sports Service has the Arena concession for refreshments (\$500,000 annual gross) and it is known that his 10-year contract expires this year. Oscar Johnson, co-owner of the *Ice Follies* with Roy Shipstad, also has been linked to the deal.

Going with the Arena will be the hockey club, the Cleveland Rebels Basketball Club, an interest in the *Ice-Capades* and other operations.

With the expected \$3,000,000 sale price, plus what they received in the past, Arena stockholders probably will realize about two and a half times what they invested. At one time, in the tough days of the project, it was said some stock could be had for 20 cents on the dollar.

The Arena opened November 10, 1937, having cost about \$1,300,000. For boxing it can seat 12,765 and for hockey there have often been crowds of 11,000 plus. In addition to its sports shows, the place has presented the *Ice-Capades*, the *Ice Follies*, an annual circus and occasional rodeos.

# Showbiz in May Day March

NEW YORK, April 26.—Slated to march in the May Day parade down Eighth Avenue to Union Square May 1 is a showbiz contingent comprising Libby Holman, Marc Blitzstein, Edward Chodorov, Arnaud d'Usseau, Millard Lampell, Zero Mostel, Paul Robeson, Uta Hagen, George Keane, Arthur Pollock and Leon Rothier.

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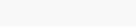
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# Palmy Days Over

MACON, Ga., April 26.—This week the city's palmists had their fortunes told—by the sheriff, Julian Peacock. He gazed into his statute book and predicted travel. He ordered them to move on out of Macon.

Sheriff Peacock acted after he had reported to the county board of commissioners the complaints of several women and also charges of robberies amounting to \$200. The board nixed all palmist licenses.

# Ex-G.I. To Intro Yank Legit And Cabaret in Queensland

BRISBANE, Australia, April 26.—The Province of Queensland is to get its first sample of civilian Yank-style entertainment, both legit and nitery. Leon Black, an ex-G.I., who has settled here and has taken over the Coconut Grove Ballroom, plans to use the building as a theater and nitery. The thesp group will be known as the Australian Theater Guild. The nitery will have floorshows and dancing. Top ork of the province, the Max Humphreys outfit, is skedded to play in the cabaret, which will feature special nights including a Yank ex-G.I. night in Dixieland style with old-time jazz and Southern fried chicken.

# British Vaude Poll May Lift Ban on Ex-Enemies

LONDON, April 26.—Despite the fact that members of the British Variety Artists' Federation (BVA) last month nixed by 66-16 a proposal to permit former enemy aliens to entertain in England (*The Billboard*, March 22), the subject was revived at a recent BVA meeting, with the result that union execs have agreed to take a mail vote of all members. Meanwhile the Ministry of Labor, acting independently, has granted permits for a month's bookings in England to a number of French, Belgian, Swedish and Czech groups.

The original objections by BVA members seemed to be concentrated on Italian entertainers. Resurrection of the issue suggests that the members may have had a change of heart.

town Lake Shore district. Projected spot is a natural amphitheater bordering on the lake and the group behind the proposal ask only that the city install a p.-a. system and if the first of the proposed shows work out, that more elaborate plans be made for future shows.

# OIL FIRMS' RADIO GUSHER

## 40 NBC Stations Approve New Affiliate Organization

DETROIT, April 26.—About 40 affiliates of the National Broadcasting Company (NBC) already have signified that they will join the new station group, principal organizers of which are Harry Bannister, of *The Detroit News* station here, WWJ, and Walter Damm, of *The Milwaukee Journal* station, WTMJ. This represents one-fourth of the total NBC station list, which numbers 160.

The new affiliate group was organized as an aftermath of the regional station meetings just concluded by the network. Organization was started at the Chicago affiliate meeting, when NBC proposed radical changes in network and affiliate commercial practices. Most specifically, the stations are protesting NBC's proposal that local chain break commercials be cut down to one per hour (*The Billboard*, April 26).

### Proponents Optimistic

Proponents of the new filly group, who want it to represent them in policy matters affecting either themselves or network policies, believe the response to membership invites sent out last week by Bannister indicates the organizational steps will be successful. Significance was attached to the fact that, so far, no station has refused to join. Many have indicated they are assuming an on-the-fence attitude, preferring to wait to see what others do before committing themselves. While it is not expected that 100 per cent membership will be achieved, it is felt

## 1,500 Expected Fri. At Radio Education Institute, Columbus

COLUMBUS, O., April 26.—The 17th annual Institute for Education by Radio, held under the auspices of Ohio State University, gets under way here Friday (May 2), with 1,500 broadcasters and educators expected to attend. Last-minute additions to the agenda include a discussion of the recently published *Freedom of the Press* report by Dr. Robert D. Leigh, director of the study, and a new participant on a radio production panel, Robert Louis Shayon, who produced the highly successful *Eagle's Brood* for Columbia Broadcasting System (CBS).

Top interest in panel discussions is being centered on a *Radio and Labor* round-table to be chaired by Morris Novik, New York radio consultant, and another on whether radio should have an editorial policy, participants including James Lawrence Fly, Allen Saylor, of the United Auto Workers, and Paul Walker, Federal Communications Commissioner.

Other panels include public service, agricultural broadcasts, children's programs, radio news, adult education, radio research, small station live talent, radio and minority groups, council and other educational-production facets of radio.

Special originations of network broadcasts which will come from either the Institute or radio studio include *Meet the Press*, *Time for Reason* and *Youth Looks at Government*.

certain that a large majority will come in.

NBC now has a Stations Planning and Advisory Council (SPAC) to handle policy matters, but the new group is sought to give affiliates a unified voice in network-station matters. SPAC is scheduled to meet shortly on the question of commercial changes sought by NBC.

## 'Hit Parade' or ET Series May Get Sinatra

NEW YORK, April 26.—Frank Sinatra may return to the stellar singing spot on the *Lucky Strike Hit Parade*, it was reported this week. Singer winds up his *Old Gold* cigarette show in June, agency for *Old Gold*, Lennen & Mitchell, announcing cancellation this week. Sinatra's first commercial in radio, when he first hit stardom, was for *Luckies*. No negotiations had actually been undertaken up to press time, since the *Old Gold* release came late in the week and prior discussion with Foote, Cone & Belding, Lucky agency, was precluded.

Sinatra also is highly interested in doing a transcribed web series, it was stated in Hollywood. Coast talk was that he might do a recorded series for Coca-Cola similar to the Bing Crosby-Philco deal. Coca-Cola is looking for a recorded series to sponsor in conjunction with its dealers. Another show being considered by Coca-Cola is a radio adaptation of *Rose Fraken's Claudia*.

### Frankie's CBS Contract

Possibility of Sinatra signing with *Luckies* is made more difficult in view of his contract with Columbia Broadcasting System, over which *Old Gold* airs, but which lost the *Hit Parade* to National Broadcasting (*See Deal for Sinatra on page 12*)

## Replacements Set For Eddie Cantor, 'Bandwagon' Shows

NEW YORK, April 26.—Summer replacements were set this week for the Eddie Cantor program and *Bandwagon*, both heard over National Broadcasting Company (NBC). Holding down the comic's 10:30 Thursday slot will be *Blue Ribbon Music Time*, featuring composer-conductor David Rose and warbler Georgia Gibbs. Opus, sponsored by Pabst Beer via Warwick & Legler, will be aired from June 26 until Cantor's return September 25. Charles Herbert will direct and Jimmy Wallington will announce.

*Rogue's Gallery* will be replacement for *Bandwagon* for the third straight year under auspices of F. W. Fitch Company. Agency is L. W. Ramsey. Title role, formerly played by Dick Powell, will be thesped by Barry Sullivan. Series will begin June 8, with *Bandwagon* returning to its 7:30 Sunday spot October 5. Charles Vanda will produce, Max Steinert will direct music and Jim Doyle will announce.

## "Mayor" in Shift To ABC; Durante May Move to NBC

NEW YORK, April 26.—Columbia Broadcasting System (CBS) lost one half-hour commercial series this week and seemed to be facing the possibility of losing still another. Show definitely scrambling is *Mayor of the Town*, sponsored by Noxzema, which leaves its Saturday 8:30 p.m. time after the May 31 broadcast. Program will take a summer hiatus and then resume on American Broadcasting Company (ABC) October 8, Wednesday 9:30 p.m., in the time slot preceding Bing Crosby.

Rexall show, starring Jimmy Durante, at press time was the leading candidate to inherit the Bristol-Myers Friday night time on National Broadcasting Company (NBC). B-M now has Alan Young in that period, but has dropped him as of the end of the season. NBC has a number of applicants for the time, with Rexall favored because of the 10.0 average Durante Hooperating. Show now airs on CBS Friday at 9:30 p.m.

## Chartoc-Coleman Signs Lewis for Transcribed Seg

CHICAGO, April 26.—Ted Lewis now appearing at Chi's Latin Quarter, this week signed to do a transcribed radio series for Chartoc-Coleman, local program packaging and transcription company. This series had its first half-hour show cut Thursday (24). Deal was made directly between Lewis and Chartoc-Coleman and calls for a once-a-week, half hour program to be cut here or in other production centers, depending upon where Lewis is appearing.

Simultaneous with the signing of Lewis, Chartoc-Coleman announced that it had sold one of its transcribed series, *Melody Detroit* to Wilson & Company for advertising of Bake-Rite, cooking shortening. Wilson has already signed to air the show over WKY, Oklahoma City, and KTUL, Tulsa. Wilson, however, has stated use of the show will be increased until it is aired on about 30 or 40 stations in the Southwest.

Signing of these two deals this week marks a big step forward for Chartoc-Coleman outfit, which was started as a small operation by Shep Chartoc, former director of public relations for CBS here, and Ben Coleman, former promotion exec for *Esquire* magazine. Company now has five transcribed programs on stations throught the country and two more in the works.

## Dials Save Hooper In Strike; All Okay

NEW YORK, April 26.—The latest Hooperatings, to be issued next week covering the April 15-21 period, can be considered as accurate as previous releases, despite the telephone strike, C. E. Hooper, Inc., announced this week. Tho the ratings are still based on coincidental telephone survey, Hooper stated that fully 75 per cent of the phone numbers in the nation still could be reached, being completely mechanized. Hooper interviewers simply have confined their calls to dial exchanges.

## Institute Sets Up National Ad Campaign

### Spots To Get Main Play

NEW YORK, April 26.—Radio this week struck real pay dirt as the result of the action taken by the American Petroleum Institute (API) in setting up the first national advertising campaign in its 28-year history. Gusher will come mainly from entry into or expansion of current air time on spot local or regional levels by the thousands of petroleum and related corporations which participate in API campaigns.

API itself has no official corporate ties, its membership consisting only of individuals prominent in the oil field. Of the 34,000 corporations dealing with petroleum products in the United States, however, it is estimated that over 85 per cent are represented in API and contribute voluntarily to its maintenance. Virtually no major oil corporation in the nation is not allied with API.

Theme of the drive is to be that the petroleum industry is a modern and progressive one, and is now turning out the best products in its history. Tying the strings together is the Fred Eldean organization, handling public relations for API, and the Sullivan, Stauffer, Colwell & Bayles (SSC&B) Advertising Agency, just named to direct the advertising aspects of the campaign. Eldean and SSC&B are sending 13 special field men out to work with regional subcommittees being set up by API, and to guide and advise firms desiring to advertise with copy and time-buying services.

### Subdivision Plan

API has divided the nation into 13 subdivisions for the drive. Some di- (*See Oil Firms Set Up on page 12*)

## Swan Gets Pitch On Alan Young

NEW YORK, April 26.—Alan Young is being pitched strongly by Young & Rubicam to Swan Soap, Lever Bros., with indications that a sale is near. Y&R execs would go no further than to admit that Young was up for serious consideration. Now airing for Bristol-Myers Friday nights on National Broadcasting Company, Young in his last Hooper jumped to 10.9. Y&R has an option on the comic.

Campbell's Soup also is interested in Young as a replacement for Jack Carson, who is going to Sealtest.

## Ailing Snooks Adds 5 Wks. To Vacation, May 30-Sept. 5

NEW YORK, April 26.—Poor health is forcing Fannie Brice to extend her summer layoff over five weeks this year. Her show, aired by General Foods over Columbia Broadcasting System on Fridays, will wind up its season May 30 and resume September 5. No replacement has been set yet by the agency, Young & Rubicam.

# WHN To Splurge 500G on Live Talent; Teagarden, Etting, Others Already Signed

## 9-10 P.M. Across-Board Program Figured To Pay Off

NEW YORK, April 26—WHN, New York, Loew's-owned station, which has pursued mainly a sports and wax program policy, is preparing to spend about \$500,000 on a live talent splurge within the next year. Station has set aside 9-10 p.m. across the board, and already has inked contracts with Ruth Etting, Jack Teagarden, Betty Reilly and a number of lesser-known but promising performers, including Larry Marvin and Bob Houston, both of the night club field. In addition, negotiations are going on for a number of other top-ranking performers.

Station's philosophy is that this talent splurge, far from being an extravagance, can be made to pay off. Altho the weekly talent bill for the 9-10 p.m. spot is estimated at between \$7,500 and \$10,000, station figures that because of the across-the-board program structure the shows can be sold at a reasonable figure. Another long-range aim of the station is to step out in the indie New York picture and perhaps in the industry, and a socko talent policy is figured as necessary to accomplish this. Station figures it is already strong on sports coverage.

Ruth Etting will be heard across-the-board in the 9-9:15 p.m. slot, starting May 19. Merle Alderman, her husband, will be musical director. Others who are signed will start Monday (28). These include Jack Teagarden and His Sextet, in the 9:15-30 p.m. slot, Monday thru Friday, and Betty Reilly, singer, who clicked at the Capitol with Xavier Cugat's band, Monday, Wednesday and Friday, 9:30-45 p.m. under the musical direction of Joel Herron. Last quarter hour, 9:45-10 p.m., will have singers Larry Marvin Monday, Wednesday and Friday, and Bob Houston Tuesday and Thursday. More talent, some of top caliber, is in the process of being lined up.

### New Set-Up Planned Quietly

WHN has been planning this change in program quietly, and a glance at the names indicates that station is aiming at a combination of both tried names and performers who are comparatively new, or at least new to radio. Ray Katz, pro-

gram chief, has been scouting night clubs and vaude spots and came up with what he considers some finds—Marvin, Houston and Reilly, for instance. Marvin, who did 16 weeks at the Embassy Club recently, was quietly slipped into the program schedule about a week ago without even being listed in the logs in order to give him radio experience. Houston has been singing on WHN's *Gloom Dodgers* and Morley Amsterdam shows, but never has had a showcase of his own. Betty Reilly is well known in vaude.

Teagarden's program, incidentally, will stress the musician's barrelhouse singing as well as his trombone. His sextet will include Herbie Dawson, piano and tenor sax; Harold Keinz, tenor sax and clarinet; Charles Panely, trumpet and piano; Willie Rodriguez, drums, and Tony Dell, bass.

## Goodman and KULA In Move To Stop KPOA "Kilroy" Use

NEW YORK, April 26.—KULA in Honolulu and Harry S. Goodman, transcription producer in New York, are combining forces in an attempt to prevent KPOA, another Honolulu station, from using the *Kilroy Was Here* gimmick on the air. Goodman sold his *Kilroy* waxes to KULA giving the American Broadcasting Company affiliate exclusive rights. Contention of KPOA, which is on the air with a similar program, is that an idea is not copyrightable and, therefore, there's nothing to prevent KPOA from airing such a program.

According to Goodman, KULA already has sold \$20,000 worth of air time on the *Kilroy* promotion. What blew the lid off the situation, however, was that both stations were angling for the Ne-Hi bottling account, and it went to KPOA, which submitted lower-cost presentation.

Goodman's attorney, Joseph Tiefenbrun, has sent a letter to Jack Keating, KPOA exec, alleging that the station is using an identical or similar program, damaging to KULA and Harry Goodman, and asking that program be discontinued. Goodman also is apprising the Federal Communications Commission of the matter.

Re legal fees, Goodman is turning over to Frank Webb, KULA exec, the money the station paid for the *Kilroy* waxes. This is intended to help defray litigation expenses in the Islands. If sum is insufficient, station intends to add a chunk of its own money.

Goodman, who started producing *Kilroy* in January, has sold it in 28 cities.

## BMB Network Report Goes to Subscribers

NEW YORK, April 26.—Advance copies of the Broadcast Measurement Bureau (BMB) network report were issued this week to the four major webs, 10 subscribing regional webs and the three organizations which help bank roll the research: American Association of Advertising Agencies, Association of National Advertisers and National Association of Broadcasters. Gen-

## Sign Language

CHARLOTTE, N. C., April 26.—Unusual twist on the use of hand signals in radio program production has been used by WSOC here in a new promotion booklet. Piece, caricaturing fan magazine articles on signals, features cartoons with succinct illustrations for such program cues as "the program stinks"; "how many commercials did you read?" and "quit slobbering on the mike."

## Fate of Foreign Broadcasts Up To the Senate

WASHINGTON, April 26.—Favorable action by the Senate is about the last hope of the State Department to continue its much-maligned foreign broadcasting program in the face of certain cancellation of its short-wave activities by the House. It already has been disclosed that the House Appropriations Committee will send to the House floor an appropriation for the next fiscal year which will omit the department's request for \$31,000,000 to broadcast to foreign countries.

### Taber Chief Foe

Kingpin of the apparently successful House move to strip the State Department of its broadcast services is Appropriations Committee Chairman John Taber (R., N. Y.), a staunch foe of the program since its inauguration back in the days of the Office of War Information. A tricky parliamentary situation permits elimination of short-wave funds by a single congressman. Actually, no authorization for foreign broadcasts ever has been made by Congress. Under the reorganization act of last year, the committee cannot appropriate money for unauthorized activities if a single member raises a point of order. Top State Department officials have been trying desperately to correct this matter by pushing thru the House Foreign Relations Committee a bill authorizing foreign broadcasts.

## Gas Co. To Bankroll Longhairs on WGAR

CLEVELAND, April 26.—First use of radio by the East Ohio Gas Company of Cleveland was arranged this week when the utility signed with WGAR to sponsor a five-a-week recorded classical music show. The gas company made the move after long agitation by Cleveland radio editors for a daytime longhair show had given rise to a twice-weekly sustainer over WGAR.

The show, which will be heard Mondays thru Fridays at 4:30, will be written and narrated by Wayne Mack, station staffer. The agency is Ketchum, MacLeod & Grove, of Pittsburgh. Cleveland utilities now are well represented on the station. The Cleveland Electric Illuminating Company has a morning record show, and Ohio Bell has a Saturday evening program.

eral distribution will begin May 9 on the 544-page volume, which completes BMB's research findings for the past year.

Network report breaks down the net unduplicated audience of the subscribing webs in technique similar to that employed in the previously issued individual station area report. Subscription copies go to all stations subscribing to BMB, with additional copies available at \$25 per throw.

# NBC Reversal Saves Day in Allen Cut-Off

## Publicity Windfall Results

NEW YORK, April 26.—"Operation Cut," a two-act tragi-comedy produced by National Broadcasting Company (NBC) and starring Fred Allen, closed this week after an abnormally hectic three-day run. First act featured the cutting off the air of the Allen-Standard Brands program Sunday (20). Second act had NBC staging a smart public relations turnabout, which served to take the sting out of its first-act bloomer.

Meanwhile, the situation developed into one of the biggest publicity free-space bandwagons in radio history. NBC's cut-off, because of a remark about radio in the Allen script, rated column-long stories on a coast-to-coast basis for the first three days of the week. Additional fuel was added when Bob Hope and Red Skelton, two other NBC harlequins, included cracks on the Allen thing in their own scripts, and were cut off as a result. Entire situation became gag material for comics on other webs, including *Information*, *Please* on Columbia and Henry Morgan on American.

Actually, what happened was that NBC, to a measure, appeared to have taken the rap for a forgetful exec at J. Walter Thompson, agency for Standard Brands. Tom McCrea, NBC's top censor, advised the agency Friday that Allen's poke at radio vice-presidents would have to go—or else. Slip-up came when no one told Allen about it until just before broadcast time, whereupon the comic did a king-sized burn. C. L. Menses, NBC program vice-president, ordered Allen's show to be faded for the half-minute or so involved in the gag.

Storm broke Monday (21) when dailies picked up the yarn, and an out-sized storm in a teacup began to brew, whipped up further by the Hope-Skelton incident. Wednesday (23) NBC realized it had stuck its corporate neck out and had succeeded in arraying the press, listeners, comedians and clients in opposition to its censorship policy. Web figured its best way out was to make a laugh out of the entire episode, which it did by offering Allen an honorary vice-presidency. Altho Allen said no, NBC's offer appeared to have turned its public relations trick, with the dailies and wire services closing their accounts on Allen's comment on the NBC's veepeeship. He wouldn't be found dead in such a capacity, he said.

NBC also suggested a special *Allen's Alley*, the residents of which were to be NBC brass. Allen turned down the suggestion for the April 27 broadcast, but may do it later in the season. He would like to get even.

## Carmen Dragon Due As Burns-Allen Sub

NEW YORK, April 26.—Summer replacement for Burns and Allen was not yet set up this week, but trade reports indicate a low budget package with a samba beat has the inside track. Sponsor, General Foods (for Maxwell House Coffee), and Benton & Bowles ad agency are said to be about set on Carmen Dragon's Latin-rhythm orchestra, with Frances Langford as warbler.

Burns and Allen start their hiatus June 5. Show is aired over National Broadcasting Company (NBC) Thursday nights at 8:30 p.m., EST.

**Baseball Getting \$1,245,000 From Broadcasts by '52**

NEW YORK, April 26.—The Mutual Broadcasting System (MBS) has committed itself to pay the office of the commissioner of baseball \$950,000 for rights to the World Series from 1946 to 1951, inclusive, Albert (Happy) Chandler, baseball's Mr. Big, disclosed this week. Chandler made this info known at a dinner given him by Ed Kobak, MBS president.

Chandler also stated that his office is collecting from MBS \$95,000 for All-Star rights from 1946 to 1948, inclusive, and that an additional \$105,000 contract was signed this year for the All-Star rights from 1948 thru 1951. He said he had obtained a total of \$1,245,000 from radio rights since he became commissioner two years ago, with over a million going to the players' pension fund.

# NEW E. T. NETWORK DUE

## 'Radio & Pub' Forum Fends Critics' Blows

### Webs, Agencies in N.Y. Talks

NEW YORK, April 26.—Radio and advertising agency execs defended radio broadcasting last Tuesday and Wednesday (22-23) in panel discussions at the third annual Radio and Business Conference, sponsored by the School of Business of the College of the City of New York (CCNY). Titled *Radio and Its Public*, the conference was staged with considerable showmanship, in that various controversial radio problems—commercials, musical announcements, etc.—were dramatized. The sessions were presided over by Supreme Court Justice Ferdinand Pecora.

Radio's use of commercials was touched on by Grace Johnson, head of continuity acceptance for the American Broadcasting Company (ABC), and Ken Dyke, National Broadcasting Company (NBC) veepee in charge of broadcast standards and practices. In their defense of commercials it was pointed out that limits on time devoted to plugs were prevalent on all webs. Ken Dyke, on the subject of borderline misrepresentation in commercials, said that guilty advertisers were in a small

(See *Radio and Pub* on page 9)

## KGO's Blurbs, Three-a-Week, In Six Bay Area Dailies

SAN FRANCISCO, April 26.—KGO is testing a three-a-week paid blurb column in six Bay area dailies, scheduling 126 lines each in *The Chronicle*, *News*, *Oakland Tribune*, *Berkeley Gazette*, *Alameda Times-Star* and *Richmond Independent*. The idea is entirely new here. The blurbs will supplant 24-sheet billboards, car cards and newspaper display ads. Deal was set thru BBD&O Agency.

The slot, written by Bob Laws, promotion manager of KGO, is tabbed *Bob Franklin's Radio News*, and the style is informative and conversational. Column was offered to *The Examiner* and *Call-Bulletin*, but was refused by both sheets because position could not be guaranteed on log page. Schedule alternates Monday-Wednesday-Friday one week, Tues-

day-Thursday-Saturday every other week.

Nearly 100 promotion announcements are scheduled, many listing the papers carrying the column. A weekly air program with the same name as the column is being planned.

*The Chronicle* is the only local sheet with a radio column; it's done by Paul Speegle. *The Oakland Tribune* carries John Crosby's syndicated column.

## Religious Body Picks 10 Best Family Segs

HOLLYWOOD, April 26.—As part of its celebration of National Family Week, May 4-11, International Committee on Christian Family Life this week selected an honor roll of the top 10 family airshows. Winners are *Ozzie and Harriet*, *Aldrich Family*, *Fibber McGee*, *One Man's Family*, *Date With Judy*, *Mayor of the Town*, *Pepper Young's Family*, *Life Can Be Beautiful*, *Ma Perkins* and *Greatest Story Ever Told*.

Awards are based on a nationwide poll conducted by the religious body among its constituent groups, representing 90 per cent of America's Protestants. Awards will be made on the air to the winning shows during National Family Week.

## Friendly Foes

HARTFORD, Conn., April 26.—"Breakdown" of the free competitive system seemed imminent here this week. Engineer Harry Broderick, of WDRC, threw protocol to the winds by taking over the controls at rival WHTH, so that engineers there could attend a station wingding.

## 18 Stations In BGI Web Operations

### Copies Pix Distrib Plan

HOLLYWOOD, April 26.—A new attempt at a transcription network is due sometime next month when Don Davis and Jimmy Parks kick off their national wax web, Broadcasters' Guild, Inc. (BGI). Under the BGI plan, platter features and libraries will be distributed in a fashion similar to that followed by movie companies in funnelling their products thru a mesh of exchanges. Under this set-up, the Guild will launch its operations with a nucleus chain of "18 strategically located stations in the top 18 markets of the country." Each outlet will get first refusal on the waxed material offered by BGI services to near-by non-BGI affiliates. The BGI franchise holder will derive commission from these sales.

Guild's sales office will headquarter in Kansas City, Mo., where BGI's co-father, Don Davis, owns Station WHB. Production side of the biz will be under Jimmy Parks's wing in Hollywood. According to Parks, BGI will act only as a distribution

(See *New E. T. Network* on page 16)

# RADIO STATION WHP

Harrisburg

Central Pennsylvania's Most Powerful Advertising Medium

takes pleasure

in announcing the appointment of

# THE BOLLING COMPANY, Inc.

as

Exclusive National Representatives

Effective July 1, 1947

# PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers inter-

ested 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 10, N. Y.

## Networks

**NAT'L BROADCASTING CO.**  
Nelson Olmsted  
9:45-10 a.m., Mon. thru Fri.  
Rep.: NBC Program Sales

NELSON OLMSTED, Teller of Tales, is a 15-minute program of dramatic narration. For more than five years Olmsted has been adapting the best short stories for radio and telling them in an original and effective manner. His skill in narration is unique, and the show is everywhere a favorite with the audience. Each program completes a story. The program appeals to all types of listeners and fills a five-a-week strip without any possibility of ever becoming monotonous.

## Radio Stations

### Georgia

**WBBO, Augusta**  
Baseball Parade

(Before all out-of-town ball games),  
8:30-4:45 p.m.

Rep.: Joseph Hershey McGillvra, Inc.

Play-by-play baseball broadcasts are back again in Augusta, with popular Thurston Bennett at the mike. Immediately preceding each game, the Baseball Parade gives the fans all the major league scores of the day, timely comment, and the batteries for all Sally League games. Some wise buyer will take advantage of this opportunity to reach the dependable large baseball audience. Available for station time only.

### Illinois

**WJJD, Chicago, Ill.**

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.

### Indiana

**WOWO, Fort Wayne**

Nancy Lee and The Hilltoppers

1:30-1:45 Saturday (GST on ABC)

Rep.: NBC Spot Sales

Variety program from deep-in-the-hills mountain music to violin, accordion combinations bordering on the classics. Sam deVincent, Roy Hansen, Jack Carmen and the irresistible Nancy Lee provide network with one of its popular Saturday afternoon features. Also featured on Little Red Barn and other farm programs. This talent can be arranged to fit time purchased by client.

### Iowa

**KRNT, Des Moines**

Sports of All Sorts

10:15-10:30 p.m., Mon. thru Sat.

Rep.: The Katz Agency

Complete sports round-up by Jon Hackett, Iowa's most popular radio sports personality (1947 radio poll, Des Moines Tribune). Hackett has been miking Midwest sports 13 years. Fourth year to broadcast Drake relays; Iowa basketball, football . . . other Hawkeye sports. Annually Hackett emcees Iowa's Sports and Vacation Show, Corn State auto races. His 6:15 broadcast has had same sponsor five years. Plenty good salesman. Highly merchandisable; highly promoted. Night show available in participating minutes, or in toto.

**KRNT, Des Moines**

The Gene Emerald Show

3-4:30 p.m., Mon. thru Fri.

Rep.: The Katz Agency

Gene Emerald delivers a friendly, down-to-earth selling program. Plenty of music: just enough of Gene. Jockeys top discs: sings with Hammond organ. Platter chatter is amusing, chuckle-toned. Here's convincing, airwise, professional selling—for Emerald's show experience stretches back 25 years; take in stage, radio, nite club, battle-front USO. For 90 afternoon minutes daily Gene puts highly Hoopered KRNT minutes to work. They peak at 7.9. Gene Emerald can help your sales, too. See Katz.

**KSO, Des Moines**

Midnight Rhythm Club

12-1 a.m., 7 times wkly.

Rep.: Headley-Reed Co.

Emceed by Bob Earle, one of Iowa's most popular disk jockeys. This program has an audience built by fourteen years of continuous after-midnight operation . . . backed by consistent promotion. A special make-up-name contest was carried on as a pre-Christmas promotion, with entries coming in from six states. Here is a show that's a proved vehicle for selling late stayer-uppers. The program can be sponsored "across the board" for surprisingly low cost. Audition disc on request.

### Massachusetts

**WBZ-A, Boston**

Music Shop

1:15-1:30 p.m., Mon. thru Fri.

This fast variety show highlights Ray Dorey, romantic baritone emcee, and Radov's ten-piece studio orchestra. MUSIC SHOP gives New Englanders what they want . . . that mid-day lift . . . to the tune of Ray Dorey's songs. For variety, Ray features frequent guest stars from stage, screen, sports, and public life . . . each tops in his field. Ray has increased his fame by making majestic recordings. You can't do better with 1:15-1:30 . . . a favorite time slot . . . and Mrs. Homemaker's favorite songster!

### New York

**WGY, Schenectady, New York**

Breakfast with the Brooks

Monday 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.

**WHAM, Rochester**

Max Metcalf and the News (News)

1 p.m. daily, 5 times wkly.

Rep.: Geo. P. Hollingbery Co.

"Max Metcalf and the News" at 1 p.m. on WHAM—an established radio feature, not just in Rochester or Monroe County but in 43 counties of Upstate New York and Northern Pennsylvania. Max has an easy, friendly but authoritative style. He covers the "big" stories, using United Press. Local and area news is gathered by WHAM's own news bureau. Metcalf follows a delayed broadcast of "Breakfast in Hollywood." "Max Metcalf and the News" is Hooperated at 7.5.

### Ohio

**WBNS, Columbus**

Sally's Sittin' Room

Musical Variety

11-11:15 a.m., 5 times wkly.

Rep.: John Blair & Co.

Sally Flowers, whose imaginary "sittin' Room" is known to thousands of Central Ohio listeners, entertains with familiar hill-billy tunes as she ad libs her way thru one of the station's newest programs. A veteran trouser, Sally's salty humor and easy style have kept her in front ranks. "Sittin' Room" is backed by program promotion, including weekly p.a.'s. It's neighborly, nostalgic, entertaining—a "town and country" natural. Additional material, platter on request.

**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, Ore.**

Lawson McCall, News

10-10:15 p.m. 5 or 6 times per week

Rep.: Free & Peters

A Portland "Oregonian" radio columnist writes, "McCall has done a keen job for KEX in packing things into a neat lucid package on his news program. He has one of the most interesting voices in radio. ABC is missing a bet if it doesn't pipe his newscast to all its Coast stations, especially since nighttime newscasts are its competitors' weak spots." Here is a strong bid for listener attention during a quarter hour which has long been a news listening habit on the Pacific Coast.

### Pennsylvania

**KDKA, Pittsburgh**

Janet Ross "Shopping Circle"

9-9:15, 6 times wkly.

Rep.: NBC Spot Sales

Women in the Tri-State district turn to Janet Ross and KDKA's Shopping Circle (weekday mornings at 9) for news and tips on clothes, cosmetics, home furnishings, etc. When this fashion authority tells her listeners about a product, it sells. Her participation program alone was used to introduce a new product recently. Results are still amazing the sponsor. Background and know-how have won listeners' confidence, spell sales for advertisers. Her "live" scripts are really that!

**KYW, Philadelphia**

Music From the Theatre

1-1:30 p.m., Sun. only

Rep.: NBC Spot Sales

The highest Hooperated show between 12:30 and 5:30, Sunday afternoon, in the Philadelphia area is "Music From the Theatre." Features the KYW orchestra directed by Clarence Fuhrman, Philadelphia's best known radio conductor, with songs by Frank Coleman. This smooth-paced half-hour features sparkling tunes from musical comedies and operettas in exceptional yet sure-footed arrangements. It fits in well with KYW's Sunday afternoon pattern of fine music; preceding Longines Symphonette.

**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, Washington, D. C.**

Robert McCormick, News

Mon. thru Fri., 1:45-2 p.m.

(1:30-1:45 p.m. starting May 12)

Rep.: NBC Spot Sales

Robert McCormick has been on the Washington scene more than 13 years, and his daily news commentary is built on a background of authentic experience and personal acquaintance with the people who make news in the Nation's Capital. McCormick is a favorite with listeners. His Hooper ratings are consistently high. Ask any NBC Spot office for complete story on McCormick and Washington market. Available now for \$14.75 net per program plus time.

**WTOP, Washington, D. C.**

Speaking of Sports, with Eddie

Gallaher

6:30-6:45 p.m., Mon. thru Fri.

Washington's top-rated quarter-hour sports program, SPEAKING OF SPORTS, has an average weekly rating of 4.4 and attracts a 16.5% share of audience. (Oct., 1946-Feb., 1947, Hooper City Report.) Preceded by Eric Sevareid, followed by Robert Trout, it is sponsored three days by Shell Oil—available Tuesday and Thursday. Gallaher spices his complete round-up with interviews featuring sportsdom's biggest names. For an audition disc and full information, call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

### Transcribed Services

**LOUIS G. COWAN, INC.**

8 S. Michigan Ave.

Chicago 3, Ill.

Murder at Midnight

"Murder at Midnight," offered by the producers of "Quiz Kids," is the Number 1 Hooper show in New York, Los Angeles, San Diego and many other markets from coast to coast. Real network caliber 52 half-hour mystery-suspense thrillers by the same authors who write the top rating network shows in this category. It's THE TRANSCRIBED SHOW to break sales records and reach a new high in radio selling. Available for local and regional sponsorship. Priced low. Send for free audition disc now.

**HARRY S. GOODMAN**

19 E. 53d St., N. Y. 22, N. Y.

The Kay Lorraine Show

Advertising agencies and sponsors! Attention! A new musical program just completed. Available to local and regional accounts. Starring the blond thrush, Kay Lorraine, who has been featured in "Your Hit Parade," "Carnation Hour," "The Ford Show," and Frank Gallup, sensation of the new Milton Berle show. Added attraction—an all star 7-piece orchestra. 53 fifteen-minute transcribed programs available. Act fast while all markets are open.

**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! 39 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 orchestra! Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

**TELEWAYS RADIO PRODUCTIONS, INC.**

8949 Sunset Blvd., Hollywood 46,

Moon Dreams

"Moon Dreams" is the station's favorite type of program, humanly enriched by the masterful voice of one of America's greatest radio stars, Marvin Miller; the lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted fingers of Del Castillo, at the organ, and the rich, deep notes of Ivan Epinooff's violin. Fifteen minutes five-a-week for "easy listening." Available three or five time basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cin. 6, O.

The Barry Wood Show

Fifteen minutes of music that's smooth as silk starring Barry Wood as singing emcee and Margaret Whiting, top recording star and featured vocalist on the Eddie Cantor Show, the Melody Mads and the orchestra of Hank Silvern. A smooth blending of music and sophisticated patter, the show is earning sensational ratings for local and regional sponsors: Fresno 13.9, Cincinnati 9.0, Winston-Salem 10.2, San Diego 8.4. Write, wire, or phone for availabilities.

# 'Radio and Pub' Forum Fends Critics' Blows

(Continued from page 7)

minority, according to Federal Trade Commission reports. He claimed the efforts of the National Association of Broadcasters (NAB) were helpful in this respect, and urged listeners to listen more carefully, inasmuch as what might appear to be misrepresentation often was due to "over-wishful" thinking on the part of the listener.

### Saudek Speaks

Robert Saudek, ABC director of public affairs, told how radio attempts to tell both sides of public issues, and Adrian Samish, ABC vice-president, spoke on intelligent radio listening and new programs. Ted Streibert, WOR president, stressed the need for local service, and William E. Haskell, assistant to the president of *The New York Herald Tribune*, stated that radio offered excellent "supplemental promotion of newspapers of record." Haskell also threw a bouquet to John Crosby, *Herald Tribune* radio columnist.

The Wednesday session, titled *Whither Radio and Its Public?* was chaired by George Hammond, exec vice-president of Carl Byoir Associates. The theme of this session was public relations, with the panel consisting of Mark Woods, ABC president; William B. Lewis, Kenyon & Eckhardt vice-president in charge of radio, and James D. Shouse, president of the Crosley Corporation. Lewis suggested greater co-operation between listeners and the radio industry, and advocated setting up of subcommittees to survey the situation. Findings would be given to NAB for action.

### Shouse on Criticism

Shouse, talking on criticism leveled at radio, went into the position of the Federal Communications Commission (FCC) and the broadcasters' responsibility in the matter of standards. He said that some of the FCC's criticism was sound and that stations would have to give careful consideration to the matter of radio criticism.

### Ft. Worth Sees First TV

FORT WORTH, April 26.—This city gets its first glimpse of television at the Texas Electric Company Show which opened today at Will Rogers Memorial Coliseum, to run thru May 4. Sixteen receiving sets are on hand. Cost of the equipment is \$75,000. J. A. Jenkins, from RCA-Victor Division of Radio Corporation of America, is in charge of installation.

**TELL GRANDPA—TELL JUNIOR—TELL THE FOLKS NEXT DOOR**



**MARTIN BLOCK IS COMING TO WARNER BROS. KFWB**

## Part I

The Billboard



## NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



BASED ON "FIRST 15" EVENING HOOPER RATINGS AND "FIRST 3" SUNDAY AFTERNOON RATINGS.

Program, Sponsor, Agency, Rank Net. & Stat.	Hooper Rating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1—BOB HOPE Pepsodent Div.-Lever Bros. Various Products F.C.&B., NBC 130	30.9	1—31.0	NSP—ABC NSP—CBS NSP—MBS	\$20,000	\$ 647.25	\$ .75
2—FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N.L.&B., NBC 144	26.2	3—29.3	NSP—ABC NSP—CBS NSP—MBS	\$10,500	\$ 400.76	\$ .43
3—BING CROSBY Follco Radios, Refrigerators Hutchins, ABC 236	25.8	**	The Whistler—CBS NSP—MBS The Big Story—NBC	\$22,500	\$ 872.09	\$ .97
4—RED SKELTON B. & W. Tobacco Raleigh 903 Blend Cigarettes R.M.S., NBC 157	24.7	6—24.7	NSP—ABC NSP—CBS NSP—MBS	\$ 9,500	\$ 384.62	\$ .41
5—RADIO THEATER Lever Bros. Lux Soap & Flakes J.W.T., CBS 152	23.6	5—25.1	NSP—ABC Gabriel Heatter—MBS Real Stories—MBS Real Life—MBS Telephone Hour—NBC Borge-Goodman—NBC	\$16,000	\$ 677.97	\$ .75
6—AMOS 'N' ANDY Lever Bros. Rinso R.&R., NBC 150	23.4	7—24.4	Boston Symphony Vox Pop—CBS Gabriel Heatter—MBS Real Stories—MBS Real Life—MBS	\$15,000	\$ 641.03	\$ .71
7—JACK BENNY American Tobacco Lucky Strike Cigarettes F.C.&B., NBC 159	21.5*	2—28.5	NSP—ABC Gene Autry Show—CBS NSP—MBS	\$22,500	\$1,046.51	\$ .99
8—FRED ALLEN Standard Brands Tenderleaf Tea & Shefford Cheese J.W.T., NBC 145	21.3	8—22.1	Sunday Evening Hour—ABC Crime Doctor—CBS Parker Pen News—CBS NSP—MBS	\$18,500	\$ 868.54	\$ .90
9—MR. DISTRICT ATTORNEY Bristol-Myers Co. Vitalls & Sal Hepatica D.C.&S., NBC 134	21.3	14—18.6	NSP—ABC Ford Show-Dinah Shore—CBS NSP—MBS	\$ 6,800	\$ 319.25	\$ .37
10—SCREEN GUILD PLAYERS Lady Esther Biow, CBS 153	21.0	8—22.4	Doctors Talk It Over—ABC Fishing and Hunting Club, LN, MA—MBS Contented Program—NBC	\$10,000	\$ 476.19	\$ .55
11—EDGAR BERGEN Standard Brands Chase & Sanborn Coffee J.W.T., NBC 146	20.2	12—19.4	Sunday Evening Hour—ABC Adv. of Sam Spade—CBS NSP—MBS	\$20,000	\$ 990.10	\$ .95
12—DUFFY'S TAVERN Bristol-Myers Ipana, Trushay Y.&R., NBC 138	19.6	11—20.0	NSP—ABC Frank Sinatra—CBS Gabriel Heatter—MBS Real Stories—Real Life—MBS	\$10,000	\$ 510.20	\$ .60
13—TRUTH OR CONSEQUENCES Procter & Gamble Duz Compton, NBC 135	19.1	10—20.4	I Deal in Crime—ABC Mayor of the Town—CBS Parker Pen News—CBS NSP—MBS	\$ 8,500	\$ 445.03	\$ .45
14—GREAT GILDERSLEEVE Kraft Foods Various Products N.L.&B., NBC 126	17.8	**	NSP—ABC Dr. Christian—CBS Johns-Manville News—CBS NSB—MBS	\$ 6,500	\$ 369.32	\$ .42
15—WALTER WINCHELL Andrew Jergens Co. Jergens Lotion Robert Orr, ABC 215	17.3	4—26.5	Corliss Archer—CBS Exploring the Unknown—MBS Man. Merry-Go-Round—NBC	\$ 7,500	\$ 433.53	\$ .47
SUNDAY AFTERNOON						
ONE MAN'S FAMILY Fleischmann's Yeast, Royal Desserts J.W.T., NBC 145	8.8		Samuel Pettengill—ABC N. Y. Philharmonic—CBS Crimes of Carelessness—MBS	\$ 4,500	\$ 511.36	\$ .60
QUIZ KIDS Miles Lab. Alka-Seltzer, One-a-Day Vitamins Wade, NBC 141	7.6		NSP—ABC N. Y. Philharmonic—CBS House of Mystery—MBS	\$ 6,000	\$ 789.47	\$ .94
HARVEST OF STARS Int. Harvester McC-E., NBC 156	7.6		NSP—ABC Here's to You—CBS NSP—MBS	\$10,000	\$1,315.79	\$1.52

Average audience rating is 10.1, as against 10.7 last report, 9.5 a year ago. Average evening sets-in-use reported are 90.2, as against 92.5 last report, 28.9 a year ago. Average available homes is 78.4, as against 80.3, last report, 79.5 a year ago. Number of sponsored hours is 69 3/4 as against 72 1/2 last report, 75 1/4 a year ago.

\* Not in top 15 last report.  
\*\* Includes second broadcast on Pacific Coast.  
MA—Moving Average.  
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.—Ruthrauf & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—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.

# 'Fibber' Costs Only 43 Cents To Hope's 75

## Per 1,000 Tuner Ratings

NEW YORK, April 26.—A good number of shows in the first 15 are delivering huge audiences for comparatively little cost, according to figures in *The Billboard's* Talent Cost Index, a feature of the Continuing Program Studies prepared in co-operation with C. E. Hooper, Inc. *Fibber McGee and Molly*, for instance, second in ranking to Bob Hope, costs S. C. Johnson & Son, Inc., \$10,500—which figures to a cost of 43 cents per 1,000 urban listeners. This compares with a cost of 75 cents per 1,000 urban listeners for Bob Hope, who sets Lever Bros. back \$20,000.

There are many other interesting comparisons in the accompanying chart. Jack Benny, costing \$22,000—or 99 cents per 1,000 urban listeners—ranks seventh, whereas Red Skelton, with a cost of 43 cents per 1,000, ranks fourth right behind Bing Crosby. Crosby, incidentally, scored a solid Hooper of 25.8 in the April 15 report—which is figured as traceable in part to the Al Jolson guest shots. Der Bingle's show, however, is still a comparatively expensive item, in that the talent cost of \$22,500 breaks down to 97 cents per 1,000.

Mr. District Attorney continues a strictly socko buy for Bristol-Myers, the show scoring 21.3 at the extremely low cost of \$6,800, or 37 cents per 1,000. On this report, Mr. D. A. incidentally has a Hooper which is identical with Fred Allen's, whose per grand bite is estimated at 90 cents.

Others among the lower cost shows delivering well are *Great Gildersleeve*, at \$6,500; *Truth or Consequences*, at \$8,500, and *Walter Winchell*, at \$7,500.

On the Sunday afternoon shows, *One Man's Family* on the National Broadcasting Company (NBC) scores an 8.8, paying off at an estimated 60 cents per 1,000 as figured from a talent cost of \$4,500. *Quiz Kids* and *Harvest of Stars*, both with 7.6 Hoopers, are comparatively more expensive propositions, breaking down to 94 cents and \$1.52 per 1,000, respectively.

Couple of shows changed their comparative rankings considerably in the current report. Benny, for instance, in second place in last report, is seventh now, falling from a Hooper of 28.5 to 21.5. *Walter Winchell* too, took a strong dive, going from fourth to 15th. *Winchell* rating is 17.3 as compared with previous score of 26.5.

*Truth or Consequences*, which moved into the first 15 on the wave of the Mrs. Hush promotion gimmick, has been able to stay with the toppers and is currently in 13th rank.

Part II

The Billboard



URBAN Circulation Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



FIRST 15 CHILD AUDIENCE BASED ON MARCH 30 DAYTIME HOOPERATINGS

Program and Sponsor	Hooperating	Child Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Listeners*
LET'S PRETEND Cream of Wheat—B.B.D.O.	7.2#	1.09	7.8	1,149,330
TOM MIX Ralston—Gardner	5.2	1.21	6.3	921,456
THEATER OF TODAY Armstrong—B.B.D.O.	8.5#	0.72	6.1	896,267
STARS OVER HOLLYWOOD Bowey's—Sorenson & Co.	10.1	0.60	6.1	**
GRAND CENTRAL STATION Pillsbury—McC.E.	9.0#	0.62	5.6	817,184
CAPTAIN MIDNIGHT Ovaltine—Hill, Blackett	4.2	1.22	5.1	750,404
SUPERMAN Kellogg—K.&E.	4.0	1.22	4.9	714,670
JACK ARMSTRONG Wheaties—Knox Reeves	3.8	1.20	4.6	667,806
TERRY & THE PIRATES Quaker Oats—Sherman & Marquette	3.6	1.14	4.1	601,026
SKY KING Derby Foods—N.L.&B.	2.7	1.34	3.6	529,852
BUCK ROGERS General Foods—B.&B.	2.8	1.14	3.2	467,465
COUNTY FAIR Borden—K.&E.	6.6#	0.43	2.8	415,622
PORTIA FACES LIFE General Foods—Y.&R. Maxwell House Coffee—B.&B.	7.5	0.35	2.6	**
LORENZO JONES Sterling Drug—D.F.S.	6.6	0.37	2.4	357,628
WHEN A GIRL MARRIES General Foods—Y.&R.	6.8	0.35	2.4	**

\*—Based on figure of 14,644,878.  
\*\*—No "number of urban listeners" figure reported on programs broadcast in fewer than 100 cities.  
#—Based on program Hooperating in March 15th report.

FIRST 15 CHILD AUDIENCE BASED ON MARCH 30 EVENING HOOPERATINGS

Program and Sponsor	Hooperating	Child Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Listeners*
JACK BENNY American Tobacco—F.O.&B.	28.5#	0.49	14.0	2,045,157
BLONDIE Super Suds Div., Colgate—Wm. Esty	13.4	0.96	12.9	1,883,917
ALDRICH FAMILY General Foods—Y.&R.	16.3	0.74	12.1	1,766,465
RED SKELTON—CH B.&W. Tobacco—R.M.S.	24.7	0.48	11.9	1,736,297
RADIO THEATER Lever Bros.—J.W.T.	25.1	0.44	11.0	1,617,380
TRUTH OR CONSEQUENCES Procter & Gamble—Compton	20.4	0.54	11.0	1,613,280
AMOS 'N' ANDY Lever Bros.—R.&R.	24.4	0.45	11.0	1,608,008
FIBBER MCGEE & MOLLY S. C. Johnson—N.L.&B.	27.1	0.40	10.8	1,587,505
SHADOW D.L.&W. Coal—R.&R.	15.0	0.72	10.8	1,581,647
LONE RANGER Joe Lowe Corp.—Direct	9.8	1.10	10.8	**
BOB HOPE Pepsodent Div., Lever Bros.—F.C.&B.	31.0	0.33	10.2	1,498,171
JOAN DAVIS Swan Soap, Lever Bros.—Y.&R.	17.5	0.57	10.0	1,460,827
EDGAR BERGEN Standard Brands—J.W.T.	19.4	0.51	9.9	1,448,964
LIFE OF RILEY Dreft Div., P.&G.—D.F.S.	14.5	0.63	9.1	1,337,810
BIG TOWN Sterling Drug—P.&R.	15.0	0.58	8.7	1,274,104

\*—Based on figure of 14,644,878.  
#—Includes first and second broadcasts on Pacific Coast.  
CH—Computed Hooperating.  
\*\*—No "number of urban listeners" reported on programs broadcast in fewer than 100 cities.

# Moppets Gulp Chillers, Nix 7 Top Hoopers

## Kids' Air Tastes Analyzed

NEW YORK, April 16.—To nobody's surprise, cliffhangers, blood-and-thunder serials and radio versions of comic strips are the favorite radio diet of juvenile radio listeners. This conclusion is drawn from analysis of the Urban

Circulation Index (see tabulation accompanying), showing the total number of estimated urban child listeners per program. The chart, based on March 30 Hooperatings, indicates that, aside from a handful of universal favorites, moppets are most attracted by shows dished up specifically for their edification.

Of the 15 evening programs with most minor listeners, only eight are on the list of shows with the greatest number of over-all listeners. Among the 15 daytime shows with highest junior listenership, seven also make the over-all 15 most heard programs. Unable to attract the puerile ear are some of the outstanding favorites of the ether.

### No W. W. for Kiddies

For example, among the top 15 Hooperated evening shows not appearing on the youngsters' most popular list are Walter Winchell, Fred Allen, Screen Guild Players, Bandwagon, Sunday Evening Hour, and Mister District Attorney. Instead, replacing them are such relatively low-rated shows as Blondie, Aldrich Family, Shadow, Lone Ranger, Joan Davis, Life of Riley and Big Town. Appearing both on the children's and the over-all most listeners' lists are Jack Benny, Bob Hope, Fibber McGee, Red Skelton, Radio Theater, Amos 'n' Andy, Edgar Bergen and Truth or Consequences.

Even wider difference is evident in a comparison of the daytime lists. Absent from the moppet selections are such widely heard programs as Kate Smith Speaks, Breakfast in Hollywood and a string of soap operas including Aunt Jenny, Young Widder Brown, Stella Dallas, Right to Happiness, Pepper Young's Family and Ma Perkins. In their stead the youngsters approve one soap opera, Lorenzo Jones, and such blood-curdlers as Tom Mix, Captain Midnight, Superman, Jack Armstrong, Terry and the Pirates, Sky King and Buck Rogers. Shows that made both lists are Let's Pretend, Theater of Today, Stars Over Hollywood, Grand Central Station, County Fair and two soap operas, Portia Faces Life and When a Girl Marries.

The total number of juvenile listeners per program is determined for this chart by multiplying each show's Hooperating by the number of juvenile listeners per receiver.

# Gold Seal Firm Waxes Chi Kid Psychology Seg

CHICAGO, April 26.—New-type kid radio show, worked out in co-operation with University of Chicago psychologists, to be entertaining yet not emotionally harmful, has been put on wax here by Leonard Klein, president of Gold Seal Record Company. Program titled Radio Picture Book, was idea of Klein and planned with the co-operation and editorial supervision of Elizabeth Keister, member of the U. of C. Department of Education. The university and Helen Ross, head of child psychology at the Institute for Psychoanalysis, have endorsed the program. A national maker of children's food products as well as two transcription companies are interested in the series, Klein said.

Show is intended for an audience aged from about 4 to 11 years old. Format consists of telling of fanciful, whimsical animal stories by means of music, narration and acting, casting animals in talking roles as well as portraying human adult and juvenile parts.

One of the most important elements of the series, according to child psychologists, is use of picture books illustrating scenes in radio stories. Psychologists say that children understand radio story telling much better when they can simultaneously refer to correlated pictures.

Picture books will have commercial value too. It is planned that they will be used to carry sponsor's message into home and will be given away entirely free as additional advertising or sent to kids mailing in box tops.

Series will feature Dick (Two Ton) Baker as piano playing, singing narrator and will be produced and directed by Sherman Marks.

# Schenley Does About Face on "Suspense"

HOLLYWOOD, April 26.—In an about-face which caught the Biow Agency by surprise, Schenley Distillers (Roma Wines) notified percentage house of its intention to retain Suspense thriller beyond present May 22 expiration date. Understood CBS-owned package was renewed for more than one 13-week cycle, altho agency officials would not reveal exact terms of new deal.

Contributing factor to change of heart was said to be recent Peabody Award earned by Suspense for outstanding drama (The Billboard, April 26). Moreover, the unusual amount of outside interest which followed the announcement that show was folding resulted in quick reversal of early plans, despite general retrenchment of ad budgets among wineries.

Heard by most...

Preferred by most



# Kenyon & Eckhardt Welds Flack Forces Under Hal Davis

NEW YORK, April 26.—Kenyon & Eckhardt has merged its radio and products publicity departments, with Harold (Hal) Davis, heretofore radio publicity chief, in charge of the combined operation. Davis will have two chief assistants, Herbert Landon, in charge of radio publicity, and Mrs. Jean Brown, heading the products end. Staff under Davis will number 16, including writers, secretaries, clerks, etc.

Davis's operation will integrate the newly merged department, with personalities attached to one account being used to help promotion campaigns of other accounts handled by the agency. Radio name, for instance, will aid in food and fashion publicity and vice versa.

Landon, who was formerly assistant radio publicity chief, will handle flack work on Borden's *County Fair*, Hudnut's Jean Sablon, Henry Reichhold's Detroit Symphony, Wesson Oil's Edwin C. Hill and Noah Webster *Says* (Pacific Coast) and Kellogg's *Superman, Breakfast in Hollywood*, Galen Drake and *Hollywood Story*.

Products include Kellogg Company, Knox Gelatin, Stetson's Women's Hat, Industrial Tape, Borden's, Manning Bowman and White Rock.

## More Whiteman Sponsors Pending

NEW YORK, April 26.—Following sale to National Biscuit Company of 15-minute daily seg of its full-hour Paul Whiteman disk jockey package (*The Billboard*, March 22), American Broadcasting Company (ABC) this week anticipated imminent sale of at least 30 minutes more of the show, with Colgate-Palmolive-Peet the hottest prospect. ABC has kept its salesmen busy during the past few days making presentations on the Whiteman show, not only to local agencies but to prospective sponsors in Chicago, St. Louis and Cincinnati. Several major firms besides Colgate are interested, including Swift, Armour and Procter & Gamble.

For its quarter-hour of the five-a-week show, the cracker company will dip into its barrel for \$866,361.60 annually. Contract calls for weekly expenditure of \$1,725 for talent and \$14,935 for time, including agency commissions.

While time period on the show, which debuts June 30, has not been definitely set as yet, good guess is that it will be fitted into the 3:30-4:30 slot, Monday thru Friday. Should the entire hour be sold, ABC would be left only 30 unsponsored minutes weekly daytime network time: The Tuesday and Thursday segs of *Ladies, Be Seated*, 3:15-3:30. Web does not sell time between 12:30 and 2:30 p.m., which is reserved for station use.

THERE'S PLENTY OF  
BUSINESS IN

DAYTON, OHIO

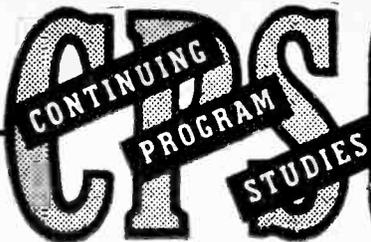
Get Your  
Share By  
Using...



WEED & CO. National Representatives

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.

### Tony Martin Show

Reviewed April 20, 1947

THE TEXAS COMPANY  
Thru Arthur Kudner Agency

Via CBS (154 Stations)

Sundays, 9:30-10 p.m.

Estimated Talent Cost: \$13,500; agency producer, Ed Cashman; writer, Glenn Wheaton; music, Victor Young; announcer, James Wallington; cast, Tony Martin, Evelyn Knight, guests.

Average Hooperating for this program (started March 30, 1947)..... 7.1

Average Hooperating for shows of this type (Variety)..... 13.4

Current Hooperating for show preceding, Hildegard..... 5.5

Current Hooperating for show following, "Take It or Leave It"..... 16.5

#### CURRENT HOOPERATING OF OPPOSITION SHOWS

ABC Jimmie Fidler (9:30-9:45 p.m.)..... 9.5

"Policewoman" (9:45-10:00 p.m.)..... 7.0

MBS "Double or Nothing"..... 8.4

NBC "Album of Familiar Music"..... 12.5

#### ABOUT THE ADVERTISER

The Texas Company for some years has bankrolled two major radio shows, Metropolitan Opera, aired over ABC, and Texaco Star Theater, of which the Tony Martin show is the latest edition. Preceding Martin under the Texaco aegis have been Eddie Bracken, James Melton and Fred Allen. Altho Texaco's total 1947 advertising budget has not been announced publicly, officials affirm that radio alone will cost the firm about \$2,000,000 this year. In 1946 Texaco spent \$1,077,999 on radio, \$1,115,334 in magazines and \$234,447 in farm publications.

In the new Tony Martin show, Texaco seems to have come up with a high test formula that seems specially geared for smooth running during the torrid summer weeks. The show offers top-quality warbling by Martin and Evelyn Knight, solid backing from Victor Young's orchestra and chorus. A weekly name star, culled from radio's top attractions, rounds out the show.

Producer Ed Cashman guided the program caught. He did it at an unhurried pace, but never fell into a rut. Martin's showmanlike delivery and engaging personality were rightly permitted to carry the ball, with Miss Knight offering a more than able assist. The guest was Red Skelton, whose stock routine of Junior at the ball game came thru with a minimum of laughs. Skelton's comedy seemed a bit incongruous in the class background of the rest of the show.

#### Martin at Ease

Martin's performance gave added weight to the feeling that he is a major show business personality, as much at ease in front of a mike as when spotted on a bistro floor. His voice gathered strength and conviction as the program proceeded, possibly because he is more effective on torrid torches such as *Body and Soul* (which wound up the show) than on the faster paced *Managua, Nicaragua* (with which he opened). (See Tony Martin Show on page 16,

### Leland Stowe

Reviewed April 23, 1947

UNITED ELECTRICAL, RADIO AND MACHINE WORKERS OF AMERICA

Thru Moss & Arnold

Via MBS (55 Stations)

Broadcast in New York by WMCA  
Network time—7:30-7:45 p.m.  
New York City Time—9:30-9:45 p.m.

Agency producer, Stanley Moss.  
Writer, Leland Stowe.

Average Hooperatings for programs of this type (News)..... 6.6

Current Hooperating of network show preceding: Sustaining..... None

Current Hooperating of network show following: "Inside of Sports"..... 2.3

#### CURRENT HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC "Lone Ranger" (7:30-8 p.m.)..... 8.9

CBS "Ellery Queen" (7:30-8 p.m.)..... 9.6

NBC Sustaining

#### ABOUT THE ADVERTISER

United Electrical, Radio and Machine Workers (UE), a CIO affiliate, is trail blazing with its sponsorship of Leland Stowe, for the series marks the first time a national labor union has sponsored a national network series. Heretofore, the parent labor bodies, American Federation of Labor and Congress of Industrial Organizations, have been the sole labor network sponsors, participating in shows on all major webs. Motivation behind the UE series appears to be agitation in radio lately that liberal commentators allegedly are not getting a fair shake from radio, especially from the standpoint of the sponsorship by business firms. Even more significant is the fact that the UE program may be the forerunner of other such union-sponsored programs, as detailed in a news story elsewhere in this issue.

Leland Stowe, noted newspaper correspondent, offers a diversified commentary on the news, if this first program in his United Electrical Workers series may be taken as a criterion. His comments, however, suffered one drawback, in that they seemed over-generalized, proffering the sort of observations with which one—regardless of political leanings—would agree. But they were not the sort of comments which were provocative of further thought.

On his initial broadcast, Stowe commented on the closing of the Moscow Conference, the death of a Bolivian tin magnate and atomic warfare. His observations on the Bolivian tycoon were that, despite his untold wealth, the multi-millionaire had died leaving his fortune entirely in the hands of his family, having failed completely to take any steps to improve the lot of either his nation or its people. In this respect, he compared the Bolivian to Rockefeller and Carnegie. His comments on atomic energy summed up to the one, compelling truth—it's a question of one world or none.

There were no UE commercials, as such. Program merely opened (See Leland Stowe on page 16)

### Katie's Daughter

Reviewed April 25, 1947

MANHATTAN SOAP CO., INC.  
For Sweetheart Soap

Advertising Manager: A. Tarr

Thru Duane Jones Co.

J. Scheideler, Account Exec.

Via NBC (36 Stations)

Monday Thru Friday, 10-10:15 a.m.

Estimated Talent Cost: \$2,000; producers-writers, Frank and Ann Hummert; announcer, Kenneth Banghart; cast, Anne-Marie Gayer, Grace Coppin, Martin Blaine, Ara Gerald, James Van Dyke, Ethel Wilson, Sybil Trent and David Gothard.

Average Hooperating for all shows of this type (daytime serial)..... 5.6

Current Hooperating of show preceding: Sustaining..... None

Current Hooperating of show following: Sustaining..... None

#### CURRENT HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC "My True Story"..... 6.4

CBS Sustaining

MBS Sustaining

#### ABOUT THE ADVERTISER

Manhattan Soap's current appropriation for radio is considerable. Company is now footing the bill for three network shows, other two being "Evelyn Winters" and "Rose of My Dreams," both five-a-week daytime strips on Columbia Broadcasting System. In addition, Manhattan Soap does other radio advertising, and will sponsor Kate Smith in N. Y. when warbler goes co-op on Mutual in June, paying \$1,000 talent fees plus time. The 1945 radio appropriation was estimated at over \$2,000,000, as compared with slightly more than \$200,000 in mags and a like amount allocated to daily newspapers. Company also has been using premiums.

*Katie's Daughter* on NBC is compounded of cliches, both verbal and emotional. Friday's (25) show opened with a spiel asking, in effect, "How much should a woman suffer . . . ?" etc., and from there went on to a plot redolent of love. The question is, will Katie's daughter, Nana, a struggling actress, land her classy admirer? Katie, you see, runs a hamburger joint, and that seems to make a difference. At the end of this episode, love seemed triumphant, with Katie cuddled up in Ned's arms. The Hummerts, you can be sure, will unfold hundreds of heartbreaking episodes on this one, with Cupid always hovering near by. From a trade point of view, this formula is known to sell soap at a reasonable advertising expenditure. From the standpoint of good radio, it's somewhat distressing to hear the banal verbiage which is peculiar to so much of daytime radio. "Lovely Nana from nowhere they call you . . . I'll never forget Paris in the spring . . . have you missed me?" It's cloying and it gluts the air waves.

#### Breathless Commercials

Commercials for Sweetheart soap have that breathless quality, stressing Sweetheart's "glorious, extra (See Katie's Daughter on page 16)

# Unions May Follow Stowe Seg With Other Labor Programs

WASHINGTON, April 26.—Labor unions soon may be making an all-out challenge of the present near-monopoly in radio time held by business sponsors, it was indicated by several spokesmen of major organizations this week. Far from standing pat, with the newscasts of Leland Stowe, initiated Wednesday (23) over Mutual Broadcasting System (MBS), Congress of Industrial Organizations' (CIO) bigwigs stated this week they are prepping additional broadcasts in the near future. They intend to "go slow" in the move.

Commenting on Stowe's first spot under sponsorship of the United Electrical, Radio and Machine Workers (UE), a top official of the union declared that while the series is a step in the right direction, "we still have a lot farther to go." He revealed that several liberal commentators had been approached by UE before Stowe was signed to a one-year contract. One was said to be William Shirer, who recently resigned from Columbia Broadcasting System (CBS). "We were interested in Shirer because of his record," the official stated, "but he was undecided about his plans." They also considered Johannes Steel and I. P. Stone of PM.

It was emphasized that any additional labor broadcasts in the near future would probably be of the news-commentary variety because of the relatively low costs as compared with other program types. Sponsorship of liberal newscasters by unions should bring about a better program balance, CIO feels, believing that present news commentary is weighted on the conservative side.

Stowe's Mutual broadcasts now

give CIO a spot on three national networks, officials stated. American Broadcasting Company (ABC) carries *Labor, U. S. A.* and the union also participates in *Cross Section* on CBS. It was stated that individual unions affiliated with CIO occasionally put on regional and local shows, but that UE's Stowe seg is the first of its kind.

## BBC Faces Demand For a Closed Shop; Will Fight Move

LONDON, April 26.—A first-class row may hit all departments of the British Broadcasting Corporation (BBC) in relation to union organization of the system. The Municipal and General Workers' Union, whose membership numbers 4,500,000, is preparing to demand a closed shop for all BBC employees. Showdown may occur in the television branch where members of at least 12 different unions are employed, some of which are not affiliated with the Trade Union Congress.

BBC already has made it clear that it will fight every attempt to set up a closed shop. For the present, one union, the Cinematographers, which has the support of the powerful Municipal and General Workers, is urging that as far as the interests of certain television workers are concerned, BBC should negotiate with them only.

The Postmaster General, who answers for the BBC to Parliament, tho he does not control the corporation, recently refused to allow a closed shop among post office employees.

## Indie Pic Producers Drive For More Cuffo Air Plugs

HOLLYWOOD, April 26.—Film-land's indie pic production companies are currently launching a drive for more cuffo air plugs, invading a realm heretofore monopolized by the major studios. Large scale indie bid for air mentions means (1) final segment of the pic biz will move into the radio orbit, and (2) summer and fall air lanes will carry a hitherto unprecedented load of indie pix story properties and screen names, as well as their accompanying plugs.

Heretofore, indies, usually working one pic at a time, didn't have enough to talk about radio-wise to warrant the expense of a special airshow contact department. Publicity-promotion departments were too concerned with coping black and white space and oftentimes lacked the necessary experience to withstand stiff competition from the majors. This, plus the fact that indies have limited story libraries and talent stables to offer, has been responsible for keeping radio out of its reach.

Radio execs point to two important factors behind the snowballing indie drive for air attention: (1) The Hedda Hopper *This Is Hollywood* airshow, which works almost entirely with the indies, and (2) the recent formation of the Mal Boyd Radio-Motion Picture Relations Office, acting as an air-pix liaison operation for the various indies. The Boyd office sells its services to indies on a per-pic basis, offering full scale radio exploitation. Boyd, formerly radio

## Pritchard & Adams Faves for WOR's Fem Spieler Spot

NEW YORK, April 26.—Choice of a new fem commentator for WOR appeared today to have narrowed down to two top candidates, Florence Pritchard and Charlotte Adams. Final selection is to be made by the station Monday or Tuesday (28-29).

Job is one of the juiciest feminine chores in radio, paying, on a percentage basis, from \$30,000 to \$40,000 a year. This king-size loot drew out a terrific barrage of applicants for the job, total running to about 1,000. They deluged the station in person, by mail, wires and long distance, with many calling on "influential" friends, in addition, to give the station a sales pitch.

### Names Among Applicants

Among those who filed for the job or were submitted by agents were Nancy Carroll and her daughter, Pat Kirkland; Mrs. Belle Tierney, mother of Gene Tierney; Irene Kuhn, a princess; a countess, and one Gypsy Rose Lee.

Marion Young, who does WOR's Martha Deane program, has been moved to the longer afternoon spot, with the new gabber to take over an afternoon time. Vacancy was occasioned by the recent death of Bes-sie Beatty. Selections were weeded by Tom Moore, WOR program coordinator, with final selection to be made by the station's program board and sales execs.

Miss Pritchard is an actress and fashion expert and has been on WOR's *Leave It to the Girls*. Miss Adams was PM's first food expert and for some years has been doing a household series on WQXR, New York.

# FCC Dissension Marks Decision Against WORL

WASHINGTON, April 26.—Dissension among members of the Federal Communications Commission (FCC) appears to be increasing, latest evidence being the strong dissent filed by Commissioner E. K. Jett this week as the FCC, by a three to one vote, ruled WORL, Boston, off the air by August 31, 1947. Decision follows close on the similar WOKO (Albany, N. Y.) ruling and for much the same reason. Majority in the WORL case stated the operators of the Boston outlet concealed the sale of a majority of the voting stock over a period of seven years.

Jett is seen as replacing Clifford Durr as chronic dissenter for the time being. In WOKO case, Jett, tho concurring in general opinion, protested that innocent parties in the operation should be protected. In WORL case, he stated that no motive for concealment of information was revealed by FCC and that punishment was too drastic.

Station, on the air since 1926, has been under management of George Lasker since 1939. Stock transactions which allegedly were not reported to the FCC involved one instance when shares passed to Arde Bulova, watch and radio magnate. Present officers and stockholders listed by the FCC include Harold A. Lafount, member of the old FCC and subsequently in charge of radio interests for Arde Bulova; Sanford H. Cohen and George Cohen, attorneys for Bulova, and Robert H. Davidson, Hub attorney.

Lasker emphasized that the management is not involved in the present situation, the transaction having taken place nine years ago, prior to his appointment. Local radio circles agree that management has an excellent record of operation.

# Labor Law May Beat Lea Act Court Ruling

(Continued from page 3)

that President Truman will veto the labor bill unless the Senate makes a radical revision in the harsh provisions of the House version. A veto would push the timetable way back on the labor measure even if enough votes could be mustered to override. On the House side, the two-thirds necessary to displace a veto is available without trouble since the original vote on the bill was in excess of the necessary number. Chances are the Senate vote will be closer.

One important provision of the Lea-Vandenberg Act likely to be left out of the omnibus bill is the ban against the use of double crews on broadcasts. On the other hand, closed-shop bans are likely to be included in the final form, which might break up Petrillo's hold on broadcasters.

## DEAL FOR SINATRA

(Continued from page 5)

Company (NBC), first airing being tonight.

Mann Holiner, Coast radio head for Lennen & Mitchell, was in New York this week to line up a summer show. Ray Vir Den, newly elected L. & M. president, stated if a better time period opened up, the account would like to move.

Sinatra and Old Gold had been at swords' ends for some time, show's rating having been poor. Singer wanted a release but couldn't get it until now. Agency, on the other hand, wanted him to take steps to hypo the show. Agency's frankness in crediting the release to poor ratings occasioned some surprise in the industry.

# Oil Firms Set Up Nat'l Ad Campaign

(Continued from page 5)

visions are State-wide; others, as on the Coast, include several States. Each division is setting up an API advertising committee, with representatives sitting on it from all phases of the petroleum field: marketing, transportation, jobbing, wholesaling and retailing. Function of the committee is to gain interest and participation on a local level in the API drive of all firms from the above-mentioned categories in the geographical area.

Field men sent out from New York to assist the subcommittees will not go unarmed. SSC&B is preparing a special radio kit to show what is to be done. Field men, according to an agency executive, will encourage use of radio by local firms until they are ready for regular program sponsorship. In some cases this may be almost immediately; in others it may take an extended period. SSC&B officials, however, are looking ahead to 15-minute packages which it can farm out for sponsorship. Initial plans call for major emphasis of these to be on sports, later working into other themes.

### Many Already on Air

Of the thousands of firms which will be tapped to participate, many already may be in radio. For these, SSC&B is setting up material which can be fitted right into their current campaigns, tying in the API theme.

Other media also are likely to benefit from the institutional drive to peddle the philosophy of oil. It is expected that API subcommittees will be given a mat service for local newspapers. API itself intends to launch the drive with purchase of space in national magazines in August.

# Play-by-Play's Pretty Pickings

## Iowa Tuners Pick Bingle, Kate, Fibber

DES MOINES, April 26.—Iowa listeners recently polled by the *Des Moines Register and Tribune's* radio columnist, Mary Little, voted Bing Crosby their network pet.

There were 16 categories of questions. Crosby copped first place in total number of votes as well as in the male singer classification. In second spot for total votes came *Fibber McGee and Molly*, with *Amos 'n' Andy* following close.

Rankings of favorite network males placed Arthur Godfrey first, Art Linkletter second and Jimmy Fidler third. Females were led by Kate Smith, with Betty Crocker second.

Among comedienne, Joan Davis ranked first, Judy Canova second, Gracie Allen third. Crosby was followed in the male singer category by Perry Como. Dinah Shore topped the gal chirps, with Jo Stafford second.

*Metropolitan Opera*, on American Broadcasting Company (ABC), led the field of classical preferences, with New York's Philharmonic on Columbia Broadcasting Company (CBS), in second. *Telephone Hour*, on National Broadcasting Company (NBC), topped the semi-classicals, with CBS' *Hour of Charm* second.

In the field of drama, NBC's *Cavalcade of America* and *One Man's Family* ranked 1 and 2, while the WHO locally-produced Iowa barn dance was placed as first in variety shows, with Don Ameche's Sunday NBC show second.

Fred Waring out-poll Tom Breneman for first position among daytime shows, with Ted Malone third. The *Quiz Kids* were favorites in the question-and-answer department, followed by *Information Please* and *Dr. I.Q.* Network newsmen were ranked: H. V. Kaltenborn, first; Alex Drier, second; Drew Pearson, third, and Walter Winchell, fourth.

Iowans showed a preference for sweet music, ranking Sammy Kaye tops in orks, Guy Lombardo second, Wayne King third.

## WTUX Wilmington's 3d

WILMINGTON, Del., April 26.—This city's third radio station, WTUX, made its debut at 5:58 a.m. Monday (21) with 500 watts daytime on 1290 kilocycles. Station general manager is E. D. Harvey, veteran KDKA and Hearst radio executive here from WBAL, Baltimore. Program continuity chief is Herbert R. Lafferty Jr., from WOC, Davenport, Ia. FM is set to be in operation on or about September 1 as a Class B station, 94.3 megacycles, 16,200 watts, covering 11,450 square miles.

**100 8x10 PHOTOS for ONLY \$6.60**  
 Professional publicity photos reproduced in quantity. Superb quality on best grade paper at prices you would expect to pay for cheapest cut rate work. Enthusiastic, satisfied customers coast to coast.  
 250 POST CARDS \$7.15 NO NEGATIVE CHARGE  
 Before ordering anywhere send for the facts, full price list, ordering instructions, etc.  
**COURTEOUS and HONORABLE TREATMENT Guaranteed!**  
**MULSON STUDIO** BRIDGEPORT 8, CONN.

## Talk of the Trade

ARTHUR GODFREY, star on Columbia Broadcasting System (CBS), is featured in a movie thriller just completed by the Greater New York Fund and scheduled for 500 New York theaters. The film, which explains the work of the fund, was produced and directed by Mike Jablons. . . . Stephen Debaun, formerly with the press staff of the National Broadcasting Company (NBC), is now publicity director of the Radio Corporation of America (RCA) show-room in New York, to open soon.

Latest additions to announcing staff of WCAE, Pittsburgh, are Ray Scott and Charles Nuzum. Scott resigned from WJAC, Johnstown, Pa., and Nuzum was formerly with WWVA, Wheeling, W. Va. . . . Ruth Nichol back to the WCAE continuity department after a two-month leave of absence. . . . Jack Sayers recently appointed sales manager of CKWX, Vancouver. . . . C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, St. Louis, returned to his desk Tuesday (22) after a three-week vacation in Florida. . . . W. Avera Wynne, manager of WEED, American Broadcasting Company (ABC) affiliate in Rocky Mount, N. C., is in town visiting web officials.

PHYLLIS GRENIER, secretary to Harry D. Goodwin, promotion manager of WCOP, Boston, vacationing in Bermuda. . . . Norman Thomas Simpson, formerly with Compton Agency, signed as sports announcer for WWOE, Lynchburg, Va., station of Mutual Broadcasting System (MBS). . . . Carleton D. Brown, prez of WTVL, Waterville, Me., in New York visiting ABC officials. . . . E. B. Canel, director of Latin-American programs for NBC's International Division, has accepted an executive post position with WNEL, San Juan, Puerto Rico, affiliate of the Pan American web of the National Broadcasting Company (NBC). . . . Steve de Baun, former member of the NBC flack staff, appointed publicity director of the RCA Showroom, scheduled to open soon in New York.

## Agency Notes

JIM MCGARRY, radio publicity chief for Batten, Barton, Durstine & Osborn, became a father last week when his wife, Enice, BBD&O time buyer, presented him with a daughter, Sheila Maureen. . . . Joe Field, formerly of PM, now assistant director of publicity at Compton. He replaces Phil Klarnet. . . . Don Rivers, of Compton's radio copy department, will have a book published shortly. Title is *Careers in Advertising*.

N. W. Ayer has prepared a series of spot announcements for the Philadelphia Phillies, National League baseball club. They will be used over KYW. . . . A new transcription firm, Hamilton-Whitney Radio Productions, cut its first sides of a 15-minute dramatic program, *The Unexpected*. Frank K. Danzig, formerly with WNEW, WHN and CBS, directs. . . . Al Heller, radio announcer, narrator and commentator, joins Haehnle Advertising Cincinnati, as account executive, May 1. His wife, Ramona, former Paul Whiteman pianist and network headliner, will come with him.

PERSONNEL promotions at WONS, Hartford, Conn.: Ralph Klein, with the station since 1940, named program director; Barbara Heintz appointed assistant program director; Marjorie Ekwall, librarian, and Elmina Brooks, continuity writer. Rita Talbot and Eleanor Sadosky added to receptionist staff. . . . Paul W. Morency, general manager of WTC, Hartford, Conn., appointed chairman of the Connecticut Cancer Fund campaign. . . . Bob Martineau, manager of WKNB, New Britain, Conn., in New York last week to attend meetings of Television Institute.

The *Skip Farrell Show* returns to ABC April 29 and will be heard Tuesdays and Fridays at 2:45 p.m. . . . Charlie Andrews has joined Needham, Louis & Borby, Inc., Chicago, as a radio commercial writer.

## Sportscasters Nab Sweet Moo For Air Stints

### Stern, Barber, Wismer Tops

NEW YORK, April 26.—Sports-casting, for a comparatively small number of gabbers, has become one of the most lucrative segments of the broadcasting business, with top men earning up to \$150,000 annually.

Among the top money-winners on the air now in sports are Bill Stern, sports director at National Broadcasting Company (NBC); Red Barber, Columbia Broadcasting System (CBS) sports chief, who also does the (See *Play-By-Play Good* on page 16)

# WARNING

A FEDERAL COURT HAS RULED THAT THE NAME

# GRAND OLE OPRY

IS THE EXCLUSIVE PROPERTY

OF RADIO STATION

# WSM

NASHVILLE

INFRINGEMENTS WILL BE VIGOROUSLY PROSECUTED

The Federal Court of the Middle District of Georgia, on March 24, 1947, in the case of WSM, Incorporated, Plaintiff, against Golden Goose Corporation and R. L. Whitton, Defendants, rendered the following decision, applying throughout the United States:

"The plaintiff, WSM, Incorporated, by virtue of the long use of the words 'Grand Ole Opry' to designate its radio program has acquired the legal right to the exclusive use of such name and is entitled to be protected against infringements which would tend to deceive. . . ."

The above decision applies to the use of words similar to "Grand Ole Opry"

Theatre Managers and Booking Agents:

In case of doubt as to the authenticity of a "Grand Ole Opry" act, contact

**WSM, INC.**  
**NASHVILLE, TENN.**

## Ice Capades

Reviewed Thursday (24), 9-10:30 p.m. Style—Remote of "Ice-Capades." Sustaining over KTLA (Paramount), Hollywood.

Paramount tonight pulled another plum from the tele pie with its all-around scanning of the *Ice-Capades*. Armed with four image orthicons, Tele Director Klaus Landsberg moved into the Pan-Pacific and strategically placed his lens-boxes so that viewers could see all phases of what was going on—from the opening night galaxy of pic celebs filing in at the entrance, to a backstage view of the skaters warming up and the scanning of the blade ballet performing. To achieve this, one camera was located at the entrance where Dick Lane interviewed the pic names that came by, another lens was situated backstage, while two were kept literally on ice for shots of the performance.

Since outlet is making *Ice-Capades* a regular Monday night feature, tonight's offering acted as a teaser in that it concentrated on backstage and out-front scanning and gave viewers only a portion (six numbers) of the full show. (Plan is to show different segs of the show each week and toward end of run, bring the entire production.) Televiewers caught the excitement of opening night, ogled their film faves up close while they were interviewed, and later, met backstage with everyone from the stars Donna Atwood and Bob Specht to girls from the ensemble. Lookers for the first time saw an ice show from the performer's side of the fence—a factor which enhanced the interest in this seg. Skaters warming up and thumbnail interviews, as well as sight of portions of the show will undoubtedly serve to put an edge on the viewer's interest and make him buy a ticket. The way scanning is handled, looker feels he knows the skaters and sees just enough to make him want to see more. *Lee Zhitto.*

## Remember the Days

Reviewed Tuesday (22), 8:15 to 8:45 p.m. Film commentary and interview show presented sustaining on WBKB, Chicago.

Like so many other programs at WBKB, this one was an example of a good idea mishandled, a performance that didn't result in a top show because of insufficient planning and slipshod production.

Program had good talent too: Dave Garroway, top Chi disk jockey, as emcee and old silent films that had plenty of laughs. Interview with Loren Ryder, president of the Society of Motion Picture Engineers (SMPE) and a vice-president of Paramount, WBKB parent company, featured pre-showing discussion of oldies such as the *Great Train Robbery*.

However, Garroway obviously had not prepared any questions to feed to Ryder and often their conversation drifted into inconsequential. When it did Garroway would try to rescue the show by showing one of the old pix. Timing was bad, however, and

## SPOTLIGHT'S ON YOU!

My glamorous photographs put you in the spotlight for a super-showing with all your fans. Done fast, too, for I do 50,000 super-duper photos a day.

8x10's — 5c each  
Postcards 2c each  
(1,000 lots)  
Mounted Blow-Ups—  
20x30, \$2.00; 30x40, \$3.00  
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Write for  
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## Adventure Is My Hobby

Reviewed Sunday, 9-9:30 p.m. Style—Film plus live running commentary, interview. Sustaining over KTLA (Paramount), Hollywood.

Here's a seg worthy of a video time-buyer's attention. Judging by the kick-off scanning, outlet's *Adventure* series is one of the more promising and refreshing bits of tele fare to hit the local glass screens in some time. Featuring marine-jungle explorer Erwin Williamson, seg consisted of footage filmed by Williamson with latter providing running commentary. (Film-live-gab gimmick was used by NBC-New York in scanning the Mrs. Calveth Wells series.)

For the most part, presentation was very well handled. Interest-building intro by Williamson precluded unreeling of film. Williamson's running commentary was well written and capably voiced, aimed at building suspense. This he accomplished with ease, especially footage showing him in diver's gear submerging to the bottom of the ocean in quest of the sunken vessel. As the strange marine life floated by, Williamson was quick to identify it and specify the hazards that lurk in the deep. There were enough man-eating sharks swimming about to keep viewers on edge thru-out. Edited with a climax in mind, this particular episode ended with Williamson narrowly escaping the multi-clutches of an octopus.

Following the film portion, Williamson was interviewed by KTLA's Dick Lane, and answered questions from the studio audience as well as those phoned in by home viewers. Lane, heretofore quite capable in handling similar ad lib chores, fell flat in tonight's seg, to a point that his efforts proved anticlimactic to what had come before. He overdramatized the perilous venture with a lot of superfluous side gab which had viewers wishing Williamson could have more of the mike and Lane less.

All in all, seg retained a high pitch from start to finish, and once Lane is toned down for the question-answer portion, this show may well prove to be one of the most interesting studio scanners on the Coast's air today.

*Lee Zhitto.*

by the time he had gone thru futile attempts to change reels, interest lagged.

## Production Errs

Production mistake of having musical background override conversation between Ryder and young gal twins during running of films also accounted for confusion. Subdued background show idea was good in that it was an attempt to build a format in which showing of old films could be an important part. These oldies among the little film stuff now available for television release, made good entertainment. But now that this has been discovered, closer attention should be given to an attempt to work up a smooth running show. Garroway should be told, we might also add, that his sly, under-the-breath remarks don't go over on television as they do in radio. Microphone is usually farther away in video and thus much of his material is lost.

*Cy Wagner*

## New Agency for Philly

PHILADELPHIA, April 26.—An advertising agency will be set up here next month by Lou London, of the sales staff of WPEN, and Bob Blumenthal, of the Elinor L. Brown Agency here. Known as London-Brooks Advertising Agency, it will have offices in the Commonwealth Trust Building.

## Papa Is All

Reviewed Monday (21), 8:30-11 p.m. Style—Full-length legit play. Sustaining over KTLA (Paramount), Hollywood.

The old question of how would full length legit fare go on tele, received its answer definitely in the affirmative with this Paramount scanning of *Papa*. Appearing at the time at El Patio Theater, the Jan Boris production of Patterson Greene's comedy was moved from the legit house to KTLA's studio with complete cast and stage setting included. This was area's first taste of an unabridged stager and judging by what hit the screen, viewers were duly impressed with versatility of the video mediums and would welcome more programs of equal caliber.

So as to take in the full scope of the widely spread acting area, KTLA's pilot Klaus Landsberg ordered three of his image orthicons to the scene. Lensing trio was placed in the form of an inverted triangle, encircling the entire thesping space. It was good judgment on the part of Landsberg to supplant his usual studio ikes with orths. Latter's greater depth of focus makes the orth more easily adaptable to close-up coverage of a rapidly changing field of action. (Stepped down, high speed image orthicon provides the fullest depth of focus possible in tele.) Thru this camera set-up, lensers were able to take in all the action while at the same time delivering a sharp image. While image quality was "granier" than could have been possible with ikes, sharp focus at all times more than made up for lack of minute detail.

## Demands Top Acting

One essential factor was brought to the surface with this scanning: Tele's closer-than-footlight view of a stage production serves to magnify any of its weaknesses, while at the same time demands more of its participants. Reason for this is the closer contact the audience achieves with the players via tele. This calls for highly polished acting wherein each movement, each facial expression must serve a purpose or else mar the entire production as in the case in cinemacting. While the over-all result of the tele version of *Papa* was highly satisfying, Hugh Murray's enactment of papa, at the El Patio was passable (see *The Billboard*, April 19) but dipped considerably below par when viewed on tele.

Since company worked as tho it was playing on stage, turning backs to the audience, moving freely from one extremity to the other, KTLA had its hands full of new tele problems it never before faced. So as to avoid extreme panning, Landsberg emphasized lensing of thesp's reactions rather than their actions. This, coupled with studied cross-cutting, gave viewer the full scope of the stage while keeping play's continuity alive.

*Lee Zhitto.*

## CHI BREWER IN TELE

(Continued from page 3)

which it was sold would set a pattern for future sales of sports at the station. From now on, he said, present sponsors at the station would be offered new sports telecasts one week in advance of notifications to all the trade.

This will next apply, it seems, to telecasting of harness and horse racing which the station expects to start soon. Harness racing, taking place at Maywood Park in a Western Chi suburb, will be telecast starting May 5. Racing at other Chi parks, such as Sportsmen and Arlington, will also be on WBKB's schedule this summer.

WBKB this week also signed a contract with the Chicago Rockets, of the All-American Football Conference, giving station telecast rights to the Rockets' games which start here August 29.

## WOR Exec Sees Coast-Coast TV Within 5 Years

NEW YORK, April 26.—Prediction that coast-to-coast network television "should be a reality by five years from now" was made this week by Gene Thomas, sales manager of WOR and president of the Advertising Club of New York, in an address before the Associated Motion Picture Advertisers (AMPA).

Thomas also declared that the 25,000 sets now in use should be increased to 400,000 by next Christmas; a million by the following Christmas and 25 million in 10 years. He based his figures on federal and manufacturer estimates.

Television, Thomas stated, would provide advertisers with a sales medium heretofore undreamed of, citing several examples to prove his point. A folding globe, selling for \$1, drew one order per 25 sets in New York; Loft Candy pulled a free sample order on one out of every 28 sets in the same area, and B. T. Babbitt (Bab-O) found that a television premium return was far greater than any received from a one-time shot in any other medium. A razor blade manufacturer, Thomas declared, secured 10 times as many returns from a video offer as from any other medium.

Thomas concluded that video would cost more than other advertising, but "because it combines the advantages of several other media, it should set new records for motivating customers."

## Gimbel's in Philly Resumes Video With Weekly Show

PHILADELPHIA, April 26.—Gimbel Bros. Department Store, pioneer television sponsor here, returned to the video lanes last night with a quarter-hour weekly show at 8:45 to promote the sale of home furnishings. Called *The Handy Man*, show is written and acted by Jack B. Creamer, who uses a live cast to get across the commercial messages. Stanza is slanted entirely to the ladies, and is carried by WPTZ, Philco tele station here.

In 1946, Gimbel Bros. sponsored a half-hour *Uncle Wips Trips*, on WPTZ. According to David Arons, advertising and publicity director of the department store, last year's tele show produced a 3 per cent sales return. Average customer sales from the tele show were \$45, as compared to the average store sales per person of \$8.

## TV Sets Increasing

Since last year, when there were less than 1,000 receiving sets in operation, the television audience here has increased tremendously. According to Philco, latest count of tele sets in use in the Philadelphia area, as of a week ago, was 4,100. The Gimbel store figures on a 4.2 audience for each set in operation, altho Philco officials feel the percentage is a bit higher. Philco officials figure that the number of sets in operation in this area jump by 1,000 a month.

With Philco about ready to spring its line of tele receivers on the market, there will be a decided increase in the number of sets getting into the homes within the next few months. Until now, RCA Victor has blanketed the home sales market, and earlier this month DuMont introduced its line of expensive models, selling them exclusively thru John Wana-maker's Department Store.

# Million-Set TV Forecast Discounted

## Not Enough Cathode Tubes

NEW YORK, April 26. — Razzle-dazzle prophecies of a million or more television receivers to be constructed this year came in for disdainful comment from reliable video quarters this week. That such production is implausible, it was pointed out, is inherent in the tele industry's inability to turn out anywhere near that number of vital cathode tubes. Principal cathode tube manufacturer, RCA-Victor, is scheduled to produce only about 160,000 tubes for receiver use in 1947.

Three other manufacturers, at least, will enter or step-up cathode tube production, however. These include DuMont, North American and Philips. To the four or five receiver builders now in appreciable production soon will be added such firms as Stromberg-Carlson, Emerson, Philco, Stewart-Warner, Colonial, Farnsworth, Andrea and possibly Bendix.

As a result, the 25,000 receivers now estimated by Radio Manufacturers Association (RMA) to be in use should be upped to about 350,000 by year's end, in line with most conservative outlooks. On the basis of the 18,329 sets turned out by its members in first quarter of 1947, RMA reckons on 300,000 receivers in the nation by end of the year. More sanguinary guess is made by RCA-Victor, which forecasts some 400,000. Probable figure lies between.

# WBKB Fact Finders Reveal Ear-Appeal

CHICAGO, April 26.—Ability of television to do a job of impressing sponsors' messages upon viewers' memories was further proved at WBKB this week from compilation of results of a telephone survey made Friday (18). Between 8:30 and 9:50 p.m., while the station was still on the air but was telecasting a sports remote, WBKB interviewers completed 107 phone calls trying to find out how many viewers remembered the names of two shows presented earlier in the evening.

Sixty-seven per cent of the people phoned had their television sets on. Of this group 74.9 per cent were able to identify the sponsor of the *Fair Store Tele-Chats*, news commentary show, while 83.6 per cent were able to name the sponsor of the *Commonwealth Edison's Telequizzicals* show, a phone quiz program. Calls were made to homes only. In each case those who had their sets on during airing of shows discussed were asked: "Can you tell me who sponsors the ..... show?"

## Video Workmen

Due to lack of space, the current piece in the video series has been held out this week. The series will be resumed in the earliest possible issue.

# Larsen Asks Pix To Grab Onto TV

CHICAGO, April 26. — Warning was voiced here this week by Paul J. Larsen, Society of Motion Picture Engineer's prexy (SMPE), that unless motion pic companies acted quickly to get into video, it might be too late since the door was fast being shut by radio interests. Occasion was the meeting of SMPE in Chicago (21-25) at the Drake Hotel.

Larsen's opinion is that the film industry has been neglecting video as a media for entertainment both in theaters and in the home. Industry has concentrated on the standard screen almost entirely, with the result that the big radio corporations have practically copped the television field.

Most delegates agreed with Larsen's contention that film companies must get into theater television soon because of the coming competition from video, but opinion differed sharply as to how soon Hollywood could break into theater video. Larsen claimed that, granted FCC channels, the motion pic industry could swing video in practically all its houses within two years.

However, Capt. Bill Eddy, prexy of WBKB, local Paramount station, and inventor of many video devices, declared universal theater television was much further off than that—at least five years.

# Philly TV Coverage Factor in Landing GOP Convention

PHILADELPHIA, April 26. — Potential television coverage of the event was one of the decisive factors in the GOP's choice to hold the Republican National Convention in this city, with the same persuasive argument now being used again to woo the Democratic National Convention. Mayor Bernard Samuel's citizens' committee included Roger W. Clipp, general manager of WFIL, which has started work on its television plant.

Before the committee left Philadelphia to bag the choice confab, Clipp huddled with Paul Mowrey, national television manager of the American Broadcasting Company, in preparing material to show the television coverage that would be possible if Philadelphia becomes the convention city. Both Clipp and Mowrey went to Kansas City last week with the mayor and his committee.

### Coverage Outlined

Republican National Committee was shown how a Philadelphia convention could be telecast over a network of stations covering all of or portions of 13 Eastern States. An estimated 30 to 40 million persons live in this coverage and the States control 163 electoral votes.

Impressed by the television imprint on the GOP-ers, Mayor Samuel also pointed out that Philadelphia stands ready to set up 25,000 chairs in the museum near the convention hall site where tele-scanners can view activities telecast from the meeting hall.

# CBS-Tele Offer on "Union" Bogged in Ramifications

NEW YORK, April 26.—Columbia Broadcasting System (CBS) has made an offer to Leland Hayward, producer of the legit hit, *State of the Union*, to telecast the show in its entirety, but because of many ramifications involved in the proposal nothing has been set yet. As matters stand now, it would cost \$10,000 or more to do the show, which would be a first for Broadway and New York tele. WKBK, Balaban & Katz Chicago TV station, is telecasting a legit show tomorrow (27), this being a new play, *Night Without End*.

High rap of 10G results from extra pay for stagehands and actors. Equity rule on telecasts of legit shows provides that actors "engaged in picturization, in whole or in part . . . shall be paid a minimum of one week's salary for each day or part thereof employed in such picturization or sound recording."

CBS proposal is in the nature of an experiment to gain both audience reaction and tele production experience. There have been similar offers to other legiters, but no deals have been consummated in New

York. Cost of the *Union* airing probably would exceed \$10,000 since this figure does not include authors' royalties to Russel Crouse and Howard Lindsay.

*Union* would be televised with a mobile unit in the legit house. No decision has been made whether an audience would be permitted.

The WBKB airing was arranged with extra pay for union employees.

# 1st Post-War Sports Remote for W6XAO

HOLLYWOOD, April 26.—Don Lee tele outlet W6XAO will do its first post-war sports remote May 24 when station telecasts Escobar-Chavez charity fight from Hollywood's Legion stadium. Station Director Harry Lubcke says boxing remote will kick off outlet's post-war remote program, which heretofore has been only on paper.

Outlet will use new image orthicon camera for first time plus two standard orth lense boxes. Larry Finley, music and radio figure, will do blow-by-blow description, with Tony La Frano, Don Lee net's chief announcer, set to handle color. Fight is expected to be big local sporting event, with Jack Dempsey as referee and proceeds going to Los Angeles Tuberculosis Sanitarium.

# Goebel Beer to TV Tigers on WWDT

DETROIT, April 26.—WWDT has signed for two weekly television shows of the Detroit Tigers' baseball home games, starting June 1. Days will vary according to playing schedules. Ty Tyson, sports editor of WWJ, will handle play-by-play commentary.

The shows will be sponsored by Goebel Brewing Company instead of a motor company, as a report some weeks ago indicated. Goebel has rights on ball park broadcasting and has sponsored Tiger games over AM stations for five years. It now broadcasts games over WJLB and 21 up-State stations.

# Bergen Shoots 16mm. For Television Use

HOLLYWOOD, April 26.—Edgar Bergen will devote a portion of his planned vacation in Sweden this summer to shooting 16mm. color film footage for possible use on television. Radio star is planning to handle lense grinding of a comic-travelogue starring sidekick Charley McCarthy which he will release for theater and video use in the fall.

Bergen is considering employment of Swedish musicians, with sound track and vocal dubbing to be completed abroad. Thus, film would escape recent AFM ban against telecasting of pix with music.

# Irene Murphy Set As First Talent for TV Caravan Junket

NEW YORK, April 26.—Selection of Irene Murphy as first live talent signed for the forthcoming "television caravan" was announced this week as Manager Sam Cuff prepared to meet the junket's getaway date of May 20. About a dozen people will make the coast-to-coast tour during which an estimated 1,000,000 persons will witness their first video demonstrations in 22 cities.

Miss Murphy, formerly featured on the *Cash and Carry* show over DuMont video station WABD, New York, will demonstrate products of seven national manufacturers: Westinghouse, Hickok, BVD, Koroseal, Sherwin-Williams, Hoover and U. S. Rubber. Under joint auspices of Radio Corporation of America and Allied Stores Corporation, the caravan will spend several days giving video demonstrations at Allied department stores in each of the 22 cities.

Six cars, specially constructed by General Motors, will house \$100,000 worth of video equipment. Upon arrival at a store, a special studio will be set up inside and receiving equipment will be placed in windows and thruout the store. Miss Murphy and others will give closed-circuit demonstrations of the products and of three magazines: *Charm*, *Pic* and *House Beautiful*. Sports and other special films also will be shown. First date is May 20 in Reading, Pa., with tour ending October 18 in Akron.

# Pa. Court Stays Tavern TV Fee; Hearing May 29

HARRISBURG, Pa., April 26.—Pennsylvania's Liquor Control Board has been ordered by Dauphin County Court to refrain from enforcing its decision that television devices are movies—and requiring taverns with such devices to obtain amusement permits—pending a court hearing May 29. Ruling was handed down by Judge William M. Hargest. Television equipment had been set up in the court for the benefit of the judges.

Philadelphia liquor dealers brought the action after the liquor board moved to impose a television fee equal to one-fifth of the annual liquor license.

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# Play-by-Play Good Pickin's; Sportcasters Grab Sweet Moo

(Continued from page 13)

Dodgers broadcasts over WHN, New York; Harry Wismer, top sports reporter for American Broadcasting Company (ABC), and Steve Ellis, WMCA, New York.

Others around the country are making heavy moola, such as Bob Elson in Chicago; Jimmy Britt, Boston; Byrum Saam, Philadelphia, and Marty Glickman, WHN. Generally speaking, however, the sportscaster at the average station thruout the country approximates an annual take of less than \$5,000—and often does special events, disk jockey work, etc., to round out his income.

Bill Stern's take is figured as the highest for a man in his field. The \$150,000 is estimated as breaking down as follows: \$1,500 weekly for his Colgate series on the web, totaling \$75,000 yearly; local show for Nedick's, five-a-week five minutes over WNBC, figured at \$500 weekly, or \$25,000 annually; \$250 weekly from newsreels, or \$12,000 annually, plus \$6,000 from NBC as sports director. He also does lucrative one-shot commercials such as the Preakness, All-American golf tournament, etc. Magazine stories are figured as contributing another \$6,000 to the till annually. Then there are speaking engagements, plus an occasional film in which he plays himself, plus short subject pix.

## Red Barber's 100G

Red Barber's take is figured at about \$100,000 annually. Of this, about \$40,000 comes from the Old Gold-Dodgers series over WHN. In addition, the redhead reportedly gets between \$15,000 and \$20,000 from CBS, where he is sports director and does a co-op program. Red also does lucrative outside commercials, such as pro football in the winter for Gillette, the Orange Bowl game, etc. In addition, he gets between \$1,000 and \$1,500 for mag pieces, and sells about six annually to MacFadden's *Sport*. Barber, incidentally, started in radio 19 years ago at WRUF, Gainesville, Fla., for \$50 monthly, doing a part-time stint. He's rated the top man in baseball coverage.

Harry Wismer, ABC sports director, also is credited with being in the top money bracket, with earnings in excess of \$60,000 annually. He does the *Champion Roll Call* Fridays at 8:55 p.m. on ABC and a Saturday co-op show at 6:30 p.m., plus a tremendous amount of special assignments in football, baseball, horse racing, golf, newsreels (when in New York) and a monthly piece for *Sport* magazine. Wismer also does a tremendous amount of lecturing, as many as five times weekly—but he says he just makes expenses on these treks, which are figured as good promotion. In addition to his sports duties, Wismer

is assistant to G. A. Richards, president of WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles.

Some of the sports gabbers on the indies rake in fabulous chunks of long green. At WMCA, for instance, Steve Ellis, in the business just about six years and one of the younger crop, has an annual take of about \$55,000. Here's how: \$13,000 from baseball broadcasts for Pabst Beer; \$10,000 from boxing, sponsored by Gillette; another \$12,500 for his *Giant Jottings* quarter-hour strip across the board, and \$7,500 salary as sports director. In addition he does college and pro football. Income from this source came to \$6,000 last year, on the basis of 20 games at \$300 per. Ellis last year also averaged \$2,500 from television and a like amount from newsreels, and probably will do the same this year. He also lectures, does commercial endorsements and special assignments.

Frank Frisch, also doing play-by-play baseball at WMCA, is figured as getting \$20,000 annually.

## Others Doing Well

Other New Yorkers do well in sports. Stan Lomax, who does a six-a-week strip on WOR plus outside work on WHN and other stations, is figured as taking \$25,000 annually. Bill Slater also does well at Mutual, as do Marty Glickman at WHN, Mel Allen at WINS, New York, and Bert Lee, who doubles into sports. As Bert Lebar, he is WHN's sales head.

According to the sportscasters, play-by-play baseball is the best-paying sport for an announcer, with the Dodgers series of Red Barber's credited as tops in moola. Special

## Writers' Strike May Be Averted

NEW YORK, April 26.—Some encouragement that the threatened May 10 strike of Radio Writers' Guild (RWG) might be postponed or called off entirely was gained here this week following a two-day meeting between the Guild and the four networks. Confab agreed on certain areas of negotiations of contracts for free lance commercial radio writers. Another meeting is to be held Friday (2).

RWG members voted to strike, following a lengthy period of sparring with advertising agencies and networks over free-lance pacts.

assignments vary widely in remuneration, some highly touted affairs paying very little money. World Series, for instance, is highly sought after, but strictly as a prestige rather than money item. Shots like the Preakness, however, pay as much as \$1,000. Lecturing pays fairly well, too. Some of the lads make an occasional big haul on commercial endorsements. Recently Wismer was offered \$1,500 to endorse a whisky. He refused on ethical grounds.

Matter of fee never has been seriously considered by the Sportscasters' Association of New York, whose president is Stan Lomax—and such minimums as prevail in the business are the regular AFRA scales for announcers.

Regarding future of sportscasting, one school of thought believes that the radio field will become less lucrative as the television audience grows. Video, however, is regarded as almost certain to open a new and just as lucrative field.

## Owner of 5 Struck Ala. Theaters Sues WMOB Over Airing

MOBILE, Ala., April 26.—Charles H. King, operator of five motion picture theaters here, filed suit April 17 for \$50,000 against Station WMOB and the Nunn Broadcasting Company. Action, brought in Mobile County Circuit Court, accuses the station of "falsely and maliciously allowing or causing Sedgwick Johnson, alias Pop Johnson, on April 10, 1947, to speak over WMOB—with intent to defame the plaintiff."

Broadcast and consequent suit grew out of a controversy between Local 519 of the Motion Picture Operators' Union and the King Theaters. The union some weeks ago called a strike and placed pickets at the five theaters, the Pike, Lincoln, Booker T. Washington, Ace and Harlem.

King has sued the union for \$25,000, charging it "wrongfully stationed pickets" at the theaters.

## TONY MARTIN SHOW

(Continued from page 11)

His version of *Mam'selle*, spotted midway thru the stanza, was strictly top-drawer.

Miss Knight's sultry voice is an effective balance for Martin. It showed up well in her solo of *Kerry Dancers* and her duet with Martin on *Oh, But I Do*. The singers also collaborated on an amusing skit, purporting to show how background music (supplied by Young and ensemble) can make believable even schmaltzy melodramatic Hollywood concoctions. A slight bolstering of the show's script skeleton might be in order.

Commercials were on a level compatible with the high plane of the show. Concise and pungent and delivered with restraint by Jimmy Wallington, the two major plugs were spotted at the 7 and 23-minute marks and took less than 45 seconds each. Even the ever-present Texaco siren, at the show's onset, was mercifully short. Several sponsor mentions, scattered thru the script, were well integrated. Three came during a motoring sequence in Skelton's stint, which seemed somewhat contrived.

All in all, viewed against Sunday's heavy script comedy backdrop, Texaco's choice of a light variety show of this type seems a good bet, following the sponsor's previous misadventure with the Eddie Brackman show.

Sam Chase

## KATIE'S DAUGHTER

(Continued from page 11)

lather care, etc., etc." Sweetheart, we gather, is not only glorious, but also "thrilling." Calling a soap thrilling is obvious nonsense—except to a hausfrau who hasn't had a bath in six weeks. In other words, this kind of commercial is a sloppy misuse of language quite irritating to this reviewer and many others. The fault is common thruout a large segment of radio programs, but inasmuch as *Katie* is up for review let her take the rap for this particular time slot.

Cast doing *Katie* is professionally competent, but only a genius could make the trite lines come alive.

Paul Ackerman.

## LELAND STOWE

(Continued from page 11)

and closed with the statement that the presentation of Stowe was made in the belief that the UE and its 600,000 members felt that an informed America would be a democratic America. Later on, the "commercials" will detail educational activities of the organization.

Jerry Franken.

# New E. T. Network Due; 18 in BGI Web Operations

(Continued from page 7)

company and will not enter into production of its own shows, similar to United Artists' position in the pic field. Audition platters of proposed shows will be submitted to BGI, which will sift material offered. Those shows which appear to have what it takes will then be taken by BGI and submitted to its 18 franchise holders for consideration. If its 18 affiliates feel the proposed show is usable, it will be accepted and show will be inked to a 52-week contract. Not all 18 charter members have to agree to use an e.t. series before BGI will accept it. If some outlets feel that a certain show cannot be aired on its station, but sufficient response of the nucleus group is favorable, show will be accepted. Those affiliates not broadcasting a BGI show will be able to still utilize it by having its salesmen peddle it to another outlet in its area.

## Program Interchange

One essential service offered under the BGI plan is interchange of programs. Under this plan, a coast outlet airing one of its shows locally will be able to derive additional revenue for itself and the show's participants by putting airer on wax and making it available in the other areas. Parks feels numerous stations who have built up local shows to where they pull a worthwhile following are now plagued by fears that this show will be lured away by bigger money offers. Under the BGI pattern, show can get the additional dough and at the same time achieve national recognition with-

out the originating outlet footing the bill.

E.T.'s will be sold to outlets for sustaining and locally sponsored airing, as well as to national advertisers. According to Parks this new method of wax distribution offers producers a means whereby their shows can be pre-tested (auditioning by the 18 station execs) before actual production on show starts and once show is accepted, gives producers a ready market.

## Sales Operation

Sales web that generates out of Kansas City will make available to producers salesmen in each area that know their territory well, since the platter peddlers normally sell time in their areas. Each of the 18 station execs will supervise the sales operations of his outlet. Parks refused to name the 18 anchors of BGI's chain, naming only WHB in Kansas City. He stated stations will be both indies as well as net affiliates.

The *Billboard* learned that Jimmy Saphier is seriously eying the BGI set-up, but both Parks and Tom Fizdale, of the Saphier outfit, denied that a tie had materialized between the two offices. However, it was confirmed that Davis, Fizdale and Parks huddled in Las Vegas a few weeks ago concerning BGI. Parks stated that if the Saphier-Fizdale link is made, BGI will still act as a distribution service handling Saphier wax packages as the Guild will do for other producers and packagers. Asked if Bing Crosby will have financial interest in BGI (as rumored in Chicago), Parks flatly denied such a tie.

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# AFM'S DISK-DOUGH WOO PITCH

## "Joint-Author" Tunesmithing OK'd by BMI

NEW YORK, April 26.—Pubs licensed thru Broadcast Music, Inc. (BMI), apparently have got the go-ahead to work on one or two "joint-authorship" songs despite possibility that a court action filed some time ago by the American Society of Composers, Authors and Publishers (ASCAP) may cause future complications.

"Joint-authorship" tunes (those written in collaboration by ASCAP and non-ASCAP members) were the focal point of a suit filed by ASCAP against Station WDRG, Hartford, some months ago. Society claimed that on such tunes, despite licensing thru BMI, ASCAP was entitled to performance rights payment, since at least one of the writers was an ASCAP member.

### No Hold-Back, After All

Since filing of the suit, the trade had expected there would be a hold-back on "joint" ditties with BMI not anxious to burden its member stations, but the Duchess pub, Leeds Music BMI affiliate, has set a spot for just such a tune, *If I Can Steal You From Somebody Else*, written by Dave Grimes, Frankie Adams, Jack Edwards and Duke Leonard. A query to a BMI spokesman prompted the response that with the Hartford case not likely to be calendared in court until fall, the org didn't mind a small number of such songs being released. The spokesman added that if in the next couple of weeks too many such ditties came out, BMI "would quash it a bit," but otherwise okay.

As for the suit itself, spokesman reiterated that it would be a fair assumption that if ASCAP won, BMI would discourage all "joint-authorship" tunes.

Meanwhile most BMI pubs were complaining that their problem was not the possibility of legal restraint against joint ditties, but finding ASCAP writers who didn't mind BMI clearance. They claim the Society has been harsh with penners who under their own or assumed names have been writing songs for rival org pubs. ASCAP officially denies any such recrimination, but the favorite gripe of many middle-class cleffers is that their bids for ASCAP classification lifts were discouraged when BMI activities were disclosed.

## Fire Hits Karzas Clear Lake Club

CHICAGO, April 26.—Bill Karzas, Chi ballroom op, lost one of his five Midwest danceries Sunday (20) when fire almost totally destroyed the Surf, Clear Lake, Ia. The blaze started about 3 a.m., and was beyond control when discovered. The Surf, which had a capacity of approximately 2,000, was purchased from Carl Fox last November. Karzas is currently reviewing the damage, estimates of which run from \$60,000 to \$85,000.

Ballroom will probably be rebuilt as soon as materials can be secured. Fire came at a difficult time, for the dancery is in the resort section of Iowa and did its best business during the summer boom.

## Lewis to Weems: "My Buddy!"

NEW YORK, April 26.—Strange thing about the disk biz seems to be that when one "old-timer" stages a big come-back, other veterans start to cash in on the trend. With the Ted Weems band reaping fat offers and revived fame after its *Heartaches* platter, word comes from Music Corporation of America (MCA) that one of its long-dormant-on-disks properties has been receiving record contract offers of a sudden.

The property: Ted Lewis. Is Everybody Happy!

## Doris Fischer Retires; Lee Joins Roberts

HOLLYWOOD, April 26.—Columbia Pictures' tune cleffing team of Alan Roberts and Doris Fischer last week found itself with ties snipped when Miss Fischer disclosed she will put her pen away and "retire" from the song-scribbling biz. Roberts' new partner will be Lester Lee, who wrote *Pennsylvania Polka*. According to a studio exec, Miss Fischer was bowing out because she recently married Charles Gershenson (Cadillac Motors topper) and wants to devote her time to married life in Detroit. Miss Fischer was not available at press time, but Roberts confirmed the above statement. Roberts and Fischer were contracted to provide tune material for Columbia's forthcoming *Let's Fall in Love* pic. Lee will start immediately with Roberts in scoring for latter film.

According to studio, Miss Fischer asked for a release from her contract with the flicker factory. This was granted by Columbia with stipulation that if and when Miss Fischer returns to the cleffing field Columbia holds the first option for her services.

## Palitz Shifting To Decca Coast Org Late in May

NEW YORK, April 26.—Morty Palitz, Decca recording exec here, definitely will be shifted to the diskery's West Coast offices late in May, thus confirming reports printed in *The Billboard* two weeks ago. Palitz merely will join the Decca Coast recording division according to firm execs, altho tradesters assume that the waxing specialist will become the diskery's recording director for both Decca and World transcriptions in Hollywood. Reports that Leonard Joy, currently Decca's top recording man on the Coast, also will be shifted, are denied. Joy is skedded for a bizvacation trip to Europe this summer.

Diskery will not add to its New York waxing staff to replace Palitz, but Milt Gabler will assume Palitz's duties in addition to supervision of Decca's race disks. Paul Cohen will move up from his post as top hill-billy and folk waxer into the general recording field under Gabler.

## Locals Speed Free Concerts To Win Public; Royalties Must Be Spent in 200 Days

### N. Y.'s 91G To Send Longhairs and Bands to Vet Hospitals

(Continued from page 3)

ministration of the fund and, with a wise eye toward improving the AFM's notoriously poor public relations, directed that proper publicity be earned for the participating locals and the federation.

In a quick surprise move to needle the locals into carrying out the "public and vet orgs welfare program," the foxy prexy also slipped in a proviso—the entire amount of money allocated to each local must be expended by December 31 or the money be returned to the AFM. The result has been to unslumber some locals who have been gleefully counting their windfall but taking too much time to spend it.

With less than 200 days to unload their \$91,000, 802 committee members by the end of the week already had conferred with representatives in charge of special services for veterans hospitals in this area. According to the plan which now awaits official sanction from Petrillo, the first project will be a 100-piece concert ork appearance at Kingsbridge Hospital. Major O'Dwyer and Petrillo are expected to be on hand for the event.

Their deadline consciousness, 802'ers indicate, will force day and night music supplying from now on. Feverish activity will include appointing of conductors for the larger affairs, leaders for smaller units and delegation of personnel to both.

### Help for the Jobless

According to 802 spokesmen, an attempt will be made to give preference to unemployed musicians, but it is understood that various groups will be headed by "name" leaders. The local will assume the "employer" role and will pay Social Security taxes, which the AFM will later repay. At the end of the year, each local will give a full report to Petrillo stating the number of musicians employed, number of affairs and total attendance and enclosing publicity clips and advertising material. It is believed that the parent Federation ultimately will make an exhibit of this material.

There is some speculation in 802 as to whether the committee and others involved in expediting the entertainment will be paid. No administration expenses can be deducted from the fund, but with several full-time jobs coming into probable play, 802 and other locals may attempt to pay for these duties out of their own org funds.

Local 802 will try to balance the entertainment program equally between symphony and dance, it is reported, so that unemployed musickers in both branches will share alike. Trios are slated for vet hospital wards, with 75 to 100-piece longhair groups appearing wherever they find an audience that meets with Petrillo's okay.

### Philly Jumps Gun

PHILADELPHIA, April 26.—Local 77, AFM, with a divvy of \$39,200 out of the record-royalty fund, has anticipated Petrillo in tackling the

problem of spending money pronto. Frank P. Liuzzi, 77 prexy, more than a month ago sent a resolution to Mayor Samuel here urging that the city council maintain the pavilion at Reyburn Plaza adjoining city hall with the union to provide music for public concerts.

Liuzzi pointed out that if the city council would participate in the program, funds from disk royalties would also be used for such projects, all of which would be open free to the public.

### Cincy Plans Concerts

CINCINNATI, April 26.—Oscar F. Hild, prexy of the Cincy AFM Local, says that the total of \$11,500 allotted to his org will be used for a series of concerts and dances in public parks, playgrounds and institutions. Exact determination of how money will be spent awaits examination of questionnaires sent out to members who were asked to state their views and say whether they wished to be included in the program.

### St. Paul To Spend \$12,900

ST. PAUL, April 26.—St. Paul's \$12,900 slice of the AFM disk fund will be applied toward concerts and shows at the Veterans' Hospital, Fort Snelling Hospital, Fort Snelling Recreational Center, as well as for Red Cross programs, orphanages, park concerts, jazz and longhair symphony programs, according to Edward P. Ringius, secretary-treasurer of Local 30, AFM.

### Six Hartford Concerts

HARTFORD, Conn., April 26.—Local 400 of the AFM here aims to put its \$4,000 share of the royalty fund into presentation of six summer concerts—two orchestral, two brass band and two dance—according to William M. Appleton, prexy.

### Hollywood Indefinite

HOLLYWOOD, April 26.—Local 47 toppers have as yet set no definite plans for spending their share of American Federation of Musicians' (See *AFM's Disk Dough* on page 23)

## Col Inks CIO Pact for Staff

NEW YORK, April 26.—Columbia Records signed an agreement last week with the Radio Guild of the United Office and Professional Workers of America (UOPWA), affiliated with the Congress of Industrial Organizations (CIO), covering the diskery's professional and office staff.

Contract provisions included a 19 per cent increase in pay, a classification system with minimum wage scales, one-day vacation for each month of employment up to one year, three weeks' vacation after five years of employment, two additional holidays, severance pay, maternity leave, and arbitration of all disputes.

# Jock-Romancing on Upbeat

## Other Diskers Follow Decca Favor-Wooing

### First Reaction Enthusiastic

NEW YORK, April 26.—Coinciding with Decca confirmation this week of new policy directed at wooing disk jockeys, a number of other diskers made further effort to gain the good graces of the hit-making spinners. RCA-Victor, MGM, Signature and Apollo diskeries are among those contemplating additional gimmicks to supplement their already blossoming jockey romance efforts.

Decca, which was last of the important diskeries to capitulate to the powers of the spinners (*The Billboard*, April 26), initiated its new policy Thursday (24), when the firm shipped out copies of the Al Jolson-Bing Crosby pairing of *Alexander's Ragtime Band* and *The Spaniard That Blighted My Life* to spinners in the metropolitan area. In short order the diskery found out just how effective a few jockey spins can be. On Friday, the firm was swamped with dealer requests, with retailers telling tales of fantastically great consumer demand for the disk, which is skedded for general release next (See *Jock Romancing* on page 22)

## 'Mam'selle' Sheets' 15,000-a-Day Pace

NEW YORK, April 26.—While the spread of "middle bracket" songs continues at a low-ebb sales mark, *Mam'selle* is spurting along like sixty in the sheet market.

The tune racked up over 15,000 copies in one day (Thursday) and orders were still piling in by week-end to indicate that daily velocity would stay that high for sometime.

## Howard Ork Cancels Detroit Opener for Majestic Convensh

DETROIT, April 26.—Eddy Howard's ork, skedded to open the Walled Lake Casino here May 2, canceled the date in order to appear at the Majestic Radio, Television and Record convention in Chicago, due to start on that date. Besides Howard, who waxes for Majestic, other of the firm's recording talent due at the convention are Georgia Gibbs and Dick Farney.

To substitute for Howard at the Casino, ops Albert and Elmer Toletene booked a package featuring Mischa Auer, Bonnie Baker and Freddie Shaffer's All-Girl Ork for a one-nighter, with Howard coming in for the next two days. The Buddy Morrow ork will come in to fill in the remainder of opening week.

## Coast AFM Seeks Rule Change Okay

### Work Spread Is Planned

HOLLYWOOD, April 26.—Members of American Federation of Musicians (AFM) Local 47, are skedded to meet Monday (28) to ratify recently formulated regulations which union officials have proposed in an effort to spread work among local's 14,000 members. With a two-thirds majority required to pass or over-rule regs, union predicts little trouble in getting membership approval, altho strong resistance is expected from approximately 2,000 members who carry brunt of lush radio and film studio jobs.

Basically, new regulations limit radio musicians from working more than two accumulative hours weekly on net shows. Orksters earning \$25-\$75 weekly cannot work more than two web commercial shows weekly, those earning less than \$25 weekly may work three transcontinental shows. Those over the \$75-a-week bracket may work only one coast-to-coast radio commercial per week. Other important restrictions would (Work Spread Planned on page 34)

## Tightening Phone Strike Begins To Hurt Booker Biz

NEW YORK, April 26.—The third week of the telephone strike really has booking agency execs perturbed. This week a number of the one-night bookers, who had been getting a limited amount of calls thru, complained that at certain hours they were unable to put person-to-person calls thru at all. They all griped about the ineffectiveness of telegrams and letters.

One agent said the phone situation was now beginning to be felt in the theater booking departments. But it was pointed out that bookings had been made until mid-July in most instances and that only important effect of the strike has been a drop in advance bookings.

## Glen Island Giving Morales a July Run

NEW YORK, April 26.—The soon to reopen Glen Island Casino has lined up the Noro Morales Latin-American music crew for a three-week stint beginning July 3, in a mildly surprising booking move.

Tex Beneke-Glenn Miller ork is set for a May 15 deb, and Beneke will be followed by Claude Thornhill for five weeks beginning May 25. Morales will share the bandstand with a medium-priced American ork to be picked shortly.

### Editorial

## IT'S NOT TOO LATE . . . YET

The napkins in Lindy's, Toots Shor's, the Turf and the Gateway are saturated with the tears of music men, wailing about the state of business. But do you hear any plans for fighting a slump? Do you see in the works any of the studies, researches, surveys or what have you, common to every progressive American industry, which might lead to an honest revelation of what actually is wrong with the business, and what steps might be taken to fight off the ills? If you do, brother, let us know about it, because we haven't heard or seen anything, unless you want to call that stock line: "There's nothing wrong with the business that a smash hit wouldn't cure," good, sound business analysis.

From time to time we have suggested to various publishers, association executives and others who might reasonably be expected to be interested, not only in the present but also in the future of the music industry, that certain ideas be tried to build business bulwark against the first onslaughts of whatever slump might hit. We made these suggestions in the lush days when everybody was buying everything, including sheet music. We might as well have been talking to a stack of used lead sheets.

### Now's the Time To Act

But it isn't too late, and the theme of this sermon is not "we told you so." There is still time for publishers to do something! For instance, they might find out (in co-operation with piano manufacturer associations, music schools and other such organizations) what could be done jointly to increase interest in music, and specifically, American music.

They might find out why a large percentage (hell, they might find out *what* percentage) of American homes which have pianos never buy a single copy of popular sheet music. Having learned such basics, they might take steps to promote the idea that American popular music is just as much one of the art forms as American semi-classical and classical music, that top longhair artists are unbending more and more and that the gap between popular and longhair music in America is slowly but surely closing.

### Needed: Someone With Ideas

And they might take steps to help hasten the closing of that gap, because, obviously, in so doing, they would be expanding their primary market. It seems strange that in as important an industry as the popular music business there doesn't seem to be a single individual, a single organization, which has the respect, the power and the general know-how to drag the industry together in a co-operative effort to build constructively for the present and the future. For, as we've said often before, the moneymoon is over, and the competition for the buck is becoming progressively fiercer. And the industry which girds itself now to sell the American public on its wares, is the industry which is going to continue relatively prosperous thru whatever tough days may be ahead. Those industries which don't may soon be wondering what hit them.

**Songs to Remember**

"BLUE BLUE EYES"	Decca
"TEXAS TORNADO"	Decca
"SOMEBODY'S ROSE"	Capitol

Written and Recorded by America's Outstanding Composer of Western and Folk Songs . . . JIMMY WAKELY

**WATCH FOR EVERYBODY'S SWEETHEART . . .**

**"I'M GONNA MARRY MARY"**  
(In the Merry Month of May) Capitol

RELEASED MAY 2  
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# ASCAP Stunned by Death Of John G. Paine, Long Influential in Music Biz

Passing Comes as Society Faces New Radio Negotiations

By Joe Carlton

NEW YORK, April 26.—At the funeral services today for John G. Paine, general manager of the American Society of Composers, Authors and Publishers (ASCAP), leading music biz figures still showed their shock and dismay at the sudden passing of the 58-year-old executive. Writers and pubs alike reckoned the loss a severe one, both personally and business-wise. Paine was a charming, friendly and astute advisor to all members of the Society. His untimely death in Harper Hospital, Detroit, Wednesday (23) following a cerebral hemorrhage suffered shortly after addressing the National Federation of Music Clubs, brought sincere expressions of sympathy from hundreds who admired the "great defender of the artistic creator."

### ASCAP Stunned

From an impersonal standpoint, Paine's death staggered an ASCAP currently involved in negotiations with the radio industry, where the late general manager enjoyed immense prestige and respect that tallied as great bargaining points for the Society. To this day, popular sentiment has it that, had Paine conducted the famous 1941 negotiations with radio, the broadcasters' ban on ASCAP music never would have taken place. An expert on copyright law, Paine in truth was ASCAP's "front man," but an acceptedly formidable frontier whose numerous contacts in the capital and among major commercial users of music brought incalculable return to the Society.

Paine joined ASCAP in 1937 after eight years of holding the general manager's post at Music Publishers' Protective Association (MPPA). Prior to his MPPA affiliation he had been associated with Victor Talking Machine Company, Human Relations Corporation and Warner Bros.' Vitaphone Corporation.

### Active Career

For ASCAP, Paine had appeared before the legislatures of more than half the States in this country on behalf of American composers and authors. He was decorated twice by the French government and was in constant demand as a lecturer on music developments in America. He supervised ASCAP's main headquarters here, as well as 25 branches throuout the country, and dealt with some 35,000 commercial licenses.

Honorary pallbearers at the services conducted here at the Frank E. Campbell Funeral Home, included such major ASCAP publishers as Louis Bernstein, Saul Bornstein, Max Dreyfus, Jack Mills, Abe Olman, Lester Santly and Herman Starr; Society's top writers, including Oscar Hammerstein II, Otto A. Harbach, Fred E. Ahlert and virtually all of ASCAP's administrative officials.

NEW YORK, April 26.—Considerable trade speculation has been engendered about the successor to the \$40,000-a-year post as ASCAP general manager, altho the Society's board of directors was too stunned by the death of John G. Paine last week to voice any collective sentiments.

Regular board meeting last Thursday was adjourned swiftly after adoption of a resolution of sympathy to the bereaved. Ironic touch was added by the knowledge that the main business of that meeting originally was to conduct the usual annual re-election of administrative officers.

Directors probably will meet this Thursday (1), tho it is not expected that the problem of finding a new general manager will be solved so soon. Trade felt that the Society

## Continental Cuts Disk Price; Memo Cost Drops 33 1/3%

NEW YORK, April 26.—Effective April 28, the Continental diskery is putting its pop records on the market at 60 cents list price. Previously all Continental disks sold at 75 cents. The diskery, which specializes in foreign language waxings, will maintain the 75-cent tag on these and its race lines. The initial cheap platter will feature crooner Joe Dosh doing *As Long as I'm Dreaming* and *My Future Just Passed*.

HOLLYWOOD, April 26. — Lee Ryer, head of Memo Records, took the lead among Hollywood indie waxeries this week by announcing a 33 1/3 per cent price cut in retail cost of Memo platters. At same time Ryer revealed that firm had dropped 17 distributors in favor of a direct plattery-to-dealer distribution set-up.

Retail platter price was dropped from 75 cents to 50 cents and a C.O.D. sale policy adopted. According to Ryer, lower price will be feasible since C.O.D. policy would reduce loss from distributors to a minimum and guarantee prompt payment for shipments made. Ryer claims that majority of headaches faced by smaller indie platteries stem from distributors, and that once such losses are curbed, cheaper priced products are practical and profitable.

Ryer last week notified 1,800 dealers of new sales set-up, and plans to increase sales scope as soon as new pressing facilities in the East are added.

**Howard Disk Yield For March \$26,681**

NEW YORK, April 26.—Royalties paid orkster Eddy Howard by Majestic Records for March amounted to \$26,681.55. The orkster's best-selling platters have been *To Each His Own*, which the diskery claims has passed the million mark in sales; *Rickety Rickshaw Man*, said to have gone more than half a million.

Howard also has an album and a number of other current pop releases on the market.

probably would seek for someone who, like Paine, enjoyed top Washington friendships and threw heavy social weight about in the radio industry. Speculation ran from the probability that Richard F. Murray, assistant general manager, would be upped to fill the vacancy, to the suggestion that a "dark horse" prospect might be found among eligible radio executives.

# SURE FIRE

## PEE WEE KING



Hits the jackpot with his new jam up

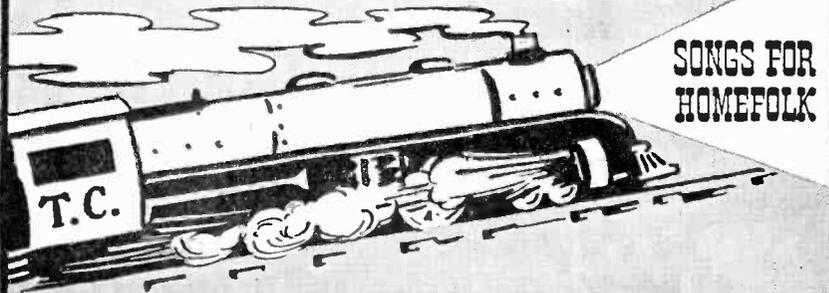
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SONGS FOR HOMEFOLK

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# Musicraft Delay in Naming New Management Holds Up Start of Revamped Set-Up

### Herb Gordon, Jack Myerson Reported Set for Posts

NEW YORK, April 26.—Musicraft still postpones announcing of new management personnel—one of the key blocks to final approval by the Atlas Corporation, Wall Street investment firm, and underwriter Richard J. Buck of the diskery's recent refinancing plan. Insiders, however, were predicting a rather anti-climactic ending to the weeks of searching by Irving Felt, Musicraft prexy. Felt, who has buzzed the West and East coasts, huddled with Moe Siegel, MGM producer, heard from reps of ork leader Abe Lyman, beckoned to Eli Oberstein, of RCA-Victor, and talked to Morty Palitz, of Decca, and now appears to have settled for two lesser-known figures in the disk show biz.

The two, Herb Gordon and Jack Myerson, both connected with Decca's transcription subsid, World Broadcasting, are said to be "in" as repertoire director and sales manager, respectively. Felt, when questioned, would not deny or confirm the Gordon-Myerson reports. His only comment was that "it was too early to make any announcement."

#### Deals Believed Set

Tradesters, however, were convinced that Gordon, William Morris radio department staffer before he went with World, and Myerson, head of Decca's distrib branch in Boston before the company brought him to New York, were all set as new Musicrafters. From all quarters, tales of the behind-the-scenes maneuvering before selection of the two by Felt, Buck and Atlas were drawing an interesting, if incomplete, picture.

Word has it that as soon as stockholders' approval for the much pub- (See Musicraft Delay on page 23)

# Songwriters' Org Set in Sydney

SYDNEY, Australia, April 26.—Songwriters and Composers Association of Australia (SCAA) has been formed here. Org, similar in conception to the American Songwriters' Protective Association, aims to protect Australian cleffers and lyricists, to support recording of Australian songs, to co-operate with pubbers and diskers and to approach the government with suggested legislation to give preference to native songsmiths and for a reciprocal import and export deal on music.

Officers of the new org include Alf Lawrence, president; Ken Taylor, secretary and O. W. Walters and Robin Teakle, committeemen.

This weeks  
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## DON MITCHELL



Signature salutes popular disc jockey Don Mitchell of WAGA Atlanta. His "Mitchell's Matinee" and ABC Supper Club are as popular with his listeners as the Johnny Long records he plays.



# Johnny LONG

Sig 15110

HEARTBREAKING

Vocal by Natalie

IT'S THE SAME OLD DREAM

(From MGM's "It Happened in Brooklyn")

Vocal by Francey Lane and the Beachcombers

Sig 15115

I CAN'T GET UP THE NERVE TO KISS YOU

Vocal By Natalie

MY LOVE FOR YOU

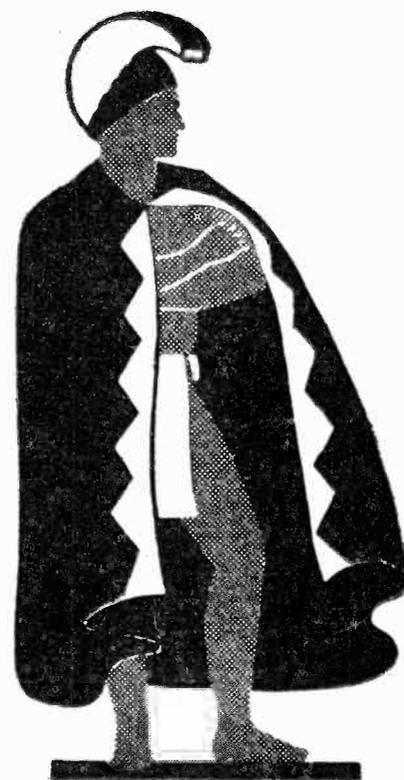
Vocal by Francey Lane

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# THE WARRIOR

# Nixon Denies Segregation Led King Cole To Nix Date

KANSAS CITY, Mo., April 26.—Jimmy Nixon, of Antonello & Nixon Presentations here, denied that the King Cole Trio date originally skedded for last Sunday (20) was canceled out due to a racial issue (*The Billboard*, April 26). He stated that A & N couldn't get together with Cole on dates and that Sunday's shindig was postponed for a month as a result. The promoters, however, had advertised the date in at least one local newspaper, *Kansas City Sunday Star*, and Cole sources claim that picketing of K. C. Municipal Auditorium by the National Association for the Advancement of the Colored People (NAACP) led to a cancellation of the affair.

NAACP has been picketing the city-owned showplace all winter. Association has emphasized that it is picketing the aud's management and not performers or promoters. In at least one instance, involving Larry Adler and Paul Draper, NAACP had urged the performers to go on with a shew which they offered to switch to another hall or completely cancel out. If Cole walked out of the K. C. date in sympathy with NAACP pickets, it is assumed in most quarters here that he did so of his own volition.

General practice here has been for Negro performers playing K. C. dances to give separate terpfests for their own people. Most recent colored ork to play here, Duke Ellington, followed this practice. But March 16, Norman Granz's *Jazz at the Philharmonic* unit, composed of mixed tootler personnel, played a mixed dance at the Municipal Auditorium

before 3,000 persons. Norman Granz, topper of the jazz unit, makes provision for mixed admissions via a clause in his contract with promoters, which gives Granz the right to postpone any dance or concert where the op in any way suggests a racially segregated ticket sale, with the op forfeiting half of the unit's guarantee as a consequence.

## MA Adds Polk; Inks Sanders, James, Hayes

CHICAGO, April 26.—Mus-Art (MA) added three bands and a Midwest booker this week, when Russ Facchine, Chi office chief, inked Bill Polk, who left Music Corporation of America (MCA) after 12 years' association, as MA's one-night skedder.

Facchine inked Joe Sanders' ork to a booking pact, in one of the biggest acquisitions which the office has made since it opened six months ago. Sanders, an MCA standby for the past 15 years, will reorganize his ork to five saxes, four brass and three rhythm, plus a girl singer. He opened his first Mus-Art booked stay April 25 at Pleasure Pier, Port Arthur, Tex.

Jimmy James, ex-Frederick Bros. band, joined Mus-Art with a 14-piece commercial crew, as did Carleton Hayes, ex-William Morris chattel. Hayes' 12-piece society ork opened April 25 at Clarence Wood's Trocadero, Evansville, Ind.

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with  
**DAVE RHODES ORCH.**

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SINGING  
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GREAT NEW  
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CURTIS LEWIS  
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IT'S A LOW DOWN  
DIRTY SHAME

OLLIE SHEPARD  
TRIO



## APOLLO RECORDS, INC.

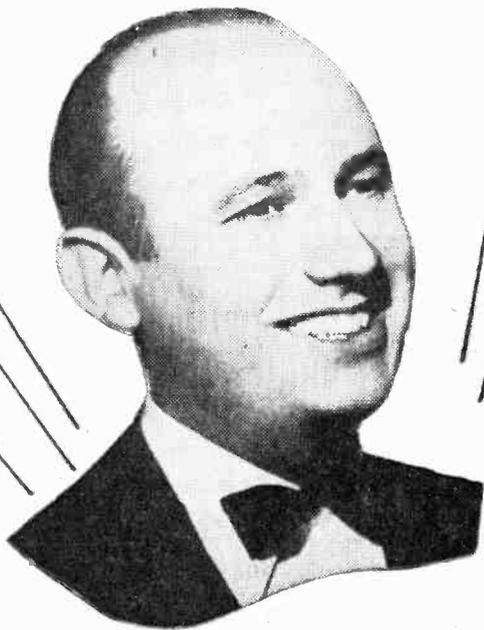
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CASH IN NOW ON THE TREMENDOUS  
 POPULARITY HE HAS ACHIEVED  
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 TED WEEMS' FIRST MERCURY RELEASE  
**'VIOLETS'**  
 WHISTLING CHORUS BY ELMO TANNER  
 and  
**'PEG O' MY HEART'**  
 WITH VOCAL BY BOB EDWARDS  
 MERCURY CELEBRITY SERIES 5052  
**MERCURY**  
**RECORDS**

# Jock Romancing on Upbeat; Other Diskers Follow Decca

(Continued from page 18)  
 week. Firm's jockey servicing and contact is being handled by Mike Connors, who is engaged in setting up a radio promotion and artists relations department for the freres Kapp.

### Victor Expansion

Victor, which has been servicing jockeys with literature and info and whose distrib has co-operated in most instances by supplying spinners with free disks, is said to be laying the groundwork for more extensive ether promotion. Diskery is rumored to be creating a special department which will supply spinners with specially written scripts and music news notes concerning its artists. But there has been no indication that the firm will service jockeys with the disks directly as yet.

New MGM firm has shown considerable awareness of the value of disk jockey promotion and it was learned this week that the diskery is planning to experiment with one of its waxings by capitalizing on air promotion. Jimmy Dorsey's *Queen Sabe* diskling will be planted in one MGM distrib's territory. Distrib will concentrate heavily on spinner promotion and will aid the jobber in lining up other exploitation for the platter. Experiment is based on the success of a number of "sleeper" hits, Ted Weems' *Heartaches* being the current most prominent instance, that spread across the country from one small area where the disk made its first successful dent.

Among the smaller firms, Apollo, which has been jockey-conscious since the diskery moved out of the jazz-specialty field, is planning for

future shipment of vinylite disks to the spinners. Firm currently is servicing approximately 500 stations with free disks and literature. Platters are shipped to station program directors and diskery sends out simultaneous notices to the stations' jockeys informing them that the records are available at their outlet's wax library.

Signature is planning a series of trade-paper ads based on a disk jockey theme. Diskery will use pictures of spinners in the ads as promotional tie-in with its wax. Firm claims that it already has lined up close to 80 spinners for its skedded weekly ad campaign.

### Rainbow Promotion

New Rainbow diskery this week started search for a disk jockey promotion man, with that firm's Herb Hender and Eddie Heller well aware of need for spinner co-operation, especially in the outfit's infancy. National Records, also spinner conscious, is making an effort to build crooner Jack Carroll via the ether-spin route. Plattery has sent out over 1,000 kits, containing all of Carroll's recordings for National to date, plus biographical data and other pertinent info, to jockeys thruout the country.

So it goes with most diskeries, each trying to outdream the other guy in grabbing off a hunk of spinners' time.

LONDON, April 26.—Dance halls thruout the nation Monday (21) introduced new dance number called *The Royal Minuet* in honor of Princess Elizabeth's 21st birthday. Tune was written by George Mahon and is published by Macmelodies, Ltd.

**THE VOICE THAT'S AMAZING AMERICA!**

*By Popular Demand!*

Singing star of the smash hit...

**"BEST FOOT FORWARD"**

**TOMMY DIX**

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49c

**CORONET RECORDS**

**"BUCKLE DOWN WINSOCKI" and "OL' MAN RIVER"**

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# Musicraft Delay Holds Up Set-Up

(Continued from page 20)

licized re-org plan was obtained some weeks back, everybody started to stroke an oar in the Musicraft boat. Atlas has been talked into a promise to relinquish notes on diskery's plants, it is understood, with a proviso that a new management would come in who would be satisfactory to Hamilton K. Smith, Atlas executive. Buck, whose underwriting firm was to handle the new issue of Musicraft common stock, also had an influencing hand in decisions.

### Many Discussions

But first, the tales go, there was an interesting series of confabs between Atlas and Oberstein, of RCA-Victor, in which Harry Bank, former boss of the defunct Cosmo label, figured. Oberstein and Bank, it is said, had an all-embracing plan to pool Musicraft and National diskeries, get Atlas to put in some dough and take over the new set-up. After weeks of negotiating, deal fell thru. Then, according to tradesters, buck pressured Felt to go to the Coast, were Moe Siegel figured in discussions. This didn't jell and back came Felt. Meanwhile clients of Attorney Lee Eastman developed an interest in Musicraft, but lost their enthusiasm after a peek at the balance sheet and the over-\$1,800,000 deficit on the books. Palitz next was given an invite, but still no soap.

Finally, say the gossipers, Buck and Felt settled on World's Gordon and Myerson, both known to the trade but hardly stacking up to the stature of a Siegel or an Oberstein. Question of where Milton Diamond enters into the picture is still moot, it is understood, but more skeptical sources doubt that Diamond ever will be involved. The ex-Decca execu-

tive and attorney was said in an early Musicraft letter to stockholders to be interested provided the diskery could come out of its re-org motions with a sound financial structure.

### Stockholders Wondering

Ironic twist at Musicraft headquarters itself is that some of the principal stockholders are reportedly in the dark as to Gordon-Myerson, Milton Diamond or Felt's own future position. At the time of the re-org plan, speculation was rife that Felt would bow out of the active picture once new management was arranged. Currently the principal stockholders, who have vested control in Felt, are said to hold the conviction that the diskery prexy will stay on in the chief executive post.

All of which has embroiled the interest of a couple of thousand impatient stockholders and creditors. Latter include, besides suppliers, the U. S. government, which has some tax money due, and almost every major music publisher in the city.

### AFM'S DISK DOUGH

(Continued from page 17)

(AFM) disk royalty fund, altho union is certain to dispose of the \$63,116 cut by year's end as required.

AFM Prexy James C. Petrillo named Local 47 Vee-pee John Te Groen to administer money as he sees fit. While Te Groen had yet to make specific breakdown of funds, indications were that bulk of dough would be spent for G.I. hospital entertainment and similar non-competitive work, in which union would dish out jobs to otherwise unemployed musicians. Local execs were also talking about earmarking a small portion of the fund for free public concerts. Te Groen, however, is awaiting final okay from Petrillo before setting definite budget commitments.

# Are You HEP!!

## TO THE LATEST RELEASES ON KING RECORDS

594	I LOST AGAIN I DON'T MEAN TO BE MEAN	REX GRIFFIN
595	SHE'S A SHADY LADY ME AND THE DOGGON' BLUES	JIMMIE WIDENER
596	OVER THE RAINBOW GROUNDHOG	HOMER AND JETHRO
597	WILDCAT MAMA HERE TODAY AND GONE TOMORROW	HANK PENNY
599	BOOGIE WOOGIE BABY BORN TO BE BLUE	DELMORE BROTHERS
601	GET BACK ON THE GLORY ROAD She's Gone and Left Another Broken Heart	GRANDPA JONES
602	You're Gonna Be Sorry One of These Days SILVER BELLS	CHARLIE LINVILLE
603	LITTLE PAL MOTHER'S PRAYERS HAVE FOLLOWED ME	WADE MAINER
604	You Never Miss The Water Till The Well Runs Dry BABY I'M SO DOGGON' TIRED	RED EGNER
605	THREE STRIKES AND YOU'RE OUT THINGS ARE GONNA' BE DIFFERENT	COWBOY COPAS
607	NEW MILK COW BLUES MOONSHINE POLKA	MOON MULLICAN
608	DOLLAR BILL MAMA BLUES (Part 1) DOLLAR BILL MAMA BLUES (Part 2)	BILL CARLISLE
609	MY ADOBE HACIENDA WRITIN' ON THE WALL	BILLY HUGHES
610	THOSE GONE AND LEFT ME BLUES BRING IT ON DOWN TO MY HOUSE	LUKE WILLS
611	WHEN THEY FOUND THE ATOMIC POWER SINCE YOU WENT AWAY	HAWKSHAW HAWKINS
612	Keep Them Cold Icy Fingers Off Of Me PORT TO PORTAL PAY	FAIRLEY HOLDEN
613	FOGGY RIVER WORRIES ON MY MIND	MOON MULLICAN
614	LET ME PLAY WITH YOUR POODLE THE FRECKLE SONG	HANK PENNY
615	FOR SENTIMENTAL REASONS CIELITO LINDO	HOMER AND JETHRO
618	BREEZE DOLLY DEAR	COWBOY COPAS
620	MANAGUA, NICARAGUA BILL BAILEY	HOMER AND JETHRO
623	I'LL CLOSE MY EYES SYMPHONY	HOMER AND JETHRO

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# "WHO'S ON FIRST?"

ENTERPRISE RECORD NO. 501

Royalties are donated to the Lou Costello Jr. Youth Foundation by Bud Abbott and Lou Costello.

Get your share of the sales from "Who's on First?" ... The record of the year!  
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Thank Everybody  
WHO IS HELPING TO MAKE THIS  
NEW BENJAMIN & WEISS TUNE  
A TOP HIT*

*Santly-Joy*

★

# I WANT TO THANK YOUR FOLKS

**RECORDED BY**

- PERRY COMO ..... RCA VICTOR 20-2117
- LARRY DOUGLAS ..... SIGNATURE 15084
- SAXIE DOWELL ..... SONORA 2007
- EDDY HOWARD ..... MAJESTIC 1105
- INK SPOTS ..... DECCA 23851
- KING COLE TRIO ..... CAPITOL 356
- FRANK SINATRA ..... COLUMBIA 37251
- BOBBY TRUE TRIO.... MERCURY 5040
- BUDDY WEEDE TRIO... MGM  
(soon to be released)

## OXFORD MUSIC CORPORATION

GEORGE JOY, President, 1619 Broadway, New York 19, N. Y.

NEW YORK: EDDIE JOY, ARTIE VALANDO

CHICAGO: TED TRAVERS

HOLLYWOOD: BILL COTY

BOSTON: JACK FAY

*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  
April 25

### 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
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1.	<b>HEARTACHES</b>	1
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*By Al Hoffman and Al Klenner  
Published by Leeds (ASCAP)*

Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline 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; Eddie Howard, Majestic 1111.

Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor; Leighton Noble, Standard; The Four Knights, Lang-Worth.

2.	<b>LINDA</b>	2
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*By Jack Lawrence  
Published by E. H. Morris (ASCAP)*

Records available: Bob Chester Ork, Sonora 2006; 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.

3.	<b>MAM'SELLE</b>	4
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*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; 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. 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.

4.	<b>ANNIVERSARY SONG</b>	3
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*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, Musicraft 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.

5.	<b>MY ADOBE HACIENDA</b>	5
----	--------------------------	---

*By Louise Massey and Edmund Golding  
Published by Peer International Corp. (BMI)*

Records available: Kenny Baker-Russ Morgan, Decca 23846; The Dinning Sisters, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddie 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. Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor; Barclay Allen, MacGregor.

6.	<b>APRIL SHOWERS</b>	8
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*By Buddy De Sylva and Louis Silvers  
Published by Harms, Inc. (ASCAP)*

From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Larry Clinton, Cosmo SS-708; Dennis Day, Victor 20-1978; Guy Lombardo, Decca 23845. Electrical transcription libraries: John Gart Trio, World; Mel Torme-The Page Cavanaugh Trio, MacGregor; Norman Cloutier, NBC Thesaurus; Allen Roth Ork, NBC Thesaurus; Claude Sweeten, Standard.

7.	<b>MANAGUA, NICARAGUA</b>	7
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*By Albert Gamse and Irving Fields  
Published by Encore (BMI)*

Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 3014; Dick Peterson and the Vocal Yokels, Enterprise 251. Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.

8.	<b>HOW ARE THINGS IN GLOCCA MORRA?</b>	6
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*By E. Y. Harburg and Burton Lane  
Published by Crawford (ASCAP)*

From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gorden Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345. Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor; Chuck Foster, Lang-Worth; Jack Fina, Standard.

9.	<b>YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING</b>	9
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*By Allan Roberts and Doris Fisher  
Published by George Simon (ASCAP)*

Records available: The Charioteers, Columbia 37240; Steve Gibson-The Red Caps, Mercury 5011; Ink Spots, Decca 23809; Vaughn Monroe, Victor 20-2053; Pied Pipers, Capitol 344; George Towne Ork, Sonora 2002. Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Jack Fina, Standard; Leighton Noble, Standard.

10.	<b>GUILTY</b>	9
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*By Gus Cahn, Harry Akst and Richard A. Whiting  
Published by Feist (ASCAP)*

Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15090; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324. Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor.



RCA VICTOR'S  
**VAUGHN MONROE!**

Two neat new numbers to dance to, with Vaughn and The Moon Maids singing both sides.

**You Can't Hide Your Heart Behind a Kiss**  
AND  
**Dreams Are a Dime a Dozen**  
RCA Victor 20-2226

RCA VICTOR'S  
**BETTY RHODES!**

with Charles Dant and his Orchestra

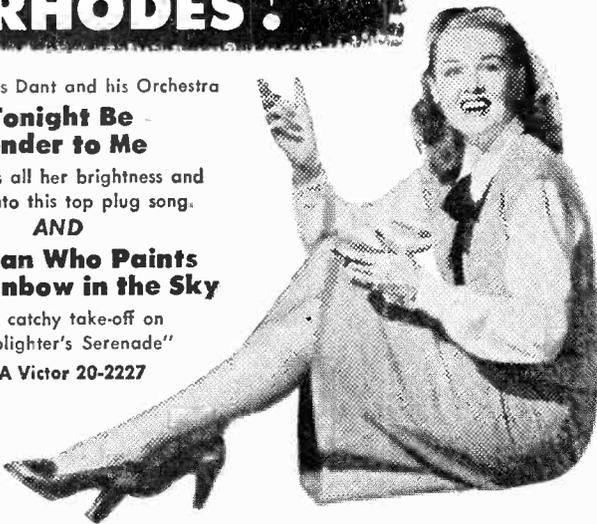
**Tonight Be Tender to Me**

Betty puts all her brightness and charm into this top plug song.

AND  
**The Man Who Paints The Rainbow in the Sky**

... a catchy take-off on "Lampighter's Serenade"

RCA Victor 20-2227



RCA VICTOR'S  
**LOUIS ARMSTRONG!**

**It Takes Time**

Watch this one! A crazy kind of song everyone goes for.

AND **I Wonder, I Wonder, I Wonder**

Tricky arrangement and Armstrong vocals. A number that's already booming, out West.

RCA Victor 20-2228

RCA VICTOR'S  
**BILLY WILLIAMS!**

and The Pecos River Rogues



**Green Grass of Wyoming**

It's Billy and the boys singin' in the saddle—a swell, lilting tune.

AND **Remember Me**

(When The Candlelights Are Gleaming)

A smooth, slow Western ballad that's due to get a lot of listening.

RCA Victor 20-2229

RCA VICTOR'S  
**ETTA JONES!**

with J. C. Heard and his Band

Here's a coupling that really shows what this outfit can do! Terrific beat on the "A" side, tender lyric feeling on the "B".

**I Sold My Heart to the Junkman**

AND

(Go To Sleep)

**My Sleepy Head**

RCA Victor 20-2231



ALSO IN THIS WEEK'S  
**RCA VICTOR RELEASES:**

● **CLAUDE CASEY**

and The Sagedusters

**Days Are Long, Nights Are Lonely**

AND

**I Wish I Had Kissed You Goodbye**

RCA Victor 20-2230

● **JAZZ GILLUM**

**Can't Trust Myself**

With James Clark, piano; Willie Lacey, guitar; R. Knowling, string bass; Judge Riley, drums.

AND

**All in All Blues**

With Big Maceo, piano; Leonard Caston, electric guitar, and Alfred Elkins, string bass.

RCA Victor 20-2232

● **HENRI RENÉ**

and his Orchestra

**Quand l'Amour Meurt**

(When Love Is Gone)

AND

**Sous les Ponts de Paris**

(Under the Bridges of Paris)

RCA Victor 25-0079

● **THE SIX FAT DUTCHMEN**

**Schmaltz** — Polka

AND

**Johan Pa Snippen Peninsula** — Schottische

RCA Victor 25-1078

● **TED JOHNSON**

and his Midnight Sons

**Glada Toner** — Schottische

(Happy Tunes)

AND

**Paa Bejaron** — Hambo

(By Request)

RCA Victor 26-0055

● **Los GUARACHEROS de ORIENTE**

Orlando Guerra (Cascarita) y la Orquesta Casino de la Playa

**El Jaleo** — Son Montuno

AND

**Ya Se Pasó la Negra** — Guaracha

RCA Victor 23-0564

● **SACASAS**

y su Orquesta

**Lengua Mala** — Guaracha Rumba

Canta: Rubén González

AND

**Te Seguiré Queriendo** — Bolero

Canta: Bobby Ramos

RCA Victor 23-0573

● **CONJUNTO CASINO**

**La Última Noche** — Bolero

Cantan: Faz y Espí

AND

**La Vaca Lechera** — Guaracha

Cantan: Faz, Espí y Ribot

RCA Victor 23-0598

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR**  
RECORDS



OUR NEXT HIT:

# THEY CAN'T CONVINC ME

By **ALLAN ROBERTS** and **DORIS FISHER**  
From the Columbia Technicolor Picture "Down to Earth"

STARRING  
**Rita HAYWORTH** and **Larry PARKS**

RECORDED BY:  
(listed alphabetically)

- |                   |                                     |
|-------------------|-------------------------------------|
| BILLY BUTTERFIELD | CAPITOL (to be released shortly)    |
| SAXIE DOWELL      | SONORA #2009                        |
| DICK HAYMES       | DECCA (to be released shortly)      |
| ELLIOT LAWRENCE   | COLUMBIA #37232                     |
| BETTY RHODES      | RCA VICTOR (to be released shortly) |
| ARTIE SHAW        | MUSICRAFT #331                      |

Yes, we publish  
**ANNIVERSARY SONG**  
By **AL JOLSON** and **SAUL CHAPLIN**  
From the Columbia Picture "The Jolson Story"

Published by  
**MOOD MUSIC COMPANY, INC.**  
1270 SIXTH AVE., NEW YORK 20, NEW YORK  
RICHARD VOLTTER, President

HERE'S YOUR GREEN LIGHT  
TO STOCK UP ON

**THE NOVELTY HIT  
OF THE YEAR**

The record that's spinning the  
jukes round and round and  
causing a commotion in the re-  
tail record stores.

**THE LIGHT TURNED GREEN**

BACKED BY

**DON'T SHOOT THE BARTENDER**  
He's Half Shot Now

**THE KORN  
KOBBLERS**

RECORDED  
BY NONE  
OTHER THAN

On  
**M.G.M.**  
RECORDS  
(10008)

Currently  
**JACK  
DEMPSEY'S**  
NEW YORK

Direction: INTERNATIONAL ARTISTS, 420 MADISON AVENUE, N. Y. C.

## The Billboard MUSIC POPULARITY CHARTS

PART  
II

### Sheet Music

Week Ending  
April 25



#### 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 film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
15	1	1	ANNIVERSARY SONG (F) (R)	Mood
5	4	2	MAM'SELLE (F) (R)	Feist
8	2	3	LINDA (R)	E. H. Morris
9	3	4	HEARTACHES (R)	Leeds
3	8	5	APRIL SHOWERS (F) (R)	Harms, Inc.
5	7	6	MY ADOBE HACIENDA (R)	Peer
11	5	7	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
15	6	8	MANAGUA, NICARAGUA (R)	Encore
5	10	9	YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon
4	12	10	ROSES IN THE RAIN (R)	Barton
6	9	11	IT'S A GOOD DAY (R)	Capitol Songs
4	14	12	IF I HAD MY LIFE TO LIVE OVER (R)	General
13	11	13	GUILTY (R)	Feist
18	13	14	I'LL CLOSE MY EYES (R)	Peter Maurice
1	—	15	ALEXANDER'S RAGTIME BAND (F) (R)	Berlin
1	—	15	WHEN AM I GONNA KISS YOU GOOD MORNING? (R)	Martin

#### ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
15	1	1	ANNIVERSARY SONG	Campbell-Connelly
8	6	2	HOW LUCKY YOU ARE	Kassner
18	2	3	THE OLD LAMPLIGHTER	Irwin Dash
19	3	4	THE STARS WILL REMEMBER	Feldman
13	4	4	APRIL SHOWERS	Chappell
8	8	5	DON'T FALL IN LOVE	Chappell
14	11	6	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice
17	7	7	GO HOME (Your Mother Wants You)	Yale
6	5	8	OPEN THE DOOR, RICHARD	Leeds
6	13	9	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
2	14	10	HEAR MY SONG, VIOLETTA	Dix
22	12	11	FIVE MINUTES MORE	Edwin H. Morris
12	15	12	ZIP-A-DEE DOO-DAH	Sun
1	—	13	YOU WENT AWAY AND LEFT ME	Box and Cox
2	—	14	GOODNIGHT, YOU RASCAL	Francis Day
10	10	15	THE RICKETY RICK-SHAW MAN	Southern
4	—	15	HI JIG A JIG	Box and Cox
12	9	16	THE THINGS WE DID LAST SUMMER	Edwin H. Morris
12	—	17	MAY I CALL YOU SWEETHEART?	Irwin Dash
3	20	18	OLE BUTTERMILK SKY	Edwin H. Morris
2	19	19	SEPTEMBER SONG	Chappell
2	—	19	THAT'S THE BEGINNING OF THE END	Victoria
2	15	19	TELL ME, MARIANNE	Southern
11	18	20	THE ACCORDION	Lawrence Wright

\* 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

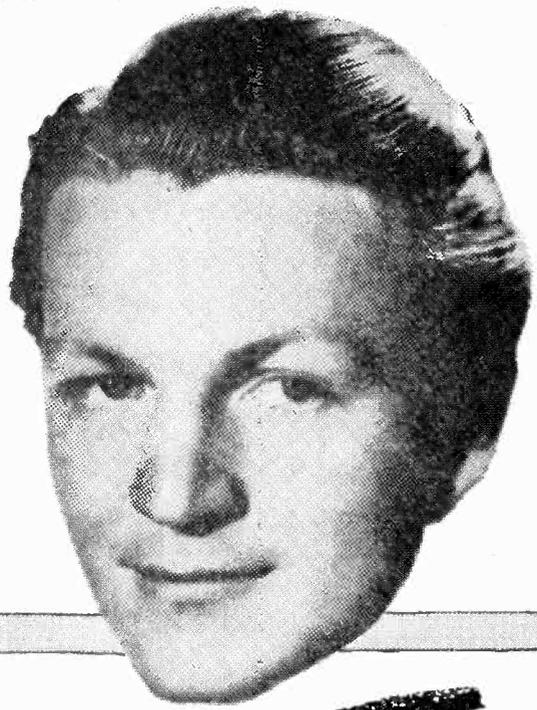
Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

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.  
I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.  
I GOT A GAL I LOVE (in North and South Dakota) (Famous), sung by Eddie Bracken in Paramount's "Ladies' Man." National release date—February 7, 1947.  
MAM'SELLE (Feist), in 20th Century-Fox's

"The Razor's Edge." National release date—January, 1947.  
OH, BUT I DO (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.  
TO ME (Dorsey), sung by Janet Blair in United Artist's "The Fabulous Dorseys." National release date not set.  
TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.  
WHAT AM I GONNA DO ABOUT YOU? (Paramount), sung by Eddie Bracken and Virginia Welles in Paramount's "Ladies' Man." National release date—February 7, 1947.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Radio Popularity**  
**PART III**  
 Week Ending April 25

*Right off the Bat!*



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, April 18, 8 a.m., and ending Friday, April 25, 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	POP.	LIC.
3.	Alexander's Ragtime Band (F) (R)	Berlin—ASCAP
1.	Almost Like Being in Love (M) (R)	Sam Fox—ASCAP
16.	Anniversary Song (F) (R)	Mood—ASCAP
6.	April Showers (F) (R)	Harms, Inc.—ASCAP
1.	Dream, Dream, Dream (R)	Thomas—ASCAP
22.	(I Love You) For Sentimental Reasons (R)	Duchess—BMI
16.	Guilty (R)	Feist—ASCAP
8.	Heartaches (R)	Leeds—ASCAP
13.	How Are Things in Glocca Morra? (M) (R)	Crawford—ASCAP
2.	I Believe (F) (R)	Sinatra Songs—ASCAP
5.	I Got a Gal I Love (In North and South Dakota) (F) (R)	Famous—ASCAP
1.	I Want to Thank Your Folks (R)	Oxford—ASCAP
6.	If This Isn't Love (M) (R)	Crawford—ASCAP
18.	I'll Close My Eyes (R)	Peter Maurice—ASCAP
2.	It Might Have Been a Different Story (R)	Campbell-Porgie—BMI
4.	It Takes Time (R)	London—BMI
16.	It's a Good Day (R)	Capitol Songs—ASCAP
7.	Linda (R)	E. H. Morris—ASCAP
4.	Mam'selle (F) (R)	Feist—ASCAP
15.	Managua, Nicaragua (R)	Encore—BMI
2.	Midnight Masquerade (R)	Shapiro-Bernstein—ASCAP
6.	My Adobe Hacienda (R)	Peer—BMI
19.	Oh, But I Do (F) (R)	Witmark—ASCAP
10.	Oh Why, Oh Why, Did I Ever Leave Wyoming? (R)	Feist—ASCAP
6.	That's Where I Came In (R)	Robbins—ASCAP
1.	Time After Time (F) (R)	Sinatra Songs—ASCAP
1.	Unless It Can Happen With You (R)	Stevens—BMI
6.	We Could Make Such Beautiful Music (R)	BMI—BMI
7.	What Am I Gonna Do About You? (F) (R)	Paramount—ASCAP
9.	You Can't See the Sun When You're Crying (R)	George Simon—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 to date	Last Week	This Week	Going Strong	Lic. By
10	1	1	1	1. HEARTACHES	Ted Weems (Elmo Tanner) Decca 25017—ASCAP
12	2	2	2	2. LINDA	Ray Noble-Buddy Clark Victor 20-2175—ASCAP
2	5	3	3	3. MAM'SELLE (F)	Art Lund MGM 10011—ASCAP
4	4	4	4	4. MY ADOBE HACIENDA	Eddy Howard (Eddy Howard-Trio) Majestic 1117—BMI
3	10	5	5	5. MY MELAN-CHOLY BABY	Sam Donahue Capitol 357—ASCAP
10	3	6	6	6. ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork) Columbia 37234—ASCAP
1	—	7	7	7. MAM'SELLE (F)	Ray Dorey (Paul Barrow Ork) Majestic 7217—ASCAP
8	8	8	8	8. ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork) Decca 23714—ASCAP
2	—	8	8	8. FREE EATS	Count Basie Victor 20-2148—ASCAP
9	7	8	8	8. ANNIVERSARY SONG (F)	Andy Russell (Paul Weston Ork) Capitol 368—ASCAP
1	—	9	9	9. MAM'SELLE	Dick Haymes (Gordon Jenkins Ork) Decca 23861—ASCAP
5	6	10	10	10. HEARTACHES	Harry James Columbia 37305—ASCAP
2	—	11	11	11. ROSES IN THE RAIN	Frankie Carle (Marjorie Hughes) Columbia 37252—ASCAP
3	14	11	11	11. THAT'S HOW MUCH I LOVE YOU	Frank Sinatra Columbia 37231—BMI
3	15	12	12	12. HEARTACHES	Eddy Howard Majestic 1111—ASCAP
1	—	12	12	12. I BELIEVE (F)	Frank Sinatra (Axel Stordahl Ork) Columbia 37300—ASCAP
1	—	12	12	12. THE RED SILK STOCKINGS AND GREEN PERFUME	Ray McKinley Ork (Ray McKinley) Majestic 7216—ASCAP
13	9	13	13	13. GUILTY	Margaret Whiting (Jerry Gray Ork) Capitol 324—ASCAP
1	—	13	13	13. ACROSS THE ALLEY FROM THE ALAMO	Stan Kenton (June Christy) Capitol 387—ASCAP
4	13	14	14	14. LINDA	Charlie Spivak Victor 20-2047—ASCAP
1	—	14	14	14. LINDA	Larry Douglas (Ray Bloch's Radio Seven) Signature 15106—ASCAP
1	—	14	14	14. MY ADOBE HACIENDA	Dinning Sisters Capitol 389—BMI
3	8	15	15	15. LINDA	Paul Weston Ork (Matt Dennis) Capitol 362—ASCAP

(Continued on page 134)

**ART LUND**

CONNECTS WITH ANOTHER  
**SMASH HIT!**  
**"MAM'SELLE"**  
 M-G-M Record #10011  
 Opening ROXY Theater, N. Y.  
**JUNE 4th**

Direction:  
**W. M. MORRIS, INC.**  
 Personal Management:  
**FREDDY GOODMAN**

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending April 25



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
9	1			1. HEARTACHES <i>Oh, Monah</i> <i>Piccolo Pete</i>	Ted Weems (Elmo Tanner) Decca 25017 Ted Weems (Elmo Tanner) Victor 20-2175
6	2			2. LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark Columbia 37215
3	4			3. MAM'SELLE (F) <i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork) MGM 10011
12	3			4. ANNIVERSARY SONG (F) <i>Avalon</i>	Al Jolson (Morris Stoloff Ork) Decca 23714
14	5			5. MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio) Majestic 1117
1	—			6. MAM'SELLE (F) <i>Stella By Starlight</i>	Dick Haymes (Gordon Jenkins Ork) Decca 23861
6	6			7. LINDA <i>So They Tell Me</i>	Charlie Spivak Victor 20-2047
2	8			8. HEARTACHES <i>I Tipped My Hat (and Slouly Rode Away)</i>	Harry James (Marion Morgan) Columbia 37305
1	—			9. MAM'SELLE (F) <i>Stella By Starlight</i>	Dennis Day (Charles Dant Ork) Victor 20-2211
9	—			10. ANNIVERSARY SONG (F) <i>Heartaches, Sadness and Tears</i>	Dinah Shore (Morris Stoloff Ork) Columbia 37234

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Album	Label
16	1			1. Al Jolson Album <i>Al Jolson</i>	Decca 469
7	4			2. Concerto Album <i>Freddy Martin</i>	Victor P-169
3	2			3. Will Bradley Ork-Ray McKinley Album <i>Will Bradley Ork-Ray McKinley</i>	Columbia C-123
1	—			4. Waltzes Album <i>Guy Lombardo</i>	Decca A-509
5	3			5. Romance Album <i>Eddy Howard</i>	Majestic 15

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

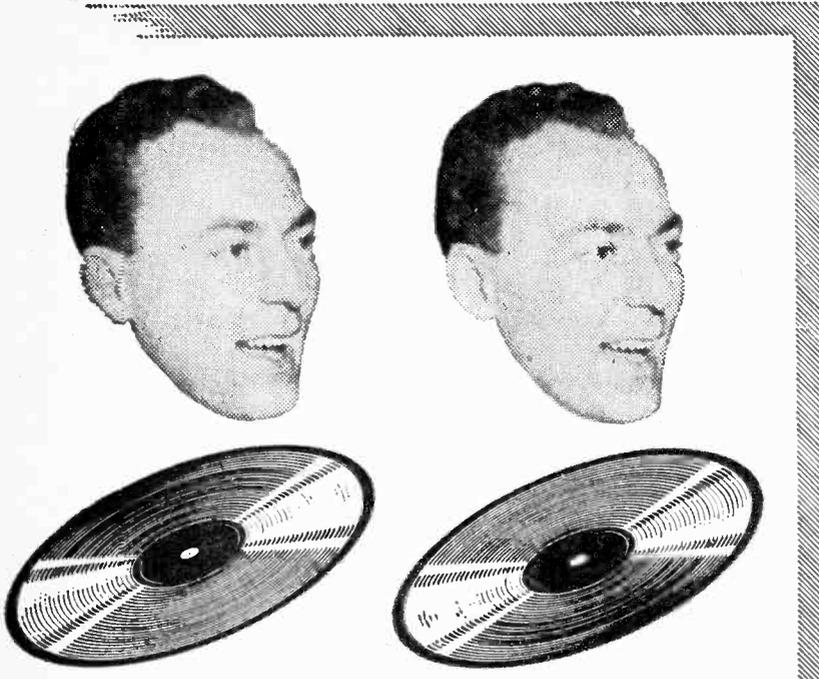
Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record	Label
97	1			1. Chopin's Polonaise <i>Jose Iturbi</i>	Victor 11-8848
55	2			2. Jalousie <i>Boston Pops</i>	Victor 12160
71	4			3. Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops</i>	Victor 11-8863
82	3			4. Clair de Lune <i>Jose Iturbi</i>	Victor 11-8851
1	—			5. Prelude in C Sharp Minor <i>Jose Iturbi</i>	Victor 11-9514

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album	Label
33	1			1. Rachmaninoff Concerto No. 2 in C Minor <i>Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann, conductor</i>	Victor 1075
1	—			2. Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2 (Moonlight) Album <i>Vladimir Horowitz</i>	Victor DM-1115
88	2			2. Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	Columbia X-251
3	4			3. Rhapsody in Blue <i>Paul Whiteman</i>	Signature GP-1
16	5			4. Tchaikovsky Nutcracker Suite <i>New York Philharmonic Symphony Ork; Rodzinski, conductor</i>	Columbia MM-627
3	—			5. Khatchaturian; Gayne-Ballet Suite <i>New York Symphony Ork; Efren Kurtz, conductor</i>	Columbia MM-664



HIT! HIT!

Seeing Double?

NO! The Ol' Woodchopper's second release as a single is another double-edged hit!

WOODY HERMAN

singing Hoagy Carmichael's sensational new ballad

IVY

Backed with

THAT'S MY DESIRE

An all-time favorite dressed up in Woody's inimitable style

Just Released!  
COLUMBIA No. 37329

Play this one, too, for a winning Daily Double!  
Woody's Fast-Selling First Release  
COLUMBIA No. 37289  
ACROSS THE ALLEY FROM THE ALAMO  
THERE IS NO GREATER LOVE

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
**PART V**  
 Week Ending April 23

**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.

POSITION		RECORDS
Weeks to date	Last/This Week	
9	1	1. HEARTACHES .... Ted Weems (Elmo Tanner) .... Decca 25017
9	3	2. LINDA ..... Buddy Clark-Ray Noble.... Victor 20-2127
2	12	3. MAM'SELLE (F) .. Art Lund ..... Columbia 37215
10	4	4. ANNIVERSARY SONG (F) ..... Guy Lombardo (Kenny Gardner) .. Decca 23799
6	5	5. LINDA ..... Charlie Spivak ..... Victor 20-2047
8	11	6. ANNIVERSARY SONG (F) ..... Dinah Shore (Morris Stoloff Ork)..... Columbia 37234
8	6	7. ANNIVERSARY SONG (F) ..... Al Jolson (Morris Stoloff Ork) .. Decca 23714
5	2	7. MY ADOBE ..... Eddy Howard (Eddy Howard-Trio) ..... Majestic 1117
10	7	8. ANNIVERSARY SONG (F) ..... Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)..... Victor 20-2126
3	8	9. HEARTACHES ..... Harry James ..... Columbia 37305
15	10	10. MANAGUA, NICA-RAGUA ..... Guy Lombardo (Don Rodney-The Lombardo Trio) ..... Decca 23782
1	—	11. MAM'SELLE (F) .. Dick Haymes (Gordon Jenkins Ork) ..... Decca 23861
2	15	12. THAT'S MY DE-SIRE ..... Frankie Laine ..... Mercury 5007
3	9	13. LINDA ..... Paul Weston Ork (Matt Dennis) . Capitol 362
1	—	13. PEG O' MY HEART ..... The Harmonicats-Sid Fisher.. Vita-Coustic 1 (Clark Dennis, Capitol 346; Red McKenzie-Dave Rhodes Rhythm, National 9027)
5	—	14. HOW ARE THINGS IN GLOCCA MORRA? (M) .... Dick Haymes-Gordon Jenkins... Decca 23830
1	—	14. MOON FACED STARRY EYED ..... Freddy Martin (Murray Arnold)..... Victor 20-2176 (Benny Goodman-Johnny Mercer, Capitol 376; Sarah Vaughn (Teddy Wilson Quartet), Musicraft 462)
4	—	15. HOW ARE THINGS IN GLOCCA MORRA? (M) .... Buddy Clark (Mitchell Ayres Ork)..... Columbia 37223
1	—	15. MY ADOBE HACIENDA ..... Billy Williams ..... Victor 20-2150
1	—	15. APRIL SHOWERS (F) ..... Guy Lombardo ..... Decca 23845

**Coming Up**

HOW ARE THINGS IN GLOCCA MORRA? (M) .....	Martha Tilton (Dean Elliott Ork) .....	Capitol 345
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**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.

POSITION		RECORDS
Weeks to date	Last/This Week	
15	1	1. SO ROUND, SO FIRM, SO FULLY PACKED ..... Merle Travis ..... Capitol 349
5	2	2. NEW JOLIE BLONDE ..... Red Foley (The Cumberland Valley Boys)..... Decca 46034
10	3	3. WHAT IS LIFE WITHOUT LOVE? ..... Eddy Arnold ..... Victor 20-2058
3	4	4. JOLE BLONDE ..... Roy Acuff and His Smokey Mountain Boys (Roy Acuff) ..... Columbia 37287
12	5	5. NEW PRETTY BLONDE (Jole Blon) ..... Moon Mullican and the Show-boys ..... King 578

**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.

POSITION		RECORDS
Weeks to date	Last/This Week	
20	2	1. AIN'T NOBODY HERE BUT US CHICKENS ..... Louis Jordan ..... Decca 23741
5	5	2. I WANT TO BE LOVED ..... Savannah Churchill... Manor 1046
1	—	3. HAWK'S BOOGIE ..... Erskine Hawkins.. Victor 20-2169
19	4	3. LET THE GOOD TIMES ROLL ..... Louis Jordan ..... Decca 23741
7	3	4. OLD MAID BOOGIE ..... Eddie Vinson Ork (Eddie Vinson) ..... Mercury 8028
9	1	5. TEXAS AND PACIFIC ..... Louis Jordan (Louis Jordan) .. Decca 23810

**New Clickers**



**CU-TU-GU-RU**

(Jack, Jack, Jack!)

Vocal Chorus by The Boyd Triplets and the orchestra

**ILLUSION**

(Un Sueño)

Vocal Chorus by Dorothy Porter

Columbia 37319

HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

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



**JIMMY WALKER AND HIS WESTERN STARS**  
COAST RECORD 246

*I'll Forgive if You'll Forget*

**COUPLED WITH "I'M ALWAYS BLUE FOR YOU"**

**Coast RECORDS**  
2534 WEST PICO BOULEVARD  
LOS ANGELES 6, CALIFORNIA

NOW APPEARING ON  
**"GRAND OLD OPRY"**  
PROGRAMS FROM NASHVILLE, TENN.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
PART VI  
**Record Reviews and Possibilities**  
Week Ending April 25

**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.

**RED SILK STOCKINGS AND GREEN PERFUME** Sammy Kaye with vocals by Don Cornell.....Victor 20-2251

**THAT'S MY DESIRE**  
Both of these songs have made the grade with earlier recordings. "That's My Desire," by Frankie Laine on Mercury 5007 already is in the best-selling ranks and his dinking is still the best version available. Kaye gives the tune a pleasant airing, loaded with saccharine attraction and good singing by Don Cornell, backed by the Kaydets vocal group. "Red Silk Stockings," a hillbilly tune originally, was given its attention-grabbing pop debut via Ray McKinley's Majestic (7216) cuttings. Kaye version should surprise many with its musical modernism, its enthusiastic ork vocal background and the Don Cornell chanting of the humorous country lyrics. It's solely on the strength of the back-to-back hits, Victor's production facilities and distrib network that Kaye's pairing draws the nod here. Both sides should pull heavy coin in all locations and combine to make one solid hit dinking for the swing-and-sway maestro.

**CHI-BABA CHI-BABA**.....Lawrence Welk and His Orchestra  
.....Decca 23878  
Blue Barron and His Orchestra.....  
.....MGM 10027

Santly-Joy's Oxford affiliate gives out with another look-gooder. Firm which pushed "Chickery Chick" over on the public should score with similarly veined waxings of "Chi-Baba." Welk and Barron both carry the lullaby at tempo where the Italian lyric parts come off best, it seems. Perry Como is soon due on Victor with "Chi-Baba" and may outclass competition on virtue of bigger name value but they say Como does the tune as a straight lullaby which may not add up fight for "Chi-Baba." Pubs claim song can be done three ways—ballad, lullaby or rhythm novelty—but latter holds most commercial appeal, we would say, hence the nod to both Welk and Barron.

**I BELIEVE**.....Frank Sinatra with Axel Stordahl's Orchestra.....Columbia 37343

Out of the four Sinatra tunes from MGM's "It Happened in Brooklyn" flicker score, Frankle's "I Believe" of late has generated significant activity. Note the curious fact that crooner Sinatra scored most heavily with "Five Minutes More," a rhythm tune ("I Believe" comes off at same tempo)! A peek at "Believe's" listing on jockey preference sheets reveals that it's a likable rendition with a relaxed commercial delivery by the Voice and you have a definite possibility. The flip is "Time After Time," Cahn-Styne ballad previously touted in Margaret Whiting's Capitol behalf.

**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 121. 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.

**FREDDY MARTIN (Victor 20-2233)**  
*When Am I Gonna Kiss You Good Morning?*—FT; VC.  
*Serenade to Love*—FT; VC.

It's a richly musical and rhythmic presentation that Freddy Martin provides for two new songs that spin with promise of staying around for a long time. The band body holds full sway for the breezy "Kiss" song, generating a contagious bounce beat, with Clyde Rogers and the Martin Men making dulcet harmonies for the amorous sentiments expressed in the song. For the flip, Martin again demonstrates his facility for transposing the classics in dance tempo. This time it's a beautiful love song in "Serenade to Love," fashioned by Sam H. Stept and Mack Davis from Delibes' familiar "Maid of Cadiz." For the melodic theme, it's the Martin tenor sax and the silky strings, with Stuart Wade and the Martin Men for the romantics in song.

Song material tops to cop coinage.

**GUY LOMBARDO (Decca 23865)**  
*It Takes Time*—FT; VC.  
*I Wonder, I Wonder, I Wonder*—FT; VC.

The Guy Lombardo music spins out with an attractive lilt for this couplet, spinning out a contagious bounce for the catchy "I Wonder" rhythm ballad, with Don Rodney and the Lombardo Trio singing the wordage with just as much bouyancy. For the mated side, it's the sugar-coated syncos of the Royal Canadians for "It Takes Time," spinning with just as much lilt. Sweet tenor pipes of Kenny Gardner gives good voice to the wordage.

The popular "I Wonder" spins plenty bright for the music machines.

**ELLIOT LAWRENCE (Columbia 37320)**  
*Speaking of Angels*—FT; VC.  
*Willie*—FT; VC.

Elliot Lawrence adds to his stature on the spinning sides with this couplet, coupling a symphonic setting with the rhythmic. Banked by the rich brass harmonies, the maestro picks out the lovely melody of "Speaking of Angels" on the black-and-whites. And with the oboe giving added symphonic flavor to the musical bank, Jack Hunter pours out the pot valient confessions in song. Band ensemble has sway for a solid spinning of the blues-styled "Willie," with Rosalind Patton in good voice as she serenades her man. Spinning is for the ears rather than the hoof, maestro Lawrence varying the beat from speed to slow as well as adding a stanza that shows off his proficiency at knocking the keyboard for a scholarly eight-beat boogie rhythm.

Both sides spin bright for the coin catching.

**DEANNA DURBIN (Decca 23867)**  
*My Hero*—W; V.  
*Kiss Me Again*—W; V.

With the light operettas of the mauve decade enjoying a new fling along footlight row, the re-issue of this recording is a timely one. The rich soprano pipes of Deanna Durbin, with liquid flow, makes it a lyrical pretty for both of these standard waltz favorites. Sings in concert style with Victor Young providing full orchestral support.

For the home phones.

**CHARLIE VENTURA (National 9029)**  
*Moon Nocturne*—Parts I & II—FT.

The familiar "Moon Nocturne" ballad of earlier vintage, spinning at a slow tempo for both sides of the spin, showcases the tenor sax virtuosity of Charlie Ventura. The band laying down a sustained and colorful harmony background, the articulate and well-planned phrasings of the maestro, playing soft and moody and in good tone, is heard to advantage. For the Part II side, the trumpet of Neal Hefti executes a passage just as superbly, with Ventura coming back to polish off the platter.

For the hot tenor sax enthusiasts.

(Continued on opposite page)

**Sterling HILLBILLY RECORDS**  
*record sensational sales!*

**HANK WILLIAMS and his DRIFTING COWBOYS**  
tops the list with these terrific numbers

201 Calling You and Never Again (will I knock at your door)  
204 Wealth Won't Save Your Soul and When God Comes And Fathers His Jewels  
208 My Love For You Has Turned To Hate and I Don't Care

**RILEY SHEPARD, the Cowboy**  
Philosopher accompanied by the BRIARHOPPERS  
205 Strike! and Who? Me? (Who are you talking to?)  
Here's a great recording by a great combination of performers that spells out even greater sales.

**THE OKLAHOMA WRANGLERS**  
Tops in tunes are these wonderful Westerns by the Wranglers.  
202 I Can't Go On This Way and You Don't Have To Worry  
203 I'm Sorry If That's The Way You Feel and Farther And Farther Apart

**LOUIS and the INNIS CLAN**  
Two sides, and two hits by Louis and the Innis Clan. We're sure this is only the first of many successes by this grand performer of the Grand Ol' Opry in Nashville.  
207 Look In The Looking Glass and Oklahoma City  
209 Tennessee Central and Foggy River

distributors everywhere or  
**STERLING RECORD CO., 7 West 46th St., New York 19**

(Continued from opposite page)

**ROBERT MERRILL (Victor 10-1313)**

*Whiffenpoof Song*—W; V.  
*Sweetheart of Sigma Chi*—W; V.  
 With an eye on building up the company's radio commercial on Sunday afternoons, it's to the listener's gain that the Metrop baritone pipes of Robert Merrill lend themselves so well to these standard songs. Spinning in the waltz tempo, and taking tempo liberty, Merrill brings real lyrical luster to the "Whiffenpoof Song," the famous drinking song on the Yale campus. Male chorus and orchestra, directed by Russ Case, frames the rich baritone voice in most attractive fashion. And for the flip, Merrill gives added proof that he is just as at home with a pop as with an operatic aria as he stays close to the three-quarter time to bring out all of the romantic appeal of "Sweetheart of Sigma Chi," the male chorus added to his chant. "Whiffenpoof Song" with Robert Merrill's vocal quality may well make for coin quantity.

**FRANK SINATRA (Columbia 37343)**

*Mam'selle*—FT; V.  
*Stella By Starlight*—FT; V.  
 Frank Sinatra couples two of the most impressive ballads of the day, and in an impressive manner that makes for a maximum of lyrical charm and romantic flavor. Moreover, the contrast in song styling makes added appeal for the spinning. Stays in tempo as he sings it slow and ever-so-relaxed for "Mam'selle." And for the symphonic texture of "Stella by Starlight," takes full tempo liberty to make it real starlight music as he pours his heart into the song. For both ballads, and particularly for "Stella," maestro Axel Stordahl excels as he weaves a beautiful setting with the velvety violins.  
 Both sides socko, with "Mam'selle" for the phono spinning.

**ELLA FITZGERALD (Decca 23866)**

*That's My Desire*—FT; V.  
*A Sunday Kind of Love*—FT. V.  
 It's the soulful singing with rich rhythmic feeling that makes it a vocal lovely for Ella Fitzgerald's mating of these ballads. Singing it at a slow tempo and giving full meaning to the lyrics, Ella makes it desirable dishing for "That's My Desire," with her word magic sparked by a vocal harmony bank created by the Andy Love Quintet. Gives the same kind of emotional tug to the mated side, "Sunday Kind of Love," the quintet again sparking her song. And making for a note of contrast, speeds up the second stanza to phrase it rhythmically. Rhythmic flow sustained by the small band led by Bobby Haggart.

Fans will carry coins to the music boxes for her lush lyricizing, particularly for "Desire."

**SAMMY KAYE (Victor 20-2251)**

*That's My Desire*—FT; VC.  
*Red Silk Stockings and Green Perfume*—FT; VC.  
 There's forthright appeal in the sugar-coated singing and playing that Sammy Kaye provides for the "Desire" ballad that promises to become bigger than when it was first introduced over 15 years ago. Don Cornell, with vocal assist by the Kaydets, makes it a romantic serenade of major import, the band's reed and brass choirs polishing off the side just as smoothly and sweetly. Beat picked up for the mated side with a Dixieland rhythm set for the "Red Silk Stockings," the gay '90's rhythm ditty has Cornell chanting the pleasant patter about the lady who had winning ways with the boys in the back room. Boys in the band join in on the chorus and the whole side spins in rollicking style.  
 Disk should serve double duty for the music ops.

**HARRY JAMES (Columbia 37323)**

*As Long as I'm Dreaming*—FT; VC.  
*Stella By Starlight*—FT.  
 His trumpet to the fore, with fiddles flooding the background, Harry James blows it soulfully and expressively for "Stella By Starlight," making it a romantic tone poem rich in instrumental color and harmony as the other lead horns weave the melody fabric. Moreover, the band maintains an easy rhythmic flow to make it as easy on the hoof as for the ears. Slows down for the "Dreaming" ballad from the movie "Welcome Stranger," the maestro's horn kicking off the lovely melody until taken up by the strings with the tenor sax weaving articulate figures in the background. And for the lyrical charm, Marion Morgan sings it effectively in dreamy fashion.  
 Both sides phono material with "Stella By Starlight" the top side.

**PAGE CAVANAUGH TRIO**

(Victor 20-2246)  
*Walkin' My Baby Back Home*—FT; V.  
*Heartbreakin'*—FT. V.  
 The distinctive dittying of the Page Cavanaugh Trio, with plenty of lilt to their whispered word phrases as they sing in unison, brings a refreshing lilt to the songs, whether they spin it slow or fast. And to add to this intimate air, the

weavings of pianist Cavanaugh and guitarist Al Viola, with Lloyd Pratt on bass rounding out the threesome, are just as rhythmic as their song. Take it at a bright beat for the oldie "Walkin' My Baby Back Home," and with Cavanaugh moving over to the celeste, spin it slow and with swing for the cleverly-framed "Heartbreakin'" ballad.  
 For the intimate spots where both sides will satisfy.

**BOB CHESTER (Sonora 2006-2008)**

*Linda*—FT; VC.  
*Roses in the Rain*—FT; VC.  
*Speaking of Angels*—FT; VC.  
*Why Did It Have To End So Soon?*—FT; VC.

The reeds and brasses blending nicely with full body and with a high degree of smoothness, Bob Chester makes engaging dance music for this spinning. And with Alan Foster's striking sincerity in song, makes it a most pleasant plattering for the ballads "Speaking of Angels" and "Why Did It Have To End So Soon?" It's a brighter beat and with the same steady rhythmic flow for "Linda," Foster again making the wordage count. But for the mated "Roses in the Rain," the song sparkle is lost in the singing and the playing, Chester beating out a slow tempo that keeps the disk dragging all the way.  
 Song popularity will attract attention to "Angels" and "End So Soon."

**CANTOR MAURICE GANCHOFF**

(Continental 5043-5044)  
*Eili-Eili*—V.  
*Kol Nidrei*, V.  
*Veshomru*—V.  
*Kidush*—V.

Liturgical music of the synagogue sung by Cantor Maurice Ganchoff, whose rich tenor voice displays the volume and dramatic force called for in these prayer chants. Moreover, his diction, singing in Hebrew for the synagogal selections, is good. Organ provides adequate accompaniment. "Eili-Eili" is the traditional lament which he sings in Yiddish, but without the lyrical charm called for. Fares better for the liturgical selections, all sung in Hebrew. Backs the lament with the traditional chant of the High Holy Days, "Kol Nidrei." "Veshomru" is a prayer and "Kidush" is a liturgical song of saying grace.

**JACK LEONARD (Majestic 1132)**

*September Song*—FT; V.  
*Margie*—FT. V.  
 It's more like the Jack Leonard of old as these two sides spin out. For the "September Song" standard, with Paul Baron's music weaving a beautiful melody fabric for the background, Leonard projects the lovely lullaby with a maximum of appeal. For the flip, Leonard goes back to the Tommy Dorsey pattern to repeat an earlier click. Singing it smoothly and sweetly for the bright spinning "Margie," the glee club joined with Hal Kanner's orchestra cuts in with a swing choir presentation of the five lyrics matched to the song. And while it's a far cry from the Dorsey dandy, the efforts here make for attraction.  
 The familiar "Margie" may find some coins coming its way.

**TEX BENEKE (Victor 20-2234)**

*Thru*—FT; VC.  
*Sunrise Serenade*—FT.  
 Tex Beneke shows off his band and his own tenor saxings to advantage for both of these ballads of yesteryear's hit parades, taking both in slow tempo to display the rich blend and body of his band. For "Thru," the trombone choir with Bobby Nichols' muted trumpet echoing the horn harmonies, starts off the spin in striking fashion, giving way to the sax-clary choir that sets the stage for Garry Stevens' thoughtful phrasings of the lyrical sentiments. Flipover is an instrumental, showing off the sonorous harmonies of the sax-clary choir and his own tenor sax improvisations for "Sunrise Serenade." Stimulating rhythmic beat sparks all the spinning.  
 Familiar favorites of an earlier day, this up-to-the-minute styling for both ballads may well bring coinage to the waxing.

**CLAUDE THORNHILL (Columbia 37325)**

*We Knew It All the Time*—FT; VC.  
*Would You Believe It?*—FT; VC.  
 It's the symphonette syncopations that Claude Thornhill evokes for both of these sides, the maestro's own Steinway sparkle adding gloss to the moonlight music characterizing his efforts. Such music-making, however, is applied much more pleasantly to the pretty ballad, "Would You Believe It?," from the movie "Love and Learn." And the lyrical projection of (Miss) Fran Warren makes the wordage count. For "We Knew It All the Time," an attractive rhythm ditty, Thornhill applies the same moonlight music pattern. But neither the musical frame nor Miss Warren's wordage blends with the rhythm requirements of the ditty as well as it does with the ballad. And while the music is richly flavored, it's without the lustrous quality to make the spinning count.  
 Movie tie may hype chances of "Would You Believe It?" for coins.

(Continued on page 120)



# GINNY SIMMS

is now on

# Sonora Records!

Here's a great name star that will mean increased profits for you. Famous everywhere for her many radio, stage and screen successes, GINNY SIMMS brings her sparkling voice and warm personality to *Sonora Records*. Watch for her soon-to-be-announced first Sonora releases—and let this nationwide favorite attract new sales and profits.

**Sonora Records**  
 Clear as a Bell  
 SONORA RADIO & TELEVISION CORP.  
 325 N. Hoyne Ave. • Chicago 12, Illinois

ANNOUNCING

The  
Release  
of a  
SURE-FIRE  
HIT!



RILEY  
SHEPARD

The Singing-Talking  
NOVELTY

"WHO? ME?"

(If you don't talk too much)

SWING VERSION OF  
"JOLLE BLON"

#6012

Majestic  
RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS  
(Subsidiary of Majestic Radio & Television Corporation)

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
VII

Advance Information

Week Ending  
April 25

ADVANCE RECORD RELEASES

Records listed are generally approxi- | supplied in advance by record companies.  
mately two weeks in advance of actual | Only records of those manufacturers vol-  
release date. List is based on information | untarily supplying information are listed.

POPULAR

- A THOUSAND AND ONE NIGHTS...Skitch Henderson Ork (Ray Kellogg) (WOULD YOU) Capitol 402
- ALMOST LIKE BEING IN LOVE...Jo Stafford (Paul Weston Ork) (SMOKE DREAMS) Capitol 401
- ASK ANYONE WHO KNOWS...Dinah Shore (Sonny Burke Ork) (POPPA, DON'T) Columbia 37344
- CU-TU-GU-RU (Jack, Jack, Jack)...Jack Smith-Clark Sisters (Earl Sheldon Ork) (OH! MY) Capitol 403
- DREAMS ARE A DIME A DOZEN...Gene Krupa (Tom Berry) (YES, YES) Columbia 37354
- GOODNIGHT SWEETHEART...Van Johnson (Sonny Burke Ork) (I WONDER) MGM 10018
- A LITTLE TOO FER...Johnny Mercer (Wesley Tuttle-Merle Travis and His Coon Hunters) (THE COVERED) Capitol 400
- I NEVER KNEW...Sam Donahue Ork (Bill Lockwood) (WHY DID) Capitol 405
- I WANT TO BE LOVED...Ted Straeter Ork (Mary Ann Wayne) (I WON'T) Sonora 2025
- I WONDER, I WONDER, I WONDER...Jack Carroll (Dave Rhodes Ork) (MAM'SELLE) National 9032
- I WONDER, I WONDER, I WONDER...Van Johnson (Sonny Burke Ork) (GOOD-NIGHT, SWEETHEART) MGM 10018
- I WONDER, I WONDER, I WONDER...Ted Straeter Ork (Kitty Crawford) (STELLA BY) Sonora 2024
- I WON'T BE HOME ANYMORE...Harry Cool Ork (MAH-ZEL) Mercury 3062
- WHEN YOU CALL...Ted Straeter Ork (Mary Ann Wayne) (I WON'T) Sonora 2025
- IF I LOVE AGAIN...Tony Martin (Earle Hagen Ork) (WOULD YOU) Mercury 5051
- I'VE LOST ALL MY LOVE FOR YOU...Del Casino (The Swantones-Charlie Magnante Ork) (YOU ONLY) Manor 1063

LATIN AMERICAN RHYTHMS

- ALBUM...D'Artega Ork Sonora MS-492
- A Media Luz Sonora 1178
- Brazil (Gloria Moreno) Sonora 1178
- El Choclo Sonora 1180
- Green Eyes (Gloria Moreno) Sonora 1177
- La Cumparsita Sonora 1179
- Mama Inez (Jose y Socarras) Sonora 1180
- The Peanut Vendor (Jose y Socarras) Sonora 1179
- Tico Tico Sonora 1177
- MAH-ZEL...Harry Cool Ork (I WON'T) Mercury 3062
- MAM'SELLE...Jack Carroll (Dave Rhodes Ork) (I WONDER) National 9032
- MEET ME AT NO SPECIAL PLACE (And I'll Be There At No Particular Time) Ray Anthony Ork (Dee Keating) (WOULD YOU) Sonora 2021
- MIDNIGHT MASQUERADE...Blue Barron Ork (UNLESS IT) MGM 10014
- NOLA...Elmer Bieck (RUMORS ARE) Hollywood Rhythms 1525
- OH! MY ACHIN' HEART...Jack Smith (Earl Sheldon Ork) (CU-TU-GU-RU) Capitol 403
- OH, YOU BEAUTIFUL DOLL...Chuck Foster Ork (PRINCESS POO-POO-LY) Mercury 3061
- PLEASE DON'T TALK ABOUT ME WHEN I'M GONE...Tiny Hill Ork (YOU'RE A) Mercury 6044
- PRINCESS POO-POO-LY HAS PLENTY PA-PA-YA?...Chuck Foster Ork (OH, YOU) Mercury 3061
- POPPA, DON'T PREACH TO ME...Dinah Shore (Sonny Burke Ork) (ASK ANYONE) Columbia 37344
- RED SILK STOCKINGS AND GREEN PERFUME...Sammy Kaye (Don Cornell-Chorus) (THAT'S MY) Victor 20-2251
- RUMORS ARE FLYING...Elmer Bieck (NOLA) Hollywood Rhythms 1525
- SMOKE DREAMS...Jo Stafford (Starlighters-Paul Weston Ork) (ALMOST LIKE) Capitol 401
- STELLA BY STARLIGHT...Jack Fina Ork (WE KNEW) Mercury 5050
- STELLA BY STARLIGHT...Ted Straeter Ork (I WONDER) Sonora 2024
- THAT'S MY DESIRE...Sammy Kaye (Don Cornell-The Kaydets) (RED SILK) Victor 20-2251
- THE COVERED WAGON ROLLED...Johnny Mercer (Wesley Tuttle-Merle Travis and His Coon Hunters) (A LITTLE) Capitol 400
- "THE RED HOUSE" ALBUM...Miklos Rozsa Capitol CB-48
- Prelude Capitol 10083
- Retribution Capitol 10083
- Screams in the Night Capitol 10084
- The Forest Capitol 10084
- THERE'S THEM THAT DO...Bobby Sherwood Ork (Bobby Sherwood-Lynn Stevens) (WE KNEW) Capitol 404
- TO EACH HIS OWN...Elmer Bieck (TWILIGHT TIME) Hollywood Rhythms 1501
- TWILIGHT TIME...Elmer Bieck (TO EACH) Hollywood Rhythms 1501
- UNLESS IT CAN HAPPEN WITH YOU...Blue Barron Ork (MIDNIGHT MASQUERADE) MGM 10014

(Continued on opp. page)

A Complete Territorial List of  
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and the LABELS THEY SELL

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(Continued from opp. page)

WE KNEW IT ALL THE TIME ..... Bobby Sherwood Ork (Lynn Sterens)  
(THERE'S THEM) ..... Capitol 404  
WHY DID IT HAVE TO END SO SOON? ..... Sam Donahue Ork (Bill Lockwood) (I  
NEVER) ..... Capitol 405  
WOULD YOU BELIEVE ME? ..... Ray Anthony Ork (Billy Johnson) (MEET  
ME) ..... Sonora 2021  
WOULD YOU BELIEVE ME? ..... Skitch Henderson Ork (Eileen Barton)  
(A THOUSAND) ..... Capitol 402  
WOULD YOU BELIEVE ME? ..... Tony Martin (Earle Hagen Ork) (IF I)...  
..... Mercury 5051

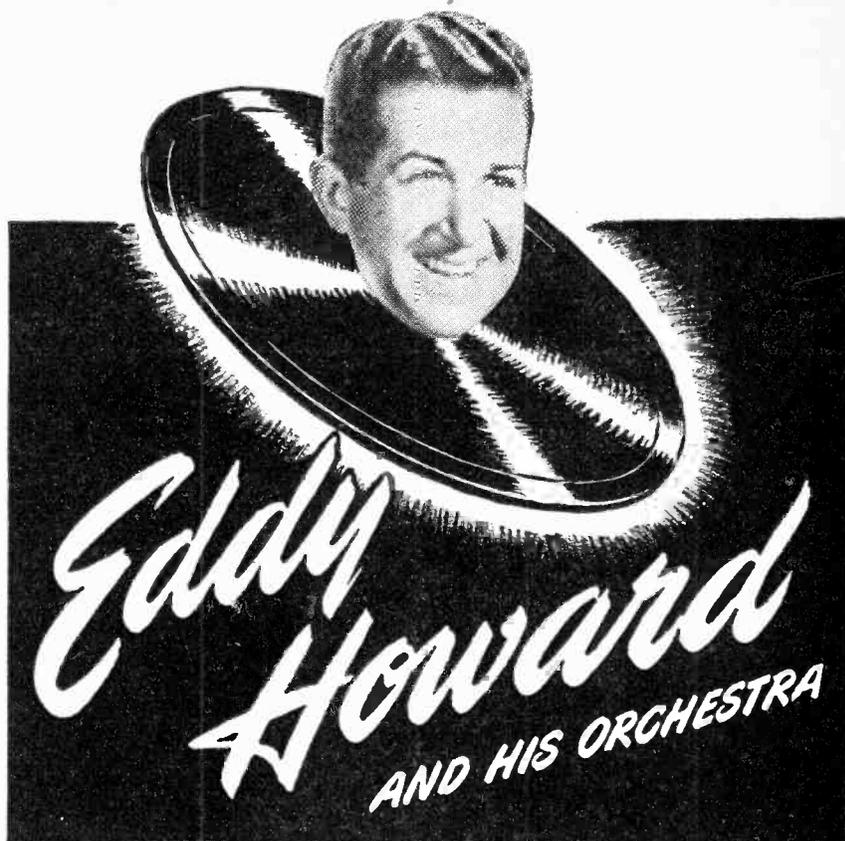
**FOLK**

A MILLION DAISIES TOLD ME..... Rudy Sooter (I CAN).. Black & White 10015  
AGES AND AGES AGO ..... Fred Kirby Briarhoppers-The Mountaineers  
(TWO DOUBLE) ..... Sonora H7040  
ALL I HAVE IS LOVE ..... The Carolina Playboys (NOBODY'S  
LOVE) ..... Sonora H-7044  
DAISY, PUT ON THE COFFEE POT..... Hiram Higsby (Chuck Davis Gang) (I'M  
GOING) ..... Apollo 146  
(Lost, Lost) DEEP IN THE BOT- Fred Kirby of W B T's Briarhoppers (The  
TOM OF THE SEA ..... Mountaineers) (THE WRECK) .....  
..... Sonora 3038  
DON'T THAT MOON LOOK LONESOME? ..... Gene Sullivan (LOVE AIN'T) .....  
..... Columbia 37331  
EXCESS BAGGAGE ..... Wesley Tuttle and His Texas Stars (Wes-  
ley Tuttle) (I'D TRADE)... Capitol 398  
HE PUT THE SUNSHINE IN MY SOUL ..... The Johnson Family Singers (Larry  
Walker) (SUNDAY MORNING) .....  
..... Columbia 37340  
HEADIN' HOME ..... The Carolina Playboys (IS THERE)...  
..... Sonora H-7041  
HIPPIITYO ..... Luderin Darbone (TE PETITE) .....  
..... De Luxe 5035  
I CAN TELL BY THE LOOK ON YOUR FACE ..... Rudy Sooter (A MILLION) .....  
..... Black & White 10015  
I WANT TO BE LOVED (But Only By You) ..... Bailes Bros. (THE DRUNKARD'S).....  
..... Columbia 37341  
I'D TRADE ALL OF MY TOMOR- The Carolina Playboys (THEN YOU'LL)  
ROWS (For Just One Yesterday)... Wesley Tuttle and His Texas Stars (Wes-  
ley Tuttle) (EXCESS BAGGAGE) .....  
..... Capitol 398  
I'M GOIN' BACK TO WHAR I CAME FROM ..... Hiram Higsby (Chuck Davis Gang)  
(DAISY, PUT) ..... Apollo 146  
IS THERE SOMEBODY ELSE? ..... The Carolina Playboys (HEADIN' HOME)  
..... Sonora H-7041  
IT'S MY LIFE ..... Zeke Clements (YOU'RE FREE) .....  
..... Black & White 10014  
LOVE AIN'T WORRYING ME ..... Wiley Walker-Gene Sullivan (DON'T  
THAT) ..... Columbia 37331  
LOVE IN THE FIRST DEGREE ..... Johnny & Jack (Tennessee Mountain  
Boys) (TOO MANY)..... Apollo 147  
NOBODY'S LOVE IS LIKE MINE ..... The Carolina Playboys (ALL I) .....  
..... Sonora H-7044  
ST. JOE BLUES ..... Wally Fowler and His Georgia Clodhop-  
pers (TEXAS RED) ..... Mercury 6037  
SUNDAY MORNING IN DIXIE ..... The Johnson Family Singers (Larry  
Walker) (HE PUT)..... Columbia 37340  
TE PETITE ..... Luderin Darbone (HIPPIITYO) .....  
..... De Luxe 5035  
TEXAS RED ..... Wally Fowler and His Georgia Clodhop-  
pers (ST. JOE) ..... Mercury 6037  
THE DRUNKARD'S GRAVE ..... Bailes Bros. (I WANT) ..... Columbia 37341  
THE WRECK OF THE OLD 97 ..... Fred Kirby of W B T's Briarhoppers (The  
Mountaineers) (DEEP IN)..... Sonora 3038  
THEN YOU'LL BE THE ONE TO CRY. The Carolina Playboys (I TRADED).....  
..... Sonora H7042  
TDO MANY BLUES ..... Johnny & Jack (Tennessee Mountain  
Boys) (LOVE IN)..... Apollo 147  
TWO DOUBLE X ..... Fred Kirby Briarhoppers-The Mountaineers  
(AGES AND) ..... Sonora H7040  
YOU'RE FREE AGAIN ..... Zeke Clements (IT'S MY).....  
..... Black & White 10014

**RACE**

BACHELOR'S BLUES ..... Cousin Joe (Dickie Wells Blues Seven)  
(I HAD) ..... Signature 1012  
BOB-DE-BIP ..... Gay Crosse Ork (IT'S A)..... Mercury 8039  
CALL THE POLICE! ..... Jimmie Lunceford (WATER FAUCET).....  
..... Majestic 1122  
CHERRY ..... "Fats" Pichon (TO THE)..... De Luxe 1072  
COLD BLOODED ..... Jo Evans (Maxwell Davis Ork) (LOVING  
COURSE) ..... Black & White 118  
CROW'S BEING EVICTED ..... Jack McVea and His Door Openers  
(WHAT'S HAPPENING?) .....  
..... Black & White 835  
DEEP SOUTH BOOGIE ..... "Fats" Pichon (PINETOP'S BOOGIE).....  
..... De Luxe 1069  
DON'T GIVE ME THE RUNAROUND. T-Bone Walker (Al Killian's Quintet)  
(IT'S A)..... Black & White 115  
HEY BOOGIE SCHEWOOGIE..... Ollie Shepard Trio (IT'S A)..... Apollo 385  
IT'S A LOW DOWN DIRTY DEAL..... T-Bone Walker (Al Killian's Quintet)  
(DON'T GIVE)..... Black & White 115  
I HAD TO STOOP TO CONQUER YOU, BABY ..... Cousin Joe (Dickie Wells Blues Seven)  
(BACHELOR'S BLUES) ..Signature 1012  
I KNOW WHAT YOU'RE PUTTIN' DOWN ..... Bill Samuels (Cats 'n' Jammer Three)  
(LILACS IN) ..... Mercury 8037  
I'M GONNA WRITE A LETTER TO MY BABY ..... The Basin Street Boys (JOSEPHINE).....  
..... Exclusive 239  
IT'S A LOW DOWN DIRTY SHAME.. Gay Crosse Ork (BOB-DE-BIP).....  
..... Mercury 8039  
IT'S A LOW DOWN DIRTY SHAME.. Ollie Shepard Trio (HEY BOOGIE).....  
..... Apollo 385  
JOSEPHINE ..... The Basin Street Boys (I'M GONNA).....  
..... Exclusive 239  
JUMPING JACK SPECIAL ..... Dorothy Donegan (LITTLE GIRL) .....  
..... Continental C-6051  
LET'S GET TOGETHER ..... Al Russell Trio (LET'S GO)..... Apollo 1058  
LET'S GO DOWN THE OLD ROAD.. Al Russell Trio (LET'S GET)..... Apollo 1058  
LILACS IN THE RAIN ..... Bill Samuels (Cats 'n' Jammer Three) (I  
KNOW) ..... Mercury 8037  
LITTLE GIRL FROM ST. LOUIS ..... Dorothy Donegan (JUMPING JACK).....  
..... Continental C-6051  
LOVING COURSE BLUES ..... Jo Evans (Maxwell Davis Ork) (COLD  
BLOODED)..... Black & White 118  
NO GOOD WOMAN BLUES ..... Bill Osborne Heptet (Bill Osborne)  
(SWEET CORINNA)..... Continental C-6043  
PINETOP'S BOOGIE ..... "Fats" Pichon (DEEP SOUTH).....  
..... De Luxe 1069  
QUINCY AVENUE BOOGIE ..... Sonny Boy and Lonnie (SOUTHWEST  
PACIFIC) ..... Continental C-6050  
SOUTHWEST PACIFIC BLUES ..... Sonny Boy and Lonnie (QUINCY AVE-  
NUE) ..... Continental C-6050  
SWEET CORINNA BLUES ..... Bill Osborne Heptet (Bill Osborne) (NO  
GOOD) ..... Continental C-6043  
THE FROG SONG ..... Geechie Smith Ork (Geechie Smith)  
(WHAT'S THE) ..... Capitol 399  
(I'm Gonna Move) TO THE OUT-  
SKIRTS OF TOWN ..... "Fats" Pichon (CHERRY)..... De Luxe 1072  
WATER FAUCET (Drip, Drip, Drip)..... Jimmie Lunceford (CALL THE) .....  
..... Majestic 1122  
WHAT'S HAPPENING? ..... Jack McVea and His Door Openers  
(CROW'S BEING)..... Black & White 835  
WHAT'S THE MATTER WITH THE STOVE? ..... Geechie Smith Ork (Geechie Smith) (THE  
FROG) ..... Capitol 399

(Continued on page 122)



Mighty sweet, mighty crisp, mighty compelling is the one-and-only Eddy Howard in these two numbers. Your experience has taught you that when you get Eddy into a box coins just seem to cluster around him.

"BESIDE YOU" and  
"WOULD YOU BELIEVE ME"

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**THE TWILIGHT THREE**

Here are those moody smoothies again! When your box starts spinning this combo's stuff everything just ree-laxes—except the coin receptacle!

"AS LONG AS I'M DREAMING" and  
"I CAN'T GET UP THE NERVE TO KISS YOU"

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**RAY McKINLEY AND HIS ORCHESTRA**

Ray drums up business for Box operators with his rhythm-sharp rendition of superb arrangements.

"IVY" and  
"MEET ME AT NO SPECIAL PLACE"

Majestic No. 7223



**MADRIGUERA**

means...  
Musical Magic...  
and

**CU-TU-GU-RU**  
**JACK, JACK**  
**JACK!**

means...  
**'JACK' in your Money-box!**

**NATIONAL #9028**

**NATIONAL Records**

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## Music---As Written

### NEW YORK:

Biggest headache in orkster's alley in the past few weeks has been a shortage of competent female singers. At least six name orks have been looking. . . . Sherwin Twins ork is the first band to pact with the new Len Greene Agency. . . . Miguelito Valdes is set for Havana-Madrid beginning May 1. . . . The first Ted Weems pair for Mercury will be *Violets* (a la *Heartaches* with Elmo Tanner whistling) and *Peg O' My Heart*. . . . Skitch Henderson is in town putting together and rehearsing an ork which is due to play some one-nighters early in May, prior to a location which Music Corporation of America (MCA) is trying to set.

Three Suns reportedly have withdrawn their suit against Majestic Records. . . . Irving (Sinatra Songs) Deutch being married at Waldorf-Astoria, May 4. . . . Rumor out of the West had Apollo dickering for Musicraft's inactive pressing plant on the Coast. . . . Lady Iris Mountbatten guest-shooting on symphony Sid and Ray Carroll's WHOM show, April 30. An ardent jazz fan, she'll make with the patter about England's hepsters. . . . Heard here that ex-Musicrafter Albert Marx is preparing to sink some heavy bucks into personal management biz of his own on the Coast.

Blessed Events Department: The Norman Foleys proud parents of their second, a girl. . . . Orkster Tommy Tucker and wife awaiting their first about mid-May. . . . Ye olde *Billboard* music ed and wife (the Carltons) also expect a headline item in May.

Cleffer Dave Rose will do the score of the show after next at the Copacabana here. . . . Vince Ladell is forming his own combo. . . . Larry Fitzgerald has resigned from Columbia concerts and taken a summer's

option on the Ocean Grove Auditorium, where he will play longhair artists. . . . Columbia's prexy is back from inspection tour of the Mexico City plant. . . . Paul Baron is skedded to become new musical director of Majestic diskery. . . . Disk Jock Freddie Robbins is throwing a series of three jazz concerts at Town Hall, first of which was held Saturday (26).

### CHICAGO:

Colosimo's, local bistro, opened its Negro policy Sunday (27), with Bolle Holiday, Chuck and Chuckles, Red Allen's combo with J. C. Higginbotham and an eight-girl line, produced by Sammy Dyer. . . . Gay Claridge reported going into the Martinique May 7, following Sherman Hayes. . . . Bill Schwartz, partner in the Morin Schwartz Agency, Milwaukee, will go to Washington May 9 to accept a special citation from Lord Inverchapel, British envoy, for his public relations work in radio in Norway during the war. . . . Ginny O'Conner, gal singer with the Mello-Larks, harmony group with the Tex Beneke band, leaving to marry Beneke 88-er Hank Mancini.

Harry Long, brother of Johnny Long, now acting as that leader's road manager. . . . Featured trumpeter Bobby Nichols under doctor's care for a throat ailment, but still playing with the Beneke band. . . . Gold Seal Records setting up distributors in Brazil, after big biz rush for that label in South Africa. Natives want American hillbilly disks. . . . Chord, new Milwaukee label, has waxed the Stan Getz combo. . . . Frankie Masters ork being considered by MGM Records. . . . Norm Granz may start his own record label, Vanguard, to release his *Jazz at the Philharmonic* series, which has been handled up to now by Disc Label.

## Vogue Discusses Deal With Decca

NEW YORK, April 26.—Following up stories that Vogue Records would turn much of its output into pressing for other companies, Tom Saffady, Vogue prexy, huddled with Decca execs here last week on possibility of contracting vinylite platters for the house that Jack Kapp built.

According to Leonard Schneider, Decca veepee, company had heard that Vogue "put out a good record," and they held discussions but reached no decision. He denied possibility that Decca might purchase the Vogue plant outright, altho talk had it that pressing-plant union gripes about Decca going elsewhere to contract disks might encourage such a move.

Meanwhile, it was revealed that Vogue had set a deal to produce vinyl platters for special needs of the Mercury company in Chicago.

## WORK SPREAD PLANNED

(Continued from page 18)  
prevent film studio musikers earning more than \$133 weekly from accepting any side jobs; those working outside film studios and earning more than \$75 weekly would be forbidden to work in pix studios. Other provisions include a six-day week, plus tougher restrictions on quotaed members. Musicians, who are quotaed, would not be permitted to play or substitute on any steady engagement.

If restrictions are approved by general membership, curbs become effective at once.

*Isn't It Strange What Music Can Do?*, clefted by Eddie Delange and Lou Alter. . . . TD's manager, Arthur Michaud, is adding program biz to his other enterprises and has taken over program for the Texas State Fair.

### HOLLYWOOD:

Tommy Pederson's ork gets its first Coast-to-Coast air shot over CBS. Crew is holding down Monday relief band slot at Hollywood Palladium. . . . Al Kilian's ork, currently at Billy Berg's, will do a summer tour of Northwestern territory. . . . Derry Falligant, Enterprise Records' top male vocalist, up for a summer nitery stint at Ciro's, Hollywood. . . . Lyn Murray is set to handle the music chores on the Phillip Marlowe summer air show. . . . Cyril Smith will re-record the famous *Sow Song* for Enterprise. . . . Dick Haymes set to record *Outside Looking In* and *Sentimental Town* for Decca. Haymes wrote both tunes in collaboration with Doc Stanford.

Jimmy Lunceford's ork now being handled in the West by Reg Marshall and by Moe Gale in the East. . . . King's Men, vocal group, renewed for another 52 weeks over NBC Western network. . . . Aragon Ballroom is turning over one night's revenue to the Texas City relief fund. . . . Margaret Whiting reportedly considering her own music pubbery, thru which she would release a number of her late father's (Dick Whiting) heretofore unpublished tunes. New tune for Martin Block's platter spinning debut on Warner Bros.' KFVB will be tagged

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**T-BONE WALKER**  
SENSATION  
**"DON'T GIVE ME THE RUMOROUND"**  
Black and White Record  
No. 115

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## "IT AIN'T LIKE YOU!"

Pearl Record No. 13 by  
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The Boy Who Gave You "If I Had My Life To Live Over," also  
"The Freckle Song."

**PEARL RECORDS**

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### T. Dorsey Appeals AFM Fine Verdict In Bob Dawes Case

HOLLYWOOD, April 26.—Batoner Tommy Dorsey will appear before the board of directors of Local 47, American Federation of Musicians (AFM), May 2 to appeal recent trial board decision which fined orkster \$500 and awarded former Dorsey sideman Bob Dawes an additional \$500 in back salary. Dorsey has posted \$1,000 with union as bond, subject to final disposition of case by union toppers.

Sideman Dawes preferred charges against Dorsey before union, claiming that leader barred him from playing with Charley Barnett's ork when Barnett crew worked at Dorsey's Casino Gardens Ballroom, Ocean Park, Calif. As a result, Dawes claimed loss of four week's salary, at \$125 per. Dawes charged he was black-listed because he quit Dorsey ork, altho sideman claimed to have given leader more than usual notice.

Dorsey's manager, Arthur Michaud, refused to comment before the appeal date, declaring only that charges were exaggerated and would be refuted at the hearing.

### Majestic Records Finds New Quarters

NEW YORK, April 26.—New home for Majestic Records offices and recording studios here will be at 16 East 40th Street beginning July 1. Leases for the new location have been signed, with the diskery due to get the building's entire second story.

As originally reported (*The Billboard*, April 19), Majestic was asked to leave its current 57th Street location when new owners took over that building some weeks ago.

### Arden Label in Detroit Debuts With 2 Releases

DETROIT, April 26.—The new Arden disk label made its debut here last week. The firm name is Arden Recording Company and it is headed by William Basharra, who also owns Melmore, Inc., which issues the Maratone label.

Initial releases: *Crying All the Way Home* backed by *Droopie Is a Drip*, and *Mexico and Darf Men Gain in College*, both handled by Glenn Moore's ork.

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Phones:  
CI 6-4500

### Petrillo Champions Sinatra in Planned Benefit Air Stanza

HOLLYWOOD, April 26.—Frank Sinatra found a ready champion in none other than American Federation of Musicians (AFM) Prexy James C. Petrillo who personally interceded to veto a Local 47 ruling which threatened to throw a wrench into the Voice's plans to do a benefit ainer from New Orleans April 30.

Squabble arose when Sinatra agreed to do regular air show from New Orleans, with proceeds to go to Texas City disaster relief fund. Local 47, however, nixed plan to fly Axel Stordahl ork south in army plane, altho transportation was to be provided gratis. Union stand was based on regulation adopted several years ago which forbids transportation of musicians in non-commercial airliners. (Reg was designed to protect orksters in case of accident, since insurance riders obviate payment of claims if disaster occurs in other than commercial planes.)

When matter was brought to Petrillo's attention, union prexy long-distanced Los Angeles local and ordered ruling relaxed. Petrillo reasoned that if Sinatra and other show-biz biggies were willing to risk flight in army plane, then union should accept same terms for their members. As result, Local 47's anti-non-commercial plane ban will hereafter be tossed out the window.

### Det. Dancery Opens; Policy: Local Bands

DETROIT, April 26.—A major ballroom, the Chesterfield, was opened last week in Roseville, North-eastern Detroit suburb, by Jeff Williams, owner of the Roseville and East Detroit theaters.

The policy is four nights of dancing weekly, using local bands, with Jimmy Strauss opening, followed by Frank Beck and Jimmy Heffner. The Delbridge & Gorrell office has the exclusive booking contract, with Jack Terry handling the bookings.

The opening drew 2,500 patrons, with average attendance over the first week 1,500. The spot is said to be capable of holding 5,000 for dancing. It is about three miles from the outdoor Eastwood Gardens, slated to open with a name band policy next month.

### Franco's Aims 2d Chi Spot At Suburban Class Trade

CHICAGO, April 26.—In an effort to snag expected bigger biz for suburban Chi spots during the summer, Libby Franco, op of the Sky Club, Elmwood Park estaminet, is opening a new room, the Star-Lite Room, May 1, to augment his present bistro, which holds 550. The new room, to be located on the second floor of the Sky Club, will hold approximately 275 and will cater to a more exclusive set with a \$2 minimum. The downstairs Sky Club has never used a minimum or cover.

Entertainment in the new roof garden-type room will be George De-Carl's society septet. Franco's intends to continue use of semi-name society orks, such as the current Bernie Cummins band, in the Sky Club, with outstanding cocktail singles such as the incumbent Rozelle Gayle, in the club's bar.

If biz fails to hold up in the Star-Lite Room after the summer season, Franco's may turn the room into a spot for suburban club dates.

### WJW Trying Out Tyro Jock Contest As Platter Hypo

NEW YORK, April 26.—New disk jock gimmick in the experimental stage at Cleveland's WJW is directed at hypoing local retail and wholesale platter trade and locating new ideas for spinner shows. Idea, a brain-child of jock Walt Kay, involves a contest to choose an amateur spinner. Contest asks that entrants submit a script on how they think a disk show should be conducted. Station has placed entry blanks in city's retail record shops. Winners will be given a chance to air their ideas on a weekly 11:15 p.m. to mid-night Saturday session. Show will be tested for 13 weeks.

Station has backing of local disks distribs representing Black and White, Signature, Mercury, Sonora, MGM, Standard-International, Columbia, Victor, Decca, Capitol and

### King To Handle Own Nat'l Distribution And Service Chores

CHICAGO, April 26.—King Records, the hillbilly label, which also issues Queen, its race series, this week took over its one remaining outside distributor and will now handle national distribution and servicing on its own, with a series of regional branches across the country. Last two independent distributors were those in Dallas and Oklahoma City, which were formerly owned by Record Releasing Corporation.

The new King distribution policy will include a 5 per cent return privilege, 1½ cents per record freight allowance past points 150 miles from the nearest branch, plus handling of all publicity and promotional material by its own regional distribution branches.

Exclusive. Distribs have donated albums to the station to be used as prizes, plus radios and phonos for the grand prizes.

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## Signature Signs 3 Male Singers

NEW YORK, April 26.—Signature diskery added three male singers to its artist roster this week. Firm is building a recording ork composed of tootlers recording with Ray Bloch around singer-trombonist Warren Covington, who formerly was with Les Brown and Gene Krupa.

Alan Dale, former crooner with George Paxton's ork, has been pacted to do a couple of sides, with options up to two years. Other crooner, still being dickered with but virtually set, is Larry Carr, who sings and heads a trio. Diskery also re-signed singer Bobby Doyle to a new term pact.

## Coast AFM Nicks Catalina Ops for Sidemen Quarters

HOLLYWOOD, April 26.—Local 47, American Federation of Musicians (AFM), has notified all cafes, cocktail lounges and ballrooms on Catalina Island that beginning May 15, spots using musicians must provide living quarters or pay sidemen an additional \$30 per week. Ruling, which was in effect for several years before the war, is being revived this season to protect orksters from rent-gouging during the island's May-September vacation season.

At the same time, a new 12 per cent pay hike was granted sidemen and leaders working on two steamers shuttling between Catalina and the mainland. New rate for sessions aboard SS. Catalina and SS. Avalon will henceforth be \$14 per man for each round trip.

## Feist, Santly-Joy Sue Spot For Song Infringements

NEW YORK, April 26.—Pubbers Leo Feist and Santly-Joy have filed a suit in U. S. District Court against Eldridge Riviera, a local spot operated by Emanuel Sellinger and Benjamin Zarow, for alleged infringement of their respective tunes, *My Blue Heaven* and *Honeysuckle Rose*. Complaint charges that tunes were publicly performed for profit without license from owners of the copyrights on January 26 and at other times. Both pubs, in the joint action, seek an injunction and damages.

## Ray Anthony, B'p't, \$1,456

BRIDGEPORT, Conn., April 26.—Making his first Bridgeport appearance, Ray Anthony drew 1,202 customers at the Ritz Ballroom last Sunday (20). The gross was \$1,456, admission, \$1.30. Tomorrow (27): Ray Eberle.

## On the Stand

### Tommy Pederson

(Reviewed at Hollywood Palladium, Hollywood, April 14. Booked thru William Morris.)

TRUMPETS: George Seaberg, Mickey Mangano, Verne Aslan and Hugh Brown. Billie Rogers on trumpet solo.

TROMBONES: Tex Satterwhite, Charley La Wrue and Ollie Wilson.

SAXES: Gus Bivona (sax and clary), Bruce Branson, Corky Corcoran, Charley Brosen and Herb Stone.

RHYTHM: Dodo Marmarosa, piano; Eddie Mihelich, bass; Ray Hagen, drums.

ARRANGERS: Tommy Pederson and Verne Arslan.

VOCALIST: Billie Rogers.

It's only three months since its formation, but the Tommy Pederson outfit already bears watching. With the former TD tram man on the podium, the 15-man crew is among the more promising newcomers on the band horizon. Pederson lays particular emphasis on versatility, with aggregation sounding equally at home with pretty pieces as with jump items.

On the whole, playing style and arrangements stress a sweetly fashioned melody line framed by a toned down jump-patterned background. This tends to give final product a youthful sparkle while still retaining a full measure of the sweet and sentimental stuff. For jumpers, trumpets are given full rein but are held back in slower items, giving reeds the upper hand. Trams are used especially well in holding the base line, lending body to the blends.

Crew boasts some top-flight members. Particularly outstanding is Billie Rogers (wife of Jack Archer, Coast head of William Morris' band department) who handles a temperature-raising jazz trumpet in fine fashion in addition to being a capable song stylist. Pederson handles a honeyed trombone, reminiscent of the old TD days. Marmarosa's Steinwaying adds considerable weight to the rhythm wing.

The Pederson aggregation is currently appearing here on off-nights (Mondays), holding the stand regularly occupied during the week by Les Brown. Lee Zhitto.

## Eckstine To Frame Ork for East Trek

HOLLYWOOD, April 26.—Billy Eckstine, currently fronting Al Kilian combo at Billy Berg's Hollywood nitery, will reorganize a large band and head east no later than June 1, according to William Morris band booker Jack Archer. Eckstine is skedded to do series of one-nighters end of month, then return to Hollywood for first MGM Record session.

New band will break in with series of one-nighters in Texas and Southwestern States, eventually heading east for location dates.

## Eberle for Kenton May 16 at M'brook

NEW YORK, April 26.—The first effort by General Artists Corporation (GAC) to fill the Stan Kenton itinerary, left open when that GAC orkster fractured because of bad health last week, had the new Ray Eberle ork going into the Kenton spot at Frank Dailey's Meadowbrook nitery, Cedar Grove, N. J., on May 16 for two weeks.

The agency was finding it tough sledding to keep most of the Kenton dates, with many of the ops who had booked Kenton plenty sore about the whole thing.

NEW YORK, April 26.—Four Chicks and a Chuck, singing group featured on the Kate Smith airer, have been signed to an MGM diskery pact. The group, now teamed with the radio star on the same disk label, will cut their first sides sometime next week.



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## Bismarck's Walnut Room Dropping Acts For Concert Combo

CHICAGO, April 26.—Due to the findings of a month-long survey of guests of the Bismarck Hotel's Walnut and Tavern Rooms, Otto Eitel, managing director of the Loop hostelry, this week announced that starting May 2, the Walnut Room, largest of the two rooms, will drop its entertainment policy, except for a small concert band on Tuesday, Wednesday, Thursday and Sunday. Eitel said that the survey disclosed that an overwhelming majority of those contacted felt that current entertainment bistro prices were exorbitantly high and especially pointed to the 20 per cent amusement tax as the biggest thorn.

Under the new policy, the Walnut Room will run two floorshows only Friday and Saturday nights, using the entertainers from the hotel's Tavern Room, which will run three shows every night except Friday and Saturday when they will run only one show. On Fridays and Saturdays, the Walnut Room will augment Benno Delson's eight-piece concert crew to 12 pieces. Floorshow talent for the May 2 show will be Paul Rosini and the Three Debutantes.

Minimums will remain the same as previously, with the Walnut Room getting \$1.50 weekdays and \$2.50 week-ends, except Sunday; while the Tavern Room will get \$2 Saturdays and \$1.50 the remainder of the week. In addition to eliminating the 20 per cent Tuesday, Wednesday, Thursday and Sunday in the Walnut Room, Eitel said that the cut in entertainment cost will enable the hotel to serve food and drinks at a 20 per cent reduction.

## F. C. Williamson To Glaser's ABC

CHICAGO, April 26.—An office switch of major import occurred here this week when Fred C. Williamson left Central Booking Office (CBO) to take over as Chi office manager for Joe Glaser's Associated Booking Corporation (ABC). Glaser was left without a Chi office head last week when Art Frew parted with ABC after a year's stay (*The Billboard*, April 26).

Williamson, a vet act and band booker who had been a full partner in CBO with Al Borde for the past three years and previous to that for 12 years in various offices of Frederick Bros., will go with ABC Monday (28). Williamson will take with him certain undisclosed act and band properties and in addition, will take CBO personnel, including Roy Johnson, band booker, and Betty McGuire, club date skedder. Cocktails will be handled by Bob Phillips, who has been with ABC in Chi for the past year.

Exodus of these three percenters from CBO leaves Al Borde with Max Borde, Buddy Winefield and Zelly Greenspahn, all cocktail bookers.

## Iceland Rest. Switching To Ice Show Policy June 1

NEW YORK, April 26.—Iceland Restaurant will switch from a floorshow to an ice show on June 1. Current show built around Milt Britton's ork, closes May 31 after running since February 9. The icer coming in will operate on an estimated \$3,500 budget.

Spot is dickering for Carol Lynne, co-star of *Ice Pictorials*, now at the Iridium Room of the St. Regis, to head its new show.

## IN SHORT

### New York:

Roy Allen advises that he is no longer a part of the Allen and Drake team. . . . Leo Weber starts at the Hotel Sheraton Lounge April 29. . . . Mary Harrington into Hogan's Irish House April 30. . . . Hunt's Casino, Wildwood, N. J., switching to a name show policy for the summer. . . . J. C. Heard's ork currently at the Club 845, Bronx, with the Loumel Morgan Trio. . . . Working on the premise that music hath charms to lead one to the nearest vaccination center, and intent upon aiding the city's inoculation drive, the Three Flames at the Village Vanguard have concocted a jive-paced ditty, *Don't Wait, Gate—Let's Vaccinate!* . . . Think-a-Drink Hoffman into Loew's State June 5. Health Commissioner Israel Weinstein will be formally presented with a recording of the tune April 29 and the number will be plugged via WNYC, the municipal station.

Billy Charles held over at Circus Lounge, Cobblestone Inn, Storm Lake, Ia. . . . Earl Conway into the new Venetian Room of the Hotel Fairmount, San Francisco, April 15, his first terp appearance since he hurt his back a year ago at Club Lido, San Francisco. . . . Mario and Floria into Loew's State May 1.

Ice Tableau, initial icer being produced by John Brett for the Sheraton Hotel chain, will bow at the Copley-Plaza, Boston, May 7, instead of May 28 as originally planned.

### Miami:

Frankie Hyers and Pat Harrington in at the Famous Door April 23. . . . Irwin Corey opened April 22 at the Copacabana, one day late. With Corey out of the picture for the opening, Phil Foster, who had closed the night before, filled in. Foster used the opportunity to break in some new material and turned in a roof-raising performance. The Copa missed a sure bet by not signing Foster for a return shot at the height of next winter's season.

New show at Kitty Davis's April 23, with the Roland Twins, the Dancing Paysees, Bob Carney, Buddy Walker and Saul Grauman's Musical Stairs. . . . Joe E. Ross is heading the Paddock show. . . . The spring season hums merrily along, with plenty of celebs making rounds of the spots. . . . Tommy Dorsey and his Mrs. are seen everywhere. . . . Kitty Kallen, Mrs. Charles Spivak and Celeste Holm are here, too. . . . Mailman Bob Hannegan and income tax man, Joe Noonan, are seen around, as is Irwin Steingut, Democratic leader in the New York State Assembly.

Folie Miller into the Clover Club April 23, Nancy Donovan the next night. . . . Sam Taustin opens his new Show Bar, with a revolving stage, at the Club Bali May 15. . . . Indication of business trend here is that swank hotels like the Lord Tarleton, slated to shutter April 15, are staying open. The nitery getting

## Nap Rap

NEW YORK, April 26.—Sol Tepper and his act, Phil Foster, dropped into a movie. Tepper promptly fell asleep and his snores emptied seats all around him.

The two sat thru the newsreel, the shorts and the feature. As the feature was winding up, Foster poked Tepper to wake him.

Tepper got up with a start, looked up at the screen and said, "I don't like them in those parts."

the biggest crowds is the Paddock Club, an all-night spot. With a two-buck minimum, at that.

### West Coast:

Philharmonic Trio set for the swank Flamingo, Las Vegas, Nev., beginning May 8. . . . Jerry Mann goes into Reno's Bonanza Club beginning of the month. . . . De Castro Sisters left Florida for a theater date in Havana. . . . Marjorie Reynolds, film star, will join the Jack Benny troupe for vaude stints this summer. . . . Leo Carillo goes into the Nevada Biltmore Hotel, Las Vegas, for two weeks beginning May 14. . . . Joe Liggins and His Honeydrippers took to the road this week in a tour of 21 States. . . . Jimmy Leeper, booker with Reg Marshall Agency, has taken a leave of absence to return to his home in McConnellsville, O. . . . Marshall Agency set to handle Pacific Coast tour of Jimmy Lunceford's ork.

Elyse Blye and Her Queens of Swing going into Las Vegas's Stork Club. . . . Eddie Piper combo closes a 16-week stint at Club Royal, San Bernardino, Calif., and goes into Orellas Gardens, Le Grande, Ore., May 1. . . . Dee Die Lane and Her Pastels, all-girl combo, opening at Essex House, Los Angeles. . . . Rex Broome set for Chez Paree, Denver, May 1. . . . Ruth Curtis and the Rangerettes go into Hollywood-on-the-Pike, Long Beach, beginning of May. . . . Mary Brian, former film star and lately with legit, *Mary Had a Little*, goes into Village Inn, New York, May 8 for three weeks. . . . Gal will do a comedy and dancing act with a straight man yet to be named. . . . Voltane and Bobby Small, new novelty act which does a perfume magic act, set for King of Clubs, Portland, Ore.

## Martinique Shuts, Finding Stars Too Costly for Times

NEW YORK, April 26.—Because of "the dearth of star attractions' salaries commensurate with the current economic trend," La Martinique has announced it is shuttering tomorrow.

The club will remain closed for summer while ops Dario and Jimmy Vernon search for names for the fall season.

## Blair's Philly Spot Sold

PHILADELPHIA, April 26.—Jimmy Blair's Concord Lounge, newest of the midtown cocktaileries, has given up after only a few months. The swank spot is reported sold to Milky Taylor, who operates the cocktailery in the Biltmore Hotel in Wildwood, N. J. Taylor will reopen the room next September.

## Wildwood Surf Bow May 26

NEW YORK, April 26.—The Surf Club in Wildwood, N. J., will open for the summer May 26 with a \$3,000 entertainment budget. The first show will have Ella Fitzgerald for four weeks, Savannah Churchill will follow. Morris Taylor is the op.

## Glass Hat Restores Line

NEW YORK, April 26.—The Glass Hat, Belmont Plaza Hotel nitery, will start using a line again May 8, with the June Taylor Girls (6). Line was dropped about a year ago. The new show will also have Bob Dixon and Lou Seiler.

## Broder Gets ARA Confidence Vote At Chi Confabs

CHICAGO, April 26.—Bob Broder, legal counsel for Artists' Representatives Association (ARA) killed two birds with one stone when he huddled with a board of governors and a general membership meeting of Entertainment Managers' Association of Entertainment Managers' Association (EMA), the Chi branch of ARA, about the projected club-date of the American Guild of Variety Artists (AGVA), (*The Billboard*, April 19).

Besides getting the ideas of the Chi group on the coming AGVA club-date code, Broder came out of the meeting with the confidence of a large portion of the Chi membership. Previous to the confabs here there was a feeling of resentment by a certain portion of EMA about Broder and the national group. Feeling was that ARA was strictly for the New York membership and the major offices; but a canvass of Chi members by *The Billboard* Friday (25), after the meeting revealed that the membership of local ARA has swung behind ARA nationally.

Unification under the ARA banner was attributed to two factors (1) The crisis presented to Chi percenters when AGVA proposed a code to regulate club dates and (2) the manner in which Broder sought the reactions of all the Chi members on what moves they propose for action on the proposed club-date code, being suggested by the entertainers' union. Good feeling between EMA and ARA was further helped when Broder showed how the small independent was just as well represented in ARA under its election policy. The major offices and the smallest independent are given one vote each. Broder explained that all suggestions made, regarding the projected AGVA code, would be considered next week by the New York membership of ARA at its meeting. The four-man ARA board, Nat Lefkowitz, William Morris; Maurie Lapue, Music Corporation of America, and Abby Greshler and Jack Segal, independents, will huddle in the near future with AGVA on the new club-date code.

While specific suggestions to the AGVA code were not disclosed, it is known that Broder halted a part of the argument against the AGVA code by explaining the legal basis for AGVA's requests.

## J. D. Sidemen Forms Trio

NEW YORK, April 26.—The John Carlis Trio starts its first date at the Stuyvesant Hotel, Buffalo, April 30. The three men usually work with Jimmy Dorsey, but during his five-week lay-off, have formed their own unit. If the combo clicks it plans to be on its own from here on.

See  
**HARLEY SADLER'S ad**  
Page 85

## Flesh Layoffs Worry Agents As Likely Trend

NEW YORK, April 26.—With the Strand dropping its flesh for two weeks starting May 23, theater booking agents have new worries to bother them. Last week the Capitol decided to drop stage shows when it brings in *Duel in the Sun* May 7. Loew's 17 vaude one-nighters around town also decided to drop vaude while showing *Duel* day-and-date with the Capitol.

The combo of houses dropping vaude has given agents pause. Trade fears that what started out as a picture deal (Selznick sells *Duel* on 60-40 basis) may be the beginning of a permanent elimination of in-person shows.

House bookers deny this is the beginning of a new trend. They insist it's strictly a temporary gimmick brought about by financial deals. But trade recalls how Warner's Earle in Washington started off the same way, subsequently dropping stage shows completely.

### Strand Switch Temporary

The Strand will show a combination reissue bill, *Sea Hawk* and *Sea Wolf*, at lowered prices. Unusual booking was induced by big business being done by these reissues out of town and no permanent new policy is contemplated.

Meanwhile the Newark Adams also has decided to change its stage policy. House will follow a strictly vaude pattern when it reopens in the fall. Instead of using name bands, Adams will buy five or six small acts, plus a semi-name, and see what happens. If new plan is unsuccessful, it is understood, theater will drop flesh completely. The Adams has mulled the possibility of running a straight grind pic policy. Only trouble is unavailability of good flickers.

## Mo. Set-Up Niteries Must Keep Same Hrs. As Bars, Pay \$60 Fee

ST. LOUIS, April 26.—Niteries here, already suffering from an acute lack of patronage, were struck another blow Monday (21) when the Missouri Supreme Court upheld the law placing "set-up" establishments under jurisdiction of the State Department of Liquor Control and requiring them to observe the same hours as taverns.

Supreme Court reversed a ruling by the St. Louis Circuit Court, which on petition of George Graf, operator of Club 400, had issued an injunction to prevent enforcement of the law here.

### License \$60 a Year

The law, which became effective July 1, 1946, placed "set-up" establishments (which dispense food, soft drinks, ice and other ingredients without a State liquor license) under the liquor department with a special license fee of \$60 a year. It prohibits drinking by minors on the premises at all times and prohibits any drinking of intoxicants between 1:30 and 6 a.m. The act was intended primarily to strike at roadhouses and other establishments where guests brought their own liquor for consumption after closing hours of licensed establishments.

## Danny Thomas at Chez Paree

NEW YORK, April 26.—Danny Thomas goes back to the Chez Paree, Chicago, June 6. He's not expected East on this trip.

## Anti-Pox Night

NEW YORK, April 26.—Iceland Restaurant did a twist on the old free dish night formula Wednesday night (23) when it handed out approximately 500 free smallpox vaccinations to patrons after running an ad in *The Post* and *The News*.

## New Borscht Deal; Act Must Get Good Rooms & Top Food

NEW YORK, April 26.—Acts working the borscht belt this summer will have to have rooms on the premises. No more sleeping 10 miles down the road, or flopping on the couch in the lobby. At least that is the intent of the American Guild of Variety Artists (AGVA) rule which just went into effect.

The rule says:

"The operator agrees that the rooms furnished the artist shall be on the premises above ground level and equal to accommodations of the paying guests. The meals shall be equal to the meals served the paying guests and shall be served the artist in the main dining room or suitable adjoining dining room during the regular meal hours. Where room is furnished, such obligation the day following the performance shall terminate after breakfast on the day following the performance by the artist."

To see that this and other AGVA rules are obeyed, the actors' union will have four reps spread thru the mountains doing police work.

## Boom in Club Dates Cheers Det. Bookers

DETROIT, April 26.—With night club and cocktail lounge business generally off in this area, an offsetting boom in private club work is providing a steady opening for talent. The pick-up is so good that booking offices specializing in club dates rather than night spots find they have about all they can handle. The Bryden Agency and Jules Klein Agency, specializing in acts and orchestra dates respectively, agree that the volume is the greatest in their history.

Reasons for the spurt in club dates are somewhat mixed. One appears to be a slight trend away from spending in night spots in favor of private parties in the home or rented hall where the cost will be less. This trend developed when the federal tax was first imposed, was slow to make headway around Detroit.

### Tastes Vary With Age

More important is the definite swing toward club and social group entertainments, in all age groups. Younger groups go more for orchestras and straight musical entertainment, while older groups have more varied tastes, including regular variety bills. Clubs are drawing in new members. While figures are not available, indications are that all fraternal groups have been enjoying a nice boom since the return of servicemen. Talent shows are being used as a lure to prospective members in some instances, and the increased rosters bring about additional openings for employment of talent thereafter.

There are also many meetings of business organizations, sales staffs, dealers and customers that have resulted in a heavy load of work in the club field.

## AGVA Nixes Borscht Bookers' Taking 10% Off Top, 5%, Bottom

NEW YORK, April 26.—A gimmick developed by Stern and Greene, borscht bookers, ran up against an American Guild of Variety Artists (AGVA) ruling. The stunt called for bookers to buy acts on a definite budget, with each actor's salary specified to the operator. According to this plan, the operator wouldn't suspect he was paying \$400 for a \$200 act. Each performer would be bought at a specified price and be paid as an individual. Stern and Greene would get their 10 per cent off the top. For example, if the budget was \$1,000, the bookers would get \$1,100.

After thinking about it, however, the bookers decided they couldn't make money on 10 per cent, so they also asked the actors to pay them an additional 5 per cent booking fee and went to AGVA for approval.

Dave Fox, New York AGVA head, turned Stern and Greene down on the 5 per cent. He ruled that bookers couldn't take it off the top and off the bottom. All actors playing club dates, he said, must be paid net. It was also pointed out that under this plan operators would become employers and would have to deduct unemployment insurance when they made out individual checks to performers.

## Maxies Swing At a Jackpot

NEW YORK, April 26.—The two Maxies, Rosenbloom and Baer, who opened Friday (25) at the Rio Cabana, diagonally across the street from the Vanity Fair where they closed Thursday (24), are in on a novel deal. It calls for the house to take the first \$7,000. The next \$2,500 goes to the two big guys as their cut. The next \$1,500 goes to the house, but everything after that is split 50-50 between the Maxies and the club.

According to insiders, the Rio hasn't done better than 7G since it started rolling, so the chances are, they say, that Baer and Rosenbloom won't walk out with more than their \$2,500.

## 'Harlem on Ice' Aims At Hotels, Theaters

NEW YORK, April 26.—Consolidated Radio Artists (CRA) is building an all-Negro ice show for hotels and theaters. The icer, *Harlem on Ice*, is being produced by John Brett, who now has the blader in rehearsal. It will carry seven skaters, including a featured one, and CRA is trying to get Mabel Fairbanks, now in Hollywood, for the lead spot.

*Harlem on Ice* will carry an eight or 10-piece ork, as well as its own ice plant. The show, which will run about 40 minutes, will be ready in about a month.

## Pa. Niteries on DST

HARRISBURG, Pa., April 26.—Pennsylvania niteries have been notified by the State Liquor Control Board that hours for the legal sale of liquor are to be revised in accordance with daylight saving time. Daylight time communities will observe the advanced hours, but standard time areas won't change. Sale hours are from 7 a.m. to 2 a.m. daily; Saturday midnight, clubs must close at 3 a.m.

## Raps Wraps

WASHINGTON, April 26.—It appears that local niteries will be permitted to continue serving "naked" straws in a Tom Collins despite the teapot tempest now going on in a House subcommittee over the practice. The group is considering a bill to force individual wrapping of all straws as a health precaution. This week the district health officer pool-pooched the whole thing. "Little difference in sanitation between wrapped and unwrapped straws," he declared.

## Coast's Maxie Mulls \$ Slash

HOLLYWOOD, April 26.—Slapsy Maxie's may become first major Hollywood nitery to slash prices by 15-20 per cent, according to Owner-Manager Sammy Lewis. Lewis met with his department heads and wholesalers Friday (25) and told staff to shave costs to enable club to pass along the savings to cafe customers. Operator eventually hopes to bring prices down to 1943 levels.

Under proposed plan, Lewis will effect an across-the-board cut in both liquor and food prices, reducing cost of top dinner to \$5.50 and lowering \$1 drinks to 85 cents. Minimum charges will remain at \$3 for week days, \$3.50 on Saturdays, with no cover at any time.

While other top spots have shown no tangible evidence of price-cutting, Slapsy move was expected to spread among other ops.

## Gaines Sells Out Miami Blackamoor

MIAMI BEACH, April 26.—Benny Gaines sold his Blackamoor Room today for \$75,000. He also collects a rental on the deal for 10 years at \$30,000 a year, making it a \$375,000 transaction. The club was purchased by a combine headed by Jack Friedlander and Nat Model. Beachcomber owners Ned Schuyler and Jack Castleman were present, but there were no details as to what their part of the deal might be, if any.

Friedlander, well known as a club operator locally, hinted that he would make no drastic changes in the policy at the Blackamoor.

Gaines plans to concentrate on his real estate holdings and stay out of night club ventures.

## N. Y. Mardi Gras Shuttles For Face-Lifting, Not Sale

NEW YORK, April 26.—The Mardi Gras, shuttered Monday (21) for alterations, is scheduled to reopen within a week. The closing led to rumors that the spot was being taken over by other interests. One story had it that the place would be converted into a shooting gallery.

Harry Finklestein, present operator, merely plans a face-lifting of the stage above the bar, according to his attorney.

## Atlantic City Hialeah Club Going to Semi-Name Policy

ATLANTIC CITY, April 26.—Hialeah Club, Atlantic City, now using local entertainment, will switch to a semi-name floor show policy starting May 26, when the racing season gets under way.

Frank Camaratta, operator, is setting aside a \$2,500 weekly budget and is shopping for acts.

# VAUDEVILLE REVIEWS

## Roxy, New York

(Wednesday, April 23)

Capacity, 6,000. Prices, 80 cents to \$1.50. Four shows daily, five on Saturday. House booker, Sam Rauch. Show played by Paul Ash's house ork.

The theater has a well-oiled vaude show on tap this bill. It runs smoothly, has good novelty, competent singing, a fair name and some rib-tickling comedy.

The fletcher opened with the gal house line (12) slithering on in period costumes to a kind of minuet that served as an intro for Fred and Elaine Barry to come in for their series of terps. The team started with a fast number and ended with their *Lullaby* routine in which the gal falls "asleep." In between, the pair did a little chatter bit which got them appreciative chuckles.

### Ravazza Warbles

Carl Ravazza didn't have too easy a time in projecting his personality. The singer is a personality lad who registers best in a small room. He teed off with *Good Day*, followed with *Mam'selle*, came home with calypso, *Ugly Woman*, walking off to nice hands.

Henny Youngman was in exceptional form this time around. He opened with a few new gags that were as timely as today's newspaper and went into his set routine. His quickies were built nicely for titters which grew into yocks as he warmed up. The fiddle bit with eight lads down front out of the ork hit the laugh meter all the way. Youngman's last, the story of his life, sent him off to a terrific hand.

### Hazel Scott at the 88

Hazel Scott, looking lovely in a white off-the-shoulder gown, opened with a boogy, *Rainy Night in Rio*, followed it with a vocal, *Man I Love*, and wound up with a Beethoven piece. The routine was dull and playing lacked spark. What saved it was the house line (boys and girls) coming on in the latter part of the Beethoven number for a modern terp that built to an exciting finale.

Pic, *The Homestretch*.

Bill Smith.

## Paramount, New York

(Wednesday Evening, April 23)

Capacity, 3,654. Prices, 55 cents to \$1.50. Number of shows, six daily. House booker, Harry Levine. Show played by name ork.

Duke Ellington fans will eat this one up. It's loaded with fast-moving syncopation and the leader and his sidemen do a top commercial job. The ork's solid arrangements and instrumental solos help carry the ball. Ellington has included two of his concert pieces, *Minnehaha* and *Hawatha*, with vocalist Kay Davis doing the latter in a riff fashion. Practically all the band's numbers sold for healthy returns. The leader's medley of his own compositions, with Ellington at the piano, kept the show in the same commercial vein. Only one number, *St. Louis Blues*, was below par. It started out with Marion Cox doing the vocal, and had Ray Nance coming out with his violin. The lad horsed around in several weak attempts to work up a

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## Radio City Music Hall, New York

(Thursday, April 24)

Capacity, 6,200 seats. Prices, 80 cents to \$2.40. Number of shows daily, four. House booker, Leon Leonidoff. Show played by house band.

Flesh formula has been changed for this show. Instead of using the ballet for the opening half and the Rockettes to close, the plan has been reversed. The outside acts work in the first part of the show, as do the Rockettes, and the ballet corps close the show. There doesn't seem to be much change in the pacing, except that there is more novelty at the head of the stage presentation. But the whole thing adds up as excellent Music Hall fare with stress as usual on the visual appeal.

First scene is a forest setting with waterfalls, "birds" flying and big trees. Onstage bugler blows reveille and Paul Remos's midgets, in Boy Scout costume, pop out of a tent. Remos, as a fisherman, follows and the group goes thru its standard acro routines. The fact that the lads are so far away makes them look like two small boys, a condition which didn't hurt their reception. Next came a tavern outdoor scene, on same set (it started off in one with Robert Maxwell baritoneing lustily and opened to full stage), with glee club lads and Maxwell in riding costume making with the voices. The Rockettes joined the group and got the usual big hands for their excellent precision work. Kids, this time, do a series of time steps, with formations and spins, ending the caterpillar kicks and winding up with big applause.

### Unicycle Juggling

Boy Foy, also on in one, did a long stretchout of his unicycle juggling routine. Boy handled himself competently on both the low and high one-wheel, with only muff coming in the hat-tossing bit. Finished with balancing about everything on his head but the piano. There is no doubt that Boy Foy is clever, but even cleverness palls with sameness. It needs better change of pace; perhaps a little comedy.

Final scene showed a mirrored circular floor, made to resemble a pool in a forest. On this were the ballet corps in colorful bird costumes. Scene was breathtakingly beautiful. The fluttering of the "birds" as they went thru their routines, the imaginative interpretations of Paul Haakon plus the equally fine work of Kathryn Lee, Stephanie Antle, Leila Crabtree, Paulette Knox and Rabana Hasburgh, were as skillful as they were realistic. Finale won a terrific mitt.

Pic, *The Egg and I*. Bill Smith.

couple of laughs which spoiled the strong effect the number might have had if the singer had carried it alone.

Inclusion of two comedy terp teams, Buck and Bubbles, and Coke and Poke, threw the bill off balance. Both pairs worked hard for good results despite similarity of their routines and material. During Buck and Bubbles's stint it was hard to catch many of the lines by the lad who worked from the piano. Maybe the piano mike hadn't been hooked up.

The closer, the Golden Gate Quartet, sewed up the lyrical pattern. This foursome can still knock over a folk tune or spiritual with an effortless ease that probably leaves imitators wondering how the Golden Gaters do it. The boys' best jobs were on *Joshua Fit the Battle of Jericho* and *Shadrack*.

Pic, *Calcutta*. Don Marshall.

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## Slapsy Maxie's, Hollywood

(Thursday, April 24)

Capacity, 500. Price policy, \$3.00 minimum, \$3.50 Saturdays. Shows at 9 and 12. Operator, Sammy Lewis. Booking policy, non-exclusive. Publicity, Erman Pessis & Associates. Estimated budget this show, \$5,000; estimated budget last show, \$6,500.

If gagster Harvey Stone entertained any qualms as to his reception in his first important West Coast opening, he could have dispelled his fears after his first few minutes on the floor. Ringsiders gave Stone a heartening send-off, literally raised the roof in their acceptance of a fresh and talented personality. Aside from Danny Thomas' recent phenomenal success at Slapsy's, Stone comes nearest to being the perfect comic for the room.

Sparked by refreshing material, Stone works swiftly and with seasoned skill, displaying a keen sense of timing and confidence. Opening with a tailor-made parody on love and marriage, he shifts quickly to smooth patter, building his audience surely and solidly. By the time he began his familiar tale of army life the room echoed with constant laughter. His belly-shaking story of his G.I. experiences is by far the funniest individual routine of its kind to be heard in many a moon. Gagster finally begged off, altho audience clamored for more.

Sharing billing with Stone was husky-voiced songstress, Pearl Bailey, whose blue material registered well indeed with Slapsy regulars. Her matter-of-fact delivery, plus facile use of expressive hands and eyes that speak, gave her familiar library of suggestive tunes a new sparkle. Thrush did three call-backs before audience would let her go.

Supporting acts were solid and well chosen. The Rudells, comic-acro trampoline trio, got things off to a fast start with their skillful, laugh-provoking antics. Tapster Eleanor Teeman's work showed style and talent, getting a better than average

## NIGHT CLUB REVIEWS

### Cafe Burgundy, Detroit

(Friday, April 18)

Capacity, 200. Price policy, \$2 minimum after 9 p.m. Shows at 10, 11:30 and 1. Operator, Peter Parker. Booking policy, non-exclusive. Publicity, John Fisher. Estimated budget this show, \$1,600.

This swank spot, opened early last fall, has been working toward more emphasis on the show, altho present fare is a well-diversified all-music selection.

Dardanelle and Her Men of Music, headlined, do the bulk of the appearances, including all dance sets. Her own piano work, occasionally alternating with the xylophone, is tops musically. Her solo vocal work is smooth and well presented. The unit includes guitar and bass, is strong on rhythm and is able to handle a surprising range, from boogie to the sweet ballads that seem best fitted to the outfit's style. The turn is effectively lighted and showcased.

The Imaginators (3) did some convincing mimicry, with all vocal work on disks. Synchronization was perfect. Outlandish props helped a lot, and mimicry, deliberately exaggerated, convulsed the house. Numerous fem take-offs were especially delightful.

Helen Murphy did a good job as lull pianist. *Haviland F. Reves.*

hand. For novelty, Owner Sammy Lewis spotted concert pianist Rosa Linda on small upstairs stage normally used for blackouts. Unquestionably an accomplished pianist, gal was not showcased well. Too much lighting cast grotesque shadows which took edge off her interesting swing arrangement of classics.

Matty Malneck's ork continues its excellent dancing and show chores, with Milt Delugg fronting band and handling emcee stint capably. *Alan Fischler.*

### Wedgwood Room, Waldorf-Astoria, New York

(Tuesday, April 22)

Capacity, 282. Cover, \$2 from 10:30. Show at 12:30. Operators, Waldorf-Astoria Hotel. Booking policy: non-exclusive, but Music Corporation of America (MCA) has the edge. Publicity, Ted Saucier. Estimated budget this show, \$2,100; last show, \$2,000.

The preem of Mary Raye and Naldi found the ballroomologists in rare form. The pair did their capable lifts with their usual skill, getting a fine mitting during and after each number. They did about four routines, mixing them up between the slow and the fast ones. Thruout Naldi did those slow lifts that look so easy and are so hard to copy. The pair wound up with a delightful Viennese waltz, getting off to big hands.

John Sebastian, playing the spot for the fourth or fifth time, is still the shy, self-effacing and ingratiating lad. His harmonica playing was excellent but leaned too much to the concertish side. Routine, however, was smooth and got its high spots from his chatter, a mixture of hoke and subtlety. His Enesco's *Rumanian Dances* was his most exciting piece, bringing a sock reaction.

Emil Coleman emceed in a charming, fatherly fashion. His beaming mannerisms while performers worked were heart-warming to see. His show cutting was equally effective. *Bill Smith.*

### Empire Room, Palmer House, Chicago

Capacity, 350. Price policy, \$3.50 minimum. Shows at 8:30 and 11:30. Manager, Fritz Haugner. Publicity, Fred Joyce. Booking policy, non-exclusive. Estimated budget this show, \$5,500.

Producer Merriel Abbott put all her chips on a promising longshot, ork leader Jack Fina, building her entire show around this 88-ing newcomer who is making his first Chi stop with this show. Fina, a curly-headed version of Vic Mature, came thru an easy winner, as evidenced by the hearty palming his efforts got all thru the show. Besides being an exciting pianist, Fina knows all the tricks of showmanship, whether it's at the mike or behind the keyboard. Guy flashed a devilish smile consistently and had the fems palming for more of the same all the way. La Abbott put together two pertinent production numbers, *Kitten on the Keys* and *Hungarian Rhapsody*, Fina tunes which are currently being pushed on his Mercury platters. The feline ditty was a smart bit of staging, with three chorines from the Abbott 12-girl line decked out as cats and doing acrobatics on the small piano platform at which Fina was doing the number.

The Fina aggregation (five saxes, four fiddles, four bass and three rhythm) is a promising musical bet. Band is clean and precise, especially considering it hasn't celebrated its first birthday. Arrangements are sprightly and much in the smart society manner. Tempos are danceable and pulled a capacity crowd to the maples consistently. The vocal department is shaky, with tenor Tony Leonard, ex-Martin and Henry King saxist-singer, and newcomer Gil Lewis handling the lyrics. Fina could use a chirp with a broader baritone to fit the current demand for a more vigorous male voice. Fina's fiddle corps, tho only four in number, rates a bow because they get the tone of a much larger group.

Show acts also rate in the upper caliber. Folk singer Susan Reed is just right for a Midwest audience. Gal is unassuming and simple in her manner and chirped some well-chosen and not oft-heard folk ditties. (See *Empire Room* on opp. page.)



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**HARLEY SADLER'S ad**  
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### Greenwich Village Inn, New York

(Wednesday, April 23)

Capacity, 300. Price policy, \$3.50 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Rocky Camera. Booking policy, non-exclusive. Estimated budget this show, \$2,500; previous show, \$4,000.

Cashing in on Lorraine De Wood's Page 1 publicity is one way of doing business. This club has frequently gone in for freak attractions and this is no exception. Lorraine De Wood has been around for some time. She's a competent singer in the \$350-\$500 class. But with her tabloid publicity and with her agent, Jerry Rosen, fronting for her, the gal is now drawing \$1,250. The canary closes the show and does an okay job. Looking sexy, in a tight-fitting gown, she opened with *Chi-Chi-Castenango*, followed with a ballad, then gave with a novelty and wound up with two Latin shouters. The impression was good and earned her a nice mitt.

#### Blake in Mimicry

Arthur Blake pulled titters with his picture name take-offs, winding up with his inevitable FDR impression. Blake, like most actors working here, had his hands full working behind the post. He used plenty of light cues and a lot of music.

Lucille Rich, hooper, tried quite hard. The gal, a cute little tricks, is easy on the eyes. She had a number of bits of biz which helped somewhat, but as a dancer, showed very little. With enough work plus rehearsals, the kid might make the grade. Right now she's far from ready.

#### Line Seems Tired

Three productions by the Winnie Hoveler line (6) were adequate in a fired manner. The ponies were fair lookers, had some good routines, but couldn't go thru them with any spirit or unison.

Ned Harvey's band cut the show with fair results, doing its best backing Lorraine De Wood.

Bill Smith.

### EMPIRE ROOM

(Continued from opposite page)

ties. Her choice of folk ditties was especially appreciated here, for she mixed them well, saving those numbers with a risqué punch line for the closing. Had absolute quiet all the time and reaped solid salvos.

Herb Shriener, the Wabash-ful comic, did his standard comic philosophy and netted chuckles thruout. Guy pulled a little blue stuff, but just enough to spice and not enough to offend in this sedate hotel room. Worked almost 25 minutes, which is a record for any comic in this room.

Johnny Sippel.

### Carlyle Joins Wally Wanger

NEW YORK, April 26.—Carlyle, whose last nitery date with his Latin terpers was at the Havana-Madrid with Aurora Roche, has broken up the act and will do dance productions and choreography for the Wally Wanger Agency. Miss Roche, who was injured on opening night at the H-M, will be unable to dance for several months and is now on the West Coast.

### Shenken Takes A. C. Copa

NEW YORK, April 26. — Sam Shenken, owner of the Club Cairo, Washington, has taken over the Copacabana in Atlantic City and is planning to open the room around June 15. Policy is still in a fluctuating stage, with Shenken trying to get a name for the preem. Last summer the Copa was handled by Joe Moss. The spot is owned by the Howard Johnson interests.



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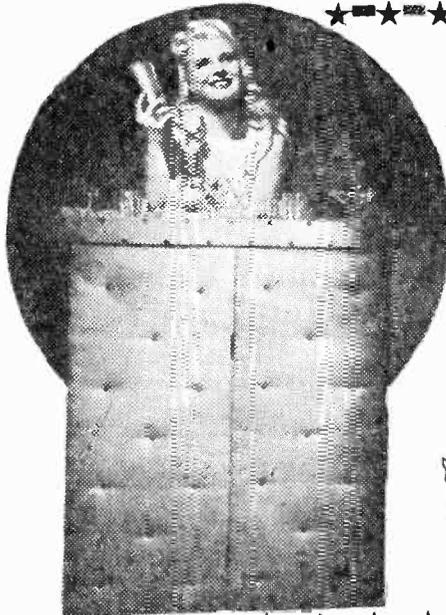
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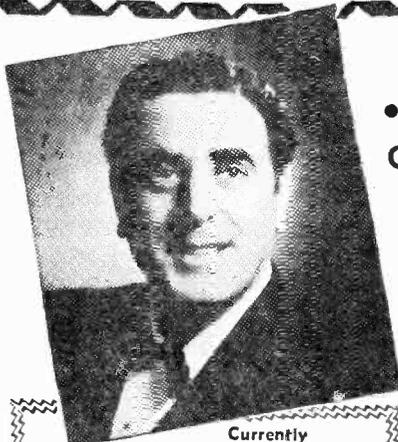
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New York:

20% Slump in Stem Business; Roxy Dives to 45G; MH 105

NEW YORK, April 26.—Maybe it was a smallpox scare that kept the customers away from the six Stem flicker-flesh theaters, and maybe it was the discouraging week-end weather, but whatever it was, grosses tumbled last week to a sad \$371,000, as against the previous week's \$464,400. Nearest figure to this was for the corresponding post-Easter period of 1945, when grosses went down to \$358,000.

The worst case was the Roxy (6,000 seats; average, \$85,000), which took in a miserable \$45,000 for its seven days with a weak stage and film bill. Show had the Lecuona Cuban ork, Del Rios, the Three Swifts and the reissue pic, *Alexander's Ragtime Band*. Previous frame, the third and closing stanza with Jackie Miles, Connee Boswell, Peters Sisters, Buster Shaver and *Carnival in Costa Rica*, got \$72,000.

Radio City Music Hall (6,200 seats; average \$110,000) closed its five-week run with \$105,000 for the Arnaout Brothers, Ben Beri, Glenn Burris, Lucille Cummings and *The Late George Apley*, as compared with \$140,000 for the preceding week. Total run brought in \$678,500. Kicked off with \$138,500, then got \$140,000 and \$155,000. New bill, reviewed this issue, has Paul Remos, Boy Foy and *The Egg and I*.

Capitol (4,627 seats; average, \$72,000) collected \$83,000 for the second week with Xavier Cugat's ork, Lewis and Martin, Betty Reilly and *Smash-Up*, as against opener's \$98,500.

Paramount (3,654 seats; average, \$75,000) wound up with \$67,000 to close a five-week run with Jimmy Dorsey's ork, Louis Jordan's Tympany Five, Pat Henning and *My Favorite Brunette*. Run got \$457,000. Teed off with \$110,000, then went to \$100,000, and again \$100,000, \$80,000 and the closing \$67,000. New bill, reviewed this issue, has Duke Ellington's ork, Golden Gate Quartet, Buck and Bubbles, Coke and Poke and *Calcutta*.

Loew's State (3,500 seats; average \$25,000) brought in \$31,000 with Bobby Breen, Joe Besser, Arren and Broderick, Maurice and Maryea and *California*, as against the previous week's \$29,000, the second week with Mickey Rooney, Jane Harvey, the

Marvelettes and *The Mighty McGurk*. New bill, reviewed this issue, has George Givot, Benay Venuta; Tap, Tap and Toe; the Briants and *Sea of Grass*.

Strand (2,700 seats; average \$40,000) brought in \$40,000 for the third stanza with Cab Calloway's ork, Dusty Fletcher, Miller Brothers and Lois, and *Stallion Road*, as against the previous frame's \$45,000. Started with \$63,000.

Boston:

Carle Does a Neat 30G at the Boston

BOSTON, April 26.—The uneven weather had a seesaw effect on box offices this week. The Boston Theater, with Frankie Carle and his ork heading the stagershow, did a tidy gross of \$30,000 for the week ended Wednesday (23), dropping only \$1,000 below the average of the past four months. Pic, *The Devil Thumbs a Ride*.

Current show is headed by Wally Brown, Arren and Broderick. Pic, *Carnival in Costa Rica*.

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## Burlesque

By UNO

MARY WELSH and Linda Leslie left the Hirst Circuit to vacation at their homes in Omaha. . . . Sammy Smith and Al Murray moved into stock at the Grand, St. Louis, for two weeks, opening April 21. Thence for another fortnight into the Howard, Boston. With them at the Grand are Jack Coyle, Billy Reed and Harry Bentley. . . . Althea Barnes, former burly ace, is a beauty parlor operator in Boston. . . . Marty Knoff, treasurer of the Hudson, Union City, N. J., was birthday-partied April 14 at the Nest nitery by Eddie Lynch, producer. Among 200 attending were house staffs, cast and chorus of the Hudson, chaperoned by Manager Sam Cohen, Empire, Newark, N. J., with Manager Jess Meyers, and the Lyric, Allentown, with Manager Manny Davis. . . . Herbie Barris, comic, opened at Jacques, Waterbury, Conn., April 21 for four weeks following a Hirst tour. . . . Abe Gore, comic, at the Moulin Rouge, Oakland, Calif., had his contract extended to May 29. . . . Eddie De Velde is in the cast of *Tenting Tonight* at the Booth, Manhattan.

JOEY FAYE, assisted by Bela Lugosi and others of the cast of *Three Indelicate Ladies* in Boston last week, invaded the stage of the Casino during the Friday midnighter and gave impromptu interpretation of *Fluegel Street* bit. It was a burly debut for all except Faye. . . . Irving Benson, comic, newly teamed with Jack Mamm, who succeeded Harry Ryan, closed an eight-week engagement at Colosimo's, Chicago. . . . Jess Mack, with USO Unit 941 in Japan, met up with other ex-burlesquers Red Marshall, Harry Rose, Joe De Rita, Bob Rogers, Bozo Snyder, Joe Young and Meggs Lexing, with other units, on April 14. . . . The Vespers, Joe and Ted, acros, are spot-booked in burly houses for a return to the stage after five years in a Philadelphia shipyard. . . . Sammy Smith, Herbie Harris, Al Murray and Dorothy Denke compose a new comedy-singing unit for the better niteries. . . . Hank Henry, comic, takes up the Joey Faye part in the nitery unit, *Fun for Your Money*, that reopened April 25 at the Bal Tabarin, Manhattan. . . . Mel (Bobo) Bourne, comic; Gene Brittain, straight, and Dal Leonard, impersonator, who have been featured in burly stock at the Hollywood, Indianapolis, since their discharge from the service, closed and are headed for Chicago for a switch to a Milt Schuster unit. . . . George Rose signed another 40-week contract with the Burbank, Los Angeles.

## Tax Collections Reveal Biz Drop Lasts After Lent

(Continued from page 4)  
is the gradual tightening of public purse strings and the general leveling off from the wartime and immediate post-war boom period in showbiz. . . . One phase of showbiz showed an uptrend—the sales of radios and radio parts, phonographs and platters. March figures were up over March a year ago. This trend became strongly noticeable for the first time in February after release of materials for the manufacture of radio sets and phonographs. However, disk sales in March were down from those in February. This decline need not be regarded as more than temporary, since a rise in the sales of phonographs usually leads to a spurt in platter sales.

**The Stem Situation**  
Figures for March on Broadway, issued this week by the Third New York Internal Revenue Collections District, tell a different story. The Stem, despite a falling off of nitery grosses and a definite slump in sales by ticket brokers, nevertheless showed an over-all optimistic picture in March. Legit admissions were up and total admissions showed a very decided jump, not only from the February figures, but from March of last year as well. It is evident from these figures that the Lenten season did not cut too much into showbiz grosses except in niteries, which have been feeling the pinch since the close of last year. March, free from strikes and upsets, showed a healthy rise from February figures on the Stem. This was prior to the telephone strike and the smallpox scare, which have cut a swath into the April figures. It is safe to predict that April's tax report will show a definite downturn.

## Jack Eigen in Fancy All-Night Copa Bow

(Continued from page 4)  
gals to a bar to listen to a jockey show (even if they see it) or to whisper sweet propositions into the gal's ear. If latter is the case, idea will fizzle, because you can hardly hear yourself talk in a shout in the lounge with the Eigen opus in progress, let alone in a whisper. . . . Inaugural program draw was undeniable, however, as illustrated by Benny Fields' remark to Eigen, after coming up from the club proper where he (Fields) had just done his 2 o'clock show. Fields said to Eigen: "Oh, here's where all the people are. I was wondering why we didn't have anybody downstairs for the show." . . . Among personalities mike-milking at the bow-in were Jackie Gleason, Dave Rose, Bob Hilliard, Ivan Black, Red Buttons, George Dixon (Hearst columnist), Jerry Cooper and Fields. If Eigen is successful in promoting personalities to make appearances, a paradoxical situation in which the lounge offers better shows than the club proper may develop.

On the other hand, the club itself, as well as the lounge, got terrific plugging out of the show. Eigen made at least a dozen references to the Carmen Miranda show due in next Thursday (1), as well as to many other features of the club and the lounge. Club Manager Jack Entratta got on just before closing and plugged everything about the joint (with heavy emphasis on the television sets in the lounge) excepting Monte Proser's ancestors. Paid sponsors were Heineken's Beer and Marchioni Ice Cream. Eigen handles interviews in a seasoned manner and,

## Magic

By Bill Sachs

JOAN BRANDON, after a week at the Olympic Theater, Miami, planned to Havana for club dates Wednesday and Thursday (30-1). . . . DeSearl, youthful mentalist, began a six-week stand Monday (28) at a Cleveland nitery, with other dates in the Midwest and East to follow. His mother, Mrs. Mabel DeSearl, who formerly trouped under the name of Lady Faith, is handling the business details. . . . Jack Herbert is making with his laugh and magic material at the Chase Hotel, St. Louis. . . . Ray and Zarella, having completed a string of club dates in the Indianapolis area with their mental turn, opened Monday (5) in the Rose Room of the Travelers Hotel, Terre Haute, Ind., for a week's stand. . . . Gerber the Magician is working club dates in the Indianapolis sector preparatory to beginning on a string of Southern theater dates. . . . Roba Collins has joined the Hoosier State Shows to do his magic, Punch and lecturing in the Side Show. . . . William R. Greenough has been elected president of the Northern Connecticut Assembly of the Society of American Magicians. Others elected were Prof. William F. Cheney, vice-president; F. B. Mordecai, secretary-treasurer, and James Boyce, sergeant at arms. . . . Charles Hilderra, who back in 1905 trouped with the late Howard Thurston on A. F. Tuttle's Olympic Shows, has been kept busy all winter on banquet, school and club dates thruout California, and in a few weeks will invade Colorado. Writing from San Jose, Calif., under date of April 18, Hilderra says: "Caught Blackstone at the Geary Theater, San Francisco, last night. The old master is as good as ever and playing to great business. California is full of magicians and all are apparently doing well. Hardly a week goes by without one on the bill at the Victory Theater here."

CURT WALTER and Carol, who since Curt's discharge from the service have been operating a magic and novelty shop in Oshkosh, Wis., have just concluded a tour of Wisconsin for the Goodyear Rubber Company and have contracted for a similar trek for Standard Oil. They have also signed with Sears-Roebuck for their farm store openings in the State in the fall. Curt and Carol suggest that magi contact Sears for similar work in other States, claiming that the firm pays well and the work is pleasant. Curt and Carol also plan to work schools thru Wisconsin and Upper Michigan during the next school season. . . . Bob Neller, vent, is reported doing well on club dates thru Wisconsin. . . . G. Ray Terrell, assisted by Judy and Jack, opened Tuesday (29) in the Cotillion Room of Hotel Pierre, New York. . . . Milbourne Christopher, just concluding his second week at Casino Royal, Washington, had as recent wizard visitors Bill Baird, Harry Baker, Abril LaMarque, Ray Otterback and Karol Fox, the last named in town for a few days before trekking back to Detroit. It was Christopher's first meeting with Baird since before the war. Christopher landed seven stories in the Washington papers in as many days during his Casino Royal stand. Incidentally, his new book, *Magic at Your Finger Tips*, written in collaboration with Hen Fetsch, is due to roll off the presses this week.

working under obstacles, manages to hit a fairly nice balance between celeb chatter, listener phone calls and music. Show and spot (unless unforeseen handicaps pop up) could easily become Stem's late hour hang-out and should garner substantial hunk of night-owl air audience.

Joe Csida.

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## HARLEY SADLER'S ad

Page 85

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# 1-PLAY STRAWHAT GUESTERS

## New Idea Puts Star on Tour In Lone Show

### Will Cut Rehearsals, Costs

(Continued from page 3)

a summer, as against five or six on the multiple-play system.

While a few old-line barns still stick to the absolute resident troupe notion, over-all competition calls for names and it is accepted that straw-hat is now primarily guest-star biz. With steadily mounting production costs, Stiefel feels it is essential to put it on the soundest possible economic basis. He believes that the star-one-play idea is a solid step in the right direction.

Labor costs look to be up 33 1/3 per cent this year and pre-war resident-actor salaries have practically doubled. Royalties likewise will take something of a boost, but Stiefel reports that play agents are pretty reasonable and that the hike will not be commensurate with other rises. He is not particularly worried about summer play releases, pointing out that there is always a backlog to be tapped. Generally, he believes, straw-hat failures are due not to a dearth of material, but to faulty selection. Each barn has its own audience, with local likes and prejudices. The successful strawhat manager must know what his customers go for—and give it to them.

This applies quite as much to guest-name employment as to old-fashioned resident stock. "The customers," he says, "used to call up and ask, 'What's playing?' Now they ask, 'Who's playing?'" When it comes to getting \$2.50 or \$3 on the line for a pew, they know just whom and what they want to see.

Stiefel looks for an over-all good summer season, with probably 80 to 100 barns consistently lighted. Summer stock had to be forced last year, he says, having been practically dormant during the war. However, he believes that the post-war kinks have now been shaken out and strawhat will really hit its stride in 1947.

## 'Carousel' Boosts Tix Sales Via Air

NEW YORK, April 26.—The Theater Guild has had fairly good reactions from its radio campaign to increase ticket sales for *Carousel*. Joe Heidt, Guild flack, reports the sales of 150 ducats to the show from the use of five plugs this week on the Martha Deane program and five on the Ted Husing seg. Customers must mention the station when they call for reservations. The woman's program was responsible for seven times as many sales as Husing.

Encouraged by these results, Heidt plans to use four programs this week and curtail his advertising on the Husing and Deane shows. He feels that the phone strike hampered long-distance calls and that many who heard the programs didn't call for reservations but went to see the show just the same.

## BROADWAY SHOWLOG

Performances Thru April 26, 1947

### New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	101
(Coronet)		
Born Yesterday.....	2- 4, '46	521
(Lyceum)		
Happy Birthday.....	10-31, '46	200
(Broadhurst)		
Harvey.....	11- 1, '44	1,054
(48th Street)		
Joan of Lorraine.....	11-18, '46	184
(Alvin)		
John Loves Mary.....	2- 4, '47	95
(Music Box)		
Life With Father.....	11- 8, '39	3,129
(Bijou)		
O' Mistress Mine.....	1-23, '46	422
(Empire)		
State of the Union.....	11-15, '45	607
(Hudson)		
Tenting Tonight.....	4- 2, '47	29
(Booth)		
Voice of the Turtle, The.....	12- 3, '43	1,268
(Morosco)		
Whole World Over, The.....	3-27, '47	28
(Biltmore)		
Years Ago.....	12- 3, '46	168
(Mansfield)		

### REVIVALS

Alice in Wonderland.....	1- 5, '47	25
(International)		
Burlesque.....	12-25, '46	112
(Belasco)		
Importance of Being Earnest, The.....	3- 3, '47	64
(Royale)		

### Musicals

Annie Get Your Gun.....	5-16, '46	386
(Imperial)		
Barefoot Boy With Cheek.....	4- 3, '47	28
(Martin-Beck)		
Brigadoon.....	3-13, '47	52
(Ziegfeld)		
Call Me Mister.....	4-18, '46	131
(National)		
Carousel.....	4-19, '45	817
(Majestic)		
Finian's Rainbow.....	1-10, '47	123
(16th Street Theater)		
Oklahoma.....	3-31, '43	1,748
(St. James)		
Street Scene.....	1- 9, '47	124
(Adelphi)		

### REVIVALS

Chocolate Soldier, The.....	3-12, '47	53
(Century)		
Sweethearts.....	1-21, '47	111
(Shubert)		

### OPENED

Miracle of the Mountains.....	4-25, '47	3
(The Playhouse)		

### COMING UP

(Week of April 28, 1947)		
A Young Man's Fancy.....	4-29, '47	
(Plymouth)		
The Telephone and the Medium.....	5- 1, '47	
(Barrymore)		
Heads or Tails.....	5- 3, '47	
(Cort)		

### CLOSED

Another Part of the Forest.....	11-20, '46	181
(Fulton)		
Saturday (26)		
Lady Windermere's Fan.....	10-14, '46	224
(Cort)		
Saturday (26)		

## Cornell "Barretts" Pulls IIG in 3 at Salt Lake

SALT LAKE CITY, April 26.—Katharine Cornell in *The Barretts of Wimpole Street*, with Brian Aherne, played to capacity in three shows during a two-day stand at Kingsbury Hall last week. The take was slightly in excess of \$11,000, on a \$3.60 top and 2,001 capacity.

The play opened an experimental Dramatic Festival held in connection with the State-sponsored Utah Centennial Celebration, which makes available top stars in well-known plays. To follow are Orson Welles in *Macbeth*, and Joan of Lorraine and *Ah! Wilderness*, the stars for which are yet unnamed.

## AE To Stem: End Jim Crow --- Or No Pact

### D. C. National Sore Spot

NEW YORK, April 26.—Broadway legit faces the possibility of beginning the 1947-'48 season without a minimum basic agreement between Actors Equity and the League of New York Theaters, the producers association. The dispute stems from the fact that Equity has served notice on the League that it wants to include a provision in the next agreement that unless Washington's National Theater stops excluding Negroes by June 1, 1948, the union will forbid its members to act there.

Broadway producers, of course, would be loath to lose the lucrative Washington road biz.

James Reilly, executive director, said the League would resist changing the contract to include the provision. Equity fired its ultimatum right back. The union pointed out it could dicker with individual producers as it did up to 1939.

### Stem Houses Also Involved

However, the League contains not only managers but also theater owners, and individual producers who signed with Equity might find themselves without showcases for their scripts. Except for the Belasco and the Mansfield theaters, every Broadway theater is a member of the League. Among the top producers, only Jed Harris, Jack Wildberg and Michael Myerberg are not in the League.

While all this agitation is going on, Marcus Heiman, the lessee of the National Theater in Washington, has only a "no comment" to requests for comment on Equity's latest move. Heiman's position as set forth heretofore is that he refuses to become a guinea pig for an experiment to change Washington's social structure. His best offer is to co-operate with any group that can line up several Washington businesses, like restaurants, movie houses and hotels, all of which practice Jim Crow, to cease discrimination. The theater operator says he feels strongly that segregation is a custom of the community and for that practical business reason doesn't want to stick his chin out. Heiman points to his recent lush biz in spite of picketing as an indication of Washington support.

### Equity Not Unanimous

Altho Equity's Council voted unanimously to take its latest tack, it is known that the labor org is far from unified on the question. For example, Frank Fay, who molds a considerable body of opinion, abstained from voting. Reports are, in this case, that Fay feels that his church, the Catholic, does not practice segregation, so he will go along with the others. Feeling among some of the Equity members is that the year of grace before any union action may give the hot potato a chance to cool off.

The fact that 39 of the top legit scripters have already signed a pledge stating they will not allow their plays to show in Washington may prove effective in stopping the supply there, even without Equity

## Four A's in Mass Meet To Protest Anti-Labor Bills

(Continued from page 3)

test against the anti-labor bills which are now pending in Washington. Meeting called by the Associated Actors and Artists of America (4 A's), was chaired by Lawrence Hugo, lead of *Born Yesterday* and was attended by such top namers as Jan Sterling, Joe E. Brown and Rudy Vallee, as well as the heads of various showbiz unions here.

Miss Sterling, Vallee, Brown and others delivered speeches condemning pending labor legislation and stated among other things that "it would throw show business back 30 years." Representatives were particularly vociferous against provisions of House bill introduced by Representative Hartley which calls for end of union shop and industry-wide bargaining.

At one point during the meeting Harry Elders, American Federation of Radio Artists (AFRA) exec, read a resolution submitted by five radio unions, AFRA, the Radio Writers Guild (RWG), Radio Directors Guild (RDG), International Brotherhood of Electrical Workers (IBEW), and the National Association of Broadcast Engineers and Technicians (NABET). This resolution, which was passed by those attending, reads:

"Our country is in the midst of a grave situation with prices and cost of living on an inflationary level. The result is that the living standards of the American people are being steadily degraded. Congress has undertaken to enact vicious anti-labor legislation. These, represented by the Taft-Hartley bills, would destroy the rights and protection won by labor in all of the legislatures of the past 50 years.

"Therefore, be it resolved that we here assembled go on record as being opposed to the anti-labor bills approved by the Senate Labor Committee and the Hartley labor will passed by the House, that we are opposed to these bills in their present form and that we are opposed to any legislation restricting any of labor's rights.

"Be it further resolved that we support the National Labor Relations Act, the Norris-LaGuardia Act and the presently existing laws protecting the rights of labor and insist that they be not amended or in any other-wise weakened, and that each union here represented and each of its members, immediately telegraph or otherwise communicate with their senator or representative stating their opposition to all anti-labor legislation."

Unions represented at the meeting, in addition to AFRA, IBEW, RWG, RDG and NABET, were Actors' Equity, Chorus Equity Association, American Guild of Musical Artists and American Guild of Variety Artists. Petrillo's American Federation of Musicians was not represented.

action. It is reported that Equity, in light of its latest decision, expects the scripters to rescind their ban, but the change is problematical. Their feeling is reported unofficially that no agreement has been made with Heiman and until then they will maintain their ground. If so, See *End Jim Crow* on opp. page)

## Library Theater

**JOHN FERGUSON**

(Opened Wednesday, April 23, 1947)

**GEORGE BRUCE LIBRARY THEATER, NEW YORK**

A drama in three acts by St. John Ervine. Set by William Hammel. Costumes, Florence Lord. Stage manager, Virginia Eagles. Direction, Harold Shaw. Presented by the Equity Library Theater.

Sarah Ferguson.....Jane Moultrie  
John Ferguson.....Robert McGrane  
Hannah Ferguson.....Ellen Cobb-Hill  
James Caesar.....Henry Biedinger  
Henry Witherow.....Ralph Roberts  
Sam Mawhinney.....Neil Kelly  
"Cluete" John Magrath.....Norman Budd  
Andrew Ferguson.....William Markham  
Sergeant Kernaghan.....Richard Small

St. John Ervine's *John Ferguson*, the show that helped establish the Theater Guild on the Stem in 1919 when it clicked, showed its age in an uninspired production given by the Equity Library Theater (ELT). The script tells of a man who has complete faith in God's will; only at the end, when misfortune upon misfortune piles upon him, does he waver. It seems to be saying that every man has his breaking point. A play hardly needs three acts to make that point.

ELT should realize that actors need more than sincerity to tackle scripts that obviously present production problems even to top Broadway managers. An actor who is seen in a role he can hardly cope with gets a bad notice. This script showed several thespians who may have potentialities but whose abilities were lost in the struggle to master Irish dialect and the subtleties of the Irish character.

### McGrane Over His Head

Robert McGrane, for example, playing John Ferguson, is way beyond his depth. All we can glean from McGrane's performance is that Ferguson is an old man. Any sort of a rating for him would be unjust. Norman Budd, as the village character, is another case in point. Budd does give out with some sort of characterization, but it's a mixed-up version of an elfin character, not an old village crazy man. All this makes for laughs in the wrong places and for audience misunderstanding of the script.

There are three nice performances. Most noteworthy is that of Ellen Cobb-Hill as the daughter of the family. The gal gives a fine interpretation of a difficult role. Chalk her up as a comer; with a break she should hit the Stem soon. In the part of her brother, William Markham registers thruout. Markham is no ordinary juvenile and with a little prepping he'd be right for young character parts on Broadway. Henry Biedinger also turns in a nice job as a cowardly suitor. Biedinger creates a character that reveals himself at every turn in the plot.

Director Harold Shaw has failed his actors. Shaw does an adequate job of position staging, but at no time does he help with the script's interpretation or give *Ferguson* the necessary touches to earn his title. The set of a farm house kitchen by William Hammel is a nice clean job and marks him for bigger things.

*Ferguson* is slated for presentation at the Central Needle Trades High School soon. It certainly won't appeal to many teen-agers and may wind up doing the cause of legit more harm than good. *Leon Morse.*

## AE Exempts Dance Stagers Working in Summer Stock

NEW YORK, April 26.—The council of Actors Equity Tuesday (21) agreed to a request from choreographers working in musical summer stock that they be allowed not to join the union during the short season.

Council agreed to the plea because of the limited season played by summer stock troupes.

## Drama Crix Circle Ballot System Seen In Need of Changes

NEW YORK, April 26.—Monday's (21) somewhat stormy session of the New York Drama Critics' Circle, which met to vote annual drama laurel wreaths for 1946-'47, appears to have left at least some of the pundits with the notion that some clarification of the preferential ballot or point system of voting will be necessary next year. Current procedure calls for an initial unsigned ballot, followed by a signed second vote indicating individual first choice. Final tab requires each voter to list five of these entrants in the order of his preference, with five points credited to the play in his top slot and four, three, two and one going to the follow-ups in that order.

At least one prominent member of the aisle experts' org doesn't know why a first unsigned ballot should be necessary, nor does he think it reasonable to be asked to express preferences on plays which he might likely consider lacking the merit to be included in the running.

### 12 Votes for "Sons"

Count of second (signed) balloting for the best Broadway play of season by an American author put *All My Sons* out in front with 12 votes, *Ice- man Cometh* with six, *Another Part of the Forest* with four, two for *Joan of Lorraine* and one for *Brigadoon*. Final tally, via the point system gave *Sons* 86, *Iceman* 80, *Forest* 72, *Joan* 55 and *Brigadoon* 53.

Award for best play of foreign origin went hands down to the Jean-Paul Sartre drama, *No Exit*, with *The Whole World Over* receiving a few scattered votes. Point voting on the contenders for top honors as the best song-and-dancer of the season gave the palm to *Brigadoon* with a score of 89. *Finian's Rainbow* polled 73, followed by *Annie Get Your Gun* with 65, *Call Me Mister* with 56 and *Street Scene* with 47.

## 2-Yr. Renewal for Johnson

NEW YORK, April 26.—Edward Johnson, of the Met, completing his 12th year as general manager renewed his contract with the Metropolitan Opera Association Wednesday (23) for another two years. He is now on tour with the company.

## ROUTES

Dramatic and Musical

- Anna Lucasta (Plymouth) Boston.
- Accidentally Yours (Auditorium) Sacramento, Calif., 29; (Civic Aud.) Pasadena 30; (Lobero) Santa Barbara May 1-3.
- Blossom Time (WRVA Radio Theater) Richmond, Va., 30-May 2; (Maryland) Cumberland, Md., 3.
- Blackstone (Geary) San Francisco.
- Born Yesterday (Erlanger) Chicago.
- Bloomer Girl (Hartman) Columbus, O.
- Barretts of Wimpole Street, with Katharine Cornell (Metropolitan) Seattle.
- Cyrano de Bergerac (Shubert) Chicago.
- Call Me Mister (Cass) Detroit.
- Dear Ruth (Playhouse) Wilmington, Del., 29-30; (Shubert) New Haven, Conn., May 1-3.
- Draper, Ruth (Wilbur) Boston.
- Duchess of Malfi, with Elizabeth Bergner (National) Washington.
- Fatal Weakness, with Ina Claire (Selwyn) Chicago.
- Glass Menagerie (Shubert-Lafayette) Detroit.
- Harvey, with Joe E. Brown (Harris) Chicago.
- Hamlet, with Maurice Evans (Auditorium) Worcester, Mass., 29; (Court Square) Springfield 30; (Opera House) Newark, N. J., May 1-3.
- Iceman Cometh (Cox) Cincinnati.
- Laura (Royal Alexandra) Toronto.
- Lute Song (Studebaker) Chicago.
- Magnificent Yankee (Biltmore) Los Angeles.
- Oklahoma (English) Indianapolis.
- Pygmalion, with Gertrude Lawrence (Hanna) Cleveland.
- Red Mill (Shubert) Boston.
- State of the Union (Forrest) Philadelphia.
- State of the Union (Bushnell Aud.) Hartford, Conn., 28-May 1; (Victory) Providence, R. I., 2-3.
- Student Prince (American) St. Louis.
- Three to Make Ready (Blackstone) Chicago.
- Trouble for Rent (Walnut St.) Philadelphia.
- Up in Central Park (Nixon) Pittsburgh.
- Voice of the Turtle (Auditorium) Rochester, N. Y., 28-30; (Erie) Schenectady May 1-3.

## Broadway Opening

**THE MIRACLE OF THE MOUNTAINS**

(Opened Friday, April 25, 1947)

**THE PLAYHOUSE**

A drama by Ferenc Molnar. Directed by the author. Sets and costumes by Robert Davison. General manager, Max Siegel. Stage manager, Louis Cruger. Press representatives, Richard Maney and Reuben Rabinovitch. Presented by Archer King and Harrison Woodhull.

Clement.....Kermit Kegley  
Dominic.....Norman Wallace  
Ambrose.....Salem Ludwig  
The Prior.....John McKee  
The Attorney.....Victor Kilian  
Cicely.....Julie Hayden  
Simon.....E. A. Krumschmidt  
Sergeant.....John Frederick  
Gendarme.....Mace Gwyer  
Veronica.....Consuelo O'Connor  
Cornelia.....Gloria O'Connor  
The Squire.....Lawrence Tibbett Jr.  
The Judge.....Manart Kippen  
The Mayor's Wife.....Katherine Anderson  
The Doctor.....Bernard Randall  
The Mayor.....Frederic Tozere  
The Baron.....Len Patrick  
Butler.....Carl Wallace  
Young Woman.....Vivi Janiss  
Court Attendant.....Louis Cruger  
Girl.....Vivian King  
Old Woman.....Marjorie Dalton  
The Prosecutor.....Dayton Lummis  
The Schoolmaster.....Pitt Herbert  
Members of the Elders' Council:  
Jack Hallen, Harry Miller, Jack O'Brien,  
Charles Russel, C. E. Smith, Augustus Vaccaro  
Little Boy.....Maurice Cavell  
Townswomen:  
Elaine Flippen, Janice Cavell, Jane Du Frayne

Amazing is the only adjective to describe *Miracle of the Mountains*. It is amazing that anyone had the desire to revive it—history states that it was last done in Budapest in 1933—and it's even more amazing that any canny producer would imagine that the customers would like it. As far as the actors are concerned, they may be acting in it sheerly for their own amazement. It is really a minor miracle that *Mountains* has labored thru to a Broadway unveiling.

Ferenc Molnar has based his spiritually tepid little yarn on a legend of the Carpathian Mountains. It concerns the arrival of a celestial visitor, a sort of heavenly advocate, to balance the up-ended scales of human justice. His concern is the hounding of a village servant girl, spitefully accused of the murder of her bastard child. The lad's father really has done the job—tho by accident—and won't fess up. Of course, the heavenly attorney, who sees all, knows all, eventually cleans everything up, even pulling the youngster alive out of his grave like a rabbit out of a hat to the corny astonishment of the rest of the cast. Your reporter came out with the notion that he was going to take the moppet "somewhere above the stars, where he'd get bread and milk and a nice bed." The lad looked pretty dismal about the prospect, but then practically all the characters in *Mountains* take a naturally dismal view of things.

### Author's Staging No Help

Molnar has staged his own play and, if anything, has succeeded in making it look and sound worse than his trite maunderings probably would read on paper. The direction is either choppy or paced to a parade. Obviously the actors—and there are some good players among them—suffer in consequence. Victor Kilian plays the advocate with heavy, if unconvincing, heavenly overtones. Julie Hayden is stiff and awkward as the girl. Frederic Tozere tries valiantly to make something of the weak-kneed villain, and partially succeeds in making him interesting by sheer personal salesmanship. E. A. Krumschmidt contributes a Milequetoast character bit, and comes off well in spite of a terrific overdose of golden-bantam lines. Manart Kippen plays the judge with expansive, old-school gestures. Lawrence Tibbett Jr. and Len Patrick furnish brief bits of 19th century elegance. Kermit Kegley is a be-

## End Jim Crow Or No Pact, Says Equity

(Continued from opposite page) the Theater Guild, which must supply its subscription audience with six plays, will have difficulty doing the job. Richard Rodgers, Oscar Hammerstein and S. M. Behrman, whose scripts are already skedded for next season by the Guild, have signed the pledge.

### Experiment Spurned

It is also known that the playwrights asked Heiman to try an experiment by dropping his Jim Crow policy for a trial show, and they would take the financial risk. He refused. The Dramatists' Guild and the Association of Theatrical Agents and Managers have endorsed Equity's position up to now, but have made no decision on this latest move. Unions have tried, by using their influence, to have the picket line removed from the National Theater, a tactic which they feel has only made Heiman more recalcitrant, but have had no luck.

Stem producers are wondering whether the Equity campaign actually is aiming at the end of all Negro discrimination in legit houses on the road, a tactic they believe might mean the end of a good portion of road legit. Opinion at Equity is that there's no telling where the fight will end. An Equity spokesman estimated that "40 per cent of the road territory running as far north as Delaware and Southwest to Arizona imposes restrictions against Negroes."

### Scripters' Strategy

Dramatists, it is known, do want to change restrictions on Negroes in other road cities. However, their strategy is to work for the changes in cities where there are no State laws to impede a change in policy.

If the National Theater should become a movie house because of the agitation—as opponents of Equity's policy say it might—legit would lose the best two-week stand in the country. For example, *The Iceman Cometh* did 55G there early this month. There is no other theater on the road that does within 25 per cent of the National's biz, according to those pretending to be in the know.

### Court Verdict Soon

Equity decided on its policy after hearing the recommendations of a joint committee from the Dramatists' Guild and Equity, headed by Marc Connelly and Cornelia Otis Skinner.

Meanwhile an early decision is expected from Judge Nadine Gallagher, of the District of Columbia Small Claims Court, in the suit of seven persons for ticket refunds from the National. The theater is accused of refusing admissions or refunds because the plaintiffs were accompanied by Negro guests. The trial is skedded for a summation Monday (28).

mused friar, and the modeling O'Connor twins, Consuelo and Gloria, are decorative, even if evidently short on thesping experience.

Archer King and Harrison Woodhull have given *Mountains* an overall good production, and look to have sunk considerable coin. Robert Davison's sets and costumes are in the top bracket. Unfortunately, *Mountains* won't be around long enough for many customers to get an eyeful.

Bob Francis.

See

**HARLEY SADLER'S ad**

Page 85

**BAFUNNO**—Romeo D. Sr., 56, St. Louis concert band director, April 15 in St. Louis of a heart attack. Survived by his widow, Anna, and sons, Romeo Jr., and Norman.

**BAKER**—Lorraine, 24, singer, April 14 in Los Angeles. She recently made her debut over the networks. Services from St. Mary's Catholic Church, Akron.

**BARRETT**—Harry, 73, former showman, April 20 in Davenport Center, N. Y. He leaves a daughter, Virginia, of the act Barrett and Smith.

**BEVERIDGE**—Glen LeRoy, 61, legit actor, in Chicago April 6. He began his career in the legitimate theater in 1903 and was last seen in *The Two Mrs. Carrolls*, with Elizabeth Bergner. Other plays in which he appeared were *Breakfast in Bed*; *The Time, the Place and the Girl* and *Forty-five Minutes From Broadway*. Burial in Litchfield, Ill.

**BIDDLE**—Doc, 80, former representative in Western Canada for Universal Pictures and Conklin Shows, April 18 in Winnipeg.

**CHAMBERLAIN**—Carl B., 69, pianist, April 18 in Detroit. Survived by his widow. Interment in Woodland Cemetery, Detroit.

**DICK**—Jorgen, 50, record and transcription librarian, in San Francisco April 5. Born in Denmark, Dick worked in most of the large cities of Europe before coming to America. In San Francisco he worked at Station KPO until joining KGO in 1944.

### In Cherished Memory

of

## HARRY DECKER



A great showman who gave his life in the line of duty at Bennington, Vt., on May 4th, 1945.

Devoted Husband of ANN  
Loving Father of MARYANN

**FRIANT**—Charles, 57, noted tenor of the Opera Comique, in Paris April 22. He appeared with Sarah Bernhardt in *L'Aiglon* before joining the Opera Comique in 1920.

**FRANZELL**—Gregory A., 50, pianist and orchestra leader, in New York April 20. Born in Rumania, he made his debut as a concert pianist in Paris when he was 19. His first concert in New York was at Steinway Hall in 1925. He conducted orchestras at the studios of WMCA, WJZ and WINS, New York, had fronted orchestras at several hotels in Washington and New York, and at the time of his death was pianist at the Henry Hudson Hotel and orchestra leader at the New York Athletic Club. Surviving is his widow.

**GUERINGER**—William H., 61 former theater executive, in New Orleans April 20. He served as assistant general manager of the Saenger Amusement Company, and prior to that was general manager of Herman Fichtenberg Enterprises. Surviving are his widow and a sister.

In Loving Memory of

### Arthur Joel Hastings

Deceased April 23rd, 1945.  
MRS. TILLIE HASTINGS

**IVANCOVICH**—John J., 70, legit actor, in Los Angeles April 19. Serv-

## THE FINAL CURTAIN

ices in Los Angeles, with burial in Holy Cross Cemetery, San Francisco.

**KISTLER**—Leander H. (Tiny), 40, 500-pound Side Show fat man with Crafts 20 Big Shows, in San Francisco April 17, of a heart attack. He had also appeared with A. J. Budd's Side Shows. Surviving are his widow, Mary Agnes; and a brother, Wilbert. Burial April 19 in Show Folks Rest, Olivet Memorial Park, under Show Folks of America auspices.

**LAWES**—Lewis E., 63, former warden of Sing Sing Prison, a noted penologist, author and radio speaker, in Garrison, N. Y., April 23. Among innovations he inaugurated as warden were the presentation of Broadway shows in the prison chapel and radio music piped into each cell where inmates were provided with head sets. He wrote several books on prisons and prisoners and collaborated with Jonathan Finn on a series of dramatic sketches, one of which, *Chalked Out*, had a brief run on Broadway. He also supplied story material for films. Lawes was a member of the Authors' Club and the Players. Survived by his widow and two daughters.

**LOWERY**—Joseph E., 46, secretary with various carnivals and a well-known figure in Chattanooga politics, in that city April 16. Survived by two brothers, Clarence and Clinton, Chattanooga, and two sisters, Mrs. J. B. Bayless, Chattanooga, and Mrs. Walter Harris, Detroit.

**LEONARD**—Sidney M., 57, former stock and rep performer with the Cleo and Ollie Hamilton and Bunny Stricker rep shows, April 18 in a Tampa hospital. He appeared in several Broadway productions and at one time had his own show on the road. Survived by his widow, Margaret. Burial in Garden of Memories Cemetery, Tampa.

**MCCORMICK**—F. J., 50, Irish stage and film actor, in Dublin, April 24. He was a member of the Abbey Theater group and played a character role in *Odd Man Out*, the British movie now showing in New York.

**MANN**—Helen R., 31, film actress, in Hollywood April 20. Survived by her parents and a brother. Burial in Glendale, Calif., April 23.

**MILLER**—Dr. Frank E., chiropractor and former violinist with the Cincinnati Symphony Orchestra, April 21 in Cheviot, O. Survived by his widow, Orpha. Services April 24 followed by cremation.

**MITCHELL**—John H., 29, employee of Royal American Shows, April 19 in Tampa Municipal Hospital of injuries sustained when a tractor turned over on him. Survived by his widow, Maxine, and a sister, Mrs. J. L. Maynard, of Atlanta. Burial in Tampa April 21. (Details in Carnival Section.)

**MOLLOTT**—Jacob, 55, prominent Kingston, N. Y., musician, February 12 at his home in that city. A violinist, Mollott had played in the Kingston Opera House and Broadway Theater orchestras and for many years conducted his own orchestra. He was president of the Kingston Musicians' Union, Local No. 215. Survivors include his widow, Sophia; a daughter, Rhoda; a brother, Alec, all of Kingston, and four sisters, Mrs. E. M. Lebowitz and Estelle, Brooklyn; Mrs. George Sponsler, Baltimore, and Mrs. E. B. Greene, Washington. Services February 16, with burial in Montrepose Cemetery, Kingston.

**NORTHROP**—Virgil P., horse trainer, April 21 at his home in Jacksonville, Fla. Survived by his widow, Florence; two sisters and two brothers. Services April 23, with burial in Oaklawn Cemetery, Jacksonville.

**NUGENT**—John C., 79, actor, author and vaude comedian, in New York April 21. He started in amateur theatricals, graduating into a traveling repertory company and made his New York debut in a skit,

*The Veteran*, at the Union Square Theater, in 1900. Nugent wrote all his vaude material and collaborated with his son, Elliott, on *Kempy*, a comedy in which they and Nugent's daughter, Ruth, scored a smash hit. His wife, the former Grace Fertig, who died in 1930, also appeared in several of her husband's plays. Besides his vaude sketches and *Kempy*, Nugent was author of 13 plays which were produced on Broadway, as well as movie scripts and his memoirs, titled *It's a Great Life*. Surviving are his daughter and son.

In Loving Remembrance of  
My Husband

## JOHN O'SHEA

Who Passed Away May 2, 1943

Edna O'Shea

**O'CONNOR**—Charles A., former circus trainmaster, in U. S. Veterans' Hospital, Portland, Ore., April 22. Survived by his widow, Mary, cow-girl known in showbiz as Belle Lynch.

**PAINE**—John G., 57, general manager of the American Society of Composers, Authors and Publishers (ASCAP), in Detroit April 23. Survived by his widow, Rhea, and a son, Robert G., a staff member of ASCAP. (Details in Music Department.)

**PROVENCHA**—Earl, 54, park and carnival concessionaire, in Sunland, Calif., April 17. Before he became ill a year ago, he operated concessions on the Ferris Greater Shows and with the Myer & Suker Amusement Company. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, April 21. Survived by his widow.

**RUNITCH**—Ossip, 57, actor and producer, in Johannesburg, South Africa, April 7.

**SCHMIDT**—Paul H. Jr., 22, orchestra leader, April 15 in Jewish Hospital, Philadelphia. Surviving are his parents, Mr. and Mrs. Paul H. Schmidt. Services and burial in Philadelphia April 21.

**SCHUBERT**—John P., 78, father of Paul Schubert, New York radio commentator, April 19 in Wilton, Conn. At one time he was comptroller of the Waldorf Astoria Hotel, New York. Survived by his widow, son and three daughters. Burial in Wilton April 21.

**SHEPPARD**—Earl, 51, of the Golden West Shows, in Sacramento, April 9 from a rattlesnake bite. Surviving are his widow, Alice, and a daughter, Mrs. Edna Cassey. (Details in Carnival section.)

**SHERRY**—Laura, former actress and founder of the Wisconsin Players, in New York April 18. She appeared on Broadway with Richard Mansfield and Sir Beerbohm Tree. Mrs. Sherry founded the Wisconsin Players, one of the country's first little theaters, in 1909. She was vice-president of the Drama League of America and associated with other theatrical groups.

**TRACEY**—Cletus, ride foreman with the J. R. Edwards Shows, April 17 in Wooster, O., of injuries sustained in an auto crash.

**WALDEN**—Alfred James, 80, British song writer under the pen name of Harry Wincott, in Yeovil, Eng., April 20. He wrote his first song at the age of nine and was credited with turning out 20,000 songs, mostly for actors in the London music halls. One of his most popular ditties was *Any Old Iron*. He claimed authorship of the World War I soldiers' favorite *Mademoiselle From Armentieres*, but this claim was widely disputed.

**WARD**—George A., 46, veteran radio announcer, in New York April 22. For the past 10 years he was announcer at WNYC, New York, where he handled the *Star Gazer* and other programs. Surviving are his widow, Mary; a daughter, Patricia, and his father, George J. Ward.

IN LOVING MEMORY OF

## ARTHUR A. WALSH

My Dear Husband, who passed away on  
May 4, 1946

How Strange it seems with so much gone  
Of life and love I still live on  
Although you're gone, you are ever near  
You are my guiding spirit and always here

Lillian A. Walsh

**WHITEHOUSE**—Virginia, 30, of the vaude team of Whitehouse and White, April 15 in Houston. Burial in Cloquet, Minn., April 19.

**WILKINS**—Mrs. Maudie Mae, 52, wife of William Wilkins, trombonist with the Cincinnati Symphony Orchestra, April 22 at her home in Cincinnati. Besides her husband, she leaves a son, Ned, and a daughter, Shirley. Services in Camden, O., April 25, with burial in Somerville, O.

**WILLIAMS**—Edward A., 89, for 35 years trombonist in John Philip Sousa's Band, in Washington April 18. He had also played in the marine band and in the pit orchestra of Washington's old Knickerbocker Theater. He made two world tours, and played at the Columbian Exposition in Chicago with Sousa's Band. Surviving are his widow and a daughter.

**YELTON**—Robert, 42, carnival concessionaire for more than 20 years, April 7 in Columbia, Miss. Survived by his widow, Ann, and two stepsons, Albert Julian and Edmond Eugene Harris. Burial in Columbia.

**SIMONS**—Mrs. Jennie, 72, mother of Jack A. Simons, manager of the Center Theater, Hartford, Conn., in Pittsburgh recently.

## Marriages

**BOLLIG-POUNDS**—Clarence Bollig, of J. R. Leeright Shows, and Helen Pounds, of Brownie Amusements, April 15 in Okemah, Okla.

**DONLEVY-HAWKINS**—Orger Donlevy, bass player with Spike Jones's orchestra, and Brunelda Hawkins, bass player with the Detroit Symphony Orchestra, in Baltimore May 4.

**MARTINI-TAFEL**—Nino Martini, Metropolitan Opera tenor, and Mrs. Nancy Maloney Tafel, in Stamford, Conn., April 22.

**MOORE-KAYE**—Floris Moore, one of the owner-operators of the Barrymoore Hotel, Denver, and Alma Kaye, stage and radio singer of Stratford, Conn., in the latter city April 19.

**ROSE-JEROME**—Irwin Rose, of Consolidated Radio Artists (CRA) cocktail department, and Gloria Jerome, magician, in New York April 20.

**SUPRENANT-RUSSELL**—Norman Supernant and Marie Russell, April 19 in Chicago. Bride is the daughter of Jack Russell, of Mutual Entertainment Agency, Chicago.

**THORNHILL-VANDYKE**—Alan Thornhill, British playwright, whose play, *The Forgotten Factor*, has been running in London for six months, and Barbara Van Dyke, of Summit, N. J., in London April 23.

## Births

A son, Jacques Robert II, to Mr. and Mrs. Jacques Leslie, at Cedars of Lebanon Hospital, Los Angeles, March 13. Father is a motion picture executive; mother is Aleen Leslie, radio writer.

A daughter, Susan Mary, to Mr. and Mrs. Frederick M. Packard at Cedars of Lebanon Hospital, Los Angeles, March 17. Father is a producer at Universal-International Pictures; mother is a daughter of J. Arthur Rank, British film magnate.

# CHI, ST. LOOEY ON HOT PACE

## Barnes Moves At Fast Pace

Galaxy of outstanding features offered—storybook-land spec colorful, slow

By Pat Purcell

CHICAGO—April 26.—With the cash rolling thru the wickets at a phenomenal pace, the first week indicating another record-breaking run. Barnes Bros.' Circus at the Chicago Stadium stands out as the premier of the series of this particular annual indoor presentation, a thrill packed program well paced leaving little to be desired.

Again it is offered in one ring and on two stages, also with considerable emphasis in the air, and Sam J. Levy, production manager, made a wise selection of acts to weld into a harmonious program with plenty of variety even tho it isn't exactly what a circus doctor of the old school would order.

There are plenty of features, including a colorful *Storybookland* spee, Terrell Jacobs and his jungle beasts, William Heyer and Starless Night, Elly Ardelty, La Tosca, the Antaleks, Bill Buschbom and his new Liberty horses, the new George Hanneford riding act, the Gretonas on the high wire and, thrilling as ever, Aida, the Girl in the Moon. These features were paraded in the (See BARNES MOVES on page 75)

## Excellent Turnout At Mich. Course

LANSING, Mich., April 26.—More than 80 fair officials representing more than 30 fairs attended the two-day short course on fair management here this week at the Hotel Olds.

Included in the turnout was one park man, R. D. Ames, of Bobs' Picnic Park at Pontiac, in to see what he might learn.

From out-of-State were two Canadians and one New Yorker. They were Alex B. McKague, Teeswater, Ont., past president of the Ontario Association of Agricultural Societies; J. A. Carroll, superintendent-secretary of the Ontario Association of Agricultural Societies, and Carleton J. Larson, Chataqua County Fair, Dunkirk, N. Y.

Included among others who registered were:

Paul F. Richter Jr. and Robert Bang, Van Buren County Fair, Hartford; E. J. Besemer, Wayne County 4-H Fair; H. F. Moxey, Michigan State College; H. S. Cauffman and Fred Miller, Cass County Fair, Cassopolis; Ray Houston, Richmond; Irving L. Pratt and Robert Eesslund, West Michigan Fair, Ludington; Roscoe Flinn, Greenville 4-H Agriculture Fair, and L. R. Schroeder, St. Joseph County Fair, Centerville.

L. S. Salow, Wayne County 4-H County Fair; R. Lynor Lewis, Oakland County Fair, Pontiac; O. B. Hall, L. D. Coffey and Robert E. Sellers, Powlerville Fair; Mrs. Ralph Brown, Bad Axe Fair; Mr. and Mrs. Ed McCrea, Ralph H. Brown and George A. Heusser, Huron County Fair, and Joy O. Davis, Ingham County Fair, Mason.

Arthur N. Root, Eaton County 4-H Fair, Chartotte; Carl L. Mantey, Tuscola Fair, Tuscola; Rose Sarlow and Allan Williams, Ionia

## Traveling Shows Are Target Of Saskatchewan Tax Act

REGINA, Sask., April 26.—The Traveling Shows Act, a bill which requires circuses and traveling shows coming to the Province of Saskatchewan to obtain a license from the provincial minister of labor, has been passed by the Legislature.

"The new provincial licensing, as authorized by the act, is simply a new method of collecting a tax that has been in force for some time," Provincial Treasurer C. M. Fines said. In the past, he said, the provincial government received a percentage of the receipts of any circus, rodeo or midway, as provided for under the Corporation Tax Act. Under the present Saskatchewan-Dominion taxation agreement, the province vacated the corporation tax field and the substitution of a license for the tax levy on traveling shows became necessary to comply with terms of the agreement with the dominion government.

Provincial licensing of traveling shows will continue for the lifetime

## Record Crowd Sees Williams Grove Bow

WILLIAMS GROVE, Pa., April 26.—The largest crowd in local auto racing history, 47,682, attended the inaugural card of the Williams Grove Speedway here Sunday (20) and saw Ted Horn, Paterson, N. J., win the 30-lap feature event in the record time of 13:52.67, bettering his own mark of 14:5.22.

The crowd got its first glimpse of the \$20,000 worth of improvements installed this year by Promoter Roy E. Richwine. A reinforced concrete and steel underpass, to permit cars and spectators to enter the infield without crossing the track, has been constructed under the front straightaway. A steel truss overhead bridge for spectators has been erected over the track in the backstretch.

An innovation is the macadamizing of the pits, plus the piping of water to the pits. The track has been banked, bringing it close to its original construction when opened in 1939.

Free Fair; Leland Wheeler and Gordon R. Schlubatis, Branch County Fair, Coldwater; Clinton Buell, Fred R. Smith and B. C. Melencamp, Kalamazoo Free Fair, and R. B. Coneth, Ogemaw County Fair, West Branch; Clarence E. Prentice, Sandusky County Fair, Sandusky, and Gordon Smeckert.

Hazen L. Funk, Michigan State Fair, Detroit; Clarence H. Harnden and M. Mulrooney, Saginaw; Clare G. Fuller and Irene Younkers, Oakland County Fair, Oxford; H. H. Hungerford, Lewanee County Fair, Adrian; Mr. and Mrs. Harry B. Kelley, Hillsdale Fair; Mr. and Mrs. Forrest Wenberg, Kalamazoo; John D. Strange, R. D. Sharkey, F. D. Kins and Sid Phillips, Charlotte; Lewis E. Beals and Jack Wood, Midland; M. H. Moore, Mildford Fair, and F. W. Kelly, Barry County Fair, Hastings.

Harold G. Sellers, North Michigan Fair, Cheyboygan; R. M. Osserwaarde, Ron L. Lowling and Ed Dunkel, Berlin Fair, Marne; Hans Kardel and L. D. McIntyre, Eaton County 4-H Fair, Charlotte; Charles H. Wade and Jay F. Johnson, Van Buren County Fair; E. W. Delano, Allegan County Fair, Allegan; Andy Adams and George Coners, Hillsdale Fair, Hillsdale.

of the taxation agreement only, Fines said. Circuses and other transient forms of entertainment may require a license from both the province and the municipality before giving performances in Saskatchewan.

Rates for the licenses have not been worked out, pending an agreement with the municipalities.

For operating without the license, show owners are liable on conviction to a fine of not less than \$200, nor more than \$300 for every day the show exhibited in the province.

## Okay Amendments To Outdoor Show Law in Vermont

MONTPELIER, Vt., April 26.—An act to amend certain sections of public laws of Vermont pertaining to outdoor show business have been approved, according to Clyde M. Coffrin, deputy commissioner of taxes, who pointed out there was a misunderstanding about the recent amendments.

"This law provides a fee of \$5 for each railroad car for each day on which any circus performance is given and \$3 for each truck or automobile used. This also applies to Wild West shows or other itinerant shows not exhibited in a theater, opera house or other permanent place for public shows, and the law covers railroad cars, motor trucks or automobiles used to transport the property, equipment or personnel of such shows," Coffrin said.

The law relating to carnivals has been changed, Coffrin pointed out, because not only does it cover carnivals but also independent concessionaires. The fee is \$5 per week for each individual show or exhibit, or to operate any riding device of any kind or to keep or maintain any concession stand.

A new feature, Coffrin said, provides that roll downs, blowers, spinners, nail games, bumpers, skillo, creepers, trace tracks, spot the spot and all other games which, in the opinion of the tax commissioner, are objectionable, are forbidden. Also forbidden are games controlled by the operator.

Penalty in the case of violation is not less than a \$50 fine, nor more than \$100, or imprisonment of not less than three months, nor more than one year or both.

Coffrin said the law, as stated, now merely puts into the law what has been practiced by the tax department of the State for many years—that of requiring the carnival to pay the license fee rather than allow the sponsor to pay the fee.

"I have always insisted on the carnival paying the license, regardless of any contract which he might have had with a sponsoring organization," Coffrin said.

New York will have 47 county fairs operating this fall, one less than last year, according to a recent announcement from the State Department of Agriculture in Albany.

## Cops Present Big Program

Superlative advance, pleasing show pull 'em — too many acts

By a Staff Correspondent

ST. LOUIS, April 26.—Annual Police Circus opened a 15-day engagement here Sunday (20) and thru the first five days business rode on an even keel with the record sprint of 1946, which, the guardians of the law say, indicates another new record before the final performance May 4, and they are giving the nod to the class of the performance in addition to their superlative advance promotion campaign.

The performance, staged in three rings, on two stages and all over the ceiling of the massive arena, offers what undoubtedly is one of the greatest collections of top standard acts in the history of this sponsored event. Contemporary producers and show owners who have been in attendance seem unanimous in the opinion that there is just too much which, of course, cannot be construed as adverse criticism when it is realized it is all out and over in 2 hours and 45 minutes.

Plenty of Action

From the viewpoint of matched displays, the program leaves a lot to be desired, but those who like action and lots of it have to leave the hall with that entirely satisfied (See ST. LOOEY on page 75)

## Grand Ol' Opry Tumbles With Mobile Biz Fall-Off

MOBILE, Ala., April 26.—WSM *Grand Ol' Opry*, featuring Bill Monroe and the Blue Grass Boys, played to small audiences here April 21-22, the official attendance paid being exactly 1,518 people, of which 154 were children.

Mobile has been overworked with tent shows, this being the second flop in less than a month, Sparks Circus falling down badly. A. P. Patterson, amusement tax collector for the city, says that the amusement tax in Mobile this year so far as been at a low ebb.

## Blevins Announces Cut In Popcorn Seasoning

NASHVILLE, April 26.—The Blevins Popcorn Company announced a reduction of approximately 15 per cent in liquid and solid seasoning. Reduction was made, officials said, in response to President Truman's appeal for lower prices.

## Limit Fireworks Sales

COLUMBIA, S. C., April 26.—Under an act ratified by the General Assembly and sent to the governor for his signature, the sale of fireworks in South Carolina would be limited to sparklers, pistol caps and Chinese firecrackers. The restriction would not apply to public displays.

# WAUGH RESIGNS AT MEMPHIS

## Funspot Mgr. Hits Red Tape

**Stormy petrel charges commission with inefficiency, too much interference**

MEMPHIS, April 26.—Charging the Memphis Park Commission with "inefficiency and too much red tape," Howard Waugh, stormy petrel of Memphis show business, resigned as manager of Fairgrounds and Linden Avenue Amusement parks here.

In a wire to *The Memphis Press-Scimitar*, Waugh said, "I neither deserve nor appreciate the lack of confidence which was definitely displayed tonight (Saturday 19). Neither do I wish to be connected with any set-up having a man of Richard Berry's (park commission secretary) caliber. Please inform John Vesey (chairman of the Memphis Park Commission) of my resignation effective as of now."

Waugh, who it is understood has an amusement park offer in New York, has been outspokenly critical to his intimates of operation of the Fairgrounds Amusement Park for some time.

"Too many cousins on the pay roll," he recently remarked. "It's a headache."

### Wrote Letter April 1

In a letter to the park commission dated April 1, he wrote: "As previously discussed with H. S. Lewis (general park superintendent), the writer would like to be relieved as manager of the amusement parks at the convenience of the board.

"Being an amusement man and viewing this assignment from an amusement standpoint, under the handicaps and red tape I realize are so necessary under a city-operated set-up, it is impossible for me to do a job that would satisfy anyone, least of all me.

"In conclusion I want to definitely go on record in stating that I deeply appreciate Mr. Vesey's confidence in placing me here; I also want to state that Mr. Lewis, my immediate superior, gave me finer co-operation, so far as he could, than I ever received on any job, and I doubt that I would have been able to continue without his constant help, encouragement and excellent advice."

In talking to reporters following his resignation, Waugh said, "Lewis is a prince of a fellow and a capable man. We got along fine together. He's the only one in the whole set-up who knows the score, tho."

### Visit Causes Trouble

Waugh's resignation followed a surprise visit to the park cashier's office where Vesey said he went to observe the method used by Waugh in closing out a day's business.

Vesey, in commenting on Waugh's resignation, said Waugh's attack on Berry was "unwarranted" and declared he could find no justification for Waugh "taking offense or his assumption that we distrusted him."

"It is the duty of the chairman and the financial responsibility of the secretary of the park commission to know how the funds are being handled," Vesey declared, "Nor do they have to request the permission of an employee for the privilege of observing these processes."

Vesey said his decision to pay (See **WAUGH RESIGNS** on page 50)

## Sitting 'Round the Table

(Editor's Note: Do you like the annual winter convention program of the National Association of Amusement Parks, Pools and Beaches, or do you think there should be some changes made? This column, which is a clearing house for ideas on the park business, is at your service to air your gripes or tell of your likes regarding the NAAPPB convention. If you haven't voiced your opinion on the current question, "What bugs should be taken out and what improvements do you suggest for the NAAPPB winter convention and also the NAAPPB trade show?" do so now because time is short and soon we'll take up another subject in these columns. Send your views on the current question to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill.)

### More Round Tables

From observation after several years' attendance at the annual convention, I would like to suggest they have more open round-table discussions regarding various park problems.

I think there definitely should be at least two or three discussions of this type during the convention to enable everyone to bring up and share their views and gather information from other park operators and owners as to advertising, free acts, fireworks, method of picnic bookings and a general discussion along these lines.

I might add that with the exception of the above, I think the convention is run and handled in a very capable manner and that everything else of importance is taken care of in a very satisfactory way.—F. L. HALL, general manager, Crystal Beach, Buffalo, N. Y.

### He's Satisfied

I am of the opinion that the program committee, working with the president and secretary, is fully able to formulate plans.—LEONARD B. SCHLOSS, Glen Echo Park, Glen Echo, Md.

## 100G Blaze Hits Crystal Beach, Vermilion, Ohio

VERMILION, O., April 26.—Fire, believed caused by lightning, swept thru Crystal Beach Park here Sunday (20), destroying a two-story building which housed the Penny Arcade, roller rink and cafeteria; a warehouse and a cottage, and damaging the new concrete block toilets, the recently completed popcorn stand and several privately owned cottages.

Loss, partly covered by insurance, was estimated at \$100,000 by Manager James Ryan, who said a temporary building will be erected to care for the roller rink and arcade.

The amusement section will open late in May, while the dance hall will continue its Sunday night name band policy until the spot officially opens.

## Detroit Spots Hit By Cold Weather

DETROIT, April 26.—Opening of the Motor City Park season last week-end suffered severely from the weather, with business way off from last year.

Eastwood and Edgewater parks opened Friday night (18) in cold weather, followed by rain on Saturday and a heavy snowstorm Sunday. Weather was so bad Eastwood did not even open Sunday.

Park operators reported business done during the few hours they were open as negligible.

## Palisades Bow Great Success Despite Weather

NEW YORK, April 26.—Palisades (N. J.) Amusement Park, despite cold and damp weather Saturday (19), registered one of its largest and most enthusiastic opening-day crowds.

A day-long threat of rain failed to dim the sheen of new paint and the sparkle of thousands of newly cleaned electric lamps. The marquee arrangement of the latter, supplemented by the usual profuse outlining of units, is elaborate. The electrical display, said by Irving Rosenthal to cost more than \$200,000, consumes \$4,000 worth of juice weekly.

Two new rides, a Looper and Roll-o-Plane, both owned and operated by Earl Purtle, only indie in the park, have been added. Purtle and his wife, Ethel, are operating their Motordrome again this year.

Enoch Light's ork, featuring vocalist Evelyn Kent, played for free dancing. The three Barretts, aerialists, booked thru George A. Hamid, Inc., provided thrills. A triplets convention highlighted the afternoon. Radio personalities Bea Wain and husband, Andre Baruch, and Ted Husing made personal appearances at the night show.

Joe McKee, building superintendent, handled some of the entertainment chores. Among the guests noted were Mrs. Bess Hamid, George A. Hamid Jr., Magnolia Hamid, Herman Blumenfeld, Joe Hughes and Dolly McCormick.

## Fireworks Feature Pontchartrain Bow

NEW ORLEANS, April 26.—A huge fireworks display, provided by the Thearle-Duffield Fireworks Company, Chicago, was to feature the grand opening of Pontchartrain Beach here tonight and Sunday, Harry J. Batt, president and general manager of the amusement spot, said.

Two free acts, the Great Mouton, high tower act, known as the Cajun Daredevil from Lafayette, La., and the Milanos, also were to be featured.

Batt said two new rides have been added this year and he reported the ride prices have been reduced 25 per cent.

Guests of Batt at the opening were George A. Schmidt, owner of River-view Park, Chicago; Mr. and Mrs. Fred Tennant, concession manager of the Texas State Fair, Dallas; S. B. Cox, auditor of the Texas State Fair, and Mr. and Mrs. Morris Hankin, coin machine figure of Atlanta, along with their daughter and son-in-law, Mr. and Mrs. Arnold Feldman.

## Bob Lo Racial Appeal Denied

**International angle ignored in upholding decision based on Michigan civil rights law**

DETROIT, April 26.—Racial discrimination in an amusement park case was slapped down on the defendant by the Michigan Supreme Court this week, even tho international law was apparently involved. Case was brought by a Negro woman who was ordered off a ship at Detroit in 1945, bound for Bob Lo (Bois Blanc) Park, at the mouth of the Detroit River.

The State civil rights statute was involved, and Bob Lo Excursion Company, operating the island and the ships which provide the only means of access from Detroit, was held to be subject to the jurisdiction of the State law because it operates a public conveyance, the Supreme Court said in upholding a previous Circuit Court conviction against the company.

Bob Lo itself is a Canadian island. In its defense the company contended that it was engaged in "foreign commerce" and that the State law did not apply. This contention was overruled. The overwhelming majority of Bob Lo patrons for 30 years have been from Detroit.

## Euclid Beach Ballroom Dark Opening Night

CLEVELAND, April 26.—The dance hall at Euclid Beach Park, Cleveland, was not in operation Thursday (24), opening date for the park, and if it is used at all this season it will be run by a private club. The park management also revealed the bath house will not be operated this season.

The park's application for a city amusement park license, required for the first time this year, confirmed the report the roller rink would be operated by the Cavalier Club, a private org. A similar set-up for the dance hall is possible, the management said.

Mayor Thomas Burke announced legitimate private clubs would be permitted to operate concessions at amusement parks. He said a thoro investigation would be made to ascertain whether the clubs were subterfuges fostered by the management to avoid admitting Negroes who have been barred from dancing, skating and swimming.

Return of Euclid Beach's application disclosed a difference of opinion between the park management and Stanley Nemeck, city license commissioner. Nemeck said the statements on the application blank meant neither the park nor a private organization would run the dance hall.

The park management believed the statement meant the dance hall would not be operated merely on the opening night. Nemeck said an amended application could be filed if the dance hall was to be operated by anyone.

**Strolling Thru the Park**

**Carroll and Storin, Riverside, Don't Forget Public Relations**

Altho Riverside Park, Agawam, Mass., is humming with activity due to the tremendous increase in business already registered, execs of the park haven't forgotten their public relations program features.

Owner Ed Carroll was captain in the recent Springfield, Mass., YMCA drive and sits in with the directors of the Springfield Convention Bureau. Carroll and Harry Storin, the latter public relations director at Riverside, attended the annual dinner meeting of the chamber of commerce in Springfield and Storin recently was the main speaker at the second annual Eastern Industrial Conference in New Haven, Conn.

The Riverside execs never miss an opportunity to "meet friends and influence people," Storin says.

John Coleman, president of Riverside Amusement Park, Indianapolis, in announcing there would be no increase in the price of soft drinks at his spot this year, says "it's easier to get

nickels than dimes and the upping of prices will eventually kill the amusement park business." Riverside will make a specialty of a new 5-cent orange drink and hold the line on prices wherever possible. One of the new installations at Riverside this year is the electronic hot dog cooker. The new contraption, Coleman says, cooks by radio. If it proves satisfactory he plans to install more of them.

Mr. and Mrs. H. J. (Chief) Terrill, manager of Silver Beach Park, St. Joseph, Mich., were in Chicago last week celebrating their wedding anniversary.

Spring Mount Park, Norristown, Pa., will feature free bathing at its spot as a tie-in with the National "Swim for Health Week," June 23-28.

**Mass. Kills Extra Hour For Saturday Night Biz**

BOSTON, April 26.—Efforts by the concessionaires at Revere Beach, Nantasket and other Massachusetts pleasure resorts under the control of the Massachusetts District Commission to boost the Saturday night closing hour from midnight to 1 a.m. Sunday, struck a snag Tuesday (22) in the State Senate. By a standing vote of 13 to 9, the Senate reversed its decision of the previous day which gave week-enders an extra hour of fun.

Burton F. Faulkner, Democrat of Somerville, Mass., stated that "it seems to me that an attempt is being made to start in on the other end of Sundays," and pointed out that sports concessionaires have whittled away at Sunday afternoon and evening.

Another round of the battle on reconsideration was set when Joseph A. Melley, of Chelsea, brought up a motion to reconsider the adverse vote.

**Boal, Mills Land Concessh Privileges in Kansas City**

KANSAS CITY, Mo., April 26.—The Kansas City Park Board awarded a one-year contract to C. A. Boal and George H. Mills to operate concessions at the country club plaza tennis courts, at two city baseball diamonds, at municipal band concerts and other park locations. Agreement calls for Boal and Mills to pay the park department 10 per cent of their gross receipts.

Board also approved a new three-year contract with Swope Park Boat House, Inc. for the boating concession at Swope Park Lagoon. Firm is headed by James G. Guinotte.

**Battery Excursion Boats To Atlantic Highlands Resumed**

ATLANTIC HIGHLANDS, N. J., April 26.—Excursion boats from the Battery, New York, discontinued during the war, will resume service to this port June 15. A new operating company has leased the former Central Railroad, of New Jersey Pier, now owned by the municipality, and will use buses to transport passengers to Asbury Park, Monmouth Park race track and other shore resort spots.

An excursion boat accommodating 2,400 passengers will shuttle between lower New York and this port in a little less than three hours for the round trip.

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# Waugh Resigns Memphis Post

(Continued from page 48)

Waugh's cashier a visit was in the interest of expediting reports on amusement park funds to the courthouse office of the park commission.

"We discovered that ticket boxes containing the stubs were not returned to the office and upon investigation learned they were staying out on the rides and being emptied about once a week and burned. It is evident this was not a proper policy. We have instructed that hereafter the boxes be returned to the office after each night's business and ticket stubs counted and examined.

### Indefensible, Vesey Says

"Waugh's attitude in walking off the job and his attack upon the secretary of the park commission is indefensible," Vesey said.

Berry, in commenting on the situation, said, "I don't know why Waugh singled me out. There has been no difficulty with the books and they are in order. I know of no incident which would lead to this."

In a further explanation, Waugh said, "They really don't need a man of my type at the fairgrounds because about all you do is pick up the phone and say 'yes' when the park commission calls and tells you what it has decided to do. I have always been a showman and wanted to operate the amusement park in the manner I thought would be good business, but it is impossible to get any co-operation or get anything done under the present set-up and I finally just got tired of all the red tape and trouble."

### Salary Was \$4,800

Waugh, who was appointed to the \$4,800 a year job here last spring, will be succeeded temporarily, Vesey said, by Berry. Vesey said that James A. Matthews & Company, certified public accountants, will make a "routine audit" so Waugh can be checked out.

Before taking the Fairgrounds Park job, Waugh was for many years Warner Bros. zone manager in Tennessee and Kentucky and manager of the Warner Theater here.

## Eight Name Bands Set For Dayton's Lakeside

DAYTON, O., April 26.—Gerald Niermann, manager of Lakeside Park here, which already has bowed for week-ends and which will open for full-time operation May 30, has booked eight name bands to date. These include Johnny Long, Jimmy Dorsey, Tony Pastor, George Olson, Orrin Tucker, Frankie Masters, Dick Jergins and Vaughn Monroe.

Old Hilarity Hall has been replaced with a new streamlined Whip and three new kiddie rides will be added later in the season.

## Carroll Books Monroe Ork

AGAWAM, Mass., April 26.—Ed Carroll, owner of Riverside Park here, has booked Vaughn Monroe's orchestra for the opening dance of the season May 28. Saturday dances will start May 31 with Wendell Bradway's ork, local unit, featured. Al Strohman's orchestra, also a local band, will play June 11.

## With the Zoos

Sultana, polar bear brought to Milwaukee's Washington Park Zoo in 1912 from Greenland to become the first polar bear ever to deliver and raise young in captivity, died April 13 in the Milwaukee Zoo.

A snake expedition, headed by Director R. Marlin Perkins, from Lincoln Park Zoo, Chicago, was in Louisiana looking for rattlesnakes and copperheads. First day near Gramercy, La., the expedition came up with 110 specimens, including a half dozen deadly cottonmouths.

New York's Bronx Zoo shipped 10,000 earthworms by air freight April 15 to intercept in the Canal Zone a shipment of three platypuses which are en route from Australia and destined for the zoo. Worms will be used to supplement the animal's rations which were running low. A platypus has not been on display at the zoo since 1922 when one was kept alive for 49 days.

Voluntary collections are being taken in Boston to purchase additional animals for Franklin Park Zoo. Last official count showed \$680 in the box. Daniel J. Harkins, curator of the zoo, recently was the subject of a feature story by Tom Horgan, Associated Press staffer, in *The Manchester (N. H.) Leader*.

Several dozen rare birds, captured by Charles Cordier, zoo collector, were placed on exhibition at New York's Bronx Zoo March 26. Included was a Guatemalan Junco said to be the only one ever to have been exhibited anywhere in the world. Junco is smaller than a sparrow and has gray plumage, white tail features and a flesh colored beak.

Birmingham may build a zoo soon. The Birmingham Junior Chamber of Commerce has requested the plans of the Jackson, Miss., Zoo with the idea of establishing one in Birmingham. At present, Jackson has the only zoo between Atlanta and Dallas and New Orleans and Memphis.

John D. Wixom, Black River Falls, Wis., writes that he recently returned home after delivering a pair of water buffalo to the Memphis Zoo and a yak to Frank E. Peters, Pelly, Tex. He also visited zoos in Houston, Dallas and Fort Worth, Oklahoma City and Tulsa, Okla., Springfield, Mo., and St. Louis; Bill Snapp and Joe Green, of Snapp's Greater Shows at Joplin, Mo., and Dr. M. B. Mathers in Mason City, Ill. Wixom says he purchased 15 head of wild animals and 22 Brahma bulls on the trip.

Leo Blondin, director and keeper of the Oklahoma City Zoo, reports that Ruby, dromedary camel, recently gave birth to another son, which has been named Prince Mungo. Blondin was the subject of a story on the front page of *The Daily Oklahoman* recently.

## Hampton Beach Casino Ballroom Opens Season

HAMPTON BEACH, N. H., April 26.—The Casino Ballroom opened Saturday (19). Season will get into full swing immediately after Memorial Day.

Ted Herbert and his orchestra are the first attraction, with Vaughn Monroe's ork opening May 18.

## Rain Hits Summit Beach

AKRON, April 26.—An all-day downpour washed out the first week-end preview of Summit Beach Park here Sunday (20). The downpour also hit the Zeiter Speedway's first midget auto races at Sportsman's Park located between Akron and Cleveland.

# Mardi Gras Cele Set For Rockaway Beach

ROCKAWAY BEACH, N. Y., April 26.—Plans for a post-season Mardi Gras celebration in the amusement area at Rockaway Beach were outlined at a recent meeting of the Beach 98th Street Amusement Men's Association. Labor Day week-end and the week following have been set aside for a celebration of the Golden Jubilee of the amusement area. Fireworks displays every night, block parties, a cavalcade of clowns and additional special events are planned.

Newly elected officers of the association are A. Joseph Geist, head of Rockaways' Playland, president; William Ebach, vice-president, and Martin W. Martin, secretary-treasurer. Members of the board of directors include Nat Faber, Irving Altman, Masso Iwai, John O'Gara, Timothy Woods, Julius G. Rabinowitz, William Nunley, Sonny Stone, William J. Hicks and James Meisel.

## Lack of Steamship Service Halts Tashmoo Reopening

DETROIT, April 26.—Val Campbell, Gus Sun Booking Office, and Arley Fleming, operators of Tashmoo Park on Harsen's Island, have tentatively abandoned plans to reopen the park on an enlarged scale this season. Lack of steamship service on the Great Lakes, caused by labor disputes, has made direct access from Detroit impossible, and the park accordingly may remain closed.

Project to move the Merry-Go-Round, a 64-passenger unit, to Belle Isle Park, operated by the city, has been presented to the city council by the park owners, and is now pending official action.

## Kaydeross Beach, Saratoga, Sets Opening for May 24

SARATOGA, N. Y., April 26.—Kaydeross Beach Park here will open May 24, according to Jack Gross, manager. Lydia Gross is assistant manager and Sylvester Cizmar, ride superintendent.

Fifty new picnic tables and a new three-phase power system have been installed.

The dance hall, managed by Fred Miller, will feature sponsored dances. Dave Kaufman will operate the Penny Arcade and skee ball alleys. Roy and Ruth Wilson will manage the Beach Tap Room. Fireworks will be featured every Saturday night.

## Crabbe Books Five Dates

NEW YORK, April 26.—Buster Crabbe has booked five dates for the third annual tour of his *Water Follies*. They are Pleasure Beach Park, Bridgeport, Conn., July 3-9; Ocean Beach Park, New London, Conn., July 11-14; Reed's Monte Carlo Pool, Asbury Park, N. J., July 14-20 and Municipal Pool, Rochester, N. Y., August 1-10.

## Palisades Again Signs Nevins To Do Publicity

NEW YORK, April 26.—The firm of Bert Nevins, Inc., has been signed for the 13th consecutive year to handle publicity for Palisades (N. J.) Amusement Park. Sid Schechtman, Nevins staffer, will handle the account.

## Gratis Shows at Dallas

DALLAS, April 26.—Fair Park is this season presenting free attractions for the first time. First act to appear at the park was Penny Millette, daughter of aerialist, Ira Millette. She offers a high-swaying pole number.

## LOOK

## LOOK

## LOOK

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BLOOMINGTON, IND.

# RICHMOND PROVES A FLOPEROO

## It's No Joke, Son! Hennies Cited for Contempt; Sally Will Continue To Fan 'Em

### There Have Been Big Doings Down Birmingham Way

BIRMINGHAM, April 26.—Harry W. Hennies, owner-manager of Hennies Bros.' Shows, found himself on the inside looking out for a short while, and Sally Rand was free to continue to wave her artistic fans, which she will do for Hennies Bros.' Shows opening Monday (28) at Terre Haute, Ind., as a result of the first encounter between this new boss-employee arrangement which this past week saw a series of hot charges and counter-charges in court, and a trial judge who decided the whole thing was a publicity stunt and proceeded to give vent to his wrath in upholding the dignity of the court. Chronologically, it happened like this:

Last February Harry Hennies and Sally Rand made an agreement whereby Sally and her company was to furnish the featured midway attraction on Hennies Bros.' Shows.

#### Verbal Agreement Only

Last Sunday (20) it came to light that Harry and Sally had agreed only verbally and it seems there was some disagreement over the agreement, and they came to the parting of the ways. Sally, it was alleged, went to the winter quarters Sunday evening to retrieve some of her possessions and wound up holding a warrant for her arrest for burglary, sworn out by Hennies.

Between Monday and Wednesday, the day set for the court hearing, Harry and Sally got together, fixed up a new agreement, and it all was supposed to end happily.

However, Thursday in court when Harry told his story as a witness for the prosecution, he admitted on the stand that Sally took "one trunk, according to an agreement between Sally and me in presence of two officers who accompanied her," and nothing more. Sally also testified she took the trunk with Harry's permission.

And, at this point, the law began to frown. Assistant Solicitor McCall took the floor and said:

"The warrant charging burglary was sworn out Monday. Mr. Hennies admitted he gave Miss Rand permission to get the trunk. He also admitted that, as far as he knew, she took nothing from the wagon other than her own trunk.

"Knowing she hadn't violated any laws, he still swore out the warrant. This action constitutes a malicious abuse of the processes of this court. It was a fictitious charge and partakes of a publicity stunt."

Whereupon Judge G. C. Boner discharged Miss Rand and fined Hennies \$50 and costs and sentenced him to five days in jail. The judge meant business, as shortly after Harry was committed to the clink, and he remained there almost 24 hours until released from the county jail on order of the Alabama Court of Appeals, Montgomery, suspending Judge Boner's sentence until a hearing by the Court of Appeals on May 15. Hennies was released on \$500 bond.

The action in Birmingham court is not complete, however, as an attachment writ has been issued for Tom O'Connell, Hennies press agent, who failed to answer a subpoena to testify for the State against Miss Rand.

Those around here in the carnival know seem to be definitely of the opinion that Hennies was leveling when he swore out the warrant for (See *No Joke, Son!* on page 53)



DESPITE THE FACT they had to bundle up in coats, Mr. and Mrs. Frank M. Sutton Jr., were extremely happy when they opened their Great Sutton Shows for the season March 29 at Sikeston, Mo.

## Long's United Biz at Fresno Good for 2 Wks.

FRESNO, Calif., April 26.—Long's United Shows concludes a two-week stand here tonight under auspices of the Veterans of Foreign Wars, and business from the opening gong has been very good, according to Harold Long, owner-manager. Weather conditions have been ideal. Org was located eight blocks from the heart of the city.

On the stand here the Long Shows had 10 rides, 12 shows and 35 concessions. Long has two more rides on order and expects delivery in the near future. The Four Albanis furnished the free act.

Mabel and Pat Munzo, cookhouse ops, report business excellent on this stand, as did Tom Armstrong, who operates the Octopus. "The Ferris Wheel and Merry-Go-Round did capacity business and all concession ops reported they were well satisfied with (See *LONG'S UNITED* on page 58)

## Royal American Ready for Season's Bow in St. Louis

TAMPA, April 26.—After a five-month rehabilitation program was completed, Royal American Shows pulled out of winter quarters here Thursday (24) with a trainload of glistening wagons to open the 1947 season with an 18-day engagement at St. Louis, Grand and LaCledde, beginning next Thursday.

C. J. Sedlmayr Sr., general manager, said the season's schedule will cover more than 25,000 miles. In addition to early still dates, shows will play Western Canada's A Circuit of exhibitions including the Provincial Exhibition at Brandon, Man.; Calgary Exposition and Stampede at Calgary, Alta.; Edmonton (Alta.) Exhibition; Saskatoon (Sask.) Exhibition; Regina (Sask.) Exhibition and the Canadian Lakehead Exhibition at Fort William, Ont.

#### Many Annuals Set

Important annuals contracted include Tri-State Fair, Superior, Wis.; Minnesota State Fair, St. Paul; Kansas Free State Fair, Topeka; Oklahoma Free State Fair, Muskogee; South Texas State Fair, Beaumont, and Louisiana State Fair, Shreveport.

## All Amusem't Ops Take Fall

Fat stock sales gratifying but that doesn't compensate for apathy of funseekers

By Jim McHugh

RICHMOND, Va., April 26.—Except for cattle sales, which were termed "very good" by General Manager Paul Swaffer, the Atlantic Fat Stock Show was destined to wind up an eight-day engagement here today, with all other components, consisting exclusively of entertainment features, very much on the nut.

The first such event to be staged by the Atlantic Rural Exposition on its new grounds, Strawberry Hill, will not be tabbed a total loss, however, as the new fair group figures the operating experience gained will be invaluable in the staging of future shows. Despite the poor start, the show will be an annual event, Swaffer said.

Post mortem advice was being offered freely by nearly all parties with a self-appointed interest but the officials and their contractual show business associates, George A. Hamid, Frank Bergen, Sam Nunis, Joe Chitwood and Lou Blackmon, are tolerably wise in the ways of mass appeal and it is unlikely that anyone can contribute a better analysis of these doings than the principals involved. No attendance figures were announced.

#### Orgs in Competition

Show has been staged in competition with four carnivals which are located on every approach to the fairgrounds, about four miles from town.

In addition Polack Bros.' Shrine Circus has been holding out at the Auditorium. As a result, some 200,000 Richmonders have been hard pressed to determine just where to go to spend their time and money. A stock show as such is not going to lure the city folks but, paradoxically, the latter are vital to economic survival.

#### Citizens Not Sold

Altho the event has been well publicized, there is reason to believe that the efforts covered too short a period of time and most of the citizenry, with a record of ardent fair attendance, have not been sold.

A lengthy, heavy promotion might have done the trick, if an advance sale had been stressed. As it was, customers were tapped for 50 cents on the gate and 25 cents for parking, and had to pay \$2 more to see the auto races. Combination gate and parking charge was later lowered to a total of 25 cents.

Plenty of entertainment has been available for the patrons if they showed. Sam Nunis drew about 1,100 on his opening day auto race. Joie Chitwood didn't do as well on his two thrill showings, Sunday (2) and Wednesday (23). Blackmon's rodeo, with Slivers Johnson and his Funny Ford, have showed to nearly empty stands twice daily. Tony Vitale staged the fireworks.

On the midway the World of Mirth Shows have long since chalked the engagement up as a blank. Three days of adverse weather didn't help (See *Richmond Floperoo* on page 53)

## Johnson City, Tenn., Okay for J. J. Page

JOHNSON CITY, Tenn., April 26.—J. J. Page Shows, owned and operated by Mrs. M. Page, bowed for the season here Saturday (19), on Keystone Field in the heart of the city, and one of the largest crowds in the org's history attended the opener.

The Octopus paced the rides, with the Chairplane and Merry-Go-Round close behind. Bill Gary and his *Hollywood Revue* paced the shows. Eddie Brenner, John Lewelynn, Elmer Reid, Roy Carey and W. J. Moore were among the concessionaires reporting big business.

The Ferris Wheel lost most of opening night because of a faulty motor. A new Diesel motor was installed and the ride did okay from then on. The *Harlem Revue* also missed the first night due to the late arrival of the (See *J. J. Page Biz Okay* on page 53)

Show's pie car carries an artist's conception of Tampa painted in life colors, and always is a popular subject for amateur photographers all along the route.

#### Raynell Has New Show

New shows lined up include the *Raynell Show Girl Revue*, composed of talented dancers, singers, comedians and musicians who toured the war theaters in Europe and the Pacific in USO shows. The troupe has been in constant rehearsal in winter quarters under the direction of Raynell, now a producer for Royal American.

Sedlmayr revealed that a two-reel technicolor motion picture, *King of the Carnivals*, produced by Warner Brothers under the direction of Sam Elkins, and filmed during the show's appearance at the Kansas Free State Fair last fall, will be released this summer. *Liberty* magazine also did some color photography at winter quarters and will continue its story at St. Louis.

Shows will return here late in November.

# WAGNER SHRUGS OFF RUMORS

## Seems Pleased With Situation

Massive, attractive Cavalcade extends Nashville run —Buddy North away

NASHVILLE, April 26.—Al Wagner's Cavalcade of Amusements opened a two-week engagement here Tuesday (22) with a highly furnished exterior and a slight rumbling of discontent in the inner sanctum, but Al Wagner, listed as vice-president and general manager since the organization of the Pacific Eastern Amusement Company, the operating org, apparently is well pleased with the present arrangement and fairly exudes optimism.

It was the third week of the season for the massive entertainment Cavalcade and most of the operating bugs apparently have been ironed out. Preparations have been completed for the addition of the Hawaiian and Midget shows when the org moves in another week to Memphis for the annual Cotton Carnival.

Wagner originally was scheduled to show it here for a single week and then double back to Alabama to play Gadsden, a town passed up for an earlier opening here. Business has been so good since the lights were turned on last Tuesday that late in the week Wagner decided to pass up Gadsden and give the local natives another week to enjoy the fun and frolic.

### Buddy North Absent

Interviewers who appeared on the scene to get the reactions of Henry Ringling (Buddy) North as president of a firm operating a carnival, an entirely new role for this scion of the

## Canada Eases Tariff Burden On Shows From United States

REGINA, Sask., April 26.—Dominion government tariffs on United States carnivals operating with Canadian agricultural exhibitions this year will be levied on a 30-day basis instead of a calendar month basis, it was learned here Wednesday (23).

With Western Canadian Class A fairs operating from June 30 thru August 2, the Royal American Shows would be assessed for three months of operations under the old system. Now tariffs will be paid for only two months, representing a huge savings to the operators. It is believed this lessening of the costs of operations in the Dominion may encourage other

famed circus family, were disappointed as Buddy didn't make it here. It was reported that he was in New York or Sarasota, Fla., and a check revealed he was in the latter spot, but would be in New York May 1 for a visit to the Ringling-Barnum show and a conference with Jack Tavlin, one of the leaders in the organization of the Pacific Eastern, and his brother, John Ringling North, vice-president of the Big One under the present dynasty.

There have been rumors that Buddy left the Cavalcade in none-too-good humor, and the Pacific Eastern set-up is a bubble which has reached the bursting point, or has burst. Wagner denied any knowledge of any explosion of the new org and said he stands ready to go thru with his portion of the deal.

"They (Tavlin and associates) have put up a pretty fair chunk of good-faith money and I don't think they intend to blow it by any sudden change of heart," Wagner said. "How- (Wagner Shrugs Off Rumor page 58)

U. S. operators to bid for business in this country.

Assurances that the new tariff system will be in effect this year were given by Hon. J. A. McCann, minister of national revenue, in Ottawa when approached by a Western-Eastern exhibition delegation.

## Wilmington Gives Strates Good Biz; Chester Bow Okay

WILMINGTON, Del., April 26.—James E. Strates Shows enjoyed a good week, thanks to a big turnout Tuesday (15), Friday and Saturday during their Wilmington stay. Saturday's attendance was estimated at 20,000, and the midway was jam-packed.

Monday (21) the show moved to the Eddystone, Pa., lot one mile north of Chester, Pa., pre-dating the Chester engagement of the World of Mirth Shows at 13th and Townsend streets in Chester, about 15 miles north of Wilmington.

Rain on two successive Mondays, April 14 and 21, marred the Strates Shows opening days in Wilmington and Chester. Tuesday night (22) weather was cold, but warmer weather was forecast.

Next Monday (28) Endy Bros.' Show now at the Highland town lot in Baltimore, move into Wilmington for a one-week stand.

## John R. Ward Shows Satisfied With Biz On Alexandria Stand

ALEXANDRIA, La., April 26.—Altho business was not up to expectations, officials of the John R. Ward Shows expressed themselves as satisfied with business during the six-day stand here, April 18-23. Org staged a special twilight matinee for kids, sponsored by *The Alexandria Daily Town Talk*.

The Ward Shows opened the season in Baton Rouge but were plagued by plenty of rain and had a tough time getting off the lot and were late in arriving in Alexandria.

Boasting 35 railroad cars, the shows made a good impression here, with plenty of new equipment in evidence.

## Kirkwood Finishes Strong at Trenton

TRENTON, N. J., April 26.—Joseph J. Kirkwood Shows, sponsored as in previous years by the Chamberburg Republican Club, closed a week's engagement here Saturday (19) to strong business. Opening night was lost by rain, and inclement weather ruined Wednesday; but the rest of the week was strong with a heavy Saturday night. Ralph Decker and Tommy Carson had plenty of visitors during the week.

Kirkwood Shows will spend the week of April 27 in Owner Ralph Decker's home town of Poughkeepsie, N. Y., where Decker and his staff will stage a gala bingo Wednesday night (30) for the benefit of the veteran's fund of the National Showmen's Association. Many NSA members from the East plan to attend.

## Goodman Org's Opening Okay In Little Rock

LITTLE ROCK, April 26.—Wonder Shows of America, owned by Max Goodman, opened a nine-day stand here Friday (25) under auspices of the Little Rock Recreation Commission. Business opening night was good, despite heavy rains earlier in the day.

Radio and newspaper publicity was excellent before the opening. Sunday (20), paper carried a full page ad on the show, space being paid for by local merchants and civic groups.

Arky Bradford's new front gate, carrying plenty of neon, caused much favorable comment as has Patsy Lee's Girl Show with its new facade.

Among those on the midway are Jimmy Goldsmith, Frank Inman, Vernon Foote, Curtis Garrette, Rusty Daniels, Dick Jarman, Mrs. Edward Dietz, Margie Bradford, Prince Tiny, Mr. and Mrs. R. A. Page, Tex Davis, Blackie Litchfield, Shorty Johnson, Zeck Zinn, A. Hamilton, A. W. Jones, A. Hood, Tommy Hensen, Bob Townsend, Gay Crane, E. Thornton, Ernie Allen, George Parker, Jimmie Price, Mrs. B. E. McCormick, Louise Briggs, Tommy Carter, James Miller, Edward Dietz, Nickie Norse, Lillian Brown, Alleen and Linda Cary, William Turner, Russell Westfall, Zeke Schumway, Donica King, Art Riley, Tiny Dempsey, Salomi Boy, Lefty Whitmire, Bob Charles, Homer Finley, Ruby and Joy, Bill McCormick, Y. B. Yates, Jimmy Crabtree, Gene Townsend, Shorty Thompson, Bill Myers and Sam Johnson.

**WANTED**  
TO BOOK OR LEASE  
**Spiffire and Boomerang**  
**NORWOOD'S**  
**AMUSEMENT PARK**  
2025 E. Main St., Columbus, Ohio  
Telephone MA 4727

**"First in Cream"**  
Cape Girardeau, Mo., this week; Chester, Ill., next. Strong Sponsor. Cream Location.  
Want Silo Drome, Fun House, Platform or Line Act Shows, Cook House, Diggers, Candy Floss, Apples, Hanky Panks, Photos, etc. Must be clean and flashed. Ride Help—3rd and 4th Men for Octopus, Tilt, Spiffire; good working conditions, good wages. Le Roy Orchard wants Concession Agents for Chuck Wheel, Ball Games, Huckley Bucks, Straight Wheels. If you wish to be with the BEST ON EARTH act quick.

**DYER'S GREATER SHOWS**

**WANT**  
Concession Help, drivers preferred; those with us before, come on. Charley, James Kennell; tickets to those we know.  
**JAMES R. SHIPMAN**  
**EDDIE L. WHEELER SHOWS**  
SHANNON, GA.

**WANT**  
Agents for following: Penny Pitch, High Striker, Hoop-La, Glass Pitch, Dart Game, Spindle, and P.C. Dealers. Man to take charge of Kid Ride. Come on, no time to write. No drunks. All replies  
**F. B. DENNIS**  
LONGHORN AMUSEMENT CO.  
Ryan, Okla., April 27 to May 2.

## GROVES GREATER SHOWS

3—BIG WEEKS—3

HAMMOND, LA., April 28-May 11. Auspices American Legion.

STRAWBERRY FESTIVAL MAY 12-18

Can place legitimate Concessions of all kind. AGENTS: For Penny Pitch, Milk Bottles, Cat Rack, Pan Joint, Wait Foreman and Second Man for Ferris Wheel and Tilt. Must drive Semi. Place for season Independent Shows. Will book or buy Kiddie Auto Ride. Or any Ride not conflicting. All replies:

**CARL ANSTEAN, Sec. Veterans' Affairs, or ED GROVES**  
HAMMOND, LA., APRIL 28-MAY 18.

## BRIGHT LIGHTS EXPOSITION

SHOWS  
World's Biggest Midway  
FEATURING GANGLER BROS.' CIRCUS AS FREE ACT

Want one or more Flat Rides. Place Shows—opening for Girl Show, have complete outfit with Panel Front. Place Midget Show, Mrs. Wilse, wire. Place one more Grind Show. Book or buy Fun House, Glass House and Motor Drome. Place Penny Arcade. Place a few more Concessions—Novelty, High Striker, Bumper, String Game, Rotaries, Basket Ball, Coca-Cola, Ball Game, Cigarette, Penny Pitch or any Concessions not conflicting. Want Musician for Minstrel Show. Daniel Donini wants Coupon Store Agent, Bingo Counter Men and general Concession Help. We have all Celebrations, Conventions, Home-Comings and Fairs till middle of November. Write or wire **JOHN GECOMA**, Gen. Manager, or **L. C. HECK**, Asst. Mgr., Bedford, Virginia, this week; Woodstock, Virginia, in heart of town, next week.

## FLORIDA AMUSEMENT COMPANY

PLACE AT ONCE

Agents for Coupon Stores, Clothes Pin and Swingers, Wheel Agent who can deal P.C. All must be sober; reason this ad, and able to stand prosperity. Use few more Ride Men who drive trucks. General Agent, capable Billing, Agents for Slum Stores, Manager and Geek for Snake Show; also General Utility Man, repair, look after trucks; Ticket Takers, must drive; Side Show People.

ADDRESS **BILLIE LOGSDON**. TICKET SELLERS, ALL ADDRESS

**HOWARD INGRAM**

MURPHY, N. C., THIS WEEK.

# Convention of Carnivals In Richmond Indicates All "Shoulda Stood in Bed"

Business Just Isn't There for Four Day-and-Dates

By a Staff Correspondent

RICHMOND, Va., April 26.—A spontaneous convention of carnivals and their attendant showfolks was staged here this week. Four shows, headed by the railroad biggie, World of Mirth, which held forth at the Atlantic Stock Show, took their best hold on lots in as many sections of the city, and as might be expected, played to slim audiences and resultant light grosses. The local citizenry had been entertained by numerous shows during the previous two weeks and it is safe to assume that, since the features are in no way different, Mr. and Mrs. Public have had their fill.

While the weather has been adverse on the opening three days the sultry temperatures which followed failed to entice the folks in sufficient numbers to the various lots to keep the managers from reaching in their kicks for a large share of the needed operating dough.

### Marks Gets Best Biz

Marks Shows, which winter here, was in South Richmond, a proven spot for Owner John H. Marks, who will probably fare better than any of the others. Harrison Greater Shows, on a Boulevard location just off Broad Street, was still waiting for a red one. Frank Harrison and his manager, Bill Cowan, felt it would come in due time.

The Lawrence Greater Shows were on Church Hill, an old Marks' location catering mainly to colored patronage. Manager Ben Herman reported a rough season to date with the weather at odds with his interests and opined that maybe things wouldn't be as good as they were a year ago. The Herman-Mr. and Mrs. Sam Levy combo, however, are well prepared for business when it comes.

### Bergen Not Unhappy

Frank Bergen would probably have done better if he spotted his World of Mirth in town since the stock show hasn't drawn enough people to support a much smaller show. However, Bergen said his opening date here has never counted for much and if he can get off the nut he usually considers it a week well spent since it affords opportunity to catch up with numerous unfinished winter quarter projects.

What the future holds is still anybody's guess. Bergen cracked that the day of the big gross earned effortlessly is over and that from now on it will be the survival of the fittest.

### Has Faith in Annuals

This fiasco has left him unperurbed and he still figures to do all right with perhaps a slight drop in gross. Furthermore, he figures annuals are the lifeblood of show business and the blanks played in their building is insurance for the future. He recalled the four years he and his late partner Max Linderman went on the nut in helping to build the Southern States Exposition at Charlotte, N. C. That date has since been made and paid off in all departments.

If and when the break comes for any of these shows to do business they will be ready for it. Wartime earnings have been spent lavishly on new equipment and all units are obviously ready to handle heavy traffic without fear of breaking down. The same earnings eliminate the need of the not unfamiliar pre-war cry for help in raising hauling dough following a few opening season blanks.

Bergen's show is mighty and destined, he says, to grow even more with the addition of two Roll-o-Planes, two kiddie rides and a Loop-er.

## NO JOKE, SON!

(Continued from page 51)

Miss Rand's arrest, and that a publicity stunt was not even considered, even tho the case did receive wide attention in the press from coast-to-coast.

Hennies idea of his agreement with Miss Rand called for payment to the dancer of the first \$60,000 netted by her company, and a 50-50 split on any other intake during the season, with a drawing account of \$2,500 a week. When she arrived here she presented Hennies with a contract to sign calling for a salary of \$4,000 a week. There were other arguments over inside privileges.

Now, however, all seems to be serene, with the exception that Hennies must go before the Alabama Court of Appeals May 15. Show folks here believe Hennies reversed his stand in court in order to clear Miss Rand after they reached an agreement, and in doing so built up a little extra heat for himself.

## J. J. PAGE BIZ OKAY

(Continued from page 51)

troupe. Outside of Dick Sloss, in charge of the band; Sax Faison, trumpet, and White Eye Brown, comedian, the entire show is new this year.

Staff: Mrs. M. Page, owner; Billie Clark, manager; Mrs. R. E. Savage, secretary; R. E. Savage, general agent and publicity; Frank Black, special agent; Riley Bain, general superintendent and lot man; D. T. Morrissey, chief electrician, Bill Thoms, assistant; Frank and Dot Earle, front-gate tickets; Dick Sloss, general utility.

Rides: Merry-Go-Round, Ferris Wheels, Octopus, Chair-o-Plane, Loop-o-Plane, Kiddie Automobile, Airplane and Chairplane. Shows are *Hollywood Revue*. Bill Gary; Oddies and Snake Show, Bill McIntyre; Side Show, Bill Betterly; Animal Show, B. Collins; *Harlem Darktown Revue*, and 5-in-1, Jim Timmons.

Concessionaires include John Lewellyn, 5; Elmer Reid and J. Stanley each 4; Billie Clark and Frank Smidt, each 3; W. J. Moore and Bill McIntyre, each 2, and Eddie Brenner, Riley Bain, Wright, Georgia Drew, Mrs. Frank Douglas, Mr. and Mrs. Carl Ackerman and Estil Milton, each 1.

## RICHMOND FLOPEROO

(Continued from page 51)

but the three good days which followed also failed to draw so it is unlikely the weather has had any serious effect.

The grounds, large and roomy, are adaptable to harboring one of the finest fair plants in the East. An attractive building for staging cattle shows already has been erected and about a mile of roads within the grounds are hard surfaced. The grandstand is substantial and with embellishments can be made very attractive. There are no limitations on future landscaping possibilities.



No. 1B



No. 7



No. 6



No. 1C



No. 3



No. 10



No. 11



No. 8B



No. 2



No. 5



No. 9



No. 8C

## "MELLO-CHINA" (A Plaster Composition)

BEAUTIFUL MULTI-COLOR DECORATIONS

PERFECT FOR BALL GAME, GUESS YOUR WEIGHT, GUESS YOUR AGE, SLUM STORES Packed To Ship Anywhere—Sold in Carton Lots Only

### 8 Multi-Color Styles

- # 1B/C Large Sailor Boy and Girl, 1 doz. asst. per ctn., 10" high
- # 2 Large Scottie, 3 doz. per ctn., 7" high
- # 3 Cocker Spaniel, 2 doz. per ctn., 6" high
- # 4 Girl with Faun, 2 doz. per ctn., 7" high
- # 5 Police Dog, 2 doz. per ctn., 8" high
- # 6 Large Boat, 2 doz. per ctn., 6 1/2" high
- # 7 Boy and Puppy, 2 doz. per ctn., 6" high
- # 8B/C Reading Boy and Girl, 3 doz. asst. per ctn., 5" high

### 5 Multi-Color Styles

- # 9 Chicken in Basket, 2 doz. per ctn., 3 1/2" wide
- # 10 Duck in Basket, 2 doz. per ctn., 3 1/2" wide
- # 11 Chicken in broken Egg, 2 doz. per ctn., 3 1/2" high
- # 12 Rabbit with Flowers, 2 doz. per ctn., 5 1/2" high
- # 13 Little Lamb, 2 doz. per ctn., 4 1/2" high

\$12.96 Gross

25% Deposit, Balance C. O. D. Jobbers, Write for Quantity Prices.

\$24.00 Gross

GOTTLIEB-CUTLER, CORP. 528 BROADWAY NEW YORK CITY

## NEON TUBING - WHOLESALE SUPPLIES

All colors in 4 to 7 ft. lengths, 50 cents ft., except Novial gold. Straight or turned back ends. Best quality mounting. Shipped express in wooden cases.

Terms: 50% w/order, bal. C. O. D. Write immediately.

State colors, lengths and quantity wanted.

JOHN F. COURTNEY

Illinois Wholesale Neon House

"Business Grows Where Neon Blows"

BOX 429, GENEVA, ILL.



### WANTED WANTED WANTED

CONCESSIONS—String, Bumper, Hi-Striker, Ball Games, Coke Bottle, Basket Ball, Penny Pitch, Hoop-La, Mug, Sno-Cone, Bowling Alley or any Grind Store.

SHOWS—Monkey, Snake, Five or Ten-in-One.

RIDE HELP that can drive semis.

Aragon, Ga., this week; Columbia, Tenn., May 5 to 10.

## WANT—SLIM KELLEY AND DICK BEST—WANT

CAPABLE MAN FOR IRON LUNG. MAN TO TAKE CHARGE OF BEAUTIFUL NEW UNBORN SHOW. Must join at once, to be ready for Memphis Cotton Carnival. CAN ALWAYS PLACE GOOD SIDE SHOW HELP. Address

KELLEY & BEST

c/o CAVALCADE OF AMUSEMENTS, NASHVILLE, TENN., this week.

## MIDWAY CONFAB

Walter B. Fox, general agent, rejoined Joe Karr's Wonder City Shows at Earlington, Ky.

E. L. Field reports he is passing up the road again this year to raise turkeys on the J. E. Bauer ranch near Refugio, Tex.

Paul Jones, formerly with the Jones and Dodson shows, is in Crawford W. Long Hospital, Room 403-A, Atlanta.

Willie Levine, who operates two photo and novelty stores in Kansas City, Mo., has just completed a two-month trip East, combining business with pleasure.

Anyone knowing the whereabouts of Farris Paul Scott is asked to have him contact Mrs. G. H. Scott, Fayetteville, Tenn., who reports that Scott's father is seriously ill there.

Ray Johnson, who has been with several Eastern shows the past month, joined the Rosen Amusements in Cleveland, Tenn., last week to take over the corn game.

J. A. Pearl, not J. D. Paul, is in charge of the front gate on Cavalcade of Amusements. . . . New blotters are being circulated by the Johnny J. Jones Exposition, pointing out the org was established April 20, 1899.

Sid Alcido was interviewed on WAIN, Anderson, S. C., on the life of a performer and his troupe, the Four Sky Rockets, with the J. T. Tinsley Shows. They were guests of Mr. and Mrs. Warnock, of the station.

Walter G. Nagel, known in the show world as Snake-O, the Serpent Boy, writes from Schofield, Wis., that he has a new Ford panel truck. Nagel is under managership of Mr. and Mrs. Floyd S. Woolsey.

Harry and Freda Chalk, off the road the last two seasons, plan to return this season with their concessions. . . . Frank Sullivan cards that he is with the Tivoli Exposition Shows. He reports Homer Gunther is a patient in Marine Hospital, Savannah, Ga.

John Roth, who is with the Frank Caravella Amusements, wishes to thank his friends for their many expressions of sympathy on the death of his mother, who passed away April 2. . . . Emile (Lucky) Wippier, general agent of the Sunflower State Shows, is in the Will Rogers Veterans' Hospital in Oklahoma City, as the result of an automobile accident.

### Public Crier

They say this one actually happened this spring, a high class agent's method of combatting opposition, as it were.

Recently when a show was predated, the following - in shows' special agent visited schools at closing time and announced:

"The shows coming here next week will charge 10 cents for kiddies and 12 cents for adults on all rides."

Good publicity, if the shows do it.

## ALL AMERICAN AMUSEMENT COMPANY

1118 Richmond, Kansas City, Kan.

### WANTED

Concessions—Shows, except Girl and Athletic. Will book, buy or lease Jenny and other Rides not conflicting. Have one of the largest 4th of July Celebrations in Mid-West. 2 Spring Celebrations before the 4th. Hold exclusive rights for all Rides, Shows and Concessions at 51st Annual Sparks Picnic. For Sale—Penny Embossing Machine. Attention, all Fair Secretaries in Missouri and Kansas, we have a few open dates for Fairs and Celebrations. Contact at once. No grift or Gypsies, please. Write or wire—you pay for yours, we pay for ours.

### AMBRIDGE, PA.—WEEK MAY 5

(ANOTHER FIRST IN)

## MAJESTIC GREATER SHOWS

CAN PLACE FOR AMBRIDGE AND OTHER FIRSTS:

SHOWS: Snake, Mechanical, Fun House, Wild Life.  
CONCESSIONS: Scales, Age, Fish Pond, Coca-Cola, Long and Short Range Gallery, String Game, few choice Wheels and Grind Stores.  
RIDES: Account of disappointment due to misunderstanding in delivery of new Rides, can place Kid Rides for balance of season. Particularly interested in Kid Auto Ride.

Address SAM GOLDSTEIN  
HARRISBURG, PA., THIS WEEK; THEN AMBRIDGE.

### LAST CALL!

### LAST CALL!

## TATHAM BROS.' SHOWS

6 NEW 1947 RIDES—6

OPENING MAY 3, MASON CITY, ILLINOIS. WANT FOR 16 FAIRS AND HOME-COMINGS.

Concessions that work for Stock. Will book two Shows with own outfits. Will book or buy Octopus, must be first class, no junk wanted. No grift, no gypsies, no drunks wanted. Save your time and mine.

K. TATHAM, Owner

### WANT

### WANT

### WANT

Shows of all kinds. Have Top for Girl Show. Want someone with Girls and Wardrobe. Want legitimate Concessions. Want Agents for Ball Games, Penny Pitch. Want sober Grind Store Agents. Have six (6) Fairs in Kansas, two Celebrations in Oklahoma, then West Texas in the cotton. Itasca, Tex., next week. First show in city in three years. Then per route.

## SMITH AMUSEMENT CO.

ROLAND SMITH, Manager

E. RED MCFARLIN, Assl. Manager & Legal Adjuster



### PENNY PITCH GAMES

Size 48x48", Price \$37.50.  
Size 48x48", With 1 Jack Pot, \$45.00.  
Size 48x48", with 5 Jack Pots, \$50.00.

### PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price . . . . . \$22.50

### BINGO GAMES

75-Player Complete . . . . . \$5.00  
100-Player Complete . . . . . 7.00

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 . . . . . 15¢  
Forecast and Analysis, 10-p., Fancy Covers, Ea. . . . . 5¢  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 35 Pages, Assorted Color Covers . . . . . \$5.00

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polloy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound . . . . . 25¢  
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢  
Signs Cards, Illustrated, Pack of 36 . . . . . 15¢  
Graphology Charts, 3x7, Sem. 5¢. Per 1000 \$6.00  
MENTAL TELEPATHY, Booklet, 24 P. . . . . 25¢  
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

### SIMMONS & CO.

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.
- Popsit 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.

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THE HOUSE OF QUALITY

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.  
Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.



NATIVE SHRUNKEN HEAD, LONG HAIR LIKE PHOTO, PREPAID \$8. MANY OTHER MFD. ATTRACTIONS: GORILLA BOY, FISH GIRL, MISSING BOY, DEVIL'S CHILD, WOLF BOY, BOBO FROM BORNEO. WRITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS: TATE'S CURIOSITY SHOP, 6234 East Van Buren Street, Phoenix, Arizona.

## FRED ZSCHILLE WANTS AGENTS

For

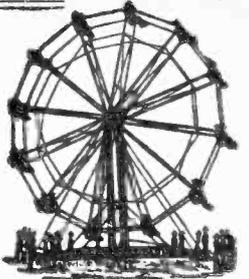
ROLL-DOWN & RAZZLE-DAZZLE  
Have Exclusive on Above Stores

Wire: FRED ZSCHILLE

c/o W. C. KAUS SHOWS

Emporia, Va., this week;

then Linden, N. J.



### PLANKING AHEAD

is considered wise business judgment. What we plan for we usually eventually get. Many customers are placing orders for new BIG ELI WHEELS to be shipped in 1948. (Our 1947 production was completely sold many months ago.) Latest Price List is now ready for mailing. Ask for a copy today — investigate a profit-earning BIG ELI WHEEL.

**ELI BRIDGE COMPANY**  
800 Case Ave. Jacksonville, Illinois

Proven Before Thousands at the N.A.A.P.P.B. Convention

## BEE HIVE

(the better hybrid popcorn)

Pops More Than

\$200 Per 100 Lb. Bag!

(in regular 10c carnival boxes)

SEASONING • BOXES • BAGS • STAR POPCORN MACHINES • ICE BALL MACHINES • CANDY FLOSS MACHINES • KING-CONCESSION TRAILERS • COLEMAN EQUIPMENT • COMPLETE LINE OF CONCESSION SUPPLIES • WRITE FOR CATALOG.

## BLEVINS POPCORN CO.

3098 Charlotte • Nashville, Tenn.

## WANTED

Owing to fire, Concession Equipment of all kinds—Tops, Frames, Games, Wheels, Pop Corn and Grab. Everything must be in tip-top shape. Positively no junk.

JOSEPH P. HUGHES

24 Maple Ave.

Somerville 45, Mass.

## WHITE STAR ATTRACTIONS, INC.

OPENING SOUTHERN OHIO MAY 5

Now booking Concessions, Grind Stores and Shows. Have some choice dates for fairs and festivals. Cooks, contact; also Harry Lewis. Time is short, wire immediately.

A. O. COFFMAN

35 E. Market St. Tiffin, Ohio

## FOR SALE

## 5 DONKEY BALL GAMES

SELL REASONABLE

M & H AMUSE. CO.

SEASIDE PARK

ROCKAWAY BEACH, N. Y.

Send for **POPCORN** \$7.00  
Price List Per 100 Lbs.

Jap Hullless, South American, Hybrids. Boxes, Seasoning, Salt, Bags.

J. H. POPCORN CO., Inc.

WAYNE, O.

**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



T. DWIGHT PEPPLE, left, general agent for Polack Bros.' Circus, and Lee Brandon, general agent for Crafts 20 Big Shows, put their heads together for a bit of plotting at the National Orange Show, San Bernardino, Calif.

in which his feet and legs were broken. He has already undergone several operations but according to the physicians he is now on the mend.

Mr. and Mrs. W. A. Davis write from Neodesha, Kan., that they have closed with Brownie Amusement Company and opened with the Jay-hawks Amusement Company with scales and a dart store. They also report Mr. and Mrs. Joe Clopland closed with the Brownie org and have joined Cherokee Amusement Company.

**DETROIT NOTES**—Ben Morrison, Universal Sales, left for California, where he has several promotions scheduled. He will return to Detroit in September. . . W. G. Wade Shows are enjoying a repeat booking in Highland Park, north end suburb, with the new beacon light a prominent feature. . . Doc Hagaar, Hagaar  
 (Continued on page 56)

**BOXES AND BAGS**  
 They Are Still in Short Supply But We Have Plenty.  
 Send Us Your Standing Order and Save 10%.  
 Look at These Savings!

	List Price	Standing Order Discount	Net Price
BOXES—5¢ size, serially numbered, printed and colored . . . . .	\$5.50	10%	\$4.95
BOXES—10¢ size, printed red and white (4 1/2 x 2 x 7) . . . . .	8.65	10%	7.79
BOXES—Carnival size, 4x1 3/4 x 5 1/2, 1000 to case . . . . .	6.50M	10%	5.85M
JUMBO BAGS—15" long x 4 1/2 x 1 3/4, 600 to case . . . . .	6.75	10%	6.08
BAGS—5¢ Johnny Boy, red and white stripe (3x1 7/8 x 7), 10,000 to case . . . . .	1.82M	10%	1.64M
BAGS—10¢ Johnny Boy, red and white stripe (3x2x9), 3000 to case . . . . .	2.35M	10%	2.12M
BAGS—Kraft, 1/2-lb. size (3x1 3/4 x 6 1/2), 10,000 per bale . . . . .	1.40M	10%	1.26M
BAGS—Kraft, 3/4-lb. size (3x2x7 3/4), 10,000 per bale . . . . .	1.50M	10%	1.35M
BAGS—Kraft, 10¢ size (3 3/4 x 2 1/4 x 9), 6000 per bale . . . . .	1.65M	10%	1.49M
BAGS—Kraft, 10¢ size, Johnny Boy red stripe, 6000 per bale . . . . .	2.20M	10%	1.98M
BAGS—5¢ glassine, 12,000 to case (3x1 3/4 x 6 3/4) . . . . .	1.98M	10%	1.79M
BAGS—10¢ glassine, 8000 to case, 3/4-lb. (3 1/2 x 1 3/4 x 7 3/4) . . . . .	2.88M	10%	2.60M
BAGS—1 lb. glassine (3 1/2 x 2 1/4 x 7 3/4) . . . . .	2.79M	10%	2.52M
BAGS—2 lb. glassine, 6000 to case . . . . .	3.31M	10%	2.98M

**ONE-DAY SERVICE—ORDER TODAY**  
**BLEVINS POPCORN CO.**  
 31ST & CHARLOTTE DEPT. B NASHVILLE, TENN.

**NEW SARATOGA KETTLE POPPER**  
 All Aluminum  
 Meets all State health requirements. 12-Qt. capacity.  
 \$20.00 Each.  
 Terms: 25% with order, balance on delivery, F.O.B. Toledo.  
**CONCESSION SUPPLY CO.**  
 Box 133, Sta. B, Toledo 6, Ohio

**WANTED**  
 WHEEL FOREMAN  
 Also Other Ride Help.  
 For Concessions Open Address  
**BROWNIE SMITH**  
 Fuquay Springs, N. C.

**WANTED**  
 Billposter who will put up paper, Scenic Artist and Letterer. Answer.  
**SAM PRELL**  
 Alexandria, Va.

**ROGERS & POWELL**  
 Now operating their own Show—want to connect with the following and anyone wishing to book Bingo or Stock Stores: J. G. McNatt, Dutch Ward, H. Griffin, Walter Moore, Jimmy Smith, also the man with the 2-Headed Call or other Shows. Will book or buy 2-Abreast Merry-Go-Round. **ROGERS & POWELL**, Macon, Miss., week April 28; Starkville follows.

**COLEMAN EQUIPMENT**  
 Deduct 20% from these prices.

457-G (5") Handy Gas Plant . . . . .	\$18.95
460-G (7") Handy Gas Plant . . . . .	20.95
502 5" Coleman Burner . . . . .	7.95
558 7" Coleman Burner . . . . .	8.95
5-Gal. Tank Comp. . . . .	12.95
3-Gal. Tank Comp. . . . .	10.95
Complete line tubing, tees, shut-off valves, air gauges, pumps, 10 gal. tanks.	

20% discount on all orders for Coleman equipment.

**GIANT HEAVY ALUMINUM**  
 Measurements: 21 in. long to end of handle. 12 in. in diameter 11 in. high. Capacity: 12 quarts at one popping. Speedy, self-seasoning. 12-quart geared popping kettles, finest quality, self-seasoning.  
**\$15** Immediate shipment.  
**NEW COPPER CARAMELCORN KETTLES**  
 At \$22.50. New heavy copper candy kettles, 14", at \$11.50, 18" at \$17.25, 22" at \$22.50. Candy thermometers, \$1.75; display cases, \$12.50. Peanut roasters and warmers.

**NORTHSIDE SALES CO.**  
 (Established 1920)  
 INDIANOLA, IOWA

**WASON AMUSEMENT**  
 SANFORD, N. C., ARMORY LOT—AUSPICES V. F. W., APRIL 28 TO MAY 3  
 Want Foreman for new No. 5 Wheel, Second Man for new Spitfire, Agents for Stock Stores and Office Bingo. Concessions: Popcorn, Candy Apples if you have other Stock Stores, Watch-La, Jewelry, Coca-Cola, Short and Long Range Gallery, Custard, Rotaries, Penny Arcade, Grind Shows.  
**NO TIME TO WRITE. WIRE OR COME ON. SANFORD SHOULD BE A RED ONE.**  
 This Show will play Firemen's Celebrations in Pennsylvania, New Jersey, Maryland, Delaware.  
**NO GYPSIES, NO GRIFT, NO GATE.**

**REGENT SHOWS**  
 Want for Tuskegee, Ala., Week of May 5  
 CONCESSIONS: Fish and Duck Pond, High Striker, Guess-Your-Weight, Pitch-Till-You-Win, Hoop-La, String Game, Long and Short Range Gallery, Penny Arcade, Novelties, Cane Rack, Balloon Darts, or any Hanky Pank. One of each only.  
 RIDES: Can use some Ride Help that drive Semis. Top wages for good men. All address  
**BOB OVERSTREET, Mgr.**  
 PHENIX CITY, ALA., THIS WEEK.

**PAUL'S AMUSEMENT CO. WANTS**  
 Legitimate Concessions, what have you? Good proposition for Bingo, good Grab or Cookhouse. Want Shows of all kinds. Ride Foreman for No. 5 Eli and Roll-o-Plane. Agents for Hit and Miss Ball Games, reliable people all lines. Tex Roberts wants capable Agents. Van Ness, answer. Scales open. If you can stand, prosperity get with the nicest small Show on the road. We carry six office owned Rides and 25 to 30 Concessions. Have the best Fourth of July spot in the country, Springdale, Ark. All reply to  
**P. A. SCRIMAGER, Owner and Manager**  
 PAUL'S AMUSEMENT CO., Wilburton, Okla., April 28th to May 3rd; then per route.

**PRYOR'S AMUSEMENTS**  
 WANTED FOR OUTSTANDING ROUTE THROUGH VA. AND W. VA.  
 OPENING PEARISBURG, VA., MAY 2ND, 8 BIG DAYS.  
 CONCESSIONS: Scales, Guess Your Age, Custard, String Game, Hoop-La, Devil's Bowling Alley, Fitch-Till-You-Win.  
 WILL BOOK worth while Shows. Have new 20x40 Top for Show not conflicting with Animal Circus. Can place Girl Show balance of season after Pearisburg.  
 CAN PLACE sober and reliable Ride Help. Address:  
**JACOB PRYOR**  
 Pearisburg, Va.

**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  
 Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

**CHUNK-E-NUT PRODUCTS CO.**  
 Serving You From Coast To Coast

<b>MATTY MILLER</b> 231 N. Second St. Philadelphia 6, Pa.	<b>HANK THEODOR</b> 2908 Smallman St. Pittsburgh 1, Pa.	<b>JOE MOSS</b> 1261-65 E. Sixth St. Los Angeles 21, Cal.
---	---	---

**STEAM TRAINS** BUILT TO LAST A LIFETIME  
 A more fascinating Ride that puts more money in the Ticket Box.

**OTTAWAY AMUSEMENT** 2514 Aloma WICHITA, KAN.  
 WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

Advertising in the Billboard Since 1905

**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 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

# New ELECTRIC CORN POPPER

**POP CORN**

**NOW \$79.50**

**75 TO 100 BAGS OF POP CORN AN HOUR**

**PROFITS GALORE!**  
\$5 to \$50 daily earnings!

**Get in the popcorn business now and CLEAN UP!**

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

**LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!**

Popcorn is low in price—easy to get—your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

**SALESMEN Write for PROPOSITION**

**DOES WORK OF \$500 MACHINE! TURNS OUT 100 BAGS AN HOUR**  
POPS A BATCH IN 3 MINUTES  
Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.  
**FULLY GUARANTEED**  
Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.  
**EXCEL MFG. CORP.**  
Dept. B-53-47 Muncie, Indiana

## Midway Confab

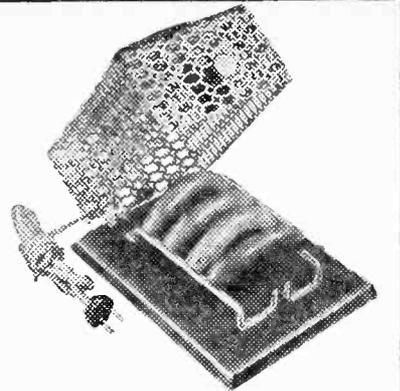
(Continued from page 55)

Attractions, planed to Akron to put one of his Zombie Castle units in the park there.

Ennis Advertising Company handled the billing for the Shrine Circus and the Johnny J. Jones Exposition in Washington, with Joseph Ennis Sr. and Jr., Sid Lovett, Harry Jennings and Spencer A. Stine handling the brushes. . . . James Rapple has resumed his duties as advertising agent with Majestic Greater Shows after having been called to his home in Sharon, Pa., when his 83-year-old father was injured in an automobile accident.

Bobby Kork, annex attraction for Slim Kelley and Dick Best on the Cavalcade of Amusements, lost his trunk en route from Trenton, N. J., and Mobile, Ala., and has been able to work because Billy Logsdon came to the rescue with some wardrobe. . . . Sandra Lee completed a 16-week engagement at the Wonder Club, New Orleans, and has joined Sailor Katzy show on the Thomas Joyland Amusements for the fourth straight year.

**CRESCENT SHOWS NOTES:** Jack McGee, *The Billboard* agent, reports he received his first copies at New Westminster, B. C., Saturday (19) and 10 minutes after unwrapping them he was sold out. . . . E. W. Benson, Richmond, Calif., is operating bingo and a flash store. . . . Blackie Kapusta has deserted the downtown pitchmen's location in Vancouver and placed his wire working outfit on this midway. . . . Fred G. Moog, for the last few seasons with Wallace Bros.' Shows, is now secretary to Henry Meyerhoff. His family will make its residence at Penticton, B. C., winter quarters.



**"ELECTRIFIED HOT DOGS! DELICIOUSLY DIFFERENT!" "MINUTE-CHEF"**

**ELECTRIC HOT DOG ROASTER**  
Roasts 1 to 4 Hot Dogs in 90 Seconds in their own juice. Watch Sales and Profits Climb.  
**DISTRIBUTOR'S OR SALESMAN'S PRICE—\$36.00 Doz.**  
Sample Shipped C. O. D., \$3.75.  
**MINUTE-CHEF MFG. CO.**  
835 TOWER BLDG. AKRON 8, OH. O.

## GAME AGENTS

For

- MILK BOTTLE
- CAT RACK
- CORK GALLERY
- HOOP-LA
- FISH POND
- DUCK POND
- STOCK WHEEL
- DARTS
- BALLOON DART
- HIGH STRIKER
- BASKET BALL
- PENNY PITCH
- BINGO
- AGE
- SCALES
- 50-50 OVER NUT

Write

**H. BULLOCK**  
Box 343, Celoron Park,  
Celoron, N. Y.  
**OPENS MAY 15TH**

## TENTS

TENTS—Concession, Cypsy, 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.

## TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

**E. G. CAMPBELL TENT & AWNING CO.**

ERNIE CAMPBELL, Owner JIMMY MORRISSEY, Salesman

100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

## Supplies—POPCORN—Machines

Complete Line of Supplies for Prompt Delivery

POPSIT PLUS	BOXES	HYBRID CORN
\$3.25 per gal.	\$7.50 per M.	\$9.75 per 100 lbs.
400 lb. drs. 35c lb.	COCONUT OIL	5 gal. pails 37½c lb.

VIKING Stainless Steel POPCORN MACHINES

**POPPERS SUPPLY CO. OF PHILA.**

Lombard 3-9020 1315 Vine St., Phila. 7, Pa. Lombard 3-9021

## OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

27-1—95 TO 100%—\$100 OR MORE PER BAG

## POPCORN

This sensational hybrid popcorn priced at \$10.00 per 100 lb. bag, 1-9 bag lots; \$9.50 per 100 lb. bag, 10-50 bag lots; \$9.00 per 100 lb. bag, 50 up bag lots.

**STAR POPCORN MACHINES**

Immediate delivery. Send for illustrated folder. Also Popcorn Seasoning, Salt and Bags.  
**LOSE BROS., 206 E. Jefferson St., Louisville, Ky.**

## GIRLS GIRLS

For Girl Show, Hawaiian Show and Posing Show. Wardrobe furnished if necessary. Top salary, paid weekly. Transportation furnished after joining. Also want two men Ticket Sellers. All girls who worked for me last year, wire.

**F. W. MILLER WADE SHOWS**

Pontiac, Mich., April 28th thru May 10th.

## CLEMENTINE COFFEY

**WANT GIRLS FOR POSING SHOW**

Experience not necessary. Good salary. Also want first class Talker for same. Very good proposition. Can also place A-1 Canvas Man. Opening for good Dancers. Address:

**MAJESTIC GREATER SHOWS HARRISBURG, PA., THIS WEEK.**

## ATTENTION, ALL SHOWS

We now have a good location for your Show. Our lot is two and one-half acres of ground and level. Plenty of parking space. Contact

**FIRE CHIEF**

BECKLEY, W. VA.,

when you make plans to show in the heart of the Smokeless Coal Fields.

## FOR SALE

28-Stool, fully equipped Cookhouse, stored in Tuscaloosa, Ala., \$350.00.

**V. BUCK**

c/o World of Mirth Shows, Chester, Penna.

## NATHAN ROTH

**CAN PLACE AGENTS**

For Rolldown and Razzle. Charles Crow, come on. Address care **MAJESTIC GREATER SHOWS**, Harrisburg, Pa., this week.

**Candy Floss Machines**  
Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$207.50. Double Spinnerhead, \$225.00. Heater Rheostats, \$22.50; Single Bands or Ribbons, \$5.00 Ea.; Double Bands, \$15.00 Ea. Orders shipped on 25% deposit, balance on delivery. **CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio.**

## Crandell's Midway Deluxe

Now showing Ellijay, Ga., then as per route. Will book, buy or lease Ferris Wheel. Want Second Man for Smith & Smith Chairplane. Want Shows with own transportation. Can place Age, Scales, High Striker, Fish Pond, String Game, Short Range Gallery, Rotaries and others not conflicting. Contact

**L. C. CRANDELL, Mgr.**

## EDDIE ELKINS WANTS

Swinger Agent, also Over 12, Pan Game Agents—Tony Southern—Eddy Lowry. Red Smith wants Count Store Agents.

**c/o B & V SHOWS**

THIS WEEK GARFIELD, N. J., NEXT WEEK HAVERSTRAW, N. Y.

## GENERAL AGENT

TO JOIN AT ONCE. MUST BE SOBER. NO HOTEL SITTERS WANTED.

**FAY'S SILVER DERBY SHOWS**

ARAGON, GA., THIS WEEK; COLUMBIA, TENN., 5-10.

## CHESTER PATTY

**WANTS AGENTS FOR RAZZLE**

Tommy Elsverry, Bobby Lock, contact me.

Warrenton, N. C., this week.

# Seazo

**COCONUT OIL**

**POPCORN SEASONING**



... has that rich, golden color that makes 'em buy!

- ★ Uniform Quality always — in color, in flavor, in consistency.
- ★ Colored at the refinery by expert chemists\*
- ★ Packed in Open Head Pails and drums for better accessibility.
- ★ Backed by 70 years of "know how".

\* For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.

**C. F. Simonin's Sons, Inc.**  
Refiners

3450 N. BELGRADE ST.  
PHILADELPHIA 34, PA.

Warehouses in Principal Cities—  
Coast to Coast

SEASONING SPECIALISTS TO THE NATION

## AMERICAN LEGION AMUSEMENT PARK

**WILL BOOK**

THIRTY PER CENT OF GROSS

No. 5 Eli Wheel and Two-Abreast Little Beauty Swing. Five year deal. No junk, gate, grift or passes. 'Downtown beach, opposite Buena Vista Hotel. Three to five large conventions here weekly. Only amusement park in this prosperous area. Seven days per week. Conditions and support excellent. All replies:

**GEN. MGR., Biloxi, Miss.**

### TRAVELITE "HOMETTE" ALUMINUM

The Cadillac of the Industry

**ROYCRAFT COACH, Aluminum or Masonite**

An Old Name—Always Dependable

**SUPERIOR COACH, Oil Tempered Masonite**

A Great Road Trailer, With Clerestory Roof

Special Discounts to Show People • 5% Finance Rate • We Deliver Free Anywhere.  
3 Locations—3 • Eddie Comstock's HOME TRAILER SALES.

Chicago, Illinois  
5901 South Western Ave.  
Grovehill 6466  
Charlie Comstock, Mgr.

Buffalo, New York  
2420 Delaware Ave.  
Riverside 4116  
Ted Cope, Mgr.

Hammond, Indiana  
6441 Calumet Ave.  
South Chicago 8446  
M. Eddy, Mgr.

ALL FORMERLY WITH IT. WE UNDERSTAND YOUR PROBLEMS. EDDIE COMSTOCK

## WANT CAPABLE GENERAL REPRESENTATIVE

YEAR AROUND PROPOSITION TO MAN WHO CAN PRODUCE

Must be able to handle show with 10 office-owned rides. Must know territory east of the Mississippi. All replies and correspondence held strictly confidential. Address:

BOX 507, c/o THE BILLBOARD, 390 Arcade Bldg., St. Louis 1, Mo.

HIT THE TRAIL WITH THE TRAILER COACH THAT'S A HIT!



*Streamlites*

**SENSATIONAL NEW 27 FOOT TANDEM**

QUALITY-BUILT  
LOW-PRICED AT

**\$1995\***

\*F.O.B. FACTORY. Laminated masonite or laminated plastic exteriors, brakes; and Federal, State and local taxes not included in price.



N.W. CORNER 37th STREET AT PRINCETON  
CHICAGO 9, ILL.

Countless thousands have been waiting for just this . . . a full-size trailer coach, at \$1,995.\* Remember, THE SUN is designed and built by STREAMLITE Master Craftsmen, builders of America's finest trailer coaches. Here's a job that's built up to quality, not down to price! THE SUN has all the comforts of home. It's sturdy . . . beautiful . . . enduring. Write for full color, 8-page, illustrated folder on all STREAMLITE Models; and also the name of your nearest STREAMLITE dealer.

## ATTENTION

**JOBBER AND EXPORTERS!**

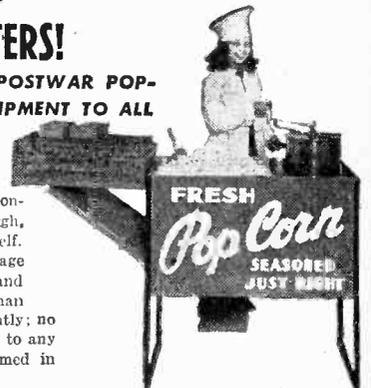
THE "LITTLE BEE," THE FIRST PORTABLE POSTWAR POP-CORN MACHINE, IS NOW READY FOR SHIPMENT TO ALL FOREIGN COUNTRIES.

The "Little Bee" Unit, ideal for Carnivals, Concessionaires and Outdoor Show People. 18" wide, 36" high, 36" long. Hinged top folds back to form 18x22 1/2 shelf. Pops \$15.00 worth of corn per hour! Can easily average \$75.00 per day. Heavy construction of Sheet Steel and Angle Iron. Popping and storage compartments. Coleman Gasoline Plant, 5" burner, 3-gal. tank. Lights instantly; no preheating. Kettle of 3/4" drawn aluminum, superior to any other on market. Cabinet painted orange and trimmed in black with sign. Entirely dependable. Order today.

Shipping Weight, 133 Lbs.

**BLEVINS POPCORN COMPANY**

31st & Charlotte • Dept. B • Nashville, Tenn.



**\$135**

IMMEDIATE DELIVERY

**100** New and Used Trailers — Vans — Racks — Platforms

**100** USED TRACTORS

International, Fords, Chev, Dodge, Macks.

IMMEDIATE DELIVERY—LOW PRICES

Serving the show people for 15 years.

**BERMAN SALES COMPANY**

Phone 521

Pennsburg, Penn.

## WALLACE AND MURRAY SHOWS

WANT AT ONCE

FOREMEN FOR TILT-A-WHIRL AND CHAIR-O-PLANE. OTHER WORKING MEN WHO DRIVE SEMIS. HAVE GOOD PROPOSITION FOR GOOD SIGN PAINTER. The Mad Russian, contact me. Ward, get in touch with Red, can use your girls in Girl Show. Joe Lux, contact Jimmie Tierman. ALSO WANT ANY GOOD SHOWS OF MERIT, WITH OR WITHOUT TRANSPORTATION. WILL BOOK OCTOPUS, FLY-O-PLANE OR OTHER FLAT RIDES. ALSO CONCESSIONS THAT WORK FOR STOCK. HAVE GOOD PROPOSITION FOR CUSTARD AND PENNY ARCADE. Address: MASTONTOWN, PA., this week.

# GOLD MEDAL Shows

**NOW—THIS WEEK, PADUCAH, KY.**

## CAN PLACE

Ride Hands on all major rides. Want an Assistant Mechanic with tools; wire Clark Davis, Master of Transportation.

Concession Department has open various types of Hanky-Panks; Palmistry must be American.

Grecco Bros. need Agents. "Corkey" Zimmerman wants general Cook House Help.

**SHOWS** — We will place all types of Grind Shows with your own transportation. Must be clean and well framed. Want Glass House, Working World, Wild Life, Little Cattle, etc. For Showmen that can handle and produce we have a number of complete new outfits throughout that we will turn over on a right P. C. Particularly want a good Geek Operator or straight Snake Show; we have fine outfit.

Capt. Jim Mullholland, or other capable Monkey Showmen, we have the outfit all framed new. Like to hear from any capable, sober, reliable seasoned showfolk. We drew our usual lot of "First of Mays," "Has Beens" and drunks, hence this ad.

Brydon says: "To those who received transportation and were detained, contact him at Riverview Park, Chicago, Ill."

He can use Girls for Revue and Posing; also Acts for Side Show. Need Calliope Player and Canvasmen. All reply

**GOLD MEDAL SHOWS**  
PADUCAH, KY., OR AS PER ROUTE

## Wagner Shrugs Off Rumors as Bud North Leaves

(Continued from page 52)

ever, should they change their minds, the Cavalcade will be enriched with that good-faith money, and we'll go along bigger and better than ever."

### Customers Turn Out

Cavalcade arrived too late in Nashville Monday (21) to open that night. The first section pulled in shortly before noon, after a difficult job of loading off in mud at Montgomery.

Tuesday night's opening, despite threat of rain, cool weather, opened with a bang with more than 5,000 paid. Wednesday's attendance passed the 6,500 mark and, with forecast of warmer weather, officials decided to remain in town for another week (April 28-May 3).

Show is largest ever to play here and extends two city blocks in near-central part of town. For three days before show opened bulldozers worked on the ground to handle the large outlay.

### Weiss Stores Flashy

O. J. (Whitey) Weiss had 45 concession stands working and everybody appeared busy. The merchandise displays were eye-catching and shows and rides did okay business with the Rocket and Looper, new rides this season, getting top play. Of the long list of shows, Jack Norman's *Charm Hour* and Charley Jackson's *Little Harlem* show drew top patronage.

The following rides were placed on the Midway: Fly-o-Plane, two Roll-o-Planes (one of which arrived Monday from factory), a 12-pony track, kiddie motor ride, kiddie airplane, Mother Goose, two Ferris Wheels, Rocket, Looper rides, Tilt-a-Whirl, Skooter, Caterpillar, Octopus, Sunshine Choo Choo, baby Ferris Wheel, Kiddieland, Blackout Taxi, Rideo and Merry-Go-Round.

Shows were all clean, well neonized with much plastic and aluminum, with well-lighted ballyhoo fronts. *Charm Hour*, *Little Harlem*, Penny Arcade, Iron Lung, *Oklahoma Ranch*, Snake Show, Fat Girl, Hollywood Monkey Circus, Wild Life, *Illusion*, Fakorium, Glass House, Funhouse, Motordrome, Circus Side Show, Freak Exhibit and Navy War Exhibit were off and running.

Pete Berryman had his funny mug joint busy. In fact, the entire midway was alive with people who, according to operators, were spenders.

### Show Well Lighted

Nine Diesel light plants and towers, two army searchlights illuminated the midway and made it visible for more than a mile—thus luring downtowners.

Nashville newspapers (*Tennessean* and *Banner*) gave stories and art, despite newsprint shortage, and the four radio stations plugged the show. It was neat advertising considering the short advance time available, due to change in routes.

Bill Naylor arranged a Friday night party for more than 100 crippled children from Shrine-Junior League Hospital and numerous showmen from other carnivals playing in this area have been among visitors.

Hennies Bros.' Shows, originally booked, did not come into town, and Royal Crown Shows, which played here last week, entrained for Clarksville, Tenn. Capital City Shows, here for the past six weeks, continued its stand.

Nashville Baseball Club, in second place, is at home across from Cavalcade show grounds and it marks the first time a carnival has played here while the Nashville team was at home.

## Long's United Big At Fresno Stand

(Continued from page 51)

their takes. The Side Show is under management of Ted Right.

D. Earl Cipperly, general agent, and Charles Carpenter, special agent, were on hand for this stand. The line-up follows:

Staff: Harold Long, owner-manager; Joe Silva, assistant manager; Patricia Long, secretary-treasurer; D. Earl Cipperly, general representative; Charles P. Carpenter, special agent; R. H. Sheppard, chief electrician; F. J. Lawrence, assistant electrician; Bill Williams, lot superintendent; Frank Hall, building superintendent, and Dan Ballard, assistant; George Smith, mechanic; Columbus Beals and Emmett Banks, lights and canvas; Earl Stoner, front gate; Lillian Sheppard, June O'Brien and Mildred White, front gate tickets.

Rides: Ferris Wheel, Ray De Witt, J. Woodward and Carla Smith, tickets; Merry-Go-Round, Pop Rawlins. John Marketello and Sally Maggiano, tickets; Roll-o-Plane, Marvin Burchell, Dan Ballard and Alice Stoner, tickets; Octopus, Tom Armstrong, Johnny Crouse and Ren Hawkins; train, Pauline, Virgil and Bobby Matthews; ponies, Marie and Bill Thompson, Salvatore De La Fuente; kiddie boats and planes, R. H. and Lillian Sheppard.

Shows: Mickey Mouse, Bill and Marle Thompson; Funhouse, Bill and Marie Thompson and Paul Carter, front; Dope Show, Toni Esperon, Keith Monson, tickets, and Peggy and Ruth Joyce; Girl Show, Ronny and Jerry Peyton, Princess Kuipo, Curly Bly, front; Athletic, C. A. Monroe, R. A. Biggars, Jack Taylor; Motordrome, Capt. Buck McCrea, Pat McCrea, Elwin Gannett and Bob Rawlins; 10-in-1, Ted Wright, manager; Frank Chambers, assistant manager, Sally Rae, annex; Ming Tol, mentalist; Cortez, magic; Ricardo, king of fire; Matu Sabu, Hindoo torture; Winnie Wilson, indestructible girl; Electra, neon girl; Richardo Lopez, glass dance; Alfonso Flores, torture; Gordon Callahan, inside lecturer; Tomny Mayes, human pincushion; George Dunn, gally magic and illusion; Susan Rawlins, levitation and bally; N. L. Sheppard, Sheppard from the Holy Land; Frank Hall, first opener; John Ward and Koko the clown, tickets; John Hendricks, Bill Fitch, Harry Michels and Chet Monde, canvas.

Concessionaires: Bill Scott and Red Cohn, skilox; Dot Scott, cork gallery; Jack Kent and Jim Butler, cigarette wheel; Doretta Tillman, glass pitch; H. B. Tillman, rat game; Bill Floss and Walter Stephens, pan game; Jim Butler, pea pool; Maria Burko, hoop-la; Oril Kent and Jetta Clancy, balloons; Clara Connor and Charles Smith, groceries; Mabel and Pat Munzo, Jimmie Glozzy, Stephen Geary, Bob Owens and Eddie Zimmerman, cookhouse; Ray Bowman and John Clark, cat rack; Lewis Barton and George Haynes, card darts and b.b. guns; F. A. Glenn, J. A. Smith and Les Kelley, English pool; Eddie Young, Sammy Cummas, Bumps Edwards and Deafy George, blower; Bobbie Young and Joy Crouse, watch-la; Bess Newman, set joint; Mario De Silva, Monty Morgan and Harry Burko, grind store; Jimmie Wesley, Ray and Irene Wilson, Richard Phillips, milk bottles; Carl Jensen, photos; F. A. Glenn, J. A. Smith and Charles Rawces, short range; Ruby Dobbs, Barney Clancy, fish pond; F. A. Glenn, J. A. Smith, cigarette pitch; Les Dobbs, ham and bacon; P. H. Lontzenhiser, postoffice; Mel LaLonde, long range; Erric and Ruth Kelly, Mary and Emil Winters, Jimmie Martin, bingo; Lee Cole, baby ducks; Walter M. Connor, diggers; Veda Colby, jewelry; Lawrence and Myra LaPlant, guess-your-age and weight; John Dorencenzi, snoko; Ray Chandler, grab; Leland Garland, Leona Sturm and Ray Nazza, peanuts and popcorn; Joe Colby, pitch store; Jean Silva, over and under. Annette Esperson is The Billboard sales agent.

## Penn Premier Hooks 16G at Gloucester

BRIDGETON, N. J., April 26.—Penn Premier Shows, owned and managed by Lloyd D. Serfass, grossed a nifty \$16,000 with shows and rides at Gloucester, N. J., last week, and showed here this week under the auspices of the Elks Club, L. C. Miller, general agent, announces.

Serfass has worked out extensive plans for building his org and announced that five new shows would be added to the back end before the fair season opens.

## North With Cetlin-Wilson

BRISTOL, Va., April 26.—Robert North, story man with Cole Bros.' Circus last season and formerly with the Mighty Sheesley Shows, took over the public relations job on the Cetlin & Wilson Shows here Monday (21), replacing A. L. Barnhart, it was announced by R. C. McCarter, general agent.

## ADIRONDACK CEDAR — OPEN FACED CAMPS

*Redi-Bilt*  
**OPEN FACE CAMPS**

**MOST SENSATIONAL — TIMELY — FOR HUNDREDS OF USES. Naming a few here only.**

PERFECT SHELTER FOR SPORTSMEN — GOLF COURSES — ROADSIDE STANDS — BUS STOPS — REFRESHMENT STANDS — RESORT DRESSING ROOMS — FARM OUTBUILDINGS — TOOL SHEDS — WORKSHOP — SUMMER CABINS — FROZEN CUSTARD — POPCORN — ROOT BEER, etc. IT'S ROOMY—12 ft. x 12 ft. x 8 ft. Complete with Roofing Materials—Assembly Directions. EASY TO ERECT—Constructed from Adirondack Cedar to assure lasting QUALITY for generations of use. PRE-DIPPED IN TOXIC SEALER to PROTECT against mildew, termites and fungi.

**PRICE \$250.00**

**TWO WEEK DELIVERY. FREIGHT SHIPMENT.**

Terms: Full remittance with order, less 2%. Quantity prices on request lots of 5 or more. We also have CEDAR LOG HOMES at \$1800.00 & up. ACT QUICKLY FOR BEST DELIVERY ON CAMP PICTURED. DEDUCT TRANSMISSION CHARGES WESTERN UNION ORDER.

**P. K. SALES COMPANY**

507-509 Wheeling Avenue

CAMBRIDGE, O.

## B&C'S EXPO SHOWS

PLAYLAND ON PARADE

**LAST CALL**

**ROCHESTER, N. Y.**

**MAY 3**

**LAST CALL**

**ROCHESTER, N. Y.**

**MAY 3**

ALL RIDE HELP AND CONCESSIONAIRES CONTRACTED, COME ON. LIGHTS ON LOT MAY 1ST. HELP—Ridemen on all Rides, Agents for Office Joints, Help in office, Man to handle Snakes, 10-1 Help. Duke Dougherty and Harry Johnson want Help for Cookhouse, also General Help. H. Barker, contact. Agent for SCALES. CONCESSIONS OPEN. What have you? SHOWS—Motor or Monkey Drome, Fun House, Grind Shows. WANT 10-1, Monkey and Hillbilly Banners. FOR SALE—28x100 Top for sale or will trade. What have you? All answers to Hemlock, N. Y., until May 1st; then Western Union, Rochester, N. Y.

## MARKS SHOWS

MILE LONG PLEASURE TRAIL

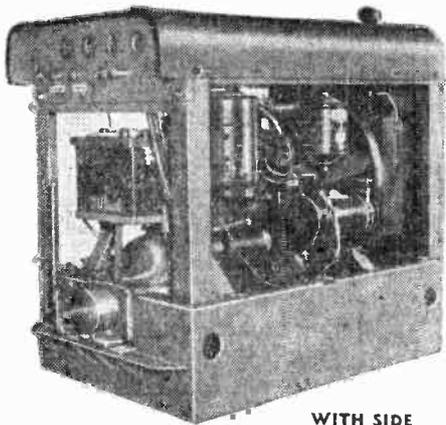
**WANT**

Painter who can letter and use spray, Mechanic who knows International Trucks; top salary to right people. Also want twelve to fifteen trained Monkeys. Must be in good health and easy to work. Wire all replies to

**JOHN H. MARKS, MARKS SHOWS, Charlottesville, Virginia; then as per route.**

# POWER EQUIPMENT

For Immediate Delivery . . .



WITH SIDE SHIELDS REMOVED

## NEW WILLYS GASOLINE POWER UNITS

WITH POWER TAKE-OFF

Electro 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 3/8"  
Radio Shielded  
Weight 550 lbs.  
Power Take-Off: 1 to 1, Idle and Run;  
Shaft Extends 2" from Housing, 1 1/2" Diameter

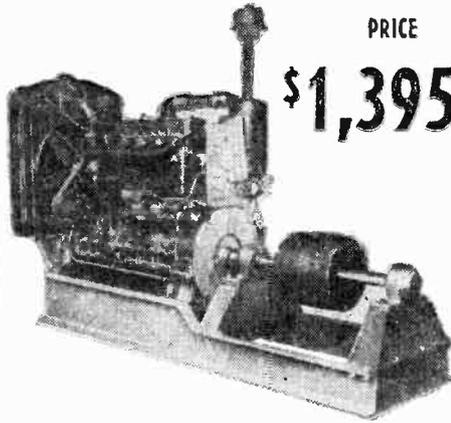
PRICE  
**\$285.**

## 75 HP CHRYSLER DIESEL ENGINE

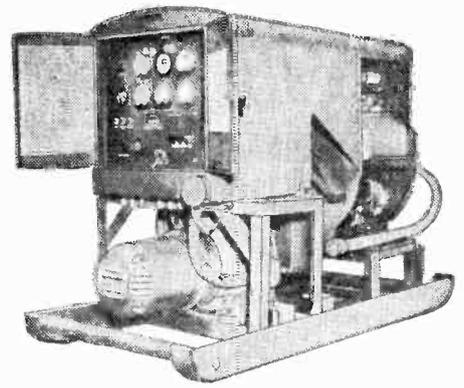
MODEL IND-3

WITH OUTBOARD SHAFT—WITHOUT POWER TAKE-OFF

No. Cylinders      Bore      Stroke  
6                      3 3/4      5



PRICE  
**\$1,395.00**



IMMEDIATE DELIVERY

## NEW 7.5 KVA GASOLINE GENERATORS (PE-99)

WISCONSIN VE 4 AIR COOLED ENGINE

4 Cylinders      20 HP at 2200 RPM  
4 Cycles      Electric Start  
3" Bore, 3 1/4" Stroke      2 Six V. Batteries Incl.  
7 Gal. Fuel Tank      Control Panel  
   Magneto Ignition

GENERATOR SPECIFICATIONS  
7.5 KVA at 1800 RPM      60 Cycles  
120 Volts, A.C.      Drip Proof  
Semi-Enclosed      Direct Conn. Exciter

PRICE  
**\$415.**

- 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

## SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled No. 12 Duck.

6'x100' . . . . \$54.56      9'x100' . . . \$80.00  
7'x100' . . . . 63.04      10'x100' . . . 88.48  
8'x100' . . . . \$71.52

Made in any length at the above rate per running foot.

## CANVAS

29" to 108" Wide. Plain or Treated, by the Yard.

36"—1/8" Corrugated Rubber Matting, \$1.95 yard.

## LEATHERETTE

All Colors, 36" to 54" wide.

• SATISFACTION GUARANTEED—PROMPT DELIVERY ON ALL ORDERS.

"If It's Made of Canvas, We Make It"

25% Deposit—Balance C. O. D.

## MICHIGAN SALVAGE

417 W. JEFFERSON AVE. Phone: Cadillac 5691 DETROIT 26, MICHIGAN

## NEW CANVAS COVERS

WATER PROOFED—FLAME PROOFED  
Made of full piece, first quality, closely woven, double filled material, approximately 16 oz. after treatment. Double stitched with 12-4 thread. Complete with reinforced corners and grommets. Stock up with a supply of these covers while they are still available at substantial savings.

Cut sizes:  
10'x12' . . . . \$ 9.60      16'x30' . . . \$38.40  
12'x15' . . . . 14.40      20'x24' . . . 38.40  
15'x20' . . . . 24.00      30'x30' . . . 72.00  
Other sizes made to order in our shop at 8¢ a square foot.

## TENTS

9 1/2 x 9 1/2 Umbrella, 8x10, 9x12 and 12x14 Wall Tents.

## BOAT COVERS DROP CLOTHS

Army Comforters, used, in good condition, \$1.95 Ea.

# CARAVELLA AMUSEMENTS

THE MOST BEAUTIFUL SHOW UNDER THE SUN

NEW CASTLE, PA., MAY 5-10

YOUNGSTOWN, OHIO, MAY 12-17

## Bedford Fair Grounds—Memorial Day Celebration

MAY 26-31

SAM NUNIS—AUTO RACES—THRILLS—FIREWORKS—FREE ACTS  
"ONE OF THE BETTER EARLY DATES"

CONCESSIONS—Due to disappointment, have attractive proposition for PENNY ARCADE. Can place FRENCH FRIES, CUSTARD, any legitimate Concession not conflicting. SHOWS—Organized 10-in-1, we have new 20x80 top. Monkey Show, Snake, Mechanical City or any good Show of merit.

RIDES—Will book or buy TILT-A-WHIRL, #5 FERRIS WHEEL, CHAIRPLANE or any good Flat Ride.

RIDE HELP—Can use Men on all Rides, must be capable and reliable. Lushers, please do not answer.

CAN PLACE capable Bill Poster who can make himself useful in other departments.

## SHOW OWNERS

CAN use four or five more RIDES at Bedford Fair Grounds Decoration Day week.

ALL WIRE

F. H. Caravella, mgr. William Hicks, business mgr.  
FARRELL, PA., THIS WEEK

# CALEDONIA SHOWS

BINGHAMPTON, N. Y., MAY 5-10

Want Merry-Go-Round, Ferris Wheel, Chairplane, Octopus or any other Flat Rides. SHOWS of any kind. We have tops. Want Wrestlers for Athletic Show. Have complete outfit. Want Foreman for Ferris Wheel, \$60.00 a week. CONCESSIONS open—Scales, Guess-Your-Age, Fishpond, Duck Pond, Cork Shooting Gallery, Dart Game, Pitch-Til-U-Win or any other Grind Store. Can use Ride Help. Address all to FRED B. PERKINS, Gen. Mgr., Oneonta, New York, this week; Utica, N. Y., May 12-17.

## GOLDEN RULE SHOW WANTS

Small Bingo, Sit-Down Grab, Photo, High Striker, Scales, Bumper, Slum Spindle, any legitimate Concessions not conflicting with what we have. Ride Help for Wheel, Octopus, Chairplane, Jenny; semi drivers preferred. Lawnside, N. J., this week.

# W. E. KAUS SHOWS

*Pride of the Piedmont country*

Now Playing Emporia, Va.

WANT Billy Logsdon to come in as soon as you are well enough. Contact us at once for further dates to join us. WANT any Walk Thru Show or Grind, Pit or Fun House. WANT Grind Stores or other legit Concessions or Mug Gallery. WANT Ride Help that can drive Semi Tractors. Side Show wanted. All Concessions like Ball Games, Photos, etc., will play Emporia, Va.

Write or wire this week—Emporia, Va.

M. KAUS, Owner      RUSS OWENS, General Mgr.

## CLUB ACTIVITIES

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 26.—Past President J. C. McCaffery, back from the Pacific Coast, presided Thursday (24) at the final meeting of the season. Also on the rostrum were Treasurer Walter F. Driver and Secretary Joe Striebich.

Rube Liebmann, of the membership committee, announced a goal of 300 new members for the year, with a gold life membership card to go to any member bringing in 100 new members.

Ways and means committee reported 50 donations from both G. G. (Mike) Wright and Ed Sopenar. New members present for the first time were Henry Polk, Clifford Matter, H. J. Brown, Tony Satillo and Howard Blenco.

Ralph Pope and songstress Wealthy Gilmer, furnished the entertainment. Jess Dugan was reported in serious condition in Alexian Hospital. Membership cards for 1948 will be issued those joining after June 6.

#### Ladies' Auxiliary

Nan Rankine, first vice-president, presided at the regular meeting Thursday (24) in the absence of President Viola Fairly.

Members were informed of the deaths of Ezra Ketring, husband of Florence, and of Isabel Brantman's father.

Mrs. Alfred Geiler, assisted by Mrs. Rose H. Page, was hostess at the social Thursday (17).

Etta and Hedda Henderson are en route by steamer to Baltimore to visit the Kirkwood Shows. The secretary is holding mail for Milo Anthony. Secretary's address is 4215 West Fifth Avenue, Chicago 24.

Ida Chase, relief committee chairman, reports Grace Goss, Cora Yeldham and Esther Meyers are recuperating.

Hostess at the next social May 1 will be Mrs. Ann Belden, past president.

### Missouri Show Women's Club

415A Chestnut Street, St. Louis

ST. LOUIS, April 26.—Meeting of April 17 was well attended. Mrs. Bea Dawson, second vice-president, wielded the gavel.

New and revised paragraphs in the by-laws have been read for the second time by Florence Guth and will be converted into printed form immediately after the third reading May 1.

Mrs. Frances Mann, sponsored by Teresa Sidenberg and Estella Regan, was elected to membership.

Lengthy letters were read from Madaline Ragan, Mrs. Hody Jones, Elsie Miller and Rose Fitzgerald, Mary Forster, Mary Bow and Jeanette Hart.

Viola Fairly and Grace Goss are reported on the sick list.

A bottle of perfume and sachet bag, donated by Norma Lang, were awarded to Florence Guth and Louise Howe.

Cash donations from Bertha McDaniels and Janet Wall were acknowledged.

Mrs. Daisy Davis and Mrs. Ethel Hesse, of the entertainment committee, assisted by Peggy Grimm, Ida McCoy, Estella Regan, Teresa Sidenberg, Arlene Sidenberg, Carol Fry, Mildred Laird, Rose Brown, Minnie Quinlan, Mrs. Jensen, Mrs. Floyd Johnson, Mrs. Evelyn Lewis and Lee Belmont, served the midnight spaghetti supper to the personnel of the shows in the vicinity of St. Louis. The sauce for the spaghetti was concocted and donated by Dave Kieffer.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, April 26.—The final general meeting of the season was held Wednesday (23), with President Dave Endy presiding. Several members of the board of governors were on hand, including George A. Hamid, James E. Strates, Ralph Decker and Ralph Endy.

Strates, chairman of the monument committee, named a subcommittee to decide within the next few days on a suitable design. Named were Clem Schmitz, chairman; Arthur Campfield, Joseph H. McKee and Fred Murray. Contributions to the monument fund are acknowledged from Strates, Decker, Jerry Gottlieb, Max Gruberg, Don Simmons, Clemens Schmitz, Isadore Trebish and Phil Isser.

Ralph Endy, chairman of the banquet committee, reported his committee will meet shortly. He announced that Fred Murray had placed the first order for a table.

Jack Lichter, chairman of the membership eligibility committee, announced the following members have been accepted: Nathan Kilberg, Theodore H. Barton and Joseph Mellet.

Sick list includes Billy Giroud, at his home in Stewart Manor, L. I.; Jack Carr at his home in Great Neck, L. I.; Mike Buck at his home in Garfield, N. J.; Maurice Beaupre in Berlin, N. H., and Gene Gutman at the Alta Vista Lodge, Saranac Lake, N. Y. Ernest Warner and Charles V. Cox were reported convalescing.

Members were informed of the death of Fletcher Creamer's father.

Walter K. Sibley, executive secretary, visited the Joseph J. Kirkwood Shows in Trenton, Max Gruber in Philadelphia, the James E. Strates Shows in Wilmington, Del.; World of Mirth at Richmond, Va., and Ocean View, Norfolk, Va. He visited with Jack Greenspon and Charlie Lewis, among others.

Regular fall schedule of meetings will start September 24. The club-rooms will be open thruout the summer.

#### Ladies' Auxiliary

The closing meeting of the season Wednesday (23) was presided over by President Anna Halpin. There was a good turnout and all expressed themselves as looking forward to the re-opening meeting in September.

President Halpin greeted our new bride, Anna Meyers, who is now Mrs. Peterson. She also greeted Irene Moore, up from Florida for the first time in a couple of years.

### Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, April 26.—Meetings, which were temporarily discontinued, will be resumed May 7 and will be held every other Wednesday thereafter during the summer season.

In accordance with President Al Wagner's wishes to pay off the mortgage on the home this year, a special burn-the-mortgage committee has been organized. Program is backed and supported by President Wagner, W. L. Beachler, E. Womble, Ned Torti, A. James Rison, I. Edelman, Oro (Pop) Baker, James Sullivan and J. W. (Patty) Conklin.

All queries regarding the burn-the-mortgage drive should be sent to Roscoe T. Wade in care of the Michigan Showmen's Association.

## SCIOTO VALLEY SHOWS

### WANT

CONCESSIONS: Photo, Bingo, Popcorn, Candy Floss, legitimate Concessions of all kinds. No Grift or Gypsies.

SHOWS: Any Show of merit, with own transportation.

RIDES: Chairplane, Kiddie Auto Ride with own transportation. Good deal.

WILL OPEN SEASON MAY 16.

Address

**WM. E. LAMB**  
3473 Bevis Ave., Cincinnati 7, Ohio

## ROYAL RIDES

### WANT TO BOOK

\*Terria Wheel, Flat Rides. Will book Grab, Mitt Camp, Bowling Alley, Fish Pond, Hoop-La, Pitch-Till-You-Win. Agents wanted. Merry-Go-Round Foreman. This week, Alabaster, Ala. Homewood, Bessemer to follow. Tom Scott and all the people with me last year, contact me. Good proposition for Advance Man with car. All letters and wires to

**JOE SAFADINO**

## WHITES RIDES

### CAN PLACE

ON ACCOUNT OF DISAPPOINTMENT, POPCORN AND CANDY, CORK GALLERY, HOOP-LA, STRING, CLOTHES PIN, PITCH, AGENT FOR BALL GAME. CAN USE SMALL GRIND SHOW.

DUNLAP, TENN.

### WANTED

For Sunman, Ind., on the streets, and other good ones to follow in Ind.: Dart Stores, Mug Joint, Cork and Long Range Galleries, Fish Pond, Duck Pond. Nut \$16.00 while in Ind. Come on.

## WHITE STAR ATTRACTIONS

SUNMAN, IND., APRIL 30-MAY 4.

**D. M. DINE**

## R. W. ROCCO CARAVELLA AMUSEMENTS

WILLIAM (RED) HICKS, Business Mgr.

AGENTS WANTED

Roll Down—Contact Nick Kelly.  
Razzle Dazzle—Contact Gibby Weiss.  
Dave "Chief" Chisholm, you can have Head of Bowling Alley. WILL HOOK BEA POOL.  
Write or wire: R. W. ROCCO,  
c/o Standard Hotel, Sharon, Pa., till May 3;  
then Castleton Hotel, New Castle, Pa.

## FLOYD AND HENRY HETH

Want—Foreman for new Fly-o-Plane, top salary to reliable man.  
Want—First class Griddle Man for Grab, and experienced Cookhouse Help.

All replies

NORTH BIRMINGHAM, ALABAMA

## FIDLER UNITED SHOWS

### WANT WANT WANT

Legitimate Stock Concessions of all kinds. Shows with or without own transportation. Ride Help and Help in all Departments.

Address: SAM FIDLER, Mgr., Jacksonville, Ill., this week; Oglesby, Ill., next week.

## WANTED

SOBER, RELIABLE AGENT FOR GRIND STORES, ALSO P.C. AGENT.

**NORA BOSWELL**

Care WILLIAMS SOUTHERN SHOWS, Rutherfordton, N. C., this week.

## HAVE FOR SALE

Jumbo Star Popcorn Machine on nice Trailer, all brand new, never used. All built-in Trailer 7 1/2' by 9 1/2', a bargain!

**POP HALE**

610 Webster St., Phone 4904, Waco, Texas.

### FOR SALE

1 24-seat Mix-Up, good condition, complete with motor, 1 Ball game (Cat Rack and Balls). Several other Concessions. Some Stock and Plaster. 1,000 ft. of lead wire (stranded). 1 24-ft. Semi Trailer with fish wheel. Will sell all or any part cheap. Write or wire: **JAMES C. JACKSON**, Hickory, Miss., c/o Irish Theater.

## ATTENTION

### MERRY-GO-ROUND OWNERS

We are now delivering Aluminum Horses, beautiful, light weight, unbreakable and fully guaranteed.

FOR INFORMATION — WRITE

### H. E. EWART CO.

4300 Long Beach Blvd.  
Long Beach 7, Calif.

## WANT AGENTS

FOR FISH PONDS, PITCH-TILL-YOU-WIN, BALLOON DART, SNOW BALLS AND CANDY FLOSS, AND OTHER SLUM STORE AGENTS.

ARE PLAYING THE BEST SLUM STORE TERRITORY. WE ARE THE FIRST IN ALL TOWNS. WRITE

### ORVILLE MILLER PRYOR'S SHOWS

PEARISBURG, VA.

## D-W SHOWS

### WANTED WANTED

FERRIS WHEEL; BOOK, BUY OR LEASE FEW MORE STOCK CONCESSIONS, \$20.00; BINGO, PHOTO; LEAD GALLERY, SHORT OR LONG RANGE; SNAKE SHOW OR ANY SMALL PIT SHOW.

JACKSONVILLE, N. C., APRIL 28-MAY 2. LEWIS WILLIAMS TEX DABNEY

## RUPES MIDWAY FOR FUN

### Wants Wants Wants

Mug, Popcorn, Candy Floss, Snow Cones, Clothes Pin, Spindle, String, Hoop-La, Penny Pitch, Ball Game. Will book small Bingo. Can use two small Side Shows. Will book any Rides not conflicting.

Cherokee, Okla., April 28 through May 3rd.

## EDDIE GREENO

### WANTS

Oriental Snake Dancer, Female Impersonator preferred, must be money getter and good wardrobe. Good proposition and feed good. Minnie Meyers, Billy Bell and Frances Gate Russell, contact me at once. c/o COLEMAN BROS. SHOWS.

WILLIMANSETT, MASS., THIS WEEK.

## INTERNATIONAL SHOWS

### WANT

Capable man and wife to take over one of the nicest Framed Office Owned Cookhouses on the Road. Must be reliable and sober.

Address: JUNCTION CITY, KAN., this week; then per route.

### FOR SALE

10 Semi-Trailers built for Carnival use. Good Rubber. 7 ft. 6 in. wide, 22 and 24 ft. long. Also 2 1936 and 1 1938 Chevrolet Tractors in good running condition.

## Miller Amusement Devices

5617 S. Halsted St. Chicago 21, Ill.  
Phone: EUclid 4472

## DALLAS DUNCAN

### WANTS

COUPON, ROLL DOWN and CLOTHES PIN STORE AGENTS.  
Harry Head, get in touch with me.  
ALSO FISH POND and BALL GAME AGENTS and WORKING BOYS. Wire or come on.  
Address: DALLAS DUNCAN, c/o Wallace & Murray Shows, Masantown, Pa.

**Show Folks of America**  
San Francisco

SAN FRANCISCO, April 26.—Regular meeting was held Monday (14), with President Harry Seber presiding. Charles Albright, Teddy Teixeira, Pat Treanor and Mrs. Euenna Mack were invited to the rostrum.

Helen Artz celebrated her birthday and was presented with gifts by Harry and Frances Seber and Bill and Ann Coles.

Elected to membership were George A. Westerman, Joe L. Wolfe and Grace Rickey.

President Seber said club would mark its third birthday Monday (28). There will be a turkey dinner and entertainment. Mrs. Euenna Mack was named entertainment committee chairman, and Fred Weidmann dinner committee chairman.

Present after absences were Mary and Teddy Teixeira, Tiny Dollits, Pop Erickson, Frank Eaton, Earl Lawrence, Brownie and Estelle Rosenthal, Hunter Farmer, Moe Ginsberg and Morgie Morganthal.

Nellie Baker reported that Fred Ramsey underwent an operation at Marine Hospital and is getting along fine.

Estelle Rosenthal, who won the pot of gold, donated it to the cemetery monument fund. Mrs. Luella Johnson donated \$5 to the cemetery fund.

**Regular Associated Troupers**  
106 E. Washington, Los Angeles

LOS ANGELES, April 26.—Meeting Thursday (17) was presided over by Nell Robideaux, first vice-president, and Monroe Eisenmen, second vice-president, Josephine Foley and Lill Eisenmen sat on the rostrum.

Sunshine Jackson is reported ill. June Gilligan was in an accident.

Communications were received from Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, who enclosed a \$5 donation to the sick and relief fund; Lillabelle Williams, Marie Ricks and T. Dwight Pepple.

Making short talks were Frank Babcock, Josephine Foley, Lill Eisenmen, Madam Delma, Virginia Stephenson, Emily Bailey, Vivian Gorman, Herb and Billie Usher, Martha Levine, Eve and Alfred Scott and Mora Bagby.

Special guests were May Progosh and Mrs. Crouse.

John Lorman, Clarence Allton, Johnny Castle, Jimmy Dunn and Tiltie Palmateer entertained with stories.

Lucille King won the door prize.

**Pacific Coast Showmen's Association**  
623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, April 26.—April 21 session was presided over by President Bill Hobday, with Vice-President Harry Suker and Secretary Ed Mann also on the rostrum.

Circus Night, Monday (14) was reported a big success with more than 100 members and guests attending the Clyde Beatty Circus.

Lights were dimmed in memory of Bob O'Hara, Earl Sheppard and Earl Provencha, who died recently.

Prof. Arthur Morrell, of Seal Beach, who recently underwent an operation, is reported recovering.

Drawing was won by Fred Haynes.

**International Showmen's Association**  
415A Chestnut St., St. Louis

ST. LOUIS, April 26.—Meeting of April 17 went into session with Euby Cobb presiding, assisted by Leo Lang and Cy Horwitz.

A gold life membership card was awarded Cy Horwitz, who led the membership drive which ended April 15. Future membership drives will end December 31 so that the card can be awarded the winner at the annual New Year's frolic.

This meeting was the last of the season. Regular meetings are to be resumed upon the return of the members from the road tours, but clubrooms will be open all summer. A fitting climax was added the following night when personnel of the shows operating in and around St. Louis were guests at a midnight spaghetti supper. More than 200 attended from the Sutton Greater, Barlow's Big City, Sam Fidler's United, Maher's Mighty Midway, Mound City, John Francis, and Floyd Johnson shows and workers and performers in for the Police Circus.

Ivan K. Mann and John D. Dundee were elected to membership.

Reported on the sick list are Tom Casey at the Veterans' Hospital and Uncle Lou Smutz and W. Jack Moore, who returned to their homes after hospitalization.

Visitors and members to put in an appearance included Frank Savilla, Jack Haver, Harry (Dutch) Miller, Buff Hottle, Walter Mayjeski, Eddie K. Fernandez, J. F. Richard, George Golden, Ralph Hoffman, Tom Allen, Earl Bishop, L. N. Fleckles, Tony McDonald, Sam Hansher, Walter Kluge and Steve Timlin.

The give-away checker contest, inaugurated by Bill Snyder, was won by Leo Lang with Euby Cobb and Cy Horwitz close runner-ups.

Euby Cobb and Leo Lang are arranging a shindig for personnel of the Royal American and other shows near here when RAS has it in the air.

**Show Folks of America**  
1839 W. Monroe St., Chicago

CHICAGO, April 26.—May Adams Stoker, Nellie Grosch and Rose Page were hostesses at the social in the home Saturday (19). More than \$50 was realized for Show Folks. Tom Coulthard and Al Appel were named champion pinocle players. Next social will be held May 19, and Thresa Clark and Marian Boyer will be hostesses. Mr. and Mrs. Harry Fox will celebrate their 32d wedding anniversary on that date.

Mothers Day will be celebrated in the home May 11, and the club is anxious to honor the oldest mother in show business. Please mail your nominations to Show Folks, Chicago.

Cora Yeldham is at home recuperating after being hospitalized in Henrotin.

The re-sale shop is anxious to have your discarded clothing. In this connection, thanks to Myrtle Hutt Beard, Nan Rankine and Mrs. Margaret Hock for their donations.

Warren Warren left Friday (25) for a 10-day stay in Hot Springs.

Rev. Marcel La Voy, chaplain, and Herman Stoke, chairman of the cemetery committee, announce the memorial service and dedication of the monument site in Show Folks Rest, Glen Oaks Cemetery, will be held May 17.

**CETLIN & WILSON SHOWS**

Week May 5, Knoxville, Tenn., Chilhowee Park Circus Grounds

CAN PLACE—Snake Show, Iron Lung and any other Grind Show not conflicting.

WANT—First-class Show Painter and Artist. Geo. David Hensley or Jo Jo, please answer.

WANT—Photo Gallery, also Ball Games and Grind Stores for merchandise only.

CAN PLACE MAN WITH HAMMOND ORGAN for Singer Midget Show.

WANT—Chalkers, Polers and other useful Train Help.

WANT—Foreman for light towers and army searchlights.

All address, this week, Kingsport, Tenn.

**"Betty Zane" POPCORN**

TOP QUALITY OHIO SUPER YELLOW

Packed in 50-lb. Single Bags	100 to 500 lbs. Per 100 lbs.	500 lbs. or more Per 100 lbs.
\$5.00	\$9.75	\$9.50

Packed in either 50-lb. or 100-lb. moisture proof bags at same price per 100 pounds. All prices F. O. B. Marion, Ohio

**"LOU-ANA" COCOANUT OIL**

Returnable Drums

31 1/2¢ per lb.

3 3/8 Lb. Tins

33¢ per lb.

Distributors for Cretors Popcorn Machines

Also Peanut Oil Salt Seasoning Paper Cones Bags Boxes

**POPCORN BOXES**

Per 1000

\$7.50

F. O. B. Chicago

Prices Subject to Change

**POPPERS BOY PRODUCTS CO.**

60 E. 13TH ST. CHICAGO 5

**"ROYAL HAWAIIAN SHOWS"**  
(Hawaii on Parade)

WANT

WANT

RIDES—Merry-Go-Round, at least 3 Abreast; 2 Ferris Wheels, Tilt, Chair-o-Plane and 2 or 3 Kiddie Rides. Will furnish expenses from San Francisco. Guarantee year round work. Business terrific here, best I've seen in my 25 years in the States. Will book on a 50-50 basis. Grosses will amaze you.

SHOWS—Want Minstrel Show with at least good 6-Piece Band (Piano, Trumpet, Trombone, two Saxes), 6 Chorus Girls who can do specialties and bits in olio, 2 good Comics, Blues Singer, Tap or Specialty Dancer who can do bits. Salary must be right and all year round work, but not less than 3 months. Want Girls for Girl Show and Posing. Send photos at once and state all. Salary out of office. Will consider line of 6 Girls, plus Fan, Oriental and Strip. Good Singing M. C. Want good organized Side Show with own equipment. Banner line not over 100 ft. Must have at least 2 Freaks, Electric Chair and 4 or 5 Working Acts—good Half and Half. Can get 50¢ admission very easy. Will finance expenses from San Francisco. Will book on 50-50 basis front. Pitches will do very big here. Will consider any Grind Show except Snakes, as not allowed. WANT IRON LUNG. Lawn, of Springfield, Illinois, contact me at once, as have good proposition. Play center of Main Street, then four Islands. Same proposition we talked about last summer. CONCESSIONS—Want good Bingo, people eat it up. Want Fish Pond. Slum Concessions who put out stock, Hoop-La, flashy Ball Games. Flat Stores must work according to orders and will do terrific business. Must not bruise people. Blowers, P.C. and Count-Em-Up Stores can work if can take orders.

**NOTICE**

TUBA ROCCO, MAXIE, WHITEY WOODS, HONEY LEE AND JACK KORIE, FRED SAWYER, EARL CHAMBERS OR ANY ONE I KNOW, CONTACT IF INTERESTED. All parties interested on West Coast or Middle West contact at once. This is year round proposition and it's here. I'm native of these Islands and have all connections ironed out. Have good sponsors lined up and people starved for amusement.

**BILL HOLT, MGR.**

ROYAL HAWAIIAN SHOWS, c/o MAYOR JOHN WILSON, HONOLULU, HAWAII. P.S.: Phil Marder, contact at once; can place you. It's new here.

**THOMAS JOYLAND AMUSEMENTS**

WANTED AT ONCE—A-1 Caterpillar Foreman, salary no object if you can get Ride up and down. Can also use Foremen on other Rides. Can place Second Merit. Can place a few Concession Agents. Want Flying Scooter Foreman. Jim Wellman wants Custard Operator. Can place good Special Agent at once. ADDRESS:

**L. I. THOMAS, Mgr., Dunbar, W. Va., this week**

**John R. WARD'S**  
WORLD'S FAIR SHOWS

AMERICA'S NEWEST and FINEST RAILROAD SHOW

WANT

LEGITIMATE STOCK CONCESSIONS. CAN PLACE TWO GOOD COUPON STORE MEN. MUST BE SOBER AND KNOWN. NO DRUNKS OR AGITATORS TOLERATED. CAN PLACE BALL GAME AGENTS. WANT ARCADE THAT HAS OWN TRANSPORTATION AND EQUIPMENT. NO COLLECT WIRES, PLEASE. REPLY:

MONROE, LA., THIS WEEK; THEN PER ROUTE.

# LIVING SNAKES

No one can or will give you a better deal than

**"BRAD" BRADFORD**  
DAVISBORO, GEORGIA  
Phone—Wire—Write or Call

## SAM'S FUNLAND SHOWS WANTS FOR VETERANS' BAZAAR

Stoneville, N. C., this week.  
Free Gate. Free Gate. No Racket, No Girl Shows. Concessions—Stum Stores, \$21.00 week. Also want Grab Shows, 20 per cent after tax. Will book or buy Wheel, Foreman for Smith & Smith Chairplane. Also other Ride Help. We have 3 Rides, no gate.

## AGENTS WANTED

Want Agents for Pin Store, Roll Down, Bowling Alley and Slum Skillo. Also one good Wheel Man. Only five Stores on Show. Show going north fast. All answer:

**EDDIE JONES**

Regent Shows Phenix City, Ala.

## WANTED

Electrician who understands transformers. Ride Foreman who can drive Semi for Octopus and EH Wheel. General Agent who knows Missouri and Iowa.

## Red River Valley Shows

Texarkana, Texas, this week; then per route.

## Experienced Carnival Secretary Wanted

Must be able to handle all taxes. Hugh Coffey, answer.

**EDDIE L. WHEELER**

Shannon, Ga., this week; Blue Ridge next.

## WANTED DANCING GIRLS

Oriental, Hula, Rumba. Top salary, pleasant engagement, long season.

**CHAS. JOY GRAMLICH**

Kirkwood Shows This week, Poughkeepsie, N. Y.

## WANTED

RIDES AND CONCESSIONS for 3-day Fourth of July Celebration—one of the best.

**FREETOWN, INDIANA.** Contact

**C. C. FOOGEY, Sec.**

## JOSEPH A.

Am in Pittsburgh, family having wonderful time. Jack would love to see you. Will stay here until things change. Registered letter in B.B.

**ANN**

# Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo: Kerrville, Tex.  
American Banner: Taunton, Mass., 5-10.  
American Beauty: Perryville, Mo., 3-10.  
American Eagle: Joiner, Ark.  
American United: Olympia, Wash.  
American Expo.: Fairmont, W. Va.  
A. M. P.: Statesville, N. C.  
A. & P. Am.: Oilton, Okla.  
Anderson's Greater: Monterey, Tenn.  
Badger State: Oshkosh, Wis., 28-30; (Kinnick Ave.) Milwaukee 2-11.  
Baker's United: Bedford, Ind.  
Barkoot: Toledo, O.  
Bay State Am. Co.: New Bedford, Mass.  
B. & C. Expo.: Rochester, N. Y., 5-10.  
Beam's Attr.: Johnstown, Pa., May 1-10; Windber 12-17.  
Bee's Old Reliable: Williamsburg, Ky.  
Beeson, Tex., Am.: Republic, Mo.  
Bell & Vinson: Sikeston, Mo.  
B. & H.: Saluda, S. C.  
Big State Am. Co.: Taft, Tex., 30-May 5; Mathis 6-12.  
Blue Grass State: Russellville, Ky.  
Blue Ribbon: Shelbyville, Tenn.  
Bohn & Bolis United: Hoxie, Ark.  
Borderland: Lampasas, Tex.  
Boston: Medford, Mass., 30-May 10.  
Brady & Leedy: Appalachia, Va.  
Brewer United: Jefferson, Tex.  
Bright Lights Expo.: Bedford, Va.; Woodstock 5-10.  
Buck, O. C.: Newburgh, N. Y.  
B. & V.: Garfield, N. J.; Haverstraw, N. Y., 5-10.  
Caledonia: Oneonta, N. Y.; Binghamton 5-10.  
California Shows: Salinas, Calif.  
Capital City: Glasgow, Ky.  
Capeil Bros.: Chickasha, Okla.; Hobart 5-10.  
Carr, Lawrence: Lynn, Mass.; Medford 5-10.  
Caravella Am.: Farrell, Pa.; New Castle 5-10.  
Cavalcade of Amusements: (Ball Park) Nashville, Tenn.  
Central States: Colby, Kan.  
Cetlin & Wilson: Kingsport, Tenn.  
Chanos, Jimmie: Richmond, Ind.  
Cherokee Am. Co.: Chanute, Kan.  
Coastal Plain: Biscoe, N. C.; Mount Gilead 5-10.  
Coleman Bros.: Willmamssett, Mass.  
Continental: Hudson, N. Y.  
Copper State: Moab, Utah.  
County Fair: Doniphan, Neb., 1-3.  
Crafts 20 Big: Santa Ana, Calif.  
Craig, Harry: Lubbock, Tex.  
Crandell's Midway: Ellijay, Ga.  
Crescent Am. Co.: Lexington, N. C.; Mount Airy 5-10.  
Crescent: Vancouver, B. C., Can., 28-May 10.  
Crystal Expo.: Commerce, Ga.; Toccoa 5-10.  
Cudney Border State: Porter, Okla.  
Cunningham's Expo.: New Matamoros, O.  
Curl, W. S.: Washington C. H., O.; German-town 5-10.  
Daniel's Greater: Montreal, Can.  
De Luxe: Norwich, Conn.; Plainville 5-10.  
Denton, Johnny J.: Harlan, Ky.  
Dickson United: Bristol, Okla.  
Douglas Greater: Everett, Wash.  
D. & P. Attrs.: Wilkes-Barre, Pa.  
Dowland Midway Attrs.: Milwaukee, Wis., 3-11.  
Dudley, D. S.: Paducah, Tex.; Amarillo 5-10.  
Dumont: Lebanon, Pa.  
D. & W.: Jacksonville, N. C.  
Eddie's Expo.: Etna, Pa.; Mount Pleasant 5-10.  
Elliott, L. W.: Indianapolis, Ind.; Morristown 6-10.  
Elman United: Milwaukee, Wis., 3-10.  
Endy Bros.: Wilmington, Del.  
Evans United: Osceola, Mo.  
Excelsior Am. Co.: McBee, S. C.  
Exposition at Home: Baltimore, Md.  
Fay's Silver Derby: Aragon, Ga.; Columbia, Tenn., 5-10.  
Fidler's United: Jacksonville, Ill.; Oglesby 5-10.  
Fleming, Mad Cody: Waycross, Ga.  
Florida Am. Co.: Murphy, N. C.  
Folk's Celebration: Santa Fe, N. M.  
Francis, John: East St. Louis, Ill.  
Franklin, Don: Taylor, Tex.; Mexia 5-10.  
Franks Playland: Warner Robins, Ga.; Macon 5-17.

Fuller Greater: McKeesport, Pa., 1-8; Boswell 10-17.  
Funbeam: Confluence, Pa., 1-10; Garrett 12-17.  
Garden State: Slatington, Pa.; Phillipsburg, N. J., 5-10.  
Gate City: Elkin, N. C.; High Point 5-10.  
Gem Carnival: Elgin, Tenn.; Albany, Ky., 5-10.  
Gem City: Fort Smith, Ark.  
Gentsch, J. A.: Senatobia, Miss.  
Glelow, Art: (1st & E. Capitol Drive) Milwaukee, Wis.  
Globe: Pawtucket, R. I., 1-8.  
Gold Bond: Harrisburg, Ark.  
Gold Medal: Paducah, Ky.; Vincennes, Ind., 5-10.  
Golden Rule: Lawnside, N. J.  
Golden West: Oakdale, Calif., 29-May 4; Yuba City 6-11.  
Gooding Am. Co., No. 1: (Whittier & Jaeger) Columbus, O.  
Gooding Am. Co., No. 2: Tronton, O., 1-10.  
Gooding Am. Co., No. 3: Greensburg, Pa.  
Gooding Greater: Portsmouth, O.  
Gooding Park Attrs.: (Town & Belle Sts.) Columbus, O.  
Granite State: Kingston, N. Y.  
Great Sutton: Alton, Ill.; Decatur 5-10.  
Greater Rainbow: Vinita, Okla.; Pawhuska 5-10.  
Greater United: Wichita Falls, Tex.  
Groves Greater: Hammond, La.  
Gulf Coast: Potosi, Mo.  
Hannum, Morris: Coatesville, Pa.  
Happy Attrs.: Mount Vernon, O.; Alliance 5-10.  
Harris, Roxie: Mansfield, O.  
Harrison Greater: Richmond, Va., 28-May 10.  
Heller's Acme: Bayonne, N. J.  
Hennies Bros.: Terre Haute, Ind.  
Henson, J. L.: Omega, Ga.  
Heth Expo.: Hayti, Mo.  
Heth, L. J.: Birmingham, Ala.  
Hill's Greater: Shawnee, Okla.  
Home State: Marshall, Mo.  
Imperial: Paris, Ill.  
Imperial Expo.: Redding, Calif., 29-May 4.  
International: Junction City, Kan.  
Jayhawk Amus. Co.: Blue Ridge, Ga.  
J. & B.: Kenbridge, Va.  
Johnny's United: Blue Ridge, Ga.  
Jones Greater: New Boston, O.  
Jones, Johnny J., Expo.: Washington, D. C.  
Kaus, W. C.: Emporia, Va.; Linden, N. J., 5-10.  
Ken-Penn Am.: Pittsburgh, Pa., 1-10.  
Keyman's Am.: Adrian, Mo.  
Keystone Expo.: Raeford, N. C.; Warsaw 5-10.  
Kilgore: Fairfield, Tex.  
Kirkwood, Joseph J.: Poughkeepsie, N. Y.  
Lamb, L. B.: Lebanon, Tenn.  
Lawrence Greater: (4300 W. Broad St.) Richmond, Va.; Silver Spring, Md., 5-10.  
Lee United: Clawson, Mich.; Adrian 6-10.  
Leeright, J. R.: Hominy, Okla.; Sedan, Kan., 5-10.  
Loughorn Am. Co.: Ryan, Okla.  
Long's United: Modesto, Calif., 29-May 4.  
Mace, Herbert: Warsaw, Va.  
Madison Bros.: Mount Vernon, Ill.  
Magic Empire: Lexington, Tenn.  
Magic Valley: Melvin, Tex., 3-5; Blackwell 7-14.  
Magnolia Expo.: Dawson Springs, Ky.  
Majestic Greater: Harrisburg, Pa.; Ambridge 5-10.  
Manning, Ross: Ossining, N. Y.  
Marion Greater: Chester, S. C.  
Marks, John H.: Charlottesville, Va.  
Martin United: Chino, Calif., 28-May 4; San Gabriel 6-11.  
McCall's, Jim: Clarkdale, Ga.  
McColl's Midway: Osceola, Mo.; Lebanon 5-10.  
McKee, John: Bicknell, Ind.; Sullivan 5-10.  
Meeker's: Bremerton, Wash.  
Merriam & Robinson: Webster City, Ia., 5-10.  
Merit: Brockton, Mass.  
Midway of Mirth: Gillespie, Ill.  
Midwest: Trona, Calif., 29-May 4; Yerma 9-11.  
Mid-Western Expo.: Nashville, Ark.  
Mighty Hoosier State: Kokomo, Ind.; New Castle 5-10.  
Mighty Page: Gallatin, Tenn.  
Model Shows of Canada: Owen Sound, Ont., Can., 28-May 1.  
Moore's Modern: West Frankfort, Ill.  
New England Am. Co.: Springfield, Mass.  
Nolan, Larry: Las Animas, Colo.  
Ohio Valley: Mansfield, O.  
Omar's Greater Am.: Picher, Okla.  
Page Bros.: Brucceton, Tenn.  
Page, J. J.: Johnson City, Tenn.  
Parada: Olathe, Kan.  
Paramount Expo.: Elizabeth City, N. C.; Newport News, Va., 5-10.  
Parris & McIntyre: Marshville, N. C.; Siler City 5-10.  
Paul's Am. Co.: Wilburton, Okla.  
Pearl City Rides & Shows: Ottumwa, Ia.  
Pearlene: Fort Gibson, Okla.  
Peerless Celebration Am.: Radford, Va.  
Penn Premier: Salem, N. J.  
Peppers All-State: Decatur, Ala.; Tupelo, Miss., 5-10.  
Pike Am.: Galena, Kan.  
Pine State: Cookeville, Tenn.  
Pioneer: Waverly, N. Y.  
Playland United: (Eleven Mile & Coolidge) Detroit, Mich., 2-10.  
Playtime: Quincy, Mass.  
Powelson Greater: Newcomerstown, O.; Well-ston 5-10.  
Prel's Broadway: Alexandria, Va.  
Fryor's: Pearisburg, Va.  
Regent: Phenix City, Ala.; Tuskegee 5-10.  
Reid, King: S. Glens Falls, N. Y., 5-10.  
Rockwell: Ulysses, Kan.  
Rogers Greater: Vandalla, Ill.; Mattoon 5-10.  
Rogers & Powell: Macon, Miss.; Starkville 5-10.  
Roof Garden: Elkins, W. Va.; Buckhannon 5-10.  
Royal American: (Grand & LaCleda Sts.) St. Louis, Mo., 1-18.  
Royal Amusement: Comer, Ga.  
Royal Crown: Bowling Green, Ky.  
Royal Rides: Alabaster, Ala.; Homewood 5-10.  
R. & S.: Plymouth, N. C.; Edenton 5-10.  
Rupe's Midway for Fun: Cherokee, Okla.  
Sam's Funland: Stoneville, N. C.  
Schafer's Just for Fun: Stephenville, Tex.  
Shan Bros.: Hazard, Ky.  
Shipley's Amusements: Emerson, Ark.  
Siebrand Bros.: Miami, Ariz.  
Silver Slipper: Kingston, Tenn.

Smith Am. Co.: Itasca, Tex.  
Smith, George Clyde: Duncansville, Pa., 1-10.  
Snapp Greater: Joplin, Mo., 1-10.  
Snyder's Greater Am.: Eminence, Ky.  
Southern Valley: Jonesboro, Ark.; Bald Knob 5-10.  
Strader, M. A.: Newton, Kan.  
Stafford United: Indianapolis, Ind.  
Standard: Douglas, Wyo.  
Stebler Greater: Damascus, Va.  
Stephens, C. A.: Calhoun, Ga.; Etowah, Tenn., 5-10.  
Strates, James E.: Trenton, N. J.  
Sunflower State: Wellington, Kan.  
Sunset Am. Co.: Excelsior Springs, Mo.; Leavenworth, Kan., 5-14.  
Tassell, Barney: Crewe, Va.  
Tatham Bros.: Mason City, Ill., 3-10.  
Thomas Joyland: Dunbar, W. Va.  
Tidwell, T. J.: Clovis, N. M.  
Tinsley, Johnny: Athens, Ga.  
Tivoli Expo.: Nevada, Mo.; Sedalia 5-10.  
Triangle: Uniontown, Pa.; Washington 5-10.  
Turner Bros.: Springfield, Ill.  
United Am.: Newport, R. I.; Natick 5-10.  
Utah Expo.: Dragerton, Utah.  
Veterans United: Des Moines, Ia., 28-May 1.  
Victory Expo.: McAlester, Okla.  
Virginia Greater: Robersonville, N. C.  
Virginia Rose: (18th & Broadway) Louisville, Ky.  
Wade, W. G.: Pontiac, Mich.  
Wallace Bros.: Vincennes, Ind.  
Wallace, I. K., Attrs.: Greencastle, Pa., 1-10.  
Wallace & Murray: Masontown, Pa.  
Ward, John R.: Monroe, La.  
Wason Am.: Sanford, N. C.  
West Coast: Lodi, Calif., 29-May 4; Pittsburg 8-11.  
Wheeler, Eddie L.: Shannon, Ga.; Blue Ridge 5-10.  
White Star Attrs.: Sunman, Ind.  
White's Rides: Dunlap, Tenn.  
Williams Southern: Spindale, N. C.  
Wilson's Famous: East Peoria, Ill., 1-10.  
Wolf Greater: St. Cloud, Minn., 3-10.  
Wolfe Am. Co.: Johnson, S. C.  
Wonder City: Princeton, Ky.; Central City 5-10.  
Wonder Shows of America: Little Rock, Ark.; East St. Louis, Ill., 5-10.  
World of Mirth: Chester, Pa.  
World of Pleasure: Wyandotte, Mich.  
World of Today: Wichita, Kan.; Ponca City, Okla., 5-10.  
Zachini Bros.: Tyler, Tex.  
Zeiger, C. F., United: Albuquerque, N. M., 28-May 4.

# Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Clarksburg, W. Va., 29; Fairmont 30; Connelville, Pa., May 1; Washington 2; New Castle 5; Oil City 6; DuBois 7; Punxsutawney 8; Clearfield 9.  
Barnes Bros.: (Stadium) Chicago, Ill., 28-May 4; (Olympia) Detroit, Mich., 7-18.  
Beatty, Clyde: Tracy, Calif., 29; Modesto 30; Tulare May 1; Bakersfield 2; Fresno 3; Merced 4; Stockton 5; Auburn 6; Reno, Nev., 7; Susanville, Calif., 8; Alturas 9; Klamath Falls, Ore., 10.  
Cole Bros.: Champaign, Ill., 29; Danville 30; Lafayette, Ind., May 1; Indianapolis 2-4.  
Cole, James M.: Pottstown, Pa., 29; Easton 30; Westfield, N. J., May 1; Elizabeth 2; Montclair 3.  
Dalley Bros.: Meridian, Miss., 29; Tuscaloosa, Ala., 30; Bessemer May 1; Attalla 2; Dalton, Ga., 3.  
Dorman Bros.: Pickens, S. C., 30; Brevard, N. C., May 1; Tryon 2; Spindale 3.  
Gainesville Community: Greenville, Tex., 1-2; Denison 8-9.  
Garden Bros.: St. Thomas, Ont., Can.  
Gray's, Gil, Indoor: Fremont, Neb., 28-May 1.  
Hamid-Morton: Montreal, Can., 3-10.  
King Bros.: Shelbyville, Ky., 29; Frankfort 30; Cynthia May 1; Mount Sterling 2; Richmond 3; Middleboro 5; Cumberland 6; Harlan 7; Big Stone Gap, Va., 8; Wise 9; Whitesburg, Ky., 10.  
King & Franklin: Blue Ridge, Ga., May 1.  
Mills Bros.: Newark, O., 29; Mansfield 30; Wooster May 1; Akron 2-3; Barborton 5; North Canton 6; Massillon 7; Alliance 8; Cleveland 9-10.  
Monroe Bros.: Coffeen, Ill., 29; Ramsey 30; Brownstown May 1; Kinmundy 2; Sandoval 3.  
Montgomery, C. R.: Anson, Tex., 29; Rotan 30; Snyder May 1; Tahoka 2; Brownfield 3.  
Polack Bros. (Eastern): (Armory) Wilmington, Del., 2-3; (Auditorium) Norfolk, Va., 12-18.  
Polack Bros. (Western): (Civic Auditorium) Sacramento, Calif., 28-May 4; (Civic Auditorium) Oakland 8-18.  
Ringling Bros. and Barnum & Bailey (Madison Square Garden) New York, thru May 11.  
Roger Bros.: Farmerville, La., 29; Bernice 30; Junction City May 1; Magnolia, Ark., 2; Hope 3; New Boston 5.  
Sparks: Mansfield, O., 29; Marion 30; Lima May 1; Findlay 2; Toledo 3-4.  
Stevens Bros.: Quinton, Okla., 29; Wilburton 30; Hartshorne May 1; Wister 2; Panama 3; Bokoshe 4; Poteau 5.  
Wallenda: Jacksonville, Fla., 30-May 3; Waycross, Ga., 5-6; Albany 7-8; Americus 9-10.  
Yunkee-Robinson: Reedley, Calif., 29; Sanger 30; Chowchilla May 1; Dos Palos 2; Hollister 3; Gonzales 4; Santa Cruz 5.

# Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Gosh, Byron, Hit Parade Teht Show: Purvis, Miss., 30.  
Ice Follies of 1947: Minneapolis, Minn., 28-May 5.  
Renfro Valley Folks Tent Show: Zanesville, O., 10-11.  
World-Wide Animal Exhibit: Abilene, Tex., 28-30; Vernon May 2-4; Wichita Falls 5-8.

**CHEWS** Assorted Wrapped 100 PACKAGES \$8  
**MOONLIGHT** Chocolate Crushed Cherrys 100 PACKAGES \$9  
**SUGAR DANDIES** Assorted Gums & Chews 100 PACKAGES \$8  
**SMILES** Assorted Chews 200 PACKAGES \$7

ALL TYPES OF BOXED CANDY — POPULAR PRICES — CHOCO-LATES, GUMS, CHEWS — WILL STAND ALL KINDS OF WEATHER — FREE CATALOG ON REQUEST — 20% DEPOSIT ON ORDERS

**DELIGHT SWEETS, Inc. 50 East 11th Street, New York City**

## WANTED MAN TO ASSIST ME

With Car, to Book America's newest and finest Circus, playing stadiums and ball parks, Wallenda Circus. Must have contracting experience. Wire or write

**VAUGHN RICHARDSON**  
FARRAGUT HOTEL, KNOXVILLE, TENN.

# JAS. M. RAFTERY'S SHOWS

EDENTON, N. C., WEEK MAY 5  
WILLIAMSON, N. C., WEEK MAY 12

WANT Custard, Fishpond, Ball Games, String Game, Age, Scales, Bowling Alley, Slum Bumper, Coke Bottles or any legitimate Concessions.

CAN PLACE P. C. Dealers who can stand prosperity; will consider booking some P. C. if you have other Concessions; good proposition for Penny Arcade.

WANT Talkers and Grinders. Can place Ride Help at all times. Mr. Stan Reed, contact at once.

All address  
**JAS. M. RAFTERY**  
Plymouth, N. C., this week.

# JOHNNY J. DENTON SHOWS

HARLAN, KY., WEEK OF APRIL 28

Ten new Rides, six clean Shows, Light Towers, two U. S. Army Searchlights playing established territory, best route Still Dates, Fall Fairs, Richlands, Va., Fourth of July.

WANT RIDE HELP—First and Second Men for No. 5 Wheels, Second Man on Caterpillar, good opening for Man capable of taking care of two new Kiddie Rides.

CONCESSIONS—Exclusive on Frozen Custard, good opening for Cigarette Shooting Gallery, Cane Rack and other Stock Concessions.

SHOWS—Good opening for Side Show, Motor Drome, Fun House, Glass House.

**JOHNNY J. DENTON** Harlan, Ky.

## WANTED WANTED WANTED WANTED

High-class Ride Help for all Rides. Foreman and Second Man for Merry-Go-Round, also 1947 Super Roll-o-Plane. Place General Help in all departments. TOP SALARIES PAID, but you must know your business. Drunks and scotchers, stay away. All wire or write:

**C. C. GROSCURTH, Gen. Mgr.**  
**BLUE GRASS STATE SHOWS**

All This Week, RUSSELLVILLE, KENTUCKY.

Can also place clean Concessions of all kinds that don't conflict. Watch our route of REAL GOLDEN SPOTS (ALL FIRST-IN SPOTS), and we don't mean maybe. Our Fair and Celebration Spots furnished to interested Concession people.

# JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

## WANT

Ride Help Foremen for Caterpillar and Chairplane, also Second Man on Wheels.

**JOHNNY T. TINSLEY SHOWS**  
ATHENS, GEORGIA

## WANTED

On account of disappointment, man to bring Agents, two new Bucket Stores. Floyd Smith needs Swinger Agent. Bill and Dick Coleman need Ride Help that can drive semi trailers. First-class Griddle Man. Address

**COLEMAN BROS.' SHOWS**

Willimansett, Mass.

# BARKOOT SHOWS WANT

Can place Tilt-a-Whirl or Octopus. Shows—Can place 10-in-1, Mechanical or any Show that is capable of getting money. Concessions—Place Bingo, Custard, Ball Games or any 10¢ Concessions. We play Main and Front St. lot in downtown Toledo, then into Michigan.

**BARKOOT SHOWS—J. C. WEER, Mgr.**

# PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS

20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS

40 TRUCKS

WORLD'S HIGHEST FREE ACT—SELDON, STRATOSPHERE MAN

WANT FOR

**MEMPHIS COLORED COTTON JUBILEE**

RIGHT ON BEALE STREET

WANT CONCESSIONS—Agents for office owned Slum Store and Grind Stores. Will book High Striker, Ice Cream, Devil's Bowling Alley, Hoop-La, Cane Rack. Want American Mitt Camp Operator to take full charge of beautiful Mitt Camp. A. Paul, join in Tupelo, Miss., May 5th. Can use one more Grab Joint for Memphis.

RIDE HELP—Want Men for 2-Abreast Spillman Merry-Go-Round, Ferris Wheel. Second Men for A-1 Rides. Must be able to drive Semis and have driver's license. Wives to sell tickets. Must be sober and reliable. We pay you just what you are worth.

SHOWS—Will book Motor Drome, Illusion Show, Mechanical City, Fat Show, any Show that doesn't conflict; with own transportation.

WANT SIDE SHOW FREAKS—Sword Swallow, Fire Eater, Mentalist. Bremmsheim, wire at once, Prof. Sanders.

MINSTREL SHOW PEOPLE—Want A-1 Talker to take full charge of the Front, A-1 Chorus Girls, Comedians that can cut it. For Memphis and balance of season. For Tenn., Va., W. Va., Miss., and Ala.

WANT USEFUL SHOW PEOPLE for Monkey Show, Life Show and Snake Show. Want Talkers, Ticket Takers. Drunks and Fly-by-Nites, stay where you are.

WANT ASSISTANT MANAGER—To take full charge of the Back End, also must know how to take it off; top wages. Join on wire. Must have reference. No time to write, join on wire.

Decatur, Ala., 28 to May 3; then Tupelo, Miss. Memphis, 11 to 17. All wires to F. W. PEPPERS.

# PENN PREMIER SHOWS

worlds • cleanest • midway

FEATURING AMERICA'S MOST OUTSTANDING FREE ATTRACTION

**THE GREAT WILNO**

HUMAN PROJECTILE SHOT OVER 3 WHEELS

Can place Ball Games, Cigarette Gallery, Watch-La, Pitch Til You Win. Ex. on Photo, Balloon, Bowling Alley and other legitimate Concessions. No gypsies. PATSY ROSANA can place one reliable Agent to take head of Pin Store; Tag Jones, wire; also one Roll Down Agent.

SHOWS—Want Arcade, Monkey Show or any other not conflicting. Speedy Bauers can place Lady or Man Straight Riders for Drome. Henry Thompson can use one or two more good Side Show Acts. PRINCESS ANITA wants three good attractive looking Girls for Revue, also Talker and Ticket Sellers for the front Rides. Due to fire will book, buy or lease a Merry-Go-Round, must be in good condition, 32 or 36 foot. E. Pellgenfritz, wire. No other Rides needed, as we have 14 office-owned Rides. For Sale—One new 22 Ft. Kiddie Merry-Go-Round. This Show plays only proven territory with outstanding dates, always the first in. Will compensate parties for reliable information as to the whereabouts of Robert Bengel or William J. McMullin. Address all mail:

**PENN PREMIER SHOWS**

**LLOYD D. SERFASS, General Manager**

Salem, N. J., this week; Trainer, Penn., next; followed by Bristol Firemen's Celebration.

## WANT—PINE STATE SHOWS—WANT

County Spring Festival, first Showing, Cookeville, Tenn., this week; Lake City Home-Coming next week. Can place Stock Concessions—Fish Pond, Clothes Pin, Age, Scales, Coca-Cola, Watch-La, Penny Pitch, Hoop-La, sell Exclusive Custard, Photos, Diggers, Bingo.

Can place Shows and Rides with own transportation not conflicting. What have you going north? Can place Ride Help, top salary. No drunks. Agitators not wanted.

P.S.: R. T. (Bob) Bullock and Fritz Balis are in no way connected with this Show.

**JOHN J. CARUSO, Mgr. Pine State Shows**

## CAN PLACE

Ball Games, Scales, Age, Slum Stores, Girls for Girl Show, Side Show Attractions, talent for Athletic Show. Will book Independent Grind Shows. Ride Help who drive.

**EXCELSIOR SPRINGS, MO., THIS WEEK; LEAVENWORTH, KANSAS, NEXT.**

**K. H. GARMAN**

**SUNSET AMUSEMENT CO.**

## WANT—MID-WESTERN EXPOSITION—WANT

Fairs and Celebrations, start June 1 in Iowa, ending Armistice Day in Louisiana. WILL BOOK RIDES AND SHOWS NOT CONFLICTING WITH WHAT WE HAVE.

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.

Whitie Vasulka wants Agents for Roll-Down and Skillos, also Outside Help for Wheel. Agents that can win money, wire or come on! Agents, contact Frank (Whitie) Vasulka. All others contact:

**TED WOODWARD, Mgr.**

NASHVILLE, ARK., this week; then per route.

## GREATER RAINBOW SHOWS

WANT RELIABLE OPERATOR WITH SIDE SHOW ACTS

Have complete Side Show Frame-Up. 20x80 Top. 100 ft. of Banners. All Inside Props. Sword Box, Electric Chair, Knife Board, Platforms, etc., etc. No time to write—WIRE. WILL BOOK GIRL SHOW OR ANY OTHER SHOW WITH OR WITHOUT FRAME-UP. WANT OPERATOR FOR BOUQUET OF LIFE SHOW AND FUN HOUSE. MOST CONCESSIONS OPEN.

Address: VINITA, OKLA., this week; PAWHUSKA, OKLA., next week.

# WILLIAMS

*Southern Shows*

## Featuring FEARLESS GREGGS' CANNON ACT

**WANT WANT WANT**

Have the following Concessions open: Penny Pitch, Candy Apple, Jewelry, Country Store, Novelties, Can Rack, Clothes Pin Store, Coca-Cola Bottle, Bowling Alley, Bumper Store. Have excellent proposition for good Minstrel Show, also for Grind Shows, Fun House, Glass House, and what have you? RIDES—Help wanted for the following Rides: First Man for Little 2-Abreast Beauty Merry-Go-Round, First and Second Man for Caterpillar, First and Second Man for Ridee-O, First and Second Man for Jones Swings.

FOR SALE—One 42-Ft. Parker Merry-Go-Round, one Smith & Smith Swing, one Strato Rocket. All replies to

**ROY E. WILLIAMS, WILLIAMS SOUTHERN SHOWS**

Rutherfordton, N. C., this week.

## Morris Hannum Shows

*A tradition at Veterans' Conventions*

LANCASTER, PA., FIRST IN RAILROAD LOT, MAY 5-10

**WANT**

Shows—Ten-Cent Stock Concessions, one Flat Ride. Will book another Ferris Wheel. Ride Help, come on. Account of disappointment, Tiernan Davidson or Pop-Eye, telephone me. Cash and Four Inn, Coatesville, Pa., now; Lancaster, Pa., May 5-10.

## JAMES E. STRATES SHOWS

A MIDWAY UNSURPASSED CAN PLACE

Experienced Hey-Dey Help, also Ride Help on most major Rides, Truck Drivers and Assistant Electricians. For Sale—Male Lion, fine specimen. C. W. Murray wants Trick Rider on Motor Drome, also Drome Talker. Address:

**JAMES E. STRATES**  
TRENTON, N. J., WEEK APRIL 28.

## JOE DARPEL Presents "FRONT PAGE PEOPLE"

**W** FREAKS, NOVELTY ACTS, BALLY ATTRACTIONS, MIND **W**  
**A** ACTS AND TATTOOER **A**  
**N** The Keatings, Roy Diamond, Milton Nelson and Joe Rivers, wire **N**  
**T** ALSO CAPABLE MANAGERS FOR GRIND SHOWS **T**

State All in First Letter or Wire  
GOOD PROVEN MONEY ROUTE OF TERRITORY IN THE EAST  
All address

**JOE DARPEL, c/o Paramount Exposition Shows**  
Elizabeth City, N. C., this week; then Newport News, Va.

## SHANNON BROS. SHOWS

WORLD'S CLEANEST MIDWAY

**WANT**

Billposter with car or truck. Sid Lovett, answer. Speedy Williams wants Drome Riders, trick and straight, girls and boys. Top salaries. HAZARD, KY., This Week

## A.M.P. SHOWS

*Juggy*

WANT Milk Bottle Ball Games, Fish or Duck Ponds, High Striker, Coca-Cola, Devil's Bowling Alley, Dart Games, String Games, Hoop-La, French Fries, Scales, Novelties, Photos, Nickel Pitch or any others not conflicting. SHOWS—Man to take over Jig Show. Talker and a few more Musicians: salary out of the office. Have top, banners and banner-line with semi for 10-in-1. OPENINGS for Wild Life, Funhouse, Geek and other Shows of merit. Would like to hear from Aerial Free Act, Jackrabbit Courtney, contact Fred C. Boswell. All replies to

**A. M. PODSOBINSKI**  
THIS WEEK, STATESVILLE, N. C.

## FROM THE LOTS

### Crescent Amusement

ALBERMARLE, N. C., April 26.—The 65-mile move from Rock Hill, S. C., was made without mishap and everything was up and ready for Monday opening. Business at Rock Hill start slow despite ideal weather, but Saturday found the midway jammed, with plenty of spending.

Location here is on the fairgrounds and our arrival found plenty of spectators on the grounds and both exhibit buildings filled with commercial exhibits. This being the first spring fair sponsored by the Veterans of Foreign Wars and the Merchants' Association, it exceeded expectations by far. With good publicity and 100 per cent co-operation, our organization played to large crowds the entire week. The fact that another carnival pre-dated us here had no bearing on the crowds or the spending.

The all-new bingo clicked from the start of the season. Roy Johnson is all smiles since he has all his concessions in operation, plus a new van for transportation. Happy Jack Long joined with his Snake Show. Jim Chavane reports a fair in April is not hard to take with his Side Show.

The new Fly-o-Plane arrived here in the middle of the week. Rigging of the Flying Fishers, free act, was relocated in order to permit erection of the ride, which took top money the balance of the week. Show moved from here to Kannapolis, N. C., for a week's engagement under the auspices of the American Legion. —LOUIS BRIGHT.

### Jones Greater

ASHLAND, Ky., April 26.—Show opened here Saturday (19) for a two-Saturday date, with a special matinee. Radio spot announcements heralded opening day and, with ideal weather prevailing, bow-in crowd was capacity. All shows, rides and concessions reported big business.

Visitors entertained by Manager and Mrs. Pete Jones included Jack Lampton, agent for Gooding Greater Shows; Bob Stevens, owner of Bailey Bros.' Circus; Mrs. Deglerer, ride owner from the Gooding org; Mrs. Fred Thumberg, Loretta Thumberg and Fred Thumberg Jr., and Duke Hall, all of Columbus, O.; Strobe Fullweiler, J. P. Hollander, Dewey Clark and Harry Turner.

Staff: Pete Jones, manager; Frank T. Griffith, general agent; James Donohue and Everett Spence, second agents; Mrs. Frank T. Griffith, secretary; Fred Thumberg, ride superintendent; C. F. Tidball, electrician and lot man.

Ride foremen are Bob Burrows, Octopus; Bob Weekly, Roll-o-Plane; Kenneth Smith, Merry-Go-Round; Floyd Rutherford, Roto Whip, and Russell Daines, Twin Wheels. Other rides include the Chairplane, 10-car kiddie auto ride and J. G. Bake's pony ride.

Shows: Mulholland's Monkey Show; Circus Side Show, managed by Carl Adkins; McClung's Giant Pythons, and Pauleson's Wonder City.

Rita and Dunn, high-wire act, is the free attraction.—CARL GATES.

### Capell Bros.

DUNCAN, Okla., April 26.—This is the fourth stand and when the weather was showable at all, business was good, but there has been plenty of wind and rain to cut into the gross. The personnel has remained intact since the opening and until last week the show has opened every Monday. Last week four days of rain delayed the opening until Thursday and shows remained over for another week here at Duncan.

The rodeo and Wild West purchased last fall and now featured is going over very big in this territory and is under the direction of Jack Carpenter. Paul Benjano's Side Show has a nice line-up of acts under a new top and is getting his share. The Athletic, Girl, Wild Life and Gorilla shows are runnersup for the business but the rides have been hampered by cold weather.

Shows are headed north toward their Nebraska fair dates and one of the spots that was to be played was Woodward, Okla., which suffered such a calamity recently. Raymond Spencer, general agent, was on his way to Woodward on the day of the blow but switched at the last moment.

The staff remains the same: H. N. Capell, manager; Mrs. H. N. Capell, secretary and treasurer; Ed Whelan, legal adjuster; Jack Capell, lot superintendent; Bob Capell, concessions manager; Buck Capell, electrician; Bill Capell, ride superintendent and Ray Spencer, general agent.

### J. R. Leeright

HENRYETTA, Okla., April 26.—Weather was good until the final night when it turned cold. Business up to that time was good.

Plenty of social activities around the show. George Yamada and Joe L. (Cowboy) King celebrated birthdays; Clarence Bollig, of this org, and Helen Pounds, of the Brownie Amusements, were married, and personnel of the show had a baby shower for Mr. and Mrs. J. D. (Tuffy) Reeves.—SHERRY PEAVY.

### Alamo Expo

SAN ANTONIO, April 26.—Favored by weather, the first four days of the Battle of Flowers here resulted in good business, and troupers were looking forward to the remaining two feature days being the biggest of the week.

Near-capacity business has been done by 31 rides on the plazas, supplied by Manager Jack Ruback; Bill Hames, of the Hames Shows, and Bob Hamilton, while 16 shows, including the Hollywood Monkey Circus and Side Show, have likewise been doing heavy business.

Denny Pugh, of State Fair Park, Dallas, has several concessions here, along with Frank Harrison, lunch; Max Lavine, frozen custard, and Buck Ray, cookhouse.

Visiting Ruback and Albert Wright were Chink Ruback, of Kansas City, Mo.; Barney Gerety, Ed Brewer, Dave Stevens, Ed Streich, Lefty Block, Max Freidman and Tobe McFarland.—TED CUSTER.

### Keyman's Amusement

SENECA, Mo., April 26.—Show moved in here from Afton, Okla., and is completing its seventh week after opening in Murfreesboro, Ark., March 10. Weather has been anything but ideal, with plenty of rain and cold.

Show now has six rides and two more will be added in June for the string of street celebrations and fairs in Iowa, Minnesota and South Dakota.

Mrs. Keyman, wife of Henry Keyman, presented her husband with a daughter.

Staff: Henry Keyman, owner-manager; Mrs. Keyman, secretary; George Karst, advance.

Concessionaires: Blacky Stark, razzle-dazzle, clothespin, coke bottles, toss 'em in and glass joint; Charles Morgan, mitt camp, corks, slum skillo and popcorn; Louis Morgan, milk bottles, darts, striker; G. G. Wiggins, bumper hit and mitt; Chuck Anderson, photos; Mr. Scogin, color game and slum spindle. Office has dart balloon and country store.

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**WILL BOOK OR BUY**  
**FERRIS WHEEL — 3 ABREAST MERRY-GO-ROUND—CATERPILLAR—TILT OR SWING**

★ ★ ★ ★

**SHOWS:** 16-20 people Jigg Show. Salaries must be right. Girl Show—6 to 8 Girls. Annex worked. Hillbilly Show, Side Show. What have you?

★ ★ ★ ★

Iron Lung on Trailer. Must be nice frame-up and complete. Have fine proposition for same. Will gross \$5,000 a week.

★ ★ ★ ★

10 Good Concessions. Boys who work according to orders will get well.

FOR FULL INFORMATION... WRITE—DON'T WIRE

**HARRY G. SEBER**

1191 MARKET ST. SAN FRANCISCO 3, CALIF.

**WORLD OF PLEASURE SHOWS**

**LANSING, MICH., MAY 5-11**

Want Monkey Show, Motordrome, Animal, Snake, Iron Lung, Wild Life, Mechanical City, Fat Show and other money-getting attractions. Good territory for well-framed Penny Arcade. Can place Merchandise Concessions of all kinds. Ride Help for 10 major rides, semi-drivers preferred. Assistant Electrician and man to handle light towers. Useful showpeople in all departments.

We will play our usual route of carnival dates in Michigan, Ohio and Indiana.

**JOHN QUINN, Mgr. Wyandotte, Mich. (Now)**

**COASTAL PLAIN SHOWS WANT**

For Biscoe, N. C.; Mt. Gilead, N. C.; Troy, N. C.; Siler City, N. C.; Springhope, N. C., including the big Fourth of July Celebration, Carthage, N. C.  
 CONCESSIONS—Bingo, Photos, Ball Games, Fish Pond, Pitch-Till-You-Win, Custard, Candy Apple, Snow Ball, French Fry, all kinds Eating and Drinking Stands, Diggers, Six Cat, Agents for all P.C.  
 Good proposition for Shows with own transportation. Good proposition for a man with several Rides. Will buy Tilt or Spitfire. Will lease or pay cash for No. 5 Ferris Wheel. Good Ride Help in all Departments.  
 Good proposition to a Man with Sound Car. Want Legal Adjuster that will stay sober. Want to buy Banners for Jig Show if in good condition. Also Banners for Snake Show or Ten-in-One. Everybody address

**C. V. (BILL) COX**  
 BISCOE, N. C., THIS WEEK.

**J. J. PAGE EXPOSITION SHOWS**

**HAVE OPENING**

For Frozen Custard and a few other legitimate Concessions. Want Ride Help and Musicians and Performers for Colored Minstrel. Will book one Ride with own transportation. Have outfit for Grind Show. Want money-getting attraction for inside. Bill Betterly wants Half and Half to join immediately. Can place Concession Agents for hanky panks and percentage.

**J. J. PAGE SHOWS**  
 JOHNSON CITY, TENN.

**WANT WANT WANT**

Playing downtown Monterey, Tenn., this week; followed by industrial Rockwood and the big one at Jefferson City under the Fire Department. First Show in six years. Plenty workers and 3,000 students big payroll.  
 Due to disappointment can place flashy Bingo, \$25.00. Want legitimate Concessions of all kinds, \$20.00. Ex sold on Popcorn, P.C. and Cookhouse. Will book Kiddie Auto Ride. Must have plenty of lights. Want Grind Shows with own outfits, 20 per cent.

**ANDERSON'S GREATER SHOWS**

"THE GRAND OLD SHOW WITH THE FINE OLD NAME," Monterey, Tenn., this week.

**WONDER CITY SHOWS**

**WANT**

Legitimate Concessions, \$15.50 per week. Can place Octopus and Tilt with transportation. Also place A-1 Ride Help on Spitfire, Twin No. 12 Wheels, Merry-Go-Round, Chair-o-Plane, Kid Rides. Glen Gibson wants Working Acts and Half and Half for beautiful framed 10-in-1. Clarence Thames wants Dancers for Atomic Blondes and Follies of 1947. Can place Grinders, Ticket Sellers for Snake and Illusion Shows. Also can place Wild Life or any Shows not conflicting, 25% plus \$1.00 insurance. Harry Harris, Billy Logsdon, Linda Lopez, wire. Can place High Free Act if priced right. All address:  
**JOE KARR, WONDER CITY SHOWS, Princeton, Ky., Apr. 28-May 3; Owensboro, Ky., May 3-8.** All pay rolls and smoke stacks. Join now.  
 P.S.: Bob Myers, Art Price, Jack Holston want Agents.

**JOYLAND MIDWAY ATTRACTIONS**

Opens May 22, 1947—Telegraph and Van Born, Detroit, Mich.

Practically booked for the season, mostly in Michigan. Want Concessions of all kinds that work for a dime. Photos open. We believe that someone with a couple of small shows can really get it together. We play practically all Fairs and Celebrations. Want Ride Men. All year-round work for right men. Top salary. Can use one sensational Free Act. High Act preferred.

Address

**ROSCOE T. WADE, 16845 Lindsay, Detroit 27, Mich.**

**SOUTHERN VALLEY SHOWS**  
*Fastest Growing Show in South*

**WANTED**

Stock Concessions of all kinds for Bald Knob, Arkansas, Strawberry Festival, starting May 5th. City Park, 70,000 pickers this year. Marty Mickils wants Skillo and Grind Store Agents. Doc Womack wants Girls for Girl Show, Acts for Side Show. Also Agents wanted for Slum Stores. Blackie Wilson wants Cookhouse Help. Write or wire:  
**SOUTHERN VALLEY SHOWS, Jonesboro, Arkansas, this week; Bald Knob, Arkansas, week May 5th.**

**PAGE BROS.' SHOWS**

**WANT FOR WEST TENN. STRAWBERRY FESTIVAL, HUMBOLDT, TENN., NEXT WEEK**

Stock Concessions of all kinds. Fish Pond, Pitch To Win, Bumper, Coca-Cola Bottle, Custard, Jewelry, String, Mitt Camp, Ball Game. **FLAT RIDE—Prefer Tilt, Octopus, Spitfire, Roll-o-Plane.**  
**BRUCETON, TENN., THIS WEEK; HUMBOLDT, NEXT.**

**C. A. STEPHENS SHOWS WANT**

RIDES—Kiddie Rides, Octopus or Spitfire or any Flat Ride. SHOWS—Will book good Grind Shows. CONCESSIONS—Coke, Mug, Apples, Snow, Glass, Hoop-La or any Concession that works for Stock. **HELP—Chairplane Foreman who drives. FOR SALE—Dual Loop, perfect, with Trailer to load on, or will trade for Kiddie Rides.**

**CALHOUN, GA., APRIL 28 TO MAY 3; ETOWAH, TENN., 5 TO 10.**

**SID CRANE WANTS**

**SIDE SHOW ACTS, FREAK TO FEATURE**

All new equipment. Excellent proposition for man that can furnish entire inside. Wire, don't write

**SID CRANE, Williams Southern Shows**  
 SPINDALE, NORTH CAROLINA

**WANT MANAGER FOR ATHLETIC SHOW**

Have complete outfit for same. Will book Arcade and Mechanical Shows. Earl McDonner wants Girls for Girl Shows. Can place 10-Cent Concessions.

**WEST FRANKFORT, ILL., UNTIL MAY 3RD.**

**MOORE'S MODERN SHOWS**

# SHOWMEN! ORDER YOUR AUTOMOTIVE NEEDS FROM US AND SAVE BIG MONEY

## Mobile Gasoline 16 K-W G. E. Power Plant

GOVERNMENT SURPLUS!  
Original cost approx. \$12,000.00!



Practically new self contained power plant ready to operate—100 V. at 1200 R.P.M.—16 Kw. Approx. 9 ft. long, 5 ft. high, 56 in. wheel centers. Equipped with 5 disc wheels and 4 6.00x16 New Tires, Hand Brake, Shock Absorbers, Tool Box containing Tools to service unit, Fire Extinguisher and Tow Bar. Has been run slightly by the government, shows no signs of wear and GUARANTEED by us to give the same service as a new unit.

Hercules 6 cyl. JXD Gasoline Engine with accessories: Radiator, Gas Tank, Fan and Governor.  
Hercules Engine—JXD, 6 cyl.; 84 H.P. at 2800 R.P.M.; Bore, 4 in.; Stroke, 4 1/4 in.; Displacement, 320 in.; Compression ratio, 5.78 to 1.  
General Electric: Type GT-1508-B1 D. C. Generator connected to engine.  
Control Panel mounted with main power switch, field rheostat, tachometer, indicators, controls, light switches.

**POWER GENERATOR—G. E.**  
Volts Amps. RPM Kilowatts  
100 8 1200 0.8  
100 160 1200 16.0  
Voltage and Kilowatts can be increased by increasing engine speed.  
Our Low Price, **BQ60R-999 \$795.00**  
F.O.B. Chicago, EACH

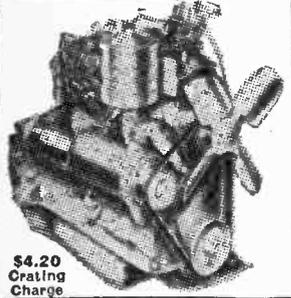
## 85 KW. 225 VOLT GENERATING UNIT

Hercules Engine with General Electric Generator. 6 cylinder model RXLCT Hercules Gasoline Engine—1 1/2" bore, 5 1/2" stroke. Complete with Carburetor and electrical equipment. The 225 Volt-85 Kilowatt General Electric Generator is attached to the engine. Generator develops 290 amp., D.C. current at 1800 R.P.M. In good usable condition ready to operate. Complete Less Radiator.  
**BQ60U-191— \$595.00**  
Each

## DIESEL Electric Unit

Same unit as on left except equipped with DRXB Hercules Diesel Engine, 4 1/2" bore, 5 1/2" stroke. 120 H.P. at 2000 R.P.M.  
**BQ60U-193— \$1,750.00**  
Each  
7 1/2 Gal. Capacity RADIATOR for generator units. Reconditioned.  
**BC2R-450— \$69.50**  
Each

## 60-H.P. JEEP Engines



Rebuilt by the Government and Dynamometer Tested! GUARANTEED EQUIVALENT TO A NEW MOTOR! This Entire Engine Assembly Is Ready To Install! Complete with Generator, Starter, Distributor, Coil, Fan and Fan Belt, Water Pump, Fuel Pump, Intake and Exhaust Manifolds, Carburetor, Oil Filter, Spark Plugs, Flywheel, Clutch Assembly, Wiring.  
Outright **BQ58R-001. Each \$117.50**  
Write for Special Price Quotations In Quantities.

## USED JEEP ENGINES

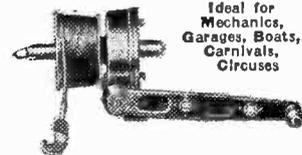
Complete with all accessories. **BQ58U-001— \$95.00**  
Outright, Each

## 5 TON-TRUCK POWER WINCH



**BF9N-10— \$225.00**  
Each

## 1/2 TON HAND HOIST



1000 lb. capacity. All New. Used by Army as bomb hoists. Cable is 3/16" stranded wire, 18 1/2 ft. long with steel hook. Long handle with 3 holes for various leverage. Wood box measures 21 1/4" long, 11 1/4" wide holds 2 hoists and 2 handles—weight 68 1/2 lbs.  
**BFN-15— \$17.50**  
Each Hoist  
**BFN-95** Lots of 2, packed wood box. Ea. Hoist \$17.50

## NEW 5 GAL. CANS

FOR GAS, OIL OR WATER  
Vented for Safety  
Self-locking Safety Cap  
Extra Heavy Construction  
Will Float When Full  
Heavy duty 5 gal. safety emergency cans as used by the Army. Size of can, 18" high, 6 1/2" thick, 13" wide.  
**BA35N-60— \$1.15**  
Lots of 5, Ea.  
**BA35N-105— \$1.05**  
Lots of 50, Ea.  
Lots of 100, Each **98c**

## New 2 Ton HAND WINCH

gear driven wheel, length of chain and hook.  
**BF9N-17— \$22.50**  
Ea.  
Lots of 3, Each **\$19.50**

## POWER TAKE-OFF for JEEP ENGINE

Bolts to clutch housing on the Jeep engine. Has a spline shaft to engage with clutch and extending from rear is a keyed shaft on which pulley can be mounted. Hand lever controls clutch.  
**BF4N-23J— \$42.50**  
Each

## CANVAS COVERS or TARPULINS

Made of NEW 12.29 oz. FIRE-PROOF Khaki material, complete with grommets (eyelets).  
8 ft. x 10 ft. **BA35N-6 \$ 9.95**  
10 ft. x 12 ft. **BA35N-7 14.95**  
10 ft. x 16 ft. **BA35N-8 19.95**  
12 ft. x 16 ft. **BA35N-9 22.95**  
14 ft. x 16 ft. **BA35N-10 27.95**  
16 ft. x 20 ft. **BA35N-11 37.95**  
20 ft. x 24 ft. **BA35N-13 57.50**

## REBUILT MOTORS

New and Rebuilt Parts and Accessories for All Cars and Trucks.  
Write for Complete Catalog!

## Brand New DAYTON 33" FIFTH WHEELS

Complete with mounting plate.  
**BD36N-3— \$42.50**  
Ea.  
Lots of 3 **\$39.50**  
Each

# J.C. WHITNEY & Co.

1917 Archer Ave. Chicago 16, Ill.

## From the Lots

Lawrence Greater

DANVILLE, Va., April 26.—Show made the 82-mile jump in from Raleigh in good time with the exception of the Whip truck which was turned over to avoid being side-swiped by a heavily loaded van coming from the opposite direction. Little damage was done, however, and after being righted, came in under its own power. Erection work started early Monday in a slow drizzle which increased as the day grew older and near night all work was stopped and the day was lost. Tuesday came the sunshine and warm weather and a nice crowd came out for the night. Again the rains came on Wednesday and Thursday and both nights were lost. Friday and Saturday the weather was clear and warm and the people of the Dan River country turned out in droves. They came early and stayed late and all attractions and concessions closed the date well satisfied.

Mrs. Sam Levy took delivery on a new Cadillac car here. Dan Cashman, who has been the show's bill-poster since opening, closed and returned to his home in Newburyport, Mass. Bob Coleman took the week off for a visit with Mrs. Coleman at New Bern, N. C. Joe Kaus made a fast business trip to the same city.

Visits were exchanged by show-folks making stands in near-by towns. The writer was away assisting in the preparations for the "avalanche of carnivals" in Richmond.

A wire from the Allan Herschell Company stated the new Caterpillar will be delivered May 29—HERB SHIVE.

## 20th Century

EMPORIA, Kan., April 26.—Org arrived here to find a muddy lot but everything was up and ready for the opening. Sailor Oliphant did a nice job in laying out the midway. Org day and dated here with the Roy Freer Shows and many visits were exchanged.

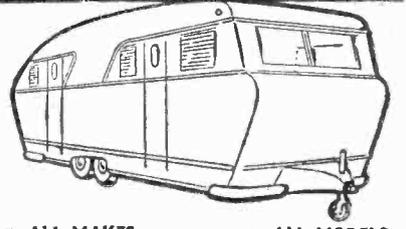
Rides and shows turned in good grosses and concession row was well satisfied. The Midget Village, featuring Ruth and Sissie, mother and daughter combo, topped the shows.

Before the org left winter quarters in Arma, Kan., the city dads were host at a chicken dinner. City officials represented were James Humble and Councilmen Clifford Smith, John Masevera, Tom Hume, Jess McCollough and John Brentar. Visiting the shows at Fort Scott were John Pastore, Albert Satort, John Masevero, Clifford Smith, Lebroy Lancelotti, John Verone, Charles Varseine, John Clelland, Ora Watson, Ralph Hiatt, Frank Pescelliti and Leo Rhomack, all of Arma.—DON FOLTZ.

## Bright Lights

LYNCHBURG, Va., April 26.—Shows did fair business on Shaner's Field, Madison Heights, considering the weather which was cold and rainy. Daniel Conianni and Lou Lange did well with their bingo. The Ferris Wheels topped the rides with the Merry-Go-Round a close second. Appearance of the shows indicates that John Gecoma, general manager and his assistant, L. C. Heck, have spent considerable money in new equipment. Mrs. Mary Salesberry has rejoined shows following her husband's funeral and is busy managing her 12 concessions. Frank Joseph with his Octopus and Vicki, of the Girl Show, are expected to join in Danville, Va.—MRS. H. C. KETCHEN.

# HOUSE TRAILER HEADQUARTERS FOR SHOW PEOPLE



• ALL MAKES • ALL MODELS  
• NEW AND USED  
10% Discount To Authentic Show People

## CHICAGO TRAILER MART, INC.

PAUL E. MacDONALD  
1815 So. Indiana Ave. Chicago, Ill.

## ATTENTION!

Mr. Carnival Owner  
Everything Electrical from Pig-tail Sockets to Welding Cable

We Solicit Your Inquiries

## M. J. LEAHY

Wholesale Electric Supplies  
52 Dover Street Boston, Mass.

## AGENTS WANTED

FOR ROLL DOWN AND RAZZLE

WE WORK

## NORMAN F. LITTLEFIELD

Care Mighty Page Shows  
Gallatin, Tenn.

## WANT

EXPERIENCED PUBLICITY DIRECTOR  
Must be capable of handling Special Children's Matinees. Tex Sherman, answer.

PEPPERS ALL STATES SHOWS  
DECATUR, ALA., THIS WEEK;  
TUPELO, MISS., NEXT WEEK.

## RIDES WANTED

AMERICAN LEGION POST NO. 85  
OF TARENTUM, PA.  
Would like to have Rides and Shows (no Girl Shows) for  
**OUR OLD HOME WEEK**  
Any time after July 12th or the month of August.

## WANT

CARNIVALS OR INDEPENDENT RIDES AND SHOWS

Open Dates August 18-21.  
Contact SECRETARY FAIR ASSOCIATION  
Avoca, Iowa

SPECIAL!! SPECIAL!! SPECIAL!!  
#83-1 Worth Special Baseball... @ \$2.00 Doz.  
#73-1 Worth Faultless Baseball @ 1.90 Doz.  
#401 Hawaiian Leis... @ 10.50 3 Gr.

ANYTHING FOR A CARNIVAL  
SUCCESSFUL SALES COMPANY  
810-16 Broadway Toledo 9, Ohio

## SACRIFICE

16 UNIT PIG GAME

Game is stored in Chicago, Ill.  
Price is \$200.00, plus \$395.00 dismantling charge.  
3854 2ND ST. RIVERSIDE, CALIF.

## WANT

FOR RENFRO VALLEY FOLKS

Small Animal Acts, Seal Act, Monkeys or Dogs, Girl for Trapeze or Rings, Sketch Team that do black. Show opens May 10th.

WM. KETROW, ZANESVILLE, OHIO.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$5.00 Full Size Wood Female Figures, nicely painted, fine for outside Girl Show. We have plenty.  
15c Ea., Pennant Flags on Streamers. Good decorat'n.  
\$15.00 Genuine Plastic Gunner Turret from airplanes.  
Good Prop for War Show, Fine condition. Bargains.  
WEIL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia 6, Pa.

# J. F. MARTIN SHOWS

## WANT

Rolloplane Foreman and Man to operate new custard machine; must know how to make, mix and dip.

Also Grind Stores, Fishpond, Pitch-Till-You-Win, String Game, Photos, Scales. In fact, any Grind Store that works for ten cents.

# J.F. MARTIN SHOWS

383 Broadway, Bayonne, N. J.  
Phone Bayonne 3-0345

## Gold Bond

NEWPORT, Ark., April 26. — Playing here on the regular show-grounds, five blocks from the heart of the city, under the auspices of the police department, shows chalked up another good week's business in spite of chilly nights, Monday, Tuesday and Wednesday (14-15-16). When the weather warmed up the last three days of the week, attendance and receipts took a healthy spurt.

The org scored with a Farmers' and Merchants' Day tie-up, in addition to the regular kiddie's Saturday matinee. *The Newport Daily Independent* co-operated with pictures and stories. Manager Mickey Stark was host to 29 carrier boys on the midway Tuesday night (15).

An additional 500 feet of neon has been added on the light towers and rides. New iron fences have been placed around the kiddie rides.

Several of the men on the shows went on a short fishing trip and Eddie Riley, concessionaire, was proclaimed champion.

Lee Smith is repainting his sound car and adding new records. Mr. and Mrs. A. W. Sitts joined here with novelties and jewelry.

Visitors included Joe O'Brien, manager of Lake State Shows; Elmer (Red) Barnwell; Mr. and Mrs. George Langley, Thornton McKee, Mr. and Mrs. Raymond Howland, Peter Hastings and Harold Mainstay. —HOWARD W. WELLINGTON.

## Silver States

HOT SPRINGS, N. M., April 26.—The 120-mile move here from Silver City, N. M., was made on schedule and the show was up early for the opening Tuesday night (15). Weather was ideal and business was good. Saturday and Sunday (19-20) matinees were just fair, but night business was good.

Mrs. Frank Gaskins, wife of the show's general representative, left for Laurel, Miss., to be with her daughter during graduation exercises. Whitey Dixon, business manager, is awaiting word from Aransas Pass., Tex., which will make him a grandfather.

Jimmie Carpenter left for Colorado and Nebraska on business. Mr. and Mrs. George Earle and family, former troupers, were nightly visitors.

Org took delivery on a new Chevrolet tractor, purchased in El Paso, Tex.—FRANK GASKINS.

## AT LIBERTY IN JUNE

### NEW STREAMLINED CATERPILLAR

BOX D-484, Care The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

## DOBSON'S UNITED SHOWS WANT

Due to disappointment want Cook House. A real proposition for good operator. Also Electrician that can handle transformers. Give us your proposition in first wire or letter; must be here May 6th.

Wires to White Bear Lake, Minn.  
Letters to Box 491, Willernie.

## HIGH DIVE FOR SALE

Former Captain Jack Payne outfit, complete. Consists 100 Ft. Ladder, Tank, Metal Sides, Cable, Tool Box, Rigging, Trunk, 6 Prs. Tights, Flood Light, Newspaper Cuts. \$200.00 F. O. B.

## MISS B. M. HUNTER

115 E. 4th St. Jacksonville, Fla.

## FOR SALE

SURPLUS  
Waterproof, Flameproof Tent Fly 20x54 Feet.  
NEW \$95.00 — USED \$65.00  
16x32 USED SQUAD TENT—\$50.00.

## MAIN AWNING AND TENT CO.

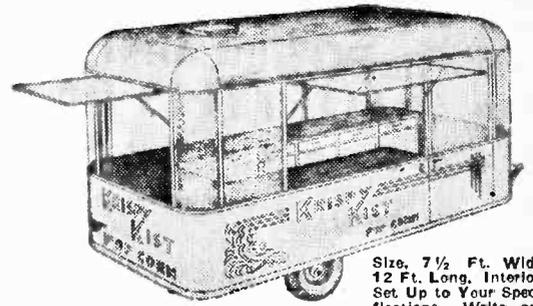
230 Main Street CINCINNATI, O.

## AT LIBERTY

HULBURD'S ANIMALS — 4 Performing Bears, small troop of Dogs for Circus; Free Act on Carnival, Parks, Fairs or anything that pays; have own transportation. Address: HULBURD'S PERFORMING BEARS, North East Post Office, Nashville 7, Tenn. N.B.: Sickness cause of this ad, can use Man that understands the care and handling of Bears and Dogs.

# Concessioners, Here's Your New Store! CONCESSION TRAILERS

- "Calumet Built" by Experts who know your needs!  
Compare these Revolutionary Features:
- All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.
  - Flashy Translucent Roof Corners.
  - No Set-Up Required—Always Ready To Operate.
  - 3 Large Vending Windows.
  - Unequaled Customer Handling Efficiency.
  - Smooth Rolling on the Road.



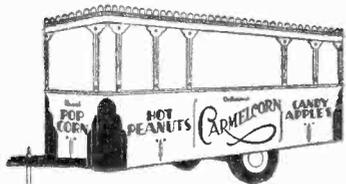
Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

## The Calumet Coach Co.

Special Vending Trailers for Carnivals

11575-77 S. WABASH AVE. Phone: COMmodore 7251 CHICAGO 28, ILL.

## CONCESSION TRAILERS



IMMEDIATE DELIVERY  
WRITE FOR CATALOG  
KING AMUSEMENT COMPANY  
82 ORCHARD ST., MT. CLEMENS, MICH.

## RAY AYERS

### WANTS GIRLS

FOR GIRL SHOW

With or Without Experience. Top Salaries to All. Wire at Once:

RAY AYERS, c/o WORLD OF TODAY SHOWS, Wichita, Kans., until May 4.

## FOR SALE

Light Plant, 25 K.V.A. 120-volt A.C., mounted on V-Eight Ford truck closed steel van, used 1000 hours, \$3000.00.

## REDWOOD EMPIRE SHOWS

PICKARD AND MASSETH  
P. O. Box 663 Sacramento, Calif.

## WANTED

3-Abreast Merry-Go-Round. Must be in good shape. State lowest price.

Lone Star Amusement Co.  
1104 POLK AMARILLO, TEXAS

## McCOWN MIDWAY SHOWS WANT NOW

Hoop-La, Blower, String Game, Scales and Ace, Blocks, Novelties, Jewelry or any other legitimate Concessions. Can place the following Shows: Fun House, Hillbilly Show, Monkey, Snake, Girl or Wild Life Show. Will book one Flat Ride. Wire or come on to Osceola, Mo., April 28 to May 3, or Lebanon, Mo., May 5 to 10.  
E. I. McCOWN, Owner.

## SOMETHING NEW IN

### Streamlined Ticket Booths

IMMEDIATE DELIVERY.

## D. SWARTHOUT

5813 Northwest Highway, Chicago 31, Ill.

## WANTED

General Agent, Musicians, Girls, Boss Canvasman. One nite stand tent. Wire

## HOXIE TUCKER

Benton, Tenn., Apr. 29th; Madisonville, Tenn., 30th; Sweetwater, Tenn., May 1st; Harriman, Tenn., 2nd; Rockwood, Tenn., 3rd.

## W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

WANTED—Ride Foreman. If you are sober and reliable you can get top money here. Want Foremen for Merry-Go-Round, Flying Scooter, Wheel. You must know the Ride. We move every week and make every Monday. Equipment—none better.

CONCESSIONS—Line Stock only. NO P. C. or Gypsies.

SHOWS—Fun House, Walk Through, Glass, Mechanical, Motor Drome.

WANT Acts for Side Show. Wire.

WANT Lot Man. One with Concessions that can put it on and off. Wire. You pay yours, I pay mine. "No Tickets." ALL REPLIES:

W. R. GEREN

Kokomo, Indiana

# HERBY MACE SHOWS

## WANT

Foremen for Ferris Wheel, Comet and Chairplane. Top wages to competent men. Wire immediately or come on to Warsaw, Va., this week. Want Concessions—Cats, Photos, Strings, Coke Bottles, Bowling Alley, Custard, etc. Can place Ten-in-One, Animal Show or any small Show or Exhibit. Mark Reese can place reliable Working Foreman for small 2-abreast, stationary Mangels Jenny. Work salary and bonus or percentage; your choice. Agents wanted for Ball Game, Penny Pitch, Stock and Slum Stores. Salaried job open for man to up and down two frames and manage Short Range Gallery. Howard Levan, Peas and Floss waiting for you. Steady Concession Agents, come on.

MARK REESE, Care of This Show, Warsaw, Va., to May 3rd.

# ★ I. K. WALLACE ATTRACTIONS ★

22

Firemen & Legion Celebrations

22

Weeks

5 FAIRS 5

Weeks

Opening May 1 to 10, Greencastle, Pa.

WANT Foremen and Second Men for Ferris Wheel, new Chairplane; also Man for Kiddie Auto Ride, \$40.00 to \$65.00 a week salary; bonus to good men. Long season. Coleman, can use you.

WANT Shows with own equipment not conflicting; nothing too large. Want Girl for Illusion Show, good pay. Want Agents for Penny Pitch.

WANT Duck and Fish Pond, Bowling Alley, Scales, Photos, Darts, Buckets that will grind, Wheels or any Grind Store not conflicting.

WANT TO BUY Merry-Go-Round, must be in good condition.  
Write or Wire I. K. WALLACE, Greencastle, Pa.

# TED'S BROADWAY SHOWS

WANT

WANT

WANT

No. 5 Eli Wheel in good condition.

CONCESSIONS—Will book all kinds of legitimate Concessions.

AGENTS—Want Agents for legitimate Concessions.

SHOWS—Would like operators for Side Shows with own outfit, except show tops.

TED CLOUTIER, Mgr.

1642 Sanguinet

Montreal, Pro. Quebec

# BEE'S OLD RELIABLE SHOWS, INC.

WANTS

WANTS

WANTS

WANTS

SHOWS—Shows that have own equipment and transportation, such as Snake, Illusion, Unborn, Motor-drome, etc. Will book 20% to office. Billy Logsdon, Luke King, Mose Smith, write or wire.

CONCESSIONS—Want Agents for office-owned Merchandise Concessions.

FOR SALE—One Le Roi Motor (used) and new parts for same. Also one nicely framed Photo Gallery. Show plays choice still spots—first in until July, then fairs until November in Kentucky, Tennessee and Georgia. Address:

BEE'S OLD RELIABLE SHOWS, INC., Williamsburg, Ky.; Then Per Route.

## STOCK TICKETS

One Roll . . . . \$ 1.00  
Five Rolls . . . . 4.00  
Ten Rolls . . . . 6.00  
Fifty Rolls . . . . 20.00  
100 Rolls . . . . 38.00

## ROLLS 2,000 EACH.

Double Coupons.  
Double Prices.

No C. O. D. Orders.  
Size: Single Tkt., 1x2"

There's Nothing Like Self-Support To Bring on Self-Respect.

## TICKETS

OF EVERY DESCRIPTION.

## THE TOLEDO TICKET COMPANY

Toledo (Ticket City) 2, Ohio

## SPECIAL PRINTED

Cash With Order. Prices:  
2,000 . . . \$ 6.60  
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.

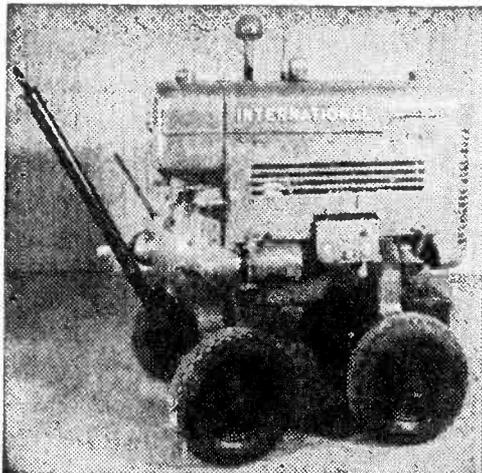
## POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL  
LE ROI  
JEEP SPECIAL  
WISCONSIN

**FOR:**

Merry-Go-Round  
Ferris Wheels  
Chair-o-Plane  
Tilt-a-Whirl  
Silver Streak  
Octopus  
Ridee-O  
Etc.

**IMMEDIATE  
DELIVERY**



**EDWARD C. FLAHERTY**

43-87 VERNON BLVD.

LONG ISLAND CITY 1, N. Y.

Stillwell 4-0050

## From the Lots

### California

WATSONVILLE, Calif., April 26.—Show opened here to a big crowd Wednesday (16), with five major rides and two kiddie rides. Business not up to last year, reason being this year's date was four weeks earlier than a year ago.

Staff: Bob and Betty Schoonover, owners; Ted Levette, advance agent; Larry Nathan, publicity; Ames Thomas, banner man; Curly Shoemaker, ride superintendent; G. McCullum, sound truck; Harvey Kirkridge, mechanic; Ed Buster, electrician; Barbara Schoonover, front gate, and Al Slautter, tickets.

Side Show: R. O. Smith, manager; Lupe Gonzales, fire-eater; Margaret Cook, electric chair; Billie Hood, sword box; Joe Guajardo, nail board and glass; Johnny Lewis, clown; Edemo Hood, balloon man, and Fannie Blais, annex.

Shows: Girl Show, Rex Allen, manager; Barbara Gail, Margaret Allen and Ann Lowell, dancers. Athletic Show, Al Lamb, and Animal Show, Rudy Muller. Free act is Al Muller.

Rides: Merry-Go-Round, K. L. Baxter, F. Smith, and A. Kline, tickets; Ferris Wheel, Red Coack; Rolloplane, K. Smith, J. Garcia, and Johnson, tickets; Mix-Up, J. Atkins and C. Laguna; kiddie rides, J. Bellows and D. Ballard.

Concessions: Dave Friedheim, ham and bacon; Harry Merkle, spindle; Doc Gilligan, Dick Rothwell and East Sherman, clothespin; Ed Nixon, Pat Harris, Nat Harris and Bert Newbey, rolldown; Bob Gaspard, pea store; Eddie Stone, bowling alley; Bee Stein and Ruth Nixon, beat the dealer; Betty Harris and Grace Merkle, watch-la; Billie and Virgil Burlingame, lead gallery, balloon store, hoop-la and short range gallery; Homer and Mabel Davis, darts, bowling alley and two shooting galleries; Lester Borenstein, cigarette gallery; Pistol Pete, slum spindle; Thomas McDowell, ball game; Al Moxart, dart wheel; C. H. Conde, jewelry wheel; Dick Schoonover, jewelry store; Loren Kesterson, pan and rat game, with Jockey Moore, Ray Rasmussen and Carol Kesterson, agents; Charles Eckfeldt, bingo and baby duck; Putt and Edna Kast, candy floss; Johnny Metzger, Penny Arcade; Ray Brennecke and Tom Bailey, diggers; Peggy Bailey, cat rack; Tom Bailey, novelties, with Betty Girarde, agent; Velma Brennecke, agent in glass pitch; Grace Brown, slum spindle; Hank Brown, maintenance; Charlie Austin and Sam Pierce, cookhouse; Mr. and Mrs. Whitey Bevens, penny pitch, and Curly Shoemaker, hi-striker. — PEGGY BAILEY.

### Douglas Greater

BREMERTON, Wash., April 26.—Opening day attendance Saturday (12) was big and the weatherman cooperated. The lot was well laid out by Bud Douglas, despite the hillside location.

Mr. and Mrs. Earl Douglas, owners, were much in evidence and both were more than satisfied with the opening business. Concessionaires Hay Holding and Harry Berman likewise were well pleased.

Tuesday night (15), Junior Patrol members of Bremerton were guests, and from 6 to 7 p.m. rides were on the house. Don and Edna Gonzales arrived with their Circus Side Show.

Bobby Branson had her two shows, *Jungle Rats* and *Gorilla*, working and reported good business. Clyde and Tiny Gooding have their Mickey and Snake shows, the latter handled by Zack Hargis, going at full speed. Tom and Helen Henry have charge of the mail and act as *The Billboard* agents.—TOM HENRY.

## TREMENDOUS BARGAIN!

Brand New  
**AIR MATTRESSES**  
**40% OFF**

New SUPER-DE LUXE QUALITY air mattresses 40% off only because they are slight seconds—factory repaired, completely serviceable—unconditionally guaranteed air-tight.

Real sleeping comfort for camping and outdoors use. Just the thing for surfriding for resorts and outfitters. Folds down to small, compact size.

Your money back if not 100% satisfied. Waterproof, rubberized fabric. Concealed air valve. Send check or money order 20% deposit with C.O.D. IMMEDIATE DELIVERY.

**ORDER NOW—SAVE!**

26' x 48" (Regularly \$13.50) now \$7.95  
25' x 72" (Regularly \$15.00) now \$8.95  
25' x 75" (Regularly \$18.50) now \$10.95  
30' x 75" (Regularly \$19.75) now \$11.95  
Small AIR PILLOW to match \$1.39  
Large AIR PILLOW to match \$1.79  
AIR PUMP \$1.95

Add 50c for postage and insurance

**KLEIN'S Sporting Goods**  
Famous for Guns Since 1885  
227 W. Washington, Dept. MH, Chicago 6

**Special News**  
CARNIVAL AND PARK  
AMUSEMENT DEVICES  
NOW AVAILABLE

PLACE YOUR ORDER HERE  
FOR THE

LOOPER  
MOON ROCKET  
CATERPILLAR  
CARROUSEL  
KIDDIE AUTO RIDE

20195 200 000 000 000 000 000

ALLAN HERSHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

**ALLAN HERSHELL COMPANY, INC.**  
NORTH TONKAWANDA, NEW YORK

### 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

## BOOMERANG

Unlimited Capacity — Repeater — Thriller  
Write for Catalogue

**U. S. RIDING DEVICES CORP.**

298 Junius Street

Brooklyn 12, New York

## FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



## 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

## WANTED

For MEMPHIS COTTON CARNIVAL

2 Agents for Scales and Age. Must be sober and a clean worker. Write or wire

LOUIS HALL or JAKE DEMROW

**Cavalcade of Amusements**

Nashville, Tennessee

## HELP WANTED

For new Popcorn-Candy Apple stand and brand new DeLuxe Custard. Man or Couple for each Concession. Must join or wire. Good proposition to Experienced Operators. Address

## IRVING MOSIAS

c/o JOSEPH J. KIRKWOOD SHOWS  
Poughkeepsie, N. Y., this week; then per route.

## FOR SALE

1 18-ft. 24-seat Chair-o-Plane, completely reconditioned, A-1 shape. 1 Kiddie Car Ride, new wheels and axles and new paint, A-1 shape. 1 40-ft. Front with 100 lights. 19 Concessions. 1 '39 model Chevrolet Truck. 1 '38 model Ford Truck with new motor and 32-ft. Trailer. 1 '38 International Bus with 30 KW AC Generator; power Red Seal Continental motor; light plant installed in bus. 1 Side Show with Pit, Front and Banners. 1 26-ft. Office Trailer. 1 Spider Monkey with nice cage. Plenty of 8-ft. Sidewall. Plenty of extra Concession equipment. Will sell with or without Trucks. This equipment is all in first class shape. Newly painted and ready to start operating. H. B. BIRKES, 228 Ave. G., Rosenberg, Texas. Other Business.

## PRUDENT'S AMUSEMENT SHOWS

Want Ferris Wheel and Chairplane Foreman; if you know your business, wages are no object. Best treatment, bonus end of season. No Tickets; pay your own Wires.

**Mike Prudent**

124 Cedar Ave.

PATCHOGUE, N. Y.

## HELP WANTED

Merry-Go-Round, Tilt Wheel and Chair Plane Operators. Top salary and off season. \$50.00 per week guaranteed.

REFERENCES NECESSARY.

**McDermott Amusement**

5877 Archer Ave.

CHICAGO, ILL.

Phone: PROspect 8046

## WANT TO BOOK

INDEPENDENT RIDES, SHOWS  
and CONCESSIONS for

**ANNUAL AMERICAN LEGION CELEBRATION**  
WEEK JUNE 30 TO JULY 5

Address: American Legion Post 189, Eldorado, Ill.

**OAK-HYTEX TOY BALLOONS**

**TOUGHER STRONGER BALLOONS**  
for Your DART GAME

Insist on OAK-HYTEX. See your jobber now. Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

**THE OAK RUBBER CO., RAVENNA, OHIO**

Gentlemen:  
Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.  
My Name: \_\_\_\_\_  
Jobber: \_\_\_\_\_  
Address: \_\_\_\_\_

**OAK-HYTEX BALLOONS**  
Distributed by  
**CONTINENTAL DISTRIBUTING CO.**  
822 N. Third St. Milwaukee 3, Wis.

**PHOTO MACHINES**  
Shipped in 2 days! Big profits. Exclusive features — easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras 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.

**WADE CAULDER ENDORSES THE SUNSHINE CHOO CHOO**

"I consider the Sun Shine Choo Choo tops of all kiddie rides. Its grosses are very satisfactory and you can sure bank on the word and treatment of Sunshine Company. There is none better."

**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)

**WANT**  
Talker, must be sober. Ticket Sellers that can make second openings. Girls for Bally and Illusions. Long season.  
**A. J. BUDD**  
1815 Powell St. San Francisco, Calif.

**WANT WANT Diamond Midway Shows**  
Want Shows, Concessions and Rides that don't conflict with what we have for following celebrations: Clarence, Mo., American Legion, on Streets, May 12-17; Bevier Cemetery Assn., in City Park, May 19-25; Bucklin City Council, in City Park, May 27-30; Shelbina American Legion, in City Park, June 2-6; other celebrations to follow. Wire at once.  
**DIAMOND MIDWAY SHOWS, Clarence, Mo.**

**WANTED**  
Experienced Man to operate Mug Outfit, 50-50 proposition. Also two Agents for Clothes Pin Store.  
**JERI MASON**  
c/c The Billboard, 1564 Broadway New York 19, N. Y.

**FOR SALE—BINGO**  
14x50 Frame, Top, Seats, perfect shape. Will seat over 100. Will sell cheap.  
**CARL FERGUSON**  
78th & Dodge, Tower Court Omaha, Neb.

**Triangle**  
HAGERSTOWN, Md., April 26.—Folks are still talking about the week's stand in Charlottesville, Va., where the lot was at the end of Ridge Street and the ground was hilly and rough. However, Lot Superintendent Pete Thompson did a great job in smoothing things out and everything was laid out attractively.

Everything was up and ready for opening Monday (7). Rains came Tuesday (8) and chased a packed midway to shelter. It rained hard for about an hour, but it didn't hurt the ride business. The Ferris Wheels and Looper, especially, did big business during the storm.

Business showed an increase each night. Saturday (12) was the biggest of the current tour. Approximately 8,000 persons went thru the gates and all rides, shows and concessions did a big business.

Owner Jake Shapiro announced here that Al C. Bradley, shows' general representative, who has completed the season's bookings, has been named assistant manager. Visitors included Harry Parker and his biller, from the Marks Shows; Gerald (Frenchy) Snellens, World of Mirth; Doc Cann, Jack Chisholm, who spent a week on the show visiting Hal Roberts, who is associated with Johnny Cibarruin operating a chain of concessions. Jack and General Agent Bradley once were associated with Nat Narder and Bert Hoss in operating the Hoss & Narder Shows. Bill and Effie Thompson were entertained by Mmes. Hubbard and Oakley at a dinner in the Hubbard trailer Sunday (6) in honor of their seventh wedding anniversary. Guests included the husbands of the hostesses and Mrs. Louise Monroe.—RUSSELL MARRS.

**Franks' Playland**

ASHBURN, Ga., April 26.—Week ended Saturday (19). Auspices American Legion Auxiliary. Weather, one day lost by rain. Business, satisfactory.

Monday (14) opening here was big and the crowd was in a spending mood. Wednesday was lost by rain, but the rest of the week was good.

Staff: W. E. (Bill) Franks, owner-manager; Peggy Franks, general advance agent; Barney Gelles, special agent; Charles Amerson, lot superintendent; Art Pettit, electrician, and Pat Ryan, construction superintendent.

Rides: Ferris Wheel, V. M. Peach, foreman; Henry Lee, assistant. Chair-plane, Slim Berry; Tilt, A. Van Meter; kiddie rides, Jack Lee, and train, A. Pettit.

Concessionaires: Ralph and Mabel Rabelo, cookhouse; Peggy Franks, ball game and penny pitch; C. N. Pettit, toyland and watch-la; Art Pettit, photos, snow cones, candy apples, cotton candy and hi-striker; Metlow, mitt camp and ball game; Waxey White, grab bag and jewelry; Charles Amerson, under and over and pea pool; Elizabeth Amerson, hit-miss ball game; Broxton, diggers; Ross, hoop-la; Ace Turner, dolls and Scottie dogs.—ACE TURNER.

**W. S. Curl**

LONDON, O., April 26.—Org opened here Saturday (19) with five rides and three shows. Staff includes W. S. Curl, owner-manager; Jo Curl, secretary-treasurer; Frank Bland, general agent; Don Wagner, electrician and lot man; Joseph Hoerner, sound truck, and Ivan Hardin, cookhouse. Concessionaires include G. W. Flowers, photos; Eddie Bowers, candy apples and floss; J. R. Brown, bingo and seven games; Tom Stevens, mitt camp; Mark Williams, *Strange as it May Seem* and Loop-o-Plane, and the writer, ice cream and *The Billboard* agent.—HENRY LUCAS.

**READ WHAT ZACK TERRELL SAYS:**

**"TOPS" in BIG TOPS**

**COLE BROTHERS CIRCUS**  
INCORPORATED  
GENERAL OFFICES AND WINTER QUARTERS  
STATE FAIR GROUNDS  
LOUISVILLE 11, KENTUCKY  
April 17, 1947

Mr. B. A. Wendelson,  
O. Henry Tent & Awning Co.,  
4862 North Clark Street,  
Chicago 40, Illinois.

Dear Bernie:  
In all the years of my circus experience I have never seen as fine a big top as you furnished for Cole Bros. Circus this season.  
The color scheme of green with orange trim is the nicest combination of colors we have ever had, and I have never seen a top that set so perfectly the first time in the air. There has never been a top as well reinforced and trimmed. The manufacturing detail is perfect in every respect.

Congratulations,  
*Zack Terrell*  
Zack Terrell

**WE DON'T MAKE THEM ALL, BUT YOU, TOO, CAN HAVE THE BEST!**

**CIRCUS, CARNIVAL AND CONCESSION TENTS**

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

**CAPELL BROS.' SHOWS**  
CHICKASHA, OKLA., This Week; HOBERT, OKLA., Next Week  
10—RIDES—10 FREE ACT 7—SHOWS—7  
CELEBRATIONS START IN JUNE.  
Nice Route of Fairs to follow through Kansas, Nebraska, Oklahoma and Arkansas.  
**WANT POSITIVELY BIGGEST JULY 4 CELEBRATION IN KANSAS WANT**  
A FEW MORE STOCK CONCESSIONS. Will sell "Ex" on Scales and Age.  
"Dude" Brewer wants Agent for Stock Concessions.  
Can place sober, "capable" Agents for Office Stores.  
Want Talker for big, 150-foot Side Show—Wire Paul Bejano.  
Want Man and Wife to handle Snake Show.  
Can place a few more Working Men on Rides.  
Can always place capable Carnival People in all Departments. Address:  
**H. N. CAPELL, Mgr., Per Route**  
P. S.: Will buy Tangley Calliophone, any condition. Wire.

**The TILT-A-WHIRL Ride**  
On Midways All Over America  
Its Grosses Are Getting Better All the Time  
—Manufactured by—  
**SELLNER MFG. CO.** Faribault, Minnesota

**QUEEN OF THE FLYING RIDES**  
**FLYING SCOOTERS**  
**BISCH-ROCCO AMUSEMENT CO.**  
5441 COTTAGE GROVE CHICAGO, ILL.

**WILL BOOK**  
• LIVE WIRE KIDDIE RIDE OPERATOR •  
LONG SEASON. EVERY CO-OPERATION.  
BOARD WALK AND BOULEVARD LOCATION.  
**SEASIDE PARK**  
VIRGINIA BEACH, VA.

# DOUBLE POPCORN OUTPUT POPCORN PROFITS

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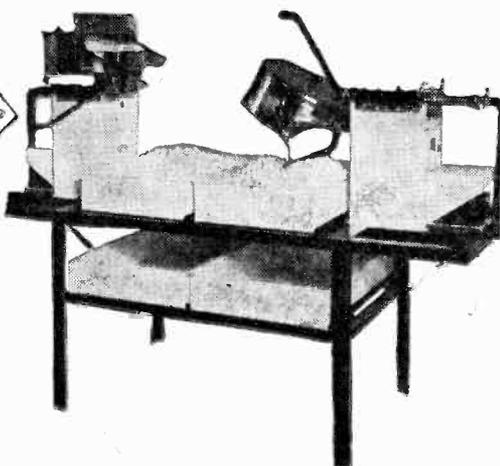
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TWIN GIANT

FLOOR MODEL 42



Two improved Giant Model 41 Poppers mounted on a welded steel stand . . . Speedy, dependable large production poppers that pop twice as much corn as the single model. One operator should pop approximately 100 pounds of raw corn per hour. The popped corn is emptied into two removable steel trays

with perforated bottoms. A shake or two of the trays causes the unpopped kernels to fall through into drawers below. Used by wholesale operators everywhere. Machine operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra. Overall dimensions 78" long x 30" deep.

## C. CRETORS & CO.

602 W. Cermak Rd.

Chicago 16, Ill.

### From the Lots

#### Fuller Amusement

BIGGS, Calif., April 26.—This marked the fourth week out and business was fair and the weather fine. Org now has 4 rides, 12 concessions, 1 show and 7 trucks.

H. P. Gates received a seven-horsepower, single phase motor for his Double Loop. Org has four more spots to play in this State, then moves into Nevada, Utah, Idaho and Oregon.

Staff: Charles Fuller, owner-manager; Mrs. Charles Fuller, secretary-treasurer; C. H. Mathews, advance and publicity; John Enos, legal adjuster, and Jerry O'Brien, lot.

Ride men: Ferris Wheel, Daniel Gerald Dull, foreman, and Mrs. Fuller, tickets; Merry-Go-Round, Whitey Ripley, foreman, and James Rupert, tickets; Kiddie Plane, Bill Wyatt, foreman; Kiddie Auto, H. P. Gates, owner-operator, and John D. Wilson, Funhouse.

Concessions: C. H. Mathews, photos; O'Brien's ball game, William F. Peterman and Ray Irving, agents; Billie Lawton, agent for string store; Marcia Lawton, agent for penny pitch; Pat O'Brien, agent for glass store; Vera Zerado, Zerado's bumper store; Frank Zerado, darts; Vernon and Peaches Wrights, popcorn and candy floss; Jimmy LaValley, short range; John Enos, slum spindle; H. P. Gates, sling shot, and Adams, mitt camp.—BILLIE LAWTON.

#### Playtime Amusements

MANCHESTER, N. H., April 26.—Show opened here Thursday, (17) in cold weather and Sunday (20) was lost when six inches of snow fell. Manager Burr said business was only off 20 per cent from last year, however.

Staff: E. W. Burr, general manager; Mary Burr, secretary-treasurer; John Burr, general superintendent; Billy Burr, concession manager; Harry Peavey Jr., publicity; Bob Nelson, ride superintendent; Forest Forest, electrician.

Rides include kiddie auto ride, Merry-Go-Round, Ferris Wheel, Octopus, Chair-o-Plane, Fly-o-Plane and kiddie steam train. Shows are Buchanan's Motordrome; office-owned Wyoming Round-Up and Crime Show and Randall's Jap Boat Show.

Concessionaires are Whitey McTague, T. Thornton, G. Garland, Red Fuller, J. Mitchell, F. Kaplan, S. Keile, H. Roche, Pauline Pool, J. Oliniero, Sam Frye, H. Reece, Chet Mason, C. Barnett, Bob Nelson and Emma Vancilite. Sam Yo-Yo has the cookhouse.

Visitors here included Al Martin, Eli Lagasse, H. Finnical, W. J. Bernard, R. Champagne and S. Sears.—HARRY PEAVEY JR.

#### Eddie's Exposition

FORD CITY, Pa., April 26.—Joining here were Howard Jaillette, concessions; Professor Ritz, side show, and Jimmie Gibson, Pin Up Revue. A new Tilt-a-Whirl and Funhouse have been added. Paul Rihl is the new billposter, enabling Jack Beil to give more time to office duties.

Betty and Back Beil closed their Sulphur Springs, Fla., home. During the winter they entertained Tom Hason, Mr. and Mrs. Roy Spangler, Rolling Green (Pa.) Park; Walter Cole, Greensburg, Pa., and Mr. Morgan, Kathryn Zimmerman and Lyle Simpson, Butler, Pa.; Billy Pape, of Pape and Conchita; Floyd Crouch, who worked his wire act at the Largo (Fla.) Fair; John Janes, formerly with the Three Aces, skating act, and Mr. and Mrs. Bill Stewart.—BETTY BEIL.

### FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hooplers Flameproofing Compound.

Write Today

**UNITED STATES  
TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

### TENTS

Special sizes and shapes made to your order within 5 days. Any color combinations, fireproofed and waterproofed. MANY SIZES IN STOCK.

For Immediate Delivery

30x100 ft. fireproofed  
40x100 ft. fireproofed  
8x 10 ft. concession  
10x 10 ft. concession

Change Aprons — Bally Cloth

*A. Mamau & Son*  
120 BOULEVARD OF THE ALLIES - PITTSBURGH 23 PA

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

**CENTRAL Canvas Company**

HARRY SOMMERVILLE—FOREST GILL  
121 West 8th Street Kansas City 6, Mo.

### TENTS

Concession, Khaki. Immediate Delivery. 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.

D. M. KERR MANUFACTURING CO.  
1954 W. GRAND AVE. CHICAGO 22

### TENTS—SIDEWALL

NEW AND USED  
Tarps — Floor and Ground Cloths  
Flags — Streamers — Banners  
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ATTENTION! CARNIVAL AND PARK

Large PLASTER . . . . . 25¢ Each  
Medium PLASTER . . . . . 10¢ Each  
Small PLASTER . . . . . 6¢ Each  
Orders filled same day received, 25% bal. C. O. D.

**LOUISVILLE STATUARY COMPANY**  
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### TRUNKS \$10.00

BIG SAMPLE SHOE TRUNKS  
38" high, 39" long, 15" wide.  
IDEAL FOR NOVELTIES AND CONCESSIONS.  
Perfect shape. Good locks. 25% with order.

**COLUMBUS TRADING CO.**  
5 W. State St. Columbus 15, Ohio

### Grimm's Gayland Shows WANT

Agents for Stock Concessions. Will book Stock Concessions. Playing heart of berries. Joe, Nell Frenchie and George, contact Doc at once.

H. L. GRIMM, Mgr., Russell, Ark.

### FOR SALE

Miniature Mechanical Carnival in 14-foot Trailer, walk around job, with lighted front. All new.

PRICE \$3,000.00

**EUGENE JAMES**

208 North Ohio Ave. Wellston, Ohio.

New Improved Model



Requires No Top.  
New Trailer Models Now Available. Thirty Day Delivery.

Be the First in Your Territory With This, the Only Fun House Using Black Lights, Luminous Skeletons, Bats, Skulls, Numerous Laugh Provokers, Special Sound Effects, Records for Ticket Seller, Etc.

Due to Increasing Cost of Material This Unit Is Subject to Change Any Time, So Order Now and Save. Lowest Unit Price Now \$875.00.

1/3 DOWN—BALANCE C. O. D.

We Now Build Mickey Mouse Circus in Cage for Single O, 5 Rides and 3 New Banners . . . \$300.00  
1/2 Down—Balance C. O. D. Delivery in 2 weeks.

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### HAGAAR ATTRACTIONS

500 Michigan Bank Bldg.

Detroit 26, Michigan

## DROME RIDERS

TRICK RIDER, \$80.00 Week, One-Half Tips.

Must be good. No set-up.

**J. BRANSON**

c/o Wallace Bros.' Shows, London, Ont., Can., Until April 26;  
Sarnia, Ont., Until May 3; Brantford, Ont., Until May 5.

## LINDA LOPEZ

JOIN BUCKHANNON, WEST VIRGINIA, MAY 5TH  
Most Liberal Percentage.

Wire ELKINS, WEST VIRGINIA, If You Are Coming or Not.

**T. J. CRAMBLETT, Roof Garden Shows**

### 3000 BINGO

No 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy. Green. Yellow. Red—Any set of 50 or 100 cards, per card, 6¢.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .50. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3000 Small Thin "Brownie" Bingo Sheets, E colors, loose only, no pads. Size 4x6. M 1.50. 3000 Featherweight Bingo Sheets, large size, 6 1/2 x 8; 5 colors; loose no pads, M 1.75. Adv. Display Posters, Size 24x36. Each .10. Cardboard Strip Markers, 10 M for .75. Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn., 3/4 M Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M .25. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

### Page Bros.

WAVERLY, Tenn., April 26.—Show moved in here from Springfield, Tenn., where weather was rainy and cold. Staff is W. E. Page, owner-manager; Robert Overstreet, assistant manager; Joe Robertson, special agent and paper man; Mrs. W. E. Page, secretary-treasurer; Don Myers, ride superintendent; Ellis Roberts, electrician, and Paul Ethridge, mechanic.

Rides: Oscar Watts and Billie Grey, Ferris Wheel; Frank Hunter and J. T. Strange, Chairplane; John Gross and W. C. Merrill, Merry-Go-Round; James Moñeld and D. W. Myers, Loop, and Eddie Clark, kiddie rides. Shows: Funhouse, Joe Robertson; Jig Show, Eddie Lamont; snake and animal, Virgil Hutzler; Monkey Circus, Herman Emmerton, and Wax Museum, John Chatman. Free act is Allen and Kitty Kittleman.

Concessionaires: May Howard, 1; John Ethridge, 4; C. Y. Smith, 3; Mrs. Joe Robertson, 2; Shay Linkauer, 2; Dad Reading, 4; Riley Johns, 2; Russell Green, 1; Doug Daugherty, 5; H. Griffin, 3; Norman Carpenter, 2; Quincy Carpenter, 1; Abe Frank, 1; F. M. Gann, 2; Mr. and Mrs. Tom Blanford, 2; Pete Hendrix, 3; Jessie Johnson, Mrs. Paul Ethridge, Mrs. Don Myers, C. Y. Lench and Harold Gagle, each 1.—ROBERT OVERSTREET.

### Happyland

DEARBORN, Mich., April 26.—Org experienced a chilly debut here Saturday (12) at Ford Road and Wyoming Avenue, with rain and snow thruout the first week.

Five new rides have been added. The new Rolloplane and Caterpillar already are in operation. A Miniature Train and a Kiddie Airplane, owned by V. L. Dickey, will be added shortly. Dickey has been named secretary of the show. Harold Lucas will join May 1 with a Spitfire. Other rides include a Merry-Go-Round, Twin Ferris Wheels, Octopus and Dickey's Kiddie Autos, which gives the show 10 rides.

Burt Lamson, who will operate bingo and percentage games, writes from St. Petersburg, Fla., that he nearly lost two fingers when he caught his hand in a power saw.

R. J. Quick will continue as electrician. Charles Hodges will join at a later date with his Side Show.

Visitors here included Wingy Shaffer, Mr. and Mrs. Don Cook, and Ernie Kessler, of Cleveland.—PAUL D. SPRAGUE.

### Evans United

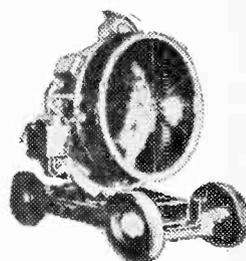
WARRENSBURG, Mo., April 26.—Show opened April 12 at Richmond, Mo. Rain and cold weather prevailed. The new Merry-Go-Round built by Leo Marks at Rushville, Mo., was late getting up because the damp weather kept the paint from drying.

Among folks on the show are Mr. and Mrs. Pat Goldsborough, Ferris Wheel and kiddie rides; John N. Combs, cookhouse and candy floss; Lyall E. Williams, cork gallery, darts and string game; Charles Reynolds, percentage; Jim and Dale Evans, Chairplane; Otis Porterfield, novelties, penny pitch and basketball; Fat Holman, coke bottles and blocks; Mrs. C. M. Evans, Miniature Train; C. M. Evans, ball games; Robert DeLap, clothespin store; Don and Shirley Evans, photos, and William and Ruth Evans, Merry-Go-Round.

## GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . . . .

# Portable Power Plant

### BRAND NEW! AND ONLY



Complete with FOUR 600x16 Tires

**\$895** EACH  
Lots of 3 \$850 Each

Standard JXD Hercules Gas Engine 4-in. Bore

G. E. Generator QT-1508-B1 100 to 115 Volt D. C. Up to 300 Amp.

Individual 2-Wheel Brakes

Standard Ford Axles

Mobile Unit is Adaptable for Trailer Hitch

Completely Enclosed Self Contained Unit

Hundreds of uses for this efficient power plant which you can haul to the spot needed. Now at a fraction of the cost the government paid. Ideal for welders and industrial uses. Quantities limited. Hurry! Order now!

## 880 Million Candle Power SEARCH-LIGHTS

Complete with Remote Control

**\$349 ea.**

\$300 Each in Lots of Three

Ideal for carnivals, outdoor games, advertising purposes, circus. Mobile, and has FOUR 600 x 16 tires. Performs perfectly with power plant.

## CHICAGO SURPLUS CO.

THE MOTOR TRUCK BROKER  
4545 W. Madison St., Chicago 24, Ill.

# FOR SALE

## 4-80 FOOT ALL STEEL RAILWAY CARS

FORMERLY USED AS DINING CARS

CAN BE USED IN THE PASSENGER SERVICE

Apply

# CONKLIN SHOWS

BOX 31  
Brantford, Ontario,  
CANADA

## FROZEN CUSTARD FOR SALE

EASY WAY ALL ELECTRIC ON TRAILER

You Have Seen This Concession on the Mound City Shows, Seasons 1940-'41. Wire or Write

W. O. DRISKELL, 742 N. 2nd St., Paragould, Arkansas

## NEW 10 CAR KIDDIE AUTO RIDE

Large jeep style cars. Canvas top. Ride complete. Ready to operate. Easy to install and dismantle. 30-day delivery guaranteed.

### IMPERIAL KIDDIE RIDES

211 W. 13TH ST. Ph. 6531 Amherst, O. LORAIN, OHIO

Prices Effective March 1, 1947

# ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B  
SHAMOKIN, PA.  
Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000  
**\$25.00**

10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75

### WANT TO BOOK WITH GOOD LEADING SHOW

Little Beauty Merry-Go-Round, new Blue Top and Side Wall, new Semi Trailer. Also Devil's Bowling Alley, Pan Game, Popcorn and Milk Bottles. Must have Exclusive. Answer:

**DANNY ARNETT**  
AMERICAN EAGLE SHOWS, Joiner, Ark., until May 3.

### WANTED

For best spot in Michigan. Year around operation. Good Grind Show (no Animals), Glass House, Tattoo Artist, Illusions, Cotton Candy, Wire Worker and Grind Shows. Write or call

**PHIL BROWN**  
Playland Amuse. Cen.  
530 Woodward Ave. DETROIT 26, MICH.

### WANT SHOOTING GALLERY OPERATOR

Must be experienced for Short Range Gallery offering cash prizes, in one of the best Amusement centers in Ohio. Salary and Percentage. Nooz: Hounds or Woman Chasers, do not answer. Wm. (Slim) Douglas, Earl (Heavy) Palmer, Sidney J. Siskind, let me hear from you.

**SHOOTING GALLERY**  
1783 E. 9TH ST. CLEVELAND, OHIO

### PACIFIC COAST SHOWS

Opening May 5th

Want Rides, Shows, Concessions. For Sale—Slum Spindle, complete; one new 10x12 Top, complete; one Slum Bumper Car, complete. Will book on Show. Address:  
BOX 481, Monroe, Wash.

### WANTED

SLUM CONCESSIONS—Bumper, Clothes Pins, Hoop-La, Country Store, Balloon Dart, Glass Pitch, High Striker, Jewelry, Duck Pond. NO GATE—NO FLATIES—NO HEAT—NO DRUNKS. SHOWS—Want Wild Life and 10-in-1. SECOND MEN ON ALL RIDES. Address:

**LESLIE BRALEY or JOHN MCKEE**  
Bicknell, Ind., this week; Sullivan, Ind., next week.

### S. O. S. SPECIAL of the Month

Western Electric 500 Watt Amplifiers for Drive-Ins, Stadiums and Ball Parks. Government surplus, like new. **ORIGINALLY \$1,000. NOW \$295** Send for Catalog listing hundreds of special buys on theatre equipment. S. O. S. CINEMA SUPPLY CORP., 445 W. 42nd St., New York 18.

### WANTED

SHOOTING GALLERY AMMUNITION. Write full details and your price.

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So. Paris, Me., Fair, Sept. 8th-13th. Fryeburg, Me., Fair, Sept. 29th-Oct. 4th.  
Farmington, Me., Fair, Sept. 16th-20th. Topsham, Me., Fair, Oct. 13th-16th.

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## Coming Events

These dates are for a five-week period.

### Arkansas

Bald Knob—Strawberry Festival. May 5-17. J. L. Novak, Box E.

### California

Bakersfield—Highway Patrolmen Rodeo. May 24-25. George W. Corbin, Box 118.  
Downey—Pageant of Progress. May 29-June 1. Harold C. Johnson.

Escalon—Escalon Round-Up. May 3-4. Irene Battcate, Box 47, Farmington, Calif.

Hanford—Pioneer Home-Comeing & Rodeo. May 9. Ralston A. Derr, Box 63.

Lodi—Legion Picnic. May 3-4. Juanita L. Campbell, 20 W. Oak St.

Los Banos—County Fair & Livestock show, May 1-4. D. Oliver Germino.

Monterey—Horse Show. May 10-11. Dick Collins.

Oakland—Spring Garden Show. April 29-May 4. S. L. Fletcher, 35 10th St.

Sacramento—Horse Show. May 17-18. John J. Walsh, 3401 Del Paso Blvd.

San Francisco—Travel & Sports Show. April 25-May 4. F. W. Kahler, 1645 Hennepin Ave., Minneapolis.

Sonora—Mother Lode Rodeo. May 10-11.

Tulare—Tulare Rodeo. May 31-June 1. Ruth A. Del Re.

### Colorado

Denver—Sports & Vacation Show. May 3-11. Martin P. Kelly, First Natl. Bk. Bldg., St. Paul.

### Connecticut

Waterbury—American Citizens' Club Carnival. May 2-10.

### Illinois

Chicago—National Plastics Expo. May 6-10. William T. Cruse, 295 Madison Ave., New York.

Chicago—Circus at Stadium. April 18-May 11.

### Indiana

Indianapolis—500-Mile Auto Race. May 30. Wilbur Shaw, 444 N. Capitol Ave.

### Kansas

Meade—Meade Rodeo. May 31-June 2. Chamber of Commerce.

### Michigan

Detroit—Builders' Show. April 25-May 4. Kenneth D. McGregor, 1642 Buhl Bldg.

Detroit—Circus at Olympia Arena. May 14-25.

Holland—Tulip Time Festival. May 14-17. Willard C. Wichers, City Hall.

### Minnesota

Duluth—Food Show. May 4-6. E. Altnow, 500 Roberts St., St. Paul.

### Missouri

St. Joseph—Apple Blossom & Music Festival. May 8-10. Jack Lacy.

St. Louis—National Folk Festival. May 21-24. M. J. Pickering, 511 Locust St.

St. Louis—Police Circus. April 20-May 4. Howard S. Moore, 12th and Clark Ave.

### Nevada

Las Vegas—Elks' Helldorado & Rodeo. May 15-18. O. K. Adcock, Box 872.

### New Jersey

Atlantic City—Housewares Show. May 26-30.

Atlantic City—Imperial Council of Shriners. Last week in May.

Woodbine—Legion Celebration. May 26-June 4. Mike Gnida, 806 Clay St.

### North Carolina

Goldsboro—Merchants Indoor Expo. & Auto Show. May 5-10. Veterans Foreign Wars.

### Oklahoma

Tulsa—Wills Stamped. May 20-25. O. W. Mayo, Box 555.

### Oregon

Portland—Travel & Sports Show. May 10-18. F. W. Kahler, 1645 Hennepin Ave., Minneapolis.

### Pennsylvania

Devon—Horse Show & Country Fair. May 27-31. Ward Sullivan, 1218 Arch St., Phila.

### Tennessee

Humboldt—Strawberry Festival. May 7-9. J. H. Parker.

Memphis—Memphis Cotton Carnival. May 12-17. E. W. Hale Jr., 505 Union Planters Bank Bldg.

Portland—Strawberry Festival. May 23-24. J. E. Clay.

### Texas

Brownwood—Regatta. May 11. Darrell Wilson, 401 Fisk St.

Houston—Home Show. May 4-11.

### Utah

Ephraim—Junior Livestock Show. May 23-24. Glenn L. Bartholomew.

Richmond—Black & White Days. May 15-17. S. Milton Webb.

Spanish Fork—State Livestock Show. May 12-17. Merrill J. Hallam.

Vernal—Livestock Show. May 20-21. William C. Whitaker.

### Virginia

Winchester—Apple Blossom Festival. May 1-2. Tom Baldrige.

### Canada

Amherst, N. S.—Cumberland Motor Show. May 7-10. Ernst W. Corbett, 11 Dale St.

Coleman, Alta.—Stampede. May 1-2.

Saskatoon, Sask.—Pat Stock Show. May 30-31. S. N. MacEachern, Bessborough Hotel.

Winnipeg, Man.—Shrine Circus. May 10-17.

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Can use legitimate Concessions and Side Shows. Show booked solid entire season. Celebrations and Fairs. No Still Spots.

Can use good Wheel Man and other Ride Help. Have For Sale one Cookhouse, complete; also Truck for same. Cheap. Contact

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Carnival if we can reserve  
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Write or wire:  
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Contact **DON EASTERDAY**  
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AERIAL ACT FOR 3RD AND 4TH OF JULY  
Also several Independent Rides, Merry-Go-  
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## WANTED

Would like to book first-class Carnival, August  
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For three (3) day 4th of July celebration (4th, 5th  
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American Legion, Black River Falls, Wis., (3) three  
Acts, evenings only, one performance nightly. Grand-  
stand. Definitely independent booking. Give full par-  
ticulars and references. Contact above address im-  
mediately.

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## 50G Allotment for Halifax Cele Claimed Insufficient

HALIFAX, N. S., April 26.—The  
\$50,000 allotted by city council to  
finance the 200th anniversary of the  
city in 1949 is insufficient, A. M. But-  
ler, recently named organizer and  
manager of the celebration, says.  
Originally, it was planned to ap-  
propriate between \$100,000 and \$150,-  
000. Butler contends at least \$50,000  
should be spent on advertising and  
publicity alone.

## Elsa, Tex., Rodeo Set

ELSA, Tex., April 26.—Sponsored  
by Delta Post, American Legion, the  
third annual rodeo and Tomato Fes-  
tival will be held here May 2-5.  
Rodeo prize money totals \$1,200.  
Asher Neill is producer.

## Rodeo, Palomino Show Set For Mineral Wells, Tex.

MINERAL WELLS, Tex., April 26.  
—Annual rodeo and sixth annual  
Palomino Show will be held here  
May 30-June 1.  
Sponsor is Palo Pinto County Live-  
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## CARNIVAL WANTED

Old Home Week of June 16-21.  
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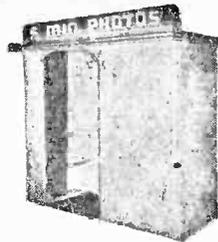
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For July 4th Celebration, Northwest Mis-  
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Write  
**J. O. PASLEY, Sec.**  
MAHOMET, ILL.

## WANTED GOOD CARNIVAL FOR AMERICAN LEGION CELEBRATION

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Write **H. HALLSTEIN**  
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# MILLS EMBELLISHES PROGRAM

## Will Continue Auspice Dates

Addition of 3 Liberty acts, menage, Riding Conleys, Ray Goody bolster show

By a Staff Correspondent

BUCYRUS, O., April 26.—Mills Bros.' Circus, eighth edition, opened here Saturday (19) designed to entertain, to make money and to spread a little mazuma among the various and sundry committees under whose auspices it will perform this season.

Jack, Jake, Harry and Paul are the four Mills brothers, and they are all with it this year, opening in a harmonious fashion which indicates they have a chance to carry on and hurdle the obstacles which so often trip up showmen.

Mills Bros.' programs in the past have offered little to write home about, having been just about strong enough to keep the customers from howling for their money back, but this year the effort has been toward the building of a more adequate performance featuring ring stock, and the objective has been reached.

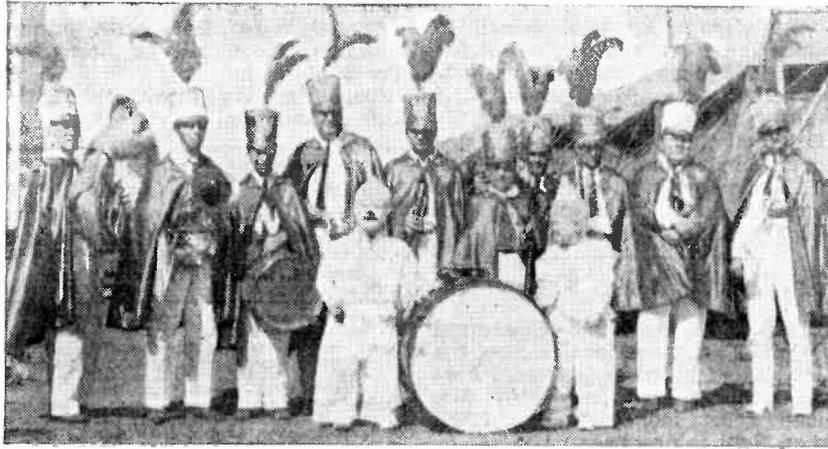
Opening program, staged without a complete dress rehearsal, was rough and the stock unruly, but there was nothing wrong with it that three or four performances wouldn't iron out. Offered in a 100-foot round with three 40's, the three rings were kept busy most of the time and a well-drilled contingent of clowns under Kenneth Waite filled the gaps admirably.

Show makes a good appearance on the lot with an unusually flashy banner line on the Side Show, and a new white 60 with three 30's for the menagerie which offers seven cages and all lead stock. Five high chairs are used for both front and back grandstands with 10 high blues at both ends. Two additional rows of chairs can be put in front of the grandstands, and stringers have been built to add (See Mills To Continue on page 80)

## Beatty Smashes Biz Jinx With Big L. A. Finale

LOS ANGELES, April 26.—Clyde Beatty Circus is out of the red as the result of an upsurge in business during the last week of the 20-day local date putting show on the black side of the ledger for the first time this season. Santa Monica stand, Monday (21), was the best Beatty has had here. Night show was a heavy turnover and following day at Alhambra show drew capacity at night. Matinee was light, however. Santa Barbara gave show a capacity matinee Wednesday (23), with indications of a big night house in prospect.

Los Angeles stand, which opened to light houses, but picked up steadily to a very strong finish, broke the jinx the show has been working under since its opening in Texas. Altogether, there were four complete sell-outs in L. A., and everyone was happy about the whole thing. Improvement in business is reflected in the big boost in personnel's morale, which was never higher.



VICTOR ROBBINS BAND on the Clyde Beatty Circus includes, from left to right: Joe LaFrance, bass; Percy Cayuga baritone; Amos Thompson, snare drum; Harry Willis, trombone; Lloyd Walton, trumpet; Carmine Petrarca, trumpet; Albert Yoder, bass drum; Earl Hamel, trombone; Willard Isley, trumpet, and Robbins. Clowns are the Sylvester Duo.

## 100% Club --- 100% Stag and 99% Nuts

NEW YORK, April 26.—A group of veteran troupers appearing this season with the Ringling-Barnum circus have organized a 100 Per Cent Club, a strictly stag and social outfit, with no officers and no by-laws. Principal activities to date have been dressing-room sessions, with members slapping fantastic penalties and fines on each other for infractions of wierd regulations which are adopted whenever a majority can agree on same.

Charter members are Clayton Behee, Bob Behee, Gus Bell, Jimmy and Ira Millette, Bobby Nelson, Albert Powell, Roland Tiebor, Francis Horgan and Hal Ward.

## YP Biz Drops 50% Below 1946 Trek; Org in Blowdown

VENICE, Calif., April 26.—Reports trickling back to Yankee-Patterson Circus winter quarters here indicate that solution to the show's poor business, following a strong opening, was not solved when Owner Jimmy Wood decided to jump his outfit out of Southern California and head for the bush. Business is still only about 50 per cent of last year's take, Wood told *The Billboard* and this despite a run of good weather which should have brought the people to the lot.

Only mishap since leaving the Southern part of the State occurred Wednesday (23) when show had a blowdown at Coalinga, Calif. No one was injured and everything was put back in the air in time for night show. Following date at Avenal Thursday (24) proved only fair.

Wood, who is staying near Hollywood to handle picture contracts for *Nightmare Alley* flicker, is ill with a severe case of flu. His wife, Ruby, is managing the circus on its trek north.

Plans are now to keep moving up-State toward Oregon and Washington. Oregon is slated to be reached about June 1, Wood said.

Show's nut now is about half of what it was at opening, with further tightening still going on.

Jack Leontini, co-owner with Karl Wallenda, of the newly organized Wallenda Circus, visited the Big Show in New York.

## RB's 190,000 Gives Week's Gain 25,000

### Bear on Loose in TV Debut

NEW YORK, April 26.—An upsurge in attendance at the Ringling Bros. and Barnum & Bailey Circus in Madison Square Garden shot this week's total up to an estimated 190,000 which tops last week's by 25,000. The matinees continue to draw capacity, or near. Mid-week night performances remain a bit light, but still satisfactory because most of the empty pews are in the lower-priced balcony.

This week's figures bring the total for the 35 shows since opening night to 446,000, and advance sales indicate good prospects that the New York run will establish a new high.

Performances are running smoothly, despite the mishaps which are a part of all circuses. The most serious accident of the season came last Saturday night (19) when Barton, the equilibrist, fell while descending from his high platform and broke an ankle. The same night, while the show was being televised, one of Rhodin's bears went AWOL and sent ring men and performers scurrying for safe spots until it was recaptured. Television camera men stood their ground and broadcast the mad chase.

Rhodin's bears are temporarily idle, Rhodin being on the sick list this week. Damoo Dhotre has recovered and is again handling his mixed group of cats. Thommen's perch act, which was stymied by unwillingness of the Society for the Prevention of Cruelty to Children to permit Thommen's 13-year-old son to work, has been revamped with Julie Colleano pinch-hitting.

The press department has a bit of misfortune, with Bernie Head, popular member of Beverly Kelley's staff, confined to Bellevue Hospital since Tuesday (22), when he was ordered to bed for a check-up and rest.

Bill Conway, contracting agent, is also under a doctor's care, but is tending his duties in Boston and will cover the New England territory if his health permits. Leon Pickett, 24-hour man, is slated to sub for him if necessary.

The Big Show's publicity department crashed the dailies this week with feature stories and photo spreads and got good spots on several radio programs. Kelley and his staff have been handicapped by the phone strike, the smallpox scare and the Texas City catastrophe, which have hogged newspaper space and radio time, but are getting good results.

erson; Bill Decker, concessionaire; Dr. William Huebener, Mr. and Mrs. Glen Tracy and Albert Mayer, circus fans, and E. Walter Evans, Larry Gatto, Bill Sachs and Charles Wirth, of *The Billboard*; Johnny Anderson, of the Enquirer Job Printing Company, and P. N. Branson, general agent of Cole Bros.' Circus.

The Sparks org, after a fast hop northward across Ohio, enters Canada at Windsor, Ont., next Monday (5). It will be the first big top to play Canada this season. Several new acts, one an aerial turn, are slated to join this week.

## Dailey Offers Fancy Gear, New Talent

### Eyes Florida Next Winter

VICKSBURG, Miss., April 26.—Ben Davenport, owner of Dailey Bros.' Circus, which played a one-day stand here today, announced his org would not return to its Gonzales, Tex., winter quarters at the end of this season, but would winter in Florida. Davenport said the exact site in Florida has not been chosen.

The Dailey org, traveling on 10 flats, 4 stocks and 6 sleepers, the latter being all new, is practically a new show from top to bottom. Two new wagons were built last winter, one of which is a dog wagon and the other a ticket wagon. The latter is a regular parade wagon, with a calliope combination affair, drawn by eight horses, all decked out in plumes and spangles. (See DAILEY OFFERS on page 99)

## Sparks a Click In Cincy Area

COVINGTON, Ky., April 26.—With summer-like weather prevailing, the Sparks Circus played to healthy business here Wednesday (23), a 35-cent coupon deal for school kids netting the show one of the best matinees of the season to date. With kiddies streaming in to make for a 4,500 stand-up crowd, the mat performance was held up until nearly 4 o'clock. Night performance pulled a three-quarter house.

The James Edgar org also enjoyed bang-up business the day before (22) in Lexington, Ky., attracting two comfortably filled houses in the face of cloudy and cool weather. Rainy weather at Corbin, Ky., Monday (21) held biz to only fair proportions.

Hamilton, the first stand in Ohio, gave the show a solid school-kid matinee Thursday (24) in cool, cloudy weather. Night house was fair.

Among the visitors on the show here were James McSorley, Cecil (Red) Scott and Frenchy Miller, all formerly of the big tops; Clyde Pat-

# St. Looney Has Big Program That Pleases

## Overabundance of Talent

(Continued from page 47)

feeling. There are as many as eight acts offered in single displays, and most of these acts are in the habit of working alone. As a result, Frank Cervone, the maestro, just plays circus music and lets them take their best hold, as it would be impossible to cue each act. This tends to lessen efficiency of the performers, but they are all in there swinging with their best and about the only thing the circus fan will miss is a teeterboard act. There isn't one around.

This edition was put together by the Voorhees-Fleckles Booking Association, Chicago, under the personal direction of L. N. Fleckles. It was the first hop into the big time for this org and it did a great job of rounding up a flock of talent, but leaves a lot to be desired in tying the show together.

### Abundance of Names

There isn't anything particularly new on the bill but there is plenty of class, lots of flash and an abundance of thrills. A perusal of the program will reveal the names of scads of acts well known in the circus, fair and night club fields, and a host of others not so well known. It will also reveal the hodge-podge displays, and the fact there are plenty of standouts receiving top billing and others who rate it.

Nabbing featured spots were Dick Clemens and his roaring lions and barking pistols; Fussner and his spiral globe; the Waldorfs and their motorcycles on a lofty pedestal; three Kelly-Miller elephants; LaBrac and Bernice, with their class unicycle turn; LaLage's one-arm turnovers; Blondin Rellim working almost against the building's dome; Cal and Ruth Thompson's White Horse Troupe, and a most attractive contingent of clowns.

### Nod to the Clowns

Usually the clowns are the weak sisters of these promotion circuses, but the group here was marked by its cleanliness and the polish of the production numbers arranged by Earl Shipley.

Of the single-o turns, all were warmly received, but it was obvious that, to quote the reviewer for *The St. Louis Globe-Democrat*, "The White Horse Troupe stole the show." With Sunny Bernet at the mike, the youngsters gave a flashy finish to the program, their Roman jumps, using two, three, four and five stallions abreast, evoked spontaneous applause and cheers.

Of the displays, the Billetti and Berosini troupes on the high wires, the Liberty horses handled by Mae Lewis, Bud Anderson and Bum Henry, the fliers with the Charles Siegrists, Art Concello's Ortonys and Billy Ward's new Deward Troupe and the skating display under Stroblite featuring Buddy and Jean, Perrott and Pirrouette and the Jordans, all were well placed and quite adequate.

*Alice in Wonderland*, spec built last year by the Modern Art Studios, of Chicago, under the supervision of the MacDonalds, gave the show plenty of opening color, and the fanfare provided by Cervone's music after the transcription was discarded. Probably these specs would be quite effective with outdoor amplification, but the acoustics of these huge buildings were not designed—if any were designed—for reproductions of transcriptions.

## St. Louis Police Program

ST. LOUIS, April 26.—Routine of the St. Louis Police Circus, as caught Wednesday (23):

### Display No. 1

*Alice in Wonderland*, a spec produced by Modern Art Studios, Chicago.

### Display No. 2

Bob Peary, comedy trampoline; the Maxellos, risley; Francisco and DeLores, perch.

### Display No. 3

Dick Clemens and His Lions and Tigers.

### Display No. 4

High pole acts, Vern Orton and Harry Froboess.

### Display No. 5

Clowns, cannon gag.

### Display No. 6

Hartleys, globes; Iwanoffs, rollo; Orantos, balancing; Norvellos, ladder; Johnny Laddie, ladder and dogs; Belmont Brothers, juggling; the Willys, juggling, and Rudenko Brothers, juggling.

### Display No. 7

Lewis's ponies, Henry's ponies and Lewis's mules.

### Display No. 8

The Great Fussner, spiral globe.

### Display No. 9

The Waldorfs, motorcycle pedestal.

### Display No. 10

Clown walkaround.

### Display No. 11

Flying return—the Duwards, the Ortonys and the Flying Siegrists.

### Display No. 12

Clown boxing, featuring Gabby DeKoe and Jimmy Davison.

### Display No. 13

Aerial acrobatics—Lawrence Trio, California Queens and King. (Vess acts.)

### Display No. 14

Leo and Josephine Gasca, wire; Montes Deoca, trampoline; Valardi, wire; Pape and Renee, perch; Orantos, perch.

### Display No. 15

Clowns—snake dance.

### Display No. 16

Henry's dogs, Lewis's goats, Lewis's ponies, Pickard's seals, Walter Jenner and Buddy, Dickson's seal.

### Display No. 17

Kelly-Miller elephants (3), worked by Dores Miller and wife.

### Display No. 18

Clown band (unusually effective).

### Display No. 19

High-wire—the Billetti and the Berosinis.

### Display No. 20

St. Louis Police Department Quartette.

### Display No. 21

LaBrac and Bernice, unicycle.

### Display No. 22

Roller skating under Stroblite—Buddy and Jean, Perrott and Pirrouette, and the Jordans.

### Display No. 23

Liberty horses—Mae Lewis (6), Bud Anderson (12), Bum Henry (6).

### Display No. 24

Traps and Spanish web, featuring LaLage with Rusetta Valardi and Evelina Rossi.

### Display No. 25

Blondin Rellim troupe, aerial novelty.

### Display No. 26

Cal and Ruth Thompson's White Horse Troupe.

### The Staff

Producers, Voorhees - Fleckles Booking Association, of Chicago; announcer, Joe Wallace; music by Adolph Simons and his orchestra with Frank Cervone guest conductor;

# Barnes Moves at Fast Pace With Galaxy of Top Talent

(Continued from page 47)

order named, and each was accorded a roaring ovation.

### Spec Fancy, But Slow

After the customary trimming after the opening performance Friday (18), the average running time was 2 hours and 35 minutes, including a 10-minute intermission, and if there was a draggy spot on the entire time it was during the opening spec which is paced slowly by a narrative and musical transcription. *Storybookland* moves slowly and has a tendency to make the circus bug uncomfortable, yet the customers went for it with wholehearted enthusiasm, the lights, color, novel and expensive costuming gripping the fancy. The finish was in Stroblite and with Jacobs's huge cage masked off to represent a Merry-Go-Round it made a stirring picture; yet the tempo was slow with no variations.

It would be redundant to review each of the acts in the order of their appearance as all are considered to be first rank in their line and are well known to followers of the tamberk or the State and county fair routes. However, it is imperative that the George Hanneford family be singled out for special attention. Thru the long years of the war the Hannefords kept going with Georgie carrying the burden despite the inevitable slowing up that comes with the passing of the years—and a lot of years have passed since Georgie first made his bow on this continent.

### The Kids Carry On

Now his two sons, George Jr. and Tommy, and his daughter Kay have assumed the bulk of the burden and they have shouldered the load ad-

producing clown, Earl Shipley; equestrian director, L. N. Fleckles; publicity, Jack Van Pelt; tickets, Eddie Jeannette; boss props, George Barr; personnel, Evelyn Thomson.

### Clown Alley

Earl Shipley, Koko, George LaSalle, Sherman Brothers, Jimmy Davison, Gabby DeKoe, Brown and Lewis, Bill Alcott, Roy McDonald, Hap Green, Leonard Pearson, Joe Lewis, Gus Gilard, Van Wells, the Bakers, Happy Kellems, Paul Rasche, Joe Short, Billy Odell, Yoyo and William Bentlage.

mirably. The act as now offered is reminiscent of the days when Georgie and Poodles were youngsters, as it seems that even stretches in the army couldn't rob the lads, Tommy and George Jr. of their heritage. Tommy is now doing the comedy and he is a great rider and a natural comedian. George Jr. and Kay handle their assignments well, so once again it must be classed as one of the great family riding acts in the business.

Bill Buschbom, who handled Greer's Liberty horses until last winter, came back to the Stadium with a new act, comprised of eight black and white spotted Liberty horses owned by Dr. Cooper of Wichita, Kan. Buschbom put them thru the intricate routines surely and smoothly, leaving nothing to be desired.

### Shirley Stops the Show

Merely by recording the names of Terrell Jacobs, William Heyer, Elly Ardely, La Tosca, the Antaleks, and Aida as among those present is sufficient praise, and little Shirley Grettona on the high wire completely stopped the show.

Of the displays, the Chinese number was outstanding with the Tien Tsi Lui (Wen Hai), Wong brothers and Canton brothers troupes displaying astounding ability, and working so well together that there was no trouble following the individual features of each act.

Izzy Cervone again has the band and his musical arrangements were well chosen and capably handled. Al Melgard, at the stadium organ, was worked in effectively.

One could point out that there was an overemphasis on single numbers, that there was a lack of equine activity on the track, and that—oh, what the hell? Arthur M. Wirtz, William H. Burke and Sam J. Levy are convinced it is the best one they've ever put together, and it probably is.

It is a fast moving, thrilling entertainment—and the customers love it.

### Ole's Ranch Reopens

BERLIN, N. J., April 26.—Ole's Ranch, located between Marlton and Berlin, will reopen for the season Sunday (27), with a championship rodeo featured. Also featured will be Charlie Ace and His Four Aces, the Herbert Brothers, Pete White Trio, Joe Dex and His Smiling Rangers and Alma Lee.

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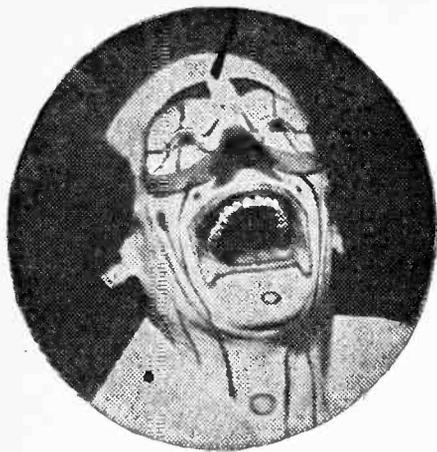
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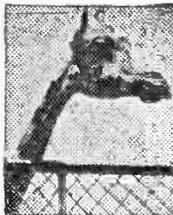
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# SOMETHING TO



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"The Greatest Show On Earth, with emphasis on everything new, opened last night before a jammed house of whistling, cheering and applauding patrons. It was the Big Show proving the rhapsodic verbiage of its heralds . . ."

Irving Spiegel, N. Y. Times



"Pretentious plethora of pulsating performers, most of them making their first appearance in this country."

John S. Wilson, P.M.



"The result is an international congress of circus elite such as has not been seen since before the war. The show had even veteran performers agape."

Howard Skidmore, N. Y. Herald Tribune



"You've never seen anything like it . . . The Greatest Show on Earth merely lived up to its lofty label; so much so it left its own press agents groping for words . . ."

Robert Williams, N. Y. Post



"This season it's strictly circus . . . the fairyland Wedding of Cinderella sparked with originality."

Frederick Woltman, N. Y. World-Telegram



"Old circus hands need not fear that the circus has gone musical comedy as it threatened to do to its detriment a couple of times in recent years. THIS is a circus!"

Jack Gaver, United Press



"Almost everybody's favorite show opened here last night. A description of the performance can best be made with a string of superlatives or a dip into the jargon of Junior—a fervent 'Jeepers!' "

Joseph Mackey, N. Y. Sun



"No prettier circus has been seen in Madison Square Garden."

Brooklyn Eagle



# RINGLING BARNUM



## THE GREATEST



# SHOUT ABOUT



"Everybody seemed a little spellbound, and that is what was wanted all around. Maybe it is just the influence of spring, but somehow the new circus looks awfully good."

Richard P. Cooke, Wall Street Journal



"The Greatest Show On Earth unveiled its 1947 edition in New York and big-city folk ate it up. It was all there—only bigger than ever."

Dorothy Doan, International News Service



"It's a great show this year; gayer, fresher, brighter, more spectacular than ever."

Mildred Gordon, Morning Telegraph



"Circus season sprang to life when Ringling Bros and Barnum & Bailey dazzled 13,000 customers—and even some of the performers—with its 1947 edition."

Associated Press



"This circus big-tops them all."

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"A 99 per cent new Ringling Bros and Barnum & Bailey Circus opened a 31-day stand at the Garden last night. Could you ask more for your money?"

Robert Coleman, Daily Mirror



"If you want to develop a rip roaring case of jangled nerves, the circus which opened in the Garden last night is your 'dish.'"

Bronx Home News



"New foreign act thrillers and the lavish 'Cinderella' spectacle make the Ringling show better than ever. John Ringling North went abroad on a talent hunt and came back with most favorable results."

Jack Pulaski, Variety



"Merits the billing . . . solid circus all the way."

Pat Purcell, The Billboard



"An abundance of new blood . . . virtually everything but the animals and clowns labeled 'First Time In America' . . . the best of the new acts are breath-taking."

Time Magazine



# BROS AND & BAILEY

## SHOW ON EARTH



**Bailey Bros.**

A Sunday off in Pulaski, Va., combined with a good lot and a warm sun, was the signal for a general clothes washing. Those who finished their chores early took in the movies.

It was so cold in Oak Hill the clowns were all on the fat side. Even George Myers gained a few pounds. I wish I had room to pack those red flannels.

Lillian Sadowski arrived in Pulaski with the new baby. Mrs. C. C. Smith joined in Bristol, so Smitty is now walking the straight and narrow. Larry Benner departed in Oak Hill and Bill Stiles is the inside man for Red White's Side Show. Barbara White recently received a shipment of large snakes.

Billie Henderson is doing well with her Spanish and says she'll have to tour Mexico for a post graduate course. Ernie Stewart received a new wardrobe shipment from Brooks. The lady in the white uniform in the dining room is Helen Murray, head waitress.

The Pat Knight Trio escaped serious injuries when the wire snapped in the middle of their act. Peggy Henderson really sells an elephant act. Her acrobatics are something new. Skinny Goe's band is really versatile as witness Kenny Hayes, the bass player, scoring daily with a baritone solo.

Little Susie Henderson is still the sweetheart of the show and each day surprises us with something new.

Recent visitors have included Colonel Whitner, Charlie Jones and Teddy Rae.—LAURENCE CROSS.

**HUMAN ODDITY PHOTOS**

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**DRESSING ROOM GOSSIP****Sparks**

Trouping thru Dixie is a pleasant experience, with warm weather and good crowds. New arrivals include Billy Wilson, on the press staff, and Oscar Martin in clown alley.

A group of the boys and girls dined at Mrs. Frank Clark's home in Chattanooga. Guests were Mr. and Mrs. Tommy Cropper, Mr. and Mrs. Bud Canter, Ray Scheetz, Murray Burt, Dave Murphy and Harry and Dorothy Lee Brown.

Red Friend, Side Show talker, re-joined in Knoxville after being hospitalized for a week in Nashville. We hear Henry Kyes and the YMCA are no longer the best of friends. Since the maestro lost his Elks card he has been hard put to find a place to snooze, between his eight hours in the berth and his catnaps on the lot.

John Staley is doing a good job in the cookhouse. Food is good and the place is spic and span.

Jimmy Troy's comedy wire act has been given a featured spot on the pro.—(See SPARKS on page 80)

**Mills Bros.**

Opening has come and gone and we're on our way. The cold weather in Bucyrus, O., was tough on the gals in hula skirts. Jack Hoxie, cowboy, had an extra thrill. His horse, frightened by the music, lights and noise, bucked directly in front of George Bell and the band boys. Jack pulled her away from the band and the horse then promptly threw him over the ring curb. Jack, however, was uninjured and continued on the program.

At Fostoria, O., it rained plenty. The folks took one look at the lot and went back to bed. Owner Jack Mills tried everything possible to locate another lot but was unsuccessful. But that didn't stop the show. We laid own hay and put on two shows in a swamp.

Jack Hoxie and the writer drove over to Findlay, O., and were interviewed over Station WFIN.

Dick McKinnon, press agent, reports from the advance that the schedule ahead is promising. Glen Ingle heads the billposters brigade. Mike Mackey finally caught up with us. The Alcevedo Troupe, jugglers and wire, joined in Fostoria.—JOHN JAY KNIGHT.

**Polack Bros. Western**

Everyone arrived in California on time, except Malikova, who missed the first day. Santa Rosa, our first California stand, turned out great. The weather was wonderful. Of course, everyone is trying to outdo each other in the sun-tan department. Lucretia Dornay fell asleep while taking a sun-bath and when she awoke three hours later she was more than slightly tanned.

Joe and Bebe Siegrist stopped over in Los Angeles to see their daughter who is with the Clyde Beatty show. Aileen Dornay made the trip here by plane, going by way of New York so she could visit her friends on the Ringling show. Others who planed out were Emil Pallenberg, Conchita, who visited her daughter in Los Angeles, and yours truly, who stopped in San Diego to visit my sister. George Paige is the veteran air traveler, however. He has a scroll showing he has more than 100,000 air miles to his credit.

Aldo Cristiani, who was working in the Loyal Troupe, left the show. He has been replaced by Alfred Otaris. Ross Paul, our assistant manager, is all smiles now that we are in California. He'll get a chance to visit his home-town of Sacramento.—IRENE LAFFERTY.

**Cole Bros.**

The opening in Louisville went over with a bang and things went along so smoothly it seemed the show had never closed. Thanks for the efficiency that goes to Paul Nelson, Harry Thomas and Harry McFarlan, who in turn get co-operation all the way from all the old-timers on the show.

Show is really a grand sight, with everything new from the front to the back yard. The big top is green and the wagons are painted red. George Churchill did an excellent job on the lettering.

Certainly you have to take off your hat to Paul Nelson. Many of us thought we would never see him in the saddle working the Liberty act after what he went thru, but he's back and doing a good job.

Plenty of new faces this year, including Hubert Castle, Harry Free.—(See COLE BROS. on page 80)

**Clyde Beatty**

The end of the Los Angeles engagement brought to a finish our somewhat semi-vacation. So it's back to the coaches for everyone. During our final week in L. A., Linda Darnell, in her *Forever Amber* coiffure attended the show as did Eddie Bracken and Art Linkletter. Part of the *Truth or Consequences* program took place in the big top with many of the clowns participating.

Many showfolks visited, including George Perkins, Tiny Kine, Buster Cronin, Jimmy Wood, Irene Lill, Mabel Stark, Dorothy and Carl Durben, Joe and Beebe Siegrist and Eddie Kohl. One day Beebe kept those at the flying act table in the cookhouse in stitches. Beebe almost did a double-back when she learned of Anita Olvera's obsessions concerning chicken wings.

On the lot at Santa Monica was Keenan Wynne, Sir Malcolm Campbell's chief competitor, in a super-charged racer.—DICK ANDERSON.

**Yankee-Patterson**

Bewildering business has greeted us from Bakersfield to Visalia, Calif., with the take 50 per cent off from last season. The route traveled so far followed one circus and two carnivals in each town. The two days at Bakersfield were disappointing, to say the least; Shafter was fair, Delano, Porterville, Corcoran and Visalia poor.

In most towns the schools refused to co-operate and consequently nobody showed up for the matinees even when they were held at 4 p.m.

Special Agent George McConnell has recovered from injuries received in a recent auto accident. He visited the show at Visalia and announced he would join at Kingsburg. Manager Jimmie Wood flew to Hollywood to consult 20th Century-Fox studio officials regarding the shooting of scenes for the forthcoming production *Night*.—(See *Yankee-Patterson* on page 80)

**Dailey Bros.**

Payday was welcomed by one and all, altho tired from muddy lots and late arrivals. Two good days were enjoyed in Corsicana and Tyler, Tex., both from the weather standpoint and attendance.

Ed Martin suffered a fractured leg while leading a recalcitrant Liberty horse.

Chief Sugar Brown is one of the most popular persons on the lot. Rosemary Stock bought a pair of red moccasin type shoes in hopes the Chief would notice and adopt her into the tribe. Her trunk, missing one—(See DAILEY BROS., on page 85)

**Ringling-Barnum**

With big biz and ideal weather we are moving along with the performance well-timed and about set. Press and radio are grabbing plenty space, with the whole show televised April 19. Guesting on the *Hits and Misses* CBS program were Polly Morrissy, Genevieve McCarthy and Mary Jane Miller. NBC's *Honeymoon in New York* had Charles and Sue Roark, Mr. and Mrs. Gottlieb Fisher and Mike and Laura May Petrello.

First mishap of the season occurred Saturday night (19). The Great Barton, juggler who works on a high pedestal, fell as he was coming down at the close of his act, breaking his ankle. Charles (Pitney) Tanner is on the sick list.

Visitors: Jack Leontini, Mr. and Mrs. Jim Northridge, Walter Kaner, Bob Roberts, Butch Henline, Win Green, Mrs. Hoyt, Evelyn Cook and daughter, Pat Cartier and mother, Mr. and Mrs. Billy Rose, Mr. and Mrs. Quentin Reynolds, Mac and Bobby Steel; Jim and Munsie Mooney and son, Jimmy; The Danevilles, Hedda Hopper, Fanny McClosky's mother, Paul Arley and party.

Back door scenes: Julie Colleano working the perch act in place of the juvenile member of the Thommens Troupe. Madeline and Phillip Kreis report the birth of a baby girl. Joyce Fay Seawell elated over the fact that her mother and son have arrived from Europe. The 100 Per Centers, a new club, has made its appearance in the men's dressing room. More details next week. A vote of thanks to Felix Adler and Frankie Saluto for the trip to the Knickerbocker Hospital to cheer all the children patients who otherwise would have missed seeing the Big Show clowns. Note to Paul Whiteman, of the White Tops, Sparks' Circus: In answer to your query, yes, I am carrying the mail. The side show Hawaiians holding impromptu jam sessions for the gang in the basement each day before doors open with community singing with all hands joining in. Bill (L. B.) Webster at the yellow wagon having his troubles. Johnny Tripp doing a swell job playing the chimes in spec.—DICK MILLER.

**Romig & Rooney**

As opening day draws near, the hot stove league has exchanged coffee cups for paint brushes. This Michigan weather keeps everyone guessing.

Visitors in quarters have included H. F. Reves, of Detroit office of *The Billboard*; William Scott and his father, of the Buffalo Ranch show; Mr. and Mrs. Stanley Raymond, pony ride operator with the Webster Bros.' Shows last year; Mr. and Mrs. J. C. Patterson and Jerome Smith and Merle Fairfield, of Patterson Bros.' Circus.

Irvin Romig took off for the James M. Cole show, playing the Akron Police Rodeo en route.

Mustang Marv has discovered he better hang his 10-gallon hat on a higher nail because Dusty, the Dalmatian dog, has a yen for big hats.

General Agent Chadwell reports the first two weeks have been booked under auspices, with a couple of two-day stands to rest the troupe. There will be no Sundays off, he advises.—MARIJO COULS.

**Garden Bros.**

In spite of opposition, rain, sleet and cold, London, Ont., was big. The schools co-operated and every matinee was a sellout. The big arena annex gave us plenty of room for stock and trailers, plus lots of pillars for clotheslines.

The Canadian Legion, under whose auspices we played, gave a stag for all the men on the show. They didn't forget the ladies, however.—(See GARDEN BROS. on page 80)

# Bailey Snares Heavy Dough In Charleston

## Org Has All New Canvas

CHARLESTON, W. Va., April 26.—Bailey Bros.' Circus played to full houses two out of the three days here, and this in spite of a strong wind and threatening rain the final day, Sunday (20), and competition Sunday afternoon from midget auto races. Show played the fairgrounds lot, about 10 miles from town.

Org opened Friday (18) and drew strong houses at matinee and night shows. Saturday and Sunday were good for four capacity crowds.

James Burton, of Ashland, Ky., a workman with the Bailey org, was injured Saturday when he fell while moving a section of seats. He suffered a side injury and was taken to the hospital for observation.

Cold and wet weather at Huntington, W. Va., kept the crowd down Monday (21), matinee and night shows being only fair houses. Weather was a stumbling block, too, at Pulaski, Va., where the show drew only fair houses.

Members of clown alley are Rube Shmonds, Laurence Cross, Red Harris, Jimmy DeCobb and Buck Leahy.

Bailey Bros., this year, has all new flameproof canvas. The big top is a 100 with three 40's, and is bright green, trimmed in orange and yellow. Menagerie is a 70, with two 40's and is all green. The side show canvas, which is white, is a 70 with two 40's. A new canvas loader has been added, which has speeded up loading chores. Seven new tractors have been added and the org now has three large semi-sleeping compartments for the men, several of which are equipped with light plants.

New spec, produced by George Myers and costumed by Laurence Cross, is causing much favorable comment. Menagerie has five show-owned elephants, one cage of lions, one of bears and the ring stock. The program and staff follow:

1—Spec, "Fiesta in Mexico." 2—Gladys Gillum, lion act. 3—Pat Knight, foot slide. 4—Monty Knight and Vincent Barran, cloud swings. 5—Clown wedding. 6—Mac McDonald and Peggy Henderson, balancing elephants. 7—Marie Pettus, swinging ladder. Ring 1; Ernie Stewart, traps. Ring 2; Billie Henderson, swinging ladder. Ring 3. 8—Marie Pettus, ponies. Ring 1; Ernie Stewart, Liberty horses. Ring 2; Billie Henderson, ponies. Ring 3. 9—Clown walkaround. 10—Mac McDonald and Peggy Henderson, plank and bottle walking elephant. 11—Concert announcement. 12—Hazel Franklin, web. Ring 1; Miss Stanley, neck loop. Ring 2; Monty Knight, web. Ring 3. 13—Clown firecracker gag. 14—Joe Franklin, dogs. Ring 1; Faith King, dogs. Ring 2; John Pringle, dogs. Ring 3. 15—The Henderson Trio, juggling. 16—Car announcement with clowns. 17—The Knight Trio, tight wire, and Bob Stanley, slack wire. 18—Clown prize fight. 19—Barrangan, balancing. Ring 1; the Henderson Trio, balancing. Ring 2; the Cardegas Duo, balancing. Ring 3, and the Joe Franklin Duo on the track. 20—Concert announcement. 21—Buck Leahy, Rolon and Ernie Stewart, contortion. 22—Lew Henderson, head-balancing traps. 23—Clowns. 24—Mac McDonald and Peggy Henderson, elephants.

Staff: Bob Stevens and Guy T. Whitner, co-owners; C. C. Smith, secretary-treasurer; John Wall, superintendent; Harry Pitz, legal adjuster; George Myers, equestrian director; Skimpy Goe, musical director; Harry Miller, superintendent of tickets; George (Red) White, side show manager; Harry Swank, front door superintendent; Boots Wacker, purchasing agent; Jack Grady, general agent; Opal Stevens, tax box; Roger Bigger, head usher; Pete Sadowski, master of transportation; Holley Howard, chief electrician; Nick Bengor, boss props; Mac McDonald, superintendent of elephants; Ben Thomas, school tickets; Slim Griffin, 24-hour man; Willie (Blue) Lundy, boss canvasman; Howard Straightliff, ring stock; Lloyd Cave, tire man; Cy Murray, steward; Helen Murray, head waitress; Buck Lucas, concert.

Side Show: Red White, manager; Bill Stiles, inside lecturer; Bert Pettus, boss of canvas; Walter Smith, band leader; Jelly Roll Rogers and His Minstrels, featuring Mulroney; Mlle. Barga, mentalist; Electra;

# UNDER THE MARQUEE

Billy Wilson, advance press agent, advises that he is leaving the Sparks Circus to accept a position on the West Coast.

Worst thing an old-timer can say about the modern ideas of today's managers is, "Barnum wouldn't have done it."

Hunter Jarreau, Alexandria, La., enthusiast, visited Dailey Bros., at Gonzales, Tex., before the org opened and writes glowingly of Ben Davenport's equipment.

Karl L. King, Fort Dodge, Ia., former band leader with the Ringling-Barnum show, judged the annual Tri-State Band Festival at Enid, Okla.

Herb Duval, R-B legal adjuster, left New York April 22 for Hartford, Conn., where he will have charge of the office handling claims against the circus resulting from the Hartford fire.

Around a motorized show, spring doesn't officially start until the little woman starts beefing about her house trailer needing paint.

Florree Galt, feminine publicity director for Garden Bros., proved such a novelty to the editor of *The London (Ont.) Free Press* that she rated a two-column picture and a feature story.

W. T. Treadwell has replaced Frank Lee as agent of the World Wide Animal Exhibit in San Antonio. . . Mr. and Mrs. Leon Snyder, of San Antonio, have joined Al G. Kelly-Miller Bros.

The Bert Coles, residing at Totenville, S. I., N. Y., celebrated their 42d wedding anniversary by attending the Ringling-Barnum show at Madison Square Garden, New York. Both are in good health.

This was the time of the year, in the old home town, when aldermen started discussing higher licenses and more passes.

Jack Castell, long-time dog and pony trainer on the Al G. Barnes show, celebrated his 74th birthday April 14 at the Club Thunderbird, San Pablo, Calif., and in attendance were Tony Silva, Ethel Chase, Betty Mills, Neil Yepona, Rose Landis and Ginger Burns.

Recent visitors to the Rex Ingham Animal Farm at Ruffin, N. C., were Gordon and Mickie Spangler, en route to South Bend, Ind., to join Art Mix's show; Sid Lovett, Johnny J. Jones biller; Eddie Greeno, Wild Life operator on Coleman Bros.' Shows; Mr. and Mrs. Harry Hicks and Jimmy and Marie Dunn.

James M. Cole Circus received nationwide publicity recently when a picture of Cole's six-year-old son, Jimmy, shown feeding a Cole elephant, Baby Dorothy, billed as the

Jo-Jo, African pigmy; Bill Stiles, punch and magic; Leona, snakes; Jack Pettus, alligator boy; Jane Sadowski, sword box; Francher Pierce, impalement; Johnny Edwards, fire-eater; Ray-Rayette, annex; Keller Pressley, No. 1 ticket box; Al Smith, No. 2 ticket box; Johnny Smith, front door.

Concessions: Frank Ellis and Laura Anderson, owners; Paul Zomp, assistant manager and programs; George Hayes, menagerie stand; Ray Hall, Joe Marion, Mac Franklin, Oscar Levant, seat butchers; Johnny Lefler and Willie Malone, frozen custard; Al Dean, manager of midway dmer, with Norman Smoote, Harley Copley and Fred (Virginia) Kid, waiters, and Florence Lundy, waitress, and Mrs. Frank Ellis, cashier; B. W. Huddleston, candy apples; Max (Pee-Wee) Miller and Robert Broome, candy floss; Claude (Mickey) Bryant, No. 1 stand; Arthur VanCamp, outside novelties; Red Winegarden, inside novelties.

youngest and smallest bull ever imported into the United States, was circularized by the Acme News Service.

Chariot & Tableau Circus has hit on an original financial scheme in saving money by eliminating the secretary that did nothing but work on agents' swindle sheets.

Rex M. Ingham and family visited the Kay Burns Circus winter quarters in Lebanon, Tenn., and were entertained by Owner Larry Burns. On their way home to Ruffin, N. C., from Nashville, the Inghams spent the week-end with Mr. and Mrs. J. E. (Boots) Dillard, circus fans at Seneca, S. C., and Mr. and Mrs. K. L. Nicks, Charlotte, N. C.

Jim Stutz, with Hunt Bros. the past five years and with the World-Wide Animal Exhibit, reports that business at Fredericksburg, Tex., was socko for the latter org. . . Doc Waddell has been engaged by Mills Bros. to make personal appearances at school assemblies and luncheon clubs, and Doc says he will visit all inmates of jails and penitentiaries en route.

Mr. and Mrs. Andrew Kochanowski, known professionally as the Excellos, aerialists, were featured in a recent issue of *The Enbee Chips*, monthly newphoto magazine published by and for the employees of the New Britain Machine Company, New Britain, Conn. During the off season Andrew works for the New Britain company.

Don't know of any class of literature that has improved with the boom as have press agents weekly news letters. They have such pleasant glows that no one has the heart to dispute them.

When the Ringling-Barnum show opened in New York, Arthur Hoffman, editor of *The Morning Trentonian*, Trenton, N. J., sent feature writer, Wendell Goodwin, and a staff photographer to cover the event. Goodwin wrote a review, followed with a feature on circus press agents, and later *The Trentonian* used a full page of pictures.

George W. Pughe spent a few days in Chicago recently proudly exhibiting a photostatic copy of a letter of recommendation written by Parry Barnes, who recently completed his office as Illustrious Potentate of Ararat Temple, Kansas City, Mo. Pughe is justly proud of the \$58,600 gathered there last winter by the telephone promotion, and agrees with Vernon L. McReavey there is no excuse for "heat" on this type of promotion.

Frank Lemon, 66, who, with his partner, the late Arthur Rosenthal, gained international fame as a trick bike rider, recently was the subject of a feature story in *The Grand Rapids (Mich.) Press*. Lemon, who is still entertaining disabled vets and who was cited by the Red Cross during the war for his entertainment work at Percy Jones Hospital, Battle Creek, Mich., resides in Grand Rapids.

Mr. and Mrs. J. C. Admire, who closed with the Kay Burns Circus on advance, have signed to manage Floyd King's Wild Life exhibit. Org carries seven persons and 40 cages of animals. Unit opened Monday (21) and is booked for 24 weeks in Eastern and Western Canada. Advance crew of the King and Franklin Circus include C. J. Lester, boss billposter; Everett Martin, Clyde Langhart, Allen Kayhill, and Sinclair and Robert Murphy, billers, and L. C. Langhart, brigade manager.

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## Mills Bros.' Program

BUCYRUS, O., April 26.—Running order of Mills Bros.' Circus, as caught here last Saturday (19):

### Display No. 1

Tournament, introducing Jack Hoxie.

### Display No. 2

Bert Wallace, pony drill; Conley's dogs; Roy Howze, pony drill.

### Display No. 3

Jonnie Mae Snyder, single traps; the Silverlakes, double traps.

### Display No. 4

Principal riding act—Ruth Conley, with clowns on the track.

### Display No. 5

Jimmy O'Neill—Tumbling, head turns and drops.

### Display No. 6

Teresa Morales, single traps and heel catch.

### Display No. 7

Clown band.

### Display No. 8

Donna Drew Howze, dogs; Roy Howze, ponies; Annie Collins and Jeanette Wallace, dogs.

### Display No. 9

Swinging ladders—Jane Moser, Margie Butcher and Josephine Silverlake.

### Display No. 10

Clowns—Cannon gag.

### Display No. 11

Jimmy O'Neill, barrels; Myra Silverlake, hoops.

### Display No. 12

Ray Goody, wire.

### Display No. 13

First concert announcement.

### Display No. 14

Jimmy O'Neill and five girls on twin ladders.

### Display No. 15

Clown walk.

### Display No. 16

Liberty horses—Eight in each ring worked by Bert Wallace, Roy Howze and Jim Conley.

### Display No. 17

Stomach pump gag with a stock finish.

### Display No. 18

Spanish web with Teresa Morales and Jonnie Mae Snyder.

### Display No. 19

Second concert announcement.

### Display No. 20

Riding Conleys, seven people.

### Display No. 21

Clowns—Balloon gag with a long pants finish.

### Display No. 22

Silverlakes, Roman rings; Jonnie Mae Snyder, cloud swing.

### Display No. 23

Alex Brock's hind-leg walking dog.

### Display No. 24

Menage, with six riders.

### Display No. 25

Clowns, with Kenneth Waite's heads.

### Display No. 26

Big Burma, elephant, worked by Theodore Gallop.

### General Staff

Jack Mills, general manager; Jake Mills, manager; Paul Mills, assistant manager; Harry Mills, concessions manager; Willard Backenstoe, assistant to Jack Mills; Ida Mills, treasurer; Rose Mills, secretary; Mary Mills, assistant concessions manager; Ted Edlin, general agent; William Graham, front door; Lou Wolson, inside tickets; Charles Brady, superintendent; Harry Ingles, brigade agent;

Dick Richard McKinnon, press representative; Blackie Dillon, ring stock; John Tischer, menagerie; John Fischer, assistant boss canvasman; Harry Johns, steward; John Parkhouse, big show announcer and radio.

### Big Show Band

George H. Bell, leader and trumpet; Jimmie Pulcinella, trumpet; Wilford Simpson and Jimmy Miller, clarinets; Bard Orton, bass; Louis Mittendorf, baritone; Samuel Saltarelli, Ray Hinshaw and Eddie Holman, trombones; Joe Mallory, calliope; William Steinberg, snare drum; Ed Brundage, bass drum, and Frankie Bell, soloist.

### Clown Alley

Kenneth Waite, producing clown; Marcus, Franklin and Brownie Silverlake, Augie Pasquucci, Tommy Whitesides, Bill Nippo, Bernard Bettiz, Lefty LaSalle, Alex Brock and the Wilson brothers.

### Side Show

Charles A. Zern, manager and first opener; Bill Mason, Red Haffards and Jerry Williams, tickets; Frank Patrick, front door; Great Poole, magic and inside lecturer; Laus and Chaney, impalement; Fisher Family, puppets; Madame Zelda, mentalist; Princess Zelda, mentalist; Princess Peggy, mystery of Bagdad; Lady Boyd, snakes; Lord David, Punch; Jimmie Caral, rag pictures; Buffalo Ben, vent; the Musical Carters; Charlotte, flameproof girl; Jean Eugent Mercer, annex; Mrs. Charles Zern, annex tickets.

## SPARKS

(Continued from page 78)

gram. The Claudillo Sisters now do a tight wire as well as web and tumbling act.

Still the biggest problem in a trouper's life is whether to leave the boots and raincoat on the lot or in the cars, or, if one has two sets of gear, to remember to carry it back where it belongs when the sun is shining.

Alva Evans, Elmer Lindquist, Frank Cromwell and Karl Cartright made two hospital shows for crippled children in Knoxville and cracked *The Knoxville Banner* for three picture spreads.

Everyone was saddened by the death of John Harbin, groom, in Athens. Thanks to James Edgar, the old-timer was buried in style. Personnel sent a floral tribute. Word also has been received of the death of Roxie Cropper's father.

Esma Maley celebrated her birthday in Knoxville. Visitors included Mr. and Mrs. Ernie White, Clem Hartmann, Max Chamberty, Dorothy O'Brien, R. M. Harvey and Ollie Garber's cousins.—DOROTHY LEE BROWN.

## COLE BROS.

(Continued from page 78)

hand, Miss Louisa, Kay Clarke, the Excellos; Grover Nitchman, Jack Kennedy, Ernie Burch, Albert White, Lee Vertue, Charles Robinson, Jack Crippe, the De Rue Brothers and Frank McCain, in clown alley, plus the old-timers like Otto Griebing, Horace Laird, Huffy Hoffman, Billy Griffin, Clay Raimer, Bogonghi and Freddie Freeman. The spec is built around the clowns this year, and Otto, as king of the costuming, is something to behold.

Visitors for the opening included Dr. and Mrs. William Huebener, Bill Dammarell, Al Mayer, Mr. and Mrs. Cecil Scott and son, from Cincinnati; Mr. and Mrs. Edgar Wilson, Rockford, Ill.; Mr. and Mrs. Don Kidder and Florence Warren, Sarasota, Fla.; Mr. and Mrs. Tom Gregory, Cleveland; Judy Graves; Pat Purcell, outdoor editor of *The Billboard*; Happy Oakley, Hattiesburg, Miss.; Ed Floyd, Al Kauffman, Johnny Dean, Columbus, O.; Ruth and Penny Millette, en route to New York.—FREDDIE FREEMAN.

## YANKEE-PATTERSON

(Continued from page 78)

mare *Alley*, which went into production Monday (21).

General Agent Harvey and Jo Walters report fair progress on the booking tour in Northern California. Mr. and Mrs. Johnny Cardwell's concessions are operated by the following agents: Mr. and Mrs. William Spot Fowler, Mr. and Mrs. Kenny Thoursnes, Mr. and Mrs. Harry Miller, Mr. and Mrs. Johnny Stephens, Mr. and Mrs. Bill (Tex) White, Mr. and Mrs. Frank Marrow, Buck Ratchiff Jr., and Johnnie Lopez.

Flashy house-car awnings are appearing on trailers in the back yard. The list now includes Mr. and Mrs. Alfredo Landon, Walton De Pellaton, Mr. and Mrs. Fred Bowery, Mr. and Mrs. Jimmie Wood, Mr. and Mrs. Milo Hartman, Mr. and Mrs. Norman Anderson, Mr. and Mrs. William De Barrie and Mr. and Mrs. John Fairburn.

Mrs. Lena Marshall returned from a visit with her folks in Mississippi. Celia Bowery celebrated her birthday with a party to which the entire personnel was invited. Mr. and Mrs. Fay Avalon entertained many visitors in their trailer in Delano. Mrs. Alfredo Landon returned to the show at Corcoran after several weeks in Los Angeles.

All the trucks and trailers are being given a coat of varnish to preserve the pictorial paintings. Also getting a going over is the banner line on the Side Show, operated by Mr. and Mrs. William De Barrie. Little Virginia Wood's pet dog, Elmer, was killed by a car in Bakersfield. Virginia, incidentally, is visiting her grandmother in Venice.

Johnny Guterrez and family left for Bakersfield and will assist manager Wood and 20th Century-Fox studios in the filming of *Nightmare Alley* for the next five weeks. Sweaters McFarlane has replaced Guterrez as boss canvasman.

Dale Petross returned from his trip to Indiana where he purchased several new albino horses which will be added to the Liberty drill. Leroy Conkey, bandmaster, failed to secure a room at several locations and spent the nights riding on buses from town to town. Allan Wood is doing a good job subbing as special agent. Mr. and Mrs. Herb Wilson, managers of the advance crew, spent two days visiting the show in Corcoran and Visalia. They entertained several of the troupe at a dinner in their trailer.—WALTON DE PELLATON.

## GARDEN BROS.

(Continued from page 78)

each feminine member of the troupe being given a box of candy.

We encountered icy highways and a blinding snowstorm on the jump from London to Windsor. Luckily there were no accidents. The prop truck was late in arriving and the Mathews had to leave their living trailer sitting on the highway because of a crystalized hitch.

Irah Watkins's chimp, Eve; Dorothy Herbert's dogs, and the writer's old maid elephant, Empress, are now worth their weight in penicillin. Dorothy lost one of her best dogs before the wonder drug could take effect.

Kenneth Good, our band master, is pinch-hitting for our boss, Bill Garden, as emcee. Marion Hamilton can easily be described as efficiency personified. Florence Galt,

## Mills To Continue On Auspice Dates

(Continued from page 74)

five rows to the blues instead of strawing the customers.

Jonnie Mae Snyder, Jimmy O'Neill and Teresa Morales were the busiest of the performers, each handling numerous tasks with fine showmanship. Bert Wallace, equestrian director, has three Liberty acts set and directs the rides in the menage numbers. The Conleys, family riding act, and Ray Goody, star wire comic, give this embellished program a big league touch.

### Will Use Auspices

Jack Mills, the head man, announced that the business policy established in past years will be continued. Auspices will be used in every city with advance men handling and pushing matinee ticket sales.

"When we are sure of a strong matinee, we are sure there will be business, especially if the performance is strong so the folks will tell their neighbors about it," Mills said.

He pointed out that the show isn't interested in any one particular type of sponsor, believing that the general agent should be allowed to use his own judgment in picking committees.

An effort to add prestige to the show was made by the bringing of Jack Hoxie, veteran Western star, out of retirement. Hoxie makes a bow in the tournament, and is featured in the concert with his wife, Bonnie Baker, doing the narration. Buffalo Ben also is in the concert.

### Mills Host to 75

Mills entertained 75 guests at the Moose Lodge here after the matinee, including local committee members, and committeemen from Columbus, Massillon, Dayton and Lima. Doc Waddell, who opened the circus with a prayer, was a special guest, and Mills gave a brief outline of his plans after thanking the various committees for their support.

Mills reiterated his intention of building his program, and it was revealed that if the help situation is favorable, he will use a 150 with three 50's for the big top after midseason.

our press agent, is going to town crashing the newspapers and radios. Bobby Carr celebrated a birthday.

Professor Keller's new zebra is proving an apt pupil. A. E. Kennard impersonates the mounties who didn't get his man. Basil Whitfield is handling *The Billboard* on the show. Hagenbeck Williams received word that his 90-year-old mother, Mrs. Florence Williams, died in McKinney, Tex.

Visitors included Charlie Zemater; Dr. and Mrs. (Rosina) Nelson; George A. Brown, of Detroit; Mr. and Mrs. Frankie Smith, Dorothy Lewis, Bill and Bonnie Haller, Mr. and Mrs. Diamond Dewey and party and Mr. Rutmond. —DOLLY JACOBS.

## BARTON'S SOCIETY CIRCUS AT LIBERTY

For Circus or Rodeo, salary or percentage. 4 Horse Liberty Act, 2 Menage Horses, Dog, Pony and Monkey Act, Mechanical Riding Act. Four Acts. Two Bareback Horses for sale.

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# MICHIGAN COURSE RINGS BELL

Editorial

## Michigan Study Course Effective

Credit for the revival of courses on fair management is due the Western Fairs Association. Credit, too, is due the Minnesota Federation of Fairs for being the first State association to follow in the steps of the WFA. But the Michigan Association of Fairs and its able, unassuming president, Hans Kardel, are due credit for working out what up to now appears to be the best formula for conducting a worthwhile course.

Michigan's course, conducted at Lansing last week, was an outstanding success, notable in many respects.

First, it was not conducted at a university or college but in a hotel, and thus there was none of the educational air forbidding to some connected with it. And the physical set-up was ideal. No auditorium was used. Instead, a huge U-shaped table was laid out in a large room. This created a tone of informality and made it easy to take notes. And most of the members took many notes. There was no mike, and this served, too, to make for an informal air, without which perhaps many might have hesitated to join in the discussions.

Second, the subjects were pertinent and down to earth. There were no high-sounding talks on the importance of fairs or the history of fairs. And why should there be? Those who attended realized that importance or they wouldn't have been present. And they were not interested in the past, except to have the way pointed to the future. And on the latter point there was much sober discussion.

Third, the speakers were chosen with a view of the knowledge of their subject, a knowledge gained from experience. And they came prepared to disclose that knowledge—and did disclose it without reservation. All of the speakers were "working fair men" or others vitally interested in fairs in Michigan. They spoke on the level of the average fair of the State. The big fairs did not monopolize the sessions, but their representatives did contribute much and they in turn got much from other speakers and the discussions.

Fourth, there was no eyewash about the course. It was what it was intended to be, not a publicity getting device, nor one to impress legislators with the importance of fairs. It was a down-to-earth method whereby fair men could swap ideas, problems and glimpses of the future. It was devoid of window dressing. And entertainment was limited to an evening banquet, at which, even then they were given fruit for thought.

Fifth, it was short and inexpensive. Actually, the sessions ran thru all of one day and half of the next, but there were no lulls, nor was there any padding to fill out time. As for the cost, there really wasn't any. The hotel made the meeting room available at no cost with the provision that those who attended eat in the hotel dining room. As the cost for meals was reasonable, all chose to eat them in the dining room.

Sixth, the session was presided over by a man who himself was eager to learn more about fair operations and who moved the meeting along with dispatch and effectiveness, yet drew out much relevant and valuable information.

Its success is a tribute to Hans Kardel, a county 4-H agent, who with others had revived the Eaton County Fair at Charlotte in less lush times when its predecessor fair had failed and built it up to where it is now a successful fair with a cash surplus of some \$26,000. Its success is also a tribute to the fair officials of Michigan who joined wholeheartedly in the course.

Its success should serve as a model for similar courses in other States.

## Rules Taylor Ineligible as Ky. State Mgr.

LOUISVILLE, April 26.—C. Waitman Taylor is ineligible to serve as manager of the Kentucky State Fair, Eldon S. Dummit, Kentucky attorney general, has ruled. Dummit called for Taylor's resignation, saying "I would regret the necessity of instituting ouster proceedings."

Agriculture Commissioner Robertson sought an opinion on Taylor's right to service under the reorganization law passed by the State Legislature, of which Taylor was a member.

Governor Willis declined immediate comment.

Earlier Taylor had named O. W. Nelson, a Louisville accountant, as promotion manager of the State fair.

Nelson, Taylor said, in announcing the appointment, was named to take (See Taylor Ineligible on page 84)

## New as Mgr., Goes Longest Distance For Mich. Course

LANSING, Mich., April 26.—Eager to learn, Carlton J. Larson, who only the week before was named manager of the Chautauqua County Fair at Dunkirk, N. Y., traveled the greatest distance to attend the two-day short course on fair management, sponsored by the Michigan Association of Fairs, here Monday and Tuesday (21-22) in the Hotel Olds.

At the close of the two-day session, Larson said the course provided him with much valuable information.

The decision to hire a manager at Dunkirk was made, he said, because the fair had grown and because it also held further potentials for growth, and the size of the job required a manager. C. C. Cain, vet- (See Larson On His Toes on page 84)

## Rated Success By Fair Execs

Plenty of note-taking as they join in talks, discussions on many subjects

By Herb Dotten

LANSING, Mich., April 26.—Fair execs got out their pads and pencils, listened to well-pointed talks, tossed questions, gave answers, and eagerly jotted down notes here at the Olds Hotel Monday and Tuesday (21-22) at the two-day short course on fair management, proclaimed by all queried as having proved far more successful and fruitful than had been expected.

Sponsored by the Michigan Association of Fairs and presided over capably by the modest Hans Kardel, president of that org, the course spanned subjects of vital importance on those topics bringing out much information rated extremely valuable by those who attended.

Lively Discussions

Topics ranged from insurance protection to 4-H department improvement. Speakers, all from Michigan, most of them fair officials and all vitally interested in fair operations, came well prepared to speak and lead discussions on them. What added effectiveness were the discussions. These were lively, fruitful and pertinent.

Speakers and their subjects were Les Schrader, Centerville, *Concession Charges and Contracts*; Harry Moxley, Michigan State College, *Horse Pulling Contests*; Paul J. Richter Jr., Hartford, *Personal Liability Insurance and Fire Insurance*; Rose Sarlow, Ionia, *Keeping Fair Accounts*; Allen Williams, Ionia, *Year-Round Use of Buildings and Grounds*; Clarence Prentice, Sandusky, *4-H Department Improvement*; Joy Davis, Mason, *Why Racing at Fairs?*; Carl Mantey, Caro, *Gate and Grandstand Charges*; Gordon Schlubatis, Coldwater, *Special Events*, and B. C. Melencamp, Mt. Pleasant, *Building Types and Construction*.

Short on Frills

Also Clinton Buell, Kalamazoo, *Free Gate or Paid Admission Charge*; Clarence H. Harnden, Saginaw, *Increasing Fair Revenue to Meet Increased Cost*; E. W. DeLano, Allegan, *Productive Advertising*; Irving L. Pratt, Scottsville, *Space Fees, Merchants' Building and Machinery Displays*, and Harold Sellers, Cheboygan, *Electric Light and Hook-Up Charges for the Midway*. A representative of the State Health Department also talked on and then answered questions on the use of DDT on fairgrounds.

Course was short on frills, long on value, fair execs agreed. During noon hour they lunched together, and continued to talk fairs. A banquet was held the first night and it was of a quiet nature. An instrumental duo provided music, the lieutenant governor, the commissioner of agriculture and another representative of the State Agricultural Department said a few words, a toastmaster entertained with some amusing anecdotes and Dean E. L. Anthony, of the Michigan State College, attempted a look into the future of fairs.

## Awan To Stage Night Show at Calif. Annual

\$77,500 for Publicity

SACRAMENTO, April 26.—Adrian Awan, of Hollywood, has been signed by California State Fair to produce and direct the night grandstand show. Announcement by H. G. Hotchkiss, of San Diego, Calif., who heads the fair's attraction committee, said Awan would receive \$6,000 to put on a show which will cost an estimated \$55,000.

Awan, who staged the show in '41, when the fair was last presented, is reported seeking names such as Al Jolson, Eddie Cantor and Paul Whiteman to head the production which will run 11 nights.

Hotchkiss, in announcing the grandstand show, said there will be fireworks, daily band concerts and a series of special days.

Defer Midway Action

No action has been taken on bids for the carnival concessions, a final decision being deferred for about a month as H. O. Davis, Indio, was absent from the board meeting. Identical bids, each offering 1½ cents per capita of gross admissions, was submitted by Crafts 20 Big Shows and Foley & Burk Shows. Latter org presented the midway attractions at many previous fairs here.

Two bids have been received for construction of grandstands for the horse show arena. The Patent Scaffolding Company, Los Angeles, bid \$58,000 for stands to seat 5,508 and Beauty Safeway Scaffold, Inc., San Francisco, bid \$79,355 for grandstands seating 5,880. Bids have been referred to the buildings and grounds committee.

Engage Publicists

A publicity budget of \$77,500 for the fiscal year of 1947-1948 has been approved and Kirt McBride and associates have been engaged as publicists at \$600 per month.

Application to the State personnel board for three new positions has been made. Approval is sought for Ira Shepard, head gardener; David Lester, assistant superintendent of grounds and buildings, and Ted Rosequist, assistant manager.

Board also has appropriated \$28,000 for 50 prefabricated structures for exhibit booths. Structures are part of the fair's \$494,000 rehabilitation program.

Hike Premiums

A record total of \$155,752 in premium awards has been approved. In 1941 premiums aggregated \$115,000. Topping this year's list of premiums are \$54,000 for livestock, an increase of 37 per cent over '41 for the classes represented in both years.

Other premium awards approved are: Floriculture, \$25,000; horse show, \$22,500; Future Farmers of America, \$10,300; 4-H Clubs, \$8,350; dairy products, \$2,400; county booth exhibits, \$10,100; horticultural products, \$8,989; agricultural products \$5,409; minerals and mining, \$2,870; bees and honey, \$970; forestry, \$736.50; textiles, \$174; wines, \$300; art, \$3,500; historical photography, \$100, and domestic arts, \$553.25.

## Indianapolis Pushes Plant Improvements

INDIANAPOLIS, April 26.—Substantial improvements will be made to Indiana State Fairgrounds here in time for the August 31 opening of the fair, it is indicated.

Already assured is a \$42,000 addition to the art gallery in the women's building. Contract has been awarded to an Indianapolis firm, Huber, Hunt & Nichols, Inc.

### To Extend Swine Building

Bids will be opened May 5 for the construction of a 151-foot extension to the swine building. The addition, which will have a full basement for workshops and storage purposes and a second-story dormitory (See Indianapolis Pushes on page 84)

### WANTED for SWITZERLAND CO. FREE FAIR, INC. Fairview, Indiana

Independent Rides. Sell Exclusive on large Cookhouse, Bingo, Mug Joint, Mitt Camp. Concessions of all kinds.

Dates—September 4, 5, 6 and 7.

WILLIAM MYERS, Pres.; EARL FURNISH, Sec. ROUTE #1 BENNINGTON, INDIANA

### CARNIVAL WANTED

#### APPANOOSE COUNTY FAIR

Aug. 5-8. A. L. Farber, Centerville, Ia.

#### HUMESTON STREET SHOW

Aug. 14-15. Robert Hoadley, Humeston, Ia.

#### WAYNE COUNTY FAIR

Aug. 17-20. O. K. Engene, Corydon, Ia.

### VALLEY MOUNT RANCH RODEO

One of the best all around complete Rodeos in the country. Can show now any place, any time. 300 head of Rodeo Stock—Brahma Bulls, Bucking Horses, Dogging Steers, Brahma Roping Calves, Trick and Fancy Ropers, Trick Riders, Comedy Clowns, High School Horses and many other Featured Acts.

No Show too large or too small. Best of equipment in Bronc Saddles and Bucking Rigging. Own transportation—Contact at once.

#### BEN KRAUS

VALLEY PARK, MO.

(Phone: Valley Park 191)

## GOLDEN WEST SHOWS

THE BEST IN THE WEST

### Some of Our Fairs Already Contracted in California

Calaveras County Fair	Angels Camp	May 16, 17 and 18
Italian Fiesta	Jackson	June 6, 7 and 8
Napa County Fair	Calistoga	July 4, 5 and 6
Trinity County Fair	Hayfork	August 23 and 24
Inter-Mountain Fair	McArthur	August 30, 31 and Sept. 1
Modoc County Fair	Cedarville	September 5, 6 and 7
Shasta County Fair	Anderson	September 11, 12, 13 and 14
Glenn County Fair	Orland	September 17, 18, 19 and 20
Tehama County Fair	Red Bluff	September 26, 27 and 28
Santa Cruz County Fair	Watsonville	October 2, 3, 4 and 5

### Featuring COMPLETE ONE-RING CIRCUS Free Act

SHOWS: We can offer the best deal on the West Coast. Want Side Show, Funhouse or any other clean Show.

CONCESSIONS: Want LEGITIMATE Concessions. Jewelry, Bumper, Arcade, Fish-pond, Bowling Alley. What have you???

RIDES: We can place one more Flat Ride that does not conflict. Tilt, Caterpillar, Looper, Spittin', etc.

We play the best fairs, celebrations, rodeos and still spots in California

HARRY POLISH FISHER, 1865 Oak Street, San Francisco, Calif.

## Urges Building Re-Appraisals In Light of Replacement Value

LANSING, Mich., April 26.—Calling on fairs to have fair buildings re-appraised for insurance purposes, Paul F. Richter Jr., Hartford, Mich., speaking before the two-day short course on fair management here this week, said that, altho replacement values have jumped, many fairs continue to carry building insurance at out-dated valuations. He reported insurance companies eager to assist in re-appraisals.

Richter urged fairs to increase their public liability insurance, citing the fact suits now being returned by the courts are coming in at higher amounts. He suggested fairs give more thought to insurance covering vandalism and malicious mischief. He also commended extended coverage, which embraces wind storms, among other things, and maintained fairs should carry insurance against food poisoning.

### On Upping Admish

Pointing out the war years are behind, Carl Mantey, Caro, whose Tuscola County Fair, has a 75-cent front gate, said "we may have to have more inside the gates, and we may have to do a better job of selling."

He emphasized the need for greater courtesy from ticket sellers and takers. A "kill 'em with kindness" policy will pay in the end, Mantey maintained.

Discussing the possibility of raising admission prices, Mantey said it may be difficult for some fairs to build up admission charges. Some may be able to do it by offering more, he added. He emphasized the folly of making changes in the admission scale from year to year.

He held fairs should guard their front gates, saying, "I'm not so sure grandstand shows should pay for themselves."

### On Horse Pulls

Fairs which can't provide adequate prize money to draw enough horse pulling entries to insure good competition were advised to drop them. The recommendation was made by Harry Moxley, Michigan State College.

Moxley said experience in Michigan demonstrated horse pulling entries should be open to out-of-State

teams. Prize set-up should be such that between one-third and one-half of the entries can win prizes. He also declared a representative of the Humane Society should be on hand and any driver found abusing his team should be ejected.

### On Advertising

E. W. Delano, of Allegan, cited the importance of listing day-by-day events in advertising. Illustrating, he said heralds are distributed to home-going Allegan's Fair patrons and these advertise the next day's events.

In discussing his fair's advertising budget, he cited the mediums used. Delano placed great stress on the use of a four-page tabloid, 40,000 of which his fair mails to box-holders and 10,000 of which men distribute. The tabloid is profusely illustrated with cuts of attractions and carries a detailed day-by-day program. He said cost of printing, mailing and distributing was about 25 per cent of the total advertising budget.

One-third of all advertising expenditures at his fair is for newspaper advertising. Touching on the use of radio, Delano said he had found it particularly valuable to plug attractions signed at the last minute or to announce racing would be held when it was clear at the fairgrounds but raining near-by.

### On 4-H Department

Clarence Prentice, of Sandusky, called for a more intensive 4-H program. He suggested baseball games between 4-H teams, as many demonstrations as possible, judging contests before the public, parades of prize winners, livestock auctions, calf scrambles and eating places, owned and operated by the 4-H Clubs.

In the discussion, it was revealed one fair which has a 4-H owned and operated eating place has the 4-Hers bring in food for which they are given eating cards for the value of the food furnished. Lists of foods wanted are furnished the various 4-H clubs well in advance, and excellent co-operation has been received.

This provides experience for the 4-Hers, nets the clubs a profit, and gives the fair a clean restaurant.

### On Increased Costs

Clarence H. Harnden, of Saginaw, dwelling on increased revenue needed to meet increased costs, maintained fairs should strive to sell more commercial exhibit space. He said fairs furnish a ready-made, assured attendance for exhibitors.

Maintaining gate and grandstand revenue generally has reached its peak, Harnden said, "We may have to eliminate some of the things which are not appealing to many people. We might eliminate some of the free admissions."

"I find that we do not have trouble with our concessionaires if we don't overcharge them," Les Schrader, Centerville, said in discussing concessions and concession charges. "A good concessionaire is a distinct asset," he added.

Dwelling on passes for concessionaires, Schrader said it was not the practice at his fair to issue passes to the concessionaires until such time as they paid for their privilege in full.

### On the Future

Dean E. L. Anthony, of The Michigan State Coll, speaking at the banquet, called for fairs to offer larger farm machinery displays and to have the machinery properly displayed and demonstrated. He also called on fairs to play a part in the preservation of democracy. "It seems some

## Detroit Admish Set at 50 Cents; Kids Go Free

DETROIT, April 26.—Following the general pattern for State fair admissions, the Michigan State Fair, returning this year after a six-year lapse, will have an adult admission of 50 cents, tax included. When the fair was last held the price was 25 cents.

Youngsters under 15 will be admitted free, Manager Hazen Funk announced. Decision to let all children 14 years or under in free, rather than those 12 or under, the usual procedure, was made to give a break to the youngsters and families in a move to build attendance.

### 50-Cent Parking

Parking charge inside the grounds will be 50 cents. Present available parking lot capacity may not take care of turnouts on peak days, but plans are to use the race track infield for parking, as was done a number of years ago.

Entertainment committee of the fair board is headed by George A. Prescott Jr., who managed the fair about 10 years ago. Stress is being placed on the musical program. Arrangements have been made for the appearance of the Detroit Symphony Orchestra not only during the fair but for four nights weekly starting in June and continuing thru the fair.

### Get Musical Director

Other bands will appear at the fairgrounds starting in May and continuing thru the fair. Graham T. Overgard will head the musical arrangements. He served as a band conductor for eight years at the Interlochen (Mich.) Music Camp and also headed the national high school band at the New York World's Fair and was musical director of the annual Soap Box Derby at Akron.

It is believed the appearance of the bands and symphony orchestra during the months preceding the fair will build up the public's habit of going to the fairgrounds and thus help the fair. Concerts also are in line with Gov. Kim Sigler's plan to make the fairgrounds available for year-around use.

Grounds, however, will be open only for scheduled events in order to prevent interference with extensive work of reconstruction now under way. Eventually, the grounds will be open permanently.

### 410G Allocated

Sum of \$410,000, paid by the army to recondition the fairgrounds after five years of military occupation, has been allocated, with major repairs to roofs, structures and grounds requiring all of it, with no funds remaining for a permanent improvement program. Typical expedition was \$85,000 for reconditioning extensive lawns, which had been covered with nearly a foot of cinders.

Lack of suitable facilities for housing has prevented the return of the 4-H Club show to the State Fair this year. Again, as during the war, it will be held at the Michigan State College. Opposition to the return of the 4-H Club show to the State fair was based on claim housing and other facilities now are inadequate.

ingenuity could devise ways of demonstrating or portraying our way of life with telling force," he said.

Dean Anthony prefaced his suggestions with the observations that part of the educational role of fairs of several decades ago has been taken over effectively by other mediums, such as agricultural colleges, extension services, etc., and said the fairs might well reconsider the particular role they can best play.

NO NIGHT FAIR

NO NIGHT FAIR

9

DAYS

## THE GREAT DANBURY FAIR

Sept. 27, 28, 29, 30-Oct. 1, 2, 3, 4, 5.

Reservations and Information.

JOHN W. LEAHY, General Manager, 130 White St., Phone 893, Danbury, Conn.

9

DAYS

# Rodeo Returned To Regina, Sask.

Other annuals of province prepare—Swift Current reorganizes for '47 revival

REGINA, Sask., April 26.—Tentative prize list for the rodeo at the Regina Exposition this year has been set at \$5,500, an increase of \$1,400 over '42, the last time such an event was held at the fair. Prize list has gone to various rodeo associations for approval.

Show itself has been approved by the Cowboys' Protective Association, and T. H. McLeod, exhibition manager, has joined the Canadian Stampede Managers' Association and the Saskatchewan Rodeo Association.

Prize money for livestock classes will total \$13,000, with cattle, sheep and swine awards up 10 per cent. Heavy horse prizes will total about \$5,200, the same as last year but double the amount offered in '45.

### Push for Members

SWIFT CURRENT, Sask., April 26.—Dormant since the early 30's, the reorganized Swift Current Agricultural Society is pushing preparations for the revival of the exhibition here this year.

Gladys Knapp and E. M. Gray, for many years accountant and treasurer, respectively, of the Regina Exhibition, have accepted the positions of secretary and treasurer, respectively, on a temporary basis. Both had retired from the Regina Exhibition in 1943 to operate a chicken farm here.

Other officers are Joseph Ficht, president, and Cliff Shirriff and Mrs. John Benn, vice-presidents. A drive is underway for 1,500 members.

Object of the agricultural society is to dovetail operations with the Kinetic Club, sponsors of the annual Frontier Days celebrations here, so features might be added to the event and federal government grants received. Another major objective will be included in the Class B Fairs Circuit.

Cash donations are being sought to erect buildings at the fairgrounds, with the aid of the Kinetic Club, in time for this year's show.

Total of \$2,500 will be offered in premiums at this year's fair, with competition embracing women's work, horticulture, school children's work and livestock.

### Make Improvements

NORTH BATTLEFORD, Sask., April 26.—In co-operation with the city, the North Battleford Agricultural Society is making widespread improvements to the fairgrounds. Main exhibit buildings already have undergone extensive repairs. Large bleachers at the west end of the grounds have been rebuilt at a different angle. The entrance to the grandstand has been widened, and the attraction platform has been moved across the race track. New fences have been erected around the track, the baseball diamond being shifted to the race track infield. Midway site is to be graded.

### To Feature Jumpers

ESTEVAN, Sask., April 26.—Light horse-jumping competition will be featured in front of the grandstand at the two-day fair of the Estevan Agricultural Society. E. P. Rae is president.

### Plan New Stand

NIPAWIN, Sask., April 26.—Bleachers will be erected for the two-day rodeo here in June. A permanent

### Around the Grounds

## Action at Springfield, Mo.; Sked Six Stills at Milwaukee

Greater utilization of facilities throught the year is planned by the Ozark Empire Fair at Springfield, Mo. Already skedded are AMA sanctioned motorcycle races (Frank Winkley) May 11; big-car auto races (John Sloan) May 25; rodeo (Grand National Rodeos, Inc.) June 6-8, and the annual Spring Horse Show (Springfield Saddle Club) June 11-13. A new fifth-of-a-mile track has been built inside of the half-mile track, and this will be used for weekly midget auto races under lights starting May 16 and continuing each Friday night thru October.

Ed Staib reports that he has signed to present his Miracle Horses as a feature of the Horse Follies, Salt Lake City, June 2-7, and Saline County 4-H Club Fair, Salina, Kan.

Six still date events already have been signed for the Wisconsin fairgrounds in Milwaukee. Jimmy Lynch's Death Dodgers will open with a Thrill Show June 1 and repeat July 6; Tom Marchese will stage a 100-mile AAA-sanctioned auto race June 8, AAA big car sprint races July 20 and a 100-mile midget auto race August 3, and William Knuth will conduct motorcycle races June 22. Building for the '47 fair will consist of a new fire, express and electric building

and a new subway connecting the parking lot and fairgrounds.

Ray P. Spear, veteran publicity director of Minnesota State Fair, teed off his newspaper releases with one emphasizing that the '47 St. Paul event will have its first complete educational program since '42. Release points out that fruits, flowers, vegetables, farm crops, honey and county agricultural exhibitions will be housed in the new \$600,000 agriculture horticultural building, now nearing completion. Release also stresses "a spectacular preview of post-war mechanized farming, which will cover eight acres."

Fred C. Murray, International Fireworks Company, is proudly displaying letters of appreciation from army brass hats for the shows he supplied for the Army Day program in Honolulu.

Adding one day to its run to do it, Galt Community Club and 4-H Fair at Galt, Mo., will promote the tomato-raising and tomato-canning industry with a special "tomato day," highlight of which will be the crowning of a "tomato" queen.

Al Sweeney (National Speedways) announced contracts have been signed to present auto racing the last two days of the Colorado State Fair, Pueblo, the deal having been completed with Frank H. Means, secretary. Sweeney's partner, Gaylord White, will arrange for a field of drivers from the Rocky Mountain and Pacific Coast areas.

## End of Saharas Near Ohio Fairs in Sight As Legislature Acts

COLUMBUS, O., April 26.—Ohio tavern owners today looked forward to the House of Representatives to wipe out the ancient bill prohibiting the sales of liquor within a two-mile radius of fairs while the fairs are in operation.

The Senate this week voted, 27 to 2, to exempt legitimate liquor establishments from the provisions of the measure.

The 80-year-old law was dug up by the Women's Christian Temperance Union last year after it had been ignored for nearly half a century. It brought the closing of licensed liquor establishments near a number of county fairs and within two miles of the State Fairgrounds in Columbus.

### Fair Changes Name

WACO, Tex., April 26.—Fair here has changed its name from Central Texas Fair and Exposition to Heart o' Texas Exposition, R. W. (Tommy) Stevens announced. Sponsors are the Waco Longhorn Club. Dates remain unchanged, October 21-26.

grandstand, seating 2,500, will be built in time for the '48 rodeo.

### Home-Made Exhibits

ASSINIBOIA, Sask., April 26.—A class for homemade machinery and labor-saving devices will feature the two-day fair here in July. E. J. Casey Shows will be on the midway. Horse racing will be an attraction.

### To Offer Fireworks

SASKATOON, Sask., April 26.—Fireworks will be featured in front of the grandstand on one night of the Saskatoon Exhibition. Oh-Ah Show will probably be presented night of July 24, Farmers' Day.



Juggling-Swaying AERIAL ACT of

The SENSATIONAL ORTON

Al Martin Agency, Hotel Bradford, Boston

ATTENTION

## FAIR SECRETARIES

I CAN FURNISH ANY TYPE OF OUTDOOR ENTERTAINMENT ON SHORT NOTICE!

### ERNIE YOUNG

155 No. Clark St. CHICAGO, ILL.

WANT

## OUTDOOR ROAD SHOWS

HAVE SOME GOOD OPEN DATES AVAILABLE for THOMAS OUTDOOR STADIUM Niles, Michigan Write, wire or phone

### TOMMY SACCO

203 N. Wabash Ave. Chicago 1 Phone Randolph 2242

WANTED

A good carnival to play

### Monroe County Fair

at Madisonville, Tennessee, September 8-13, 1947. Must have 7 or 8 good Rides. CLYDE N. TAYLOR, Secretary MONROE COUNTY FAIR ASSOCIATION

# \$10,000.00 CASH PRIZE

To the Owner of the First Troupe of Trained and Educated Horses Adjudged EQUAL to

## THE MIRACLE HORSES

WANTED: Some individual promoter or an organization to sponsor a contest between THE MIRACLE HORSES and any other reputable horse act or acts with a cash prize of \$10,000.00 to be paid to the owner of the first troupe of trained horses adjudged EQUAL to THE MIRACLE HORSES.

For almost a year and a half I have extensively advertised and publicized a liberal cash reward of \$1,000 for the mere information of any other trained horses EQUAL to THE MIRACLE HORSES. This reward continues in force and remains unclaimed at this time.

For open dates write direct, until I get hooked up with a reliable agency which will be announced in THE BILLBOARD.

# THE MIRACLE HORSES

BOX 824 LINCOLN 1, NEBRASKA

Due to auto accident must apologize to all my friends who answered my Billboard ad. Could not answer you, so please write me again.

## OUTDOOR ACTS

of all descriptions for  
**JULY 4th, 5th, 6th**  
for **CIRCUS REVUE** in  
**NILES, MICHIGAN**

and entire outdoor season

**TOMMY SACCO**

Write, wire or phone

Randolph 2242

203 N. Wabash Ave. Chicago 1, Ill.

## SKOWHEGAN STATE FAIR

SKOWHEGAN, MAINE

Wants for Fourth of July week

A CARNIVAL with legitimate Rides, Shows and Concessions. Celebration features include Pari Mutuel Racing for the week, Horse Pulling, lavish Fireworks Display, etc. With good weather great crowds a certainty. Write

**Francis H. Friend, Pres.**

## CARNIVAL WANTED

Want to book clean Carnival for annual TRI-COUNTY FAIR, SEPT. 9-10-11. In answering give full information, including terms.

**PAUL LATTURE, Secy.**  
Collinsville Tri-County Fair, Collinsville, Okla.

## 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

## Indianapolis Pushes Plant Improvement

(Continued from page 82)

mezzanine, will provide 300 more pens for the swine show.

Other projects planned include construction of a roofed paddock equipped with radio broadcasting booths and a race-horse testing laboratory and a two-story 170 by 190-foot structure east of the grandstand. Frame building now situated there will be moved.

### Booths for Radio

Ground level of the new structure will have four and one-half foot walls with arrangements for closing off the 10-foot opening above the walls. In addition to space for parading horses, this level will include offices for the superintendent of speed and the official veterinarian and a laboratory for conducting saliva tests. On the second level there will be 12 or 14 soundproof broadcasting booths.

Other projects planned this year include an extension to the show horse barn, which would provide 152 added stalls, and a pedestrian tunnel under the race track at about the halfway point on the north straightaway.

State fair board recently rejected bids for a 1,000-seat extension to the east end of the grandstand because they were too high.

## Victoria, B. C., Fire Causes 50G Damage

VANCOUVER, B. C., April 26.—Fire Saturday (19) swept over the Willows Fairgrounds, scene of the annual Victoria Yearly Exhibition, destroying the main display building and gutting an adjoining structure used for women's exhibits. Damage is estimated at \$50,000.

The first, of undetermined origin, occurred in the forenoon.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 25.

The complete List of Fair Dates was published in the issue dated March 29. The next complete list will be published in issue to be dated May 31. See each issue of The Billboard for corrections and additions.

### ALABAMA

Huntsville—Madison Co. Fair Assn. Sept. 8-13. Marie Dickson.

### ARKANSAS

Ashdown—Little River Co. Fair. Sept. 22-27. C. M. Lanklin.  
Berryville—Carroll Co. Fair Assn. Sept. 25-27. Mrs. J. C. Richardson.  
Booneville—Logan Co. Fair Assn. Sept. 11-13. John L. Hampton.  
De Queen—Sevier Co. Fair Assn. Sept. 25-27. Ralph B. Kite.  
El Dorado—Union Co. Livestock Assn. Sept. 30-Oct. 4. Julius Miller.  
Hamburg—Ashley Co. Fair Assn. Sept. 25-27. Fred Greeson.  
Hampton—Calhoun Co. Fair Assn. Sept. 25-27. Mack G. Owens.  
Mena—Polk Co. Fair Assn. Sept. 18-20. Mrs. Robert Arthur.  
Wynne—Cross Co. Fair. Sept. 11-13. W. B. Proctor.

### CALIFORNIA

Placerville—El Dorado Co. Fair Assn. Sept. 12-14. Robert K. Woodward.

### FLORIDA

Tallahassee—Leon Co. Fair Assn. Nov. 3-8. James L. Rhoden.

### GEORGIA

Bainbridge—Decatur Co. Fair. Oct. 13-18. T. E. Rich.  
Greensboro—Greene Co. Fair Assn. Oct. 20-25. C. A. Crumley.  
La Fayette—Walker Co. Fair Assn. Week of Oct. 6. W. E. McKeown.  
Monroe—Walton Co. Am. Legion Fair. Oct. 13-18. H. H. Shores.  
Summerville—Chattooga Co. Fair Assn. Oct. 15-17. Herbert Gilkerson.  
Warrenton—Warren Co. Fair. Oct. 13-18. Alton W. Davis Jr.

### INDIANA

Hamlet—Starke Co. 4-H Fair Assn. July 30-Aug. 2. Walter Veeting.

### IOWA

Des Moines—Polk Co. 4-H Fair. Aug. 13-15. Edward Adamson, 202 Royal Union Bldg.

### KANSAS

Emporia—Lyon Co. Fair Assn. Aug. 28-31. Warren Jones.  
Girard—Crawford Co. Fair Assn. Aug. 11-15. Marvin Green.

### LOUISIANA

Minden—Webster Parish Fair Assn. Oct. 9-11. J. C. Salmon Jr.  
Ruston—North La. State Fair Assn. Oct. 14-18. F. W. Stewart.

### MAINE

Presque Isle—Northern Maine Fair. July 28-Aug. 2. Albert C. Brewer.  
Union—North Knox Agr. Soc. Aug. 18-23. James L. Dornan, East Union.

### MARYLAND

Hagerstown—Washington Co. Agr. Assn. Sept. 15-20. Charles E. Cushman.  
La Plata—Charles Co. Fair. Sept. 24-28. W. Mitchell Digges.

### MISSISSIPPI

Forest—Scott Co. Colored Fair Assn. Oct. 13-18. Ananias Ware.  
Kosciusko—Central Miss. Fair. Sept. 29-Oct. 4. Ray T. Stennett.  
Laurel—South Miss. Fair. Oct. 13-18. R. B. Jeffries.  
Senatobia—Panola-State Co. Livestock Assn. Sept. 16-19. S. R. Morrison.  
West Point—Clay Co. Fair Assn. Oct. 6-11. T. F. Akers.

### NEBRASKA

Chadron—Dawes Co. Fair. Aug. 21-23. Harry Kuska.  
Hastings—Adams Co. Fair. Aug. 18-22. Paul Pierce.  
Imperial—Chase Co. Fair. Aug. 25-27. H. M. Garber.  
Norden—Keya Paha Co. Agr. Soc. Sept. 11-13. H. F. McCormick.  
Spencer—Boyd Co. Agr. Soc. Aug. 8-9 (tentative). Louis Klasna.  
Stanton—Stanton Agr. Soc. Sept. 7-9. Irvine E. Pont.  
Syracuse—Otoe Co. Fair Assn. Aug. 26-28. J. F. Sorrell.  
Wayne—Wayne Co. Fair Assn. Sept. 10-13. William E. Von Seggern.

### NEW MEXICO

Farmington—San Juan Co. Fair Assn. Sept. 19-21. Harold Thatcher.

### NEW YORK

Avon—Genesee Valley Breeders' Assn. Sept. 5-6. John Steele.  
Ballston Spa—Saratoga Co. Agr. Soc. Aug. 19-23. Spencer D. Cassidy, R. 2, Mechanicville.  
Boonville—Boonville Fair Assn. Sept. 1-4. E. R. Hargrave.  
Kingston—Ulster Co. Agr. Soc. Aug. 20. Albert Kurtz.  
Morris—Morris Fair Assn. Sept. 9-13. Matthias E. Smith, Worcester, N. Y.  
Owego—Tioga Co. Agr. Soc. July 27-Aug. 3. William M. Miller.  
Waterloo—Seneca Co. Agr. Soc. Aug. 12-16. George H. Leet, Seneca Falls, N. Y.  
Watertown—Jefferson Co. Agr. Soc. Aug. 26-30. Karl Melady.

### NORTH CAROLINA

Beaufort—Carteret Fair. Oct. 27-Nov. 1. T. E. Kelly.  
Burlington—Burlington Community Fair. Week of Sept. 15. Pete Neese.  
Cherokee—Cherokee Indian Fair Assn. Sept. 23-27. William E. Ensor Jr.

## TAYLOR INELIGIBLE

(Continued from page 81)

charge of the concessions, including those in the merchants and manufacturers buildings, and both the fair and horse shows, in addition to other duties.

In discussing his appointment by Taylor, Nelson said 1947 attractions will include an effort "to get away from exploitation" and to establish pet shows, sports events, mining and industrial exhibits, along with department store fashion shows, cooking and sewing demonstrations, as well as livestock and agricultural exhibits and competitions.

Taylor, in appointing Nelson, named the man who, as an employee of Waldman, Petot & Company, accounting firm here, had prepared an audit critical of the 1946 fair. Taylor at the time said the appointment was made on the basis of Nelson's thorough knowledge of the operations of the State fair thru his seven months work in preparing the audit.

## LARSON ON HIS TOES

(Continued from page 81)

eran secretary, continues in that position.

Larson 31, owned and operated a direct mail advertising business in Jamestown, N. Y., and for four years has been secretary of the James-Warren Musical Association, No. 134, American Federation of Musicians.

In discussing plans for the '47 Dunkirk fair, he said arrangements have been made to give away five autos and one pick-up truck, one to be given away each day of the fair. Tickets, priced at \$1, will be sold by county Legion posts. A \$100 bill will be attached to the steering wheel of each car and truck, and if the holder of the winning ticket is present at the time of the drawing he will get the \$100 and a vehicle. However, if the holder of the winning ticket is not present he gets the car or truck but no cash. Proceeds will be used to build a needed building on the fairgrounds, Larson said.

## Spring Meet at Harrington

HARRINGTON, Del., April 26.—A 15-night spring harness meet, with pari-mutuel betting, will be held at the fairgrounds here starting May 1.

Shelby—Cleveland Co. Negro Fair. Oct. 8-11. Rev. A. W. Foster.

Spring Hope—Nash Co. Fair. Week of Oct. 6. Hobart Brantley.

Spruce Pine—Toe River Fair Assn. Sept. 8-13. W. M. Wiseman.

### NORTH DAKOTA

Flaxton—Burke Co. Fair. June 19-21. B. B. Bair.

### OKLAHOMA

Enid—Garfield Co. Free Fair. Oct. 6-10. Paul Hoover, Hunter, Okla.

Fairview—Major Co. Free Fair. Oct. 14-16. W. K. Cunningham.

### PENNSYLVANIA

Mechanicsburg—Grangers (Fair) Picnic. Aug. 25-Sept. 1. Roy Richwine.

New Bethlehem—Farmers & Merchants Agr. Show. Aug. 13-15. Loudon Stuart.

### SOUTH CAROLINA

Columbia—South Carolina State Colored Fair. Oct. 27-Nov. 1. Mrs. H. G. Reese.

Greenville—Greenville Co. Colored Fair. Oct. 20-25. U. S. G. Sweeney Jr., Simpsonville.

### SOUTH DAKOTA

Clear Lake—Deuel Co. Fair. Sept. 18-20. Ed Kreger.

### TENNESSEE

Brownsville—Haywood Co. Colored Fair. Oct. 15-18. F. E. Jeffries.

McMinnville—Warren Co. Fair. Sept. 11-13. George Romano.

Sevierville—Sevier Co. Fair. Sept. 15-20. Ernest Thurman.

### TEXAS

Waco—Central Texas Fair & Expo. Oct. 21-26. R. W. Stevens.

### VIRGINIA

Pinecastle—Botetourt Co. Fair Assn. Aug. 26-30. Agnes Berz.

### WASHINGTON

Friday Harbor—San Juan Co. Fair Assn. Sept. 5-7. Cecil L. Carter.

### WEST VIRGINIA

New Hope—Beaver Pond Dist. Farmers' Club. Sept. 4-6. Earl Herman, R. 1, Princeton.

### CANADA

Vancouver—Pacific National Exhn. Aug. 25-Sept. 1. V. Ben Williams.

### ONTARIO

Kingston—Kingston & District Agr. Soc. Sept. 25-27. Mrs. P. A. Conley.

DO YOU NEED ACTS?  
FIRST TIME IN AMERICA!

1 or a Dozen

OUTSTANDING EUROPEAN  
CIRCUS, FAIR, PARK AND  
THEATRE ATTRACTIONS

WARD (FLASH) WILLIAMS

HAS JUST RETURNED FROM AN EXTENDED EUROPEAN  
SEARCH FOR TALENT—OVER 600 ACTS WERE REVIEWED,  
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CHICAGO, ILL.

## Ketrow Org Opens Tent Trek May 10

ZANESVILLE, O., April 26.—Bob Ketrow arrived at the quarters of Bill Ketrow's Renfro Valley Tent Show here April 14 to begin preparation for the opening of the season. Tour gets under way with a two-day stand on the fairgrounds here, May 10-11, with the tent again skidded for a swing thru the New England States.

Ed Hiler will again do the advance contracting, working three weeks in advance. A bill car will work 10 days ahead of the show. The top, new last year, is a 70 round with five 20's. A new light plant truck has been purchased.

Mr. and Mrs. William Ketrow left Miami April 21 and are due here early next week. Gene Cobb, unit manager, will arrive here May 9.

## Rep Bills

By E. F. Hannan

FRANK REEVES, old-time repster, writes from Scranton, Pa.: "I read Everett O'Brien's comments on rep plays and I agree with him. I was with Everett on several shows. But, friend Hannan, what is the matter?"

Here's the matter, Frank. For years plays were peddled from hand to hand without a dime to the play owner, and who would bother to get out plays under such conditions?

Take the instance of the Charles Harrison plays, which should have left the heir of Harrison something. I saw them played one season by three different tricks, and not a dime for Harrison. As the gag goes, there is an end to everything, and there sure should be an end to such as this. You have been around almost as long as I have, Frank, and you know the answers, too.

Putting 2 or 3G into a rep or other tent outfit isn't going to get far without decent and worthwhile show bills. Last summer a friend said to me, "Everything with this outfit is new but the show."

## Georgia Good for Blossom

CUTHBERT, Ga., April 26.—Florida Blossom Minstrels are doing well in this State. The largest crowd of the season turned out at Valdosta April 14. Quitman was fair; Thomasville, packed; Cairo, fair, Camilla and Cuthbert, good.

## FOR SALE

Motion Picture Sound Projectors, 16mm. Victor Model 40. Government agency surplus. Thoroughly reconditioned. Guaranteed. Terms: Ideal equipment for Roadshow Men. \$295.00 and up.

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## REP RIPPLES

STANLEY FURBISH has a 16mm. film layout around Ellington, Conn. . . . Boyd's Vaude-Pic Show opens soon near Susquehanna, Pa. . . . L. Verne Slout, Vermontville, Mich., is writing a book on Tom show history. . . . Varsity Players, four people, will make Wisconsin resort towns this summer. . . . Millard Freeman has a 16mm. pix unit in Delaware. . . . Fanning's Show, films and vaude is in the Atchison, Kan., sector. . . . Bailey's Texas Show, vaudepic, is experiencing fair biz in Southwestern Oklahoma. . . . J. B. Sands will have pix around Three Rivers, Que., this season. He has been working religious films the past six months. . . . Tex Ritter, movie cowboy, and his horse, White Flash, recently joined Byron Gosh's Hit Parade Tent Show. Others with the org are the Milo Twins, Joe Allison, Spud Goodale, Pete Martinez, the Latin Trio, Bob Morgan, Tommy Moore and Pete McCauley. Admission is scaled at \$1 and Gosh reports that biz, including candy sales, has been big.

SALMON'S SHOW has been around Corry, Pa., the past month with vaude and pix. . . . Fred and Donald Glass are presenting 16mm. pix under sponsorship around Derby, Conn. . . . M. H. Maverick writes from Lewiston, Idaho: "Will have a four-people flesh and pic org opening soon at Cunningham, Wash. Short-cast bills will be presented. Will go under canvas the middle of June. In the meantime will play halls. . . . Mr. and Mrs. Alfred Burt, who have just completed their school season, will have a small trick in Central Wisconsin after June 1, opening near Ellison Bay in Door County. . . . Norway Players, four people offering flesh and pix, will again be in the White Mountain sector of New Hampshire. . . . Harley Sadler, well-known tent showman and a member of the Texas Legislature, was recently interviewed on Vox Pop over CBS. He came away with several nifty prizes, including a new shotgun, and an electric sewing machine for Mrs. Sadler. . . . Lester Ketter, former San Antonio rep of *The Billboard*, is in Veterans' Hospital, Waco, Tex., for a rest cure. . . . Lowery's Show is experiencing fair biz in halls around LaJunta, Colo. . . . Tomlinson Brothers have a 16mm. film show around New Haven, Conn. . . . Harold W. Bryan has been showing educational pix in Southern Vermont the past six weeks.

BEACH FAMILY, which recently closed its school show at Winchester, Idaho, will add 16mm. pix and with E. F. Hannan's bill, *Culture*, to play halls in the Northwest for the summer. . . . E. W. Day has 16mm. pictures around Oil City, Pa., on auspice dates. . . . M. M. Duffee, East St. Louis, Ill., is anxious to learn the roster of Gordon's Minstrels for 1904-'05. . . . F. L. Monahan has a 16mm. org in the Altoona, Pa., area. . . . Giles Show, which has added 16mm. films, is enjoying a fair play

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in Southwestern Kansas. . . . Arthur Kinsley has closed his school show and will soon launch a flesh-pic org with three people, near Lynchburg, Va. . . . N. N. Martin recently left Mason, Ia., to pick up his tent outfit which is stored at Sedalia, Mo. He will present films at week stands. . . . Crawford Show is in vicinity of Medicine Hat, Alta. . . . Champlain Players will operate out of Port Henry, N. Y., this summer. . . . Fred C. Eiler has 16mm. pix around Ashtabula, O. . . . Costa Players, with short cast bills and films, were recently around Kingston, Ont. . . . Ferguson's Picture Show is operating around Garfield, Kan.

## Bryant on Lecture Tour

LOS ANGELES, April 26.—Billy Bryant, veteran showboat impresario, who is lecturing on the Coast, will return to his home at Point Pleasant, W. Va., the middle of May. An auction preview of a new comedy drama, *Rampage*, by Bryant and Fritz Blocki, with a motion picture and radio cast, was presented by Warner Bros. over KFVB Sunday (20). It was a complete presentation of the three-act play. Bryant states that it may be made into a picture.

## DAILEY BROS.

(Continued from page 78)

a.m., was found in the Indians' dressing tent. We don't know who put it there but we think the initials are Cory Plunkett.

Pony Ride Dick opens his business early and do these Texas kids love ponies. In Mount Pleasant, Mitt Carl parked the cookhouse on high ground next to the gate. He didn't intend to leave it buried in mud overnight like last year.

Mother Jackson is turning out good food, fast and in quantity. Mrs. Carl presides at the milk counter.

Joe Rossi's band furnishes tunes old and new to fit the acts. The added volume had not yet been accepted by the equine contingent as one of the necessary evils of show business in the same category with props, iron stakes, blocks, etc.

Jean Williams, who was seriously ill last fall, has recovered and sings *The Gypsy* during the cloud swing number.

Visitors have included Irving Forgotston, Betty Basso, Don Blackwell, H. W. and Gus Harrell, John Morton, Mr. and Mrs. Thomas, Mr. and Mrs. Harding and daughter, Anne; Mr. and Mrs. George (Red) Duvall, and Mr. and Mrs. Paul Van Pool and daughter, Lois.

## WANTED! WANTED! WANTED! WANTED!

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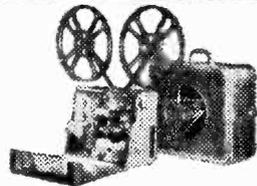
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Rehearsals early June, Sweetwater, Texas. Want complete cast vaudeville features. Will consider name Hillbilly unit for concert. All vaudeville must have at least three good changes. Prefer acts that have never played West Texas. Long season. Good working conditions. IF YOU DRINK (EVEN OCCASIONALLY) DON'T ANSWER. Answer by letter only (no wires). State age, experience, salary expected, etc. Send photo. Would like to have Glen Harrison's address. Chas. Brunk, write. All mail care Texas Legislature, Capitol Station, Austin, Texas, until May 20; then Sweetwater, Texas.

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## Mo. Kids Grab Big Share In RSROA Midwest Meet

OMAHA, April 26.—Missourians dominated the Midwestern regional roller-skating championships at Crosstown Roller Rink here April 18-20, jointly sponsored by the Roller Skating Rink Operators' Association of the United States and the United States Federation of Amateur Roller Skaters.

Held to determine who would skate in the national championships, to be staged June 30-July 5 in Oakland, Calif., 90 entries competed in the contests, drawing an average of 250 spectators daily. There were entries from preliminary contests held in Iowa, Nebraska and Kansas, plus skaters from Missouri and Oklahoma, the last two States having combined their eliminations.

### Figure Entries Big

Results: Figure skating, juvenile girls, Carol Faulstich, Ideal Roller Rink, St. Louis; Joan Brown, Wonderland, St. Louis, and Judy Moses, Midwest, Des Moines. Junior girls, Victoria Novach, unattached, St. Louis; Anna McWilliams, Wonderland, St. Louis, and Pat Smithson, Midwest, Des Moines. Junior boys, Richard Odem, unattached, St. Louis; Donald Lee, Doling Park Rink, Springfield, Mo., and Gene Lonon, Arena, Tulsa, Okla. Novice ladies, Joann Tucker,

El Torreon, Kansas City, Mo.; Ruth Johnson, Lincoln (Neb.) Roller Rink, and Mary Hinkle, Joplin, Mo., unattached. Novice men, Charles Wilson, Arena, St. Louis; James Gleeson, Lincoln Rink, and Robert E. Smith, Ideal, St. Louis. Intermediate men, Douglas McLain, Lincoln. Intermediate ladies, June Ramold, Crosstown, and Helen Boydston, Lincoln. Senior men, Hugh French, Wonderland, St. Louis, and Harold Williams and Robert Graham, Crystal, St. Louis.

Dancing: Intermediate, William Ketchum and Nina Simmons, El Torreon, Kansas City, and Doug McLain and Helen Boydston, Lincoln. Juvenile, Judy Moses and Larry Schaffer, Midwest, Des Moines. Junior, Anna McWilliams and Robert Detjem, Wonderland, St. Louis; Shirley Brumley and William West, El Torreon, Kansas City, and Joan and Art Brown, Wonderland, St. Louis. Novice, Shirley Sherman and John Brumley, El Torreon, Kansas City; Maxie Keyes and Charles McSpadden, Arena, St. Louis, and Marilyn Leonatd and Billy Venard, El Torreon, Kansas City.

Pairs: Junior, Victoria Novach and Richard Odem, unattached, St. Louis; Joan and Art Brown, Wonderland, St. Louis, and Sue Hill and Billy Holmes, Doling Park Rink, Springfield, Mo. Novice, June Ramold and Robert Moore, Crosstown, Omaha, and Bonnie Teide and D. C. Melton, Doling Park, Springfield. Intermediate, Margaret Schmidt and George Marko, Arena, St. Louis.

Judges were Mrs. Gladys Salsinger and Vaughn Johnstone, Detroit; Dorothy Danecki and Shirley Kramer, Chicago, and John Rodger, Decatur, Ill. Thomas S. Boydston, Lincoln, Neb., was referee. Clayton Cowan, Omaha, was organist. Irene Seifert and Arty Fox, Crosstown pros, assisted in supervising contests.

### Operators Turn Out

Visiting operators and pros included E. O. Ellis, Maryville (Mo.) Rollerdrome; G. A. Sallee, Skateland, Pueblo, Colo.; Mr. and Mrs. Frank Ellerbrock, Rigadon, Sioux City, Ia.; Jack R. Noe, Midtown, Des Moines; Mr. and Mrs. Henry Lawrence, Aberdeen (S. D.) Rink; Floyd W. Scheel, Seward (Neb.) Rink; A. B. Cramer, El Reno, St. Louis; Mr. and Mrs. B. L. Canoll, Ideal, St. Louis; Lillian Morrison and Mary Helen Holmes, Doling Park, Springfield, Mo.; Mrs. L. O. Mitchell, Arena, Tulsa Okla.; Dorothy Mitchell, Arena, Tulsa, Okla.; Arlis M. Snyder, Arena, St. Louis; Kenneth Stemmons, Plamor, Kansas City; Meyer Berin and Virginia Shewbridge, Wonderland, St. Louis; Thomas S. Boydston, Lincoln Rink; Clayton C. Sargent, Sarge's Rink, Austin, Minn.; Carl Peterson, Peterson's Rink, Albert Lea, Minn.; Robert C. Cakins, Plamor, Kansas City; Delose Hughes, Flat River, Mo.; Ruth Smithson, Midwest, Des Moines, and J. M. Holiday, West Farnam, Omaha.

Sure-Grip Skate Wheel Company, represented by John Wintz, and Riedell Shoe Company, represented by Ross McIntyre, had exhibits at the contests.

## Pitt's Lexington Kids Take Honors In State Meet

PITTSBURGH, April 26.—Skaters of H. D. Ruhlman's Lexington Roller Rink here, performing on their home floor, outdistanced the field by a wide margin in the April 19-21 Pennsylvania championships of the Roller Skating Rink Operators' Association of the United States, officials reported.

Results: Figure skating, juvenile boys, Peter Weakland, Coliseum, Greensburg. Juvenile girls, Mary Tigano, Lydia Cyper and Patti Platt, Lexington. Junior boys, LeGrande Allen, Greensburg; Robert Serenka, Pittsburgh, and Gene Smith, Playland, York. Junior girls, Carol Voltero and Edith Housley, Pittsburgh. Novice men, Edward Bossart and Donald Craig, Pittsburgh, and Walter Eggert, Great Leopard, Chester. Novice ladies, Harriet McDonald, Ada Duerlein and Alice Rush, Pittsburgh. Intermediate men, Russell Serenka, Pittsburgh. Intermediate ladies, Geraldine Specht, Pittsburgh, and Beatrice Shirey, Ringing Rocks Park Rink, Pottstown. Senior men, Jack Agnew, unattached, Pittsburgh.

Novice pairs, Geraldine Specht and Edward Bossart, Pittsburgh; Ada Duerlein and Donald Craig, Pittsburgh, and Doris Eggert and Theodore Renski, Chester. Intermediate pairs, Beatrice Shirey and Leonard Pickar, Pottstown. Novice fours, Edward Bessert, Geraldine Specht, Russell Serenka and Harriet McDonald, Pittsburgh.

Dancing: Juvenile, Mary Mann and James Kepler, York; Jane Porter and Peter Weakland, Greensburg, and Beatrice and Harry Geer, Chez Vous, Upper Darby. Junior, Gennie Dunlap and Arthur Brant, Chester; Geraldine Little, Pittsburgh, and LeGrande Allen, Greensburg, and Lavinia Godshall and Daniel Devine, Upper Darby. Novice, Bette and Donald Halteman, Pottstown; Jeanne Eckert and William Mott, unattached, Philadelphia, and Peggy Smith and Frank Williams, Pittsburgh. Intermediate, Patricia Bowles and Larry Stevenson, Upper Darby. Senior, Phyllis Vincent and John Linahan, Upper Darby; Louise Finkel and Donald Daily, Chester, and Grace Heaton and Robert Hawley, unattached, Chester.

## Oregonians Pitch For ASCAP Cuts

ALBANY, Ore., April 26.—Members of the Oregon chapter, Roller Skating Rink Operators' Association of the United States, at a recent meeting here voted to notify ASCAP that rates for rink music were deemed too high, many of the members threatening to drop the service unless an adjustment is made. The resolution, copy of which was sent to national RSROA headquarters in Detroit as well as to ASCAP, urged that rates be brought more nearly in line with those of Broadcast Music, Inc.

William T. Brown, operator of Southgate Rollerdrome, Seattle, and president of the RSROA, told of his recent visit to England, discussing living conditions there as well as rink operation problems.

Next meeting of Oregon operators will be held at Salem at the call of the president, L. W. Hendrickson, Gresham.

Charles L. Snow, veteran of World War II, is planning to open a temporary rink in Albion, N. Y.

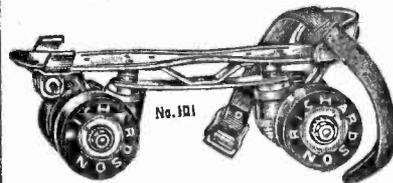
## Cleveland "Revels" Pulls Big Turnouts

CLEVELAND, April 26.—Crowds that occupied every seat and utilized standing room turned out nightly at Charles Horvath's Skateland here to see *Roll-a-Revels*, presented April 20-22 as the rink's 1947 fundraising program to send skaters to the national championships of the Roller Skating Rink Operators' Association of the United States in Oakland, Calif., June 30-July 5.

Produced and directed by Bill and Margaret McMillan, Skateland pros, who each contributed two turns, *Revels* was lauded by many who saw the show as the best production ever staged by the Cleveland Roller Skating Club. A highlight of the presentation was the Singing Wheels chorus, 19 voices trained by William Mellert, organist, who supplied skating accompanists.

Among principals were Elbert Patten, Frank and Lucille Dranchak, Kunnie Mae Williams, Richard Rasgaitis, Dorothy Law, Robert Allar, Anne Disbennett and Jean Blazek. Added attractions were solos by J. W. Norcross Jr., on leave from University of Colorado to study under McMillan. Supplementing the solo skaters were routines by a line of 40.

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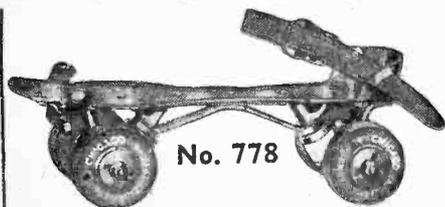
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## O. Meet Draws Record Crowds

COLUMBUS, O., April 26.—Ohio championships of the Roller Skating Rink Operators' Association of the United States, held here April 1-3, drew record attendance at Rollerland, according to Manager George Horvath.

Results: Figure skating, juvenile girls, Phyllis Markley, Rollerdrome, Dayton. Junior girls, Kunnie Williams, Skateland, Cleveland, and Doris Kelsch, Rollerdrome, Cincinnati. Junior boys, Roger Fuerst, Rollerdrome, Dayton, and Teddy Weikel, Rollerdrome, Cincinnati. Novice ladies, Arnetta Glover, Rollerdrome, Cincinnati, second. Novice men, Eugene Lohrey, Rollerade, Cleveland; Richard Rasgaitis, unattached, Cleveland, and John Ravenaugh, Rollerade, Toledo. Intermediate ladies, Anne Disbennett, Skateland, Cleveland, second. Intermediate men, Bob Allar, Skateland, Cleveland, and Johnny Williams, Greystone, Columbus. Senior ladies, Marian Fortunato, Rollerdrome, Cincinnati, and Joan Blazek, Skateland, Cleveland. Senior men, Elbert Patton and Clifford Campana, Skateland, Cleveland.

### Dance Results Mixed

Dancing: Junior, Patricia Cruea and Roger Fuerst, Rollerdrome, Dayton, and Mildred Kindelberger and Jerry Mortus, Rollerade, Cleveland. Novice, Dorothy Wise and Johnny Sowers, Rollerland, Columbus; Lucille and Francis Dranchak, Skateland, Cleveland, and Mary K. Hamman and Robert Ridman, Triangle Skateland, Dayton. Intermediate, LaMoine Karst and John Williams, Greystone, Columbus; Lura Schneider and James Schmoll, Greystone, Columbus, and Barbara Cruea and Ray Hough, Triangle Skateland, Dayton. Senior, Dorothy Scholtz and Wesley Dunlap, Rollerade, Cleveland; Eleanor and Jack Boyer and Dolores Devlin and Otto Lund, Greystone, Columbus.

Pairs: Junior, Doris Jean Kelsch and Teddy Weikel, Rollerdrome, Cincinnati, second, and Kunnie Williams, Cleveland, and Roger Fuerst, Dayton. Novice, Dorothy Scholtz and Eugene Lohrey and Yvonne Benhoff and Raymond Gaydos, Rollerade, Cleveland, and Marian Fortunato, Cincinnati, and John Ravenaugh, Toledo. Intermediate, Alice Lapp and Robert Jones, Rollerade, Cleveland, second, and Dorothy Santick and Victor Wilcek, Skateland, Cleveland. Novice fours, Dorothy Scholtz, Yvonne Benhoff, Eugene Lohrey and Raymond Gaydos, Rollerade, Cleveland, second.

### Race Entries Heavy

Racing: Senior men, Harold Wyant, Dayton; Harold Slack, Cleveland, and Don Kiplinger, Dayton, and Carl Ponicki, Cleveland, tied. Intermediate boys, Steve Kromjak, Kenneth Schwan and Ray Martinez, Cleveland. Junior boys, James Detzel, Cincinnati; Fred Vokaty, Cleveland, and Jack Roach, Springfield. Juvenile A boys, Donald Michael, Lima; Lee Roy Hodges, Springfield, and Jack Sevier, Cleveland. Juvenile B boys, James Keese, Cleveland. Juvenile C boys, Charles Michaels, Lima. Senior ladies, Mary Lou Dauer and Charlotte Roos, Cincinnati, and Lois Hicks, Cleveland. Intermediate girls, Joan Adams, Cincinnati. Junior girls, Janet Danner and Dolores Philbin, Cincinnati. Juvenile A girls, Eileen Holzer, Cincinnati, and Jeanette Porelli, Cleveland. Juvenile B girls, Phyllis Markley, Dayton; Barbara Makuch, Cleveland, and Shirley Marino, Cincinnati.

## Roller Rumbblings

Cynthia E. Ranlett, who has been pro at Fred Bergin's Fresno (Calif.) Ice Arena, is currently appearing in the East with an ice revue. She recently announced her engagement to William B. Dallas, Fresno radio announcer.

William Schmitz, general manager of the America On Wheels chain of rinks, returned to his Elizabeth, N. J., headquarters recently from a Florida vacation.

George Sticka, manager of Twin City, Arena, Elizabeth, N. J., handed out the cigars March 8 when his wife presented him with an eight-pound son, Kenneth Joseph.

Park Circle Roller Rink, Brooklyn, has set plans for presentation of a roller revue at the season's end.

Members of the Figure-8 Club, Hillside (L. I.) Roller Rink, have slated a bus trip to Great Leopard Rink, Chester, Pa., May 3.

## Freeman Preps Summer Spot

NANTASKET BEACH, Mass., April 26.—Nantasket Rollerway, summer rink located at the entrance to Pargagon Park here, is scheduled to open some time in May. Operated by Fred H. Freeman, owner of Bal-A-Roue Rollerway, Medford, Mass., the spot is currently being prepared by painters and floor surfacers for summer usage. It provides electric organ music.

## Ft. Worth Arena to Wheels

FORT WORTH, April 26.—North Fort Worth Coliseum, used for prize fights, wrestling and dancing, will add roller skating several nights a week beginning June 1. Elmer Anderson, former roller derby man, will be in charge of the rink. He will be assisted by his wife, the former Mary Youpelle, who was with the same derby.

## Riverside Biz Hiked 25%

INDIANAPOLIS, April 26.—Riverside Park Roller Rink here has had a successful winter season, business showing a 20 to 25 per cent increase since the acquisition of Louise Benjamin, organist, who has cultivated a large following.

## Boxing for Parkway in '48?

BROOKLYN, April 26.—Officials of Eastern Parkway Roller Rink here are considering a plan to present Monday night pro boxing in 1948. Under the plan, roller skating would be presented Tuesdays thru Sundays.

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8 Floodlights, Mole & Richardson, 2000 W, 120 V, 10" opening.  
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ALL SIZES — ANY QUANTITY  
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CLAMP SKATES—Wide Fibre Wheels  
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2 20-Watt Amplifier, Turntable and 2 large Speakers, \$100.00 Cash.  
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**OUR VOLUME IS UP!**  
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Write for New Prices and Complete Lists of NEW AND BETTER SKATING RECORDS featuring "LIVE ORGAN QUALITY" From Discs Midwest Recorded Specialties  
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New building, 86x164 clear floor space. Maple floor. Address BOX D-486, Care The Billboard, Cincinnati, Ohio

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Hammond Electric Organ, Model A, in good condition, \$1700.00. A-20 Speaker, \$150.00. B-40 Speaker, \$250.00. Also 130 Pair Chicago Rink Skates, shiny plates, good sizes and condition, \$475.00 for the lot.  
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★ STEEL CASES—Assorted color combinations. Finest made. \$32.28 Doz. Sample, \$2.69.  
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1,000 Pr. Brand New Chicago Rink Skates  
All Sizes—\$5.00 PR.—Never Used.  
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Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms 25% with order, balance C. O. D.  
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COMPLETE PORTABLE RINKS, also SECTIONAL FLOORS. Only 33/32 Northern hard maple used. Write for prices and full information.  
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From a private home and is in beautiful condition, used very little.  
**BEST OFFER AROUND \$1,500.00**  
Use Leslie Vibratone Speakers with this Organ and Vibratone Music is years.  
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600 PAIRS Used CHICAGO Fiber-Wheeled Rink Skates. \$3.00 Per Pair. Good Condition. Sell Any Sizes Wanted.  
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**BORDER NOVELTY CO.**  
**10,000 GROSS BALLOONS**

No. 4	Gr. \$2.00	No. 16 Oak	\$14.00
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 PROMPT DELIVERY  
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**ZIRCON RING, \$3.75**  
 1 carat blue or white ZIRCON set in lady's Sterling Silver or Rolled Gold Plate mounting set with two brilliants on each side at \$11.25 for three rings. Sample \$4.00.



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 Rolled Gold Plate \$6.00 Per Doz.  
 Sizes 5 to 10

Man's Massive Sterling Silver \$9.00 Per Doz.  
 A Special Value Sizes 7 to 12

Write for information on our "SIZE PLAN."  
**CLARK RING CO.**  
 188 W. Randolph St. CHICAGO 80, ILL.

**LOW-PRICED ENGRAVING JEWELRY!**  
 Unusual Bargains! Attractive Styles!  
 Suitable for RESORTS, FAIRS, STORES, Etc.  
 Send \$5.00 for samples.

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**IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full**

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 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

**A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man."** Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9. my10

**COWBOY SONG SINGERS, WAXERS AND movie producers:** Send for free copy of my heroic, riding, fighting "Cowboy's Song" of romance of the Red River Roundup. A ballad of the Western cow country. An epic. Will make a good illustrated cowboy song picture. John Jones, Box 2023, Mid-City Station, Philadelphia, Pa.

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**PARODIES—"LINDA," "DREAMS," "GLOCCA Morra," "Oh, But I Do,"** the four, \$1.00. Individual song styling and novelties for girl singers, arrangements, transpositions, etc. Evans Brown, 1322 Spruce St., Philadelphia, Pa.

**AGENTS & DISTRIBUTORS**

**AGENTS, MEN, WOMEN—SELL EXQUISITE** and original Costume Jewelry, hand-made by disabled veterans. Terrific sales appeal. Generous profits. Clear field. Details, Clare Weber Studio (Dept. B), 5 Marlton Ave., Camden, N. J. my10

**AGENTS, PITCHMEN, DEMONSTRATORS—** Fortune maker, the 1947 sensation, cost 2c, sells 80c. Make it at home or traveling. The new popular Quickmend Solder mends pans, etc., with match, without skill. Women wild about it. Sample and literature, 25c. Western Chemical, Salem, Ore.

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**COCKTAIL BRACELETS**  
 Ideal Gift for Every Occasion!

SET WITH RHINESTONES AND IMITATION RUBIES AND SAPPHIRES

Style BB-3

ACTUAL SIZE  
 In Pink Gold or Silver Finish.

REPLICAS OF \$500.00 ORIGINALS

Here they are! The season's BIGGEST "HIT" every girl from 16 to 60 will want one. Beautiful Cocktail Bracelets, natural profit makers that sell on sight. Be the first in your town with this amazing item. NOTE THE NEW FLEXIBLE BASKET WEAVE BAND. Send your order without delay.

Individually \$13.50  
 Boxed—Only \$20.00 Doz.

SEND FOR SAMPLE, \$2

25% deposit, balance C. O. D. . . . Open account to rated firms

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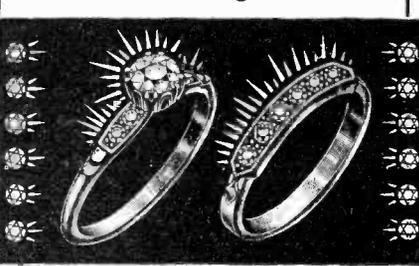
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 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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**1-day Service** **ACME PREMIUM SUPPLY CORP.**  
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**BIGGEST RING VALUES**  
**BEST SELLING STYLES**  
 Write for Ring Circular



Sterling No. 2R203 \$5.25 Doz.  
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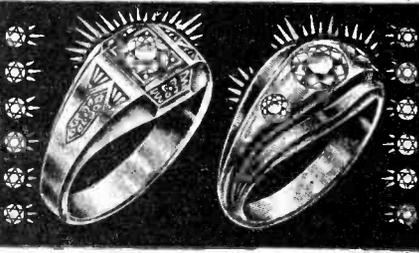
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**Yellow R.G.P. No. 2R309 \$5.25 Doz.**



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BEST QUALITY.  
 Red, White, Pink.  
 Per 1000 . . . \$40.00  
 Per 100 . . . 4.50  
 Prepared Green Fern.  
 Doz. Bunches \$ 6.00

Send for Complete Price List.  
 50% dep., bal. C. O. D.

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 BUY FROM MANUFACTURER  
**SWAGGER CANES**  
 RAINBOW HANDLE WITH TASSLE

**\$8.40**  
 Per Gross

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BARR Raggedy Ann, Raggedy Andy and Dolls of Nations Balloons are the top flight, fast turnover items of the year.

The red, white and blue box with the famous BARR Shield is your positive assurance of quality, value, sales appeal—and gratifying profits.

SEE YOUR JOBBER

**PIGGY AND BUNNY BANKS.** 9"x4 1/2", \$12.00 per dozen; samples, \$1.00 each. Mexican miniature 10-piece Tea Set, Bamboo Bird Cages, \$6.00 dozen; sample of two, \$1.00. Send money, we ship postpaid. Liberty Sales, 2624 S. Central Park Ave., Chicago, Ill. my3

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**SELL AMERICA'S FASTEST SELLING EVERY-** day Box Greeting Cards. Liberal commission, cash bonus. Write Zweifel's Cards, Orangeville, Ill.

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**TOY MIRROR WRIST WATCH ON FLASH** Cord close out. \$3.00 gross; sample, 25c. Mitchell, 911 S. 25th St., Omaha, Neb. my10

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**A BEAR CUB, \$100.00; FLORIDA PANTHER,** \$200.00; WILDCAT, \$20.00; RACCOONS, \$8.00; POSSUMS, \$3.00. Deposit with order, balance C.O.D. Shipments of South American animals due soon. Write for information and prices. Ross Allen, Silver Springs, Fla. my3

**A BIG STOCK OF FRESH BOAS, 5', \$8.50;** 5 1/2', \$10.50; 6', \$12.50; 6 1/2', \$16.50; 7', \$20.00. Heavy bodies and absolutely clean mouths. Satisfaction and live arrival guaranteed. Immediate shipment. Wire Showmen's Snake Supply, Cotulla, Tex. my3

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**ALWAYS A GREAT ATTRACTION—GIANT** Horned Rattlesnakes, Big Boas, Leopard and Black Iguanas, Chinese Dragons, mixed fixed Dens, South American Upsidedown Sloths. Forty years' prompt reliable service. Snake King, Brownsville, Tex. my24

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**BABY CHIMPANZEES, RHESUS MONKEYS,** Lion Cubs, Brazilian Tapir, Emu, Macaws, Catalina Island Wild Boar, Kinkajous, Parakeets, Canadian Beaver, Ringtail Monkeys, White Foxes. Chase Wild Animal Farm, Egypt, Mass. my3

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**DIAMONDBACK RATTLESNAKE DENS —** Harmless dens, mixed dens, \$2.50 to \$4.00. Poisonous Snakes "fixed" or "hot." Extra large Dens with America's biggest variety selected from stock of Diamondback Rattles, Green Rattles, Mexican "King Cobras" (Cantils), Copperheads, Boas, Indigos, Bulls, Coachwhips and others. \$50.00 and \$60.00. Wire Showmen's Snake Supply, Cotulla, Tex. my3

**GIANT JUNGLE RATS—MEDIUM AND LARGE** size, \$35.00 and \$45.00 each. Chase Wild Animal Farm, Egypt, Mass. my3

**GIANT JUNGLE RATS, MONKEYS, SQUIR-**rels, Raccoons, Agoutis, Pacas, Coati-Mundis, Kinkajous, Skunks, Wildcats, Pumas, Goats, Deer, Snakes, Boas, Pythons, Owls, Hawks, Swans, Pheasants, Pigeons, White and Colored Mice, Rats, Walking Mice. John Thiele, 106-18 86th St., Ozone Park 17, New York.

**GIANT MALE RHESUS, \$40.00. MONKEYS:** Golden, Red, Gray, Spider, White Faced, Cinnamon Ringtails, young, semi-tame, \$40.00. Parakeets, \$20.00 dozen. Walking Mice, \$2.50 pair. Colored Circus Mice, \$4.00 dozen. Trained Parakeet, does ten tricks, complete with props, \$25.00. Etc., etc. Immediate shipment. Terms, cash. Don Compton, Box 93, Mount Vernon, Ill.

**MEXICAN CHIPMUNKS. (WHISTLING)** Squirrels. Kangaroo Rats, special for pets or breeding, \$7.00 pair; \$4.00 each. General Mercantile Co., Laredo, Tex.

**MONKEYS, RHESUS, RINGTAIL, SPIDER;** Parakeets, Lovebirds, Cockatiels, Finches, Doves, Parrots, rare and colorful Birds of all kinds. Write for list. Southern California Bird Pet Exchange, Box 7, Bell, Calif. my17

**PLENTY SNAKES AGAIN ON HAND FOR** immediate shipment at \$25.00 per Den, big fellows, too. Wire orders. Trails End Zoo, St. Stephen, S. C.

**SOUTH AMERICAN BOAS, CAIMANS AND** Alligators; Ringtail, Spider and Titi Marmoset Monkeys; Flamingos, Troupials and other varieties of colorful South American Birds; Ocelots, Jaguars, Tapirs, Coati 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. my3

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Spanish Hats, Gr. . . . .	\$27.00	Tumbling Firemen and Ladder Set, Doz. . . . .	\$ 3.00
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Fancy stiff Sailor Hats, Gr. . . . .	21.00	Plaster Dogs, 4 colors, Gr. . . . .	10.00
Felt Monkey Skull Hats, Gr. . . . .	18.00	7 1/2 Inch Dolls, complete with feather backs and sticks, Gr. . . . .	27.00
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Plastic Pinwheels, Gr. . . . .	9.00	Prison Pennants, 6 different prisons, Per 100 . . . . .	10.00
Plastic Twin Propellers, Gr. . . . .	9.00	Circus and Rodeo Pennants, 12-30, Per 100 . . . . .	12.50
Glass Sall Boats, with aluminum sails, for Scale and Guess Your Age, Gr. . . . .	18.50	Running Grey Mice, every one a worker, Gr. . . . .	14.00
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50 Ligne Buttons—Circus, Rodeo, Comics, etc. Per 100 . . . . .	1.75	Hand Buzzers, Doz. . . . .	4.00
Per 1000 . . . . .	15.00	Yacht Caps, Gr. . . . .	21.00
V.F.W. or Welcome Home Buttons, 50 ligne, made up complete with R.W.B. Ribbon, Per 100 . . . . .	3.00	Comic 18 Inch Bands, Per 100 . . . . .	1.50
50 Ligne Buttons—McArthur, Truman, Eisenhower, Patton and Welcome Home. Special closeout, Per 1000 . . . . .	10.00	Or per 1000 . . . . .	14.00
Plastic Tooters, Sirens and Kayooks, Gr. . . . .	12.00	Flying Birds, loud whistle, the better kind, Gr. . . . .	12.00
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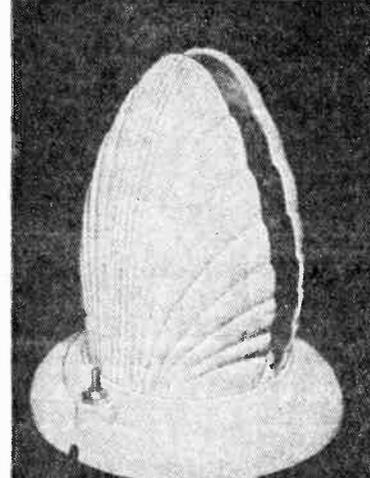
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A Large List of Second-Hand Coin Machine Bargains will be found on Page 103 of this issue.

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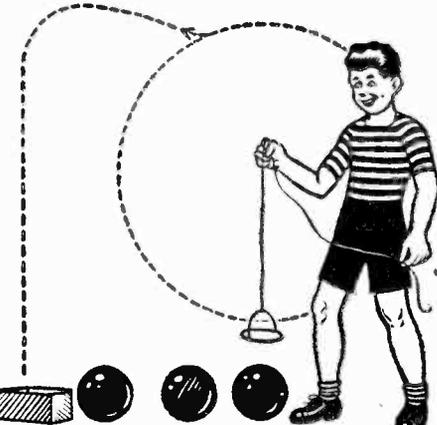
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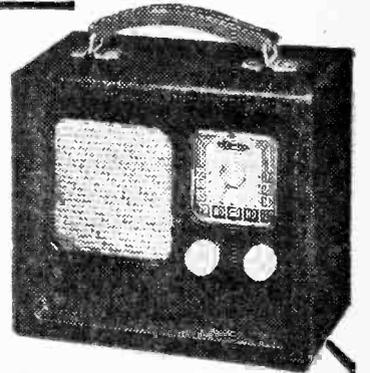
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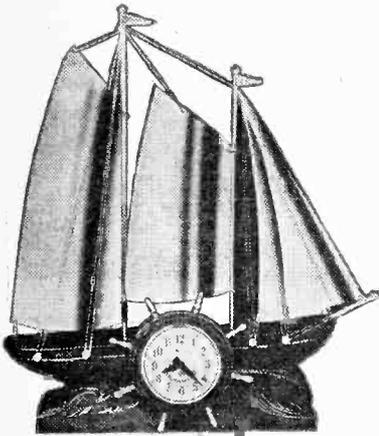
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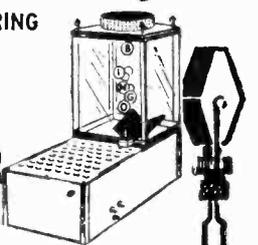
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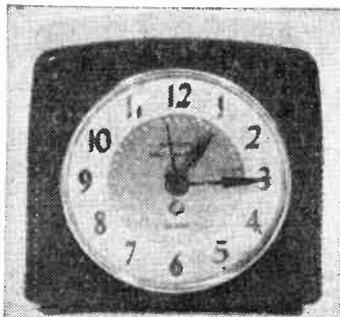


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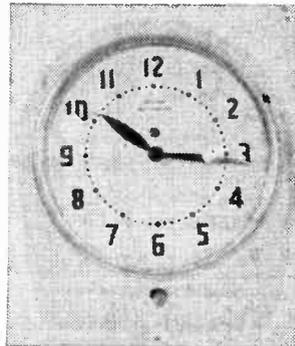
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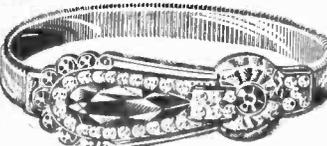
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AT LIBERTY—FIVE-PIECE HILLBILLY BAND available for Sunday dates in parks and fairs. Anywhere in West Virginia, Pennsylvania and Ohio. Write Shorty Mays, WBPZ, Lock Haven, Pa.

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ENTERTAINING, DANCE ORCHESTRA—FIVE Men and Girl Vocalist. Ideal for resort, hotel or club. Presentations and appearance tops. For availability and details communicate Box C-187, Billboard, Cincinnati 22, O. my3

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THE VERSATILIANS—UNION, SOBER, RELIABLE, using three saxes and trumpet, piano, bass, drums. Sent, popular, blues vocals within band. Six weeks contract minimum. Contact Roland Ghirardi, Morgan City, La. Phone 2243.

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HYPNOTIST AND MENTALIST—OPEN FOR lecture tour and bookings. Agents, contact Albert Cutter, 2609 Fairview Ave. N., Seattle 2, Wash. 135/5/3

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EXPERIENCED ANNOUNCER—THRILL SHOW emceeing, "World's Fair" commentating, radio newscasting. Age 25, single. Arthur E. Wiskari, 209 Williams St., Ithaca, N. Y. my10

PIANIST—RECENTLY RETURNED FROM overseas USO musical comedy tour, seeks connection, in or out of country. Can perform dance music, pit work and accompaniment. Aged 30, single. Box C-183, Billboard, Cincinnati 22, O. 136/5/3

PUBLIC RELATIONS, PUBLICITY—PREFERABLY theater, radio field. Young man, inexperienced. Salary no object. Future must be promising. Box 193, Billboard, New York City.

PUBLICITY, PROMOTION, ADVANCE BOOKER seeks connection with attractions of varied description working Southwest Arizona territory. Have under-cover facility in Tucson, seating 3,500-4,000 with many open dates. Also huge lot on main drag for carnivals, side shows, etc. Will work with you. Include all in first letter. Irwin Goldie, 1177 E. Lester St., Tucson, Ariz. 116-8-17

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AT LIBERTY—STRING BASS, UNION, AGE 24, good intonation, beat. Experience large and small units. Read, fake, good appearance. Available immediately. Wire or write Musician, 12 1/2 Slocum St., Bradford, Pa.

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DRUMMER—AGE 23, UNION, EXPERIENCED two or four beat. New white pearl equipment. Also sober and reliable. Prefer location. Available immediately. All offers considered. Write, wire Drummer, 810 Oak Ave., Panama City, Fla. 138/3/10

DRUMMER—SEMI AND NAME EXPERIENCE. Will travel, location. Hotels, clubs, shows. Some arranging. Two or four beat. Cut or no notice. Wire, write Drummer, Glennville, Ga. Phone 110 Glennville. my3

DRUMMER—VETERAN, AGE 28, WITH hotel band folding. Play all styles, Latin rhythms, read, cut shows. Available May 1. Jerry Poland, Gen. Del., Tampa, Fla.

EXPERIENCED SONG PLUGGER WANTS TO represent reliable publisher in Cleveland area. Write offer to Song Selections, Box 1243, Cleveland 3, O.

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 10 1/2" Fruit Bowl. Doz. 2.25  
 Fire-King Bowl. Packed 2 doz. Doz. 2.25  
 Crystal Candy Dish and Cover. Doz. 2.25

**PLASTER**  
 1 3/4" Dogs, Ducks, etc. Gr. \$ 1.25  
 2 1/4" to 3" Animals. Packed 3 gr. Gr. 2.25  
 3 1/2" Animals. Gr. 9.00  
 3" to 5" Animals. Gr. 9.00  
 7" Animals. Packed 2 doz. Doz. 2.00  
 Asst. Baby Face Plaques. Ea. .15

**PLASTER**  
 1 3/4" Dogs, Ducks, etc. Gr. \$ 1.25  
 2 1/4" to 3" Animals. Packed 3 gr. Gr. 2.25  
 3 1/2" Animals. Gr. 9.00  
 3" to 5" Animals. Gr. 9.00  
 7" Animals. Packed 2 doz. Doz. 2.00  
 Asst. Baby Face Plaques. Ea. .15

**HATS**  
 Tiny Hat with Feather. Gr. \$ 6.50  
 Miniature Cowboy Hat. Gr. 16.50  
 Miniature Spanish Hat. Gr. 18.00  
 Mexican Hat. Gr. 22.50  
 Spanish Hat. Gr. 30.00

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 117-119 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

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**PINK ELEPHANT**  
 AT ONLY  
**\$20.00 DOZ.**

3 DOZ. LOTS AT \$18.00  
 TRIAL ORDER OF 6—\$10.00  
 SAMPLE—\$2.00 POSTPAID  
 Complete with Glass and Stand

**PENGUIN PETE—\$16.75 Doz. } DIPPY JOE—\$13.75 Doz.**  
 Deposit with order, balance C. O. D. Orders filled immediately  
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**\$12.00** Per Dozen Individually Boxed

Exact replica of the solid gold diamond and ruby cocktail bracelet. These unusual items with the beautiful adjustable mesh band are available in highly polished 24K Gold or Rhodium Silver Plate.

Minimum order—one dozen. 25% deposit with order, bal. C. O. D., F. O. B. Phila.

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 310 Washington Square Bldg., 7th and Chestnut Sts. Philadelphia 6, Pa.

**#5006K an entirely new set of fine PORCELAIN DEMITASSES**

Handpainted designs in refined colors and gold.  
**\$21.00** (12 Cups and 12 Saucers) Sets  
 Sample sent on receipt of \$2.50



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**LEO KAUL** IMPORTING GENERAL INC.  
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## SEND FOR YOUR 1947 CATALOG 400 ENGRAVING NUMBERS IN IT

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CATALOG



400  
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IT

**Dexter Engraving Jewelry Co.** 23 ARCH STREET  
PROVIDENCE 7, R. I.  
Manufacturers of Engraving Jewelry



# LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

### Parcel Post

Black, Chas. L. (License Plates) 10c  
Cook, Frank (License Plates) 95  
Deibert, E. F. 12c

- Adkins, Luke
- Ainsworth, Mrs.
- Aiton, Tom (Agt.)
- Allen, E. (Curley)
- Allen, F. J.
- Allen, Roma
- Allyn, Patricia
- Allyn, J. W.
- Ames, Geo. Louis
- Andreano, Mrs. Eva
- Andrican, Mildred
- Antes, Bill
- Anthony, Geo.
- Archer, H. L.
- Arnold, Jack
- Arthur, Prof.
- Asher, Chas.
- Ashley, Mrs. Helen J.
- Ashley, Ted
- Atom, Mighty
- Bailey, Carl
- Baker, Mr. Pat
- Baker, Paul
- Barbay, Stanley
- Barress, Mrs.
- Barfield, Willis
- Barnes, Mrs. Betts
- Barnes, Floyd
- Barrar, Frank
- Barrett, Dorothy
- Barrett, Mrs.
- Barrickman, Floyd
- Bartimus, Mildred
- Bartsch, Ralph
- Bason, Giles
- Beard, Arthur F.
- Beatty, M. K.
- Beatty, Marzuerite
- Benano, Paul
- Benge, E. H.
- Benzie, Mrs. Mary
- Bennett, Jerome
- Bernard, David L.
- Bernie, Bill
- Bernstein, Jack
- Betterley, A. W.
- Bickett, J. H.
- Bierman, E. Z.
- Billet, F. E.
- Billett, Helen
- Billingsley, Ira
- Bishop, B. M.
- Blakeley, Benton
- Blank, Ted
- Bluestein, Morris
- Boardman, Josephine
- Boardman, Orlando & Bessie
- Roth, Tommie
- Rorup, Joe
- Rower, Dutch
- Bramley, J. C.
- Branson, John
- Brooms, Robt.
- Brown, A. C.
- Brown, Cecil R.
- Brown, Wendell
- Brown, Willie
- Browning, Burton
- Brussard, Blackie
- Bryant, O. H.
- Buck, Buddy
- Buckholtz, Eddie
- Bulich, Chas.
- Bumpus, Mrs.
- Burr, C. E.
- Butterfield, Roy
- Buxbaum, Mrs. Marian
- Carey, Wm.
- Carpenski, Al
- Carroll, Marcus
- Carroll, Tommy
- Carroll, T. J.
- Carter, Wm.
- Casey, James P.
- Chase, Frank
- Chayter, Wm. E.
- Chidester, Bill
- Chisholm, Angus & Estella
- Cisco, Ted & Virginia
- Clark, Harvey C.
- Clark, Mrs. Frances
- Clark, R. L.
- Clemens, Mrs. Fred G.
- Clement, R. C.
- Clive, W. C.
- Coffey, Mrs. Clementine
- Coleman, Max
- Coleman, Moki
- Coleman, Peter (Rabbit)
- Coman, Merton
- Conatser, L. C.
- Comer, Frank
- Constantine, Mrs. Bello
- Cooper, Cecil
- Cooper, W. N.
- Costello, Carmen
- Couillard, Ray
- Coyle, Bill
- Crabtree, Lawrence
- Crawford, Elmer
- Crawford, Jack
- Crawford's, Musical
- Crawley, Rufus
- Cristo, Pete
- Crosby, Merle H.
- Cunningham, Mrs. O. C.
- Curley, Jos. T.
- Curtis, Robt.
- Curven, Ivan
- Daley, Raymond
- Daly, Lillian J.
- Davis, Jimmie
- Dawson, C. A.
- Dawson, Howard
- Day, Dalton
- Day, Hazel
- Dean, Miss Victory
- Deisler, Roy
- DeKohl Troupe
- DeLaney, Sam
- Delano, Phillip
- Demetro, Archie
- Demetro, John
- Demetro, Rosie
- Demetro, Walter
- Dempsey, J.
- Demrow, Jake
- Diamond, Roy O.
- Dixon, David W.
- Dixon, Harry E.
- Dixon, Homer A.
- Dixon, Jas. V.
- Dixon, Mrs. Loretta
- Dixon, Mildred
- Dixon, Mrs. Ora
- Dixon, W. H.
- Dodson, Ernest L.
- Dorner, Mrs. A. C.
- Douglas, Wm. R.
- Drake, Geo.
- Drake, Robt.
- Dressing, P.
- Drow, Eula
- Drum, Lillian
- Duane, Larry & Bonnie
- DuBois, Wm. E.
- Dugan, Enoch R.
- Dunn, Charlie
- Dunninger, Jos. H.
- Easley, Mrs. Eva
- Edgin, H. G.
- Edwards, Glen
- Edwards, J. D.
- Emerson, Ralph
- Ellans, John
- English, Mr. "Free Zoo"
- English, Walter H.
- Engman, Jack
- Eltzyre, Lukoy
- Evans, Green
- Evans, Peggy
- Evans, Steve
- Everett, Clemom
- Everling, Bob
- Failor, Harry
- Famelli, R.
- Faust, Clifford L.
- Faye, Donna
- Feinberg, Sam
- Ferguson, Mac
- Fern, Tommy
- Fife, Abe
- Fillingham, Everett
- Fisher, Erwin J.
- Fisher, Geo.
- Fisher, Jackie
- Fitzgerald, Eddie & Ina
- Fitzgerald, Jimmie
- Fleming, Dorothy
- Floyd, Henry Geo.
- Foley, Hazel
- Ford, Frank
- Foreman, Geo.
- Forney, Richard
- Fox, Bennie
- Frank, Geo.
- Fredrick, R.
- Freeman, Geo. H. & Mary
- Frisbie, Mrs. A. M.
- Fyve, Bernadean
- Gabbert, Bud
- Gaines, Chas. Edw.
- Gallagher, Skeets
- Gallamore, Wm.
- Gallup, Theodore T.
- Garsky, Chas.
- Gary, Wm.
- Gatto, Michael
- Gavord, Ben
- Geizer, Mrs. R. George, Joe
- Gibson, David J.
- Gibson, James
- Gibson, Timmy Lee
- Gillen, Bill (Sword Swallower)
- Gilmore, Mrs. Cecile
- Glass, Roy Pearson
- Glosser, E. P.
- Guettel, Laddie
- Goff, Geo.
- Goldberg, A. G.
- Goldstreet, Jimmie
- Gonzales, Edna V.
- Goolson, Sam
- Goodwin, Mickey
- Gordon, Rob. T.
- Gore, Edw. (Toppins)
- Gorman, Abe
- Gorman, Johnnie (Pollock)
- Goss, Robt. L.
- Graham, Arlene
- Graham, Mrs. J. T.
- Gray, Clifford H.
- Gray, Don
- Gray, Jerry
- Gray, Steven M.
- Green, Curley
- Green, Ralph
- Greene, Donald S.
- Greene, Mrs. Gladys
- Green, Helen J. (Booking Agt.)
- Green, Jos.
- Griffin, Billy
- Griffith, C. N.
- Gross, Remi B.
- Gross, Mrs. Patricia
- Groves, Jimmie
- Grunm, J.
- Gunderson, A. C.
- Gura, Andrew S.
- Haddix, Benny
- Haber, John
- Hale, Tige
- Hall, Jos.
- Hamilton, Dick
- Haney, Ott
- Hankins, Hayden H.
- Hanson, Mrs. Idele
- Harbin, Frank
- Harkin, John
- Harns, Albert
- Harper, Marshall
- Harper, T. R. Jay
- Harris, W. M.
- Harris, Albert
- Harris, Frances
- Harris, Imogene
- Harris, Robt. West
- Harris, Rome
- Hasey, R. (Bob)
- Hastings, Mrs. Tillie M.
- Hatfield, Wayne
- Hayes, John Rufus
- Hazen, R. S.
- Hefner, B.
- Helley, Red
- Hellman, Carl
- Henley, Arvil A.
- Henley, A. P. (Bud Eye)
- Hendricks, Lois
- Henrich, Harold
- Higgins, Geo. (The Sky Gene)
- Hill (Hex) Edw.
- Hoberg, Ira E.
- Hodge, Bert
- Hodges, Elsie
- Hogue, Mrs. Dorothy
- Holleman, W. C.
- Hollis, Geo.
- Holmes, Lillie
- Holt, Peggy
- Holsomback, Jimmy
- Horrell, Shackles
- Hosey, W. H. (Bob)
- Houser, Chas.
- Houston, Lee
- Hovis, Anna Ruth
- Howard, Bert, Agt.
- Howley, J. P.
- Howell, R. M.
- Hoy, Mrs. Doc
- Hoy, M. W.
- Hudson, Whitie
- Huitle, Thos. J.
- Hughes, Thos. J.
- Hulby, Calvin L.
- Hull, Mrs. Josephine
- Hunter, Bill
- Hunter, Mrs. Roy
- Hurley, Joe
- Hutt, Mrs. Myrtle
- Jackson, Willie B.
- Jaxon, The Great
- Jenkins, Bonnie
- Jennett, Robt.
- Jennings, Wm. Jos.
- John, Mary
- Johnson, Miller F.
- Johnson, Bob
- Johnson, Cleo E.
- Johnson, Jerry
- Johnson, Maxine
- Johnson, Mike Joe
- Johnson, R. A. (Jack)
- Johnson, R. H.
- Johnson, Mr. Ruth
- Johnson, Clint
- Johnson, John G.
- Johnson, Myron
- Johnson, Mr. Ruth
- Jones, Ray D.
- Jourden, Donald (Smokey)
- Kane, Irma
- Keen, Bill
- Kelton, Vernon
- Keim, Robert H.
- Keller, Johnny
- Kelly, Earl
- Kelly, J. H.
- Kelly, John
- Kelly, L. A.
- Kennard, Zane O.
- Kenner, Violet
- Kepler, Mrs. Harry E.
- Keys, Pearl
- King, Bonita L.
- King, Joe
- King, John M.
- King, Luke
- King, Marjorie
- Kirk, O. N.
- Kirkman, Orville
- Klines, The (Chas. & Peggy)
- Knoll, Jack
- Kortef, Marie
- Kumbling, Skinney
- LaFountain, Raymond
- LaPearl, Mrs. Harry
- Lakouche, Sr. Daniel P.
- LaVenne, Chouse
- Laba'oory, Constantin
- Land, Gwen
- Land, Russell
- Laue, Burton
- Langford, Harvey
- Lanning, George
- Latowski, Margaret Fulford
- Lawne, Chas.
- Lawrence, Flaye
- Leahy, Buck
- Lecher, Eugene V.
- Leffner, William E.
- Leggett, Emery
- Lester, L. F.
- Lewis, Frank
- Lewis, Ed Freckles
- Lewis, R. O.
- Leworthy, Ruth J.
- List, Herman
- Little, James
- Littlejohn, Frank
- Lockett, Frances
- Long, Earl R.
- Long, Raymond C.
- Loter, Happy and Marie
- Lovell, Jack
- Lovell, Mrs. S. T.
- Lovitt, Thomas J.
- Loyd, Johnnie
- McAlvey, Joseph B.
- McCarthy, Charley
- McCarthy, Harold
- McCaskill, R. J.
- McClendon, Thomas
- McCrory, K. C.
- McDaniel, Anna
- McDaniel, Berkes
- McDaniel, Clyde
- McDaniel, Loraine
- McDonald, Frank
- McDonald, Gladys B. (Wilson)
- McDonald, K. J.
- McDonough, Stella
- McDougall, Charles
- MacEachern, John
- McGare, Charles
- McGarry, Gerald F.
- McGee, Jimmie
- McGovern, Doris
- McGrager, Robert
- McGuire, Edward
- McLane, C. E.
- McNeese, L. R.
- McPeck, Royal John
- Mack, Bubble
- Madison Jr., Jack E.
- Maier, Barth U.
- Males, Jack
- Maley, Arnold
- Malone, E. P.
- Mandell, Tommy
- Manley, H. A.
- Marks, Walter
- Marlowe, Sam
- Marshall, George
- Martney, Hensley R.
- Martin, Benny
- Martin, Robert
- Mathers, Raymond
- Mathis Jr., Edward
- Mathis, Jean
- Meadows, Mrs. D. D.
- Meadows, Mrs. D. D.
- Mendes, Nichols
- Merrinfield, Howard W.
- Merrill, Louise
- Meserve, William E.
- Meyer, Clint V.
- Meyer, Jack C.
- Miller, Alice
- Miller, Earl W.
- Mills, Boa
- Misuraca, Arthur
- Mitchell, Eli
- Mitchell, Jack & Jerry
- Mitchell, Lawrence E.
- Mitchell, Lee
- Mitchell, Phillip
- Mitchell, Ted L.
- Mitchell, William
- Molir, Marie
- Montello, James (Frog Boy)
- Montgomery, Grover
- Mooney, Mollie
- Moore, Carl A.
- Moore, Mike
- Moore, Raymond C.
- Moran, John
- Morgan, Charlie
- Morgan, Willard C.
- Moroco, Bill
- Moroco, Volta
- Morris, Mansfield
- Morthon, Alma Leo
- Mottley, G. W.
- Munger, William
- Murphy, Edward L.
- Murphy, James R.
- Murray, Fred
- Murray, Robert G.
- Myk, Joseph E.
- Nantz, J. T.
- Neal, Mrs. Jack
- Nelson, George L.
- Nelson, Princess
- Nelson, Toney
- Netcher, Rosika
- Newmann, Larry
- Newcomer, Lewis E.
- Nicholas, Ephrem
- Nicholas, George
- Nickel, Dr. Ernest
- Nielsen, H. N.
- Nippo, William
- Nolan, W. M. Bill
- O'Donnell, James J.
- Odum, Guy
- Oakley, Julia L.
- Oliver, Wm. L.
- Omar, Prince
- Omes, Leroy
- Overstreet, Robt. L.
- Palmer, Joe V.
- Pansey, The Horse
- Patterson, V. W.
- Paulas, Paul
- Payne, Chas.
- Pearl, Walter J.
- Pelley, Burnham
- Peterson, Mrs. G. E.
- Phillips, Arthur
- Phillips, G.
- Phillipson, Doc
- Phippeney, John
- Phoenix, Dorothy
- Pierce, Chester
- Pike, Loyd
- Podas, Jack
- Pollock, Bill
- Poole, Theodore T.
- Pope, Carl V.
- Porter, Frank Roy
- Potts, Henry
- Prewett, J. N. Tex
- Price, Arthur K.
- Rugh, Willie
- Qualls, Mrs. Gleen (J. C.)
- Quinn, Joseph
- Rabbit, M.
- Rackley, J. A.
- Rankin, Mickey S.
- Raye, Rita
- Raymond, Adrian
- Raymond, Anna
- Ree, John J.
- Reedford, B. W.
- Reece, Joe D.
- Reed, R. W.
- Renos, Cleo
- Renfro, Everett
- Renfro, Ora
- Renton, Al
- Reser, Harry
- Rhoades, D. D.
- Rice, Cecil C.
- Rice, Hirom
- Rice, Tommy
- Rich, Fred T.
- Richards, Earl
- Richards, Robert K.
- Rifle, Lewis
- Riggle, Clarence
- Riley, Mrs. F. A.
- Riley, Matthew J.
- Ritchey, Luther G.
- Roark Jr., Ernest
- Roberts, Charles E.
- Robinson, Edmond
- Robinson Magician
- Rocco, Russell
- Rockhold, Blane
- Rogers, Babe & Johnny
- Rogers, Jack
- Rogers, J. S.
- Roman, Mrs. Michael
- Rooks, Violet
- Rosenfeld, Jimmie Lou
- Rosier, Ray
- Ross, Charles Ray
- Rounds, Leonard J.
- Royal, Lucky
- Sanders, Mrs. Monroe
- SanFratito, Joseph
- Saprito, Johnnie S.
- Sauls, Eugene
- Saulsbury, Mary
- Saunders, Taffie
- Sawyer, Hugh F.
- Schaffer, James F.
- Schneider, Harold
- Schriefting, Scott, Q. P.
- Schroast, Peacon
- Scaman, R. E.
- Schafer, William
- Sharer, Homer
- Shay, Roy
- Sheehan, Charles A.
- Shelley, John J.
- Sheets, Billy
- Sherwood, Bertha
- Shoreck, Leo
- Shoemaker, Curley
- Shore, Ann
- Shropshire Jr., R. D.
- Shubert, John
- Shuler, Berkey
- Siegrist, Wm. (Flying Act)
- Simes, J. W.
- Simmons, Lillian R.
- Simmons, Warren F.
- Simpson, Shirley
- Sipe, C. E.
- Slater, Peaches
- Smith, Bert
- Smith, Gerald
- Smith, Mary
- Smith, William Cala
- Snyder, Carl D.
- Snyder, Leon
- Suller, Stanley O.
- Sordeliet, Henry J.
- Sowden, Jack H.
- Speadly, Frances
- Spears, Eleanor
- Spears, George
- Spurlock, Claude
- Spurlock, J. C.
- Stanton, Eddie
- Starr, Hedy Jo
- Steenburg, William
- Stearns, Howard

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We carry a complete line of fast selling money-making items. Write for our new 1947 Catalog now! Wholesale only.

—PLEASE STATE YOUR BUSINESS—

**PROMOTE THESE PINS FOR MOTHERS' DAY**  
An Excellent Seller

No. 7 x 1  
\$2.00 Per Doz.

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\$12.00 per gross

No. 2X1  
\$22.50 per gross

No. 3X20  
\$24.00 per gross (Illustrations 3/4 Actual Size)

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No. 3R160. Dz. \$5.25

No. 3R159. Dz. \$5.25

**BIELER-LEVINE, 5 N. WABASH AVENUE, CHICAGO 2, ILLINOIS**

**GLASS AND BRASS MINIATURES**

Ideal for Concessioners — They Sell Themselves on Sight.

Write for sales plans.

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**BEAUTIFUL DISPLAY CASES**

**MAGIC POLISHING CLOTH**

**B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.**

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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.

**NEW PRICE**

**STAINLESS STEEL BANDS, \$1.75 EACH**

Also have Gold-Filled Bands at \$2.00. 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.**

**SLUM BALLOONS**

**Bingo & Premium Merchandise**

WRITE FOR OUR 1947 PRICE LIST.

**M. A. SINGER CO.**

2125 COMMERCE DALLAS 1, TEXAS



# Pipes for Pitchmen

By Bill Baker

WHAT HAS BECOME . . . of Charley Kasher, vet pitcher, who formerly had Royal Products in Chicago and for whom numerous pitchers worked? Come on Charley, join the party and come in with one of your rare pipes.

Few members of the tripes and keister fraternity ever got rich lobby-gowing.

WORKING . . . mice to reported top takes out Texas way are Len Meeks and George Gun.

FRED HUDSPETH . . . is getting a goodly share of the lucre working jewelry in Texas spots.

MORIARITY . . . pitch expert, has a well flashed joint and is getting plenty of hermas with his layout in Texas cities.

A pitchman, unlike a lot of humans we know, never exhibits himself in public as a rude, impolite personage.

MARJORIE WEITH . . . is working the East and getting big money with sequins.

JEAN HANEY . . . has been chalking up big takes with peelers, rad and mice in Kansas City, Mo. Her husband, George, is en route to Kaycee after a click engagement with gadgets in Toledo.

NORMA HASSMAN . . . hair-do expert, has a neat layout in a Kansas City, Mo., spot, where she is reported to be corralling lots of long green.

FOLLOWING A CLICK . . . run in Kansas City, Mo., Edward A. Murphy left for St. Louis.

JOHN BARBER . . . and Bill Decker, during a visit to The Billboard's new plant and general offices in Cincinnati, advised that they will have concessions on the

Buffalo Ranch Wild West, opening at South Bend, Ind., May 1.

DOC WALTER REED . . . widely known old-time pitcher, is living in retirement at his farm near Birmingham.

LEON . . . letters from Birmingham that he's been working his Leon Salve to good returns there. "Hajec, the tall Indian, left here several months ago for India and took his family along with him. In a recent letter he inquired about Harry Maiers," says Leon, who plans to return to New York soon.

The sun's beginning to shine on both sides of the street, boys and girls. Clean-up time is in the offing.

DOC BLANKENSHIP . . . has retired from the road and is living in Alabama.

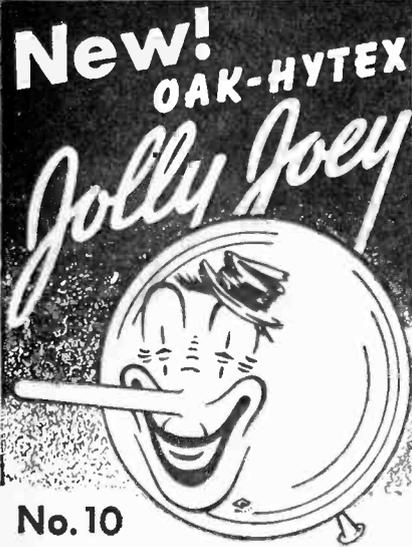
CHARLIE LYONS . . . reports that Carl Carson pitched Lyons Polish at the Goldman department store in Milwaukee the last week in April.

BOB WILLIAMSON . . . is off phone promotions and will return to pitching Lyons Polish in Milwaukee spots.

RITA THOMPSON . . . is purveying soapless cleaner in W. T. Grant store's basement in Milwaukee.

TRIPOD TERRY SAYS: "Don't wait until you've worn out your welcome before you make your exit."

GEORGE AND LAURIE NIXON . . . rug-making demonstrators, have been chalking up successful results with their items in Houston. They report that they grossed well over 100G in the last four months. They'd like to read pipes here from Claude Butler and Bill Hopkins. From Houston



**No. 10 CLOWN HEAD BALLOON**  
for Stick or Gas

Here's something to make every dare a red one. Face printed in 3 colors on assorted color balloons.



**"HAPPY HOP"**  
Same style balloon, with protruding nose, and popular tramp face in 2-color print.

Order from your jobber today.

**The OAK RUBBER CO.**  
216 S. SYCAMORE ST. • RAVENNA, OHIO  
SELLING THROUGH JOBBERS ONLY

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM  
**KIPP BROS.**  
Wholesale Distributors  
117-119 S. Meridian St. Indianapolis, Ind.

**LEVIN BROS.**  
Distributors for Oak-Hytex Balloons  
6th & Ohio Sts. TERRE HAUTE, IND.

**PICO NOVELTY CO.**  
Distributors for Oak-Hytex Balloons.  
807 1/2 So. Flower St., Los Angeles 14, Calif.

**ORIGINAL PHOTO CHRISTMAS TREE CARDS**  
Something new and different. Every man and woman, on the street or in the home, a prospective customer. Send now fifty cents for three different type display cards and become one of our authorized agents. Big profits for you and a rainy day meal ticket.  
**J. R. STULL**  
749 29th Street, S.W. Birmingham 7, Ala.

**MEDICINE MEN!**  
THERE IS NO SUBSTITUTE FOR QUALITY!  
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. SPRING ST. Dept. X COLUMBUS 12, OHIO

**MEDICINE MEN**  
Your label or ours. Herb Medicines, Herbs, Salves, Liniments, Tablets, Pills, etc. Lowest prices. Highest quality. Write for free confidential catalog. **ERBOLAX CO.**, 220 George St., Dept. B, Cincinnati 2, Ohio.

**PAPER MEN**  
Have good proposition, both in circulation and advertising, for new sport publication, title "The Hunter". Sport exhibits, a good sheet for you, national proposition monthly. Answer C. W. DAVIS, Ralka Press Circulation Manager, No. 4 West Main St., Amsterdam, N. Y.

**STERLING SILVER WHITESTONE RINGS**  
**WHY PAY MORE?**

Ladies' Single Stone Solitaire, Sterling Silver. \$4.00 per doz. \$45.00 per gr.  
Gold-Filled Ladies' Solitaires. \$8.00 per doz. \$90.00 per gr.  
Wedding Bands, 14K Gold Over Sterling. \$5.25 per doz. \$60.00 per gr.  
Gold-Filled Wedding Bands. \$5.50 per doz. \$63.00 per gr.

Ladies' Sparkling Sterling Solitaire with two brilliant side stones (as shown). A real value—a real seller.  
**\$4.75 per doz. \$54.00 per gr.**

Ladies' Sterling Wedding Band to match (as shown). 6 large sparkling stones.  
**\$5.00 per doz. \$57.00 per gr.**

25% deposit with order, balance C. O. D. Also a large variety of Ladies' and Men's Whitestone or Colored Stone Rings. Send \$5.00 or \$10.00 for sample ring assortment.

Heavy Engraved Wedding Band. Solid Sterling Silver.  
**\$2.00 per doz. \$18.00 per gr.**

Massive Men's Ring—Sells on sight. Heavy Sterling Silver set with large simulated Zircon, as shown.  
**\$8.00 per doz. \$90.00 per gr.**

Also available in 14K Gold over Sterling Silver.

**Every Style Every Size**  
**STERLING JEWELERS**  
WORTHINGTON, OHIO

Note: This band is chased.

**IT'S TIE RIFFIC!**  
America's Latest Tie Craze  
**ELECTRIC BOW TIE**

Adjustable to any size collar. Complete with 2 bulbs—wiring and batteries. Individually boxed.

PRICE **\$14.40**  
Dozen 1/2 Deposit With Order, Balance C. O. D.

**PAN AMERICAN PRODUCTS CO.**  
32 UNION SQUARE (EAST)  
NEW YORK 3, N. Y.

Special jobbers' deal  
This Bow was formerly used only by Magicians. Now released direct to the public.

\*REG. U.S. PAT. OFF.

**GIANT DAREX BALLOONS**

For IMMEDIATE DELIVERY

A PRODUCT OF

**DEWEY AND ALMY CHEMICAL CO.**  
CAMBRIDGE 40, MASS.

**LOOK! PITCH MAN!**  
MANUFACTURERS & DISTRIBUTORS

Wizard Cards	Dr. \$4.80	Gr. \$52.00	Small Hindoo Mystery (7 folds)	.75	8.50
Rising Cards (Decks)	9.00	105.00	(5 folds)	.60	6.50
Svengall Cards (Con. 2 Decks)	4.80	52.00	Ring Illusion Paper	.50	5.00
X-Ray Cards (Deck)	6.00	65.00	Metal Horse & Rider Puzzle	.40	4.00
Siberian Chain (Large)	3.60	42.00	Ventrillo (All)	.40	4.00
Tumbling Rings Medium	3.00	33.00	Rocket Letter	1.00	10.80
Lge. (Key-rings)	3.60	42.00	T-Puzzle	.40	4.00
			Disappearing Match	1.00	11.00

1/3 Deposit, Balance C. O. D.  
**MAGIC PRODUCTS, INC.**  
DELORE 636-B 6TH AVE., N.Y.C. 11

The GREATEST BAR FLY Since the REPEAL of the VOLSTEAD ACT!

The one & only "TUMBO-TIPSY"

THE WONDER DRINKING PINK ELEPHANT

\$19. Complete Doz. with those roguish movable eyes, curling trunk, flapper legs, big ears and large pink body. A new terrific fast seller.

25% With Order, Balance C. O. D.  
Write for Catalog. 501 6th Ave. N. Y. 11, N. Y.

**BERNARD FINE CO.**

**PAPER MEN**

Can use a few good Men in Kentucky.  
Write  
**GEO. D. SMITH**  
Kentucky Farmer Louisville 2, Ky.

**MEDICINE MEN**

Write today for prices on our Lat. active Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance Carried.) Manufactured by a Registered Manufacturing Pharmacist. The House of Service.  
**CELTONA MEDICINE CO.**  
1018 Central Ave. Dept. B-9 Cincinnati 2, O.

**PAPER MEN**

Good deals, all States, RFD only. Usual rates, especially Kentucky, Indiana and all States east. Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.  
**ED HUFF & SON**  
5411 Gurley DALLAS 10, TEX.

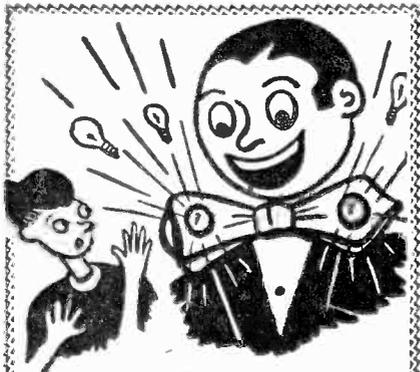
**BIG PROFIT SPECIALTIES**

Complete line of Fountain Pens, Lighters, Plastic Novelties, Dice, Poker Chips, Combs, Handkerchiefs, Toys, Games, Medium Priced Jewelry, Leather Goods, Household Items.  
Write for List of over 200 Pop. Items.  
**GORDON MFG. CO.**  
110 E. 23rd St., Dept. B-3, New York 10, N. Y.

they plan to head for the Kress Company in Oklahoma City.

**SAM A. BUTLER . . .** is in Milwaukee after a short pitching stint in Kalamazoo, Mich. He plans to sell his Eversharp Polish in the W. T. Grant store in the Wisconsin City.

It's strange how some workers will knock themselves out mentally and physically all winter building a new layout, only to mess it up generally by poor presentation.



## ELECTRIC BOW TIE

**IT'S NEW—IT'S TERRIFIC**  
Complete with bulbs, wiring and batteries

DOZEN **\$14.40**  
½ deposit with order.

**FRANCO-AMERICAN NOVELTY CO.**

1204 BROADWAY NEW YORK, N. Y.

## SPRING SPECIALS

- Toss-Ups, Uncle Sam or Trudy Doll With Feet. Gross . . . \$12.00
- Airships, Jumbo Size, Complete With Cabin and Fins. Gross . . . 14.00
- Airship Workers With Orders. Ea. . . 50
- Doll and Duck Shaped Balloons. Gr. . . 4.25
- #10 Kat Head Balloons. Gross . . . 7.50
- #11 Animal Print Balloons. Gross . . . 7.00
- #11 Assorted Balloons. Gross . . . 6.00
- Circus Lash Whips. Gross . . . 12.00
- Red, White and Blue Batons With Bells. Gross . . . 15.00
- Spanish Hats, Special. Gross . . . 24.00
- New Imported Chinese Paper Snakes. Gross . . . 11.50
- Wiggle Snakes. Gross . . . 8.00
- Plastic Pin Wheels. Gross . . . 6.00
- Jumping Chenille Monkeys. Doz. . . 2.50
- Assorted Key Chains With Ornaments Attached. Gross . . . 2.75
- Bullet Key Chains. Gross . . . 4.25
- Rabbit's Feet. Per 100 . . . 2.50
- Rabbit's Feet Key Chains. Per 100 . . . 5.00

SEND FOR OUR NEW 1947 CATALOGUE

¼ Deposit With Order, Balance C. O. D.

**SCHATTUR NOVELTY CO.**

142 PARK ROW, NEW YORK CITY

## ATTENTION, CONCESSIONAIRES

- KEY CHAINS, 6", Brass, Asst. Plastic and Metal Charms . . . \$3.25
- 5" PLASTIC COMBS, Asst. Colors . . . 2.25
- WEDDING RINGS . . . .60
- NOVELTY GUNS, Large, White Metal . . . 1.25
- WHISKEY GLASSES, Heavy . . . 2.75
- MINIATURE BEER MUGS . . . 3.25
- CIGARETTE HOLDERS, Carded . . . 3.50
- LARGE PLASTER SCOTTY DOGS (Firsts) . . . 6.50
- METAL CHARMS, Skulls, Clover, Etc. . . 1.50
- COMIC BUTTONS, 1 ¼", 50 Lines. Per M . . . 15.00
- 5 PC. PERFUME SET, 2 Bottles, Powder Jar, Tray and Mirror Insert. Ind. Boxed. Per Dozen . . . 15.00

25% Deposit, Balance C. O. D.

WE CARRY A FULL LINE OF BINGO MERCHANDISE

SEND FOR OUR NEW CATALOGUE TODAY

**CONELLE PRODUCTS CO.**

248 WEST 23RD STREET NEW YORK 11, N. Y.

**HOW ABOUT SOME . . .** pipes from the following pitch highlighters: Big Al Ross, Bert Glauner, Andy Melford, E. (Doc) Redwood, E. B. (Golden West) Graham, Jimmie Wells, Mary and Madaline Ragan, Doc H. J. Hale, Al C. Rice, Slim Rhodes, Art Cohn, Frankie Vale, Doc C. M. Smith, Johnny O'Conner, F. L. Rusmisl, Toby Johnson, K. Max Smith, Philip J. Landau and J. Boland.

**HARRY ALEMSEY . . .** who is pitching vitamins in Akron to substantial returns, is planning a summer tour of picnics, fairs and celebrations with his cleverly conceived layout.

**DID YOU KNOW . . .** that the Barney Weiner-Murry Zuckerman operated spot on the Boardwalk at Atlantic City is registering some outstanding business with a new grater layout?

**LOU MILLER . . .** currently working night clubs in Michigan and Ohio, is framing an airplane set-up, which he plans to spring in two holiday stores he has lined up.

## Dailey Offers Fancy Gear, New Talent

(Continued from page 74)

Jerry Boyle is driver of the eight-horse hitch, assisted by Bill Cody.

The big top is a 120 with five 50's; the menagerie top is a 70 with five 40's and the Side Show top a 50 with four 20's. All banners are new and this, coupled with the newly-painted concession wagons, gives the midway a fine appearance.

The menagerie, always a strong spot on the Dailey circus, is not as large this year. Org now has only two cages of animals. Davenport has all his draft horses and hay-eating animals in the menagerie and the other animals are in the back yard where the chutes can be used for the animal act.

Seats are 10 and 14 feet high and have 72 lengths. Org does not have a grandstand.

The 16-piece band, directed by Joe Rossi, makes a fine appearance. Band, decked out in new uniforms, makes the spec.

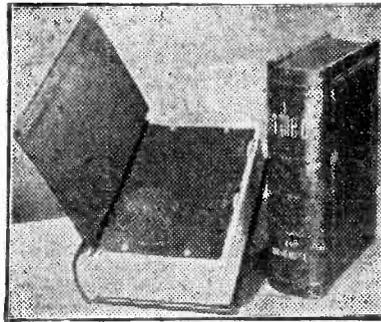
Tiger Bill Snyder keeps five rings going all the time. Joe Horwath, a new addition to the show, is in charge of the animals. He works 15 lions and tigers in the act and it goes over big. Hazel King heads the horse and menage acts, assisted by Freddie Fredericks and Tommy O'Brien.

Davenport has 24 swinging ladders and 10 web acts, the latter going at the same time. Also in the show are the Ruben Ray Family, Si Kitchie Sabchez, a family of Mexicans, featuring Pina Medal, clever trapeze performer and wire walker; the Iwanoffs, and Norman Davenport with several new acts, the featured one being a trampoline. Performance runs 2 hours, 25 minutes.

Concert consists of Frederick and Chief Sugar Brown and 14 Indians. Davenport is looking forward to the arrival of Louis Reed from India with 10 more elephants and 3 pythons.

Staff: Ben Davenport, owner-manager; R. M. Harvey, general agent and traffic manager; Charles Cohen, assistant manager and treasurer; Mrs. B. C. Davenport, personnel director; Charlie White, legal adjuster; Jack Turner, assistant adjuster; Howard Saunders, public relations director; Ralph Noble, superintendent; Milt Robbins, Side Show manager; Leo (Tiger Bill) Snyder, equestrian director; Joe Rossi, band leader; Jessie A. Jordan, electrical superintendent; Mitt Carl, dining car superintendent; Jack Knight, national advertising representative; Harold Newton and Jack McFarland, associate representatives, and Joe Wallace, superintendent of draft stock.

## IT'S A BOOK! IT'S A RADIO!



Waterproof, gold-embossed, maroon or brown leatherette. Measures 7"x9 3/4"x3".  
A sight-seller! Sample book-radio \$25.00, in lots of 6 or more.

**\$23.50**

F. O. B. New York. Send 25% deposit with order, balance on arrival

**SALES SERVICE CO.**

656 BOARDWAY NEW YORK 12, N. Y.

## IT'S BRAND NEW!

Realistic Leatherette Cover

## PORTABLE Book Model 4 TUBE RADIO

The most novel, ingenious, personal-portable radio ever perfected! A beautiful tonal-producer, real book size! RCA licensed, super-heterodyne circuit, works from inexpensive batteries—give up to 200 hours service! Just lift the cover and it plays! 3" magnetic speaker! Weighs only 3 lbs., 12 ounces! 90 day mfrs. guarantee!

## SUPERIOR SELLS BETTER! REMEMBER—MOTHER'S DAY—MAY 11



No. 6161

## "MOTHER PIN"

Looks like MARCASITE. Feels like MARCASITE. Complete with safety catch. A sure-fire seller.

Send \$15.00 for large assortment of engraved MOTHER PINS.

WRITE FOR FREE CATALOGUE

**SUPERIOR JEWELRY CO.**

740 JANSOM ST. PHILA. 6, PA.

## SALESBOARD OPERATORS, CONCESSIONAIRES

Here's the Money Maker you've been waiting for—the new MIDGET

## ★ STRATOTONE RADIO ★

YOU PAY Including Tax \$14.50

Minimum Order, 1 dozen lots.

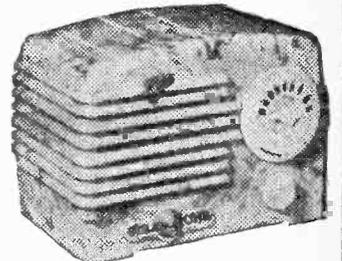
If you pay in full in advance, we'll prepay freight. Samples \$16.00 each

### Look at All These Features:

- 5-TUBE SUPERHET, advanced circuit
- Standard make tubes
- A.C.-D.C.
- Powerful new type Alnico #5 Speaker
- Unbreakable new type plastic cabinet, assorted colors
- Contrasting clear vision dial
- Amazing power—small in size, large in volume
- Only 8" x 5 1/2" x 4 1/2" over-all
- R.C.A. License
- Carries full guarantee

PROMPT DELIVERY 25% with order, balance C. O. D., F.O.B. N. Y.

RETAIL PRICE, \$24.95



## I. GELLER

147 W. 42d St. NEW YORK 18 BR. 9-8880

Manufacturer & Distributor of Radios, Novelties, Preluma, Fountain Pens, etc.

## BALLOONS

Highest Quality Balloons at Rock-Bottom Prices.

#5—\$1.95 gross #7—\$2.50 gross #9—\$3.50 gross

Because our prices are in some cases at or below present factory costs, they are subject to revision. Order your season's requirements now.

**RANKIN BALLOON CO., 54 Eighth Ave., Passaic, N. J.**



**BIG BUSINESS DAY AFTER DAY WITH LEE COUNTER CARDS!**  
**LEE RAZOR BLADES**  
Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.

**LEE PRODUCTS CO., INC.**

437 Whitehall St., S. W., Dept. B, Atlanta 2, Ga.

## ATTENTION!

## GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities.
- Stone-set and plain bangles as follows: ● hearts ● stars ● clovers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls.
- 3-stone ring top of beaded stock.
- Beaded band wire.
- Plain findings, such as crosses ● anchors ● bowknot pins ● springrings ● jumpings ● swivels ● chains ● plain and twisted hoops ● earwires ● earcrows, etc.
- Hoop earrings ● earrings for pierced and unpierced ears.
- Hand-made adjustable bangle bracelets.
- Wire knot rings of rolled gold plate.
- Pearl plates of snail shell.
- Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

**EMROW JEWELRY CO.**

Box 83, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

# LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board



**ORDER AS:  
NO. 1000  
FREE HOLE  
FUN**

★  
**THICK  
SLOT SYMBOL  
TICKETS  
5c SALE**

**166  
FREE PLAYS**

**KEEPS 'EM  
COMING  
AVERAGE  
PROFIT**

**\$28.04**

**Gardner & Co.**  
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

## SALESBOARD SIDELIGHTS

### New York:

Sol Engleman, Engleman Sales Corporation, reports salesboard sales on the definite pickup in New England. . . . Larry Siegel, of Di-Geo Punch Boards, reports that his firm is planning to take over some manufacturing space in Brooklyn. . . . Hy Greenglass, of Greenglass Sales Company, is engaged in moving his firm to larger quarters in the same building. . . . Bob Stein, Stein Sales Company, is traveling in the South.

Alvin Borkin and Alvin Hirsch, both of Bork Manufacturing Company, are back for awhile from their biz wanderings. . . . Victor Johnson, Springfield, Mass., is in town. . . . Sam Kiernan, Augusta, Ga., salesboard and coin machine operator, spent last week in the city buying boards and premiums. . . . Otto Goldman, Globe Printing Company, is headed for the West Coast.

Lack of quantity delivery of premium merchandise is holding down salesboard sales in some cases, according to current reports. . . . Cash Salesboard Sales in Atlantic City is on the steady upgrade. . . . Henry Connors, C & C Sales, reports business in the city is due for a shot in the arm within a month. . . . Bill Lessons, New England salesboard buyer, is reported headed for town.

the jar, the box will offer a player 56 different groups of cardboard tickets. The box is divided into 56 sections and tickets are placed in each section.

Charles B. Leedy, sales manager for Gardner & Company, has just returned from a three-week airplane tour of the Western States. He reported that he found most of the territories active.

Joseph Zimmerman, of Empire Press, announced this week that his firm will release more than a dozen new boards within 10 days. The new models will feature coin fronts and die cut girls, he said, and will be available for immediate delivery. Zimmerman returned Tuesday (15) from a three-week business trip that took him to New York, Ohio, Missouri, Indiana and Southern Illinois. He said business seems to be perking up all over the country.

### Chicago:

Rueben Berkowitz, of Bee-Jay Products, says the new baseball punchboard they will announce in a few weeks features some new ideas. . . . Excel Manufacturing Company's Ben Maltz, in New York last week on a business trip, returned to Chicago April 28. Firm's sales manager, Bernard Kite, will celebrate a birthday May 10.

Edward I. Gill, Gilco Products, is postponing his vacation until after the firm's new board is out, which will be sometime in the near future. Ed and his brothers contend that the new item will be a big business builder for the trade. It's definitely different and unusual, he said.

S. Worth, over at Worthmore Sales, is bringing out a new box deal this week. He states that it will differ from jars in that where the player has one big group to select from in

### NEW! SUPER 1/2" HOLES



**1ST NEW BOARD DESIGN IN 30 YEARS!**  
6 TICKETS IN EACH HOLE—25c  
220 HOLES @ 25c

Takes	\$55.00	<b>\$2.88</b>
PROFIT (Avr.)	28.75	
PROFIT (Maximum)	44.50	

**PROFIT MANUFACTURING CO.,**  
39 W. 23d., N. Y. C. 10

### TICKETS WHOLESALE

Red, White and Blue  
2170 Singles, 1/2 or Gross Lots . . . \$1.55 Per Bag  
2170 5-Fold, 1/2 or Gross Lots . . . 1.75 Per Bag  
25% Deposit With Order.  
12 Bags or More, Singles . . . \$1.70 Per Bag  
12 Bags or More, 5-Fold . . . 1.90 Per Bag  
Reference: Dun & Bradstreet, Inc. Phone 1221  
H. & K. CANDY & NOVELTY COMPANY  
Urbana, Ohio

**FOR FAST ACTION!  
FOR FAST PROFITS!  
DEAL NUMBER 585**



A Complete Fishing Kit. A Sure Fire "Hit." Attractive, Compact, Small Board. Fast Sales. Cash in Now. Immediate Delivery.



Winner takes entire kit, containing: Pistol Grip Tempered Steel Casine Rod, Bronson Level Wind Reel, Nylon Line, Steel Leaders, Luminous Hooks, Fish Holder, Stringer, Scaler, Fish Knife, First Aid Kit, Emergency Raincoat

All Mounted in Colorful Die Cut Display Box. Choice of 2 Boards. Specify which board wanted.

<b>720-HOLE 10c GRAND PRIZE</b>		<b>1500-HOLE 5c JACKPOT BOARD</b>	
Board takes in	\$72.00	Takes in	\$75.00
Pays Out Consolations	8.28	Pays Out Consolations	3.00
Profit	\$63.72	Profit	\$52.00

Jobber's Cost of Complete Deal \$15.95

Rush Your Order NOW to

## SPECIALTY SALES CO.

252 Sexton Building

Minneapolis 15, Minn.

**Get on the Profit Wagon and run these Boards while they are taking the country by storm**



Takes in 200 Holes @ 25c	\$50.00
Pays out (average)	26.25
Profit (average)	\$23.75
Maximum Profit	39.50

Order From the Largest Distributor of Bingo Tickets and Salesboards.

Terms: 1/4 Cash With Order, Balance C. O. D.

Special Prices and Discounts to Operators and Jobbers.

Write for Descriptive Circular

## A-P DISTRIBUTING CO.

Art Paule, Mgr.  
2220 Market St.

Phone: Chestnut 4693  
St. Louis 3, Mo.

## AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16c, 1-29c, 1-33c, 1-39c, 1-49c, 1-59c and 1-99c 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 1-29c, 1-39c, 1-49c, 1-59c, 1-69c, 1-79c, 1-89c and 1-99c 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.** Mrs.  
CHIPPewa FALLS, WIS.

**MORE** for your  
**Money**  
in  
**Muncie**



For a Quarter Century Muncie Has Been the Center of the Ticket Game Industry

Concentrate Your Purchases With These Muncie Manufacturers

- |                         |                         |
|-------------------------|-------------------------|
| GAY GAMES, INC.         | WERTS NOVELTY CO., INC. |
| COMMERCIAL PRINTING CO. | MUNCIE NOVELTY CO.      |
| A. B. C. NOVELTY CO.    | HOME TALLY CARD CO.     |
| NOEL MANUFACTURING CO.  |                         |

**A COAST-TO-COAST FAVORITE**

WERTS' JAR-O-SMILES BREAKS RECORDS EVERYWHERE



**"KORKER"**

A Fast Moving Game With Highest Sales Appeal!

**JAR-O-SMILES 1260 TICKETS**

This card has 47 seals paying \$1 to \$10 or Jack Pot.

A value of \$10 is placed in the Jack Pot and 7 seals open on the card.

Actual size of card is 7 by 10 inches.

ORDER OUR COMPLETE CATALOG NOW

1260 JAR-O-SMILES TICKETS TAKE IN	5c Play	\$63.00
JAR LABEL PAYS OUT		\$27.00
CARD PAYS OUT AVG.		15.00

AVERAGE PROFIT PER DEAL .....\$21.00

Order Korker Card and 1260 Jar-O-Smiles Tickets

PROMPT, EFFICIENT ATTENTION GIVEN ALL ORDERS

**WERTS NOVELTY CO., Inc.**

920 PERSHING AVE.

MUNCIE, INDIANA

Oh Nellie!...they're RED HOT and a WOW!

**"WOW"**  
1020 G.L.Holes Special Thick · 5c Play  
Board \$51.00 Payout \$22.90  
Average Profit - - - \$28.10



**"RED HOT NELLIE"**  
950 G.L. Holes · Special Thick · 5c Play  
Board \$48.00 Payout \$21.50  
Average Profit - - - \$26.50

**HARLICH**  
is Always First  
with the BEST

HARLICH MANUFACTURING COMPANY  
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

**SALESBOARDS— All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	80.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Thruout the Nation  
It's a Profit Sensation

**SPIN-N-WIN**

THE NEW STYLED SPINDED COUPON GAME

**BIG PROFITS**  
Fast Playing and Quick Repeating. Pile-Up Game Profits.

**NO REFILLING OR ASSEMBLY**

Each Game is Complete. The Triangular Shaped Shell Requires No Easel.

**HIGHLY COLORFUL AND DECORATIVE**

**AN OUTSTANDING ATTRACTION ON EVERY COUNTER**

**SPIN-N-WIN GAMES**

Are Profitable To Everyone.



**ONE-PIECE PRODUCT**  
Spindled Coupons Are Mounted Secure in Solid Shell.

**NON-COMPETITIVE**  
No Other Manufacturer Makes SPIN-N-WIN And Distributors Are Not Price-Cutting.

**GOOD GAME PLAYS**  
Conventional Style. Arrangements Like Sales Boards.

**"BIG HANK"**

1000 Rotation Coupons—10¢ Play  
84 Winners  
Takes In: 1000 @ 10¢ .....\$100.00  
Pays Out: 84 Awards (Avg.) .. 58.92

PROFIT (Average) .....\$41.08  
Retail Price \$5.80—Actual Size 14"x9".

**"BIG HANK"**  
Is Only One Of A Large Assortment.

NOEL'S Muncie **Gay Games INCORPORATED** Indiana NOEL'S

# SALES BOARD PROFITS

## NATIONALLY ADVERTISED FISHING TACKLE DEAL

3 Rods—3 Reels—37 Prizes

—DEAL—

2500 Hole Board—5c Sale

Takes in \$125

Pays Out:

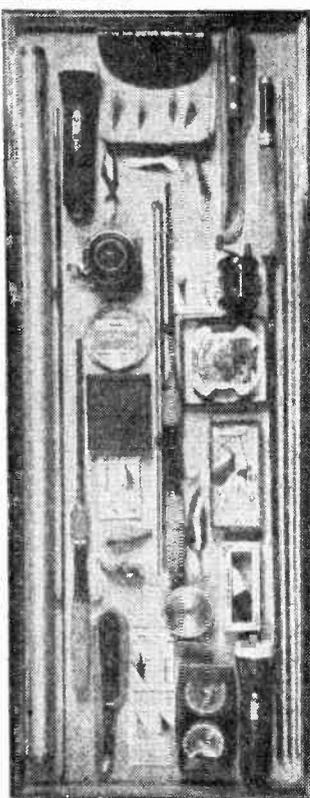
- 1—3-piece Fly Rod, 9 ft. long for Last Sale.
  - 1—3-piece Steel Casting Rod, 5 ft. long.
  - 1—2-piece Split Bamboo Casting Rod, 4½ ft. long.
  - 1—Automatic Reel.
  - 1—Level Wind Reel.
  - 1—Aluminum Fly Reel.
  - 31 other valuable and useful pieces of tackle.
- Value of Merchandise paid and board over \$90.00.

<b>Complete Price</b>	<b>Definite Profit</b>
<b>\$49.95</b>	<b>\$75.05</b>

OPERATORS AND JOBBERS, WRITE TO DEPT. B FOR PRICES IN QUANTITY

Send in your order with \$5.00 check or money order, balance C. O. D.

Write Dept. B for catalogue of high profit deals and salesboards



DEAL #520

We are the only firm in this business that has been operating continuously and successfully for over 20 years.

*A. N. S. Sales, Inc.*

312 E. Market Street Elmira, N. Y.

ORIGINAL JAR-O'-DO • ORIGINAL JAR-O'-DO

## TOMORROW'S HITS TODAY!!

### PROFITS GALORE

IF IT'S PROFIT YOU'RE LOOKING FOR, JUST TAKE A LOOK AT THESE DEALS

WRITE TODAY FOR LITERATURE



Takes in 2520 Tickets Stapled  
4 for \$1.00 ..... \$830.00  
Pays Out (Actual) ..... 512.00  
Profit (Actual) ..... \$118.00  
133 WINNERS

### FASTER SELLING

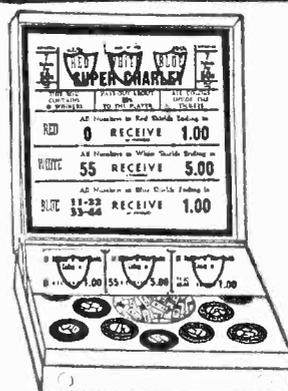
USE THESE BOX DEALS WITH STAPLED TICKETS FOR FASTER SALES

SPECIAL DISCOUNT TO BIG DISTRIBUTORS



Takes in 2520 Tickets @ 5¢ ..... \$126.00  
Pays Out (Actual) ..... 82.00  
Profit (Actual) ..... \$ 44.00  
97 WINNERS

LET'S GO WITH JAR O' DO



Takes in 2170 Tickets Stapled  
7 for 50¢ ..... \$135.00  
Pays Out (Actual) ..... 114.00  
Profit (Actual) ..... \$ 41.00  
80 WINNERS

## UNIVERSAL MANUFACTURING CO.

"World's Foremost Mfr. of Jar Games"

405-411 E. 8TH ST.

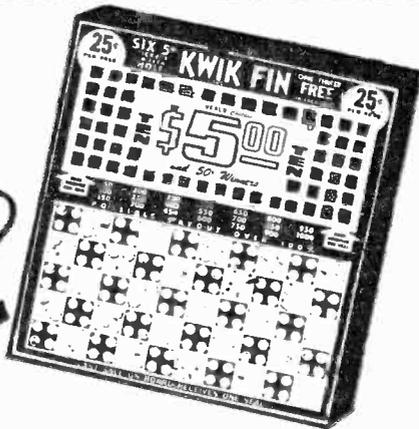
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## GIANT JUMBO HOLES

6

IN ONE



Takes in 200 at 25¢—\$50.00  
Maximum profit \$39.50

LOADS OF ACTION IN THESE NEW SERIES  
SEND FOR OUR NEW GIRL BOARD SERIES  
IN GIANT JUMBO HOLES

SIX-IN-ONE-TICKET

IMMEDIATE SHIPMENT

**Pioneer**  
MANUFACTURING CO., Inc.  
2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

## SALESMEN WANTED

Outstanding salesboard line. Following territories open: (Mississippi, Kansas, Missouri, Arkansas). (Florida, Georgia, Alabama), (Iowa, Nebraska), (Colorado, Utah, Wyoming, North and South Dakota, Montana, Idaho), (California, Arizona). A complete line of merchandise assortments can be secured with this line. Drawing accounts for experienced men.

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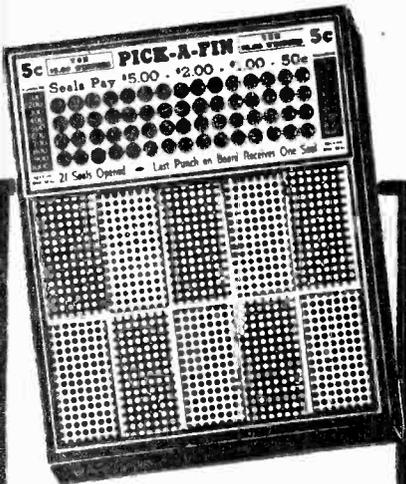
BROOKLYN 19, N. Y.

## Kwik Fin

**KWIK DELIVERY**  
**KWIK PROFIT**  
**A BOMBSHELL OF ACTION**  
 Everyone's Ordering  
**KWIK FIN**  
**SUPER THICK BOARD**  
 6 tickets in each big 25¢ hole. Pay for five—get one free.  
 Takes in—220 Holes @ 25¢ ..... \$55.00  
 Profit (Average) ..... 28.75  
 Profit (Maximum) ..... 44.50  
**IMMEDIATE SHIPMENT**

Send for illustrated catalogue of complete line.

**GLOBE PRINTING CO.**  
1023-25-27 Race St., Philadelphia 7, Pa.



**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. Profits. \$84.50**

**CROWN PRODUCTS**  
 322 E. COLFAX AVE.  
 SOUTH BEND 24, INDIANA

**MONEY MAKING TICKETS!!**



**BINGO REFILLS ON STICKS!**  
 1,000 Tickets Per Deal.  
 75¢ per deal In Gross.  
 Lots—10% Discount.

**2170 RED, WHITE & BLUE TICKETS**  
 Glassine Tape Banded  
**\$1.27** Per Deal  
 Gross Lots—10% Discount.  
 74 Bingo Seal Jack-pot Cards—45¢.  
 Full Line of Sales-board & Premium Merchandise.

**WRITE FOR CATALOG.**  
 25% Deposit with Order.  
**MID-WEST NOVELTY CO.**  
 604 W. LAKE ST. CHICAGO 6, ILL.

**IMMEDIATE DELIVERY—SALESBOARDS**

Holes	Play	Description	Your Profit	Net Price
800	5c	Gobs of Fun x th. Avg.	\$22.70	\$22.29
1000	5c	Cigarette Boards.		
		All kinds		.75
1000	5c	*Nickel Charley, th in	17.00	.95
1000	25c	*176 Winners Charley, th in	50.00	.95
1000	25c	*Golden Boy Charley, th in	45.00	.95
1000	25c	J. P. Charley, Avg.	51.98	1.22
1200	25c	Cheerful Charley x th. Avg.	82.65	2.89
1200	5c	Yankee Doodle x th. Avg.	31.60	2.71
1200	5c	Pick a Fin x th. Jumbo	24.72	2.90
1200	10c	Pick a Ten x th. Jumbo	58.40	2.90
1500	5c	Three Grand Prize x th.	52.00	2.50
1800	5c	Red, White & Blue x th.	18.00	1.95
1800	10c	Red, White & Blue x th.	36.00	1.95
1800	5c	Lulu x th.	30.00	1.95
1800	5c	Lucky Colors x th.	24.00	1.95
2000	5c	Lulu Belle x th.	20.00	2.50

\* Thick style @ \$1.49—same payout.  
 We are able to supply you any size, style, number of holes and payouts.  
 25% Deposit Required on All Orders—Balance C. O. D.  
**Stuart Salesboard Co.**  
 P. O. Box #838 Omaha, Nebraska

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

**AAA1 POSTAGE STAMP MACHINES AND**  
 Popcorn Machines, all kinds, bought and sold.  
 Multiprices, Box 1125, Waterbury, Conn. my31

**AA-1 BARGAIN—MILLS BLACK CHERRY**  
 Bells, 2 each, 25c and 5c, never uncrated or used, \$800.00 for all. 1/2 deposit. Business Stimulators, 912 E. Washington St., Indianapolis, Ind. my3

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postal, 6750 N. Ashland, Chicago. my17

**A-1 STAMP MACHINES, SINGLES, \$5.95;**  
 Doubles, \$19.50; Triples, \$29.50. Folders, 80c thousand. U. S. P., 100 Grand, Waterbury 5, Conn. my24

**A.B.T. CHALLENGERS—1947 MODEL, USED**  
 three weeks, \$42.50 single. Lots of five, \$40.00. 1/2 deposit, balance C.O.D. Frank R. King, 684 Plum St., Macon, Ga. my3

**ABT BIG GAME HUNTERS AND TARGET**  
 Skills, 1c play, \$15.00 each. Counter games: Deuces Wild, Blackjack, Steeplechase, Windmill, Real Dice, \$7.00 each. Mills Chrome Vest Pockets, 5c play, \$45.00 each. Mills Black Cherry Bells, like new, 2-5 p.o., 10c play, \$125.00 each. Coin Machine Corp., 930 Fairground, Greensboro, N. C.

**A.B.T. F. TARGETS, \$26.50 SINGLE; FIVE OR**  
 more, \$25.00. Kicker-Catchers, \$26.50. Pikes Peaks, \$21.50. Edford, 541 S. Dearborn, Chicago 5, Ill.

**BALL GUM WILL MAKE MORE MONEY—**  
 One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/2 cash. Thomas Novelty Co., Paducah, Ky. my3

**BALL BUBBLE GUM—140 COUNT, 80c**  
 pound; 210 count, \$1.05 pound. New Model V. Globe Venders, \$11.75; Cabinet Venders, \$13.75. 5 Cabinet Venders, 100 pounds Bubble Gum, \$133.75. Pipe Stands, \$3.75. Brackets, 65c. 1c-5c Coin Counters, \$1.25. 35 lbs. Boston Beans, \$10.50. 30 lbs. Spanish, \$6.60. Becker Vending Service, Brillion, Wis. my3

**BALL GUM, %, 140 COUNT, 25-LB. OTNS.,**  
 \$17.60 each. F.O.B. Boston Baked Beans, 35 lbs., \$11.20. Used Columbus Ball Gum Machines with slug ejector, \$6.50. English Music Co., Box 71, Sta. E., Toledo, O. my10

**BANGTAILS—TWO 1942 COMPLETELY RE-**  
 conditioned at Evans factory, new glass, new parts, looks like new. Ready to ship direct from factory. Wire or write best offer. First American Sales, Inc., 4803 Lincoln Ave., Chicago 25, Ill.

**BATTER UP BASEBALL MACHINE—PORT-**  
 able, building complete, \$1,800.00. Jack McIntosh, 3035 E. Van Buren, Phoenix, Ariz.

**BUBBLE GUM—10 GUMBALL MACHINES**  
 (Advance) in good condition, globe capacity app. 950 balls, and 10,000 Bubble Gum Balls, \$110.00. 1/2 deposit, balance C.O.D. Also smaller Globes (P 35) for Advance machines, 50c each. Bergen Vending Mach. Co., Englewood, N. J.

**CANDY COVERED PEANUTS (BOSTON**  
 Baked Beans), 28c per pound. Packed in 50-lb. cartons. Sweet, tasty, hard shell. 1/2 cash with order, balance C.O.D. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. my24

**CHAMP VENDERS WITH BUBBLE GUM,**  
 each, \$8.50. Advance with Bubble Gum, \$8.50. New Northwestern 33's with Bubble Gum, each, \$14.00. New Advance with Bubble Gum, each, \$15.00. Columbus type Nut Machines, \$5.00 each. Bubble Gum, 1/2, 70c lb. B & K Vending Co., 1477 S. 10th St., Camden, N. J. Emerson my3 5-3069.

**DRIVEMOBILE, \$139.50; SKY FIGHTER,**  
 \$139.50; Chicago Hockey, \$119.50; Goalee (like new), \$239.50; World Series, \$79.50; Bating Practice \$79.50; Kiss-O-Meter, \$129.50; Air Raider, \$119.50; Love Pilot, \$129.50; Photomatic, second model, inside lights, very clean, \$549.50; many others, all good, clean machines. Can equip complete arcade. Baldrige, 6878 Academy Rd., Brighton, Mich. my3

**LARGE STOCK SLOT PARTS—IMMEDIATE**  
 shipment. Twin-Twelve Hideaway, seven Buckley boxes with cable, \$142.50. Request bargain list. Want: Wurliizer's 750E's. Coleman Novelty, Rockford, Ill. my10

**FLIP SKILL, \$20.00. OOMPH, STAND, \$20.00.**  
 Exhibit Hammer Striker, stand, \$50.00. Exhibit Ideal Card Venders, \$12.50. Shoot Penny Guns, \$12.50. ABT Target Skill, \$20.00. Kicker-Catcher, \$22.50. Mills World Horoscope, \$50.00. Kiddie Mutoscopes, complete, \$29.50. Floor model Shocker, \$35.00. Penny Five Jacks, \$22.50. Herb Everscher, 1182 N. High, Columbus, O.

**FLOOR SAMPLES—GENUINE MILLS BLACK**  
 Cherry, 5c, \$200.00; 10c, \$210.00; 25c, \$220.00. Used Machines: Bally Turf King, \$195.00, perfect; Ws2z Wall-O-Matics, \$20.00; Wurliizer 71, \$150.00; G1, \$95.00. Trent Bros., Reidsville, N. C.

**FOR SALE—COIN-OPERATED RADIO ROUTE.**  
 75 sets in top spots. Exclusive four-county franchise. Plenty territory for development. Reasonable price. Owner selling due to ill health. Box 206, Herrin, Ill.

**FOR SALE—FIVE NATIONAL SIX-COLUMN**  
 Candy Machines, five Mills five-column Candy Machines, \$75.00 each. 100 Burrell Peanut Machines, \$7.00 each. 1/2 cash, balance C.O.D. Neptune Vending Co., 215 Frederick St., Baltimore, Md.

**FOR SALE—(1) EXHIBIT FOOT EASE, (1)**  
 new Hanson Penny Scale, (1) Wheel of Fortune, (1) Seeburg Target Practice, (1) Seeburg Shoot-the-Chute, (2) Root Beer Barrels and Carbonator, (1) Personality Indicator, (1) 24 Model Wurliizer Phonograph, plastic front. Will sell one or all items listed to highest offer. John W. Kobes, 436 S. Governor St., Iowa City, Iowa.

**FOR SALE—15 THREE-WAY GOTTLIEB**  
 Grips, all late models, used two months, all look new, \$27.50 each. 1 Goalee, Chicago Coin Hockey Game, perfect working order and like new, \$200.00. Oklahoma Novelty Co., Clinton, Okla.

**FOR SALE—34 SUN 5c NUT VENDING MACHINES**  
 in excellent condition. Sacrifice at \$10.00 each. All or as many as wanted. Eric Olsen, 1843 16 Ave., Moline, Ill.

**FOR SALE—LARGEST ROUTE OF PEANUT**  
 Ball Gum, Candy and Counter Games in Jacksonville, Fla. Approximately 200 machines, mostly on locations. Takes in fifty to seventy-five dollars a day. Plenty stock on hand. Price, \$6000.00 for everything. Contact G. R. Henderson, 1124 Brierfield Dr., Jacksonville, Fla.

**FOR SALE—ONE SET PRODUCTION PAT-**  
 terns for 1c Peanut Machine, \$1,300.00. Manufacture your own peanut machines with little equipment. Will buy first \$500.00 worth of machines produced. Write for details, don't wire. English Music Co., Box 71, Sta. E., Toledo, O. my10

**FOR SALE—15 RUSHOUR 5c CANDY BAR**  
 Machines, \$35.00 each. 25 Rushour 1c Machines, \$8.00 each. 15 Jennings In-a-Bag Peanut Machines, \$10.00 each. One Exhibit Lifter and Grip, \$35.00. Electric Shockers, Pistol Gum Machines, good condition. Skinner, 445 E. 87th Pl., Chicago.

**ONE KEENEY DE LUXE TEXAS LEAGUER,**  
 2 Exhibit Card Venders, 2 Peanut Machines, 1 Sight Bomber. Best offer takes all. 2341 S. 38th Ct., Cicero, Ill. Townhall 1720-M.

**OUR \$100.00 POPCORN MACHINE—BRAND**  
 new and enough supplies to pay for entire deal, is America's finest investment. Satisfaction guaranteed. Earnings \$5.00 to \$50.00 a day selling popcorn are known records. Immediate shipment. Deduct transaction charges on Western Union orders. Start popping. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O.

**REBUILT POPCORN MACHINES FOR SALE—**  
 Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. my31

**RECONDITIONED LIKE NEW PENNY PEANUT**  
 or Ball Gum Machine with 5 lbs. Peanuts, \$10.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. my3

**SAVE \$12.00—20 BRAND NEW MARVEL'S**  
 Pop-Ups, never unpacked, only \$37.50 one or all. Regular price, \$49.50. \$4.00 deposit, balance C.O.D. Hurry. David McCain, 381 Elati, Denver, Colo.

**SCALES—TWELVE CONTINENTAL TICKET**  
 Scales, appearance like new. Now on location in Chicago. Must sell at once. Make offer. Box C-137, Billboard, Chicago, Ill.

**SMALL OPERATORS ONLY—MAKE ME A**  
 good offer. 1 8800 Seeburg, good shape. 1 Wurliizer 41, A-1 shape. Ace Amusement Sales, 27 Stroud St., Wilmington, Del.

**SPECIAL—USED ONE MONTH. TWENTY**  
 new three-way Gottlieb Grips plus assortment of parts \$30.00 each. 1/2 deposit, balance C.O.D. Waters Novelty Co., 1352 Main St., Jacksonville 6, Fla.

**THREE DIME, ONE NICKEL ROL-A-TOPS,**  
 3/5 pay, four machines, \$200.00. Jennings dime 4-Star Chief, \$64.50. Rebuilt Mill's Clocks, \$5.60. Request bargain list. Coleman Novelty, Rockford, Ill. my10

**WANTED—PEANUT AND BALL GUM MACHINES**  
 in good condition. Write Precision Novelty House, Box 432, Prescott, Ariz. my17

**WANTED—USED PEANUT AND BALL GUM**  
 Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. my21

**WANTED TO BUY—LATEST KEENEY SUPER**  
 Bonus Bells. Five and twenty-five-cent combination free play and pay out. Offer best price and serial number. Earl's Novelty Service, Crowley, La.

**WANTED TO BUY—USED SEEBURG RAY**  
 Guns and Ten Strikes. Also can use a quantity of Seeburg Ray Gun Parts. Chicago Bowling Machine Co., 2512 Irving Park, Chicago, Ill.

**1/2" CANDY-COATED BALL GUM—46c PER**  
 100. Minimum, 5000. Prompt shipments for cash. McBride Whise Co., Box 5215, Memphis, Tenn.

**25 POPCORN VENDORS—5c OR 10c PLAY.**  
 Real bargain. Owner has other connections. Live wire can make decent income from a route of these. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O. my17

**6 ROTARY MERCHANDISERS, 18 EXHIBIT**  
 Iron Claw Diggers, 8 Eries, Panamas, 16 Treasure Islands. National, 4243 Sansom, Philadelphia, Pa.

**12 EXHIBIT POST CARD VENDORS, LITE-UP**  
 top, on stands, 1c chutes, clean, \$30.00 ea. 1 Telescope Lift-O-Graph, good condition, \$125.00. 2 Mills Punching Bags, need work \$25.00 ea. 1 Panama Digger, 1c chute, \$30.00. 1 Exhibit Card Camera, 1c chute, good, \$65.00. 1 Popper Upright on stand (electric shocker), \$40.00. 1 Test Pilot, needs work \$25.00. Amalgamated Distributors Co., 226 W. Randolph St., Chicago 6, Ill. my3

**20 PIONEER HOT NUT MACHINES—NEARLY**  
 new, never used. First \$30.00 each or best offer. Smith, 1702 Summit Pl. N.W., Washington, D. C.

**20 SNACK VENDORS WITH STANDS. PRE-**  
 vear thirty-pound iron Peanut Machine Stands. Two Stoner eights Univendors. Make offer on any or all. Wanted: Coin Sorter and Counter; also 6-column Univendors. Steuber Service, 6494 Gundry, Long Beach, Calif.

**98 VICTORY POSTAGE STAMP VENDING MACHINES.**  
 Any quantity over 25, \$25.00; under 25, \$26.75. G. W. Guttridge, 2823 Forest Ave., Kansas City, Mo. my3

**1,000 LBS. 5c" BALL GUM WORTH 70c**  
 lb. and factory reconditioned Popmatic Popcorn Machine worth \$169.00. What have you to trade? Make offer. English Music Co., Box 71, Sta. E., Toledo, O. my10



**25c BABY 25c EZ DICKIN'**  
 \$25.00 to \$5.00  
**140 HOLES \$17.08 PROFIT**  
**MOVES LIGHTNING FAST**  
**WRITE FOR CIRCULARS**

**EMPIRE PRESS, Inc.**  
 637 S. DEARBORN ST.  
 CHICAGO 5, ILLINOIS

**FINEST SALESBOARDS AT BARGAIN PRICES**



Name	Play	Holes	Profit	Net Price
Texas Charley	25c	1200	\$102.28	\$1.85
Texas Charley	5c	1200	23.10	1.85
Jackpot Charley	25c	1000	52.00	1.05
Reg. Charley Bd.	25c	1000	50.00	.95
Jar of Jack	10c	2000	58.00	2.75
Barrel of Jack	10c	2000	58.00	2.75
Dollar Game	5c	400	7.00	.85
E. Z. Pickin	5c	2400	45.88	2.85
E. Z. Pickin	10c	2400	81.36	2.85
Nickel Special	5c	1000 (500 Free M.)		.90
Baby E. Z. Pickin	25c	140	17.08	1.40

**SHIPMENTS MADE PROMPTLY.**  
**HOWARD**  
**MACHINE PRODUCTS CO.**  
 2754 W. Diversey Blvd. Chicago 47, Ill.

**TICKET DEALS**

**SEE OR WRITE US FOR QUALITY TICKET DEALS AT LOWEST FACTORY PRICES!**  
 Tips, 2-, 3- or 4-Way Baseball, any size Spindle, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.  
 Wire, Write or Phone, Either  
**MISSOURI NOVELTY CO.**  
 "National Sales Representatives"  
 3032 OLIVE ST. ST. LOUIS 3, MO.  
 (Phone: Jefferson 2857)  
 OR  
**TRI-STATE CORPORATION**  
 "Manufacturers of Fast Ticket Deals"  
 201 8TH ST. BRISTOL, TENN.  
 (Phone: 358)

**WANTED Salesboard Sideline Man**  
 Experienced. To represent old established salesboard manufacturer for Pennsylvania and Ohio. Give full particulars first letter. Box D-485, The Billboard, Cincinnati 22, O.

**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 other places. 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, Bal. C.O.D., P.O.R. 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 . . . . . \$10.  
**EXTRA PUSH CARDS 10c EA.**

**Your Profit \$11.00**

**Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

## First - Month Exports Lead 1946 Average; Jukes Keep Top Spot in \$380,036 Tab

### Mexico Big Dollar Buyer; Canada Takes Most Machines

WASHINGTON, April 26.—Exports of coin machines during January, 1947, dipped somewhat under December, 1946, statistics just released by the Commerce Department disclose, but the total dollar-volume of shipments held higher than the 1946 monthly average. Phonograph shipments dwarfed exports of games and venders during January, and Mexico continued to lead Canada as the leading out-of-country buyer of U. S. coin machines.

During January a total of 1,461 coin machines, valued at \$380,036 were shipped to 15 listed countries and an unspecified group of smaller buyers. During the month previous, 17 listed countries and smaller unlisted buyers took 3,328 machines valued at 566,690. Phonographs—811 of them valued at \$326,306—far outstripped vending shipments (244 at \$7,580) and games (406 at \$46,150).

While Mexico purchased fewer machines than did Canada, the Mexican dollar volume total was more than twice as large as Canada. Answer to this seeming contradiction in statistics lies in the large number of venders and games which Canada purchased. Mexican purchases represent mostly juke boxes, as study of the table accompanying will show.

Despite difficulties in shipment, Colombia still remained in third place on the export buyers' list. Many of Colombia's principal ports of call are clogged with incoming shipments, and the country's transportation system is neither large enough nor adequate enough to make for efficient handling.

As in previous months since the end of the war, Latin-American nations were the best customers of U. S. manufacturers and distributors. Consistently best customer outside Latin America is the Union of South Africa, which bought \$16,224 worth of equipment during January. Altho the South African purchases for January were considerably lower than December (when their coin machine imports totaled \$42,795), distributors and manufacturers of coin machines expect this territory to be one of the

## NAAMO Names Kruse Director In Ill. Region

ATLANTIC CITY, April 26.—Ted Kruse, of Kruse and Connor, Chicago game operating firm, has been named a regional director of the National Association of Amusement Machine Owners (NAAMO), according to an announcement this week by F. Mc-Kim Smith, NAAMO president.

Kruse, whose company only recently was elected to membership in the association, will be director for Illinois. He succeeds Ken Wilson, president of Amalgamated Distributing Company, Chicago, who was elected a vice-president of the association in February.

liveliest in the export field during the remainder of this year.

### News From Great Britain

Meantime, there were indications that Great Britain's much publicized export program might be failing. Under this program all British manufacturers are required by law to sell a percentage of their products abroad, and imports are restricted to a specified list of commodities, coin machines excluded. The British Board of Trade this week announced that March imports reached \$520,000,000, highest in 25 years, while exports ran nearly \$35,000,000 below January.

No one will hazard a guess as to when the British government will permit English coinmen to import U. S.-built equipment, but manufacturers and distributors who are building up an export program are hopeful that they will be able to ship to England by the end of 1947.

## Jones, Williams, Wolberg Named New CMI Directors

CHICAGO, April 26.—Herb Jones, Harry Williams and Sam Wolberg were named new directors of Coin Machine Industries, Inc. (CMI), at the annual meeting and election of officers of the association Tuesday (22) at the Bismarck Hotel here.

Re-election of present officers, decision to change date of annual meeting and approval of financial and public relations bureau reports were major actions taken at the meeting. Directors, officers and manufacturer-members representing 26 companies attending were also treated to the premiere showing of *The Billboard's Convention Newsreel*.

### Directors Elected

Jones, of Bally Manufacturing Company, and Williams, of Williams Manufacturing Company, were elected for three-year terms to succeed F. H. Parsons, Buckley Music System, Inc., and William Rabkin, International Mutoscope Corporation, whose terms had expired. Lou Gensberg, Genco Manufacturing & Sales Company, was elected to succeed

## Hold Your Own Newsreel Showing

Prints of *The Billboard Convention Newsreel* are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department  
The Billboard  
155 North Clark Street  
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

## Play Up for Ailing K. C. Tavern Spots

### 10% Juke-Pin Hike

KANSAS CITY, April 26.—Tavern and nitery business in Kansas City continues at a low ebb, but coin machine operators are rubbing their eyes at the recent, pleasant upturn in play on both pinball games and music machines.

General report is that play is running better than 10 per cent above the first of the year and keeping pace with last year's very satisfactory first quarter trade.

Tavern keepers, however, are moaning that their trade still is off 30 per cent to 50 per cent as the spiralling cost of living keeps tightening the purse strings of even the hardest night-clubbers. The nickels and dimes, however, are dropping into the coin chutes, and operators report that many tavern men welcome their percentage.

### One Explanation

Only explanation that veteran coinmen could give was that "sometimes the smaller crowds play more than the big ones." As one operator put it, "after all, it just takes one fellow to keep the music box going."

Music play, however, is being outdistanced by the pinball business, most operators here report. New games have hypsed the trade considerably, scarce as new pintables are, but even the old ones are showing much improved business. Restaurants, particularly the all-night variety, have outstripped taverns as the No. 1 location hereabouts, and some operators report that the lobbies of small hotels are rapidly moving to the front as pinball spots. The hotel lobbies generally have always been good, they say, but now the lobby locations are very near the top money.

### Parts in Good Supply

Parts for both pins and juke boxes are reportedly obtainable without difficulty, but some operators still are having trouble getting the small light bulbs (both No. 50's for pins and the 51's for jukes). Others report, however, orders for bulbs they had nearly forgotten finally are being shipped.

Records remain the chief source of complaint among all operators. They report that bad batches just keep coming thru under all labels, both major and independent. "None of them are up to pre-war standard," commented one operator, "and the bad batches come just as often from the big companies as the independents."

## N. Y. Travel Show To See Foreign Bid for Tourists

NEW YORK, April 26.—Foreign governments will make their first post-war bid for shares of the year's estimated \$10,000,000,000 American tourist trade at the International Travel Exposition, May 5-10, in Grand Central Palace here. Many buyers will be on hand looking for ideas to brighten up resort spots.

Among the countries that will exhibit will be Great Britain, Spain, France, Mexico, Australia, Belgium and Switzerland. Airlines, resorts, railroads and travel agencies also will have displays.

## Coin Machine Exports, January, 1947

Country	Totals		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Mexico	429	\$168,694	346	\$149,199	24	\$2,483	59	\$17,012
Canada	633	73,286	135	47,899	219	4,722	279	19,665
Colombia	66	41,242	66	41,242	—	—	—	—
Venezuela	28	18,615	28	18,615	—	—	—	—
Union of South Africa	60	16,224	20	10,407	—	—	40	5,817
Cuba	52	15,785	52	15,785	—	—	—	—
Guatemala	17	10,381	17	10,381	—	—	—	—
Chile	68	8,465	68	8,465	—	—	—	—
Panama	34	8,443	34	8,443	—	—	—	—
Salvador	23	6,200	23	6,200	—	—	—	—
Philippine Islands	15	5,993	15	5,993	—	—	—	—
Newfoundland	2	1,815	2	1,815	—	—	—	—
Argentina	14	1,260	—	—	—	—	14	1,260
Honduras	2	1,194	2	1,194	—	—	—	—
Canal Zone	5	1,106	—	—	—	—	5	1,106
Other Countries	13	2,333	3	668	1	375	9	1,290
<b>TOTALS</b>	<b>1,461</b>	<b>\$380,036</b>	<b>811</b>	<b>\$326,306</b>	<b>244</b>	<b>\$7,580</b>	<b>406</b>	<b>\$46,150</b>

## Newsreel To Be Shown in Hotel Sherman May 1

CHICAGO, April 26.—First public showing of *Convention Newsreel*, 16mm. sound movie produced by *The Billboard* in co-operation with Coin Machine Industries, Inc. (CMI), will be held in the Hotel Sherman's West Room May 1. First show will start at 3 p.m. and showings will be continuous until 7 p.m. Newsreel will begin every hour on the hour and every half hour on the half hour for the convenience of industry members. All trade members are cordially invited to attend.

Movie got its premiere before CMI's board of directors and regular (manufacturer) members at the association's annual meeting, held in the Bismarck Hotel Tuesday (22). First showing of the movie in Ohio will be May 5 when the Ohio State Automatic Phonograph Owners' Association convenes at the Carter Hotel in Cleveland.

Since the premiere showing, some changes have been made in the film, but the print shown May 1 will be the finally edited pictorial account of CMI's first post-war convention and show, held in Chicago in February. Movie was directed by Jack Lieb, former Metro-Goldwyn-Mayer newsreel ace, and highlights the exhibits, business meetings and social activities around which the industry's annual convention is built. After final editing, the *Convention Newsreel* runs 25 minutes.

Prints of the newsreel are now available for distributor showings, association and operator gatherings and other industry events. Anyone interested in obtaining the film for showing in his city is requested to write to Convention Film Department, *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

## Perfect Games Co. Opens 48-Unit Game In Coney Location

NEW YORK, April 26.—A 48-unit Playing - the - Horses location was opened on Surf Avenue in Coney Island last week by Stanley Gersh and Sam Garber, executives of Perfect Games Company, manufacturers of the non-coin-operated unit and several coin-operated games. Gersh and Garber also have interests in the coin-operated poker table location, Five-Star Final, across the street from the new spot.

The player works the new game by rolling a rubber ball into holes numbered 1 to 4. If he hits No. 4 six times in succession he will have completed the lap around the track and be declared a winner. Price of the game is 10 cents a try. Merchandise is awarded the winners.

Two more spots, one reinforced with an ice cream fountain, will be launched later in the month by Gersh, Garber and associates in different sections of Coney's Bowery. These places will be equipped with Perfect Game Pokerino and pitch games.

## \$150 Tax on Seasonal Biz For Charlottesville, Va.

CHARLOTTESVILLE, Va., April 26.—City council has adopted a new section to the license tax ordinance which requires merchants operating "seasonal" or "temporary" businesses to post a minimum of \$150 as an estimated license fee for the year.

This amount is subject to adjustment at conclusion of the business season.

## NAAMO Sets First Mechanics' School for Vets in New York

NEW YORK, April 26.—The Coin Machine Mechanics' School, sponsored by the National Association of Amusement Machine Owners (NAAMO), with the co-operation of the New York City Board of Education and the Veterans' Administration, will start May 5 in the Manhattan Trade School. The class will consist of 24 veterans selected by a committee composed of F. McKim Smith, NAAMO president; Al W. Blendow, past president, and Al Rodstein, vice-president, Tuesday (29), in the Manhattan Trade Center.

The program for the school, which will supply trained mechanics to amusement machine operators and arcade owners all over the country, was decided upon at a recent special NAAMO executive meeting in the Roosevelt Hotel attended by Smith, Rodstein and Al Meyers, Rockaway Arcade owner; Max Shaffer, New York arcade owner; Herb Weaver, New Jersey coinman; Mike Munves, of Mike Munves Distributing Company, who is also a New Jersey arcade owner, and Bill Rabkin, president of International Mutoscope Corporation. Details were worked out Tuesday (22) by Smith, Blendow and William Krangel, John F. Nowak and A. P. Henry. The last three represented the board of education.

### Length of Course Doubled

The course was first planned for a 12-week, 35-hour-per-week schedule, but was doubled to 24 weeks of 35 hours at Tuesday's session. All veterans approved for the school will have already completed a 50-week course in radio repair and maintenance—or have had equivalent training. It is expected that 100 veterans a year will be trained. All receive federal maintenance under the G.I. Bill of Rights.

"Sufficient, well-trained mechanics will mean more machines working properly, more customer play, greater profits for machine owners and more sales for the manufacturers," Smith commented. "The success of the school depends on the co-operation of the manufacturers, and the future success of the manufacturers depends, in no small manner, on the well-trained mechanics which NAAMO school will make available."

### Teaching Staff

Two permanent instructors and one guest instructor at a time will make up the teaching staff of the mechanics' school. A room has been set aside where two of each of several leading coin machines will be

installed for training. So far, seven manufacturers have pledged guest instructors. Rodstein is to go to Chicago soon to enlist the support of the remaining manufacturers.

Besides the New York school, the association plans soon to open one in Chicago. Manufacturers have been sponsoring their own mechanic schools for some time, but this is the first association-sponsored one. The Music Guild of America (MGA), a New Jersey juke box operator association, has been sponsoring a school under the direction of LeRoy Stein, MGA executive director, but this school is only for juke mechanics.

## Howard Prybil Made Iowa Sales Rep. for Bradley Associates

CHICAGO, April 26. — Appointment of Howard Prybil as sales representative in Iowa for Bradley Associates, Inc., was announced by Morris Nozette, head of the firm.

Prybil, who formerly represented Decca Records, has headquarters in Iowa City, uses his own plane on sales trips for Bradley's line of coin-operated radios and vending machines. Nozette said that he would join Prybil next week for a trip thru the Iowa territory.

Firm's territory for Tradio products now includes Wisconsin and Minnesota, as well as Illinois and Iowa. Madison Sales, of Madison, Wis., recently was appointed sub-distributor for Tradio under Nozette.

Covering Illinois for all products distributed by the firm is Al Koplo, working out of the Chicago office.

## Esquire Games Adds Four New Distributors

CHICAGO, April 26. — Esquire Games Company appointed four new distributors last week, according to firm's Al Meirozits. Cliff Wilson, Distributing Company, Tulsa, Okla., will handle sales in Oklahoma; Paul Layman Distributing Company, Los Angeles, will cover Southern California and Arizona; United Distributors, Wichita, Kan., has the Kansas territory, and Golden Gate Novelty Company, San Francisco, will cover Northern California.

## Another Bell Bill Before Mich. Solons

### Youngdahl Wins Fight

CHICAGO, April 26.—The legislative front was relatively quiet this week, highlights being the passage of Minnesota's controversial anti-gaming legislation and introduction of a new bill in the Michigan House for legalizing bell machine operation. A bill before the Nebraska Legislature specifically prohibiting bells was postponed indefinitely.

A veterans' bonus bill introduced in the Wisconsin Assembly April 10 and providing for increased taxes on cigarettes, amusement games and various other amusement and luxury items, has been referred to the Veterans' Affairs Committee.

### New Michigan Bell Bill

New bell legislation in Michigan is in addition to one already introduced some time ago for permitting bell operations in the State. New measure, labeled H.B. 408 and referred to the House State Affairs Committee this week, would legalize, regulate and license the operation of gaming devices as well as keno and bingo games.

Complete story on the passage of Gov. Luther Youngdahl's anti-gaming bill in Minnesota, after a lengthy and bitter battle, will be found elsewhere in this section.

State-by-State review of legislative action since the last report (*The Billboard*, April 26) follows:

Colorado—Adjourned sine die April 18.

Florida—No action as yet on a bill designed to exempt postage stamp vendors from taxation by any taxing authority within the State, including cities and counties. (See complete story in the Vending Section.)

### Bells Not Mentioned

New bill introduced April 16 and referred to a joint committee on public amusements would prohibit all betting on games or athletic contests between man, beast or machine. Altho bells are not mentioned specifically in this bill, there is some doubt as to the effect its passage would have on machine operation.

Also pending in the House finance and taxation committee, as well as the Senate cities and town committee, is a bill which would permit cities and towns to levy a cigarette tax of their own. In no event would the tax be permitted to total more than the State levy and persons paying such a municipal tax would be given credit for it by the State.

Iowa—Governor signed into law a bill including gross receipts from jukes, pinballs and bells in the sales tax act and levying a 2 per cent tax on such receipts. Act specifically states, however, that it does not legalize bell operation.

### Maryland Okays Free Play

Maryland—Governor signed new license fee law on coin machines and law permitting free-play pinball operation. Alleghany and Carroll counties will have license fees of \$30 a year for each pinball and \$10 a year for each juke. Pinball fees in Kent, Queen Anne, Caroline, Talbot and Dorchester counties will be \$10 a year.

Michigan—No action on H.B. 362 to legalize bells; introduction of H.B. (See *Bell Bill in Mich.* on page 140)

## Calendar for Coinmen

- April 29.—Cincinnati Automatic Phonograph Owners' Association, executive board meeting, Association Headquarters, Cincinnati.
- April 29-May 1.—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.
- May 5.—Ohio State Phonograph Owners' Association, annual convention, Carter Hotel, Cleveland.
- May 6-10.—National Plastics Exposition, Coliseum, Chicago.
- May 11-13.—National Peanut Council, annual convention, Galvez Hotel, Galveston, Tex.
- May 11-16.—Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.
- May 12.—National Automatic Merchandising Association, Region 6, Palmer House, Chicago.
- May 14-15.—Retail Tobacco Dealers of America, annual convention, Stevens Hotel, Chicago.
- May 25-28.—National Confectioners' Association, annual convention, Hotel Traymore, Atlantic City.
- May 25-29.—National Confectioners' Association, annual convention and exposition, Stevens Hotel, Chicago.
- May 25-29.—Associated Retail Confectioners', annual convention, Drake Hotel, Chicago.
- June 15-18.—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

# Issue Progress Report On NAMA Chi Convention

CHICAGO, April 26. — Manufacturers of 24 types of vending equipment have contracted for exhibit space at the 1947 convention and exhibit of the National Automatic Merchandising Association (NAMA) to be held at the Palmer House here December 14-17.

This was revealed at a recent meeting of the convention executive committee by George M. Seedman, general chairman, who predicted that remaining space will be sold within the next three weeks.

## Cross Section of Trade

"An excellent cross section of the automatic merchandising industry is represented among the exhibitors," Seedman declared, "and there is every indication that the NAMA exhibit will be one of the most successful activities ever undertaken by the association. It is certain to be most beneficial from the operators' viewpoint."

Seedman also announced that the

## NATD Endorses Minimum Price Policy at Meet

CHICAGO, April 26. — National Association of Tobacco Distributors (NATD), meeting in convention here last week, adopted two resolutions endorsing the practice of resale price maintenance, a legal system of setting minimum retail prices on manufactured products.

"This association and the membership thereof," one resolution stated, "emphatically endorse the action and policy of the NATD committee on fair trade and urge manufacturers of the products distributed by members of the wholesale tobacco trade to take in the immediate future such measures as may be legally required to establish resale price maintenance as regards their respective products by placing the same under the fair trade acts of the several States adopting the same."

Following the same line, the other resolution stated: "This association, in convention assembled, does hereby endorse and approve the adoption, in the sale of tobacco products and accessories, of the technique of resale price maintenance as contemplated by the fair trade laws now in force in 45 of the States of this country and urges making of resale price maintenance contracts by each and every manufacturer with respect to his product."

## Gives Reasons

In citing reasons for endorsing establishment of minimum retail price regulation, the resolutions stated: "The economic benefits of resale price maintenance have been recognized by the Congress of the United States and by the Legislatures of almost all of the States of the Union by the adoption of legislation legalizing resale price maintenance; so that resale price maintenance has, in effect, been endorsed practically throughout the entire country as a matter of national as well as State public policy."

Resolutions also stated that the policy, wherever adopted, has benefited manufacturers, wholesalers and retailers thru price regulation. It also serves as protection for the consuming public against "deception which inevitably results when nationally advertised trade-marked goods are sold as cut prices as 'bait' for the purchase of other goods of undeterminable and questionable value."

entire exhibition hall on the fourth floor of the Palmer House will be reserved for the display of machines and equipment, while the entire seventh floor will be reserved for the displays of merchandise suppliers.

Interest in NAMA's first exhibit of merchandise and service vending machines has exceeded all expectations, Seedman declared. He reported at the meeting that more than half of the available booth space in the Exhibition Hall was sold as the result of a single letter inviting manufacturers to show their machines and equipment at the convention. Supply manufacturers will be invited to exhibit their products in the seventh floor rooms shortly and inquiries already received indicate an early sell out of the 88 rooms.

## Types of Machines

Types of machines and equipment to be exhibited, according to the list of exhibit contracts already made include ball gum venders; beverage machines, both bottle and cup types; biscuit machines, bulk venders, candy machines, cigar machines, cigarette machines, coin-counting and sorting equipment, coin-changers, cup-dispensing units; electrical equipment, including control systems; relays, switches and solenoids; hot coffee machines, ice cream machines, locks, milk venders, parcel checking lockers, popcorn machines, postage stamp venders, scales, slug rejectors, tab gum machines, toilet locks and vending machine accessories.

Executive committee also discussed various details of the December meeting, principal ones of which were the program and schedule of events. Seedman said the convention will be keyed to the needs of operators of merchandise and service vending machines.

## Operating Problems Featured

"Speakers will be few, their speeches short, and most of the available time will be devoted to practical operating problems," the chairman stated. Meetings will be held during the morning before the Exhibition Hall is opened.

Committee approved a cover design for the new NAMA year book and buyers' guide, the *Merchandiser*, and announced the first issue will be published immediately following the convention so that convention proceedings may be included in the book.

Income from the sale of advertising in the book and from the sale of booths at the convention hall will be used to carry on NAMA's public relations program.

Members of the committee besides Seedman are Fred N. Pierson, the Vendo Company, vice-chairman; Niell Mitchell, Lehigh Foundries; Ben Seltzer, New York Subways Advertising Company; John Haddock, Du Grenier, Inc.; J. Sidney Jones, Southern Venders, and Tom Vaughn, New Orleans Cigarette Corporation.

## F-N Company Making New Hot Nut Vender

BERGENFIELD, N. J., April 26. — F-N Industrial Corporation here is manufacturing a new 5-cent hot nut vender with a six-pound capacity, according to an announcement by Fred Niewohner, president of the company.

Feature of the new machine, known as Vikinor, is a mechanical unit that can be replaced in one minute without tools, Niewohner stated. Venders also have slug rejectors and coin counters.

## Hold Your Own Newsreel Showing

Prints of *The Billboard's* Convention Newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department  
The Billboard  
155 North Clark Street  
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

## NATD Reports Officers Named At Convention

NEW YORK, April 26. — National Association of Tobacco Distributors (NATD) this week announced a complete list of new officers and directors, including five vice-presidents and 30 directors, elected at its annual meeting in Chicago last week.

Vice-presidents are: Bert P. Cunningham, Cincinnati; Claude Harrison, Monroe, La.; Clarence D. Hunter, Boston; Marcus Glaser, San Francisco, and Fred Meyers, Denver.

Directors-at-large elected for terms expiring April 30, 1948, were Sam N. Grossman, Chicago; Jonathan Vipond, Scranton, Pa., and J. Renz Edwards, Kansas City.

Directors elected for terms expiring April 30, 1950, were: Arthur F. Schultz, Erie, Pa.; Henry Gunst, Richmond, Va.; Stanley Stacy, Milwaukee; Clarence D. Hunter, Boston; Joseph Kolodny, Jersey City, N. J.; Richard C. Pinney, Worcester, Mass.; W. P. Rollings, Mobile, Ala.; Bert P. Cunningham, Cincinnati, and Allan C. Davis, Baltimore.

## Other Election Results

Elected for terms expiring April 30, 1949, were: LeRoy F. Ball, Flint, Mich.; Marcus Glaser, San Francisco; Claude Harrison, Monroe, La.; Ray Nile, Kansas City; Ira Katz, New York; Emil Kellner, Rockford, Ill., and Bruce McConnell, Indianapolis.

Elected for terms expiring April 30, 1948, were: Emil Harms, St. Louis; H. J. Lagonegro, Elmira, N. Y.; H. D. Bracken, Seattle; William B. Poinsett III, Dubuque, Ia.; Fred Meyres, Denver; Sylvian Mirsky, San Francisco; J. F. Jarboe, Minneapolis; Monroe Kildow, Tiffin, O.; Louis Weksler, Amarillo, Tex.; Charles Rubey, Chicago, and William L. Van Dyke, Tampa.

New officers of the Junior Executives' Division of NATD are: John Griffin, Boston, president; Jerome Kaufman, New York, secretary, and five vice-presidents, including Burdette E. Anderson, Rockford, Ill.; Henry J. Pinney Jr., Norfolk, Va.; Harry L. Mirsky, San Francisco; Bernard S. Schaffner, Chicago, and W. L. Van Dyke Jr., Tampa.

# Vender Sales Of Cigs Down 30% in K. C.

## Blame Chain Cut Rates

KANSAS CITY, Mo., April 26. — Cigarette vending machine operators here report that sales on most locations have skidded between 20 and 30 per cent from last year. They attribute the drop chiefly to the cut-rate sales of cigarettes by chain stores, which have dropped carton prices in recent weeks below 15 cents a pack.

General vender price here has been 20 cents a pack since the last boost in wholesale prices, but a few operators still have some locations on 19 cents and, over in Kansas, a few on 18 cents. One operator said he plans to bring all his machines to 20 cents with the next wholesale price hike, which he expects soon.

## Still Above Pre-War Sales

Cigarette vending business, however, still is pretty well above the pre-war level, and sales thru venders of candy, gum, nuts and other food products are reported better than 1946 averages. Among most vender operators and wholesalers, candy continues to be a tough item, but some operators report that they now are getting ample supplies. Gum is unanimously labeled the No. 1 scarcity of the trade, and a "gray" market at considerably above manufacturers' prices is said to be flourishing. Ball bubble gum is said to be wholesaling thru the "gray" channels at 70 cents per pound.

Electric cigarette venders have made their appearance in numbers on Kansas City locations within the past few weeks, and operators report that they are drawing 10 to 15 per cent better play than the push-pull styles. They attribute a good part of the increase to curiosity appeal, but they are hopeful the new machines will hold some of the gain when the novelty wears off.

The promised hike from 60 per cent of pre-war to 80 per cent on Wrigley gum quotas has not reached out here, operators say.

## Dime Venders Clicking

Ten-cent play appears to be taking a grip in the vending machine industry. Several popcorn machines around town now have dime chutes, and one operator reported that he is doing a sell-out business with 10-cent bars in his venders.

Cookie vender trade is reported brisk, especially in Kansas City's busy garment factories, and operators of coin washing machines say their business has shown no leveling-off at all since the washer-scarce war days.

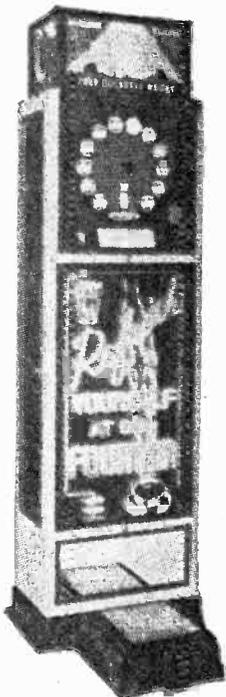
Noticeable among all operators, however, is a gradual return to the competitive spirit of the pre-war days. More emphasis is being put on prompt service, clean machines and other fine points of the trade.

## Bob and John's Machines New Operator in Detroit

DETROIT, April 26. — Bob and John's Machines, a new operating firm, was established last month by two war veterans, Robert O. Brown and John Kolasa Jr. At present they are operating a route of nut vending machines only.

Brown, who is now in California, is the nephew of Bob Becker, of the B & B Vending Company, an eight-year-old cigarette and nut vender operating concern. Becker also operates the Becker Booking Service.

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U. S. A.

# NATD Adopts New Platform At Chi Meet

## Boom Public Relations

CHICAGO, April 26.—The National Association of Tobacco Distributors (NATD) adopted a 19-point policy platform at its convention here last week, the first point of which is a pledge to increase its public relations activities.

Preface to the platform cited the fact that American economy is geared to mass production directed toward an increasing supply of products at lower and lower prices. Low prices, it added, cannot be assured merely by low production costs because of the transportation and distribution elements.

"In this sphere," it continued, "the wholesale tobacco trade makes its greatest contribution in the war against inflation, for thru the uniquely low cost which the wholesale tobacco trade has achieved in the distribution of tobacco products and many related lines, it has helped to forestall any unreasonable advance in the retail prices of these important articles in everyone's life."

A few of the points in the platform follow:

"To revitalize our efforts toward promulgating satisfactory public relations in behalf of the tobacco distributing trades at both the wholesale and retail levels, as well as in the furtherance of the welfare of related industries.

"To lend vigorous support and, wherever expedient, to assume leadership in combatting any further increase in tobacco taxes.

"To co-operate with all government agencies for the advancement and enhancement of the general welfare.

"To continue employing all available means of modernizing and streamlining our operations by utilizing every feasible modern device and equipment.

"To engender in our sales staffs more than a rudimentary knowledge of retailing, thereby equipping them to serve as merchandising consultants to retail customers.

"To demonstrate to manufacturers that it is to their own best interests to avail themselves severally of the various State fair trade laws by establishing wholesale and retail resale prices that will assure the wholesale distributor and his customers fair and reasonable compensation for their irreplaceable services in economically handling the manufacturers' products.

"While favoring truly progressive labor legislation, to endeavor to prevent or correct palpable inequities in such legislation.

"To foster and collaborate in movements to promote legislation designed to curb unfair competitive practices and to arouse the public to the dangers of destructive competitive methods which tend to undermine the general economic system.

"To engender among distributors an appreciation of the inviolability of territorial rights on franchised products.

"To encourage generally any serious collective endeavor to increase the national consumption of cigars.

"To encourage generally any serious collective endeavor to increase the national consumption of candy and confectionery products.

"To advocate vigorously among independent retail merchants the adoption of more progressive and up-to-date methods of store operation and merchandising."

# Coin Typewriters In Production by Fla. Manufacturer

JACKSONVILLE, Fla., April 26.—Marlyn C. Ford, who early in 1946 obtained patent rights to a meter for installation on coin-operated typewriters, announced this week that he is now in limited production on coin typewriters for local locations.

Altho the Jacksonville inventor at the moment has but 10 machines in use, he says that production of his product is expected to increase greatly as soon as materials now in short supply are more accessible. As the coin typewriter meter is now installed, the customer may type approximately 325 linear inches for a dime, which in terms of the average typist is equivalent to a normal page and a half.

Meters are manufactured and installed here, may be installed on any upright standard typewriter and may be adjusted to provide more or less typing time.

## Sunshine Biscuit Earnings Up in 1st Quarter of 1947

KANSAS CITY, Mo., April 26.—Sunshine Biscuits, Inc., here, national cookie maker which is pushing sale of its products thru venders, reported net earnings of \$1,603,318 for the first quarter of 1947.

Figure was equal to \$1.57 per share on the common stock, or a gain of \$193,000 or 19 cents per share over the first quarter of 1946 when the firm reported net profits of \$1,410,056 or \$1.38 per share.

# ABT CHALLENGERS \$49.50

EACH  
Brand New in  
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\$7.50.



## BRAND NEW VICTOR MODEL V

Globe Type  
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Any Quantity  
Cabinet Type  
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VENDOR,  
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5 or More,  
\$37.50.

## NEW VENDING MACHINES

- NEW 5c CASH TRAYS ..... \$ 6.85
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- Silver Kings, 1c or 5c ..... 13.95
- Col. Mod. 48, 1c ..... 11.50
- Col. Mod. 48, Ball Gum, 1c ..... 12.50
- Col. Mod. 48Z, 1c, All Purpose ..... 11.95
- Col. Mod. 48ZB, 5c, All Purpose ..... 12.95
- Master Novelty, 1c ..... 15.00
- Master #2, 1c and 5c Comb. .... 16.50
- Master #6, 5c, All Purpose ..... 16.50
- Assoc. All Purpose Vendor, 5c ..... 29.50

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831 S. Wabash Ave. Chicago 5, Illinois

**GROETCHEN'S  
IMPS** 1c or 5c  
Fruit or  
Cigarette  
Reels.  
Brand New!  
Immediate  
Delivery!  
**\$13.75**  
Lots of 6.  
Single—  
\$14.75.

**RUSH ORDER  
HARD TO GET  
STANDS**  
for  
Merchandise  
Vendors  
Solid Steel Base  
Total Weight 40 Lbs.  
**PRICE  
\$4.00** Will Support  
Any Type  
Vendor.  
**VEEDCO**  
2113 Market St., Phila., Pa.

# THE WHITE 5c HOT NUT VENDOR for all types of bulk nuts

## MAKE GREATER PROFITS WITH THE FINEST MACHINE MADE

In a class by itself . . . so obviously better—all locations want it. Dispenses 7 lbs. of nuts at a constant temperature. Trouble free. Easy to fill. Big collections quickly made. Sanitary and appetizing — the best salesman you ever saw.

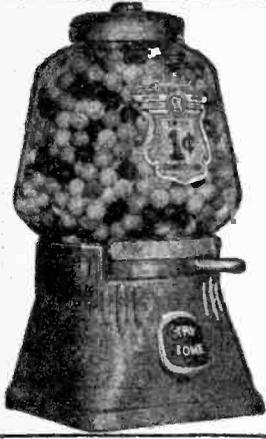
### ORDER NOW

Guaranteed for One Year Against Defects in Material or Workmanship. Send for Literature.

A FEW CHOICE DISTRIBUTING TERRITORIES OPEN — WRITE

# WHITE MACHINE CO.

104-106 Livingston Street, Newark 3, N. J.  
Bigelow 3-8052



**PRICE SAMPLE, \$13.95**  
**Two to Nine \$12.50**  
**Penny or Nickel Orange Ball Gum, \$20.00**  
 Case, 3500 to 3700 CWT.

## Venders Aiding Nationwide NCA Candy Campaign

CHICAGO, April 26.—Vending machine operators, recognized as a potent force in the sale of candy, come in for mention in the National Confectioners' Association (NCA) drive to acquaint the general public with the benefits of candy as a food. NCA's slogan, "Candy Is Delicious Food—Enjoy Some Every day," has been placed on a transparency featuring these words on a red heart background, and the transparencies are intended for application on every candy vender and in retail location where candy is sold.

Vending operators may secure transparencies thru the National Automatic Merchandising Association (NAMA), 120 South LaSalle Street, Chicago 2. Non-members will also be supplied. Cost is \$8 per 100 transparencies, 10 cents for single copies.

Transparencies, which may be affixed to either glass or opaque surfaces, will begin to be shipped to operators on July 1. It is NCA's hope that at least 250,000 transparencies will be distributed within a few months after July 1.

Other national associations which have agreed to work together to distribute the transparencies, in addition to NAMA, are Associated Retail Confectioners of the United States, distributing to manufacturing retailers and National Candy Wholesalers' Association, distributing to candy wholesalers.

W. C. Dickmeyer, chairman of the Council on Candy, said: "It is fortunate that every division of the industry appreciates the value of, these point-of-sale reminders and that all four national associations have agreed to work together to get the job done."

### 10-Cent Telecoin Dividend

NEW YORK, April 26.—A 10-cent per share dividend, payable April 28 to stockholders on record April 26, was declared this week by Telecoin Corporation, national distributors of coin-operated Bendix washing machines and a coin-operated radio.

### New Sweets Sales Manager

NEW YORK, April 26.—Alvin G. Schmale was named sales manager of the grocery division of the Sweets Company of America, Inc., this week. The firm manufactures Tootsie Rolls and other candies.

## Venders "Kaput"

KARLSRUHE, Germany, April 26.—A small number of stamp vending machines are still operating here, according to a member of the American Documents Branch, stationed in this city. He reports that it is still possible to obtain tickets from venders in the railway stations—not for travel but to see friends off or to meet someone, as the tickets are used as passes to gain admission to the platforms.

There are any number of "kaput" (broken) vending machines rusting away in the ruins of the city, he said.

## Ice Cream Dips 7% in Output

WASHINGTON, April 26.—February ice cream output this year was 91 per cent greater than in the five-year average for the month, according to the Bureau of Agricultural Economics of the U. S. Department of Agriculture. Compared with last year, however, the month's production was 7 per cent lower, the bureau stated. Total production of ice cream during February is estimated at 37,755,000 gallons, making a 2 per cent decline from January.

Compared with 1941-'45 average production for February, increased production levels were reached in all areas of the country. Production more than doubled in the West North Central area, Mountain States and the Pacific States; it was almost doubled in the East North Central and North Atlantic States. Remaining areas saw production equal to 50 per cent more than the five-year February average.

### Other Gains

North Atlantic area recorded ice cream production up as much as 94 per cent from the average in New York, 90 per cent in Pennsylvania and 83 per cent in Massachusetts. East North Central area's February output was 98 per cent higher than the five-year average in Illinois, 94 per cent in Ohio and varied from 57 per cent to 138 per cent higher in remaining States of that area. Production increases in the West North Central States ranged from 91 per cent in Missouri to 181 per cent in the Dakotas. South Atlantic States recorded increases from 28 per cent higher in Maryland to 109 per cent in West Virginia. California showed a 102 per cent increase.

## BETTER EVERY WAY!

### THE IDEAL ARISTOCRAT SCALE

IDEAL size—only 45" high, 12" at base!

IDEAL finish—weatherproof PORCELAIN enamel!

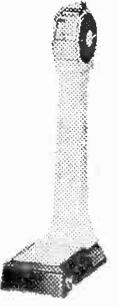
IDEAL design—appeals to any location!

IDEAL mechanism—better than pre-war model!

IDEAL protection—strong cash box!

IDEAL PRICE—only \$130.00 each, F. O. B. here!

★ APPROVED BY DEPT. OF WEIGHTS & MEASURES ★



## BRAND NEW

LATEST factory model Shipman Triplex Stamp Venders. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.

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—New, time saving multiple type only \$16.75 for 25,000

which return gross profit of \$250.00 when sold thru the machines!



Sample, \$13.75; two to eleven, \$11.25; twelve to forty-nine, \$10.75; fifty and up, \$10.50.

10 #11 Advance Peanut Machines, \$112.50. 2 cases 80 lbs. of Peanuts, \$19.20; 4 of a 1 \$131.70. Special deal of 10 Peanut Machines with 80 lbs. of Peanuts for \$112.50. Limit one deal per customer. Cash with order.

Stands, \$3.90 (Export business handled through International Expeditors.)

**THOMAS NOVELTY CO.**

1572 Jefferson St. Paducah, Ky.

**IF YOU WANT A STEADY SUPPLY OF BALL GUM—CONTACT US VICTOR MODEL V**

FAMOUS PRE-WAR VENDORS De Luxe Cabinet Type. Model V capacity: 8 1/2 lbs. of Bulk merchandise or 1250 of gum balls 1/2" 5/8" Vends 1/2" Ball a n d 1/4" Model V Globe Type. Each Model V Globe Type with Plastic Globe. \$14.75 Ea.

Model V Del. Cab. Type. \$13.75 Ea.

Plastic Globes for Model V's, \$3.25 Ea. Complete 1¢ and 5¢ Coin Counter, .65 Plus Postage. Each Order Filled in Rotation. 1/3 Deposit. Certified Check or Money Order. Balance C. O. D.

5¢ De Luxe Cabinet Type, Model V \$14.75

★ ★ ★ ★ ★ SEND FOR SPECIAL PRICES AND DEALS ON MACHINES AND BALL BUBBLE GUM. ★ ★ ★ ★ ★

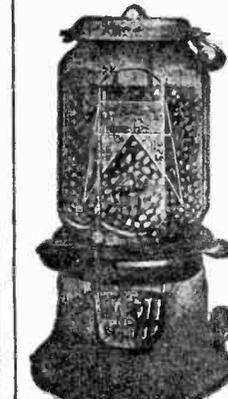
**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y.  
 461 Sackman St. Brooklyn 12, N. Y.  
 Phone: Dickens 2-7992

## COLUMBUS VENDORS

	Peanut	Gen Pur.	Ball Gum	5¢ Vendor
48 and Up	\$ 9.50	\$ 9.90	\$10.00	\$10.50
12 to 48	10.00	10.40	10.65	11.00
Under 12	10.50	10.95	11.15	11.50
Sample	11.00	11.95	12.00	12.50

Write for Circulars.

Complete Stock—Columbus Parts and Globes.



- ALL-STEEL, RUST-PROOF CABINET
- APT COIN MECHANISM
- LARGE CASH BOX. SEPARATE KEY
- LEGAL—NO FEDERAL TAX
- \$29.50 WITH 1,000 CARDS FREE

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**MARKEPP SALES CO.**

4310 CARNEGIE AVE.

CLEVELAND, OHIO



## EXHIBIT'S IDEAL COUNTER CARD VENDOR



## IMMEDIATE DELIVERY

New

## Columbus All Purpose Vendors

No. 46Z, 1¢ Model, \$11.95 Ea.

No. 46ZB, 5¢ Pistachio Vendor, \$12.95 Ea.

25% Dep. with Order, Balance C. O. D.

## CAMEO VENDING

Authorized Factory Distributors  
 432 W. 42D ST. NEW YORK, N. Y.

## BALL GUM

Best grade 5/8" (Avg. 149 to lb.) Min. 3700 pcs. to 25¢ net case \$20.00  
 Regular grade 5/8" (Avg. 140-145) Min. 3500 pcs. to 25¢ net case 19.00

## BUBBLE GUM

Best grade 5/8" (140-175) 25¢ net \$24.00  
 Best grade 1/2" (170-175) 25¢ net 24.00  
 INDIVIDUALLY WRAPPED 1¢ seller, 120 pcs. to box, 38 boxes to case 33.06  
 Boston Baked Beans (32¢ net to case) 10.50  
 Rainbow Peanuts RED (32¢ net to case) 10.50  
 #1 Spanish Peanuts (30¢ net to case) 7.35  
 Full line of EPPY Charms 7.35  
 Write for OPERATORS' Prices on Advance, Victor, Columbus, Master and Silver King Vendors. ARISTO Penny Scales.

Via Express, 1/3 deposit, bal. C. O. D.

Via Freight, full remittance with order.

**RUSS THOMAS CO.**

VENDING MACHINES & SUPPLIES  
 3285 Overland Pl. Memphis 11, Tenn.  
 Tel.: 4-7187

## SPECIAL SALE

New 5c Sun Machines For Almonds and Mixed Nuts

Prompt Delivery

100 Sun Machines \$18.00 each  
 25 Sun Machines 19.50 each  
 6 Sun Machines 22.50 each

TRY OUR SALTED TINY ALMONDS 85¢ lb.

1/3 Deposit, Balance C. O. D.

**S. M. STEVENS**

4016a Chouteau

St. Louis 10, Mo.

**BALL BUBBLE GUM**  
170 to a pound  
Limited Quantity.  
Write or Wire for Prices

**BOSTON BAKED BEANS**  
33c per lb.  
35 pounds per carton.

**PISTACHIO NUTS**  
Red ..... 64c per lb.  
White ..... 55c per lb.  
25 pounds per carton.

**M & M's CHOCOLATE**  
45¢ per lb.

**M & M's MIXED COLORS**  
50¢ per lb.  
25 pounds per carton.

**LICORICE PASTELS**  
42¢ per lb.  
40 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.

## First Cal-Cola Vender Outlets Set in Chicago

CHICAGO, April 26.—Cal Bottling Company here is the first of the Cal-Cola bottlers to utilize vending machines, according to Edward L. Renno, advertising manager of Cal-Beverage Company, Chicago.

Bottler will not directly control or service the venders, as those now being put into locations in this area were brought from Milwaukee and are owned by Max Brydenthal. Under the terms of an agreement with the bottling concern, Brydenthal, who vended a different product thru the machines in Milwaukee, will sell Cal-Cola exclusively thru the machines, maintaining and servicing the equipment which will in no way be handled by the Cal Bottling Company.

### 120 Located by June

Renno stated there will be 120 bottle venders, mostly in Chicago industrial locations, by June. There are between 40 and 60 Cal venders servicing such locations with the nickel, 10-ounce drink at present. Machines are Kirk, Jennings and Kalva venders. Industrial spots receive a commission of 20 cents per case, which goes to employee health or recreation funds. An increase in the number of venders Brydenthal operates is indicated during the summer months when new equipment becomes available.

Beside the industrial plants, Renno said Brydenthal has one machine in a laundrette, and is concentrating on securing more coin-operated laundries as locations. A Loop hotel is also using a Cal-Cola machine for its employees.

Renno said that other Cal bottlers have shown interest in employing vending machines in their territories. Whether they operate such equipment themselves or as the Cal Bottling Company of Chicago is doing, thru an individual, is up to the bottler, he states.

**GOLDEN STATE VENDOR**  
ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vender of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid 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.

## Lime Cola Bottler Set Up in Florida

SARASOTA, Fla., April 26.—Lime Cola Bottling Company here was formally put in operation April 10, according to an announcement by Emmet Addy, president and treasurer. Located at 1302 North Orange Avenue, new company, with a reported capacity of 250,000 bottles per year, has the Lime Cola franchise for eight Florida West Coast counties from Manatee to Collier County.

Firm is housed in a concrete block building especially constructed for bottling of soft drinks. It is equipped with new sterilizing and bottling machinery furnished by the Liquid Carbonic Company, Addy said. Sterilization process brings water temperatures up to 180 degrees to insure perfect sterilization.

Stockholders, in addition to Addy, are J. G. McCoy, who is plant supervisor; A. L. Ellis, Tarpon Springs bank president, and Sam Idelson. Company is capitalized at \$50,000, operates as a corporation under the Florida laws.

## Record Sugar Crop in Cuba

NEW YORK, April 26.—Cuban sugar crop for 1947 is estimated to be a record-breaking 6,137,000 tons, which are now in the process of being harvested, according to Lamborn & Company, sugar brokers. Last year's crop totaled 4,476,000 tons and the previous record of 5,894,000 tons was chalked up in 1925.

**Sells any combination of stamps—5c or 10c**

Gold finish, all metal. An ornament to any store, guaranteed in every way. Immediate delivery. Sample machine \$18.00; sample combination as one unit 5 & 10¢ machine \$36.85. Single machine \$18.00, two or more \$13.50. Combination unit, two or more \$36.85.

(Export business handled through International Expeditors of Chicago).

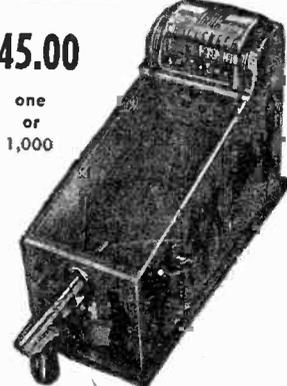
**THOMAS NOVELTY CO.**  
1572 Jefferson St. Paducah, Ky.

**BALL GUM**  
5/8", 140 to 149 Count, 35 to 3700  
**\$20.00 per case**  
1/3 Deposit With Order.

**THOMAS NOVELTY CO.**  
1572 JEFFERSON ST. PADUCAH, KY.

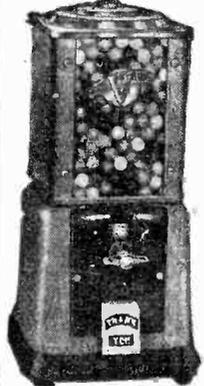
**HARRY S. TRUMAN, PRESIDENT OF THE U. S. A., HAS ASKED THAT ALL PRICES BE REDUCED**  
**O.K., HARRY! I WILL TAG ALONG WITH YOU ON THIS**

**\$45.00**  
one or 1,000



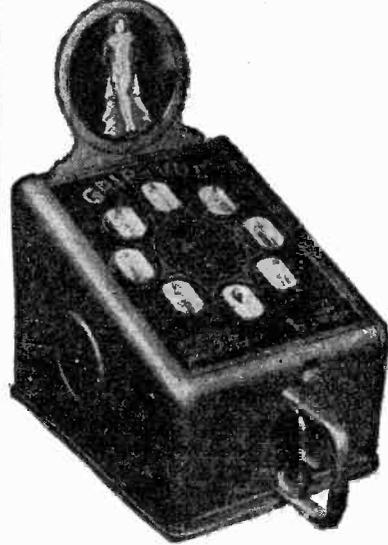
**BRAND NEW IN ORIGINAL CARTONS**

**EXTRA SPECIAL**



**BALL BUBBLE GUM**  
100 Lbs. & 10  
**MODEL V**  
ALL FOR  
**\$202.50**  
Rush cash with order. F. O. B. factory.

**"GRIP-VUE"**



Liteup Picture Grip. Counter size. 1c or 5c play. Battery or transformer operated.  
Mirror top and top sign.  
Free (come-on) picture.  
Simple mechanism.  
Complete unit slips in cabinet.  
Beautiful light-up diffused transparency.  
Blue and silver cabinet for use on counter or stand.

**\$49.95**

**ROY TORR** Lansdowne, Penna.

**LEADS 'EM ALL**



**Built for OPERATORS**  
BY EXHIBIT

**Fastest PENNY VENDER MADE**  
*Steady Repeater.*

EXHIBIT SUPPLY CO'S CARDS  
CHICAGO, U.S.A.  
U.S. & FOREIGN PATENTS

**'Ideal' CARD VENDER**

**\$32.50**  
WITH 1000 FREE CARDS.  
RE-ORDERS OF CARDS \$3.85 per 1000

Vends our exclusive line of over 40 Different Series of Cards—Movie Stars, Radio Performers, Ball Players, Cowboys, Prize Fighters, Art Models, Fun Cards—Big variety for everybody, young and old.

**SPECIAL FEATURES**  
A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.  
IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

**EXHIBIT SUPPLY CO., 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)**

100 MASTER ALL-PURPOSE VENDORS,  
like new, late models, \$10.50 each

50 RECONDITIONED, older type at  
\$8.50 each

One-third (1/3) down with order.

**CLARK CANDY &  
TOBACCO COMPANY**  
Lancaster, Ohio

**NORTHWESTERN VENDORS**

DeLuxe Merchandisers . . . \$25.00  
Model "33" . . . . . 10.95  
Model "40" . . . . . Write  
Model "33" Ball Gum . . . 9.85

1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
**CARL TRIPPE**

**IDEAL NOVELTY CO.**  
"Authorized Northwestern  
Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.

**George Graf Named  
Production Director  
For Allite Mfg. Co.**

LOS ANGELES, April 26.—George Graf has been named director of production for the Allite Manufacturing Company, according to an announcement this week by Bill Schrader, president.

Graf, who is widely known as a production specialist, will have as his first assignment with Allite the job of speeding delivery of the Strikes 'n' Spares Bowling Alley.

He has held the position of works manager in several manufacturing plants, including Majestic Radio Company, where he held the record of producing 6,500 complete console radios a day; Gulbransen Piano Company, and Rock-Ola Manufacturing Corporation.

"We are glad to have Graf in our organization, as we know we have the best man obtainable for our particular job," Schrader, declared. "His past record of combining quality with quantity is an asset that any firm can well be proud of."

**Coinmen's Counter  
Aids City Fathers  
In Park Meter Fix**

COLUMBIA, Tenn., April 26.—E. H. Griggs and Frank Walker, partners in the Southland Novelty Company here, have pitched in to help municipal officials out of a dilemma which arose when the city fathers installed parking meters in the downtown area. Once the meters were installed, the officials discovered they had no equipment or facilities for collecting and handling the parking meter receipts, so they called on Southland Novelty for aid. Southland's coin counting equipment and other facilities have been put at the disposal of the city officials.

Southland Novelty is starting its 20th year in the coin machine business and both its owners have been active in many local civic and religious activities. Griggs is active in Lions' Club work here, and both he and Walker are active in the Scottish Rite Masons and Shriners.

**Gott Discusses  
Mounting Candy  
Prices in U. S.**

CHICAGO, April 26.—Philip P. Gott, president of the National Confectioners' Association (NCA), speaking at the National Association of Tobacco Distributors' (NATD) convention here last week, answered the question of candy wholesalers and vending machine operators concerning steadily rising confectionery prices.

Gott cited facts and figures involving the cost of the principal ingredients used in making American candy. Increases in these costs over recent years, he said, are the prime reason for increased confectionery prices. He quoted as examples: Sugar, which had an average price per hundredweight in 1941 of \$4.75, now is \$8.25, about a 75 per cent increase; chocolate—average price of cocoa beans, 1941, was 7 cents per pound, price today is 29½ cents, an increase of about 321 per cent; peanuts—average 1941 price, 6¼ cents per pound, today, 18½ cents—about a 196 per cent increase.

**Cites Increased Costs**

"The candy industry uses about 1,000,000,000 pounds of sugar a year," Gott said, "so the increase in price of this single item increases candy production costs by \$35,000. On chocolate—assuming a usage of 200,000,000 pounds of cocoa beans—the cost increases represent an added burden to the candy industry of \$45,000,000. On peanuts, increased costs mean that manufacturers of peanut candy must pay \$24,000,000 more." He maintained that manufacturers' absorption of such huge increases was not possible. Other candy ingredients, he stated, follow the same cost-rise pattern, including dairy products and nutmeats.

Gott contended that candymakers, knowing their confections are popular because they are a low-cost food, are opposed to the spiralling prices.

**Cocoa Bean Situation**

In his discussion of cocoa beans, Gott emphasized that the sale of beans produced on the Gold Coast of Africa (the world's largest source of supply) is entirely controlled by the British Government, and that Brazilian cocoa beans (second largest source) are similarly sold thru a single agency.

Concluding, Gott said: "There will be more candy available in 1948. Sugar, chocolate, dairy products and other ingredients will be more adequately available and the candy industry has adequate capacity to produce."

**Silent Vending Co.  
Expands Operations**

KANSAS CITY, Mo., April 26.—Henry C. Siler, of Silent Vending Company, announced that his two sons, Henry Jr., 25, and Francis William, 22, have joined his firm, which is being expanded with the addition of more than 160 cigarette, candy and gum machines. Both are war veterans.

The eldest son will handle the bulk of collections and servicing for Silent Vending, which is believed to be the only vending firm in Kansas City handling three products. The younger son will be in charge of the repair department, but he will also assist in servicing. The elder Siler said he will direct buying of merchandise and the placement of machines.

The Siler brothers each served three years in the navy, including 22 months in the Pacific. The firm was founded in 1924.

**THEY'RE HERE!**

**... AND YOU CAN GET  
THEM IN 15 DAYS!**

The scale with the greatest net earning power on the American Market. Gives a character reading or fortune with every weight, but you don't buy tickets or ribbons and continually service the scale. Wide coin chute to prevent clogging.

No levers or knobs to operate. It is 100% automatic—the coin does all the work.

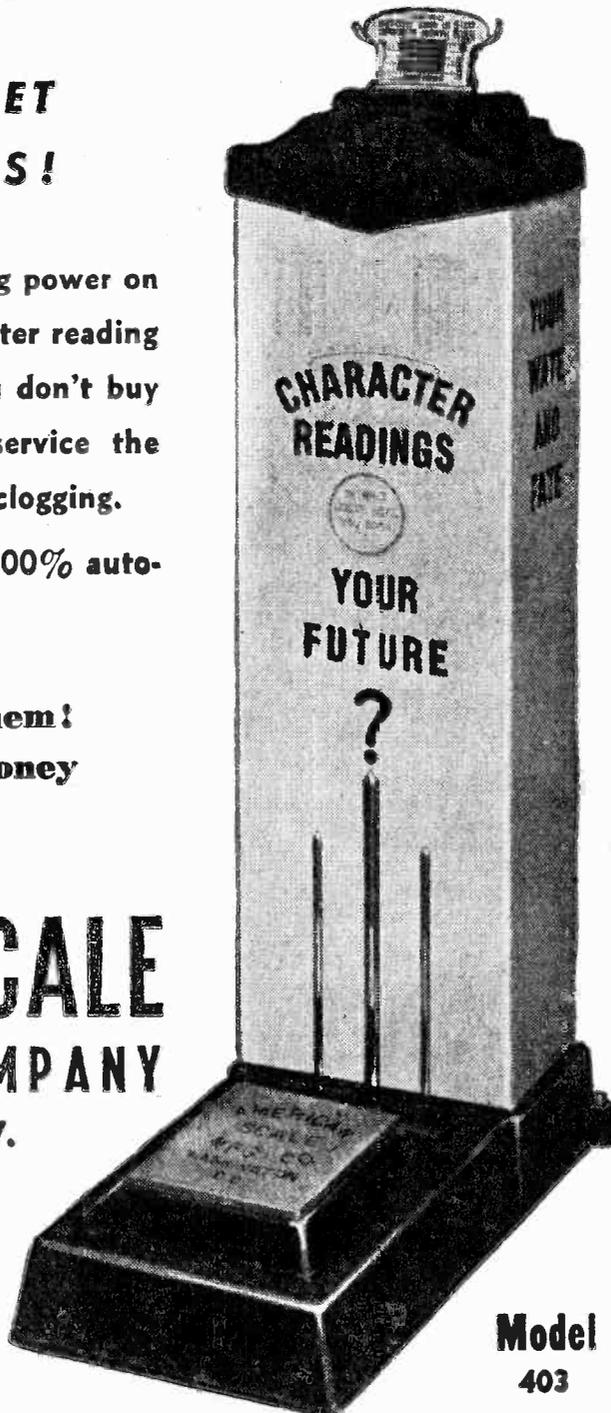
**Gets locations and holds them!  
Start earning real scale money  
by ordering today!**

**AMERICAN SCALE  
MANUFACTURING COMPANY**

3206 GRACE STREET, N. W.  
WASHINGTON, D. C.

Long Distance Telephone  
REPUBLIC 1355

Cable Address: "AMSCA"



**Model  
403**

## HERE'S THE WAY TO BIG CASH PROFITS



**ALL ELECTRIC—COMPLETELY AUTOMATIC. 10¢ COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN.** Designed to harmonize with the finest of fixtures. Passersby and customers stop, marvel and BUY.

**AUTOMATIC OPERATION:** Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.

**DIMENSIONS:** 60" height, 15" width, 15" depth. Shipping weight, 150 lbs.

**CAPACITY:** Size of Bag of Popcorn varied can vary from 6 to 12 oz. size.

**\$169.50**

Lots of 10, \$150.00 Each.

Specify 5¢ or 10¢ Play.

F. O. B. Cambridge, O.

5% for full remittance with order. Immediate delivery.

### SUPPLIES FOR POPMATIC

- Extra Heating Elements, Ea. .... \$5.00
- Popcorn, Per Lb. .... .14 1/2
- Glassine Bags, Per 1,000 .... 2.50
- Popping Oil (Packed 6 Gal. Per Case), Per Gal. .... 4.00

**P. K. SALES CO.**

507-509 Wheeling Cambridge, Ohio

## Vender Marvels Theme of Paper Maker's Promotion

PESHIGO, Wis., April 26.—An advertising brochure prepared by Badger Paper Mills, Inc., here, promoting their bond paper contains a detailed account of the almost limitless possibilities of the coin-operated vending machine industry.

"Put your dime in a slot," the copy begins, "and out comes a sizzling hot dog—bun and all—with, perhaps, even the mustard to go with it. That's just the beginning of what these automatic salesmen may have to offer you in the near future.

"Already, of course (and some of them, like the pay station telephone, are real old friends), we're quite familiar with the machines that dispense chocolate bars, peanuts, popcorn, soft drinks, cigarettes, gum and other confections at the drop of a coin. But our world of tomorrow will probably see much more of the everyday selling done by these efficient automatons.

"Let's imagine an up-to-the-minute apartment house of tomorrow. Instead of the little delicatessen shop that used to occupy the front basement apartment, you will probably see a neat row of machine vendors, stocked with popular varieties of canned vegetables and meats, frozen foods, milk, butter, bread, packaged cheeses and other foods and confections that you were once able to pick up at the little store that was open after hours."

The brochure then speculated on the possibilities of a coin snack shop for the early riser or the person seeking a quick lunch. Venders here would serve sandwiches, soup, coffee and other food items, giving change where necessary.

Commenting further on the ad-

vance of the business, the pamphlet predicted that machines would be available to give a customer everything from a tank of gasoline to valet service, all at the drop of a coin.

"No, those old-fashioned slugs won't work in these smart, new-fangled machines. It's worth a try, but chances are pretty good that the machines will detect the fake coins and return them quickly, via the coin return. Of course, we're not guaranteeing that someone won't devise a method of swindling these robot salesmen, but vending machine

manufacturers will probably find the answer to most schemes in short order. It looks like you'll have to pay thru the slots for a considerable part of your living from now on."

## CIGARETTE MACHINES REAL BARGAINS

READY FOR LOCATION

- Rowe Royal, 8 Col. .... \$85.00
- 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. Cost \$35.00 each. My price .... 13.50

**SAVE THIS AD FOR LOW PRICES.**  
What have you to sell?  
Half Deposit. Phone: BA 9-0606  
**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia, Pa.

## Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

**IMMEDIATE DELIVERIES**

**Globe Type Victor \$11.75**

**Cabinet Type Victor \$13.75**

**THOMAS NOVELTY CO.**  
1572 Jefferson St. Paducah, Ky.

**BALL GUM**

5/8" Size, Premium Quality. Special consideration to quantity buyers.

**JOHN HORN**  
BOX 1155 ABILENE, TEXAS

**A ROUTE OF OUR Sanitary Vendors**

for Rest Rooms will give you a secure, permanent income. Write for details.

**Modern Sanitary Sales**  
620 West Saratoga Ferndale 20, Mich.

## Stamp Vending Would Benefit From Fla. Bill

TALLAHASSEE, Fla., April 26.—State Senate Committee on Finance and Taxation has under consideration a bill designed to exempt postage stamp vending machines from all excise and license taxes imposed by any taxing authority in the State.

Complete text of the bill follows: "Be it enacted by the Legislature of the State of Florida:

### Cite Public Service

"First: Whereas vending machines which vend only United States postage stamps make such stamps easily and readily available to the public without the necessity of travel by the public to post offices or the establishment of sub-post offices by the United States Government, it is hereby declared that such vending machines render a general public service and are for the general public good.

"Second: In view of such public service said machines are hereby exempted from the payment of any excise or license tax levied by the State of Florida or any country or municipality or other taxing district thereof.

"Third: The exemption contained in Paragraph Second hereof shall extend to and include such taxes for the year 1946.

"Fourth: All laws and parts of laws in conflict herewith are hereby expressly repealed.

"Fifth: In the event any section of this act shall be held or declared to be unconstitutional, the unconstitutionality of such action shall not affect the remainder of this act.

"Sixth: This act shall take effect immediately upon becoming a law."

## ★ SEE RAKE FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★



**MARVEL'S "POP-UP" ..... \$49.50**

**3 Reel Counter Game**

**NEW IMPS**  
6"x6"x6"  
Cigarette or Fruit  
Either 1¢ or 5¢  
**\$13.75 EA.**

**LOTS OF 6. SAMPLE, \$14.75**

### NEW COUNTER GAMES

- ABT CHALLENGER ..... \$65.00
- Marvel Pop-Up ..... 49.50
- American Baseball, without Stand ..... Write
- Gottlieb Grip Scales ..... 39.50
- Advance Electric Shockers ..... 25.00
- Baker Kicker & Catcher ..... 49.50
- Silver King Grip Vue ..... 49.95
- Amusement Whirl-a-Ball ..... 47.50
- Daval Best Hand ..... 59.50
- Daval Mexican Baseball ..... 57.50
- Daval Skill Thrill ..... 33.00
- Daval Buddy, 1¢ ..... Write
- Skill Games Bouncer ..... Write

### NEW VENDING MACHINES

- Northwestern Deluxe, 1¢-5¢ Comb., Plastic ..... \$28.20
- Northwestern Model 39, 1¢ ..... 12.75
- Northwestern Model 33, 1¢ ..... 9.85
- Northwestern Model 33, Ball Gum ..... 9.85
- Northwestern Model 40, 1¢ ..... Write
- Northwestern Model 40, 5¢ ..... Write
- Shipman Triplex Stamp Vendor ..... 39.50
- Advance Stamp Vendor ..... 18.00
- Star Card Vendor With 1000 Cards ..... 29.50
- DuGrenier Adams Gum Vendor ..... 24.50
- Victory Stamp Vendors ..... 19.50

### NEW SLOT MACHINES

- Columbia Deluxe Bell, 5-10-25¢ ..... \$209.50
- Columbia Twin Jackpot, 1-5-10-25¢ ..... 145.00
- Pace Deluxe Bell, 5¢, Chrome ..... 245.00
- Pace Deluxe Bell, Chrome ..... 255.00
- Pace Deluxe Bell, Chrome, 25¢ ..... 265.00
- Mills Black Cherry Bell, 5¢ ..... 248.00
- Mills Black Cherry Bell, 10¢ ..... 253.00
- Mills Black Cherry Bell, 25¢ ..... 258.00
- Mills Golden Falls, 5¢ ..... 258.00
- Mills Golden Falls, 25¢ ..... 288.00
- Mills Vest Pocket Bells, 5¢ ..... 74.50

### SUPPLIES & ACCESSORIES

- Spanish Peanuts, Per 30# Ctn. .... \$ 8.90
- Virginia Peanuts, Per 30# Ctn. .... 8.70
- Mixed Nuts, Deluxe, Per 30# Ctn. .... 14.70
- Pistachio Nuts, Red, Per 25# Ctn. .... 16.25
- Rainbow Peanuts, Per 35# Ctn. .... 11.55
- Army and Navy Mix, Per 35# Ctn. .... 11.55
- Plastic Charms, Series #1, Per M ..... 3.50
- Plastic Charms, Series #2, Per M ..... 4.50
- Sassy Wise-Crack Button, Per 1000 ..... 8.00
- A to Z Alphabet Charms, Per 1000 ..... 5.00
- Penny Counting Scales ..... 19.50
- Penny-Nickel Pocket Coin Counters ..... 1.25
- Stands for Bulk Vendors (Pipe) ..... 4.00
- Stands for ABT Challengers ..... 7.50
- Stands for Counter Games (Pipe) ..... \$4.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT. Send for Complete List of Coin Operated Equipment. We Accept Trade-Ins.

## RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

### CIGARETTE MACHINES

- NEW ROWE CRUSADER, 8 Col. .... Write
- NEW UNEEDA, 8 Col., 510 Pack Cap. .... \$159.50
- NEW UNEEDA, 6 Col., 380 Pack Cap. .... 149.50
- Rowe President, 10 Col. .... \$127.50
- Rowe Royals, 10 Col. .... 100.00
- Rowe Royals, 8 Col. .... 85.00
- UNEEDA Model 500, 15 Col. .... 115.00
- UNEEDA Model E, 8 Col. .... 57.50
- DuGrenier Champion, 9 Col. .... 89.50
- DuGrenier V. 7 Col. .... 54.50
- National 630, 150 Pack Cap. \$ 32.50
- Rowe 6 Col., 150 Pack Cap. .... 32.50
- DuGrenier 4 Col., 100 Pack Cap. .... 24.00

**DUGRENIER MODEL W \$60.00**

### CANDY MACHINES

Rowe, 120 Bar Cap. .... \$ 89.50

Rowe De Luxe Model With Lights, 120 Bar Cap. .. 110.00

Uneeda, 102 Bar Cap. ... 70.00

National 9-18 Standard, 162 Bar Cap. .... 110.00

Advance 64 Bar Cap. .... 37.50

**PENNY INSERTING MACHINES .... \$35.00 and up**

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
One-Third Deposit With Orders—Balance C. O. D.  
PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET BROOKLYN 11, NEW YORK

### Mass. Mayor Says Springfield Wants Coin Mach. Firms

SPRINGFIELD, Mass., April 26.—“The increasing national significance of the coin machine industry” was recognized by Mayor Daniel J. Brunton in a spontaneous speech to employees of the American Time Corporation (ATC) over the firm’s loud-speaker system this week.

Mayor Brunton declared that he hoped more coin machine manufacturing concerns would find their way to the area “because it is a desirable type of manufacturing operation for the city of Springfield.” The visit was made by the mayor and a group of his officials to pay their respects to the year-old manufacturing firm of coin-operated devices.

### Urge Park Meters To Aid Motorists

HARRISBURG, Pa., April 26.—Legislative Committee of the Pennsylvania Motor Federation, during a recent two-day convention here, adopted a resolution to sponsor legislation which would require municipalities to use parking meter receipts for the benefit of motorists.

Instead of municipalities using these funds for a variety of purposes, as at present, new legislation would provide that they be set aside for maintenance of meters, streets and highways and to provide off-street parking.

### Candy Imports Mount in 1947

WASHINGTON, April 19.—Importation of candy is expected by government observers to take a jump due to the fact that industrial sugar users will continue to be subjected to curtailment in their supplies. January figures bear this prediction out, as the Census Bureau has reported that candy imports for that month totaled 4,359,801 pounds valued at \$818,911. January, 1946, saw 1,512,491 pounds valued at \$255,822 imported.

Conversely, however, preliminary reports for February reveal a drop from the same month in 1946 when 1,594,625 pounds, valued at \$322,276, were imported, while in February, 1947, the figure was 2,177,861 pounds valued at \$373,348. Imports for the first two months of this year, however, were greater than for similar period a year ago. Fall is observed to be the time when candy imports normally are highest.

#### Imports Dropped in '46

While present trend in candy imports is up, last year’s total imports fell off about 18,000,000 pounds from the 1945 level. The limited issuance of import licenses during first half of 1946 is held responsible for this fact. Second half of 1946, quota of 75,000,000 pounds for the year was set for candy from Cuba; actual imports from this country totaled but 38,065,000 pounds for the year. During 1945 Cuba exported 49,872,000 to the U. S. Mexican candy imports took a drop last year; 2,885,000 from 3,313,000 in 1945.

Last year about 1,100,000 pounds of sweetened chocolate and 6,600,000 pounds of unsweetened chocolate were imported.

### Cookie Venders in Kansas City Push Chocolate Flavor

KANSAS CITY, Mo., April 26.—Chocolate is the No. 1 American flavor in cookies as well as candy—at least around local factories and banks, Park T. Davis, manager of Concessionaire, Inc., reports. Company operates a string of Statler Distributors’ venders for Sunshine Biscuit products.

Next to chocolate in the cookie taste of vender customers comes a vanilla cream sandwich confection, he says. His firm now handles six flavors.

Davis says he has found factories, particularly in Kansas City’s humming garment trade, far out in front as locations. “Banks and offices do very well, but they don’t rate with factories as top locations,” he said.

Best spot he has found for cookie venders is right next to the soft drink machine, he reported, but he expects to better results this summer from machines near ice cream venders. “I figure that nearly every one will want a cookie with their ice cream,” he declared.

His company services all cookie venders at least once a week, he said. The best locations are serviced every other day, some of the others twice a week.

#### Hartford Vending Co. Files

HARTFORD, Conn., April 26.—Trade name, Hartford Vending Company, 38 Violet Street, Hartford, has been filed with the town clerk’s office. Filing was by Silvio Mendill.

**GRAB ALL TOOL**

**PUTS EVERY CHARM IN PLAIN VIEW IN YOUR VENDING MACHINE**

**75c PREPAID** (\$1.00 Prepaid East of Rocky Mountains)

**Jobbers Wanted**

**NATIONAL DISTRIBUTOR**

**LEON "Hi-Ho" SILVER**

760 HAYES ST. SAN FRANCISCO, CALIF.  
Phone: MArket 1073

**3 Reel Counter Game**

**NEW IMPS**

Immediate Delivery

Cigarette or Fruit

Either 1¢ or 5¢

**\$13.75 EA.**

LOTS OF 6

**SAMPLE, \$14.75**

**M & M's MIXED COLORS**

Any quantity. Immediate delivery. Per Lb. (25 lb. minimum). Cashier's check or money orders. No C.O.D.'s.

**47¢**

**BRAND NEW ABT CHALLENGERS**

**\$49.50 each**

STANDS—\$7.50 EACH

One Month Old Models \$39.50 EACH

**SHIPMAN**

Triplex Stamp Machine. Brand new! Vends 1c, 3¢ and new 5¢ airmail postage stamps. slugging, compact, foolproof. Immediate delivery. Operator's Price

**\$39.50**

Distributors interested in selling our Shipman Stamp Machine, write for details.

**VICTORY**

Duplex Stamp Machines. Brand new! Vends 1c and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

**STAMP FOLDERS**

For Shipman, Schermack, N. Y., Victory

10,000 ..... \$ 5.75

25,000 ..... 13.95

**\$19.95 Lots of Ten**

Single, \$24.95

**FRANTZ SCALES**

Your Best Buy! The Original Pace Scale with greater improvements.

**Aristo Scale \$115.00**

**Mirror Scale \$125.00**

**HOT NUT VENDORS**

**\$34.50**

Brand new, simple, accurate, dependable. 6 lb. capacity.

Write for Catalog on Bulk Vendors, Games, Etc.

**1/3 Deposit on All Orders**

**PARKWAY MACHINE CORPORATION**

623 W. NORTH AVE., DEPT B      PHONE MADISON, 1447      BALTIMORE 17, MD.

**THE MASTER**

really is the only machine on the market that will handle either peanuts or ball gum and sell either on a cent's worth for the penny or five cents' worth for the nickel without any changes or extra parts. Sample machine, \$17.50; two to eleven, \$16.25; twelve to forty-nine, \$15.50; fifty and up, \$15.00.

Every machine guaranteed.

**THOMAS NOVELTY CO.**

1572 Jefferson St. Paducah, Ky.

**FAMOUS EPPY CHARMS**

Series #1

**\$3.50 per M**

**SAMUEL EPPY & CO., INC.**

113-08 101ST AVENUE RICHMOND HILL 19, L. I., N. Y.

**NEW OPERATOR'S DREAM COME TRUE \$25.00**

**SPIN-IT**

**5c ALMOND VENDER**

A NATURAL FOR COCKTAIL LOUNGES & BEER TAVERNS

The Spinning Reel with 6-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 — Bal. C. O. D.**

**DISTRIBUTOR OPPORTUNITIES AVAILABLE**

**AUTOMATIC ENTERPRISES**

8200 BEVERLY BLVD.      LOS ANGELES 36, CALIF.

**REGAL PEANUT MACHINES**

For Bulk Merchandise

(PISTACHIO, ALMOND, PEANUTS, ETC.) Machines and All Parts Available Thru Us

1 to 24 Machines ..... \$13.95 each

25 to 49 Machines ..... 12.50 each

50 Machines and Up ..... 11.50 each

Above Prices F. O. B. Our Shop. One-Half with Order, balance C. O. D.

We are Exclusive Distributors in New York State. We Sell Candy and Nuts at Wholesale Prices.

**DE LUXE VENDING MACHINE SALES CO.**

125-01 Jamaica Ave. Richmond Hill, N. Y. Virginia 7-9766

**Vendi-Freeze Corp.  
Names Distributor  
In California Area**

BIRMINGHAM, April 26.—Vendi-Freeze Corporation announced the recent appointment of Vendi-Freeze Sales Company of California as State distributor for its ice cream vending machine.

Vendi-Freeze Sales, headed by R. A. Kelsey, firm president and general manager, will soon move its headquarters to San Diego, and set up showrooms and offices in Los Angeles.

Firm's vending machine is electrically operated and refrigerated and dispenses ice cream bars for 10 cents. Base of the machine is 24 by 24 inches and comes in different height measurements.

**Peanut Council  
To Hold Annual  
Meet in Texas**

GALVESTON, Tex., April 26.—National Peanut Council's (NPC) 1947 annual convention, to be held at the Galvez Hotel May 11-13, is expected to host the biggest attendance in the council's history if advance registrations are any indication, convention officials said this week.

Opening meeting of the convention will be an executive meeting May 11, 11:30 a.m. to 1:30 p.m., at which James E. Wood, council president, will preside. At 2 p.m. a government meeting is scheduled; W. T. Parker will preside. A beach barbecue is scheduled at 6 p.m.

Next day, May 12, a business session will commence at 9:30 a.m., with Wood in charge. Emmet Martin, president of National Food Distributors of America, will speak at a luncheon. At 6 p.m. a social hour is planned.

Closing day, May 13, will begin with an executive business session at 9:30 a.m. Wood will again preside. Guest speakers will comment on important developments affecting the peanut industry. Dinner is to be at 8 p.m., after which toastmaster Ralph McMillen will present 1947-'48 officers. There will be a party and dance after the dinner.

**Robert M. Waggener  
New Sales Chief of  
Miami Vending Firm**

MIAMI, April 26.—Robert M. Waggener, former president of Coin Machine Acceptance Corporation (CMAC), Chicago, has been appointed vice-president in charge of sales for Vendors Distributors, Inc., here, according to an announcement by Frank Q. Doyle, firm president.

Well known to members of the coin machine industry for a number of years, Waggener had been associated with CMAC since its organization in 1940 and had been president of the company for a year before he left there about a year ago. He is a veteran of the finance business, having been connected with the American Business Credit Company before joining CMAC.

Vendors Distributors here is distributor for Aireon phonographs, "Pop" Corn Sez venders, Coin-O-Matic Cashiers, Bert Mills Coffee machines and other types of merchandising equipment.

**Florida Bill Would  
Permit 4-Cent Tax  
On Cigs by Cities**

TALLAHASSEE, Fla., April 26.—Cigarette tax of 4 cents a package would be permitted by Florida cities, which tax could be deducted from receipts of the State tax, under terms of a bill introduced in the House April 18 by Representatives Gautier and Elliott, of Dade and Palm Beach, respectively.

Passage of the act would bring in an estimated \$9,000,000 annual return for the cities of the State, the Florida League of Municipalities contends. Governor Caldwell, however, has voiced opposition to any such diversion of State tax sources to cities.

Cigarette dealers who paid the tax to the cities could receive credit on their State tax bill by presenting certificates of payment to these cities.



Machines are vending practically anything poured or packaged. Even full course meals are now available at the drop of a coin. Each buyer looks for pre-selection, quality, quantity and convenience and the coin mechanism is called upon to deliver accurately and continuously.

HAYDON electric timing motors in coin-operated mechanisms offer greater dependability and control, unaffected by vibration, tilting or jarring. HAYDON motors, totally enclosed . . . dust-proof . . . moisture-proof, are employed where speeds from 450 to 1 revolution per 1000 hours are required. Rated 6 to 220 volts with 50 and 60 cycle frequencies.

HAYDON timing motors serve thousands of satisfied customers and are recognized for outstanding performance in coin mechanisms. Request fully illustrated HAYDON catalog and name of the nearest HAYDON REPRESENTATIVE.

WRITE HAYDON DIVISION 10, FORESTVILLE, CONNECTICUT

**HAYDON**

MANUFACTURING COMPANY, INC.

FORESTVILLE

CONNECTICUT

HARNESS TIME TO

YOUR PRODUCTS

SUBSIDIARY OF GENERAL TIME INSTRUMENTS CORPORATION

**THE 'ACME  
ELECTRIC SHOCK**



Price of Machine . . . . . \$25.00  
2 to 11 Machines . . . . . 18.75  
Bracket (if desired) . . . . . .50  
Floorstand (if desired) . . . . . 4.00

**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.

**"BUBBLE"  
BALL GUM**

5/8" 140 count

3500 Balls per case

1 to 7 CASES . . . . . \$20.00

200 Lbs. or More

**75¢** Per Lb.

Check, Money Order or Cash With Order.  
Minimum Order 25 Lbs.

**INTERSTATE  
MERCHANDISE CO.**

1196 Commonwealth Ave.,  
Boston 34, Mass.

**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.

# JUKE RENTALS---SOLUTION?

## Chi Operator Gives Facts

Cite 65% boost in rentals business over pre-war levels—steady operation

CHICAGO, April 26.—Boosting juke box rentals as a profitable auxiliary business may be a partial answer for many music operators currently pressed by high overhead costs and other adverse conditions. Illustration of what can be done in this field is the firm of Walter Oomens Sons here, which has conducted a rental section since 1933. According to Anton Oomens, manager, the company expanded its rentals 145 per cent during the war, and has now leveled off to a comfortable 65 per cent gain over pre-war business.

A feature of the rental business, Oomens said, is that the smaller, lighter machines (the only type used for rentals) taken off regular locations when new equipment is installed, will continue to bring in returns. The older of these rental units, in turn, may be traded in on new machines when such machines are purchased as replacements for smaller jukes being retired from regular location spots. Oomens' regular practice, however, is to maintain a fairly stable group of rental machines, and not use them to any great extent for new machine trade-ins.

### Good for Smaller Cities

Operators in smaller cities should also find setting up a juke rental service is good business. According to available statistics, there are always 50 to 100 small parties and social functions going on every Saturday night in any city of 100,000 population. These affairs invariably call for some form of music, ". . ." and (See CHI OPERATOR on page 116)

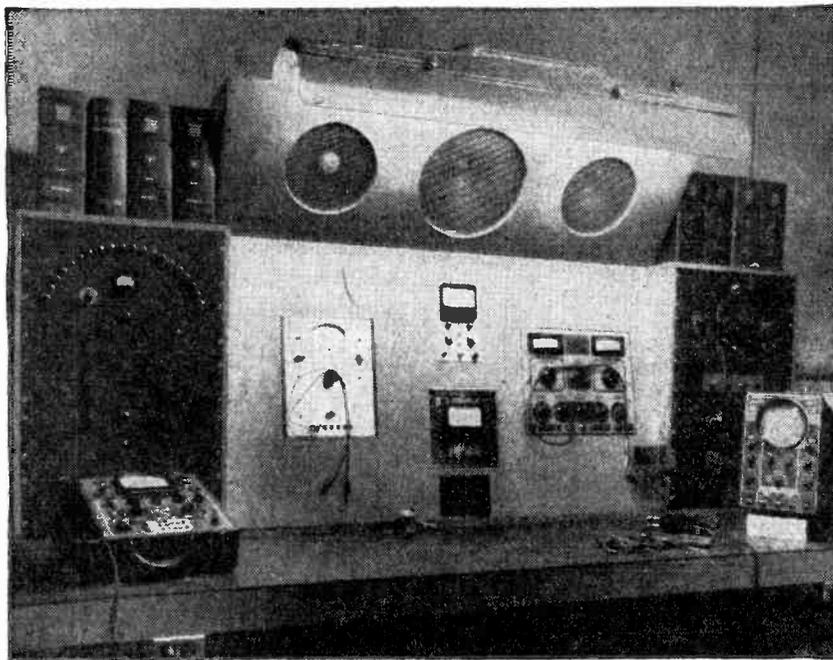
## Hold Your Own Newsreel Showing

Prints of *The Billboard's* convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department  
The Billboard  
155 North Clark Street  
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.



TESTING EQUIPMENT used by Walter Oomens Sons, juke box rental concern, for testing electric amplifiers as well as electric changing and selection systems, including remote control, on music machines.

## Gallagher Decides Against Fighting for MOASC Title

LOS ANGELES, April 26.—Officers and members of the Music Operators' Association of Southern California, headed by Dick Gallagher, will not resort to court action to clear the association's title but will apply for another charter. Samuel Rummel, attorney, advised the group to seek another charter rather than risk a large sum of money to clear the incorporation of MOASC.

Decision to take this action was made at a meeting held at MOASC offices Monday night (21). The Gallagher-led group was organized in February, 1946. Existence of a second MOASC was revealed the previous Monday when cards were received by music operators announcing the joint meeting of MOASC and Southern California Automatic Music Operators' Association (SCAMOA). The MOASC group meeting with SCAMOA was headed, according to the card, by Ken Spalding.

### 30 People Attend

About 30 people attended the Gallagher-MOASC session, with SCAMOA having a strong representation at the open meeting. Rummel opened the meeting with a brief discussion of the charter and his suggestion to apply for another.

Gallagher took over the meeting and talked briefly about the services an association would give. These included phone service, deliveries to be made to the association's offices for pick-up, record rooms for auditioning products of the various companies, legal and tax advice, etc. He emphasized that "no high priced personnel" would be employed and that the membership would be \$1 per machine with a minimum of \$25 per year. Association would be non-profit.

A vote was taken on the question, "How many of you believe such an association should be formed?" Gallagher put the question to the group for a vote. Only eight voted for such an organization.

Other questions were put to the group, including one by Irving B.

Gayer, who asked: "Why another group when MOASC is functioning?" Jack Dolan, of Coincraft of California, urged that any association formed should not dwell on personalities.

Gallagher called on George Arraj, SCAMOA president, who was in the audience. Arraj said that he had heard no "legitimate complaints against SCAMOA."

Following discussions brought out that MOASC was reorganized, with 26 operators representing 2,200 machines. Bob Bard, operator and manufacturer, who is presently not affiliated with any association, asked if the organizations plan union affiliation. Gallagher answered that so far only tentative by-laws have been drafted. "It is up to you to join the association and help make plans concerning your operation," Gallagher answered. (SCAMOA until recently was affiliated with B-11, International Brotherhood of Electrical Workers).

Ray Powers, of the distributors' association, offered the co-operation of his group and Rodney Pantages discussed the successful organization work of the telephone music operators. The seven telephone music operators have labor relations counsel and so far has not been unionized.

Meeting ended with only a few points settled. MOASC, which will be known by a new name under the charter it will seek, will inform operators of its stand on commissions, spot jumping, taxes, financial standing and the amount of money paid employees. The only paid employee is Mollie G. Simon, who was with the Associated Operators of Los Angeles County, Inc., for several years. Her title, business co-ordinator.

## Okay Juke; Ban Live Music

MINOT, N. D., April 26.—City council here recently passed an ordinance which will allow juke boxes and radios in the city's bars but ban live music. Only one dissenting vote was recorded.

## Dixon Quits Ohio Assn. Presidency

Jack Cohen New Chief

CLEVELAND, April 26.—Resignation of Leo J. Dixon as president of the Ohio State Phonograph Owners' Association was announced by the association this week. Dixon, who had held the office since the association was launched in 1939, submitted his resignation April 17 because of ill health.

This latest development completed revamping of the association's officer slate within a period of a month. Changes resulting from resignations and new appointments are as follows:

### Cohen Succeeds Dixon

Jack Cohen moves up from vice-president's post to fill the vacancy created by Dixon's resignation. Cohen also is president of the Cleveland Phonograph Merchants' Association.

Harold Copeland, of Youngstown, has been appointed to succeed Cohen as vice-president.

James S. Ross, vice-president of the Cleveland group, was recently appointed secretary-treasurer to fill the unexpired term of Harry Lief, Cleveland, who also resigned because of ill health.

Dixon helped to found the Ohio association in 1939, and has led its activities over a seven-year period in which it has been one of the most active and progressive trade groups in the country. His music machine distributing activities were centered until last year in the Triangle Distributing Company of Cleveland. In September, 1946, he purchased Manhattan Phonograph Company of New York from Dave Margolin, and since then has headed both firms.

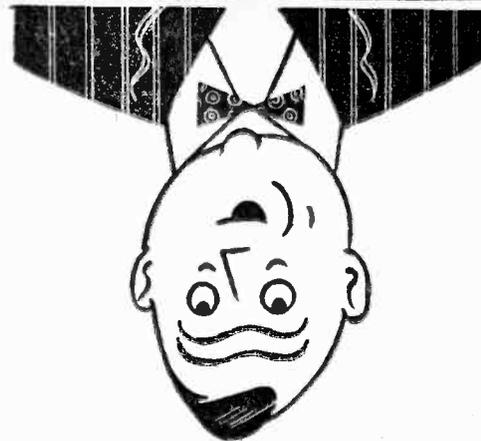
### Cohen Active in Ohio Associations

New president, Jack Cohen, who heads Timed Music, Inc., of Cleveland, also has been a leader in State association work in his post as vice-president. As president of the Cleveland group, he is credited with originating the idea for the hit tune of the month promotion program which has made a national impression on the trade. Together with other leaders of the Cleveland chapter, he has been active in an extensive public relations program which has placed the city's juke box trade in an enviable position.

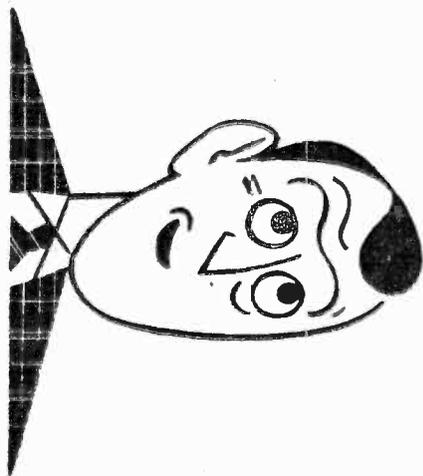
Officer changes come on the eve of the Ohio association's annual convention, scheduled for May 5 at the Carter Hotel in Cleveland.

## Correction

In the April 5 issue of *The Billboard* the Phoenix Distributing Company, Phoenix, Ariz., was reported as having been sold to the Music Service Company. Story should have stated that the firm was "sold to James Kelly."



**maybe your viewpoint is different...**



Maybe, from your viewpoint, the answer to increasing your income is to increase your prices—namely, to introduce quarter-dime play.

Or, maybe you look at it from a different direction. Perhaps you figure a better way is more play per phonograph rather than more pay per play.

Our viewpoint is this. We think every Music Merchant is entitled to more money than he is making today.

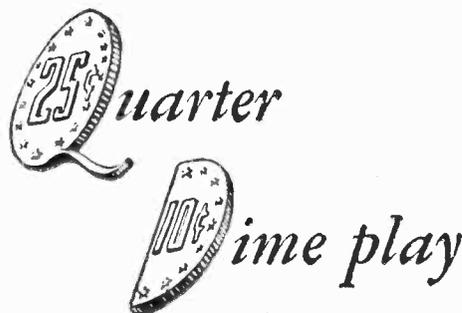
We want to help him get it.

That's why Wurlitzer is actively promoting quarter-dime play—**MORE PAY PER PLAY.**

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**SUPPORT NATIONAL  
MUSIC WEEK MAY 4-11**

## Imig Named To Head S. D. Juke Op Association

SIOUX FALLS, S. D., April 26.—South Dakota Phonograph Operators' Association (SDPO) announced that Mike Imig, Yankton, was elected president at the organization's quarterly meeting held here recently.

Other officials elected by SDPO were as follows: Norman Gefke, Sioux Falls, vice-president; Harold Scott, Mobridge, re-elected secretary. Elected directors were Robert Swift, Sioux Falls; Clarence Unice, Twin Brooks, and Arnold Brevix, Watertown.

Association was formed in the early part of 1946, held quarterly meetings at Huron, Watertown, Deadwood and Mobridge during that year.

Next meeting will be held in South Dakota's capital, Pierre.

## "Mam'selle" Plugged On Cleveland Jukes

CLEVELAND, April 26. — Cleveland Phonograph Merchants' Association (CPMA) are pushing *Mam'selle* as the hit tune of the month for May. Selection was made when a hit tune prevue of the month was held in Cleveland Public Music Hall recently.

Co-sponsored by CPMA and *The Cleveland Press*, the prevue method of tune selection will again be held May 5, the date of the eighth annual convention of the Ohio State Phonograph Owners' Association, when the hit tune for June is to be determined.

## RECORD TRAYS

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## Chi Operator Gives Facts On Juke Rentals Solution

(Continued from page 114) what better type than that supplied by a juke box," Oomens grinned.

Oomens said that he entered the rental business after repeated requests on the part of friends and neighbors for the use of a juke box during a party or celebration proved there was a need for a juke rental service. "When we began renting the machines in 1933 the biggest problem was that there were no older units available to use and we had to use new or nearly new equipment," he said.

### In Demand During War

The Oomens brothers—John, Larry, Joseph and Pete, who assist Anton in the rental end of their juke box operating business—say that during the war many "going away" parties, in combination with high war workers' salaries and the general trend toward morale-building celebrations, accounted for the sudden rise in demand for juke rentals.

The 10 juke boxes Oomens has available for this service range from 1936 to 1940 models, representing just about every make on the market. The 1940 models predominate. There are 12, 16, 20 and 24-record machines. New juke boxes are kept for route locations, as their use in rental service would not be profitable, the brothers say.

### Earlier Methods

In the early years of rental service, Oomens said, the practice was to give the person who rented the machine a key so that he could replace or turn over those records in the changer mechanism and gain a greater variety of recordings. The individual's own records or extra records Oomens supplied were used. This led to heavy repair costs as the average person, unfamiliar with juke changing mechanisms, unintentionally mishandled these units during the record changing process and damaged them.

Now the machines are delivered locked and only those records in the juke box are available for the customer to play. Of course, a choice of records is given to the customer.

Oomens asks what records and artists are preferred when the customer phones in his order, and requests that additional disks be named in event the one specified is not in stock. About 95 per cent of the customers name the individual recordings they want on the machine. Still the leading number requested today is the *Beer Barrel Polka*. Appropriate holiday songs and wedding music is also requested and supplied for such occasions.

Oomens claims repair costs on rental machines, now that the mechanism is no longer left open, is no higher than for the firm's regular location machines. Every juke box is tested and checked upon return to the shop after each rental. Delivery and pick-up of rentals is done with an open truck and there is no noticeable wear and tear on such equipment over and above that stationed in permanent location spots.

### Heavy Week-End Business

"Week-ends, naturally, draw heaviest on rental juke boxes," Oomens said. "We have discovered that the most consistent, year-round calls for our rentals come from weddings, which are the biggest single occasion using this type of service. In June and early July most of the machines are rented for an even greater number of weddings." He named general parties as next highest bidder for rentals. Of the holidays, Christmas is the major juke rental season, with New Year and Halloween following

in that order. "We could use 50 rental machines during these holidays," he said. During Christmas week many factories rent the machines for use on their premises or in halls to furnish music for employees parties, Oomens explained.

"The juke rental business, tho it is a 12-month demand and keeps machines going and coming thruout the year, tends to drop off after the last of July and begins to pick up again in early October," Oomens revealed. Type of spot most rented juke boxes are set up in has been found to be one of these three—private home (mostly in the basement), halls and hotel suites. Private homes take about 40 per cent of all juke rentals and halls and hotels about 30 per cent each.

### Schools Good Customers

Other calls for juke rentals come from G.I. trade schools, elementary and high schools, occasional church carnivals and street dances. In a few instances, juke boxes are called for only as "props" in a school play.

Price charged for rentals varies with type of machine desired, distance it is hauled and to what floor it is carried. Under no conditions will Oomens haul a machine over 3½ miles. Time required for such a delivery was given as the reason for this policy. "We operate within a radius of 3½ miles from our shop, and should we receive a call for placement of a machine beyond this limit we contact another rental firm closer to the spot."

Machines are rented on a day basis. For Saturday night affairs, when in a private home, the juke is delivered Saturday afternoon and picked up the following Monday morning. Average length of time for which a machine is desired is one evening; average number of plays per rented machine has been found by Oomens to be 200 with as low as 100 sometimes recorded.

"From \$12 to \$20 per rental is charged," Oomens said. Lowest figure is for a 12-record machine delivered to a first floor or basement spot. No machine is ever delivered beyond the third floor if there is no elevator in the building, and in the case of manually carrying the machine above the first level, only 12-record juke boxes will be delivered.

The juke rental business is still above normal, if normal is meant to mean the period immediately preceding the war, Oomens claims. Business in 1947 to date has dropped off a bit from that of 1946, but a good steady rental trade is looked for in the coming years, he feels.

## Hold Eastern Mills Juke Show in Modern Music Headquarters

NEW YORK, April 26.—Premier showing of the Mills Constellation juke box in the East was held Wednesday (23) thru Friday in the showrooms of Modern Music Sales Corporation, with Nat Cohn and Earl Winters, firm partners, as co-hosts to the more than 500 visitors. Charles Schlicht, manager of the music division of Mills Industries, Inc., was on hand to answer operator questions.

Highlight of the showing was a cocktail party on Wednesday from 11 a.m. to 5 p.m., attended by many popular recording stars. Firm handles sales for the music machine in most of New York State, Connecticut and parts of New Jersey and Pennsylvania.

## Phono Pickup Patent Granted

WASHINGTON, April 26.—Patent for a phonograph pickup featuring a Piezo-Electric Crystal and a rotatable stylus holder has been granted by the United States Patent Office to Jean-Jacques Bessire, of Biel, Switzerland.

A damping device made of a resilient material is incorporated to damp resonance peaks of stylus vibrations, according to the description appearing in the *Official Gazette* of the patent office.

Application was made December 15, 1945, and patent carries the serial No. 635,204.

Complete description in the *Gazette* is as follows:

A pickup for sound reproducing machines comprising in a casing in combination a Piezo-Electric Crystal, a rotatable stylus holder in axial connection with said crystal, a permanent stylus fixed to said holder and having a record engaging point of delicate material, an intermediate resilient means interposed in the vibratory system defined by said crystal, holder and stylus and having a freely extending circumference, said damping member consisting of resilient material at least in the zone adjoining to said stylus and being adapted to damp the resonance peaks of the stylus vibrations, and a protective members movably mounted in said casing and adapted to occupy a closed position wherein said protective member movably mounted stylus point and damping member against the record, and to be moved by the moving record into an open position, whereby said stylus point being uncovered and engaging record.

## Bill Roberts Heads Sales for Aireon in 7 Midwestern States

KANSAS CITY, Kan., April 26.—Bill Roberts, who has been assistant to Vice-President Rudolph Greenbaum, of Aireon Manufacturing Corporation, has been appointed district sales manager for Aireon in seven Midwestern States, it was announced this week.

Roberts, effective May 1 will handle only juke box sales in Iowa, Nebraska, Kansas, Missouri, Arkansas, Oklahoma and Texas. His headquarters will continue to be in Kansas City, Kan. For a while he will work out of the Aireon plant here, but stated he will set up a downtown office as soon as he can find suitable space.

Roberts has been with Aireon five years and he has been in the automatic phonograph department since its establishment. Before taking the post of assistant to Greenbaum, he was in the advertising and public relations branch.

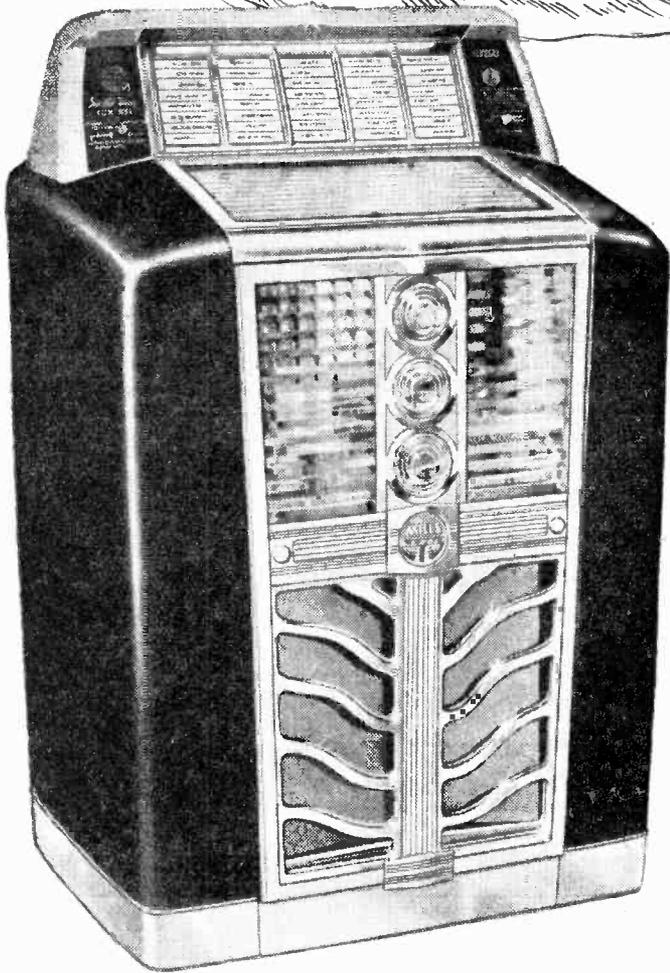
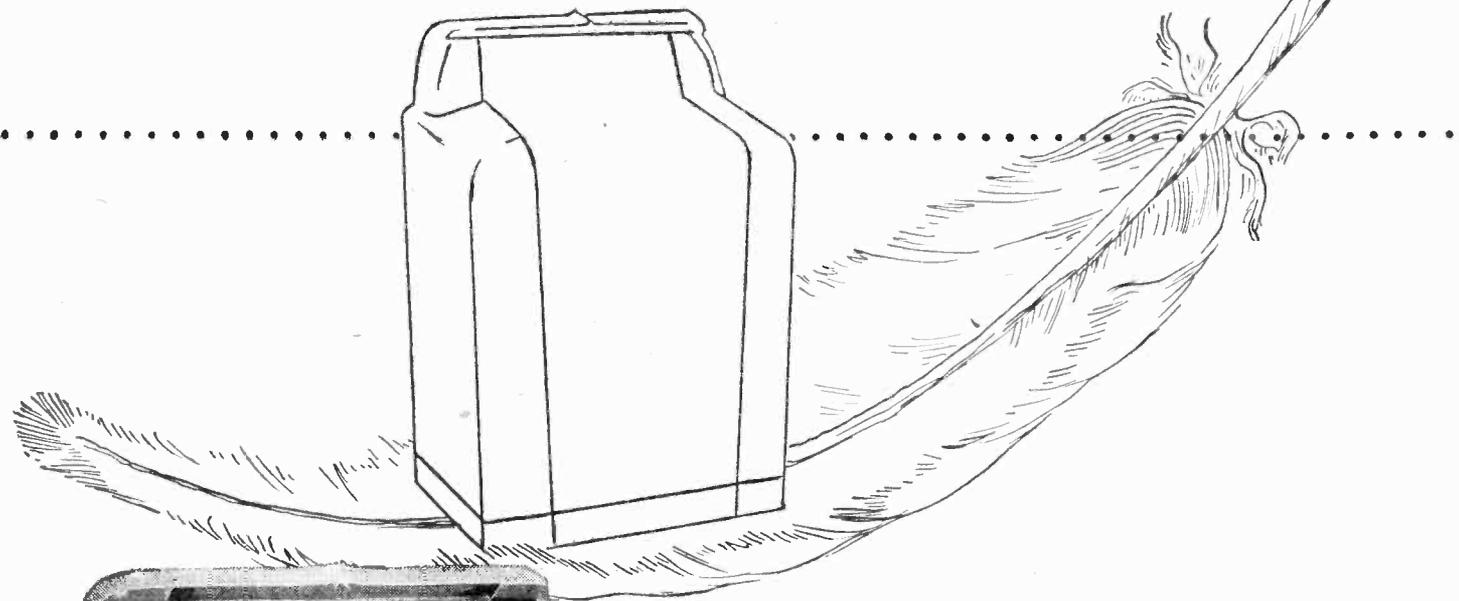
A successor for Roberts in Greenbaum's office has not yet been named.

## Recommend Jukes For High Schools

PHILADELPHIA, April 26. — Inclusion of a juke box in each high school's recreational program will help make the school become functional enough to meet the educational needs of this generation, according to Daniel Stiles, author of *High Schools for Tomorrow*.

In referring to the need for juke boxes as part of school equipment, Stiles stated last week that such recreational facilities along social, as well as physical lines, would do much toward making school a more inviting place for teen-agers.

# Aluminum Cabinet



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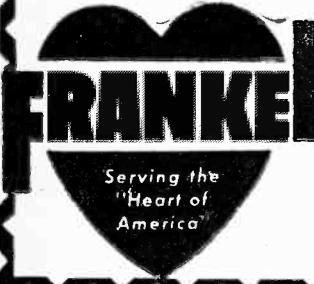
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## Juke Box Built in 1885 Plays Rolls, 3 Musical Instruments

CHICAGO, April 26.—The old and the new in coin-operated music devices vie for favor in the Green Lantern Tavern here in the form of an 1885 piano-roll playing machine and a modern juke box. Eddie Michelsen, the owner, also has a television set in the tavern.

Michelsen says the old machine, which he bought for \$35 and on which he spent \$65 for freighting and repairs, averages about 480 plays per week at 5 cents a tune. He said the modern juke averages 440 plays per week.

### Two Originals Left

There are only two of the original rolls left, each perforated to render 10 tunes, and each tune lasting for about three minutes. Ordinary player piano rolls cannot be used, Michelsen claims, as they do not actuate the tamborine, castinets and xylophone attached to the playing mechanism. The two remaining rolls were among those specially made for the machine over 40 years ago and new ones cannot be obtained.

Piano playing part of the machine was made by J. P. Seeburg Piano Company, Chicago, according to a legend stamped in the metal. Michelsen says the tamborine, etc., were added by "two Swedes" who constructed the "juke" in 1885.

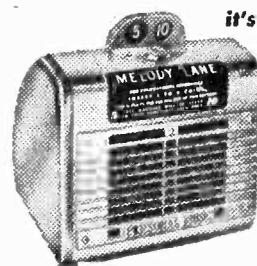
Control knobs on each side of the machine furnish means for silencing either castinets, tamborine or xylophone. Another knob, marked "loud-soft," controls the volume of the piano music. Tune selection is not possible, the next number on the roll being played when a nickel is inserted in the push-type coin chute

on the side of the machine. Nickels only can be used and of course there is no slug rejector. Michelsen said a surprisingly small number of slugs have been used on the machine.

Only new parts added, Michelsen said, were an electric motor to drive the mechanism and a new coin tube. Coin mechanism was otherwise intact and in operating order when he acquired the machine while vacationing in Mitchell, S. D., recently. Cabinet is about five feet high, four and one half feet wide and two feet deep.

Michelsen claims he recently turned down a \$1,000 offer for the machine.

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# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

## Tubb Stars

The picture, tentatively titled *Western Barn Dance*, is Ernest Tubb's first starring role altho he has been in other movies prior to this one.

Biggest splurge of folk music talent in the history of the Prince Albert network portion of the *Grand Ole Opry* took place recently. All on the same 30-minute section of the show were the regular emsees Red Foley, Roy Acuff and Ernest Tubb.

Rod Brasfield is making a series of guest appearances on the network Opry half hour this month. A veteran comedian, Rod got his start in show business by playing heavy tragedy with a road company in 1929.

It happened recently. When a high-powered automobile with an out-of-State license pulled up in front of the bank in Iuka, Miss., the Tishomingo County sheriff eyed it with suspicion. Keeping in the background, he watched four well-

dressed men get out. They looked around the outside of the bank, then walked up to the teller's cage. After talking with the teller, they strolled down the street, unaware that the sheriff followed their every move. He watched as they entered a hardware store and looked at a new shipment of guns. Then when they cruised around and re-entered the bank, the sheriff decided it was time to act. He approached and flashed his star, identifying himself. "I'm warning you boys," he said. "Don't try to pull a stick-up here." The four men looked surprised. "Stick-up?" one of them said. "Heck, we aren't gunmen" . . . "We're the York Brothers from WSM's *Grand Ole Opry*, sheriff; we've been looking all over town for you to get your permission to put on our road show in the courthouse auditorium!"

P. S. The sheriff was in the front row when the York Brothers act played the Iuka Courthouse.

## Song and Joke Book

The new song and joke book compiled by Froggie Cortez and Jake Taylor of radio station WMMN, Fairmont, W. Va., contains 101 jokes, individual photos of Jake and Froggie and several popular tunes they use over the air, including *Poison Ivy Blues*, *Farmer's Daughter*, *Bread and Gravy*, *South of the Border* (Parody), *The Monkey Song*, *Courtin' in the Rain*, *Wuzzy, Wuzzy, Something Oughta Be Done About That*, *Out in the New Mown Hay*, *Hannah*, and *Missus Sadie*.

Shorty Fincher, of the Prairie Pals, WWVA, Wheeling, W. Va., has retired to the background of radio entertainment and Johnny Boy Huey, singer with the Pals, has taken over as emcee of the air shows. This group formed their present combination (all but one member) back in 1940 when they opened Valley View Park near York, Pa. Many top radio and movie folk artists have appeared at Valley View since that time including such acts as Roy Rogers, Sons of the Pioneers, Hoosier Hot Shots, Dinning Sisters, Roy Acuff, etc. In 1946 The Prairie Pals left Valley View and moved East. Broadcasting over WDEL in Wilmington, Del, the Pals opened the 1946 season as operators of Deemer's Beach. Folks in that territory will long remember the Coast-to-Coast broadcast by Ernest Tubb and a portion of the Opry House Matinee from the outdoor stage of Deemer's. The Mutual Network carried the show.

Shorty is now busy getting his new park location, Golden Oaks, near Waynesburg, Pa., ready for the opening day, scheduled for May 4. He plans on continuing his proved program of scheduling entertainment from 1 p.m. till 11 p.m., and every week top names in the show business will appear there. Members of the Prairie Pals act are Shorty Fincher, Rawhide Fincher, Lonesome Valley Sallie, Johnny Boy Huey, Clyde Fogle and Pud Sloan. They are heard daily over Station WWVA at 9 a.m.

## Snooky Going West

Snooky Lanson, whose recording of *Light of the Silvery Moon*, made several years ago with Ray Noble, has now reached the 1,500,000 sales mark, will fly to the Coast this month for another waxing session with the Noble band. Snooky is now heard on several WSM shows including the network presentation *Sunday Down South*, which he emsees.

Eddy Arnold received the award of *Song Hit Magazine* this month as America's Best Loved Folk Singer for 1947. In addition to his *Grand Ole Opry* show, Eddy is now heard Coast-to-Coast on Mutual.

Banjo Murphy and His Radio Jamboree, including Tommy Can-

trell, Cliff Ress, Pat Finegan and Cowboy Jack Hunt traveled to Charleston, W. Va., to appear on the *Old Farm Hour* over radio station WCHS April 11, and to play in the Roxy Theater in Clendenin, W. Va., April 12. Banjo Murphy's *Radio Jamboree* is heard daily over radio station WADC, Akron.

## Red River Dave

Red River Dave, that Western crooner from WOAI down in San Antonio, Tex., has just returned there from New York where he's been busy making disks for juke boxes and general sale over the country. Dave also signed a contract with WFC Productions for two films to be released thru Universal in Hollywood.

The films, at present entitled *Echo Ranch* and *Lost Valley Days* are to be made within 100 miles of Dave's home town (San Antonio) on the Lost Valley Ranch near Bandera.

Some of the recordings that promise to make a hit on all the juke boxes in the near future are *What Is Life Without Love*, an entirely new novelty, *Coo See Coo*, *Italian Dream Waltz* and *Herr Schmidt*.

Dave also cut a series of Western transcriptions for the NBC Thesaurus Library. Listeners will also be hearing Dave's songs on his regular radio broadcasts over WOAI weekdays at 7:45 and 11:45 a.m.

Two songs by George Green, *What She Ain't Got She Don't Need* and *Springtime In My Heart*, are reportedly making top flight in the novelty class.

Jack Hunt and his Rhythm Ranch Hands are heard Monday thru Friday over WJLS, Beckley, W. Va., from 11:15 a.m. to 11:45 a.m. They are making many personal appearances thruout Southern West Virginia, and their stage shows feature their trained horse. . . . Cowboy Jack Patton has just arrived in Hollywood. He plans to guest star with all top notch Western bands and do recording and radio dates.

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SEEBURG Wallomatics, 5¢. Wireless	27.50
SEEBURG Wallomatics, 5¢. 3-Wire	24.50
PACKARD Wallboxes (used)	24.50
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FIBRE INSERTS (for Seeburg Wall Boxes) Sets each, 25¢—Minimum Order, 10 sets	2.50
SEEBURG Wall Box Covers. Cream or Brown	4.95
FIBRE Main Gears (Wurlitzer or Seeburg)	3.25
Lots of 10, \$2.75. Quantity Lots	2.50
B-3 CRYSTAL PICKUPS. Dated. Rock or Mills	2.75
FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush, Instructions). Dealers' Net	6.45
STAPLE DRIVER (Walsco). Dealers' Net	4.25

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# Governor Signs Iowa Bill For Gross Receipts Taxes On Jukes, Pins and Bells

## Argue Measure Might Be First Step to Legal Bells

DES MOINES, April 26.—Gross receipts of all juke boxes, pinballs and bell machines will be subject to Iowa's 2 per cent retail sales tax under a measure passed by the Legislature and signed by the governor. The bill was passed in both houses amid arguments that it would legalize bells in the State.

Pinball games and juke boxes have already been included under the State's property taxes, and the value of machines is included in the assessment of property. Operators of pinballs and juke boxes are, of course, already paying the State income tax on income from the machines. The new sales tax act, added to property and income taxes, becomes effective July 4, 1947.

### Endorsed by Governor

Labeled as a commercial amusement tax bill, the sales tax measure was drafted by a special tax study committee and had the endorsement of Gov. Robert D. Blue. It places a sales tax on the gross receipts of all forms of amusement devices and commercial amusement enterprises on which the tax is not now paid.

Exempted from the bill as it passed both houses, however, were bowling alleys and admissions to bona fide fairs or religious, charitable and educational activities. The tax is now applied to vending machines and to most entertainments for which admission is charged.

Bill principally would take in juke boxes, coin-operated radios, weighing machines, shooting galleries, billiard

and pool tables, pinballs and bells. Measure passed the House by a vote of 59 to 32 and the Senate by vote of 33 to 13.

### Bowling Alleys Exempt

The House took out and made exempt from the act all bowling alleys, and an attempt to put them back in failed in the Senate. Another amendment to place the tax only on "legal" devices failed by a vote of 24 to 22. Principal argument against the bill was that it would legalize bells in the State and that a 2 per cent sales tax was not heavy enough. However, no amendments were offered to increase the tax on bells. Proponents of the measure said the act is expected to bring approximately \$800,000 into the State treasury each year.

Because of the arguments, the House added an amendment which provides that nothing in the bill could be construed as legalizing bell machines or other devices now illegal under State law. But members of the Legislature indicated they believed the measure could be the first step toward legalized gaming in Iowa, and one representative said, "If it's a good thing to tax, we ought to legalize it."

Defenders of the measure pointed out that the State now collects the sales tax on liquor sold illegally in taverns, but the collection of the tax does not make the sales legal. They also said that the State collects on the income from operators of illegal gaming devices, but the State income tax does not legalize such devices.

# RECORD REVIEWS

(Continued from page 31)

ANITA ELLIS (Mercury 3059)  
*Ask Anyone Who Knows*—FT; VC.  
*As Long As I'm Dreaming*—FT; VC.

Anita Ellis, regular chirp on the Red Skelton NBC net show, applies her lush thrushing to a pair of hopefuls, with *Ask Anyone Who Knows* proving the most fertile melody for la Ellis's particular pipes. Tune is a sleeper number that boasts an unusually contagious melody and smart lyrics. Flipover is a tune from Bing Crosby's forthcoming pic, *Welcome, Stranger*, and this version may get spirited competition from other labels, but this piping will meet its rivals. Pairing boasts some interesting mellow string and reed back-grounding from Harry Geller, a promising wax maestro.

*Ask Anyone Who Knows* for the long-shot charts, with *As Long As I'm Dreaming* for those who play favorites.

GAY CROSSE (Mercury 8039)  
*Bop-Be-Bip*—FT; VC.  
*It's a Low Down Dirty Shame*—FT; VC.

Gay Crosse and his Cleveland combo have whipped up a formidable race pairing, with *Bop-Be-Bip* having all the essentials of a novelty that may hit with the Negro trade. Tune has a simple lyric and catchy melody and isn't an attempt at re-bop as the title might indicate. Reverse is the oldie Louis Jordan capitalized on for the Decca Negro series five years ago. Tune is done in shuffle tempo and should pull interest, for it hasn't been done since Jordan's popular spinning. The fronter does justice to both vocals.

*Low Down Dirty Shame* will get plenty of needling.

BILL SAMUELS (Mercury 8037)  
*Lilacs In the Rain*—FT; VC.  
*I Know What You're Puttin' Down*—FT; VC.

The Bill Samuels Trio applies its bass, guitar and piano blend to an oldie, *Lilacs in the Rain*, and the rendition of this very worthy standard may start a wax rush on the ditty. Samuels' flexible pipes go mellow for the three melodic oldie, with the three instruments providing neat backing. Reverse is a blues about a chick, who's the belle of the town, with fronter Bill again handling the words. Sides are of better recording quality than the trio's previous sides, with the instruments getting far better balance and reproduction.

*Lilacs in the Rain* looks like a cinch winner.

WALLY FOWLER (Mercury 6037)  
*Texas Red*—FT; VC.  
*St. Joe Blues*—FT; VC.

Composer-vocalist Wally Fowler, who scored with *That's How Much I Love You*, has another interesting Western ditty in his *Texas Red*, about a titian-tressed Lone Star belle. Reverse is more in the peculiar metier that made *That's How Much I Love You* a winner, and concerns his lament about a girl he left in St. Joe. Both sides are drivy, gutty Western swing, featuring hot cornet and electric guitar obligatos.

*Texas Red* will pull in the Lone Star State and wherever else they like rustic music.

ANDY RUSSELL (Capitol 386)  
*Dreams are a Dime a Dozen*—FT; V.  
*Unless It Can Happen With You*—FT; V.

Andy Russell will make 'em wilt with his honeyed voicing of *Dreams*. The beaut ballad is tailor-made for the Russell pipes. Celeste adds romantic sparkle to Paul Weston's dreamy setting. With Andy pairing his vocal talents with his wife, Della, twosome offers a cute treatment of the ditty-cutey, *It Can Happen With You*.

A twin-winner, both sides hold till-filling promise. With *Dreams* a cinch to soon register on the pop charts, topside is the

better bet for initial spinning, but ops will find the flip coming up fast.

PETE RIVERA (Victor 26-9014)  
*Cu-Tu-Gu-Ru*—FT; VC.  
*Confession*—FT; VC.

Latin rhythms of Pete Rivera's music are easy to take for the rumba dance enthusiasts. With piano flashing in the ensemble, there is also lyrical advantage in the spinning in the sugar-coated baritone of Angel Rosa, who impresses for the exotic *Confession* ballad played in the slow bolero rhythm. Ensemble joins in the singing for a spirited *Cu-Tu-Gu-Ru*, the familiar *Jack, Jack, Jack*.

Inviting for the rumba dancers.

KING COLE TRIO (Capitol 3933)  
*You Don't Learn That in School*—FT; V.  
*Meet Me at No Special Place*—FT; V.

Guitar, piano and bass provide the bright rhythmic setting for Nat Cole's smooth warbling of *You Don't Learn That in School*. The Roy Alfred-Marvin Fisher chuckle spurring clefting packs hit potential, with this contagious version sure to help it mount the tune ladder. The pace slows down for the flip, a bland ditty about a quarrelsome love affair, it still gets the quality treatment from the threesome, with Nat's voicing and sparkling ivory dusting responsible for any interest this side may hold.

It's another nickel snatcher for the King Cole books in *You Don't Learn That in School*.

SMILIN' ED MCCONNELL (Capitol 385)  
*The Doctor Song*—V.  
*Funny Things*—V.

Radio's Smilin' Ed McConnell aims this one at the kidisk trade. With the mike troubadour handling narration and song chores he tells of the youngster who wants to be a doctor so that he could have his doctor as a patient. Flip concerns itself with talking animals. Both sides are just what the doctor ordered for the 5-10 age bracket.

Disk is packaged in an eye-arresting orange-colored envelope.

Not suitable for juke use.

MEMPHIS MINNIE (Columbia 37295)  
*I'm So Glad*—FT; V.  
*Mean Mistreater Blues*—FT; V.

It's tops in race blues shouting that Memphis Minnie delivers, singing way deep down and phrasing it blue as the guitar and string bass beat out a throbbing rhythmic accompaniment for her own selections. Shouts it happy and at a lively clip for *I'm So Glad*, happy that her lover man is coming back. And contrasts with a slow and meaningful moan for *Mean Mistreater Blues*, singing it blue because she gave away all her money and her love.

For the race spots.

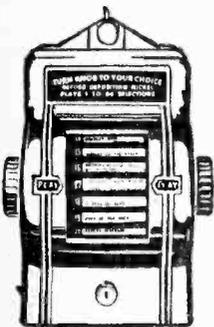
HENRI RENE (Victor 25-0079)  
*When Love Is Gone*—W.  
*Under the Bridges of Paris*—W.

Displaying a fine feeling for the continental melodies, Henri Rene uses a large studio band, rich in strings, to give a lilting interpretation to both of these standard French waltzes. Captures the continental atmosphere and brings instrumental attraction to the lovely melodies.

For the atmosphere spots.

(Continued on page 132)

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# Phono Patent Verdict Won By Rock-Ola

## Batavia Infringement

CHICAGO, April 26. — Batavia Metal Products, Inc., has been permanently enjoined by U. S. District Court here from infringing on automatic phonograph patents held by the Rock-Ola Manufacturing Corporation.

Federal Judge Philip Sullivan, in a judgment signed here recently, held that Rock-Ola was the sole owner of the patents in question and that Batavia and the U. S. Challenge Corporation, sales agent for Batavia, had infringed on the patents in the manufacture of juke boxes.

Injunction issued by Judge Sullivan restrains Batavia and U. S. Challenge from further manufacture, use or sale of phonographs infringing on patents held by Rock-Ola.

### No Damages

Judgment on the case, which was instituted by Rock-Ola in August, 1946, finally was entered thru consent of both parties to the litigation. No damages were involved because payment was waived by Rock-Ola attorneys.

Patents involved were three concerning a multi-selector unit and one which applied to a general record changer mechanism.

In answer to the original bill filed against Batavia by Rock-Ola, the former denied any infringement was involved because Batavia was manufacturing the phonographs under a license agreement with the Filben Manufacturing Company, Inc. However, it was Rock-Ola's contention that the Filben Company had no right to enter into such an agreement because of a previous contract between Rock-Ola and Filben.

*(The latter company is not to be confused with the National Filben Corporation, a Chicago firm organized late last year for the manufacture of phonographs utilizing the Filben mechanism. Present court action has no bearing on National Filben Corporation since it was not a party to the Rock-Ola-Batavia litigation.)*

### Signed Consent Decree

Later, however, new officers of the Batavia Company, which had become engaged in a reorganization under Section 77-B of the Federal Bankruptcy Code, decided not to fight the Rock-Ola suit and agreed to signing a consent decree, in effect admitting infringement of the patents.

The referee in bankruptcy handling the Batavia petition for reorganization previously had ordered cancellation of the license agreement between Batavia and the Filben Manufacturing Company. However, when Batavia sought permission from the referee in bankruptcy for entry of the consent decree in the Rock-Ola suit, the Filben attorneys objected on the grounds that the Filben Company was a creditor of Batavia and stood to suffer a loss thru entry of such a decree. Nevertheless, the referee approved Batavia's petition for authorization to consent to the entry of the decree adjudging the Rock-Ola patents valid and infringed.

### May Appeal

When the Filben attorneys filed a petition for review of the referee's decision by the court, the referee told the court in his certification of proceedings that Filben had never filed any claims in the Batavia reorganization proceedings and should not be considered a party to the suit. The

# ALBUM REVIEWS

(Continued from page 35)

## BLOOD AND SAND—VINCENTE GOMEZ QUINTET (Decca 265)

This is the fiery music of the Spanish gypsy that guitarist created and played for the *Blood and Sand* screen score. But instead of displaying his own artistry, Gomez loses himself in a quintet of four guitars and mandolin to which the rhythmic sounds of the timbrels have been added. And for his Spanish lyrics, has brought in Graciela Parraga, whose rich voice displays depth and dramatic power for this exciting music. The selections are set in the various Spanish rhythms, running the gamut from the fast and fiery Paso Doble to the slow and exotic Romanza in waltz tempo. The six sides include *Sangre y Arena*, *Verde Luna*, *Chi Qui Chi* for which the taps of the flamenco dancer is heard, *Romance de Amor*, *Torero* and *Pirate*. All fine examples of the Spanish dance music and played in exciting fashion by the quintet with Miss Graciela for the lyrical charm. Front cover embellished by a full length photo of Gomez, with movie stills and a photo of the singer making up the inside page. A descriptive eight-page booklet accompanies the set.

## POLKAS—LAWRENCE WELK (Decca 526)

The champagne music of Lawrence Welk bubbles all over the spinning for a set of eight gay and lively polka melodies with the maestro's own accordion squeezings pacing the waxing. Included with the maestro's own *Champagne Polka*, *Clarinet Polka* and *Barbara Polka*, are such two-step favorites as *Beer Barrel Polka*, *Pennsylvania Polka*, *Friendly Tavern Polka*, *Pound Your Table Polka* and *Home Again Polka*. Parnell Grina, Shirlie Grundy, Jayne Walton, Jo Ann Hubbard, Bobby Beers, Joan Mowery and Norma Lee share the vocal chores for four of the eight sides. Figure of a polka dance pair graces the front cover with notes on the maestro and his music for the inside page. Music ops will find many of these sides to their advantage for locations calling for the polka platters.

## ALFRED NEWMAN CONDUCTS—SWEETHEART MUSIC and HIT MELODIES (Majestic MZ 1 and MZ 3)

Two easy listening sets whipped together by Alfred Newman, conducting a large orchestra and playing all selections with a lush tone. And while overtones on several sides make for distortions, the over-all effect of the spinning is a favorable one. For the *Sweetheart Music*, it's a string orchestra playing in concert style such light favorites as *Intermezzo*, *None But the Lonely Heart*, *Drink To Me Only With Thine Eyes* and Debussy's *Beautiful Evening*, with the maestro's own screen music, *Street Scene* and *How Green Was My Valley* finishing out the set of three disks. Cupid figures make for a fetching front cover design with notes on the romantic music for the inside page. For *Hit Melodies From Hit Musicals*, Newman has culled the stage and screen scores. And using

referee's authorization order was affirmed by the court, which held that it was in the best interest of Batavia and its creditors to enter into the consent decree. It was reported last week that the Filben attorneys intend to appeal to the U. S. Circuit Court of Appeals.

Another suit is pending in the federal court in St. Paul in which Rock-Ola is suing the Filben Manufacturing Company for breach of contract. A decision in this case is not expected until late in May.

a full symphonic orchestra, sets a sparkling rhythmic design for *I Only Have Eyes For You*, *Lovely To Look At*, *They Didn't Believe Me*, *Long Ago and Far Away*, *Someone To Watch Over Me* and *A Foggy Day*. Marquee motif setting up the tune titles and credits in lights, makes for an attractive cover design, notes on the song selections carried over both inside pages of front and back covers.

## ISAAC STERN—HUMORESQUE (Columbia MM 657)

This is much more than another movie album, altho the four 12-inchers offer the selections played by Isaac Stern as the off-screen violinist for *Humoresque*. The young artist stands here on his own merits, and playing with an individual tone of radiant beauty and with uncommon technical proficiency, it's a fine recital by a superb artist. With Franz Waxman conducting the orchestra, the brilliant young violin virtuoso thrills with the conductor's arrangement of the well known *Fantasy* from the opera *Carmen*; Dvorak's *Humoresque*, Saraste's *Zigeunerweisen* (Gypsy Airs) and for *The Flight of the Bumble Bee*. And for the group of themes from *Tristan and Isolde*, the soloist is joined by pianist Oscar Levant, whose playing was on-screen. Movie stills embellish the fiddle design for the front cover, with still of the screen stars on the inside page.

## BRIGADOON (Victor P 178)

It's the first original cast show album offered by the label. And this package of five platters brings the musical highlights of Broadway's top musical success, making it a pre-sold set for the merchandising. Highlight of the spinning is the singing of Marion Bell, a soprano pip, who overshadows the vocal efforts of her romantic lead, baritone David Brooks. The pair team for two of the top tunes of the Alan Jay Lerner-Fredrick Loewe musical score, both bal-

lad beauts in *Almost Like Being In Love* and *The Heather on the Hill*. The top tenoring of Lee Sullivan, with a fetching Scotch brogue to his lyricizing in keeping with the tenor of the tunes, scores handsomely for a lilting waltz melody, *Come To Me*, *Bend To Me*, and for the plaintive *I'll Go Home With Bonnie Jean*. Pamela Britton, joined by the show orchestra and chorus under the capable direction of Franz Allers, makes it count for the comedy specialty, *My Mother's Wedding Day*. For the folk dance ditty, *Down On MacConnachy Square*, the lusty voices of J. Warren E. Redding, S. Robbins and H. Gordon, together with the chorus, make it an attractive spin. Also in top-drawer disk-ing is the singing of Miss Bell and the girls of the chorus for *Waitin' For My Dearie*; Brooks' romantics for *There But For You Go I*, and the two leads for *From This Day On*, sharing the side with the chorus for the singing of *Brigadoon*. Orchestra overture starts off the set, bringing on the chorus for *Once in the Highlands*. All the needling adds up to a natural for maximum sales. Records shipped for review without album jacket.

## A DATE WITH DINAH—DINAH SHORE (Columbia C 125)

The delectable Dinah Shore sings eight familiars with orchestra and chorus directed by Morris Stoloff. Holding fast to tempo for the most part, contrasting with bright rhythm and slow ballad settings. Miss Dinah spins best for *After I Say I'm Sorry* in a slow bounce tempo, and is her own song-selling self for *There'll Be Some Changes Made* and *They Didn't Believe Me*. Fills the set of four platters with *I've Got You Under My Skin*, *Dirie*, *Can't Help Lovin' Dat Man*, *The Kerry Dance* and *The Thrill Is Gone*. Merchandising idea plenty strong with the front cover carrying a photo of the songbird in a lace-figured frame, embellished with heart designs. Only the choice of selections stray far from the album theme, as a glance of the titles indicate. Moreover, for the "date" idea, it's a miss in not repeating such favorites as *Love Me Or Leave Me* and some of the other "heart" songs that boosted the chanteuse to the top.

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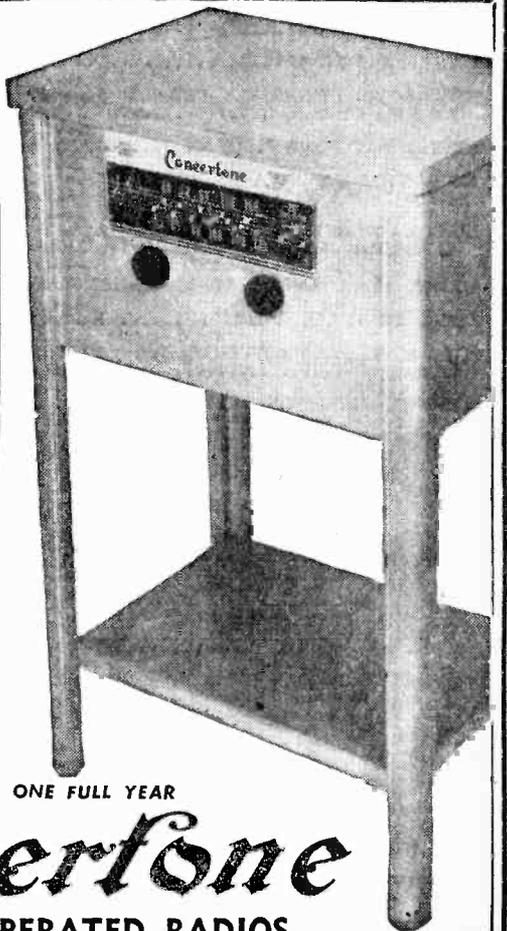
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ADVANCE RECORD RELEASES

(Continued from page 33)

INTERNATIONAL

- ACH HENRYK (O Henry) ..... Joe Bednarek Ork (PIVI-PIVO) ..... Standard International F-3021
- ACAPIMENO MOU HORIO ..... G. Papisideris (ELENIO) ..... Standard International F-9033
- ANNIVERSARY WALTZ ..... Geo. Wagner (Abe Schwartz Ork) (BESAME MUCHO) ..... Apollo 144
- AT THE GATE ..... Jerry Mazanec Ork (OPHELIA) ..... Columbia 12326-F
- BATE EVZONI STO HORO ..... G. Xenopoulos (TXGMATARKIS VELISARIOU) ..... Standard International F-9027
- BESAME MUCHO ..... Geo. Wagner (Abe Schwartz Ork) (ANNIVERSARY WALTZ) ..... Apollo 144
- BOCLIA VIVERE COSI (I Live As I Please) ..... Stefano Lombardi (RCA Victor Continental Ork) (NON NI) ..... Victor 25-7083
- BYE, BYE, BABY ..... Frankie Yankovic and His Yanks (GIVE ME) ..... Columbia 12325-F
- CARMELLA FRESELLA E SAVERIO BISCOTTO ..... Anna & Roberto Ciaramella (L'ACQUAIOLA NAPULITANA) ..... Standard International F-6025
- CHAMARITA ..... Al Toft Ork (FADO BLANQUITA) ..... Standard International T-124
- COUNTY FAIR ..... Colonial Ork (SECRET WISHES) ..... Standard International T-2100
- DANUBE WAVES ..... Bill Gale and His Globe Trotters (MONKEY SERENADE) ..... Columbia 12330-F
- DEN PIRAZI ..... Danai (KANE MOU) ..... Standard International F-9029
- DIO PRASSINA MATIA ..... Danai (POU NASE) ..... Standard International F-9031
- DON'T DO IT, STELLA ..... Espe Musette Ork (PUNCH AND) ..... Standard International T-125
- EAGLE POLKA ..... Skertich Brothers' Tamburica Ork (THE DOVE) ..... Columbia 12329-F
- ELENIO ..... D. Benetos (AGAPIMENO MOU) ..... Standard International F-9033
- FADO BLANQUITA ..... Al Toft Ork (CHAMARITA) ..... Standard International T-124
- FLEMENCO ALBUM (3-10") ..... Soledad Miralles-Carlos Montoya ..... Disc 721
- Alegrías ..... Disc 6050 Seguirilla Gitana ..... Disc 6049
- Bulerías ..... Disc 6049 Soleares ..... Disc 6050
- Fandangullo ..... Disc 6048 Tango de Cadiz ..... Disc 6048
- GIVE ME MY HEART BACK ..... Frankie Yankovic and His Yanks (BYE, BYE) ..... Columbia 12325-F
- GOSPODARSKA CORKA POLKA (Farmer's Daughter Polka) ..... Joe Lazarz Ork (WESOLE WESELE) ..... Standard International F-3023
- GRACEFUL POLKA ..... Edward Krolikowski Ork (SHEPHERD DANCE) ..... Columbia 12323-F
- HAPPARANDA ..... Franzen and Eriksson (OIRA) ..... Standard International T-122
- HAPPY FARMER ..... Henri Rene Musette Ork (WHEN IT'S) ..... Victor 25-0091
- HARMONY RANCH POLKA ..... Ernie Benedict Polkateers (NIGHT IN) ..... Victor 25-1080
- HAWAIIAN ALBUM ..... Mary Kaaihue Trio ..... Apollo A-10
- Your Eyes Are Like the Flowers ..... Song of the Islands
- The Beauty Hoola ..... Farewell to Thee
- My Heart's Choice ..... King's Serenade
- HAWAIIAN CHANTS ALBUM ..... Al Kealoha Perry and His Singing Surf-riders ..... Decca A-404
- Kalakaua (Ancient King) ..... Decca 25036
- Kalaniana'ole (A Chant About Prince Kalaniana'ole's Riding Academy) ..... Decca 25035
- Lanakila (Describing Queen Liliuokalani's Train Ride on the Island of Oahu) ..... Decca 25037
- (1) Liliu E; (2) Kai A' O Mamala; (3) Ula No Weo; (4) Aia La I Heia ..... Decca 25037
- Nani Wale E Ka Mahina (A Chant About the Beauty of the Moon at Night) ..... Decca 25034
- Pele (A Chant About the Fire Goddess) ..... Decca 25035
- Pua Hau O Maleka (A Chant About the Beautiful Hau Flower) ..... Decca 25034
- HRONIA STON PIREA ..... Kostas Roukounas (MESA SE) ..... Standard International F-9032
- I AM MY WIFE'S BOARDER ..... Fyush Finkel (Abe Schwartz Ork) (I WANNA) ..... Apollo 143
- I WANNA PLAY ..... Fyush Finkel (Abe Schwartz Ork) (I AM) ..... Apollo 143
- INDIAN ORCHARD POLKA ..... Joe Lazarz Ork (WITAM I) ..... Standard International F-3024
- KANE MOU TO HATIRI ..... Danai (DEN PIRAZI) ..... Standard International F-9029
- KDYS SOYSIM KLARINET (When I Hear the Clarinet) ..... Jerry Pobuda Ork (Anna Hridel-Jerry Pobuda) (ZEATA' MA'TI) ..... Victor 25-2054
- KERNO TON PONO MOU ..... G. Xenopoulos (POS MONOS) ..... Standard International F-9028
- KO POKIDA SA GRILA DJERDANE? (Who Took Your Jewels?) ..... John M. Latkovich Neven Tamburica Ork (MILA MATI) ..... Standard International T-12004
- L'ACQUAIOLA NAPULITANA (Neapolitan Water Girl) ..... Anna & Roberto Ciaramella (CARMELLA FRESELLA) ..... Standard International F-6025
- MARIA AMOROSA (Lovable Maria) ..... Il Famoso Trio (TARANTELLA PAESANA) ..... Standard International T-6028
- MESA SE HILIA VASANA ..... Kostas Roukounas (HRONIA STON) ..... Standard International F-9032
- MILA MATI STA RADITE (My Dear Mother) ..... John M. Latkovich Neven Tamburica Ork (KO POKIDA) ..... Standard International F-12004
- MONKEY SERENADE ..... Bill Gale and His Globe Trotters (DANUBE WAVES) ..... Columbia 12330-F
- NIGHT IN MAY ..... Ernie Benedict Polkateers (HARMONY RANCH) ..... Victor 25-1080
- 'NNAMMORATA AMERICANA (My American Sweetheart) ..... Rocco De Russo (TONY LEAVES) ..... Standard International F-6208
- NON NI LASCARI (You Will Never Leave Me) ..... Stefano Lombardi (RCA Victor Continental Ork) (BOGLIO VIVERE) ..... Victor 25-7083
- NOWE KRAKOWIAKI (The New Krakowiak) ..... Bernard Witkowski Ensemble (POLKA STASIA) ..... Standard International F-3022
- O PASATEMPOS ..... Hiotis-Stellakis (STO LIOTRIVI) ..... Standard International F-9030
- OIRA ..... Franzen and Erikson (HAPPARANDA) ..... Standard International T-122
- OPHELIA ..... Jerry Mazanec Ork (AT THE) ..... Columbia 12326-F
- PECCHHE NUN CANTE CCHIU? (Why Aren't You Singing?) ..... Anna Corraggio (PRIMAVERA D'E) ..... Standard International F-6027
- PIVO-PIVO (Drinking Song) ..... Joe Bednarek Ork (Dorothy Gavenus) (ACH HENRYK) ..... Standard International F-3021
- POLKA STASIA (Stella Polka) ..... Bernard Witkowski Ensemble (NOWE KRADOWIAKI) ..... Standard International F-3021
- POS MONOS PALI VRETHIKA ..... G. Xenopoulos (KERNO TON) ..... Standard International F-9028
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- PRIMAVERA D'E FFIGIOLE (Spring-time of Youth) ..... Anna Corraggio (PECCHHE NUN) ..... Standard International F-6027
- PUNCH AND JUDY ..... Espe Musette Ork (DON'T DO) ..... Standard International T-125

- RED HANDKERCHIEF ..... Louie and His Old-Time Band (PAUL JONES) ..... Mercury 12006
- ST. PAUL WALTZ ..... Louie and His Old-Time Band (VILLAGE TAVERN) ..... Mercury 12005
- SCHMALTZ ..... The Six Fat Dutchmen (JOHAN PA) ..... Victor 25-1078
- SECRET WISHES ..... Colonial Ork (COUNTY FAIR) ..... Standard International T-2100
- SENZA ROSE ..... Conte (Coloniale Ork) (SERENATE E') ..... Continental C-605
- SERENATE E' NOTTE ..... Conte (Coloniale Ork) (SENZA ROSE) ..... Continental C-605
- SHEPHERD DANCE ..... Edward Krolikowski Ork (GRACEFUL POLKA) ..... Columbia 12323-F
- SKAGERACK POLKA ..... Ivor Peterson (MIDSUMMER FESTIVAL) ..... Standard International F-5007
- SONGS OF THE STEPPES ALBUM ..... Sidor Belarsky (Mischa Borr Ork) ..... Victor S-49
- By the Cradle ..... Victor 26-5035
- Dark Night ..... Victor 26-5037
- From Border to Border ..... Victor 26-5038
- Hobo Song ..... Victor 26-5036
- Katusha ..... Victor 26-5035
- Morning Light (United Nations) ..... Victor 26-5036
- (1) My Beloved One, (2) At the Lamovar (Chorus) ..... Victor 26-5038
- Tachanka (Chorus) ..... Victor 26-5037
- SOUS LES PONTS DE PARIS (Under the Bridge of Paris) ..... Henri Rene Ork (QUAND L'AMOUR) ..... Victor 25-0079
- STO LIOTRIVI TO DIKO MOU ..... Georgia Mitaki (O PASATEMPOS) ..... Standard International F-9030
- SVE SE KUNEM (I Swear to It) ..... Milan Verni Tamburica Ork (ZAPLET-KOLO) ..... Standard International F-12003
- TA 18 SOU HRONIA ..... S. Iouanithou (KAN PANES) ..... Decca 31151
- TARANTELLA PAESANA (Tarran-tella from Our Town) ..... Il Famoso Trio (MARIA AMOROSA) ..... Standard International F-6026
- THE DOVE ..... Skertich Brothers' Tamburica Ork (EAGLE POLKA) ..... Columbia 12329-F
- TIMES SQUARE ..... The Polish Bell Ork (IN THE) ..... Continental C-765
- TIPSI TOPSI POLKA ..... J. Lazarz Ork (PYZYJEMNA) ..... Standard International F-3020
- TOCHO MARAZI ..... Greek Ork (ASPRO YIASEMI) ..... Standard International F-9026
- TONY LEAVES FOR ITALY ..... Rocco De Russo ('NNAMMORA AMERICANA) ..... Standard International F-6028
- TXGMATARKIS VELISSARIOU ..... G. Xenopoulos (BATE EVZONI) ..... Standard International F-9027
- VASILIKOS ..... D. Benetos (O PENINTARIS) ..... Standard International F-9016
- VILLAGE TAVERN POLKA ..... Louie and His Old-Time Band (ST. PAUL) ..... Mercury 12005
- Y SALTADORI ..... George Katsaros (ME KOURASAN) ..... Standard International F-9025
- FRANK YANKOVIC IN POLKA TIME ALBUM ..... Frank Yankovic Ork ..... Continental C-49
- Fly Polka ..... Continental C-1204
- Happy Minutes Polka ..... Continental C-1203
- Jolly Fellows Polka ..... Continental C-1205
- My Honey Polka ..... Continental C-1203
- Yankovic Polka ..... Continental C-1204
- Yours Polka ..... Continental C-1205
- WESOLE WESELE POLKA (Gay Wedding Polka) ..... Joe Lazarz Ork (GOSPODARSKA CORKA) ..... Standard International F-3023

HOT JAZZ

- BLUES IN MARY'S FLAT ..... Mary Osborne Trio (OOPS MY) ..... Signature 15087
- COQUETTE ..... Tony Mottola Four (TONY'S TOUCH) ..... Majestic 1125
- DON'T MOVE A VIP TILL I VOP ..... Doles Dickens Quartet (SING RE-BOP) ..... Continental C-6047
- FINE AND DANDY ..... Benny Goodman and His Quintet (THE LONESOME) ..... Capitol 394
- LICKS A PLENTY ..... Eddie Davis and His Band (LOVER) ..... Apollo 767
- LOVER ..... Eddie Davis and His Band (LICKS A) ..... Apollo 767
- OOPS MY LADY ..... Mary Osborne Trio (BLUES IN) ..... Signature 15087
- SING RE-BOP ..... Doles Dickens Quartet (DON'T MOVE) ..... Continental C-6047
- THE LONESOME ROAD ..... Benny Goodman and His Quintet (FINE AND) ..... Capitol 394
- THE WOLF SONG ALBUM ..... Harry "The Hipster" Gibson ..... Diamond D-9
- Beer Party Saturday Night ..... Diamond 2066-X
- Bop Bop ..... Diamond 2066-A
- It Ain't Hep ..... Diamond 2067-A
- Leave Me—I Hate to Be Alone ..... Diamond 2067-X
- That's the Stuff You Gotta Watch ..... Diamond 2065-X
- The Wolf Song ..... Diamond 2065-A
- TONY'S TOUCH ..... Tony Mottola Four (COQUETTE) ..... Majestic 1125
- WHERE THE BLUES WERE BORN IN NEW ORLEANS, Parts I and II. .... Claude Sweeten Ork (Jimmie Dodd) ..... Enterprise 225

LATIN-AMERICAN

- ASTOY ACABANDO ..... Ralph Font Ork (MAMBO) ..... Majestic 7219
- EL SILVADOR (The Whistler) ..... Laszlos & Pepita (UN BRUJO) ..... Apollo 1047
- MAMBO ..... Ralph Font Ork (ASTOY ACABANDO) ..... Majestic 7219
- OLE' OLE' ..... Ralph Font Ork (RUMBA IN) ..... Majestic 7220
- RUMBA IN E MINOR ..... Ralph Font (OLE' OLE') ..... Majestic 7220
- UN BRAJO EN GUANABACOA (Voodoo Witch) ..... Laszlos & Pepita (EL SILVADOR) ..... Apollo 1047
- CLASS & SEMI-CLASS
- AVE MARIA (Shubert) (12") ..... Jascha Heifetz-Emanuel Bay (LA PLUS) ..... Victor 11-9571
- DANCE OF THE COMEDIANS ..... Alfred Newman Hollywood Ork (1. MINUTE WALTZ) ..... Majestic 20015
- HEBREW MELODY, Op. 33 (Achron) (12") ..... Jascha Heifetz-Emanuel Bay (RONDO) ..... Victor 11-9572
- LA PLUS QUE LENTE (Debussy) (12") ..... Jascha Heifetz-Emanuel Bay (AVE MARIA) ..... Victor 11-9571
1. MINUTE WALTZ, 2. THE BEE ..... Alfred Newman Hollywood Ork (DANCE OF) ..... Majestic 20015
- RONDO (Schubert) (12") ..... Jascha Heifetz-Emanuel Bay (HEBREW MELODY) ..... Victor 11-9572

RELIGIOUS

- DIDN'T IT RAIN ..... Reliable Jubilee Singers (STANDING ON) ..... Apollo 133
- DON'T NO GRAVE HOLD MY BODY DOWN ..... The Two Keys (JESUS MET) ..... Apollo 137
- EVE AND ADAM ..... Selah Jubilee Quartet (WAKE NICODEMUS) ..... Continental C-6037
- JESUS MET THE WOMAN AT THE WELL ..... The Two Keys (DON'T NO) ..... Apollo 137
- STANDING ON THE HIGHWAY ..... Reliable Jubilee Singers (DIDN'T IT) ..... Apollo 133
- WAKE NICODEMUS ..... Selah Jubilee Quartet (EVE AND) ..... Continental C-6037

**New York:**

Al Claire, manager of Capitol Music Company, has taken a late Florida vacation. . . . Joe Madden, Old Reliable Music Company, has the flu. . . . Frank Feller, former Philadelphia salesman for Modern Music Sales Corporation, has been transferred to New York by Nat Cohn and Earl Winters, firm partners. . . . Al Rodstein, Philadelphia coinman, leaves shortly for a Chicago trip to enlist manufacturers' aid for the National Association of Amusement Machine Owners' new Veterans' Mechanic Training School.

Artie Herman, Burlo Automatic Music Company, and Bill Suesens, Broadway Music Service, have returned from Florida. Bill stayed a month and it was Artie's second Miami vacation this year. . . . Sam Schwartz, Queen City arcade owner, died the past week. Coinmen have been sending their respects all week. . . . LeRoy Stein, Music Guild of America executive director, has returned from trip to Cleveland, Milwaukee, Indianapolis, Chicago, and Bloomington, Ind.

**Woe Is Bloom**

NEW YORK, April 26.—Harry Bloom, Brooklyn operator, isn't sorry to see April on its way out.

Bloom's three-year-old son went to the hospital with an infection April 7. Vandals broke into two of his peanut vendors April 8. He was held up by two thugs April 11. His son—by then recovering at home—had a relapse and was sent back to the hospital April 14, and Harry broke his left arm getting out of his car April 16. Then he became the father of a girl April 19.

Father, mother, son and daughter are all reported in "excellent" spirits as this is written.

Norman Goldberg, De Luxe Music Systems, is predicting his second child will be a son. Norman already has a daughter. Wife, Ray, is expecting the event sometime in June. (See NEW YORK on page 124)

**Los Angeles:**

Bill Happel Jr., of Badger Sales Company, and Bill Schrader, of Allite Manufacturing Company, Inc., manufacturers of Strikes 'n' Spares, were at Lake Arrowhead for the week-end. . . . Paul Laymon reports his firm is concerned by the telephone strike. The phones in his new place have been installed, but cannot be connected until the strike has been settled. Laymon will move into the new building, also located on West Pico, as soon as the phone service there is installed.

Irving B. Gayer, San Bernardino operator, with Mrs. Gayer and son, Carlos, and niece, Maria Montano, will head for Guatemala as soon as the school vacations begin. Miss Montano will visit her father, Julio Montano, an operator there, and Gayer will be making his first trip to Central America. In addition to being interested in coin machine operation there, Gayer and Montano also have interests in coffee and banana growing. When the Gayers return to the States, Irving will attend a family reunion in Ohio in late August. He visited the old home town last February on his way to the coin machine show in Chicago, his first visit in 40 years.

Danny Jackson and Sammie Donin, of Automatic Games Company, have returned from a business trip to Las Vegas, Nev. . . . Elky Ray, of Gold Coast Coin Machine Exchange, ex- (See LOS ANGELES on page 126)

**COINMEN YOU KNOW**

**Indianapolis:**

Peter Stone, Rock-Ola distributor and head of the Indiana Automatic Sales Company, flew to Chicago Tuesday (21) to talk business with Rock-Ola executives. James Nall is the new accountant for Indiana Automatic. . . . Charles Abner has been added to the list of coin machine operators in Rochester, Ind.

Roy Bain, of the Oxford Music Company, Oxford, Ind., spent several days making the rounds of coin row here. . . . Mr. and Mrs. Abe Fleig, of the Fleig Music Company, spent the week-end in Cincinnati where they combined business with pleasure. . . . Personal music department of the Janes Music Company reports many new recent installations and more on the waiting list, which will be attended to as soon as the local telephone strike is settled.

**Detroit:**

Gil Kitt, of Empire Coin Machine Exchange in Chicago, and Mrs. Kitt were visitors here for several days, making headquarters at their Detroit branch, Robinson Sales Company, managed by Harry Stanton. Another visitor at Robinson was Stan Piotraczk, Flint operator, who ordered a number of machines for his expanding route. Stan expects to become a father soon.

Jack Conway, amusement machine operator from Charlevoix, is opening a route in the Northern resort area of the Lower Peninsula. He has just bought a new private club in Charlevoix also. . . . Kenneth (Whitey) Tingey, who is expanding his music route, opened a new restaurant in Wayne recently.

Joseph Godell, who took back the Elite Music Company, West Side (See DETROIT on page 131)

**Milwaukee:**

C. S. Pierce, Doug Opitz, Ken Ferguson, Louis Jacobs and George Gessert are among the local coinmen who plan to attend the Ohio State Phonograph Owners' Association annual convention at the Carter Hotel, Cleveland, May 5. . . . Leonard Sheehan, of Telequiz, was in town to talk business with Joe Beck, Mitchell Novelty.

Clarence Smith is replacing Chubby Carlton on Teddy Fabian's staff, while Carlton recovers from injuries sustained in a recent auto crash. . . . B. J. Dryer, distributor from Iron Mountain, Mich., was a recent coin row visitor. . . . Dick and Jane Roberts are pleased to report the birth of their first son, David. They also have a girl.

Matt Schaefer is greeting people with the wrong hand these days due to an infection that developed in the right hand. . . . Mr. and Mrs. Rudy Plocar were recent visitors of John Price at the Wisconsin Automatic (See MILWAUKEE on page 130)

**New Orleans:**

Lawrence Copeland, who recently received delivery of what is said to be the first large Buckley Track-Odds thru Console Distributing Company, has plans for operating the giant game at the State and country fairs in some Northwestern States and Nebraska. Copeland has about 125 fair locations in mind and will start within a few weeks.

Buster Williams, owner of Music Sales Company here and in Memphis, has taken over the Wurlitzer distributorship in Tennessee and Arkansas and has been too busy to make his usual trips to the Crescent City, according to Ed Roberson, manager here. Local (See NEW ORLEANS on page 125)

**Chicago:**

Dave Gottlieb & Company welcomed as visitors this week Clarence Camp, Southern Amusement Company, Memphis; Harry Silverberg, W. B. Music Company, Kansas City, Mo., and Bill Betz, W. B. Music Company, St. Louis. Nate Gottlieb says brother Sol left on a business trip last week and will return May 1. Sol is visiting Louisville and St. Louis and points about these cities.

Evelyn Jacobson reports as visitors to Mills Industries, Inc., this past week Art Boutererious, Mills Sales, Oakland, Calif.; and Fred Gerling, Muskegon, Mich. Mills Industries' music sales manager, Charlie Schlicht, left for New York April 22 to attend a showing of the Constellation April 23, 24, 25 at Modern Music Sales, Nat Cohn's firm. Charlie will be back in Chi April 28.

Over at Exhibit Supply Company John Chrest has spent a busy week meeting firm's distributors, Frank Mencuri tells us. . . . Atlas Novelty Company's Morrie Ginsberg and Joe Kline flew to Omaha April 21 to attend the one-day Seeburg Service School held there. Atlas's Nebraska sales representative, Bill Cusf, was also on hand, as was Reed Whitney, Seeburg district sales manager. About 50 operators attended the school, Joe reports. He and Morrie flew back to Chi April 22. Morrie Ginsberg and his wife celebrated their 15th wedding anniversary April 17; a surprise party was instigated at his home by a group of friends.

Paul Glaser, Empiro Coin Machine Exchange, says Gilbert Kitt returned April 19 from his Detroit trip. Gil dropped in on firm's Detroit office, Robinson's Sales Company, and greeted Manager Harry Stanton. Howard Freer and Paul are preparing a promotional campaign prior to the firm's move to their new location. Visitors here this week were Bill Wulf, Downey, Calif., of Modern Coin Exchange, and L. F. Predeth, Crandon, Wis.

American Amusement Company was visited by Sam Yara, Southwest Amusement Company, Dallas, and E. J. Paine, from Virginia, Helene (See CHICAGO on page 127)

**Kansas City:**

Henry C. Siler, of Silent Vending Company, one of this city's oldest vender operators and staunch NAMA member, was a grandfather for the fourth time last week, but he was still enjoying it immensely. Newest addition to the Siler family is Diana Ray, born to Siler's daughter, Mrs. Elora Virginia Buttram, at Springfield, Mo. Mrs. Siler had been with her daughter the past three weeks to see that everything went just right, and Siler went down over the week-end to check up. Siler also is happy over having both his sons back from the navy and in business with him. The eldest, Henry Jr., is handling collections, while Francis William takes care of the mechanical end. Incidentally, the deal for the boys to join the firm was arranged by long-distance telephone from Kansas City to Pearl Harbor, Hawaii, where they were stationed. The elder Siler, who has been in the vending trade here since 1924, is handling the buying of supplies and placement of machines.

Frank Fasone, of Acme Vending Machine Company, now has an all-veteran staff in both the vender and wholesale departments. Fasone's firm had all of its pre-war personnel in the armed forces. Latest to rejoin the staff are John Taibi, machine checker, who spent more than three years in the marines hopping from campaign to campaign in the Southwest Pacific, and Joe DiGiovanna, ser- (See KANSAS CITY on page 129)



LAST IN A SERIES of nationwide Wurlitzer distributor-operator meetings, held in Chicago April 11, drew approximately 130 trade members who came to hear about the company's promotion plans. At top, from left to right: Harris Porter, assistant sales manager; Cy Peck, advertising department; Ed Wurgler, sales manager; Larry Cooper, regional manager; Joe Schwartz, La Salle Audit Company; Gordon B. Sutton, head of Illinois Simplex Distributing Company and host for the meeting; Ginger Dinning; Milton Bartel, general service manager, and Irv Stacel, Milwaukee manager for Paster Distributing Company. At the bottom trade members gather around to hear the Dinning Sisters.

Look To The **GENERAL** For LEADERSHIP

**RECONDITIONED EQUIPMENT**

Look to the **GENERAL** for the finest in reconditioned equipment of every type . . . priced right!

MILLS BLUE FRONT		MILLS BROWN FRONT			MILLS CHROME BELLS	
5¢	10¢	5¢	10¢	25¢	5¢	10¢
\$129.50	\$135	\$139.50	\$145	\$150	\$150	\$160

These are not to be confused with ordinary used or revamped machines. All have original factory mechanisms and original factory cabinets. Completely reconditioned, refinished and repainted like new with club handles, new reel strips and new award cards.

MILLS ORIGINAL BLACK CHERRY		
5¢	10¢	25¢
\$149.50	\$155.00	\$160.00

★ 1 MILLS 5¢ BROWN FRONT In Hamorized Cabinet, Like New . . . **\$175**

★ 1 MILLS 10¢ GOLD CHROME Reconditioned Cabinet, Front Refinished . . . **\$160**

3 EVANS GALLOPING DOMINOES Latest '47 Model, used one week. Cannot be told from new! . . . **\$595**

1 KEENEY TRIPLE BONUS SUPER BELL 5¢, 10¢ and 25¢. Used one week. Like brand new! . . . **\$1,250**

**IMMEDIATE DELIVERY! BRAND NEW JENNINGS BELLS**

Standard Chief (Chrome Front)				Super Deluxe Club Chief (Chrome Front With Lite-Up)			
5¢	10¢	25¢	50¢	5¢	10¢	25¢	50¢
\$269	\$279	\$289	\$399	\$324	\$334	\$344	\$454

**CHALLENGER**—Twin head console, one mechanism with 2 jackpots and 2 payout cups. Chrome top cabinet, mechanical action with lite-up . . . **\$595.00**

New Chicago Metal Universal Box Stands . . . **\$27.50**



Established 1925

Growing Steadily Ever Since!

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**WANT TWO MECHANICS**

Top Money for Good Arcade Man! No drifters. Prefer family man. A year-round job with live-wire organization. Most favorable working conditions. **ALSO MUSIC AND PINBALL MECHANIC** for outside operation. One ball experience necessary! Write or call

**HERB ROSS PLAYLAND ARCADE**

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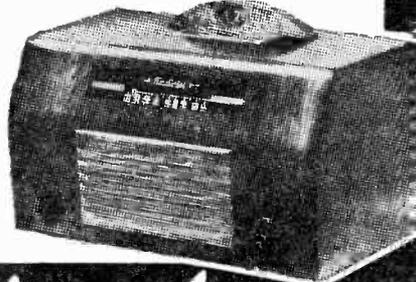
**Make MORE Money with Radiotel**

**The ADVANCED Coin-Operated Radio**

- RCA licensed . . . Underwriters approved
  - Chassis especially engineered for coin-radio play
  - Slug Rejector, with separate Return Coin chute
  - Additional volume control inside chassis
  - Tamper-proof tumbler locks, keyed to your pleasure
  - GUARANTEED trouble-free operation
  - GUARANTEED bonded delivery NOW
- Write . . . wire . . . phone . . . for details to Dept. B To prove RADIOTEL is better, sample units shipped on request for 10-day inspection

Above: New Console Model No. 1700 Five-mar-alcohol resistant cabinet built by Howard Hughes Aircraft Co. Dark Mahogany. 6 tubes, AC-DC.

Right: New Table Model No. 1550 Rich Walnut. 5 tubes, straight AC. Surpasses all legal radio standards.



National Coin **Radiotel** Company 4487 Beverly Blvd. Los Angeles 4, Calif.

**COINMEN YOU KNOW**

**New York:**

(Continued from page 123)

. . . McKim (Mac) Smith, Atlantic City arcade owner and NAAMO president, and Al Blendow, sales manager of International Mutoscope Corporation and a NAAMO past-president, himself, constituted the association committee that made the final plans for the new amusement machine operator and arcade mechanics' school last Tuesday.

Fred Niewohner, president of F-N Industrial Corporation, reports that production is booming on his hot nutter. . . Ted Krause and Vince Connors Amusematic Corporation, Chicago, paid a recent visit to Atlantic City. . . Charlie Schlight, manager of the music division of Mills Industries, Inc., was a visitor last week to Modern Music's showrooms to help celebrate the first Eastern showing of the new Mills juke box. . . Herbie Wheeler, New Orleans; Tom O'Connor, St. Louis, and Walter Levy, Atlanta, were some of the 10th Avenue visitors last week.

Several coin-operated radios are slated to be displayed at the Atlantic City convention of the New Jersey Hotel Association, May 5-8. Middle Atlantic Division of the American Hotel Association and the Atlantic City Hotel Association are holding their conventions at the same time. . . Len Stocker, Stocker Sales, Indianapolis, is a current guest on coin machine row.

Bill Rabkin, president of International Mutoscope Corporation, has been named chairman of the Automatic Coin Machine Division of the United Jewish Appeal of Greater New York. Albert S. Denver, president of the Automatic Music Operators' Association; Bert Lane, of Atlantic, New York and Seaboard New York Corporations; Max D. Levine, president of Scientific Machines; Mike Munves, of Mike Munves Distributing; Max Shaffer, New York arcade owner; Sidney H. Levine, counsel for the Automatic Music Operators Association; Leo Bernstein, and Charles Aaronson are serving as associate chairmen of the committee.

Bob Stein and Harry Platenstein, both up-State vending ops, stopped off in the city on their return from the recent Chicago National Association of Tobacco Distributors' Convention. Both reported venter interest gaining among merchandise manufacturers. . . Joe Hirsch, Philly, was another recent Chicago visitor. . . Paul Clayton, Boston, reports that he has added cigarette machines to his already established music operating route. Sid Davalton is his new service manager.

George Trad and Harry Rockefeller, Tradio coin radio executive, will be at the New England Hotel and Restaurant show this week, at the 29th New Jersey Spring Hotel Exposition and Convention in Atlantic City next week. The firm will exhibit their coin-operated radios and the coin-operated television set at all three gatherings.

The Mardi Gras Cafe, on Seventh Avenue between 49th and 50th streets, now operated by the Finklestein brothers, will be taken over early in May by Stanley Gersh, Perfect Games Company executive, and Fred Spindell, owner of the Stable eatery in Coney Island. Spot will have 50 pokerino tables and be called the Mardi Gras Amusement Corporation. . . Harry Berger, West Side Distributing Corporation, has entered suit against a large coin machine manufacturing concern.

**FOR SALE!**

**New**

10 Mills Black Cherry Bell, 5¢	Each \$245.00
5 Mills Black Cherry Bell, 10¢	250.00
10 Mills Black Cherry Bell, 25¢	255.00
1 Mills Black Cherry Bell, 50¢	350.00
2 Golden Falls, 5¢	255.00
1 Golden Falls, 10¢	260.00
1 Golden Falls, 25¢	265.00
14 Double DeLuxe Revolving Safes	200.00
Keene's Super Bonus Bell, 5¢	Write
Keene's Super Bonus Bell, 5 & 25¢	Write
Keene's Super Bonus Bell, 5 & 5¢	Write
Keene's Super Bonus Bell, 5-10 & 25¢	Write
Bally Triple Bell, 5x5x5	Write

**Used**

11 Keene's Track Time, 5¢	Each \$ 50.00
5 Keene's Ky. Club, 5¢	50.00
15 Free Play Mills 1-2-3, 5¢	50.00
1 Pay Out Mills 1-2-3, 5¢	100.00
10 Mills Square Bells, 5¢	50.00
1 Keene's Stepper Upper, 5¢	100.00
1 Bally's Grand Stand, 5¢	100.00
3 Double De Luxe Jennings	150.00
15 Mills Single Stands	22.00
7 Mills Cherry, 5¢	75.00
3 Mills Cherry, 10¢	80.00
2 Mills Cherry, 25¢	100.00
11 Mills Brown Front, 5¢	85.00
1 Mills Brown Front, 10¢	95.00
5 Mills Brown Front, 25¢	110.00
6 Mills Blue Front, 5¢	75.00
1 Mills Blue Front, 10¢	80.00
1 Mills Blue Front, 25¢	100.00
4 Mills Extraordinary, 5¢	60.00
2 Mills Extraordinary, 10¢	65.00
2 Mills Silver Front, 5¢	110.00
2 Mills Silver Front, 10¢	120.00
1 Mills Silver Front, 25¢	140.00
2 Mills Q.T., 1¢	35.00
2 Mills Q.T., 5¢	50.00
1 Mills Q.T., 10¢	60.00
1 Mills Q.T., 25¢	90.00
1 Evans Bang Tail, 5¢	40.00
2 Pace's Races, Brown Cabinets, 5¢	75.00
1 Baker's Pacers, 5¢	75.00
1 Jimmy's Bob Tail, 5¢	50.00
1 Club House, 5¢	50.00

25% Cash With Order, Bal. C. O. D. All or part. All used machines just removed from location. Perfect mechanical order.

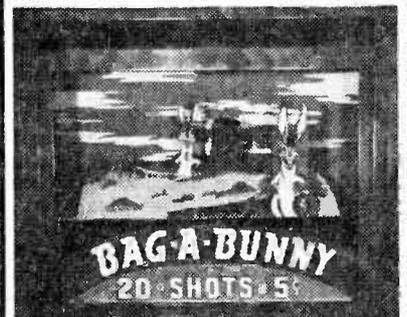
Also about \$15,000 miscellaneous used equipment. Call or write for complete list.

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**RAY GUN OPERATORS**

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**\$39.50**

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1335 E. 47TH ST., CHICAGO 15, ILL.

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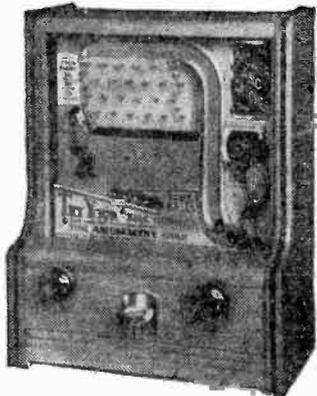
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Exclusive Representation Phonograph and Pin Ball Lines. Big Territory. Large City in Central U. S. Large Stock of Parts and Used Equipment. GOOD ROUTES IN AND OUT OF CITY. Will sell all or part.

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TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY \$49.75 F. O. B. CHICAGO  
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

**BAKER NOVELTY CO.**

HEADQUARTERS FOR  
SLOT MACHINES  
AND  
BAKER PACERS

1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS



Sample machine, \$25.00; one to eleven, \$18.75; twelve to forty-nine, \$16.25; fifty and up, \$15.00. Immediate shipment. Bracket is the word; "Export Business handled through International Expeditors."

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1572 JEFFERSON ST. PADUCAH, KY.

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All or part, JUKE BOX and PIN BALL ROUTE in Hazard, Kentucky Coal Field. 18 Juke Boxes, Pin Balls, Records, Tools, and several other coin operated machines all in first class condition. Several new machines and complete assortment of parts. Have several Theaters to look after. First \$10,000.00 Takes All. Cash and terms to suit. Contact

**DON REDA**  
LONDON, KY., or ERNIE REDA, VICCO, KY.

## DECAL TRANSFERS

Inexpensive method of putting your firm name, service phone number and instructions plate on your machines. Colorful, easy-to-apply printed message of any size or design, which when transferred becomes a permanent part of any surface. Designed, manufactured to your specifications. Immediate delivery.

**CLEVELAND DECALS, INC.**  
2515 CANAL RD. CLEVELAND 13, O.

## New Orleans:

(Continued from page 123)

firm had its best month this year in record sales during April. Roberson said *The New Orleans Blues*, an exclusive release with Johnny Moore's Three Blazers, has sold 5,000 disks in advance. The United lines which the company is now distributing has been well received in this territory, especially the Havana game. Callers at Music Sales from Hattiesburg, Miss., were Woody Gammell, of Gammell & Schwartz, and Doc Slay, of Slay Music Company.

Lou Monger, of Southern Music Sales, is running the office while his partner, Jimmy Kell, is taking a vacation in Los Angeles. Company is specializing in refinishing games and reports a pick-up in this line. . . . Pete Betucci and A. L. Fernandez, of Central Coin Machine Company, have been frustrated by business in several attempts to get out fishing. Play on both juke and music boxes has picked up noticeably, especially on the juke, Fernandez said.

An expansion in personnel was announced by Joseph Villars, of the new Villars Sales here. Villars has been traveling the territory a good bit of the time, and says his men have been working "day and night" making installations of the new Packard Pla-Mor wall boxes. He reports a healthy pick-up in record sales.

Newly in charge of the record department at Villars is Mrs. Mazetta Deidrich, who was formerly in charge of the department for United Distributors, a firm handling Majestic products here. Assisting her is Lois Timmons. Three new men in the service department formerly with American Phonograph Co-Operative, Ltd., are Marcus Morgan, Wilfred Siener and Eugene Barrios.

Dixie Coin Machine Company and New Orleans Novelty finally played the first game of their softball series, with Dixie coming out winner, 4 to 3. There were plenty of arguments. Remainder of the five games will be played on Thursdays. Louis Boasberg, of New Orleans Novelty, plays center field, with other members including Ray Bosworth, Hank Friedberg, Vincent Anselmo and Ralph Bosworth. Marion Matranga is catcher-manager for Dixie and Mike Kontas, an operator, is pitcher. Other Dixie team members are Numa Gou-tierrez, Frank Anselmo, Joe Valenti, Phil Pace, Jake Atz Jr., Bob Bosworth, Meyer Vernaci, Frank Drago, Roy Martin and Bill Bevan.

Admiral Vaughan, of Service Coin, flew to Hot Springs for a few weeks' vacation and baths. Frank Romaguera, of the Rock-Ola Southern Music Sales Company, is only in his office these days between rounds in the city golf tournament. . . . E. C. Kramer, of Kramer Music Company, ran into rain and storms all day long on a recent fishing outing to Irish Bayou and came back empty-handed. He has some new Wurlitzers, and reports the record business has been excellent.

F. A. Blalock, of FAB Distributing Company, was in Atlanta; Manager Bob Dupuy reports bang-up business and says supply of new music boxes has not yet caught up with demand. Milton Bartels, general service manager for Wurlitzer, and Al Mendez, regional manager, were in at the local office. Operators from out of the city calling at FAB included Anthony Mele, Hammond; Bill Eidt, Natchez; John Dye and Richard Strong, Vicksburg, and Nick Farr, Jackson. Dottie Collins, formerly with a newspaper in New Orleans is now Dupuy's secretary.

Alvin Gottlieb, of the D. Gottlieb & Company, Chicago, and his bride (See NEW ORLEANS on page 129)



PROTECTED TERRITORY NOW BEING Assigned

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## ALL NEW MACHINES—Ready for Shipment!

PIN GAMES		ONE BALLS, ETC.	
GOTTLIEB MAISE	\$294.00	KEENEY BIG PARLAY	\$660.00
CHICOIN KILROY	279.50	GOTTLIEB DAILY RACES	650.00
BALLY ROCKET	279.50	BALLY ENTRY	595.00
WILLIAMS TORNADO	304.50	DAVAL FREE PLAY	WRITE
MARVEL CARNIVAL	249.50	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
EXHIBIT MYSTERY	299.00	VICTOR DELUXE	13.75
ARCADE MACHINES			
MARVEL POP UP	\$ 49.50	CHICOIN BASKETBALL CHAMP	\$499.50
ABT CHALLENGER	55.00	GRIP-VUE	49.95
GOTTLIEB 3 WAY GRIP SCALE	39.50	BAT-A-BALL JR.	79.50
CHICAGO COIN GOALEE	325.50	METAL TYPER, 10¢	462.50
ARIST-O-SCALE	115.00	GENCO ADVANCE ROLL	499.50
MIR-O-SCALE	125.00	AMUSEMATIC BOOMERANG	285.00
Daval Best Hand, Mexican Baseball, Oomph, \$58.50 Ea.; Daval Skill Thrill, \$57.50.			
SLOTS		CONSOLES	
MILLS 5¢ BLACK CHERRY	\$248.00	KEENEY 5¢ SUPER BONUS	\$740.00
MILLS 25¢ BLACK CHERRY	258.00	BALLY DRAW BELL, 25¢	497.50
MILLS 5¢ GOLDEN FALLS	258.00	BALLY TRIPLE BELL	895.00
MILLS 10¢ GOLDEN FALLS	268.00	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.	931.00
GROETCHEN COLUMBIA, J.P.	145.00	EVANS CASINO BELL	637.50
DELUXE CLUB COLUMBIA	209.50	EVANS ONE ROL-HI	826.00

MICHIGAN DISTRIBUTORS for ABT, Chicago Coin, Daval, Exhibit, Gottlieb, Groetchen, Keeney, Marvel, Silver King, United. WRITE FOR NEW PRICE LIST OF ALL RECONDITIONED MACHINES!

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We are brokers for several well established routes located in different parts of Texas. Priced from \$15,000.00 to \$60,000.00. Right parties can be financed. ROUTES WANTED—Want to sell your route? Let experts handle it confidentially.

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SPRING  
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**Dependable, Thoroughly Reconditioned Equipment!**

Keeney Twin Super Bell, 5/25, C. P. O.	\$229.50
Pace Twin Reels, 5/25, C. P. O.	149.50
Pace Twin Reels, 5/10, C. P. O.	149.50
Mills Jumbo Parade, C. P. O.	89.50
Mills Four Bells (Serial Over 1900)	175.00
Bally Club Bell, Comb. F. P. & P. O.	149.50
Evans' '41 Bang Tails, J. P. (2-Tone Cab.)	169.50
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Mills 5c Gold Chrome, 2-5 or 3-5 Pay.	149.50
10c. . . . . \$159.50; 25c. . . . . 169.50	
Mills 5c Blue Fronts.	109.50
10c. . . . . \$114.50; 25c. . . . . 119.50	
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A. M. I. Singing Tower.	189.50
Rock-Ola Commando.	379.50
Bally Spottem, F. P.—Bally Chevron—Stoner Chubby. EACH.	19.50

**SPECIAL!**

**3 PHOTOMATICS \$595.00 EA.**  
Rebuilt and Refinished

2 5¢ Mills Bonus Bells. Ea. . . . .	\$169.50
2 10¢ Mills Bonus Bells. Ea. . . . .	174.50
2 25¢ Mills Bonus Bells. Ea. . . . .	179.50

Write for Complete List of New and Used Machines and Parts  
Terms: 1/3 Deposit, Bal. C. O. D.

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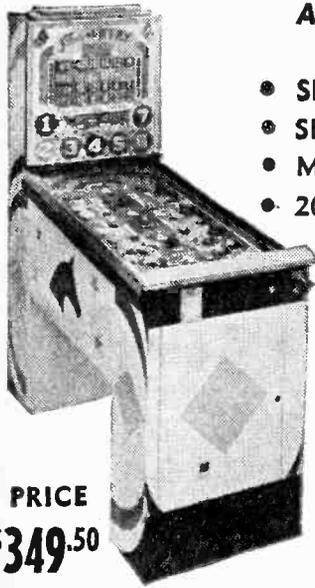
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Other play-producing features include ABCD Fan Lite-Up and ABCD Spotter Bumper.

New style cabinet and paint design with Stainless Steel backboard rails, side rails and front rail. Free play button at front near plunger. Drop-slot motor-driven Shuffle Board. Instant action.

Trade-in allowance on any Bally One Ball Free Play.

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**JUST OFF LOCATION**

**SLOTS**

BLACK CHERRY BELLS, 3-5 OR 2-5, K.A.D.D.C.H.	5	10	25
GOLD CHROMES, 3-5 OR 2-5, K.A.D.P.C.H.	\$110	\$126	\$125
CHERRY BELLS, 3-10, K.A.D.P.C.H.	115	125	130
ORIGINAL CHROMES, HEAVY CAST IRON	90	100	110
JENNINGS STD. CHIEFS, LIKE NEW	120	130	140
JENNINGS 4 STAR CHIEFS, 5¢ ONLY	175	185	200
JENNINGS 4 STAR CHIEFS, 5¢ ONLY	80		

—ALL IN A-1 CONDITION, READY FOR LOCATION—

**CONSOLES**

MILLS 3 BELLS, 5-10-25, REFINISHED PERFECT	\$380
MILLS 4 BELLS, 5-5-5-5, LATE HEAD, GOOD	290
MILLS JUMBO LATE MODELS, REFINISHED, C.P., 5¢	50
JENNINGS SILVER MOON, C.P., 5¢	40
JENNINGS BOBTAIL, C.P., 5¢	40
PACES SARATOGAS AND REELS	30

**CABINET SAFES**

CHICAGO METAL DOUBLE REVOLVAROUND WITH KEYS	\$85
DOUBLE NOT REVOLVAROUND COMBINATION LOCKS	40
BOX TYPE LOCK BAR WITH KEYS, LIKE NEW	13
FOLDING STANDS FOR SLOTS	5

1/3 DEPOSIT, BALANCE C. O. D. ALL EQUIPMENT CRATED OR BOXED.

**GOLDEN NOVELTY CO.**  
BARNESVILLE, MINN.

**COINMEN  
YOU KNOW**

**Los Angeles:**

(Continued from page 123)

clusive distributors of the Gottlieb line in Southern California and Arizona, is planning to specialize in arcade equipment and will have his store packed soon. . . . Bernard Merge, official photographer to the coin machine trade, is proudly displaying the 8 by 10 Kodachromes that he did of the E. T. Mape Mirro-Matic. The colored negative is attractively displayed in a folder—without back that utilizes sunlight to bring out the rich coloring.

Paul Blair is back with Mac Sanders. Sanders is operating and making a specialty of golf courses. Blair is rebuilding Photomatics; he also recently placed a Vilano Virtuoso in Barney Fishman's Sportland in Ocean Park, Calif. Despite the age of the machine, it is drawing much attention, Blair declared. . . . Harry Kaplan, who operated the Southwestern Coin Machine Company here for years, is back on coin row and near his old establishment, which was taken over by Sicking. Kaplan is dealing in photographic supplies and the firm's title is Lewis & Company, named after Harry's son, Lewis.

Jack Simon and Jack Ryan, of Sicking Distributing Company, are anticipating vacation time. Vera King, bookkeeper with Sicking for the past year, is soon to leave the firm. . . . Vince Shay's (Bell-o-Matic, Chicago) former secretary, Ida Butler, has arrived on the Coast and will make her future home in Santa Monica. She visited Sicking and talked about the guys and gals at Bell-o-Matic in Chicago. . . . Mac Mohr, who was on West Pico for a number of years, now has a bowling alley in the Spring Arcade building in downtown Los Angeles. . . . Wendell Larson with Mills Sales. . . . Charlie Foulcher is now the branch manager of Mills Sales here for the Southern California, Arizona and Nevada territory. Foulcher was recently transferred here from Oakland. Warren Taylor, general manager of Mills, is expected here from Oakland.

Chet Wiser has appointed salesmen for Ace Distributing Company in Washington and Oregon. Ace handles Coast, Bibletone and Diamond Records in this area. . . . Bill Abel, of Coast Records, recently recorded four sides by Walt Schrum and His Colorado Hillbillies. Abel is now selecting four tunes for Jack McLean and his orchestra to cut before May 1.

Jack Dolan, of Coincraft of California, has put the mirror jobs on an assembly line basis. It is believed that Dolan's company is the first to have 50 of these machines completed. . . . Allite will soon release Strikes 'n' Spares in numbers. The plant is now being readied. . . . Kenneth Mumm, of Radio Coin-Matic, is now putting out two models—console and table—of coin-operated radios. . . . Bill Schetter, of Clark Distributing Company here, and Mrs. Schetter are back from a brief vacation in San Clemente.

Leonard Baskville, of E. T. Mape Distributing Company, returned to his bailiwick in San Francisco after a visit here with Ray Powers of the local Mape branch. . . . Mirror jobs are commanding much attention. In the business of manufacturing them are Solotone, Rodney Pantages' Maestro, Bob Bard and Dick Gallagher. . . . Bob Collyer has received patents on a new type roll down called Tit-Tat-Toe. The game is a partnership deal with Dean Gill. Plans for manufacturing and distributing it are being made.

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Manufacturing

**Harvard Identification  
Medal Machines**

AND

**SUPER QUALITY  
STANDARD SIZE**

**Harvard Deluxe Medals**



**\$10.00 Per 1,000**

Especially Manufactured for  
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Samples Upon Request

**HARVARD AUTOMATIC MACHINE CO.**

JAMESTOWN, N. Y., U. S. A.

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For All 16MM. Coin Operated Machines,  
**SOUND AND SILENT**

Approved in the States of Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Kentucky, Virginia and many other States.



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**POP-UP  
\$49.50**

See your nearest distributor  
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**FIRESTONE  
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Top-Flight Machines  
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1604 Chestnut St.  
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IMMEDIATE DELIVERY

# Bally VICTORY SPECIAL

With Chrome End Rail and Instant Action **\$349.50**

# Bally VICTORY DERBY

With Chrome End Rail **\$335**

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

### Chicago:

(Continued from page 123)

Swyer reports. . . Bill Perry, Marvel Manufacturing Company, reports their new game, Lightning, will be announced in two weeks. George Elum, Massillon, O., was a visitor here.

Bruno Kosek, Mid-State Company, is off on a trip to Spokane, Wash., and Oregon, Phil Rubey says. Bruno left April 22 and should be gone about a week or so. . . Joe Schwartz, of National Coin Machine Exchange, is well pleased with the reception Maisie is receiving in his territory. He adds that a number of out-of-town visitors were welcomed here during the week.

Williams Manufacturing Company's assistant sales manager, Fulton (Skeeter) Moore, says that Tony Gasparro left April 19 for an extended vacation. . . Last heard of Tony, he said, was a wire from Biloxi, Miss. Visitors here included Earl Montgomery, Memphis; Del Veatch, St. Louis, and Roy McGinnis, Baltimore.

Jimmy Martin, James H. Martin & Company, has increased his sales staff by two men, office force by two and added three men to fill orders. Jimmy maintains that business has tripled during the last six months. He intends going to New York on business in about 10 days. Martin visitors included Herb Geiger, Milwaukee; Nick Novasick, Milwaukee, and Mid-West Music's Kay, also Milwaukee.

Roy Bazelon, Monarch Coin Machine Company, reports he is bearing up well under the strain (meaning the strain of holding regular business hours while Clayton Nemeroff is off on a combination vacation-biz tour). Roy says Clayton, who is driving thru the South with his family, will be back in about another week. Firm's secretary, Helen Jafe, who recently got married, returned to the office last week after a honeymoon. Sam is the lucky bridegroom. Roy lists as visitors George Reedy, Manitowoc, Wis., and Fred Blezer, Kankakee, Ill.

Al Meirozits, Esquire Games Company, says two of the company's salesmen have just left for business tours. Leon Berman is one; he will cover the Central States, while Charles Katz left for the East Coast this week immediately after his arrival at the Chi office from the West Coast. Esquire's game, Spotlight, is the main topic of discussion with distributors by both men.

Victor Ross, United Manufacturing Company employee, is an accomplished painter. Two of his oil paintings now hang in the office of Lyn Durant, United's president, and Ross is working on paintings for other coinmen who have seen the pair in Durant's office. Visitors at United last week included Carl Hoebel, United Amusement, Kansas City; Pete Blum, United Distributors, Wichita, Kan.; Dave Simon, Simon Sales, New York; Joe Frank, Nashville; Frank Page, of Roanoke Vending Company, Roanoke, Va., and Milton Cole, Ohio Specialty Company, Cincinnati.

Amusematic Corporation has been receiving good news from Ted Kruse, who with his wife, is still on his Eastern business trip. Vince Connors says Ted was last heard from in New Jersey. When the Kruses were in Washington they had to spend one night in their car when they found all rooms taken. Ted reports condition on the upswing as far as distributors are concerned. Vince expects them to return some time this week.

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Hitch yourself to those SOARING PROFITS with "SHOOTING STARS"



This 5 Ball Free Play Game Will Bring You

MORE PLAY and GREATER EARNINGS

It cost LESS to Buy and OPERATE

You'll want "SHOOTING STARS" once you see it in action!

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3017 N. SHEFFIELD AVENUE

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CLOSE OUT—USED PIN GAMES  
Thoroughly reconditioned, ready for location. Excellent selection, low prices. Write for List.

Also clearing out perfectly reconditioned WURLITZERS - SEEBURGS ROCK-OLAS

Ready to operate! Make best offer for makes and models you need.

Also available: All leading makes Pin Games, Consoles, Arcade Machines, Etc.

Exclusive Factory Distributor for ROCK-OLA, the Phonograph That Sells Music!



LION DISTRIBUTING COMPANY  
Phone Wabash 7689

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??  
**WHAT'S COOKING?**  
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### SPECIALS BY STEWART

#### ONE BALL PIN GAMES

- 1 Bally Blue Grass, F.P. . . . . \$ 49.00
- 1 Bally Sports Special, F.P. . . . . 61.00
- 1 Bally Dark Horse, F.P. . . . . 63.00
- 1 Bally Record Time, F.P. . . . . 79.00
- 1 Bally Jockey Club . . . . . 149.00
- 1 Derby Day . . . . . 23.00
- 2 Keeney Winning Tickets . . . . . 23.00
- 1 Western Center Smash . . . . . 23.00
- 2 Mills Spinning Reels . . . . . 23.00
- 1 Stoner Zippers . . . . . 23.00

### STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

5¢ MILLS CHROME . . . . . \$125.00	5¢ MILLS BROWN FRONT . . . . . \$ 75.00
5¢ MILLS BLUE FRONT . . . . . 75.00	10¢ MILLS BROWN FRONT . . . . . 95.00
10¢ MILLS BLUE FRONT . . . . . 85.00	25¢ MILLS BROWN FRONT . . . . . 95.00
25¢ MILLS BLUE FRONT . . . . . 95.00	10¢ MILLS CHERRY BELL . . . . . 89.00
10¢ JENNINGS SUPER DE LUXE CLUB CHIEF, LIKE NEW	
GUARANTEED NEW—ORIGINAL CRATES	
MILLS BLACK CHERRY—1 NICKEL—1 QUARTER, \$400 FOR BOTH SLOTS	
EXHIBIT CONSOLES—DOMINETTE—LONGCHAMP \$25 EACH	
FREE PLAY PINBALL MACHINES	
VICTORIOUS '45 . . . . . \$ 47.50	AIR CIRCUS . . . . . \$48.50
MIDGET RACER . . . . . 42.50	ACTION . . . . . 48.50
OKLAHOMA . . . . . 95.50	STRATOLINER . . . . . 28.50
ARIZONA . . . . . 89.50	BOMBARDIER . . . . . 29.50
KNOCKOUT . . . . . 55.00	JEEP . . . . . 57.50
WEST WIND . . . . . 47.50	BIG CHIEF . . . . . 28.50
4 ACES . . . . . 57.50	MAJORS '41 . . . . . 28.50
HIGH DIVE . . . . . 39.50	DIXIE . . . . . 28.50
BARRAGE . . . . . 35.95	SHOWBOAT . . . . . 37.50
INVASION . . . . . 32.50	SPOT POOL . . . . . 49.50
FOLLIES '45 . . . . . 35.00	GOLD STAR . . . . . 29.50
BIG HIT . . . . . 115.00	PARADISE . . . . . 29.50
ZIG ZAG . . . . . 37.50	TARGET SKILL . . . . . 28.50
RIO . . . . . 275.00	DYNAMITE . . . . . 175.00
	1/3 DEPOSIT, BALANCE C. O. D.

### PRE-INVENTORY CLEARANCE! PRICES SLASHED FOR QUICK SALE

AIR CIRCUS . . . . . \$74.50	RECONDITIONED PIN-BALLS	SEA HAWK . . . . . \$37.50
ATTENTION . . . . . 34.50	FIVE-TEN-TWENTY \$59.50	SCORE-A-LINE . . . . . 34.50
BIG SIX . . . . . 89.50	INVASION . . . . . 49.50	SHORT STOP . . . . . 24.50
BIG TIME . . . . . 24.50	KISMET . . . . . 59.50	SCHOOL DAYS . . . . . 34.50
BOSCO . . . . . 49.50	MARINES AT PLAY . . . . . 59.50	SILVER SKATES . . . . . 34.50
BROADCAST . . . . . 34.50	MAJORS . . . . . 24.50	SNAPPY . . . . . 34.50
BUCKEROO . . . . . 44.50	MERRY-GO-ROUND . . . . . 24.50	STARS . . . . . 34.50
CAPTAIN KIDD . . . . . 39.50	MIDWAY . . . . . 59.50	STRATOLINER . . . . . 37.50
DIXIE . . . . . 29.50	MR. CHIPS . . . . . 24.50	SPORT PARADE . . . . . 32.50
ENTRY . . . . . 24.50	MYSTIC . . . . . 27.50	TARGET SKILL . . . . . 24.50
FLICKER . . . . . 29.50	NEW CHAMP . . . . . 34.50	TEN SPOT . . . . . 32.50
FOREIGN COLORS . . . . . 44.50	PARADISE . . . . . 34.50	TEXAS MUSTANG . . . . . 49.50
GOLD STAR . . . . . 34.50	PIN UP GIRL . . . . . 49.50	VACATION . . . . . 29.50
	PUNCH . . . . . 24.50	
	YANK . . . . . 69.50	
BALLY ROLL . . . . . \$ 99.50	RECONDITIONED ARCADE EQUIPMENT	VICTORY ROLL . . . \$109.50
BOWL A BOMB (HIGH SCORE) . . . . . 79.50	SAIL A BALL (15 FT.) . . . . . \$139.50	WESTERN BASEBALL . . . . . 37.50
KING PIN BALLY . . . . . 129.50	BUCKLEY 30-WIRE WALL BOXES . . . . . 3.25	WURLITZER #100 WALL Boxes . . . . . 9.50
ROLL A SCORE . . . . . 89.50	KEENEY ANTI AIR-CRAFT (BROWN) . . . . . 39.50	SUPER SKEE ROLL 109.50
RUCK O BALL . . . . . 109.50		
	TERMS: 1/3 DEPOSIT, BALANCE C. O. D.	

### FOR SALE

20 Single Bonus Super Bells . . . . . Write | 5 Bally Triple Bells  
5 Twin Bonus Super Bells . . . . . Write | 5 Bally Draw Bells  
5 Three-Way Bonus Super Bells . . . . . Write  
These machines have been used a short time. Write for best prices.  
**DURSELL NOVELTY COMPANY**  
176 ARCH STREET NEW BRITAIN, CONN.

# WATCH WORLD WIDE!

**HEADQUARTERS FOR SLOTS**

JENNINGS 1947 SUPER DE LUXE CLUB CHIEF LITE-UP:

5c Play	\$294.00
10c	304.00
25c	319.00

JENNINGS STANDARD CHIEF, CHROME, 5c:

10c	289.00
10c	279.00
25c	289.00
50c	399.00

MILLS BLACK CHERRY BELLS:

5c (ONE CHERRY)	185.00
10c (ONE CHERRY)	195.00
5c (3/5)	175.00
25c (3/5)	210.00
50c (3/5)	350.00

BAKER BLACK BEAUTY, 5c:

10c	185.00
25c	210.00

**MORE SLOTS**

All reconditioned by factory trained experts! Sold on money-back guarantee!!

MILLS BONUS BELLS, 5c	\$175.00
10c	185.00
25c	195.00
MILLS CHERRY BELLS, 5c	125.00
10c	135.00
25c	145.00
MILLS CLUB CONSOLE, 10c	175.00
25c	200.00
MILLS GOLD CHROME, 5c (3/5)	150.00
10c (2/5)	150.00
25c (2/5)	175.00
MILLS BLUE FRONT, 10c	115.00
25c	145.00
JENNINGS VICTORY CHIEF, 5c	95.00
JENNINGS FOUR STAR CHIEF, 10c	85.00
25c	110.00
JENNINGS SILVER CHIEF, 5c	125.00
MILLS VEST POCKET BELL, 5c	34.50
STANDS—SINGLE SAFE TYPE	19.50
DOUBLE SAFE TYPE	95.00

**NEW ARCADE**

Genco ADVANCE ROLL  
Chgo. Coin BASKETBALL CHAMP  
Square Amusement SPORTSMAN ROLL  
Chgo. Coin GOALEE \$325.00

**USED ARCADE**

Reconditioned and Guaranteed!

Genco TOTAL ROLL	\$245.00
In Lots of 5	225.00
Chgo. Coin GOALEE	250.00
Chgo. Coin HOCKEY	125.00
Bally UNDERSEA RAIDER	165.00
Keeney ANTI-AIRCRAFT	59.50
Keeney SUBMARINE	99.50
Williams ZINGO	115.00

**BIGGER THAN EVER!**  
KEENEY'S  
**BONUS SUPER BELL**  
ONE WAY—TWO WAY—THREE WAY  
All coin denominations.  
KEENEY'S NEW AND DIFFERENT  
ONE BALL  
**BIG PARLAY**  
Write for full particulars!  
**WORLD WIDE IS YOUR EXCLUSIVE KEENEY DISTRIBUTOR IN ILLINOIS, IOWA, NEBRASKA, KANSAS AND MISSOURI.**

**NEW FIVE BALLS**  
REASONABLE DELIVERY  
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WILL ACCEPT ANY REASONABLE OFFER! ALL RECONDITIONED—GUARANTEED PERFECT!  
WURLITZER 750E  
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SEEBURG 9800, RC, ES  
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**JUMBO PARADES**  
Not just ordinary JUMBO PARADES, but specially selected clean machines thoroughly reconditioned and painted like new! Red and blue cabinets—payout models—late goose-neck heads—fruit or animal reels. These are beauties!  
5c Play \$ 90.00  
25c Play 115.00

**ONE BALLS**  
Reconditioned—Guaranteed

VICTORY DERBY	\$250.00
FAIRMONT	175.00
JOCKEY CLUB	150.00
TURF KING	150.00
KENTUCKY	100.00
NEW VICTORY DERBY (Orig. Crate)	395.00

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Kansas City, Mo.  
Victor 8404

# COINMEN YOU KNOW

## Kansas City:

(Continued from page 123)

viceman, back after 15 months in the ETO with the Signal Corps. Other returnees are two brothers of Fasone, Fred, who manages the firm now, after four years with the Eighth Air Force in England, and Joe, also an AAF veteran. Steno Bondi, sales manager in the wholesale department, spent three years in the navy and Bud DiGiarimo, driver, saw two years service with the marines.

Edward G. Koch has sold his Automatic Sales System, a peanut and ball gum operation, to Adolph Gunther, and opened a popcorn shop at 12th and Broadway. But Koch still retains a lively interest in the business and has several coin machines in his new shop. He reports that the market price of ball bubble gum has hit 70 cents a pound compared to the old ceiling price of 20 cents a pound and the manufacturers' list price of 50 cents. Koch, incidentally, is planning to branch into the wholesaling of caramel corn.

William Dickson, chief engineer at the Continental Hotel and a veteran of the army engineers, has entered the vending trade on a part-time basis with a string of penny venders. . . . Anthony Gulotta is reported to have set up the newest Kansas City cigarette vending company, G. & A. Vending Service. This brings the city's cig vending operations to about eight or nine in spite of recent reports of a drop in sales. . . . Electric venders are beginning to show up around town, and operators report that they are getting an excellent curiosity play which they hope to hold. . . . R. L. Shindorff, also a vet, has the new Superior Vending Company on Virginia Avenue.

Bernie Bitterman, vender operator and jobber, who is on the program committee for the local chapter of B'nai B'rith, reports that he and Vic Allen, band booker and fellow committeeman, have booked the orchestras of Russ Carlyle and Art Jarret for the lodge's May 17 benefit dance at Municipal Auditorium. Bitterman says his committee is particularly eager to see a good turnout from the coin machine industry. Added incentive is the drawing for a 1947 Dodge, which will be given to the lucky holder of one of the ducats. Tickets retail from \$1.25 in advance and \$1.50 at the door. Bitterman reports, after a swing thru Kansas and Missouri, that new vender operators have their biggest trouble placing machines. They frequently don't know how to approach location owners most effectively.

Another veteran who has turned to coin machines as a means of paying his way thru college is E. H. Jarchow, of Columbia, Mo. After a fling at trying to make his way thru the University of Missouri on the G.I. Bill of Rights allowance, Jarchow has set up a string of penny peanut machines to help meet the cost of living. . . . Floyd McDowell, of Broadway Amusement Company, is feeling like dusting off his golf clubs again after being laid up last fall and winter. He is still kept very busy with his restaurant, tavern and coin machine interests on both sides of the river. Philip Hayes, who has worked part-time at McDowell's firm, has gone on full-time and Marvin Twyman, McDowell's crack serviceman, is rounding out his fourth year at Broadway Amusement.

Mrs. Park T. Davis, wife of the concessionaire, has sold her gift shop at Arkansas City, Kan., but the Davises still are keeping their home in

# SLOTS FOR SALE

BY OPERATOR, JUST OFF LOCATION. GUARANTEED OR MONEY BACK.

**MILLS BLACK CHERRY BELLS**  
Used Only TWO WEEKS (Original)

5c	\$150.00
10c	160.00
25c	175.00

**MILLS BROWN FRONT CHERRY BELLS**  
(Good as New)

5c	\$100.00
10c	110.00
25c	125.00
50c	200.00

**MILLS BLUE FRONTS**  
(Excellent Condition)

5c	\$ 90.00
10c	100.00
25c	110.00
50c	185.00

**MILLS WAR EAGLES**  
(Originals—All Reconditioned)

5c	\$ 75.00
10c	80.00
25c	95.00
SAFE STAND	10.00

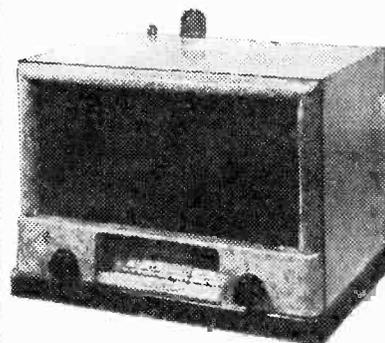
1/3 with order, balance C. O. D.

Order Now—You Can't Go Wrong.

## G. & W. NOVELTY CO.

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Consists of over 45 machines. One new Voice-o-Graph, also Pre-Flight Trainer and Pilot Trainer. Will take offer over \$3,000.00 for everything.

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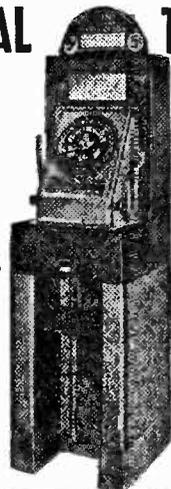
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**NEW COLORED DISCS**

NOW AVAILABLE  
Guaranteed to Increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



**STANDARD SCALE CO.**  
715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

the Southern Kansas town altho they have been in Kansas City now nearly eight years. They still look on Arkansas City as home, Davis says. . . . George G. Gasaway and LeRoy Dickinson have teamed up to form the Kansas City Music Sales Company at 907 North 18th Street, handling mostly party disks at present, but they are working on a deal to put out a series of their own records under the label Melody Lane, using Kansas City talent.

Carl Hoelzel, of United Amusement Company, and M. Y. Blum, of United Distributors, Wichita, flew into Chicago last week to try to loosen a few more machines. They are expecting a show model of the new Mills juke box soon, and probably will give it a full dress showing. Mildred Nelson, who keeps the distributing end rolling smoothly at United, just returned from a week-end with her two brothers and their families at McAlester, Okla. She reports that pintables still are scarce down in that territory altho most of the State has opened up for pins during the past year.

Irwin Westfall, peanut machine operator, is reported to hold honors as the city's long-time operator, preceding Henry Silver by a few months. . . . Walter Cobb, of St. Joseph, was making the rounds of K. C. coin machine shops last week. . . . Operators in from Kansas included H. E. Loeb sack, Salina, and Pat Houston, who has Casco Amusement Company at Garden City.

Rudy Greenbaum, Aireon vice-president, who has been traveling the country almost without a break for the past four weeks, was covering the Northeastern U. S. last week, according to word at his offices here. In Albany, N. Y., he conferred with Moe Fine, of the Maico Corporation, Ltd., Canadian distributor for Aireon, who came down from Montreal. On this trip, Greenbaum also has covered Illinois, Indiana and Pennsylvania, but he was expected back at his desk Monday (28) at least for a few days.

**New Orleans:**

(Continued from page 125)

left here after a week's stay for Havana, and plan to stop on their return. . . . Bob Breither and Joe Lally, of Bally Manufacturing Company, Chicago, conducted the service school for Bally equipment for two days here, at Dixie Coin Machine Company premises. The school was cut short as Breither was called back suddenly to Chicago. Attendance the first day was 33, and 38 the second day. . . . Considerable improvement in business in country locations was reported thru Dixie Coin.

Visiting ops have been flooding the city. Among recent faces seen were Earl John, Crowley; Vincent Cefalu, Joe Hannie, and Joe Tortorich, of Baton Rouge; Ray Malone, Holden, La.; George Rossie, Hammond; Viel Devilliere, Eunice; E. J. Thoman, Slidell; W. W. Funches, Alexandria; Jack Young, Lafayette; Ben Neubauer, Thibidoux; Alfred Servicque, Ponchartroula; Witney Lejeune, New Roads, and L. J. Goudeau, Cottonport.

April meeting of the New Orleans Pinball Operators' Association was held at Delatour's, rather than Maylie's Restaurant as originally planned, and fried chicken was enjoyed along with some amiable business discussion.

New Mills, Jennings, Columbia Slots  
Bally and Keeney Consoles  
Pin Games—1 Ball and 5 Ball  
Salesboards  
FOR BETTER VALUES TRY  
**GENERAL COIN MACHINE CO.**  
227 N. 10th Street Philadelphia, Pa.  
Phone: Wa 2-4378

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*Bally* **ROCKET**

IT'S THE BEST GAME EVER! ONE SAMPLE WILL CONVINCE YOU IN A HURRY.  
ORDER YOUR SAMPLE NOW!

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EXTRA SPECIALS — NEW

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BALLY DOUBLE BARREL	Write
BALLY VICTORY DERBY	395.00
DAVAL FREE PLAY	Write

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Small down payment—balance monthly. Use your credit and our cash to cover all your locations. Come in or write today for full particulars.

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.  
MEMBER: C. M. I. REFERENCE: UNITED BANK & TRUST CO., ST. LOUIS

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*Always the Best for Less!*  
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SEEBURGS ★ WURLITZERS ★ ROCK-OLAS  
EXCELLENT VALUES—FINER AND NEWER  
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WE HAVE AN EXCEPTIONALLY LARGE STOCK

NEW AND USED PARTS FOR ALL MAKES AND MODELS

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- Goff. MAISIE
- Exh. BIG HIT
- Bally SURF QUEENS

COUNTER GAMES  
PRACTICALLY NEW

- Baby Puritan, F. R. \$17.50
- 1c Amer. Eagle, F. R. . . . . 19.50
- 5c Bally Reserve (Cig. Reel) . . . . 10.50

MARVELS  
'POP-UP' \$49.50

- BELL MACHINES**
- Mills Brown Ham-merloid, 5-10-25c (Matched Set) . \$550.00
  - Mills Chrome, 5c . 175.00
- ARCADE**
- Periscope . . . . \$134.50
  - Hellcats . . . . 89.50
  - ChicoIn Hockey (2 Men) . . . . 139.50
  - Score-a-Barrel, 10 1/2 Ft. . . . 399.50
  - Score-a-Barrel, 7 Ft. Write Boomerang (New) . Write

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

*Mid-State Co.*

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Phone: Everglade 2545

Knows all, tells all,  
sells all—earns  
\$10 an hour!



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COIN CONTROL 166 W. Jackson CHICAGO

*It's Coming!*  
**KWIK-KOIN**

"Big Brother" of the

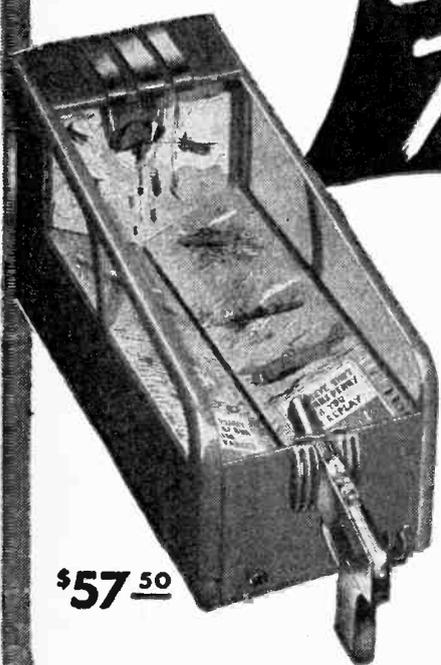
**KWIK-NIKLES COIN CHANGER**



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501 E. 34th Street Tacoma 4, Wash.

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\$\$\$  
Bullseye  
with . . .**



**Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when the target is hit. Small and compact . . . takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.**

**\$57<sup>50</sup>**

**DAVAL PRODUCTS CORP.**   
1512 N. Fremont Ave., Chicago 22, Ill.

## COINMEN YOU KNOW

**Milwaukee:**  
(Continued from page 123)  
Phonograph Company. Plocar is the well-known orchestra leader.

Visiting coinmen in this area during the week included P. F. Blecht, Fond du Lac, who has made three Coast-to-Coast trips since Christmas as a service manager for AMI; Kenneth Voeck and his route man, Tony Sieberlich, both from Kenosha; Dorothy Rasch, Kenosha; Tom Callaghan, Chicago; George Forst and Pelishek, Green Bay; Danny Danielson and Joe Hudson, La Crosse; C. T. Corwin and R. J. Anderson of Clintonville; Leo T. Bartol, Waupaca.

Also Stanley Wright, Brodhead; Levi Yaroch, New Lisbon; A. A. Shonts, Monroe; F. H. Decker and A. J. Corcoran, Fond du Lac; Verne Gabriel, Spooner; Arnold Fochs, Beloit; Charles Hopp, Mary Ann Kornely and Lawrence and Bertha Huck, Manitowoc; Jack Hardin, Walworth; Karl Scharf, Lake Geneva; D. J. Tarrell and R. V. Schuh, Cuba City; Jack Delaney, Wausau; L. Radway, Beloit, and Ed Pleger, Madison.

E. R. (Mickey) Green, partner in the firm of Green & Delitz, Wausau, Wis., and his wife, Katie, are the proud parents of a boy, Patrick Michael. Jane Merriman, secretary to Otto Delitz, is taking rumba lessons. Joseph Blenker, Junction City operator, and his wife, Agnes, were recent visitors in Milwaukee.

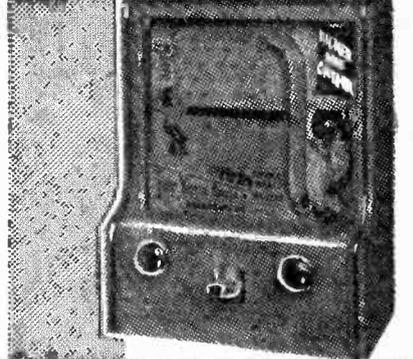
George Forst, of Green Bay, has enlarged his business to include all coin machines in addition to his juke box route. . . . Ken Voeck reports that his firm is to remodel its Kenosha building. . . . T. J. Hicklin, general sales manager of the Packard Manufacturing Company, was in for a day to see the Gessert staff.

F. H. Decker, Fond du Lac distributor for AMI, reports that he is enlarging his staff. He also said that his firm has moved to larger quarters at 51 North Main Street, Fond du Lac. . . . Joe Pepp has joined the staff of Tanco Novelty Company, Appleton.

Art Cohen, Mercury Records, Chicago, was in town for a brief stay and left via plane for New York, Hartford, Boston and Buffalo. . . . Joe Jordan, Crivitz operator, was passing out cigars signifying the entry into the world of his son, John Joseph, born earlier this month. . . . Ken Hewitt has purchased a juke box route here.

C. G. Bookmeier, Green Bay, is taking a week off to go angling at a lake near Woodruff. Bookmeier's son, Roger, was one of the winners of a \$15 check at the recent Wisconsin Phonograph Operators' Association show at the Pfister Hotel here.

## IT TAKES TWO TO MAKE A BARGAIN HERE ARE TWO OF THE BEST

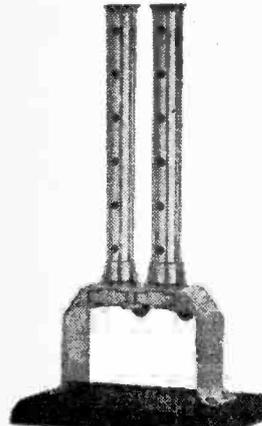


**KICKER & CATCHER**  
kicks in the coins—catches attention  
**100% SKILL**  
penny play **\$49.75** For 5¢ play add **\$3.75**

and  
**CHALLENGER**  
the best target game made  
1c OR 5c PLAY  
**\$65.00**  
IMMEDIATE DELIVERY  
on both machines  
1/3 deposit with order—  
write for quantity prices

**The VENDING  
MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U.S.A.

**NO WARP . . .  
NO STICK . . .  
NO JAM . . .  
PRECISION-TESTED, ACCURATE  
Junior Changer  
DISPENSES NICKELS FAST!**



This beautiful chrome finished changer is all metal and automatically dispenses either 5 or 10 nickels in the palm of your hand. Junior Changer is 13" high, 7 1/4" wide, 5" deep and has a weighted non-slip base. Capacity is 13 dollars in nickels.

**\$17.50**  
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**THE NEW and GREATLY IMPROVED  
ACE**



**COIN COUNTER**

MANY ADDED NEW FEATURES . . . incorporating the proven value of compactness, portability and accuracy of Ace coin counting equipment.  
**SEE NEXT WEEK'S ISSUE FOR FURTHER DETAILS**  
**\$159.50 Complete With Carrying Case and Money Tubes**  
**ACE COIN COUNTING MACHINE CO.**  
3715 N. SOUTHPORT CHICAGO, ILL.



DAVE SIMON (right), of Simoni Sales, Inc., New York, drops in for a business chat with Lyn Durant, president of United Manufacturing Company, during a Chicago visit.

**SHOOT the BEAR  
RAY GUNS**

COMPLETELY RECONDITIONED  
AND REPAINTED . . .  
GUARANTEED TO **\$124.50**  
PLEASE YOU . . . . .  
CRATING—\$5 EXTRA

**SEEBURG RAY GUN**  
AMPLIFIERS, MOTORS AND  
RIFLES REPAIRED . . .

COMPLETE STOCK OF SEEBURG  
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WRITE FOR LIST

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HERE IS YOUR OPPORTUNITY  
TO CASH IN:

We are forced to operate New Equipment because we are in a competitive locality.  
Music Boxes — Pin Games  
Consoles — Slot Machines  
**WRITE US FOR ALL THE USED COIN MACHINES AND AUXILIARY EQUIPMENT**  
OUR PRICES ARE THE LOWEST IN THE COUNTRY!!

**LENZI MUSIC SERVICE**  
147 Columbia Avenue Vandergriff, Pa.  
(No Phone Calls Please)

**Detroit:**

(Continued from page 123)

suburban route, several months ago, has sold the business to Joseph Gorzelany, a newcomer to the coin machine business. Godell is continuing to operate under the new name of Music, Inc., retaining his old office on Buckingham Avenue in Dearborn.

Isidor Edelman, manufacturer of Bang-A-Flitty, only amusement game now in production here, made a business trip to Chicago last week. . . . Irvin Chester, operator of the Chester Music Company, has moved his headquarters from West Jefferson Avenue in Detroit to the suburb of Melvindale.

Conrad J. Groen, who was associated with James Ashley in the Lincoln Music Company, has established his own operating concern under the trade name of Connie's Music. Starting now with a small route of juke boxes, Groen plans to expand into a large scale operation soon.

Sam Serra Jr. has joined the T. & D. Music Company, formed last year by his cousin, Dominic Corrado, and Dominic's brother-in-law, Tony Milazzo. Addition of Serra to the firm's staff signifies the beginning of an expansion move. Company's officials also announced that a slight change in the firm's trade name has been effected. New name is T. D. Music Company.

Anthony Abate, formerly affiliated with another coin machine firm, and Martin Thomas, a newcomer to the business, are starting the United Venders Company. They will begin operating May 1, with a route of cigarette venders. New firm has no connection with United Vendors, operated by Woodrow McLennan. . . . Edward P. Womack, ex-coin machine operator, is now active in the alloy business here.

Irving Meklir, who recently organized the Veterans Commodities Vending Company, has dropped plans to enter the vending field. Instead he will concentrate on the operation of the Cotton Club, a local night spot founded by his father. . . . Chester J. Selden, Selden Products, has temporarily closed his shop on Dunedin Avenue due to the continued scarcity of steel. Firm is a basic parts fabricator in the machine field.

Hiram F. Thomas, a newcomer to the coin machine business, recently established an independent music route using the firm name H. F. Thomas Music Company. . . . Ed Henderson, of the ABC Music Company, reports a steady expansion of

the firm's music route. As a part of this move, his partner, Franklin Westgate, plans to retire from his other business activities soon in order to devote all his energies to route operation. Henderson is also the manager of the Okay Music Company route for Ben Ostrow.

Lou Salesin has resigned his post as sales manager of Allied Music Sales Company, record distributing firm headed by Max Lipin, to head the record, radio and appliance divisions of the Meyer Jewelry Company. . . . John Snyder, whose father was a pioneer Detroit Music operator and in the business 25 years, and Thomas (Bud) Cocking have purchased a large

route of Packard machines at Flint. They also have the Flint Coin Machine Company there.

Frank Hanosh is busy expanding his music route. . . . James A. Bassanante flew in Tuesday (22) from Miami for a two-day visit, to check on the start of construction for a 40-foot addition to his office at Gay-Coin Distributors. . . . Max Marston, of the Marston Distributing Company, is working out some enterprising ideas to stimulate the used machine market into renewed activity. . . . Ted Parker, Bilvin Distributing Company, is making an extensive coverage of the up-State area, where he is calling on operators.

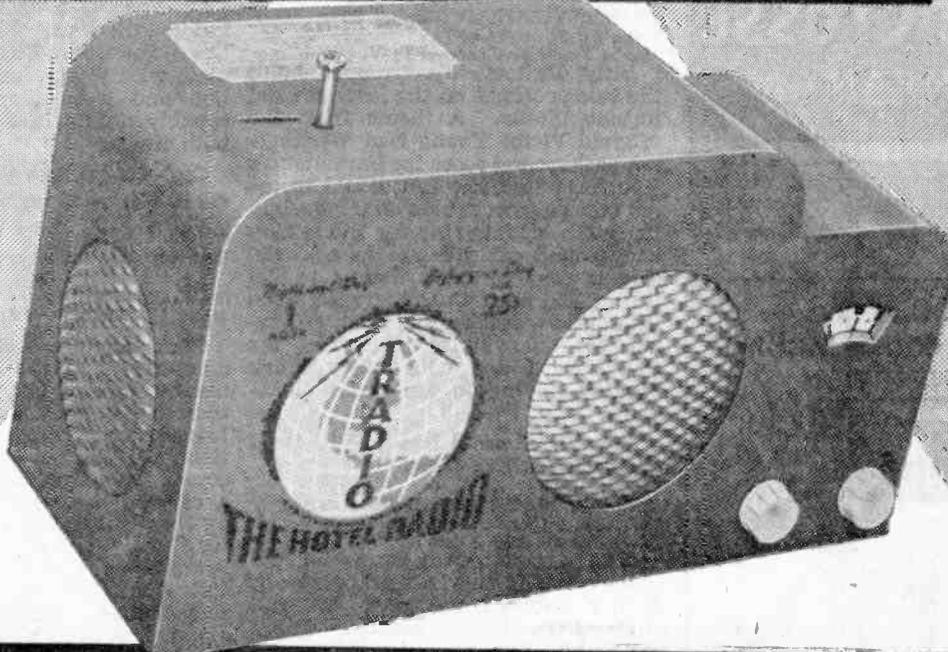
**WILL BUY ANY TYPE MILLS ESCALATOR SLOTS**

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"

**TRADIO IS A PROVEN MEANS TO AN END PROFITS!**



**TRADIO—FAR AND AWAY THE BEST IN THE FIELD**

You can take TRADIO'S complete mechanical perfection for granted. Operators know by experience the long lasting strength built into every wire and part. TRADIO is functionally designed for coin operation. It is purely and simply a machine made to make money. Hotel and tourist cabin guests all over the country want TRADIO because it is a perfect playing radio. Operators want TRADIO because it is a profit paying radio.

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Approved by the National Board of Fire Underwriters! Unconditionally guaranteed for one year—tubes guaranteed for 90 days.

Manufacturers of

TRADIO-ETTE—The first coin operated intimate music restaurant radio.

TRADIOVISION—The first coin operated television set.

WRITE, WIRE OR PHONE FOR NAME OF NEAREST DISTRIBUTOR

Tradio, Inc. sells only to operators through qualified Tradio distributors...never direct to locations. Only by protecting its own integrity can Tradio protect you.



**ATTENTION! OPERATORS AND DISTRIBUTORS FOR SALE**

THE FOLLOWING EQUIPMENT IS JUST OFF LOCATION AND IN GOOD WORKING CONDITION. MAKE US AN OFFER FOR THE ENTIRE AMOUNT OR FOR INDIVIDUAL PIECES.

**MUSIC**

- 7 616 Wurlitzers
- 2 780 Wurlitzers
- 2 24A Wurlitzers
- 1 430 Wurlitzer Speaker, Organ Type

**SLOTS—ALL MILLS**

- 7 5¢ Blue Fronts
- 5 10¢ Blue Fronts
- 5 5¢ Melon Bells, Straight 3-5, P.O., No Melon Bell Jackpot
- 10 5¢ Brown Fronts
- 10 10¢ Brown Fronts
- 3 5¢ Cherry Bells
- 3 10¢ Cherry Bells
- 2 25¢ Cherry Bells
- 15 5¢ Gold Chrome, Original
- 15 10¢ Gold Chrome, Original
- 4 10¢ Gold Chrome Hand Load, Original
- 1 5¢ Emerald Hand Load, Original
- 1 5¢ Black Cherry, Rebuilt
- 1 25¢ Columbia

Write, Phone or Wire Your Offer to

**TRI-STATE AMUSEMENT COMPANY**  
149 18th St. Wheeling, West Virginia  
Phone: Wheeling 649

**CONSOLES**

Keeney Bonus Super Bells, 5¢, 10¢ and 25¢ Payouts. Write or Wire

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Phone: GARfield 7780

**TRADIO, INC.**  
ASBURY PARK, NEW JERSEY  
ASBURY PARK 2-7447-8-9

# RECORD REVIEWS

(Continued from page 120)

**THE PIED PIPERS (Capitol 396)**  
*Mam'selle*—FT; V.  
*It's the Same Old Dream*—FT; V.

The only one of the Big Four to turn over *Mam'selle* to a vocal group, label need not fear competition for its share of the screen tune's (from *The Razor's Edge*) wax gold. With Paul Weston's ork providing the lush instrumental backdrop, the Pipers turn on their best harmonic honey to make this a most appealing version of one of the season's better ballad items. Mood stays soft and dreamy for the flip, an engaging love ballad from the Sammy Cahn-Jules Stein cleffing team, as the blenders offer a velvety interpretation of one of the *It Happened in Brooklyn* screen play tunes.

With the attending screen support both selections are destined for Honor Roll of Hits position, and with the Pipers at their vocal best on these sides, disk is a sure-fire juke double-header.

**BILLY BUTTERFIELD (Capitol 397)**  
*Stella By Starlight*—FT.  
*Maybe You'll Be There*—FT; V.

Billy Butterfield's trumpet holds the solo spotlight on the instrumental topside, *Stella*. A theme from the original Victor Young-Ned Washington background score for Paramount's *The Uninvited*, the Butterfield trumpet takes a smooth ride on the melody line with ork striving for interesting background colorations. As a whole, side is easy to take, thanks to the Butterfield horn, but otherwise holds little that's outstanding. Pat O'Connor carefully styles the lyrics for *You'll Be There*, with subdued ork backing adding to the vocal pleasantry.

Any coin attraction here will be found in *Maybe You'll Be There*.

**MARTHA TILTON (Capitol 395)**  
*I Wonder, I Wonder, I Wonder*—FT; V.  
*That's My Desire*—FT; V.

With a male vocal group for the swiny blends and Dean Elliott's ork setting the catchy rock 'n' roll rhythmic pattern, Martha Tilton easily captures the novelty sparkle of *I Wonder*. Cleffed by Daryl Hutchins, Coast-born ditty holds hit promise. *That's My Desire* makes for pleasant listening as voiced by Miss Tilton and vocal corps, but holds little that's new tunewise.

With *I Wonder* growing in stature, this version should pay off for the ops. The Tilton tag should pull more coins once she takes over vocal chores on the *Hit Parade*.

**BOB JOHNSON (Majestic 7218)**  
*If I Had My Life To Live Over*—W; V.  
*Why Does It Have to End So Soon?*—FT; V.

A new baritone voice and a good one for the label, Bob Johnson sings it tenderly and full of sentimental feeling for the waltz favorite, *Life To Live Over*, his piping framed attractively in the velvety string setting etched by Paul Baron's music. Gives the same tender treatment, in the slow ballad tempo and with Baron's plush string setting just as pronounced, for an attractive *End So Soon*.

The waltz favorite will attract attention to the new singing voice.

**BILLY ECKSTINE (Savoy 950)**  
*I've Been Around*—FT; V.  
*These Things Are Love*—FT; V.

Bowing on the label as a solo singer, Billy Eckstine proves just as potent with a small band for support. Moreover, small aggregation of tenor sax and rhythm instruments lay down a solid rock support for his rhythmic blues chanting for the eight-beat *I've Been Around* as he cautions his baby not to bring him down. Plenty of bounce to Eckstine's piping and to the band's boogie beat. Contrasting, Eckstine turns on the torch with romantic and

dramatic force for *These Things Are Love*, following his lyrical exposition with a story patter that enhances the song selling.

Race spots will spot both sides.

**WESLEY TUTTLE (Capitol 398)**  
*I'd Trade All of My Tomorrows*—FT; V.  
*Excess Baggage*—FT; V.

Jenny Lou Carson's appealing Western ballad, *I'd Trade All My Tomorrows*, is sung with true sagebrush flavor by Wesley Tuttle. Guitars set the outdoor scene here as well as lend the brighter beats to *Excess Baggage*. Vocal twosome blends with Tuttle for the latter.

Both sides hold good juke promise, with the topside deserving the initial spinning.

**GEECHIE SMITH (Capitol 399)**  
*The Frog Song*—FT; V.  
*What's the Matter With the Stove?*—FT; V.

Race warbler Geechie Smith goes on a novelty kick for this pairing. *Frog Song* is a daffy ditty built on kiddie rhythms. Flip is cut from *Open the Door, Richard* cloth, complete with the typical *Richard* narration and word-slinging. Studio ork capably defines the bright beats for both items.

Ops' chances with these are as unpredictable as with any new novelty tunes, but neither side shows much more promise than snaring a few coins.

*Mam'selle*—FT; V.  
*Stella by Starlight*—FT; V.

Dick Haymes makes it a dandy doubling in giving a warm and romantic interpretation for both of these lovely mood melodies that stem from screen scores. There's a Continental flavor to *Mam'selle*, which comes from *The Razor's Edge*, with a classical moonlight aura to *Stella by Starlight*, a haunting melody Victor Young originally wrote several years ago for the mystery film, *The Uninvited*. Haymes sings both in the slow ballad tempo, with Gordon Jenkins subduing the strings and woodwinds to make the singing all the more infectious.

Both sides should stack the coins high.

**ROBERT MERRILL (Victor 10-1273)**  
*Home on the Range*—W; V.  
*The Last Round-Up*—FT; V.

The operatic baritone voice of Robert Merrill gives full lyrical and dramatic sway to the everlasting *Home on the Range* folk classic. Sings it in concert style with affection, getting full-fashioned musical support from Russ Case. Keeping on a Western kick, Merrill tackles Billy Hill's *The Last Round-Up*. Sticks to tempo, and his forceful singing for the light and airy hill-billy classic never comes off.

For the home phonos.

**THE KORN KOBBLERS (MGM 1008)**  
*The Light Turned Green*—FT; VC.  
*Don't Shoot the Bartender*—FT; VC.

Making their bow on this new needler, the Korn Kobblers dish out the familiar brand of musical zaniness that resulted in their striking pay-dirt so long ago. Altho the lyrics are unfunny in spite of Stan Fritts's efforts to make them sound so, the boys make it count for their particular brand of music for *The Light Turned Green*, throwing in the washboard, auto horns, cow-bells and all their other noise makers. For the novelty needling, it's the *Bartender* bit that makes for the disk delight. And Fritts's lyrical pleading is just as potent as the corn-fed music, even dipping into the back-room waltz tempo for the sud-studded Steinwaying and trumpet tears.

Taps and taverns will take to *Don't Shoot the Bartender*.

**HOAGY CARMICHAEL (Decca 23862)**  
*Sh-h, the Old Man's Sleepin'*—FT; V.  
*Doctor, Lawyer, Indian Chief*—FT; V.

The drawl Delta ditting of Hoagy Carmichael, intimately styled and stacking up strong rhythmically, sells with plenty of rock for *Sh-h, the Old Man's Sleepin'*. And with Lou Bring's music bringing up sharply defined jump rhythms, and some vocal assist from the fem voices of the Chickadees, Carmichael is entirely in his element and comes out on top in the song selling. For the flip, he flounders with his own rhythm novelty, *Doctor, Lawyer, Indian Chief*, the ditty not suited to his ditting.

The bouncy *Sh-h, the Old Man's Sleepin'* may bag some coins.

**DENNIS DAY (Victor 20-2211)**  
*Mam'selle*—FT; V.  
*Stella by Starlight*—FT; V.

The lyrical tenoring of Dennis Day, phrasing the wordage expressively, makes it real vocal dreaming for these two screen songs that promise to become as big as the earlier *Laura*, all three melodies enjoying the same melodic appeal. Singer hits the top drawer with his soulful singing for *Mam'selle*, taking it in strict ballad tempo with Charles Dant's music, colored by the pizzicato fiddles, making it a disk delight. Day spins it just as expressively for the exquisite *Stella* refrain, taking tempo liberties with the haunting lullaby.

Popularity of the singer and the songs will bring phono attention to both sides.

**LARRY DOUGLAS (Signature 15106)**  
*Linda*—FT; V.  
*Beware My Heart*—FT; V.

The baritone romantics of Larry Douglas fares best when taking it slowly and smoothly for the romance *Beware My Heart* ballad. Sings in an intimate style and the light support of Ray Bloch's Radio Seven adds to the spinning. However, the singer isn't as much at home with the more rhythmic *Linda* ditty. Doesn't give with the vocal nuances the song calls for, nor is his delivery convincing.

Not enough substance in this singing to keep buffalo heads hopping.

**JOE DOSH (Continental C-5100 & C-5101)**  
*All Thru the Night*—FT; V.  
*Mighty Lak a Rose*—FT; V.  
*Go Sleepy Sleepy*—FT; V.  
*Little Mr. Big*—FT; V.

These four selections are all summer songs, spinning at a slow and free tempo with Joe Dosh's soft baritone voice getting silky support from the subdued strings and celeste of Ray Carter's ork. While it's all soft lullabying, Dosh's ditting lacks the warmth and lyrical charm that brings attraction to a chant. *All Thru the Night* is the traditional slumber song and *Mighty Lak a Rose* is the Ethelbert Nevin song classic. Other two sides are kiddie bedside pops.

Nothing here for the coin chutes.

**JOHNNY CLARK (Whimsy 241-242)**  
*How Strange*—FT; V.  
*Whimsy*—FT; V.  
*The Choo Choo Song*—FT; V.  
*The Girl in the Horn Rim'd Spectacles*—FT; V.

Johnny Clark displays a fair degree of romantic charm in his baritone chanting. But the spinning here only makes for song demonstration. The four songs written with Dian Manners, Clark demonstrates the ditties in free tempo with organ providing musical support. Best of the batch is a lively spinning novelty, *The Choo Choo Song*, with the lyrics crossing all the 48 States. Other three sides are sob ballads, taken at a slow ad lib tempo.

Not for the phono boxes.

**SAXIE DOWELL (Sonora 2007-2009)**  
*Sh-h, the Old Man's Sleepin'*—FT; VC.  
*I Want To Thank Your Folks*—FT; VC.  
*They Can't Convince Me*—FT; VC.  
*I Can't Believe It Was All Make Believe*—FT; VC.

It's an imitation of the music that characterized the late Hal Kemp, complete with subtone clarys in unison and the clipped, cupped trumpets that Saxie Dowell delivers, but with-

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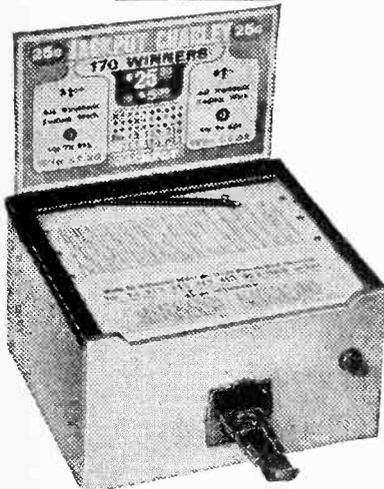
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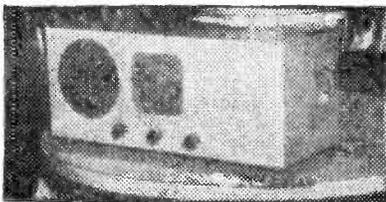
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out the acceleration that brought so much exhilaration for the original. The musical body is shallow and so is the rhythmic flow, and save for the singing, it's entirely without the youthful enthusiasm that would bring attraction to what was once a favored musical style. Setting a bright beat for all spinning, it's the romantic warbling of Don Grady for *Thank Your Folks* and *They Can't Convince Me* that falls easiest on the ears. Suzanne Shepard delivers with full voice but without style for *I Can't Believe* and maestro Dowell leads the way with his two singers for the *Old Man's Sleepin'* novelty with an alcoholic flavor for its lyrics.

"Sh-h, the *Old Man's Sleepin'* stands the best chance for coins.

**EVELYN KNIGHT** (Decca 23854)  
*Saloon—W; V.*  
*Toorie on His Bonnie—FT; V.*

Two classic character songs and Evelyn Knight sings them with class and distinction. Most striking is her expressive chanting for the *Saloon* evergreen, bringing charm and class to an everlasting barroom lyric. And in contrast, displays fine diction and delivery as she adapts a Scotch brogue as she sings it softly and convincingly for the catchy *Toorie on His Bonnie*, a folksie song of a soldier's lassie. Bob Haggart's music provides the songbird with excellent support.

Taps and taverns will keep *Saloon* spinning for a long time to come.

**BETTY RHODES** (Victor 20-2227)  
*Tonight Be Tender to Me—FT; V.*  
*The Man Who Paints the Rainbow in the Sky—FT; V.*

You can't say the gal doesn't try to get these songs over. But she never seems to get under the lyrics to give them warmth. In fact, it's almost a metallic ring that comes out of Rhodes's pipes for these two songs. Nor does the tremulous quality to her singing lend itself to wax attraction. Far more effective than the singing is the musical background created by Charles Dant, who provides a bright and gay setting for the rhythmic *Tonight Be Tender to Me*, altho there is no rhythmic flair to the singing. And it's with the same musical effectiveness that Dant, bringing the Strads up front, brings to the tuneful *Rainbow in the Sky*, spinning in the slow ballad tempo.

Hardly expected to hold up in the coin competition.

**PHIL BRITO** (Musicraft 15105)  
*Between the Devil and the Deep Blue Sea—FT. V.*  
*Sweet Lorraine—FT; V.*

Spinning on a swoon kick for so long, Phil Brito now shows off an engaging rhythmic flair in his singing for these two everlasting favorites. And with pianist Walter Gloss ganging together a sextet for the backing, there's plenty of appeal to the plattering. Nothing nostalgic in the needling, Brito bringing a fresh flavor to both *Sweet Lorraine* and *Between the Devil*, to which he adds vocal riffs to the rides of the tenor saxist, and all with a high degree of intimacy.

Everlasting popularity of the songs may bring phono attention to these sides.  
**STAN KENTON** (Capitol 387)  
*Across the Alley From the Alamo—FT; V.*  
*There Is No Greater Love—FT; V.*

It's Stan Kenton going all out on a commercial kick for the Indian-flavored novelty, *Across the Alley*. June Christy utilizes her tobacco pipes to fine advantage in telling of the Navajo and his pony and their ill-fated encounter with a train. With tom-toms setting the beats, the high-flying brasses and full-throated reeds expertly frame the vocals as well as deftly retaining the contagious pulse. Flip is more like Kenton. For his version of the revived Isham Jones tune, *There Is No Greater Love*, he turns over the lyrics to his recently acquired vocal corps, the Pastels. In characteristic musicianly manner, Kenton's use of voice blenders, unlike other batoners, is noteworthy in

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## Federal Taxes Drop

WASHINGTON, April 26.—Federal Bureau of Internal Revenue reported this week that coin machine tax receipts during March showed a drop of \$29,451 under the total for the same month last year. Report showed total collections last month of \$180,456.65 compared with a total of \$309,908.44 collected during March, 1946. For the same period, cigarette taxes declined slightly from \$92,405,065 in March of last year to \$92,195,908 last month.

## RECORD REVIEWS

(Continued from page 133)  
fetching harmonies that tempt re-hearing.

Across the Alley is a Kenton nickel-snatcher while the flip, blending the commercial appeal of an evergreen ballad with top musicianship, holds plenty of juke coin promise.

**SONS OF THE PIONEERS (Victor 20-2199)**  
Cigarettes, Whusky and Wild Women—W; V.  
My Best To You—W; V.

The Sons of the Pioneers add to their singing laurels with both sides of the label, contrasting a woolly-west novelty with a Tin Pan Alley pop without losing their pastoral setting. Spinning in the three-quarter time, the boys harmonize in homespun fashion for the novelty lyrics of Tim Spencer's *Cigarettes, Whusky and Wild Women*, which points up the perils of fast living. The accompanying guitars and mandolins are in keeping with the character of their chanting. Also as a waltz, but more leisurely and tenderly is their smooth and sweet harmonizing to the strums of guitars for the love song, *My Best To You*.

Stack up both sides in the music machines.

**PETE CASSELL (Majestic 6006-6007)**  
The Last Letter—W; V.  
Where the Old Red River Flows—FT; V.  
The Letter Edged in Black—FT; V.  
Oh, How I Miss You—FT; V.

Pete Cassell (the Blind Minstrel) makes an important addition to recorded folk lore, in his initial offerings for the label. With a real note of tenderness and sincerity in his singing, yet displaying plenty of robust qualities and dramatic power, Cassell makes each chant count. Sings with good voice and diction in the slow waltz tempo for *The Last Letter*, which tells of a broken heart in love; and at a fast clip, sings with deep nostalgic feeling of the longing to return to mother and to Louisiana as contained in Jimmie Davis' *Where the Old Red River Flows*. Other two sides spin at a bright tempo, and again singing in minstrel style to the accompaniment of guitar and bull fiddle, makes it meaningful for the traditional *Letter Edged In Black*, the letter of a mother to her son asking him to return home, and for his own *Oh, How I Miss You*, which tells of a broken heart since his girl went

away. All sad songs, but sells 'em like a million.

Older folks will crowd the counters to take these home.

**JOHNNY MERCER (Capitol 400)**  
A Little Too Fer—FT; V.  
The Covered Wagon Rolled Right Along—FT; V.

The versatile Mercer goes on a novelty folk spree that makes for right smart spinning—two sides' worth. With a typical Western instrumental group for accompaniment and Merle Travis and Wesley Tuttle for vocal chorus blends, Mercer sounds like an authentic troubadour of the outdoors. Topside is a tongue-in-the-cheek ditty about the gal who goes *A Little Too Fer*. The Western fave, *Covered Wagon*, gets a fresh, once-over-lightly treatment on the flip, with Mercer and the supporting duo holding the vocal reins.

*A Little Too Fer* is a sure-fire nickel grabber. Tune material here, as on the flip, will attract coinage for folk juke ops, while the Mercer tag will pull in plays at other locations.

**SKITCH HENDERSON (Capitol 402)**  
Would You Believe Me?—FT; V.  
A Thousand and One Nights—FT; V.

While the spinning is pleasant and relaxing, it is otherwise unimpressive. Nor is there anything particularly outstanding in Skitch Henderson's ivory dusting or Eileen Barton's voicing of *Would You Believe Me?* (from Warner's *Love and Learn*). Ray Kellogg's warbling of *A Thousand and One Nights* is better. Tune is appropriately named, since it is a synco adaptation of the main theme from Rimsky Korsakoff's *Scheherazade*. The Korsakoff refrain will be easily recognized as it currently fills the sound track of U-I's *Song of Scheherazade* flicker. Lyric is adequately patterned to the classical melody.

Any coin chances here are on *A Thousand and One Nights*.

**JO STAFFORD (Capitol 401)**  
Almost Like Being in Love—FT; V.  
Smoke Dreams—FT; V.

Jo Stafford woos to win with her honeyed interpretation of *Almost*, the hit-headed ballad from Broadway's *Brigadoon*. Paul Weston expertly frames the love song in a velvety backdrop of strings and reeds pointing up la Stafford's expressive voicing. Starlighters (vocal corps) pro-

## RECORDS MOST-PLAYED ON THE AIR

(Continued from page 27)

3	15.	THAT'S MY DESIRE .....	Frankie Laine .....	Mercury 5007—ASCAP
		(Ray Anthony Ork (Dee Keating), Sonora 2019; Golden Arrow Quartet, Continental C-6048; Ella Fitzgerald (Andy Love Quintet), Decca 26866; Woody Herman (The Four Chips), Columbia 37329; Curtis Lewis (Curtis Lewis Trio), Apollo 1056; The Cats and the Fiddle, Manor 1064; Martha Tilton (Dean Elliott Ork), Capitol 395)		
1	15.	ACROSS THE ALLEY FROM THE ALAMO .....	Woody Herman (The Four Chips) .....	Columbia 37289—ASCAP (See 13B)

### Coming Up

I DO, DO, DO LIKE YOU .....	Johnny Mercer (Paul Weston) .....	Capitol 367—ASCAP
THE EGG AND I .....	Dinah Shore (Sonny Burke Ork) .....	Columbia 37278—ASCAP
MAM'ELLE (F) .....	Pied Pipers (Paul Weston Ork) .....	Capitol 396—ASCAP
IVY .....	Jo Stafford (Paul Weston Ork) .....	Capitol 388—ASCAP

## Skrilow Appointed Production Manager

POUGHKEEPSIE, N. Y., April 26.—Murray Skrilow was named last week as production manager of Square Amusement Company, according to Al Schlesinger, firm president. Skrilow has been connected with the coin machine industry for the past 25 years.

Production of the firm's new game, Sportsman Roll, is now going ahead right and day with the recent addition of a night shift at the plant, Schlesinger states.

vide the dream setting for the flip, the "Chesterfield Supper Club" air show's well-known theme, with Miss Stafford's polished pipes taking the spotlight.

It's smart pairing that should make this disk click coin-wise, but it's the show tune topside that bids first plays.

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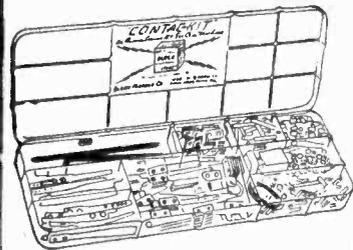
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MARKET 7-4641

# "CONTACT-KIT"



**You Need It for Service Calls Like a Doctor Needs His Stethoscope.**

All your service calls due to electrical causes are simplified when you go equipped with a "CONTACT-KIT." It's a COMPLETE repair kit with a generous supply of all the standard parts you need. You can repair or make up any burned out switches with "CONTACT-KIT."

Packed in a patented plastic box, crystal clear, and non-inflammable. You can see at a glance just what you need. The box is expertly compartmented so that all parts will stay in place. Strong enough to stand on!

## No. 10 CONTACT-KIT

- Contains**
- Assorted silver contact points
  - Assorted fibre lifters
  - Fibre separators
  - Insulating bushings
  - Assorted phosphor bronze leaves
  - Insulating fish papers
  - Flexible pig-tail wire
  - Set of contact point adjusters
  - Hollow-end brass rivets
  - Assorted made-up switches
  - Soldering lugs
  - Mounting bolts
  - Hexagon nuts and lock-washers

PRICE

**\$7.50**

## No. 20 CONTACT-KIT

- Contains**
- All contents of No. 10 CONTACT-KIT
  - 1 New switch assembling tool
  - 100 Extra silver contact points
  - 60 Extra phosphor bronze leaves
  - 1 All-directional point adjuster

ALL FOR

**\$14.50**

Total Value... \$17.85  
Your Cost... 14.50

YOU SAVE! \$ 3.35

### BLOCK MARBLE CO.

1425 N. Broad St., Phila. 22, Pa.  
Phone: STEvenson 4-8975  
Get It From Block,  
They Have It In Stock

# Minnesota Bell Bill Passes by Unanimous Vote

ST. PAUL, April 26.—Minnesota's administration succeeded Thursday (24) in pushing an anti-gaming measure thru the Senate by a vote of 58-0. The governor was expected to sign the bill into law Friday.

Final vote on the measure (H.B. 698) came after three hours of bitter debate during which opponents sought vainly to tie the bill up with amendments. Had they been successful, the bill probably would have been sent to a conference committee, where it more than likely would have died.

As finally pushed thru to passage, the bill bars bell machines, roulette wheels, salesboards, number jars and pinballs paying out in cash, chips or tokens redeemable in merchandise or cash. Penalty for violation includes revocation of all licenses, State, county or city.

Measure, which becomes effective upon the signature of the governor, also prohibits storage of such machines and devices except in public warehouses. However, transportation by licensed carriers and manufacture for out-of-State sale is permitted. Persons who have had business licenses revoked because of alleged violations have the opportunity of appeal to courts within 15 days after revocation by the licensing authority.

Opposition to the measure has indicated that a test case of the new law may be brought before the courts in the near future.

Final result on the bill indicated that a number of members of both houses, who early in the session had spoken out against it, joined administration forces when the pressure was turned on. Some of the Senate's top attorney-members, not a few of whom had expressed private opposition to the bill, carried it to final victory, with reformers passing the load onto them.

One senator, deluged with letters from all over the State, said he called one writer and was told the person was sick in bed and that the letter had been written, signed and sent by his brother-in-law, a State employee.

# Coven Distributing Company Holds Two Bally Rocket Shows

CHICAGO, April 26.—Coven Distributing Company here staged two showings of the Bally Rocket, one in Peoria and the other in Rockford, Ill. Peoria showing was held Monday and Tuesday (21-22) at the Pere Marquette Hotel and the Rockford showing followed Wednesday and Thursday (23-24) at the Nelson Hotel.

In all, more than 150 operators visited the two hotels to get a first look at the new pinball game. On hand at both meetings, from the Coven staff in Chicago, were Bob Schaefer and Al Koprassch. Both meetings lasted thruout the morning and afternoon, and refreshments were served. Coven may hold a similar showing in Indiana, but plans for such a meeting are indefinite.

### List Attending Operators

Among those attending the Peoria showing were Snooks Gordon, Bill Rigney, L. T. Sprague, Eddie Moore, Les Montooth, Babe Koren, Frank Kinsey, Chet Johnson, Art Harrison, Bill Fleming, Cabristo Collins, Jack Ashby and Andy Frasco, all of Peoria; Barney McKay and Frank Rose, of Galesburg; Ralph Smith and Pete Beres, of Pekin, and H. L. Hexamer, Washington, Ill.

Guests at the Rockford showing

included Joe Ruttenberg, O. E. Fisher, Bill Morris, Sam Seritino, Lew Casola and John Dockhas, of Rockford; John Crim and E. A. Rainey, Macomb, Ill.; Arnold Foch, Charlie Obligatto and Dan Savage, of Beloit, Wis.; Harry Fields, the Yell brothers and Otto Flamm, Sterling, Ill.; George Snyder and Harold Hooperstad, Woodstock, Ill.; Wayne Robinson, Pekin; Lee Davey, Elizabeth, Ill.; Ernie Kyler, De Kalb, Ill., and Harold Shouts, Monroe, Wis.

## FOR SALE

REFINISHED, RECONDITIONED, IN A-1 CONDITION, READY FOR LOCATION:

- 10 Mills, 123's (with Spinner) @ \$ 55.00
- 3 Flat Tops @ 90.00
- 3 Laura @ 90.00
- 1 Wagon Wheel @ 109.00
- 2 Streamliners @ 85.00
- 3 Canteens (conv.) @ 90.00
- 5 Stage Door Canteens (Only slightly used) @ 135.00
- 1 Oklahoma @ 90.00
- 1 Trade Winds @ 125.00
- 1 Surf Queen @ 99.50
- 1 Chicago Coin Goalee @ 250.00
- 1 Record Time, F.P. @ 75.00
- 1 Dark Horse, F.P. @ 65.00
- 1 Sport Special, F.P. @ 75.00

TERMS: 1/3 DEPOSIT WITH ORDER

### TEXAS NOVELTY CO.

1724 S. Congress Ave. Austin, Texas

# BUBBLE BALL GUM

Perfect—First Grade—Finest Quality  
Immediate Delivery—50c per 100 balls, 5/8", 140 Count, 25 Lbs. Carton, \$17.25  
(Minimum Order Accepted—One Carton)

## NEW CONSOLES AND 1-BALLS—LIST

- Mills 3-Balls, 5-10-25 \$645.00
- Bally 5c DeLuxe Draw Bells \$12.50
- Bally 5c Regular Draw Bells Write
- Bally Triple Bells \$895.00
- Bally Entry \$595.00
- Bally Special Entry \$595.00
- Evans Winter Book \$26.00
- Evans Bangtalls, F.P., P.O. \$24.50
- Keeney Super Bonus Bell, 3-Way \$1500.00
- Keeney Super Bonus Bell, 2-Way \$1000.00
- Keeney Big Parlay \$660.00
- Jennings Challengers \$595.00
- Gottlieb Daily Races \$650.00

## CIGARETTE VENDORS

- Factory reconditioned and refinished to look like new—complete with cabinet bases:
- 3 9-col. National 9-30 \$95.00
  - 1 9-col. National 9-50 \$125.00
  - 6 S.M. 7-col. SP Models \$65.00
  - 2 S.M. 7-col. DeLuxe \$75.00
  - 5 8-col. Unedapak \$85.00
  - 1 9-col. 500 Unedapak \$110.00
  - 1 9-col. Chrome DuGrenier Champ \$125.00
  - 5 10-col. Rowe Royals \$110.00
  - 10 11-col. DuGrenier Champions \$125.00

## Misc. Equipment

- 15 Wurltzer Skee Balls \$295.00
- 2 Genco Skee Rolls \$25.00
- 10 9-ft. Bowling Leagues \$110.00
- 3 Jafco Barrel Rolls Write
- 5 Bowl-A-Score \$165.00
- 1 Evans Barrel Roll \$110.00
- 3 Bating Practices \$110.00
- 3 Chic. Coin Hockey \$110.00
- 3 Goales \$250.00
- 3 Lite-A-Leagues \$175.00
- 10 Total Rolls \$325.00
- New Sportsmans Write
- Boomerang (Lot of 1) 295.00. Quantity Write
- 2 Slightly Used Pinch Hitters \$275.00
- 1 9-Ft. Roll-a-Score \$110.00
- 1 Undersea Raider \$165.00
- 2 Brand New Bang-a-Filly Write
- Scientific X-Ray Poker Write
- We Will Accept Trade-Ins.

## CONSOLES

- 5 Bally Triple Bells Write
- 6 Bally Draw Bells Write
- 6 Mills 4-Balls \$295.00
- 2 Keeney 5-25 \$225.00
- Super Bells \$175.00
- 2 Keeney 5c Super Bells \$135.00
- 1 Bally High Hand \$150.00
- 6 Bally Mul. Club Bells \$150.00
- 1 Bally Royal Flush \$95.00
- 2 Bakers Paces \$175.00
- 2 Paces Reels \$150.00
- 3 Paces Saratoga Reels \$110.00

## SPECIAL

- 10 Panorams \$325.00
- 1946 50c Voice-o-Graph Write
- Late Photomatic \$650.00

## SILVER KING

- 1 1/2 Peanut \$13.95
- 1 1/2 Gum \$13.95
- 5c Nut \$13.95
- 25 or more... 10% off

## ADVANCE

- 1 1/2 Peanut \$13.75
- 1 1/2 Gum \$13.25
- 25 or more... 10% off
- 5c Pistachio \$13.75

## VICTOR V

- 1 1/2 Globe \$11.75
- 1 1/2 Cabinet \$13.75
- 5c Cabinet \$14.75

PRICES NET

Pipe Stands \$3.75  
Cross Bars 1.25  
Wall Brackets 1.00

## ARCADE—NEW AND USED

- Light League, F.S. \$175.00
- ABT Gun Range \$50.00
- Rapid Fire \$110.00
- Undersea Raider \$165.00
- Chico. Hockey \$110.00
- Goales \$250.00
- Evans Barrel \$110.00
- Tommy Gun \$95.00
- Sun Vitalizer \$125.00
- Latest Vitalizer \$175.00
- Total Roll \$335.00
- Air Raider \$110.00
- Anti-Aircraft \$75.00
- Champs \$95.00
- Pitchem & Catchem \$95.00
- Maglo Finger \$125.00
- World's Series \$110.00
- Complete Exhibit Line Write
- Scientific X-Ray \$125.00
- Poker Write
- Voice-O-Graph Write
- Ideal Scales \$125.00
- Bally Drink Vendors \$375.00
- Radiogram \$125.00
- Scientific B. Ball \$110.00
- Battling Prac. \$110.00
- Chicken Sam \$110.00
- Bolascare, New \$195.00
- Bolascare, Used \$150.00
- Wur. Skee Ball \$295.00
- Chico. B. Ball \$499.50
- Atomic Bomber \$495.00
- Field Goal \$295.00
- Boomerangs \$295.00
- Ace Coin Coun. \$125.00
- Elec. Shockers \$17.50
- ABT Challenger \$55.00
- Basketball \$55.00
- Gott. Grippers \$39.50
- Grip Views \$49.50
- Pop Up \$49.50
- Fee Wee \$45.00
- Post Card Ven. \$25.00
- 25 Select-It-Card Vendors \$25.00
- 25 Select-It-Card Vendors \$25.00
- Complete Line of Pin Games Write

**REVOLVING SAFES AND BOX SLOT STANDS.**  
Heavy steel, custom built single, double and triple revolving safes. Burglar proof. Will take any slot machine. Bottom door for storage or additional weights. Single, \$175; Triple, \$262; Double, \$225; Lock Box Stds., \$27.50.

## JENNINGS

- 5c Std. Chiefs \$269.00
- 10c Std. Chiefs \$279.00
- 25c Std. Chiefs \$289.00
- 5c DeL. Club Chiefs \$299.00
- 10c DeL. Club Chiefs \$309.00
- 25c DeL. Club Chiefs \$319.00
- Plus Monroe and St. Chiefs, Super DeLuxe Club Chief, and Silver Eagle.

## BOOMERANG

Immediate Delivery \$295.00

## "STAR" POPCORN MACHINES—PROVEN THE FINEST AT THE LOWEST PRICES!

Trouble Free Mechanism—Streamlined Stainless Steel Cabinet—Illuminated Display Signs—Attractive and Durable.

### IMMEDIATE DELIVERY!

- SUPER STAR, Theater Model \$589.00
  - SUPER STAR, Counter Model \$519.00
  - SILVER-STAR, Floor Model \$485.00
  - SILVER-STAR, Counter Model \$398.00
  - JUMBO-GIANT, Popping Unit \$248.00
- SPECIFY VOLTAGE REQUIRED.

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

## Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PProspect 6318-17



M. S. GISSER, Sales Mgr.

# MAKE US BEST OFFER

NO REASONABLE OFFER REFUSED FOR ONE PIECE OR ALL

## PIN GAMES

- 1 Spellbound
- 1 Keep-Em-Flying
- 1 5-10-20
- 2 Victory
- 1 South Paw
- 1 Star Attraction
- 1 Invasion
- 1 Argentine
- 2 Seven Up
- 1 Horoscope
- 1 Sky Blazer
- 1 Band Wagon
- 1 ABC Bowler
- 1 On Deck
- 1 Do Re Mi
- 1 Dixie
- 1 Bolaway
- 1 Zig Zag
- 1 Bombardier
- 1 G.I. Joe
- 1 Double Play
- 1 Captain Kidd
- 1 Wild Fire
- 1 Four Roses
- 1 Hi Hat

## ARCADE

- 8 Goales
- 1 Sky Fighter
- 1 Soc-a-Ball
- 2 Whizz (Floor Sample), Like New
- 1 Red Ball (New)

## CONSOLES

- 6 Victory Derby (New)
- 2 Draw Bell 1 HI Hand
- 2 Pacers Races (Brown Cabinet)
- 1 Triple Entry
- 50 Buckley Wallboxes

## REDD DISTRIBUTING CO.

130 LINCOLN STREET

ALLSTON, BOSTON 34, MASS.

# Marlin Amusement Corp.

412 Ninth Street, N. W.  
Washington 4, D. C.  
District 1625

WANTED—THOROUGHLY EXPERIENCED MECHANIC on Phonographs and Pin Balls. Must have own testing equipment for Amplifiers. Fifty-six hour week. Prefer middle aged, married man. Can furnish work. Apply by letter, stating salary expected and experience. No boozers need apply.

WHITFIELD MUSIC COMPANY  
Wildwood, Florida

### New Machinery Ups Colo. Mint Output

DENVER, April 19.—New machinery installed in the Denver mint will enable its workers to "make money" faster and easier than before, Moses E. Smith, mint superintendent, said

last week. "We will be the most modern of the three U. S. mints in the country," he added.

Because of the new rate of coin production, the mint's 4 p.m. to midnight shift was eliminated this week, entailing the dismissal of about 50 "wartime" workers. During the war, the mint operated 24 hours a day, employing about 460 people. The midnight to 8 a.m. shift was dropped a year ago.

### Tax Calendar

**Alabama**

May 10: Tobacco stamp and use tax reports and payments due. Tobacco wholesalers' and jobbers' report due.

May 20: Sales tax report and payment due.

**Arkansas**

May 20: Gross receipts tax report and payment due.

**Colorado**

May 14: Sales tax report and payment due. Use tax report and payment due.

**Georgia**

May 10: Cigar and cigarette wholesale dealers' reports due.

**Idaho**

May 15: Cigarette wholesalers' drop shipment reports due.

**Illinois**

May 15: Cigarette tax returns due.

**Kansas**

May 20: Sales tax report and payment due. Use fuel report and payment due.

**Kentucky**

May 10: Cigarette wholesalers' reports due.

**Louisiana**

May 1: Tobacco wholesalers' reports due.

May 15: Soft drink wholesalers' reports due. Tobacco wholesalers' reports due.

May 20: New Orleans sales and use tax reports and payments due. Sales and use tax reports and payments due.

**Massachusetts**

May 20: Cigarette tax reports and payments due.

**Michigan**

May 15: Sales tax reports and payments due.

**Mississippi**

May 15: Manufacturers, distributors and wholesalers of tobacco reports due. Sales tax reports and payments due.

**Missouri**

May 31: Soft drink manufacturers' reports and payments due.

**North Carolina**

May 15: Sales tax report and payments due.

**North Dakota**

May 10: Cigarette distributors' reports due.

**Ohio**

May 10: Cigarette wholesalers' reports due.

May 15: Cigarette use tax and report due.

**Oklahoma**

May 10: Cigarette wholesalers', retailers' and vending machine owners reports due.

May 15: Sales tax report and payment due. Tobacco wholesalers', jobbers and warehousemen's reports due.

**Tennessee**

May 20: Sales and use tax reports and payments due.

**Utah**

May 15: Sales tax return and payment due.

**Washington**

May 15: Cigarette wholesalers' reports of drop shipments due. Sales tax report and payment due. Seattle occupational tax report and payment due. Vancouver occupation tax report and payment due.

**West Virginia**

May 15: Sales tax report and payment due.

**Wisconsin**

May 10: Cigarette wholesalers' and manufacturers' reports due.

**Wyoming**

May 15: Sales tax report and payment due.

### Juke Yields Thieves \$40

MAYWOOD, Ill., April 26.—Juke box here had \$40 in coins stolen from its coin box when thieves broke into E. Goodwin's restaurant the morning of April 8.

## IN FLORIDA SUPREME

WE WILL SELL THESE MACHINES AT ANY REASONABLE PRICE

We need the space, so come on and make an offer for one or the entire lot. All these machines are rebuilt and guaranteed to work 100% regardless of price.

### FREE

The buyer of the entire lot of Club Bells will receive free of charge about \$1500.00 worth of console parts, mostly Bally Club Bell.

- 20—Club Bells Comb. FP & CP Extra Clean and Bug Free
- 5—Sun Rays FP
- 8—Jumbo Parades CP
- 4—Pace Reels—Jr. CP
- 8—Beulah Parks CP
- 1—25c Stanco Bell CP
- 1—25c Bally Roll 'Em
- 1—5c Bally Roll 'Em
- 1—5-25 Keeney Super Bell CP
- 1—25c Keeney Super Bell Conv. FP & CP
- 3—Duo Bells
- 2—Mills 4 Bells Specially Rebuilt 5-5-25
- 1—Buckley Track Odds Belgian Mod.
- 1—Bally Colors
- 2—HiTones 8800
- 10—600 Keyboard
- 5—24A
- 1—716
- 1—616
- 1—412
- 1—Crown
- 1—Rex
- 1—Melody King
- 1—Rock-Ola 16
- 1—Imperial 16
- 1—71
- 2—Envoy
- 2—Vogue
- 2—Classic

### 6 SUPREME SKEEROLLS

1/3 CASH WITH SHIPPING INSTRUCTIONS—BAL. C. O. D.

SUPREME is Exclusive Florida Distributor for **AMI, INCORPORATED**  
**J. H. KEENEY & CO., INC.**  
**AT YOUR SERVICE RADIO CORP.**  
**PERSONAL MUSIC CORP.**



DUE TO THE 100% SELLOUT OF OUR LAST SUPER VALUE AD, WE HAVE DECIDED TO OFFER THESE

### SUPER-SUPER VALUES

- WURLITZERS**
- 3—24 Hideaways . . . . .ea. \$ 90.00
  - 2—42 600 Victories . . . . .ea. 150.00
  - 3—42 500 Victories . . . . .ea. 150.00
  - 3—42 24 Victories . . . . .ea. 125.00
  - 8—24 . . . . .ea. 100.00
  - 1—780M . . . . .ea. 325.00
  - 3—850 . . . . .ea. 325.00
  - 2—500 Keyboard . . . . .ea. 185.00
- SEEBURGS**
- 5—8800 . . . . .ea. \$215.00
- ROCK-OLAS**
- 1—46 . . . . .ea. \$425.00
  - 3—Premier . . . . .ea. 175.00
  - 7—Commando . . . . .ea. 175.00
  - 14—Standards . . . . .ea. 150.00
  - 1—Empress . . . . .ea. 125.00
  - 5—Tone Columns . . . . .ea. 50.00
- MILLS**
- 5—Thrones . . . . .ea. \$125.00
- ONE BALLS**
- Thorobreds . . . . .ea. \$140.00
  - Longacres . . . . .ea. 140.00
- All Machines in Good Working Condition
- ECONOMY SUPPLY COMPANY**  
2015 Maryland Ave. Baltimore 13, Md.  
Phone: Chesapeake 6812

# Bally ROCKET

5 KICK-OUT POCKETS SCORES UP TO 490,000 FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spell-bound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation. Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

CONVERTIBLE  
NOVELTY or  
FREE PLAY



## ATLAS NOVELTY COMPANY

2217 Fifth Avenue

Pittsburgh, Pennsylvania

## GEORGE FAIR

OFFERS

- Model #61 Wurlitzer With Stand . . . . . \$ 69.50
- Packard Boxes, Used Two Months, Each . . . . . 20.00

### FIVE BALLS YOUR CHOICE \$25.00 EACH

Home Run Dixie	Invasion Playball	Dude Ranch Capt. Kidd	Towers Zombie	Spot Pool A.B.C. Bowler
Knockout		\$39.50	Skyblazer	
United Jeep		\$69.50	Mutoscope 2c Hockey	\$60.00
Hollywood		40.00	A.B.T. Target Skill (2 Gun)	50.00
Rock-Ola World Series		50.00	Bally Basket Ball	50.00
Rock-Ola Play Ball		50.00	Exhibit Bull's-Eye	50.00

### WE NEED

Fast Ball	Spellbound	Fiesta	Rio	Step Up
Scientific Batting Practice (If You Come After It)				\$ 30.00
Crated and Shipped				40.00
Chi Coin Hockey (in Crate)				90.00
Globe Ball Grip—Floor Model, Ready To Go				30.00
Watling Penny Return Scale				75.00
Standard Metal Typewriter				395.00
Give-Away Hanging Lamps With Indirect Globes				2.50
Model 541 (1947) Emerson Radios				29.50
Model 500 Free-Play Coin Chutes, Brand New				\$ 2.75
Universal Service Kits				5.95
Bally, Gottlieb and Exhibit Plastic Plung. Assemb.				1.65

## MONTGOMERY DIST. CO.

951 Troy St.

Phone Hemlock 9812

Dayton, Ohio

# Trade Directory

Following tabulation of trade reports received during the week of April 19 and 26 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

## New Machines

Hockey and Football (two different games in one). Tousjeux & Nouveautes, Sa., Geneva, Switzerland.

Airvox Console Coin Radio. Airvox Radio Company, 71 Gault Street, Santa Cruz, Calif.

Hot Nut Vender. White Machine Company, 104-106 Livingston Street, Newark, N. J.

Combination Stamp and Razor Blade Vender. Automatic Dispenser Company, 9018 West Olympic Boulevard, Beverly Hills, Calif.

One World (roll-down skill game). Amusement Enterprises Company, 2 Columbus Circle, New York 19.

Havana (pinball game). United Manufacturing Company, 5737 North Broadway, Chicago 40.

Univendor (assorted merchandise vender). Stoner Manufacturing Corporation, Aurora, Ill.

Spin-It (5c almond vender). Au-

tomatic Enterprises, 4701 Cimarron Street, Los Angeles 37.

Co-Op Radio (coin-operated). Automatic Radio Company, 1305 North Hudson, Oklahoma City, Okla.

Test Quest (grip machine). Grunig Novelty Company, 817 N. Hamlin Avenue, Chicago.

Casino Bell, Sr. (console). H. C. Evans & Company, 1520-1528 West Adams Street, Chicago 7.

Challenger (twin play). O. D. Jennings & Company, 4307-39 West Lake Street, Chicago 24.

Rocket (pinball game). Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

## New Firms

Associated Film Libraries, Inc., Hartford, Conn. (Sound film company.)

## Personnel Notices

William K. Wallbridge has been elected president of Lamont, Corliss & Company, New York.

Phil Mason has been announced as partner with Dave Lowy in Dave Lowy & Company, New York.

Harry P. Schneider has been appointed phonograph sales manager for the Atlantic New York Corporation, New York.

## Address Changes

J. J. Golumbo & Company, 1119 Commonwealth Avenue, Boston.

## Distributors Appointed

Firestone Enterprises, Inc., Brooklyn, has named the following distributor for its roll-down games and coin-operated radios:

Empire Automatic Corporation, Brooklyn, for metropolitan New York.

Mills Industries, Inc., Chicago, has named the following distributor to handle its phonograph sales and service:

Green & Delitz, Wausau, Wis., for North Central Wisconsin and Upper Michigan.

## Marvel Elects Six Distributor Firms

CHICAGO, April 26. — Marvel Manufacturing Company appointed six distributors during the past week, according to firm head, Bill Perry.

C. M. McDaniel Distributing Company, San Antonio, will cover the State of Texas; Taran Distributing Company, with offices in Miami and Jacksonville, Fla., will cover these two cities; Golden Gate Novelty Company, San Francisco, has been allotted Northern California; Roanoke Vending Machine Exchange, Roanoke, Va., will distribute in Virginia; Central Amusement Company, Memphis, will cover Western Tennessee and Mississippi; Hy Branson Distributing Company, Louisville, will distribute in that city.

## Okla. Coin Firm Chartered

OKLAHOMA CITY, April 26. — Secretary of State has granted a charter to Coin Operated Devices, Inc., this city. Capital stock was listed at \$2,000, firm members as Edward B. Cones, Richard E. Boulton and W. B. Farquhar.

*We are now delivering*

- Williams Cyclone
- Williams Tornado
- Williams Show Girl
- Chi Coin Kilroy
- Bally Double Barrel
- Bally Entry
- Bally Comb. Draw Bell, 5-25c
- Bally Triple Bell
- United Havana
- Daily Races
- Exhibit Vanities
- Exhibit Mystery
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Mills Three Bells
- Keeney Bonus Bells
- New Slot Stands
- A.B.T. Challenger
- Gottlieb Maisie
- Gottlieb Deluxe Grip Scales
- Columbus Peanut Machines
- Daval's Products

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.

## HAVE 100 PIECES NEW EQUIPMENT SLOTS AND CONSOLES

Willing to rent on commission to responsible party for operation. For full particulars call or write

**Frank B. Van Stevens**

Southern Hotel  
Cumberland, Md.

**THIS MERCHANDISE PRICED for QUICK SALE**  
**BRAND NEW IN ORIGINAL CRATES OR AS SPECIFIED**

**Brand New MUTOSCOPE Atomic Bomber Voice-o-Graph PHOTOMATIC**  
*Write for our price*

**SOLOTONE AND PERSONAL MUSIC BOXES, New and Used**  
*Write for our prices*

**Brand New and Used PACE DELUXE CHROME BELLS**  
5-10-25-50-\$1.00  
*Write for our prices*

**Brand New DAVAL Free Play COUNTER GAME**  
*Priced to sell*

**SEEBURG Converted Ray Guns, overhauled and refinished like new, \$89.50**

**New and used late CONSOLES — If you are in need of any of this equipment, it will pay you to contact us.**

*Representing Leading Manufacturers of Coin Operated Machines*  
**Bush DISTRIBUTING COMPANY**  
237-239, PLYMOUTH AVE. N. • GENEVA 0325 • MINNEAPOLIS 11, MINNESOTA

# COMING!!

★ ★ ★ AMI ★ ★ ★  
**40 SELECTION WALL and BAR BOX**  
★ ★ ★  
★ THE PERFECT MATE TO THE SENSATIONAL AMI MODEL "A" 40 SELECTION PHONOGRAPH OR THE AMI CONTINUOUS PLAY HIDEAWAY CABINET. ★ ★ ★  
★ SEE US TODAY FOR COMPLETE DETAILS! ★

## RUNYON SALES COMPANY

123 W. RUNYON ST., NEWARK 8, NEW JERSEY — TEL: BIGELOW 3-8777  
593 TENTH AVE., NEW YORK 18, NEW YORK — TEL: LONGACRE 3-4820  
956 MAIN ST. BUFFALO 2, NEW YORK — TEL: LINCOLN 6093

# COIN MACHINE PARTS

On and after May 1 Coin Machine Service Co. will be located in their new and larger quarters at 1547 NORTH FAIRFIELD AVE. CHICAGO 22—SAME PHONE HUMBOLDT 3476

WRITE FOR OUR LATEST COIN MACHINE PARTS LIST

**COIN MACHINE SERVICE CO.**  
PARTS FOR EVERY OPERATOR'S NEED  
2307 N. WESTERN AVE. Phone Humboldt 3476 CHICAGO 47

Buy A Phono Needle

OR

Buy A 40 Selection

AMI



WE'RE BEHIND IT

&

Morris Hankin and Jack Lovelady are behind every item they sell! Twenty years of business is proof of stability. We take this opportunity to let our operators throughout Georgia and Alabama know that we are 100% behind every item we sell . . . particularly AMI! THE 40 SELECTION AMI PHONOGRAPH IS SO MUCH THE BEST MACHINE ON THE MARKET THERE ISN'T ANY COMPARISON. Years from now we'll still be selling them and you'll still be making big collections.

For the best in the field and for the greatest profits it's

AMI and H & L



DISTRIBUTORS, INC.

708 Spring St., N.W., Atlanta, Ga. • 1524 2d Ave., N. Birmingham, Ala.

PROFITS ON A SILVER PLATTER



THE NEW CORADIO

(With the built-in National Slug Rejector Unit)

CORADIO

COIN OPERATED RADIO

108 W. 31st STREET • NEW YORK 1, N. Y. • CHICKERING 4-8865



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

YOUR CHOICE \$29.50 Each ANY THREE \$85.00

A.B.C. BOWLER  
ALL AMERICAN  
MISS AMERICA  
(Conversion)  
ATTENTION  
BOLOWAY  
CHAMP  
CROSSLINE  
DOUBLE PLAY  
GOLD STAR  
HOME RUN '40  
HOROSCOPE  
MAJORS

YOUR CHOICE \$44.50 EACH ANY THREE, \$130.00

HOME RUN '42  
SPOT POOL  
TOPIC  
SKY BLAZER

MONICKER  
PLAY BALL  
SEA HAWK  
SCHOOLDAYS  
SILVER SPRAY  
SPORT PARADE  
SKY LINE  
SNAPPY  
STAR ATTRACTION  
STRATOLINER  
SHOW BOAT  
VICTORY

BALLY HIGH HAND \$94.50

BALLY CLUB BELL \$94.50

BIG HIT \$119.50

JENNINGS SILVER MOON \$39.50

STAGE DOOR CANTEEN (Postwar) \$129.50

LAURA \$79.50

BIG PARADE \$44.50

KNOCKOUT \$39.50

BOSCO \$44.50

SUSPENSE \$154.50

1/3 WITH ORDER, BAL. C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St. Philadelphia 30, Pa. Fremont 7-4495

1060 Broad St. Newark 2, N. J. Mitchell 2-7646

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

## 7-Ball Rolldown Gets First Show At Milwaukee

MILWAUKEE, April 26.—Wisconsin Novelty Company introduced a new seven-ball rolldown game called Double Up at the first annual Wisconsin Phonograph Operators' Association show held at the Pfister Hotel here April 14. Firm is national distributor for the game, which is manufactured by Evan's Coin Machine Company, also of Milwaukee.

Game's cabinet is made of three-quarter inch matched birch with a high tone lacquer finish, has a glass top over the playing surface and a glass covered back board that lights up as the points of the players are registered. Playing surface features an alley with a metal plate located near the beginning of the alley, preventing damage by a ball thrown hard, a series of five drop holes which are parallel to the backboard, and another series of five drop holes in the middle of the playing surface.

### How Game Is Played

Double Up is played as follows: Player places nickel in coin chute located in the left hand side of the front of the game, thereby releasing seven balls for play. Player then rolls a ball down the alley of the playing surface and the ball rolls around, coming thru a gate and dropping into one of the front drop holes or down past them to a group of 11 plastic buttons which when hit also register 1,000 points on the backboard each time a button is hit. Both the series of front drop holes and the back drop holes have the numbers one thru five. If a ball drops in number on the back set and a succeeding ball drops in the front hole of the corresponding number a bonus of 7,000 points registers on the score

## Steam Cabinet To Be Coin-Operated Reducing Machine

NEW YORK, April 26.—A coin-operated steam cabinet bath is the latest machine being offered the trade by King's Slenderizing Company, Sales Manager Philip M. Yurman announced this week. It will operate for 30 minutes for 50 cents, accepting quarters only.

In non-coin-operated form, the steam cabinet has been manufactured by the concern for two years and is being sold thruout the country, backed by national advertising. Adaptation to coin-operated form is the work of Yurman, who was connected with several coin machine enterprises before taking an interest in the steam cabinet manufacturing firm.

Installations will be made in golf and tennis clubs, beauty salons, hotels, bath houses, health centers and any other location where there is a shower. The machine is the first coin-operated reducing device on the market.

Distributorships are now available for most sections of the country. The firm's plant is at 1910 Avenue U, Brooklyn. Yurman also has offices in Suite 304, 1112 West 42d Street.

total. There is another drop hole placed between both sets of holes that lights up numbers 2 and 4. If a ball drops into this hole any succeeding ball dropping in either No. 2 hole or either No. 4 hole also results in a player bonus of 7,000 points.

# IMMEDIATE DELIVERY

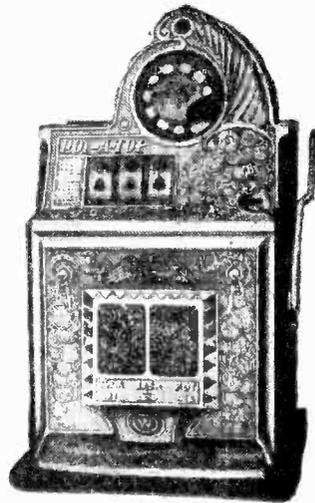
### OPERATOR'S PRICES

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.

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 CHERRY PAY 2
- 1 CHERRY PAY 3
- MYSTERY 3-5 PAYOUT, STANDARD
- MYSTERY 3-5 PAYOUT, CLUB
- NO LEMON ON FIRST REEL



DON'T WRITE—WIRE!

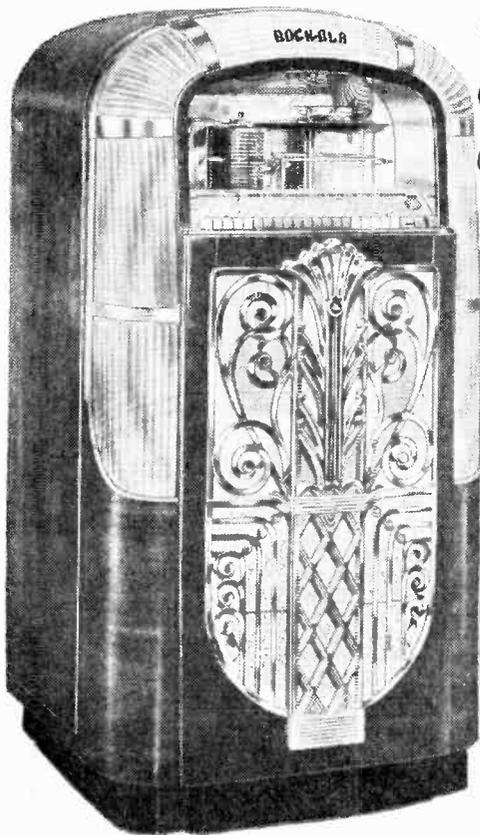
## WATLING MFG. CO.

Est. 1889 — Tel.: COLUMBUS 2770

4650 W. Fulton St.

Chicago 44, Illinois

Cable Address: "WATLINGITE," Chicago



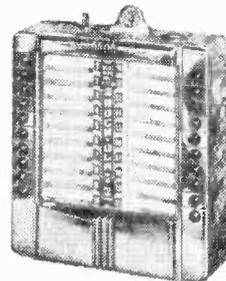
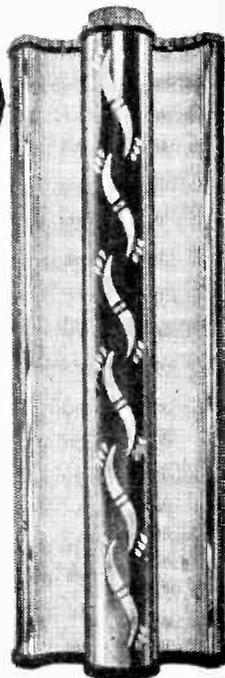
# Lazar features ROCK-OLA

## UNIVERSAL Music SYSTEM

Lazar has a complete line of Rock-Ola music equipment to fit the requirements of any location. Complete Rock-Ola installations are available for clubs, restaurants, drug stores, lunch counters, soda fountains, hotels, etc. Lazar will look over operators' locations and help them develop a "gold mine" on Rock-Ola music.

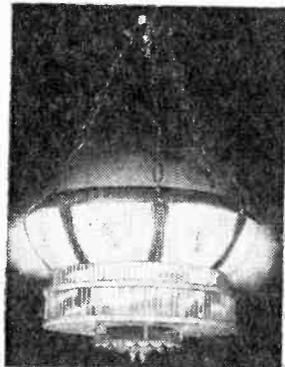
### MODERNE SPEAKER

A colorful and brilliant super de luxe tone column speaker designed for corner use. Beautiful lighting arrangement and gleaming metal trim.



### WALL BOX

Increase play and profits! All metal case with direct wire connections, push button selection, shock-proof positive action coin switch, brilliant program lighting.



### TONE-O-LIER SPEAKER 1604

Beautiful tone in this gorgeous auxiliary speaker with motor driven color wheel to give unusual and fascinating effect. Has outstanding eye and ear appeal!



### WALL SPEAKER 1606

Beautiful small speaker, all wood construction, with ornamental grille. Individual volume control (optional). Ideal low-cost speaker for general coverage.

## ROCK-OLA MODEL 1422-6

The latest and best Rock-Ola phonograph in design, color, lighting effect, animation, tone quality, and dependable trouble-free performance. A real profit producer!

Increase Location Profits with ROCK-OLA "Made-to-Order" Music!

**B. D. Lazar Co.**

1635 FIFTH AVENUE  
Pittsburgh • Phone Grant 7818  
28 Years the Leader in the Field





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.

**FREE PLAYS**

Broadcast	\$27.50	Victory (Genco)	\$42.50	Cover Girl	\$ 82.50
Bolaway	30.00	Shangri-La (P&B)	42.50	Duffy's (Rev.)	82.50
Gun Club	30.00	Knock Out	54.50	Laura	95.00
Snappy, '41	30.00	Midway	54.50	Grand Canyon (Rev.)	95.00
Legionnaire	35.00	Keep 'Em Flying	59.50	Brazil (Rev.)	99.50
Home Run, '42	35.00	Shangri-La (Gott.)	59.50	Stage Door Canteen	99.50
Star Attraction	35.00	Big Top	65.00	Trade Winds (Rev.)	104.50
A.B.C. Bowler	35.00	Hollywood	69.50	Big Hit—Single	109.50
School Days	35.00	Streamliner (Rev.)	69.50	Big Hit—Multiple	129.50
Flying Tigers	42.50	Frisco	82.50	Fast Ball	145.00

**SLOTS**

Mills 5¢ Blue Front	\$ 74.50
Mills 5¢ Gold Chrome	119.50
Mills 10¢ Black Cherry Bell	124.50
Mills 10¢ Melon Bell	99.50
Mills 25¢ Gold Chrome	139.50
Pace Deluxe Chrome Bell, 5¢, '46	189.50
Pace Comet, 10¢	52.50
Jennings 5¢ Silver Chief	99.50
Jennings 5¢ Bronze Chief	199.50
Col. Bell, Deluxe Chrome, '46	149.50
Col. Bell, TJP, '46	89.50
Waiting 5¢ U. S. Treasury	44.50

**ONE BALLS**

Dark Horse	\$ 64.50
Club Trophy, FP	99.50
Pimlico, FP	164.50

**CONSOLES**

Paces Reels W/Rails	\$ 39.50
Paces Saratoga W/Rails	49.50
Silver Moon, FP	52.50
Big Top, 5¢, FP	72.50
Galloping Domino, FP, '41	99.50
Super Bell, 25¢ Comb.	185.00
Super Bell, 5¢ Comb.	99.50
Two Way Super Bell, 5¢-25¢	219.50
Mills 3 Bells, 5-10-25, Recond.	350.00
Duo Bell, 5-5¢	239.50
Duo Bell, 5-25¢	249.50
Sun Ray	65.00

**VENDING**

NEW COLUMBUS 1 1/2 Peanut Machines	\$ 10.50
NEW COLUMBUS Peanut Mach. Stds.	4.95
NEW Ideal Card Vendors W/1000 Cards	24.50

Wurlitzer 616 (110 V., Direct Current)	\$149.50
Wurlitzer 600	195.00
Wurlitzer '41 Counter Model, Like New	99.50
Rock-Ola RM-16, Ill. Cab.	99.50
Rock-Ola Windsor, Ill. Cab.	129.50
Rock-Ola Commando	249.50
Rock-Ola Premier	219.50
Seeburg Hi-Tone 8200	219.50
Seeburg 8200, ESRC	279.50
Seeburg 8800	289.50
Alreon, '46, LIKE NEW	575.00
30-Wire Coded Cable, Per Ft.	.22
(In 1000 Ft. Rolls), Per Ft.	.20

**ARCADES**

Bally Defender	\$ 74.50
Whizz W/Stand	84.50
Mutoscope Sky Fighter	119.50
Red Ball, LIKE NEW	210.00
Mills Panoram—Solo Vue	325.00
Genco Total Roll	325.00
Bowl "O" Ball, 14", Floor Sample	189.50
Bowl "O" Ball, 6", Floor Sample	169.50
Supreme Skeeroll, 12", LIKE NEW	189.50

**COUNTER GAMES**

Kicker & Catcher, NEW	\$ 49.50
Bouncer, NEW	47.50
Pop-Up, NEW	49.50
Whirl-a-Ball, NEW	47.50
Marvel, 1¢, Cig. R., NEW	39.50
Write Gusher, 5¢, NEW	39.50
Used ABT Challenger's	39.50
Used 1¢ Mercury, Cig. Reel	22.50
Used 5¢ American Eagle	22.50

# Interpretation of Oregon Coin Legislation Varies

PORTLAND, Ore., April 26.—Reaction among operators and distributors to Oregon's new coin machine tax law (*The Billboard*, April 12) varied widely last week as the trade had opportunity to study the act. But the trade generally was agreed that the new and excessive levy against straight amusement games was the result of a lack of organization on the part of the local operators and distributors. Most of the trade here believes that the levy on amusement games might have been kept at a more fair figure had the trade been able to give its side of the picture thru an active, aggressive association.

The law, enacted during the last week of the legislative session (March 31), added \$1 tax on each individual coin chute on a music machine, leaving the \$10 tax on juke boxes unchanged. Amusement games are to be taxed at \$50 regardless of whether they pay out.

Some operators felt that the new law, which changes the wording of the State's existing coin machine tax act by leaving out the words "... and to return to the player thereof no coins, tokens or merchandise," might mean that the State will per-

mit payouts, but this is still a matter for debate.

S. A. Sedlock, of the operating firm, S. A. Sedlock & Company, said that the new, excessive tax on amusement games is "partly the result of not being organized. But we just can't seem to get organized. I've been trying for years, and I'd go in if we got another organization."

Harry Arnsberg, Northwest Amusement Company, who was recently named chairman of a temporary committee aimed at launching a local coin machine association, said that he would "try to get some action on a meeting (of the trade) as soon as my business permits me to devote the time." Arnsberg and his brother, Asa, have been active in the past in the organization of local trade groups, but the groups have gradually petered out and become ineffective.

**Distributors Cite Need**

Distributors joined with operators in pointing up the urgent need for a good, local trade association. A. M. Moss, Portland manager for M. S. Wolf Distributing Company, said: "This tax will give the business a setback and points the need for organization. Just as important as forestalling unfavorable legislation is the development of proper public relations, development of good will, letting the public know of the constructive and socially beneficial achievements of the coin machine industry."

Other operators and distributors contacted who agreed that the industry locally should form and keep up an active association were Lou Dunis, Portland Amusement Company; Ted Miller, Coast Amusement Company; Budge Wright, Portland manager for Western Distributors; John Schwartz, Rose City Music Company, and Frank Sandberg, Portland manager for the Mills Sales Company.

**BELL BILL IN MICH.**

(Continued from page 105)

408 for same, plus keno and bingo games.

New Jersey—Legislature adjourned April 22.

Oklahoma—House passed a bill Friday (25) placing a \$20 annual fee on each juke box and amusement game in operation in the State. Bill, which now goes to the Senate, passed the House after a lengthy debate on the question of whether it would increase or decrease revenues. Under present law, coin machines are taxed 10 per cent of their gross revenue. Proposed law would levy \$5 on wall boxes used in connection with juke boxes and specifically outlaws bells.

Oregon—Governor signed H.B. 272 fixing following fees on coin machines: \$50 for amusement games; \$10 on juke boxes and radio, plus \$1 on each individually coin-controlled speaker; \$1 on penny amusement games and \$25 on skeeballs.

Wisconsin—Introduction of vet bonus bill increasing cigarette tax from 2 cents to 3 cents a pack and levying fees of \$10 per year on all coin-operated amusement devices, including pinball games, juke boxes, movie machines or other.

**NEW CMI DIRECTORS**

(Continued from page 104)

coincide with the biggest industry gathering of the year. Next year's convention is to be held January 19 thru 22 at the Sherman Hotel in Chicago, with the annual meeting thus scheduled for January 20.

Members heard complete financial audit of accounts of CMI, and also of CMI Public Relations Bureau.

James T. Mangan, chief of the Public Relations Bureau, presented a detailed report of the bureau's activities since its inception six months ago, pointing out that the industry had received publicity valued at an estimated \$250,000 during the period in the form of stories and photographs in newspapers and periodicals. Future projects outlined by Mangan include nationwide industry co-operation in supplying coin-operated equipment for use in veterans' hospitals, teen-age activities, a national pin game championship tournament.

**BEGINNING MAY 3RD BOTH OFFICES WILL BE CLOSED AT 1 O'CLOCK ON SATURDAYS**



**MAIN OFFICE:**  
635 "D" STREET, N. W.  
WASHINGTON 4, D. C.  
DISTRICT 0500



TERMS: 1/3 DEPOSIT, BALANCE C. O. D.



**BRANCH OFFICE:**  
2505 N. CHARLES ST.  
BALTIMORE 18, MD.  
BELMONT 8189

## TO CLOSE OUT

- 20 GOTTIEB, 5-10-20 ..... \$39.50
- 15 BALLY CLUB BELLS ..... \$79.50
- 15 BALLY HIGH HANDS ..... \$69.50

All games sold as is, but complete. No broken doors—no missing parts—cabinets in good condition. All orders must be accompanied by 1/3 deposit and shipping instructions.

### TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST. BOSTON 18, MASS.  
PHONE: LIB. 9480

Call on MONARCH for Prompt Shipment on All New Games THOROUGHLY RECONDITIONED ONE-BALLS

Fairmount	\$245.00	Grand National	\$ 50.00
Jockey Clubs	195.00	Hawthorne	50.00
Turf King	195.00	Grandstand	50.00
Kentucky	145.00	Sport Page	50.00
Sport King	145.00	Longacres, F.P.	235.00
Long Shot	125.00	Thorobred, F.P.	235.00
Santa Anita	95.00	Mills 1-2-3, F.P.	69.50
Fortune	95.00	Mills Owls, F.P.	49.50

**PHONOGRAPHS**

Wurlitzer 71 Counter & Stand	\$150.00	Rock-Ola Counter & Stand	\$150.00
Wurlitzer 600 Rotary	225.00	Rock-Ola Spectravox	75.00
Rock-Ola 16 Record	145.00	Rock-Ola Super	295.00
Wurlitzer 616	\$145.00		

WRITE FOR PRICES ON ALL ARCADE EQUIPMENT, CONSOLES, PIN GAMES, SLOTS, ETC.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated catalog. CABLE: MOCOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**PACE**  
The **BIGGEST**  
NAME in BELLS

Deluxe  
Chrome Bells  
5¢ - 10¢ - 25¢ 50¢ - \$1.00

**PACE**  
MFG. CO. INC.  
2909 INDIANA AVE. CHICAGO, ILL.

# Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spell-bound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation. Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

CONVERTIBLE  
NOVELTY or  
FREE PLAY



## JONES DISTRIBUTING CO.

127 East 2d South, Salt Lake City, Utah  
1454 Welton Street, Denver, Colorado

EXCLUSIVE DISTRIBUTORS FOR WISCONSIN & UPPER MICHIGAN

PERSONAL MUSIC CORP.  
MEASURED MUSIC

DAVAL PRODUCTS CORP.  
COUNTER GAMES

H. C. EVANS & CO.  
CONSOLE GAMES

ELECTROMATON, INC.  
ARCADE-TYPE GAMES

UNITED  
COIN  
MACHINE  
CO.

U. S. VENDING CORP.  
SELECTIVE VENDER

FILBEN '47  
30-RECORD PHONOGRAPH

UNITED MFG. CO.  
PIN GAMES

MARVEL MFG. CO.  
COUNTER GAMES

SQUARE AMUSEMENT CO.  
ARCADE-TYPE GAMES

### NOW DELIVERING THIS NEW EQUIPMENT

- PERSONAL MUSIC CORPORATION'S "Complete Music System"
- H. C. EVANS' "1947 Ten Strike"
- SQUARE AMUSEMENT'S "Sportsman Roll"
- UNITED MANUFACTURING'S "Havana"
- ELECTROMATON'S "Rol-A-Score"
- DAVAL'S "Best Hand"—"Skill Thrill"—"Oomph"
- MARVEL'S "Pop-Up"

Write for our price list on high  
quality Reconditioned Equipment!



Wisconsin's Leading Distributors

## UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

THINK..

OF THE BIG  
"PROFIT-ABILITIES" OF  
Voice-O-Graph...  
VOICE RECORDING!



## VOICE-O-GRAPH

Brings YOU  
...MODERN VOICE RECORDING IN  
AUTOMATIC COIN OPERATED FORM

Universal Appeal . . . Showmanship . . . Foolproof Operation . . . Human Interest—the VOICE-O-GRAPH gives you all four . . . and MORE! This Automatic, Coin-Operated Voice Recorder has tremendous "PROFIT-ABILITIES" for you. People thrill at the idea of making instantaneous recordings of their own voices and mailing them to friends or taking them home to play over and over again on their own phonographs. This psychological impulse guarantees operators exceptional profits.

The VOICE-O-GRAPH occupies only 7 sq. yd. of floor space and yet is large enough for 2 people to record conversation or song. It is sound-proof and beautifully designed. Contains 5c Mailing Envelope Vender. No Attendant is necessary. Operation is completely Automatic.



"Don't Write—VOICE-O-GRAPH"

Mail coupon for proof. Earning power fully established. See the VOICE-O-GRAPH on display at all Mutoscope Distributors. Deliveries now being made . . . in order received.

\*Reg. Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION  
44-01 Eleventh Street, Long Island City 1, N. Y.

Send me at once complete details on VOICE-O-GRAPH.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**

**\$85.00 Ea.**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep. 60 lbs. wt.

**MILLS Q. T.**

Factory Reconditioned. Regular Bell Machine—Automatic Payout. 3 on Cherries, Bells, Etc.

1¢ Play	..... \$ 74.50
5¢ Play	..... 95.00
10¢ Play	..... 105.00
25¢ Play	..... 115.00

**MERCURY**

Cig. slot reels. Can be used with free play tokens or cig. tokens. Supplied with tube of tokens. 1¢ or 5¢ play. Factory reconditioned like new.

**\$14.50 Each**  
**Special: 5 for \$60.00**

**NEW MILLS VEST POCKET**

The Vest Pocket is a complete Bell, operating on 3/5 mystery automatic payout system. 1¢ or 5¢ play metered Jackpot. Only 8 by 7 by 8". Weighs only 15 lbs. Pays on all Bell Combinations. Looks like an attractive cube on counter. Flap to cover reels.

**NEW 1947 \$71.50**

Factory Reconditioned 1946 Vest Pockets . . . \$47.50 Each

**NEW CHALLENGER**

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER. More dollars for you with

**THE NEW ABT CHALLENGER**  
**\$49.50 each**

WRITE FOR FREE CATALOG!  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

**Abco NOVELTY Co.**

823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

**WRITE IN and GET ON OUR MAILING LIST!**

GENCO TOTAL ROLL (Like New) . . . \$275.00 ROCK-OLA DELUXE (Repainted) . . . \$225.00  
Seeburg VOGUE—(re-painted, perfect) . . . \$225.00

FOREIGN ORDERS A SPECIALTY. 5% Discount—Full Cash With Order.

**NATIONAL NOVELTY COMPANY** 183 MERRICK ROAD MERRICK, L. I. Phone: Freeport 8-8320

# SCIENTIFIC HAS A NEW GAME!!!

ON YOUR TOES--GET READY--GET SET--GO!

JUMP THE GUN--GET ADVANCE INFORMATION NOW!

WRITE -- WIRE -- PHONE TODAY!

??  
LOOKS LIKE  
\$500.00  
EARNS LIKE  
\$1000.00  
PRICE ONLY  
\$279.50

SCIENTIFIC MACHINE CORP.  
229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

EVERY LOCATION A GOLD MINE

??  
SCIENTIFIC'S  
5-BALL  
ROLL DOWN  
Priced Right at  
\$279.50

SCIENTIFIC MACHINE CORP.  
229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

TOPS IN TAVERNS

?  
?????  
?

SCIENTIFIC MACHINE CORP.  
229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

LOCATIONS  
RAVE ABOUT IT

??  
SCIENTIFIC'S  
5 BALL  
ROLL  
DOWN

??  
YES...  
This is a "teaser."  
We admit its only  
purpose is to arouse  
your curiosity about  
our amazing 5-ball  
roll down game.  
It's really some-  
thing! It's worth  
your sending a  
card, letter or  
wire to

SCIENTIFIC MACHINE CORP.  
229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

PERSONAL NOTICE

My other games having de-  
serted me and left me without  
much bed and board, you'd  
think I'd be in a terrible fix.  
But I'm not! I'm happy as a  
man with an oil well since I  
placed Scientific's 5-ball roll  
down game in all my locations.  
What a game! What beautiful  
collections! What a right price  
—\$279.50. Find out for your-  
self from

SCIENTIFIC MACHINE CORP.  
229 West 28th Street  
NEW YORK 1, N. Y.  
Phone: PEnnsylvania 6-8217

CONFIDENTIAL

Scientific has a game  
that is simply sensa-  
tional. You'll recog-  
nize it immediately as  
a top money maker.  
It's a natural! Write  
today to Scientific  
Machine Corp., 229  
W. 28 St., New York  
1, N. Y., or phone  
PEnnsylvania 6-8217.

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\$279.50  
WORTH  
\$500.00

SCIENTIFIC MACHINE CORP.  
229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

## IMPORTANT! WRITE FOR OUR PRICE LISTS!

Limited Quantity—WURLITZER 5¢ SLIDES FOR 600, 500, 24, 616, 61. Each. . . . \$ 1.60  
IN STOCK NOW!—"AMITY" CIGAR VENDOR . . . . . 44.50  
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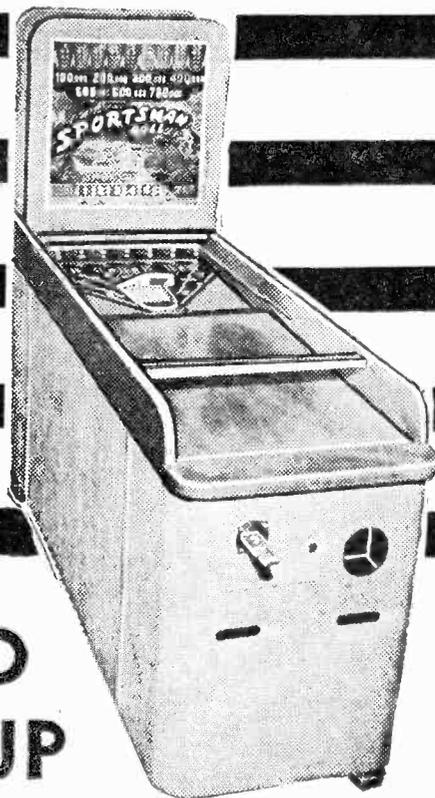


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10c MILLS BLUE FRONT ..... 129.50  
25c MILLS BLUE FRONT ..... 119.50  
5c BROWN FRONTS ..... 129.50  
10c BROWN FRONTS ..... 139.50  
25c BROWN FRONTS ..... 59.50  
VEST POCKETS, 1946 Model ..... 87.50  
5c QT., LATE, Glitter Gold Front ..... 109.50  
25c QT., LATE, Glitter Gold Front ..... 149.50  
5c JENN. CLUB-CONSOLE CHIEF ..... 119.50  
10c 4-STAR CHIEF ..... 99.50  
COLUMBIAS, J.P., 1946 MODEL ..... 149.50  
5c BLACK CHERRY, REC. .... 169.50  
10c BLACK CHERRY, NEW REB. .... 89.50  
5c WATL. ROLATOP, \$79.50; 10c ..... 79.50  
5c PACE DE LUXE, \$69.50; 25c ..... Write  
5-10-25c JENN. LITE-UP CHIEFS .. Write  
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**ONE BALLS**  
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LONGACRE, F.P. .... 249.50  
TURF KING, P.O. .... 189.50  
JOCKEY CLUB, P.O. .... 175.00  
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MILLS OWL, 1 OR 5 BALL, F.P. .... 69.50  
LONGSHOT, P.O. .... 129.50  
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VICTORY DERBY, P.O. .... 325.00

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JENN. SILVER MOON, F.P. .... 79.50  
5c BALLY CLUB BELL ..... 159.50  
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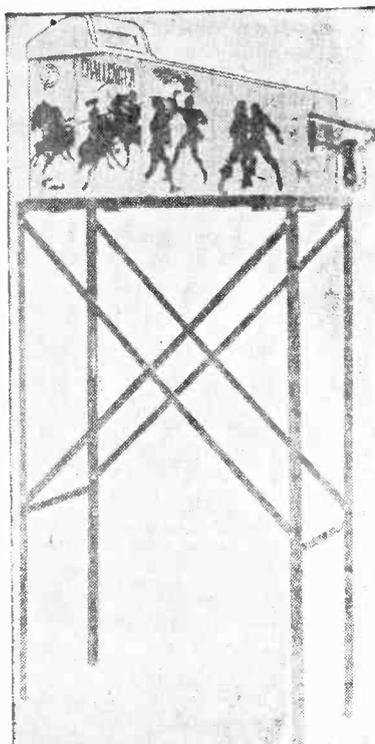
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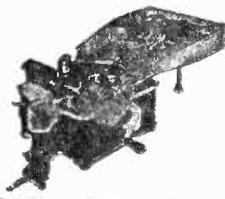
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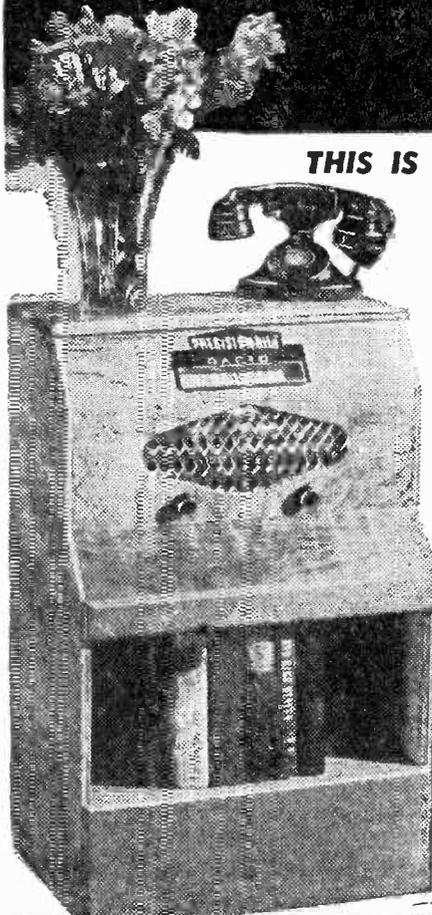
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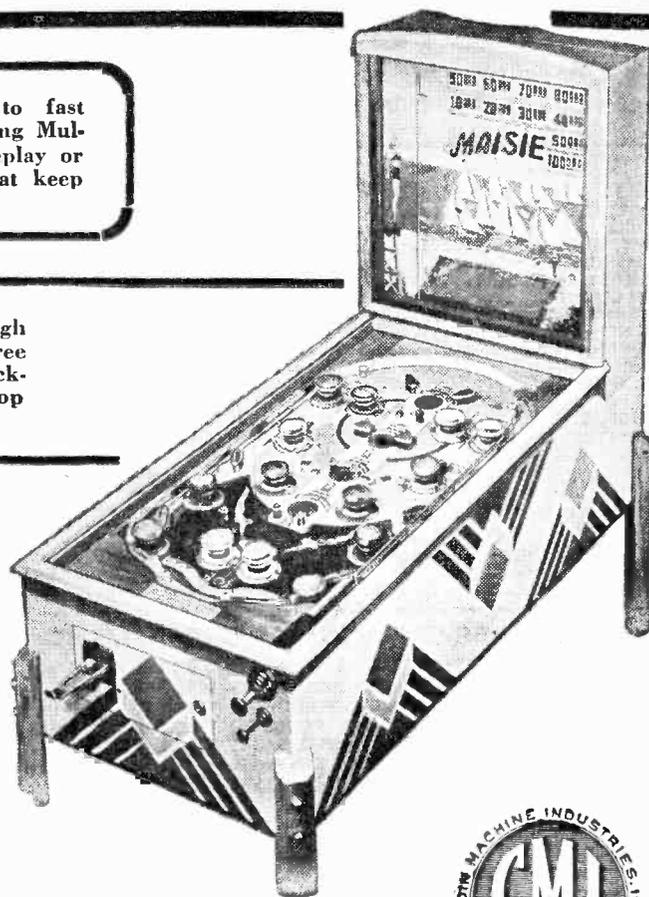
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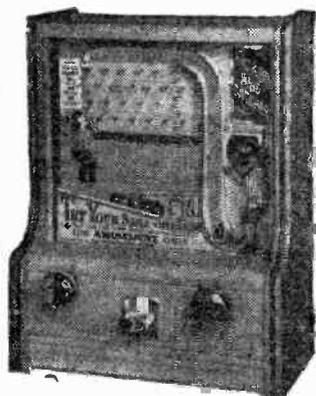
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25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, F.P., A-1	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, C.P., A-1	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER BONUS BELLS	WRITE
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10¢ BLUE FRONTS	119.50	10¢ COPPER, GOLD AND BLUE HAMMERLOID FINISH	210.00
10¢ BROWN FRONTS	129.50	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 Revolver 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 DE LUXE	174.50
		TRIPLE DE LUXE	275.00

**MUSIC**

SEEBURG 8200, R.C.	\$375.00	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	360.00	WURLITZER 616's	89.50
ROCK-OLA STANDARD	265.00	WURLITZER 600	249.50
SEEBURG ENVOY, R.C.	329.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES	32.50
AMI HIGHBOY, 40 SELECTIONS	435.00	WALLOMATICS, W.S., Z.Z.	29.50
SINGING TOWERS, 1945	225.00	BAROMATICS, R.C.	42.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

**CENTRAL OHIO COIN MACHINE EXCHANGE**

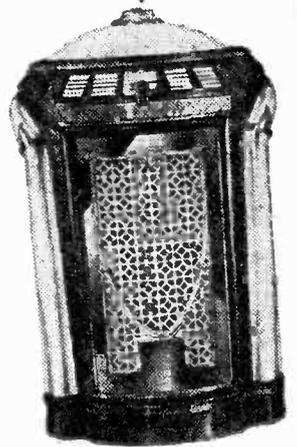
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**SEEBURG MUSIC SYSTEMS**

World's Finest and Most Complete Music Merchandising Facilities!

Ask for a Comprehensive Demonstration at Any Florida Automatic Office



SYMPHONOLA "147"

WHAT ACTION...  
WHAT APPEAL...  
WHAT EARNINGS...

THAT'S **MAISIE**

GET NEXT TO THIS NEW GOTTLIEB SENSATION RIGHT NOW! SHE'S WAITING FOR YOU AT FLORIDA AUTOMATIC!



BE SURE TO ORDER THESE GOTTLIEB WINNERS:

**DAILY RACES**

1-Ball. Payout or Replay

**GRIP SCALE**

Best Since 1927!

**SKILL THRILL**

Real target action! Shoots actual coin!

**BEST HAND**

Also in Oomph High Score and Mexican Baseball.

FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



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All Phones: 3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611  
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**FOR IMMEDIATE DELIVERY!**

\$29.50 EACH CLOVER WILD FIRE VELVET METRO  
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PAN AMERICAN

\$39.50 Each

BandWagon '42 Home Run Star Attraction  
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\$49.50 Each

FIVE-TEN-TWENTY

LIKE NEW GENCO'S TOTAL ROLL \$279.50

ALL ITEMS GUARANTEED

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**UNITED INDUSTRIES**

525 PARKER ST • CHESTER • PENNA.

*Trademark of Quality!*

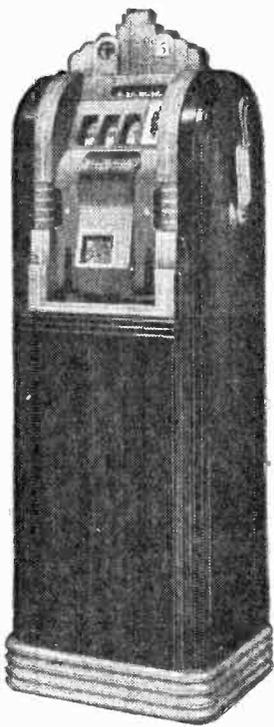


# THE OWL

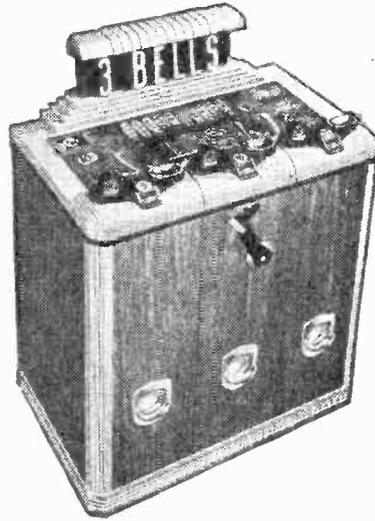
**Look for the Owl on all genuine Mills Coin Machines**

THE OWL is the official trademark of all Mills Coin Operated Machines. For 59 years the Owl Trademark has graced Mills Coin Equipment. Way back in 1889, one of the first machines Mills manufactured was the Owl Lifter, a weight-lifting test machine

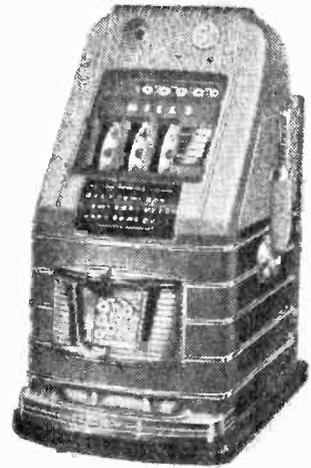
used most often in Arcades. Today, many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills Machine. The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in Coin-Operated Equipment.



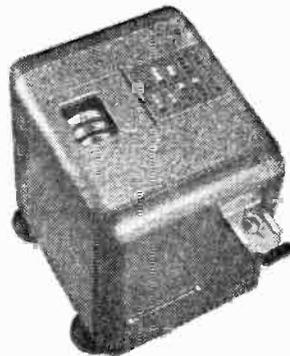
MILLS CLUB ROYALE



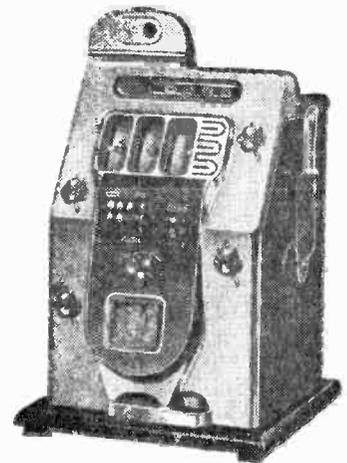
MILLS 3 BELLS



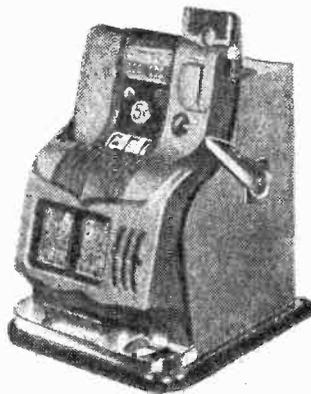
MILLS JEWEL BELL



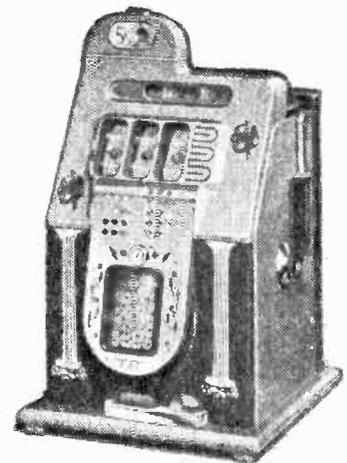
MILLS VEST POCKET



MILLS BLACK CHERRY



MILLS O. T.



MILLS GOLDEN FALLS

## BELL-O-MATIC CORPORATION

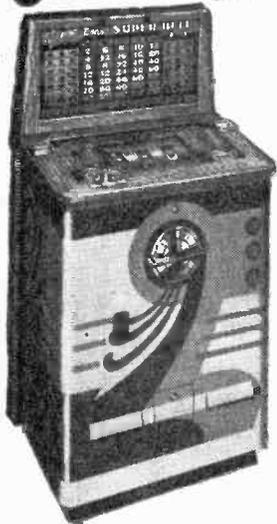
EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# WATCH YOUR SPRINGTIME PROFITS GROW

with KEENEY'S

# BONUS Super Bell

ONE-WAY



THREE-WAY



TWO-WAY



No other machine can equal Keeney's Bonus Super Bell earnings in resort and wayside locations. Keeney's Bonus Super Bell has never lost its popularity in any type of location. It never will. It's here to stay... for endless play!

Get all set for Spring - and a long run into Summer, Fall and year-round profits with Keeney's Bonus Super Bell. Those popular resort spots will soon open up and alert operators will recognize the big advantage of getting in early with the best... the very best... Keeney's Bonus Super Bell. See your Keeney distributor now...today!

J. H. *Keeney* & CO., INC.

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## LATEST MODELS

# JACKPOT BELLS

2/5 OR 3/5 COMBINATION

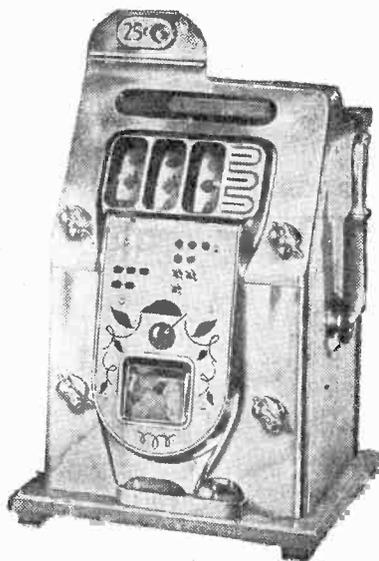
FACTORY REBUILT - LOOK AND OPERATE LIKE NEW

**\$150.00**

5c PLAY

10c, \$160.00 - 25c, \$170.00

F. O. B. CHICAGO



REBUILT AND REFINISHED

# WATLING ROLATOPS



**\$75.00**

F. O. B. CHICAGO

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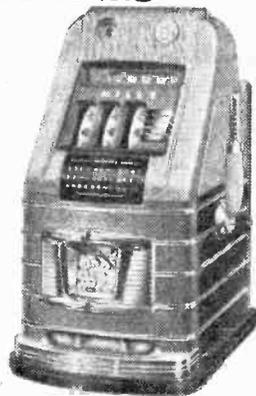
4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

## MILLS LATEST MACHINES

### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play.



### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5c, 10c and 25c play.

ORDER TODAY IMMEDIATE SHIPMENT



### BLACK CHERRY BELL

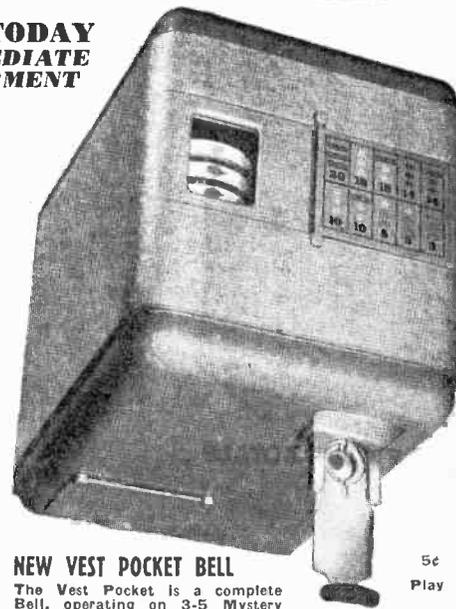
This wonderful new Bell is now ready for delivery in 5c, 10c, 25c and 50c Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS **\$27.50**

Send 1/3 Deposit With Order.

**SICKING, INC.**



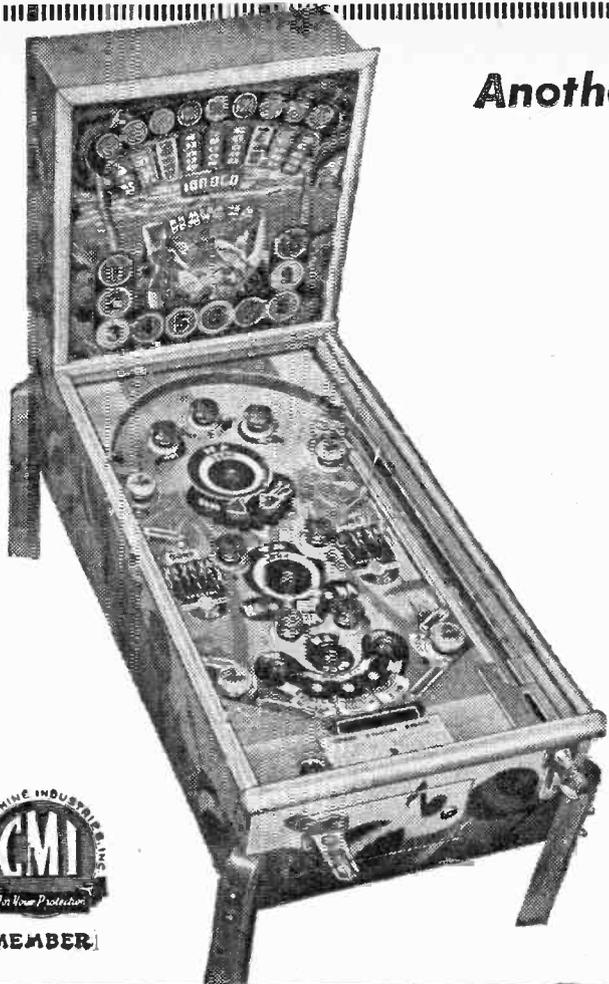
### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c Play

**\$74.50**

1401 CENTRAL PARKWAY, CINCINNATI 14, O.



Another Great New Money-Maker by UNITED!

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FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "RIO"!

- ★ New Tantalizing, Caroming Ball Action
- ★ HA-VA-NA Feature Is Terrific Build-Up To High Scores
- ★ Fourteen Ways To Score Replays . . . More Thrills
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- ★ Multiple Scoring Pockets . . . Greater Play Appeal

See Your Distributor

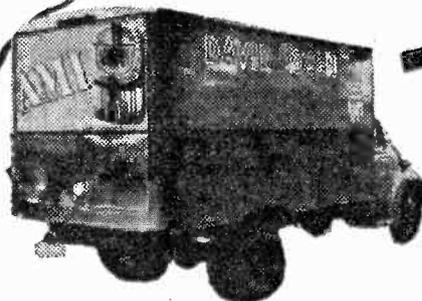
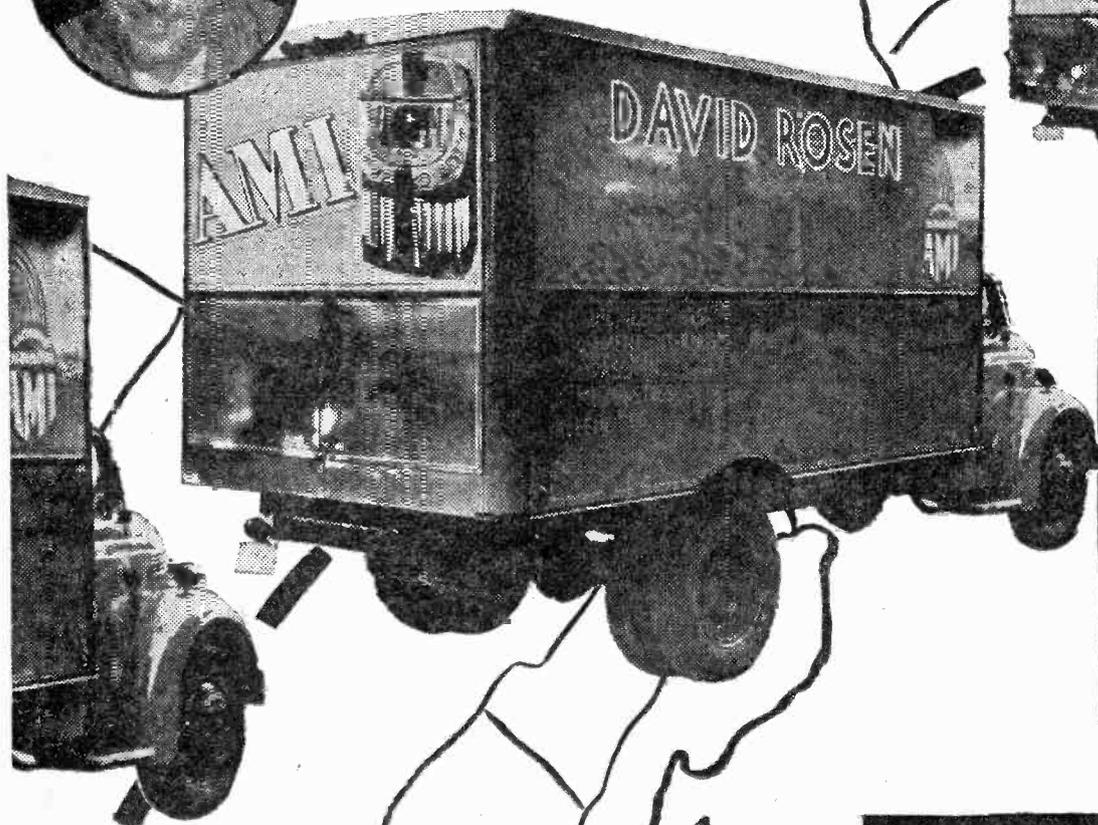


## UNITED MANUFACTURING COMPANY

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CHICAGO 40 ILLINOIS



GRAND RAPIDS

MY TRUCKS ARE EN ROUTE TO THE AMI PLANT AT GRAND RAPIDS. THE 40-SELECTION AMI IS SELLING SO FAST I CAN'T WAIT FOR ORDINARY DELIVERIES.

PHILADELPHIA

## DAVID ROSEN

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PHONE: STEVENSON 2258-2259

# SENSATIONALLY NEW! CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

## H. C. EVANS & CO.

1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



### BADGERS' Bargains

*Often a few dollars less - Seldom a penny more*

LOS ANGELES *Bill Hoppel*  
MILWAUKEE *Carl Hoppel*

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COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$375.00	KEENEY 4-WAY, 5-5-5-25¢	\$275.00
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MILLS 4-BELLS, ORIG. 5-5-5-25¢	250.00	KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50	KEENEY TWIN, 5-25¢, P.O.	149.50
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MILLS JUMBO, LATE, P.O.	59.50	EVANS LUCKY LUCRE, 5-5-5-5¢	59.50
MILLS JUMBO, LATE, F.P.	49.50	JENNINGS BOB TAIL	49.50

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WURLITZER MODEL 950	\$450.00	ROCK-OLA COMMANDO	\$295.00
WURLITZER MODEL 850	450.00	ROCK-OLA SUPER ROCK-O-LITE	275.00
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WURLITZER MODEL 700	350.00	SEEBURG CLASSIC ROCK-O-LITE	245.00

WURLITZER, MODEL 1015 . . . . Write  
SEEBURG, MODEL 1, '46 . . . . Write

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#### ONE BALL MULTIPLE TABLES

GOTTLIEB DAILY RACES	WRITE	BALLY VICTORY SPECIAL, F.P.	\$325.00
BALLY VICTORY DERBY, F.P., P.O.	\$350.00	BALLY LONGACRE	145.00
BALLY PIMLICO	79.50	BALLY THOROBRED	145.00

#### RECONDITIONED SLOTS

NEW MILLS GOLDEN FALLS	WRITE	NEW MILLS BLACK CHERRY BELLS	WRITE
MILLS BLUE FRONTS (Refin.), 5¢	109.50	NEW PACE DE LUXE, 5¢	\$245.00
MILLS BLUE FRONTS (Refin.), 10¢	119.50	NEW PACE DE LUXE, 10¢	255.00
MILLS BLUE FRONTS (Refin.), 25¢	129.50	NEW PACE DE LUXE, 25¢	265.00
NEW MILLS VEST POCKET	74.50	NEW PACE DE LUXE, 50¢	375.00
		NEW PACE DE LUXE, \$1.00	550.00

**SPECIAL** GENCO'S TOTAL ROLLS **\$249.50**

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ENTERPRISE'S TRI-SCORE	275.00	ELECTROMATON ROL-A-SCORE	WRITE
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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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2251 WEST PICO BLVD.,  
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**Badger Novelty Co.**  
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### PUNCHING BAG BLADDERS

Seamless Heavy Rubber Inflates to 14 Inches — Will Fit Any Bag, Easily Patched — Will Not Split.

Guaranteed Better Than Any Bladder You Have Ever Used.

1 BLADDER . . . . . \$1.50  
6 BLADDERS . . . . . \$7.50  
12 BLADDERS . . . . . \$12.00

N. R. GLASS 1220 S. 5th St., Philadelphia 47, Pa.

### FOR IMMEDIATE DELIVERY MACHINES IN GOOD SHAPE—READY FOR OPERATION

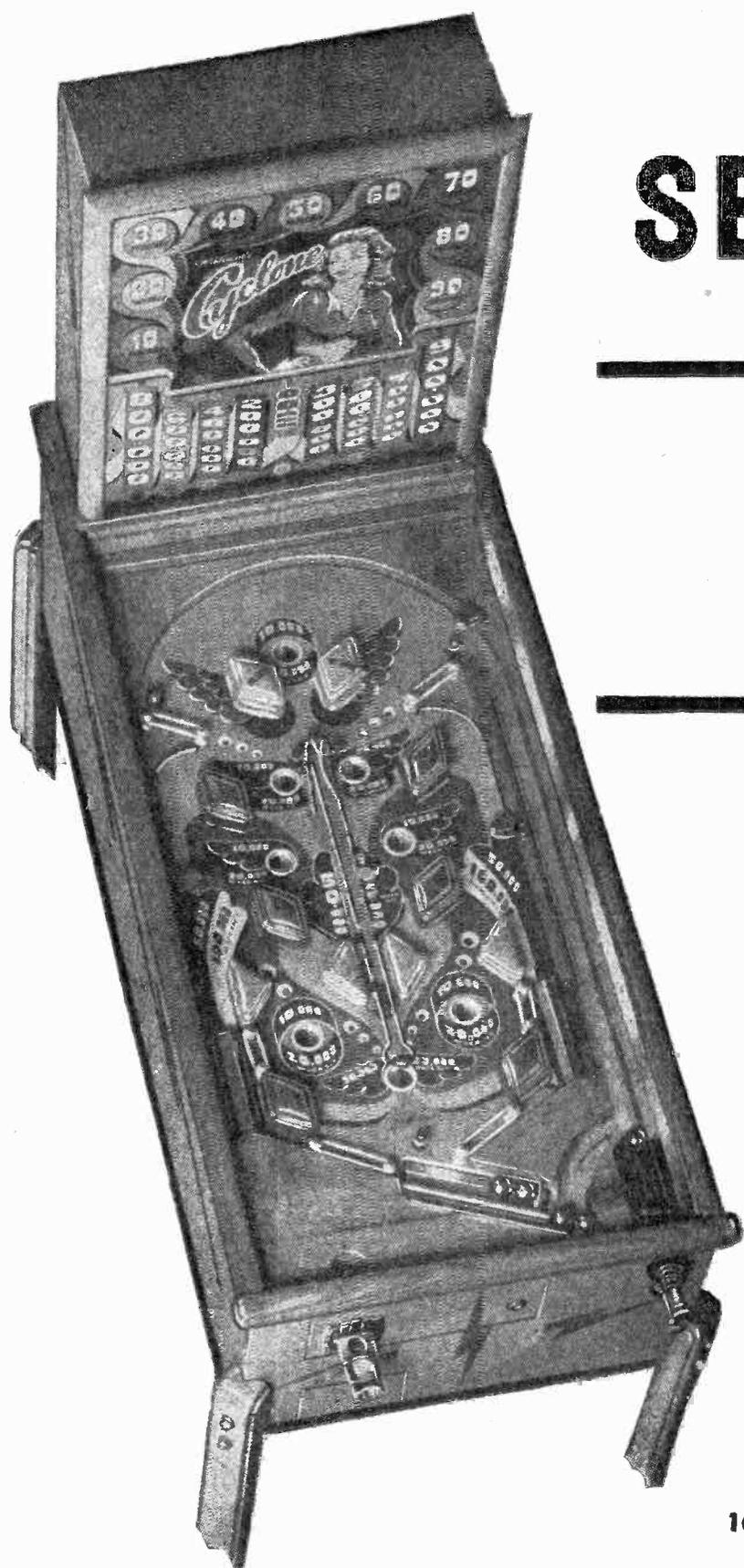
FIVE BALL MACHINES	Stage Door Canteen	\$119.50	Sport Special	\$64.50
Horoscope	Superliner	154.50	Dark Horse	59.50
Towers		27.50	Record Time	74.50
Sky Chief		62.50	Club Trophy	77.50
Keep 'Em Flying		64.50	Blue Grass	57.50
	Big Prize	\$27.50	Victory Special	375.00
	Seven Flasher	35.00		

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.  
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416 S. ST. PAUL (PHONE: CENTRAL 6374) DALLAS 1, TEXAS

TORNADO WAS GOOD... BUT

CYCLOONE

IS  
SENSATIONAL!



FASTER ACTION!  
SCORES TO  
950,000!

CONVERTIBLE  
5-BALL OR 3-BALL PLAY

ORDER FROM YOUR  
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TODAY!

P. S. — Order early! Remember our limited  
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*Williams*  
MANUFACTURING  
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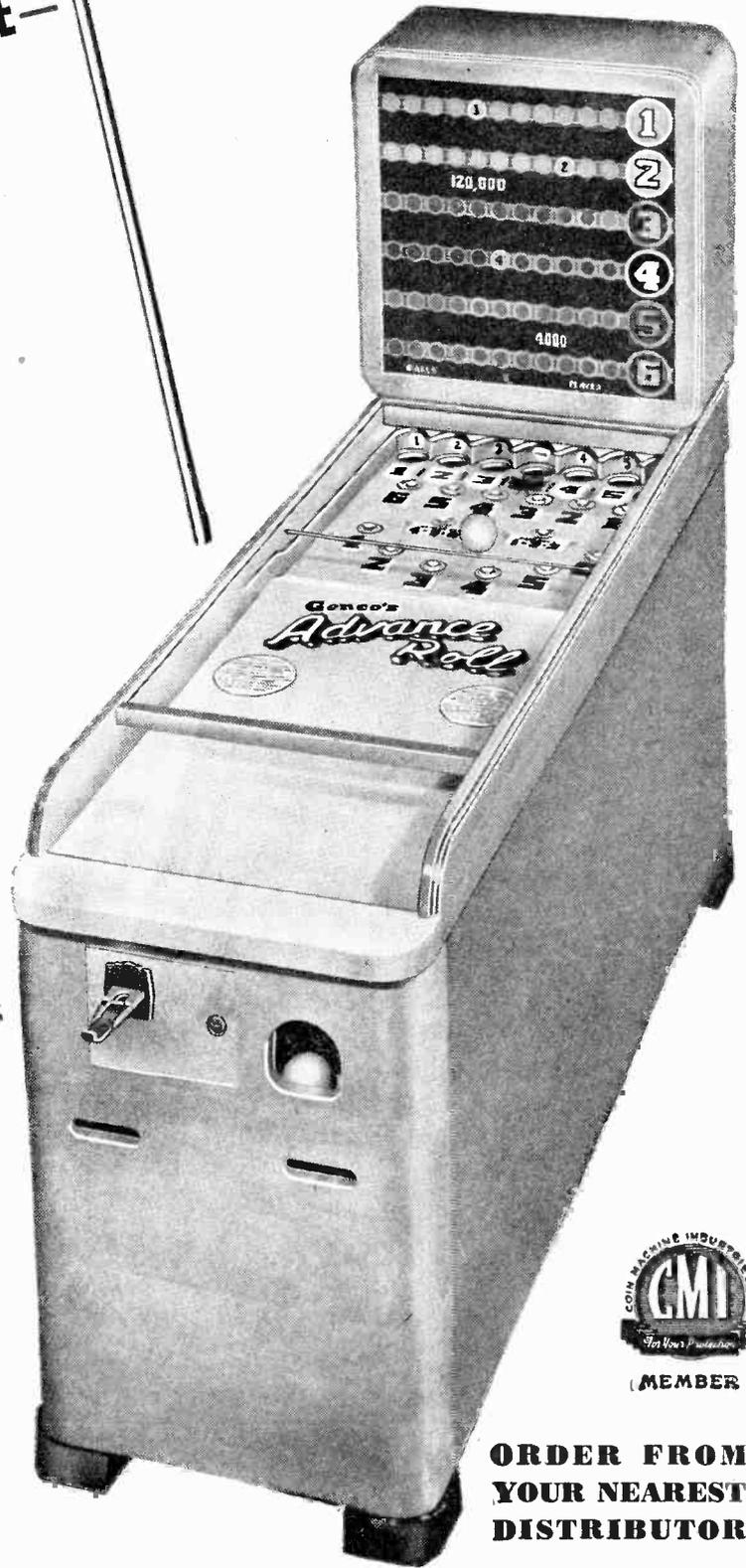
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# ADVANCE ROLL

WITH THAT SENSATIONALLY NEW EXCLUSIVE FEATURE---★FRB  
THE GAME THAT "OUTEARNS" ALL ROLL DOWN GAMES

**ADVANCE ROLL IS TERRIFIC BECAUSE—**  
**Will stay in location LONGER!**  
**Average earnings GREATER!**  
**Exciting player-appeal!**  
**Trouble Free!**

**All NEW Features**  
**NEW Scoring Features**  
**Player Controls Ball**  
**Sturdy — Beautiful**



★ **Floating**  
**Roll-over**  
**Buttons**

★ Floating Roll-Over Button—a new and exclusive innovation that automatically registers balls passing over it.

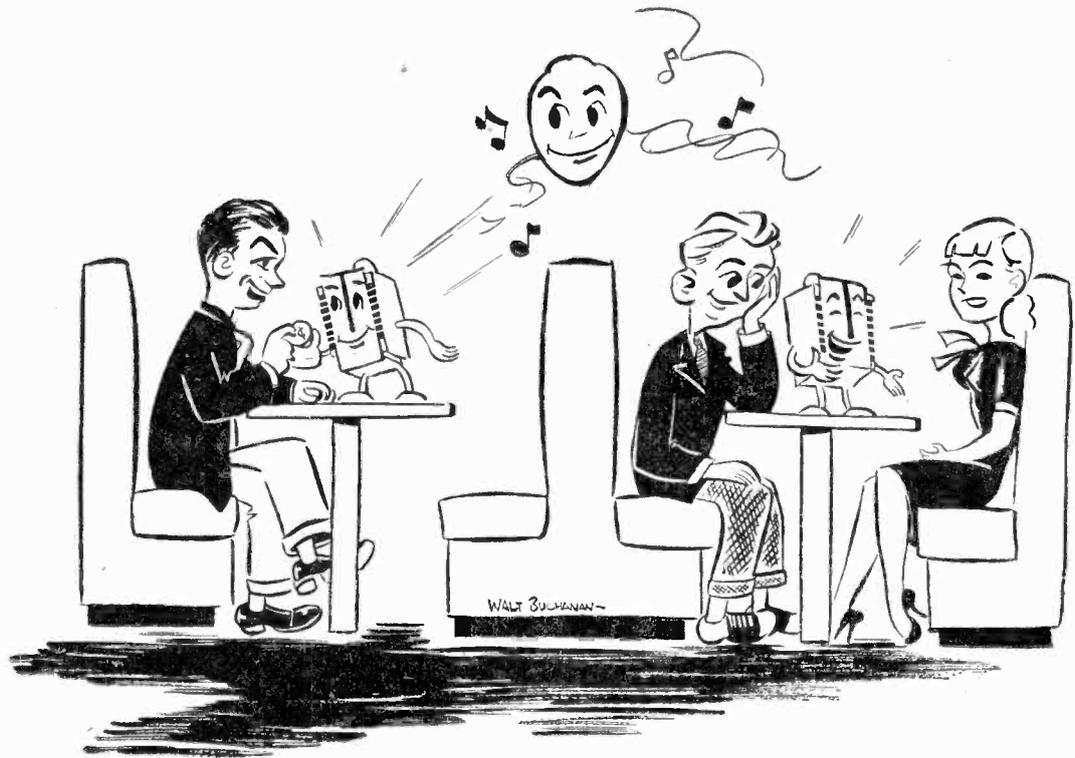
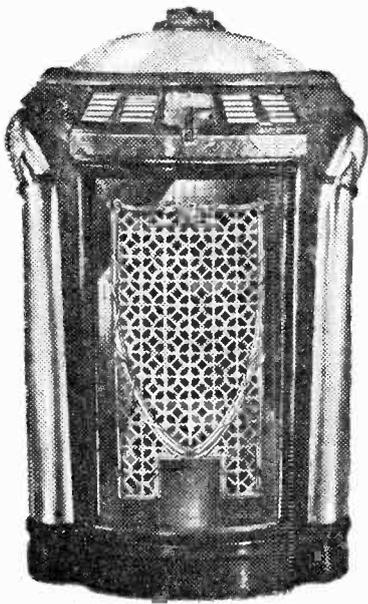


**ORDER FROM**  
**YOUR NEAREST**  
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**GENCO** **BUILDS GREATER GAMES**  
 2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

# MORE SALESMEN

# Build MORE SALES



## MORE PROGRESSIVE MERCHANDISING ENCOURAGES MORE PLAY, EVERY DAY

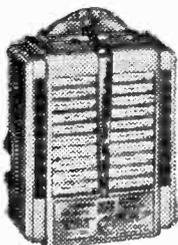
It's just natural that the more salesmen you have working for you in a location—the more music you will sell *every day*.

That's the secret behind Seeburg's Scientific Sound Distribution. Each Wall-o-Matic in a booth — with 20 selections brightly visible at one time — is a star salesman. Each speaker which transmits at conversational level without blaring or fading anywhere in the location — encourages more play. The beautiful Seeburg Symphonola I-47 with its changing pattern of soft, colorful dome lights is a top-notch sales manager.

Find out how Seeburg's more progressive merchandising helps you build more sales with more salesmen. Contact your nearest Shaffer Music Company office today.



8" Tear Drop Speaker



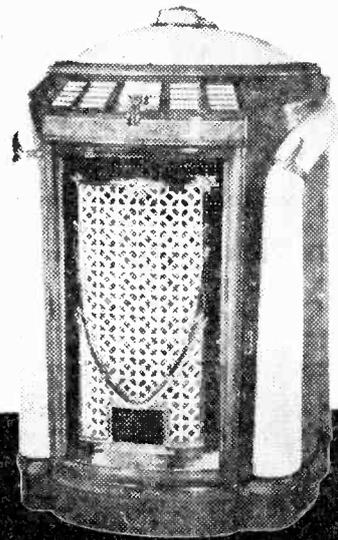
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Phone: Main 5563

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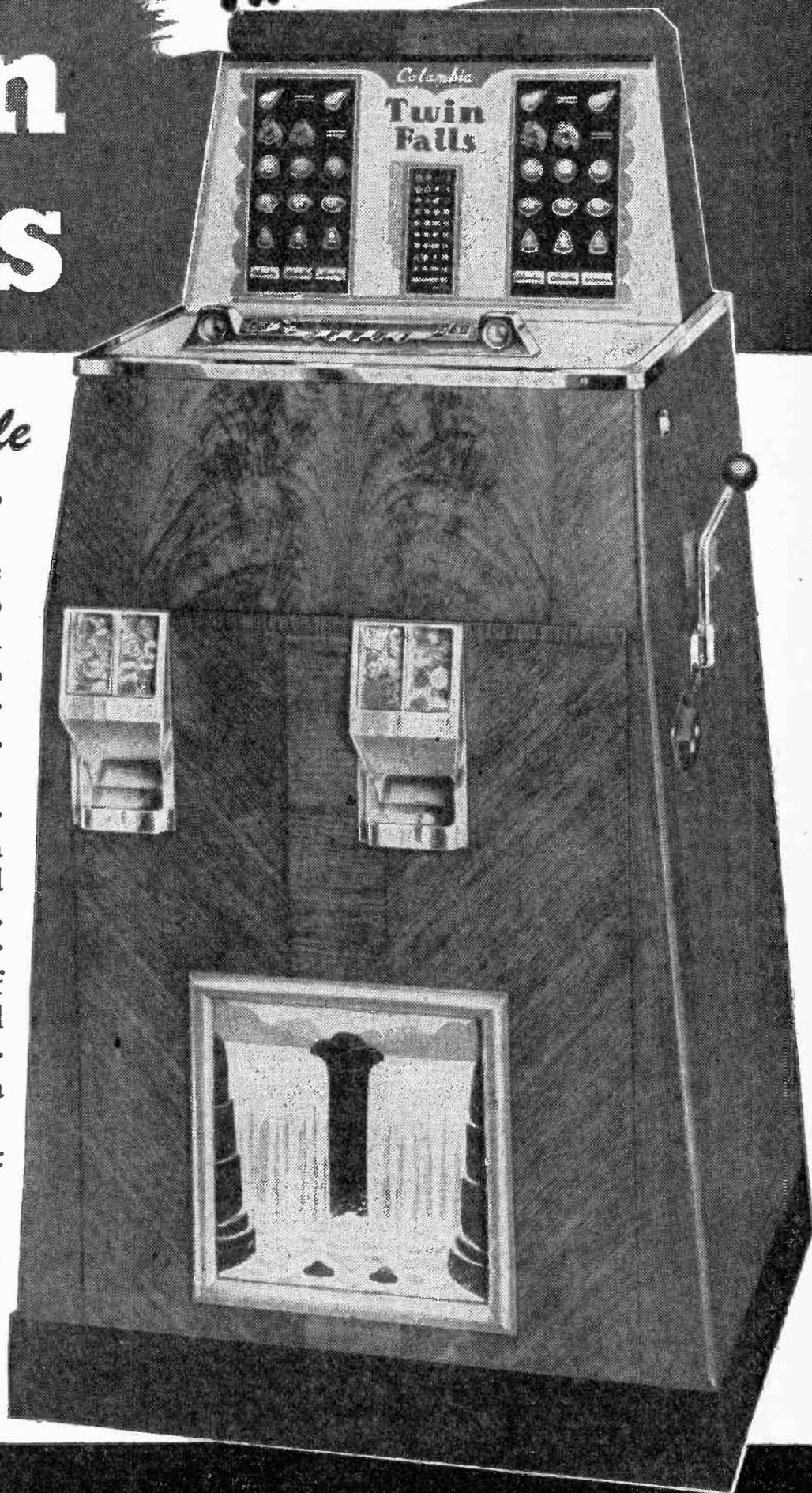
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# SHAFER MUSIC COMPANY

# Columbia Twin Falls

Two Way Play



## New Groetchen Console

● Here's the latest and greatest low priced console ever developed.

Two players can play it at one time or one player can play one or two coins at the same time. The Twin Falls can be set up to play two nickels, two dimes, two quarters or changed in a jiffy to any combination thereof.

The Twin Falls is a light-up console, beautifully styled in modern walnut cabinet; operated by tried and proven Columbia mechanism.

After coins are inserted in one or both of the coin chutes, a pull of the handle lights up the backboard mirror and flickering bell fruit symbols dance merrily and stop in a one, two, three action.

Columbia Twin Falls is the best in consoles and lowest in price.

**\$485<sup>00</sup>** F. O. B.  
CHICAGO, ILL.

ONE-HALF DEPOSIT WITH ORDER

Dimensions: Height 58", Width 30",  
Depth 21½", Weight 274 pounds.

**GROETCHEN TOOL & MFG. CORP.**

126 NORTH UNION AVENUE • Phone: RANdolph 2807 • CHICAGO 6, ILLINOIS

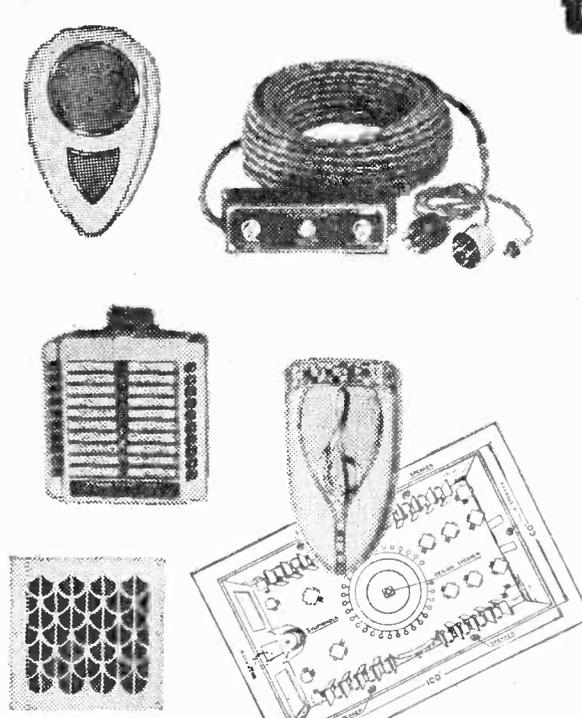


*Everybody listens to*

**Seeburg** SCIENTIFIC SOUND DISTRIBUTION  
DEPENDABLE MECHANISMS

**(The Music System that made Juke Boxes Passé)**

Wherever you go . . . in the better restaurants, grills, recreation rooms . . . you'll enjoy Seeburg Scientific Sound Distribution . . . the superior new music system that made Juke Boxes passe. You'll hear America's top-flight artists singing and playing the hits of the day and standard favorites . . . for only 5c. Never too loud . . . never too soft because the volume is distributed evenly to every corner of the room. Customers spend more nickels for this finer music.



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**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*



To Keep Profits Blossoming All Spring and Summer, Cultivate Locations Now—Use

# SOUTHERN AUTOMATIC'S NEW EQUIPMENT SERVICE . . .

## LATEST RELEASES—PROMPT DELIVERIES!

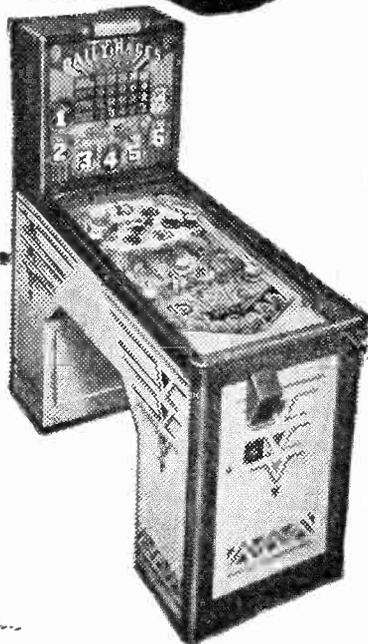
**GOTTLIEB**



**MAISIE**

5-Ball Free Play Hit, featuring sensational Ball and Backboard Action!

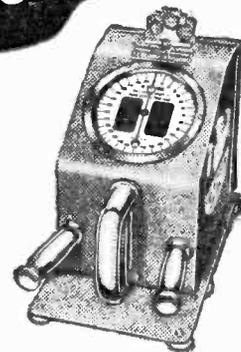
**GOTTLIEB**



**DAILY RACES**

1-Ball Multiple Changing Odds. Convertible to fast 5-Ball play. Available in Re-play or Payout models.

**GOTTLIEB**

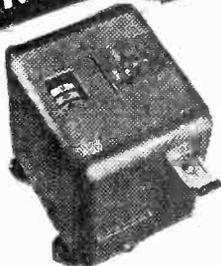


De Luxe **GRIP SCALE**

Consistently Best Since 1927!

**\$39.50**

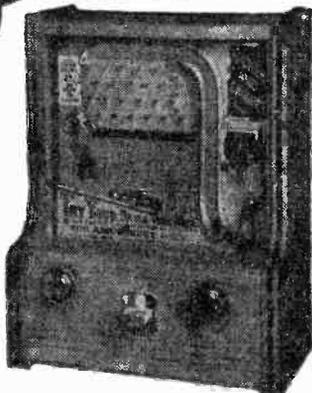
**MILLS**



**VEST POCKET BELL**

**\$74.50**

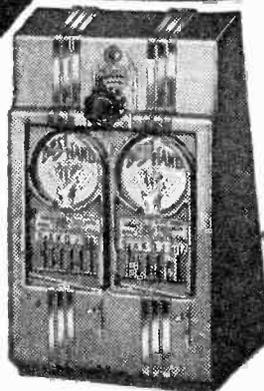
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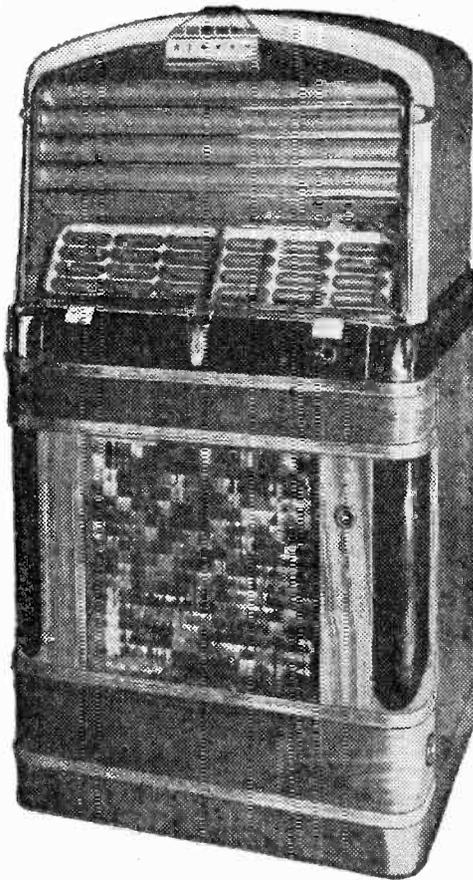
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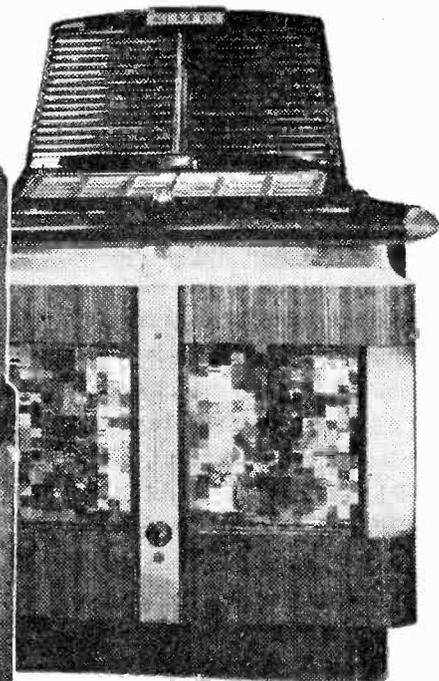


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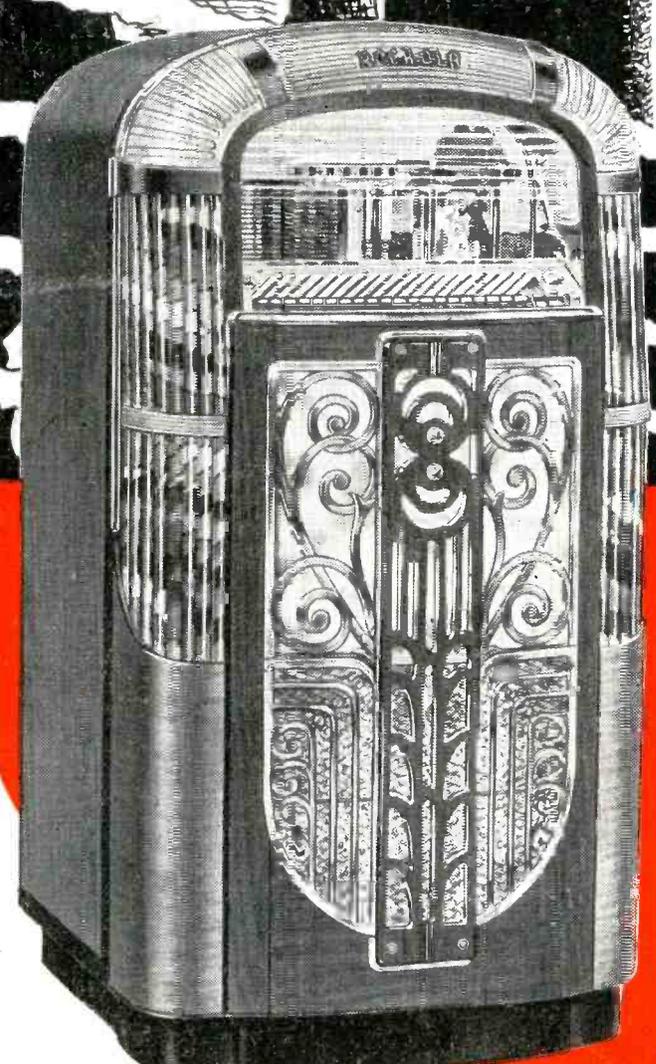
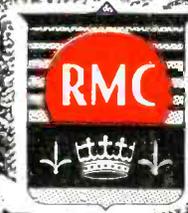
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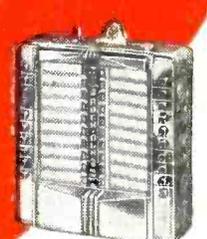
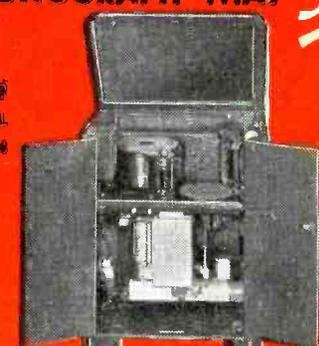
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