

# The Billboard

*Spring Special*

MARCH 30, 1946

Price 25c



## THE PERFORMANCE IS THE THING

WITH FRESH MONEY BEHIND THEM AND EX-G. I. ARTISTS IN FRONT OF THEM, AMERICAN CIRCUS OWNERS THREATEN TO GO ALL OUT THIS YEAR ON THE PRODUCTION SIDE (see Circus)

*Something New!*  
OUTDOOR EQUIPMENT REVIEW



THE BUTCHER . . .

THE BAKER . . .

THE CANDLESTICK MAKER . . .

The whole town turns out to see

# Selden THE STRATOSPHERE MAN

TRADE MARK  
WORLD'S HIGHEST AERIAL ACT

It's usually a sell-out — SRO — when you book Selden, the Stratosphere Man. Those who witness his first performance come back again and again . . . and bring their friends with them . . . result—a full house.

His thrilling, spine-tingling performance atop a 138-ft. pole, executing the most difficult and unmatched stunt of them all—a 35-ft. swaying handstand—following a variety of trapeze, balancing and gymnastic routines, is tops wherever he goes, and his 500-ft. "Slide for Life" climaxes the most daring aerial attraction ever presented in parks, fairs, on circuses or at special events.

Write or Wire Today

**SELDEN, THE STRATOSPHERE MAN**  
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Cincinnati 1, O.

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## FAIR GROUNDS

5  
DAYS

5  
DAYS





# Showbiz's Price Slip Is Showing

## Crosby's 100G B-R's Aquacade

HOLLYWOOD, March 23.—Rhapsody in Swimtime, Crosby Productions \$100,000 aquacade, will tee off in San Antonio April 3. Troupe consists of 150 people, including water ballet of 20 and 23-man ork.

Feature spots will go to nine-time national diving champ Helen (Crelnkovich) Morgan, water ballerina Lita O'Neil, and comics Frank Foster, Joe Petterson, Madaleine and Jim Rice, Tex Thomas and Paul Stevens. Cecil Stewart will front band, and William King directing entire production. Show will play date at Texas State College (Austin) and is booked for El Paso (April 15 to 19), San Diego (April 28 to May 5) and will then go into Los Angeles Olympic Pool May 10. Larry Crosby is currently dickering for Eastern dates and expects to pull show eastward after closing local booking.

### Crabbe Show Flopped

Despite fact aquacades have proven all wet as far as L. A. audiences are concerned, Crosby expects Swimtime to make a big splash here. Few years back, Buster Crabbe tried water show here but didn't even get a b.-o. trickle, folding after about week's run. However, cold weather was blamed for flop.

Crosby production is split 70 per cent on stage, 30 per cent H2O. According to King, show is equipped for underwater lighting, stressing rainbow and black lighting effects.

Crosby hopes to use show as pic material and is striving to make aquacade an annual affair. In present bookings, Crosby office is putting in pitch for five-year pacts. Biz deals being worked on \$5,000 per week guarantee, with troupe asking upper hand of 64 percentage split above 5G.

## "Alien" Acts in European Comeback But With an If

LONDON, March 23.—International exchange of vaude and circus acts is gradually being resumed in Europe but only on a limited scale and subject to a multitude of headaches. In England the Variety Artists' Federation, after going into a huddle with reps of the Entertainments Protection Association (Variety Theaters) and the Association of Circus Proprietors of Great Britain, has drawn up a set of regulations governing the appearance of foreign talent in England.

In brief, the VAF regulations are as follows: 1. No permits to be sought for any alien enemy artist or known collaborator. 2. Imported acts are not to make more than one appearance on any program unless the act is such as usually fills a master of ceremonies role, or if more than one

routine is offered, when such added appearances are to be counted as additional acts for quota purposes.

3. Big-time houses not to use more than 20 per cent of imported acts on any program, while second-string houses and roadshows are limited to 25 per cent of foreign acts.

Circuses are treated a bit more liberally. Grade A shows (Tower Circus, Blackpool and Mills Circus) are allowed 40 per cent foreign acts, plus a limited number of foreigners in acts produced and handled by the management. Grade B's (smaller circuses) are permitted a maximum of 33 1/3 per cent foreign talent.

## R. I. Showbiz Eyes Proposed Tax Levy

PROVIDENCE, March 23.—Two bills in committee in the general assembly are being eyed by all amusement interests in the State. One of the measures (H-694) introduced recently by James H. Kiernan (D., Prov.), calls for 1 cent tax on each 20 cents of the price of admission to "cabarets, grandstands, athletic contests, dance pavilions, dining halls, golf courses and all other places having a definite location to which admission is charged." Revenue from this bill would go to city of Providence. Bill exempts children under 12 "admitted for less than 10 cents and members of armed forces of the U. S. admitted free of charge."

A similarly worded bill (H-832), introduced March 12 by Sonner Siegal (D., Newport), would give municipal authorities right to levy a tax on amusements in that city.

## Jobs Hold Up But Gelt's Off

Orks, small nitery acts, lounge trios and quartets, legit hit on button

NEW YORK, March 23.—Prices are skidding, and have been since the end of last year. Agencies are having a tough time convincing their properties that the war is over and that 1941 prices are coming back into fashion, but are able to compensate in some measure by an over-all increase in work. The band picture is consistent with the rest of showbiz. The woods are full of new promoters, who make it possible for an ork to make up the difference in lowered theater prices by working more one-nighters. Income from records is, of course, at an all-time high, with many more bands profiting in that way than before the war. But even that honeymoon is tabbed for finish. When the big diskers get rolling, the smaller ones may fall by the wayside, and only a chosen few orks probably will be able to snag wax contracts. Just as pre-war. Hollywood, a rich source of band loot during recent years, is washed up, except for the Dorseys and Jameses.

### Panic On at Lounges

If the panic is starting to hit small cafe acts, it has already rocked the cocktail field. The lush days are a thing of the past. Even in such a short time as a month prices for units have shown a marked drop.

Major reason is the usual one—no business, or a bad drop, lounge ops are no longer willing to put it on the line for four guys called Joe who may do a good job, be liked by the elbow benders and even get along with each other. All that doesn't matter anymore if the customers don't come in.

### Singles, Pairs Bought Now

Result is that spot after spot is no longer interested in buying trios and quartets. Not that it doesn't want them; it does. What it doesn't want is to put up the kind of dough the boys have been accustomed to getting. Instead, lounge after lounge is turning to singles and pairs. Money is naturally lower but ops feel that a girl vocalist with an instrument can pull as many customers under present-day conditions as four guys who make with the funny hats and blow horns.

This means that more and more groups are beginning to lay off. They can still find jobs, but the money is no longer there, and cocktail bookers look glum when they start to talk about the future. Most of them admit that conditions will become worse before they become better.

The same slack times are affecting the legit field. More and more shows are either doing a folderoo, or are on the verge. In this case, it isn't high salaries so much as not enough people at the box-office. If conditions in the legit field keep up there will be plenty of empty houses before the short sleeves begin flourishing.

## Miss. Trying Showbiz Till Tap

JACKSON, Miss., March 23.—Mississippi Legislature this week proposed a one-cent amusement tax on entertainments for each 10 cents admission charge. However, if admission price doesn't exceed 25 cents, operator will have 2 per cent of the gross proceeds taken by the State, according to specifications of the proposed bill.

Law was introduced in the House and will apply to all persons operating amusements for gain, whether held in a "public or private place, hotel, tent, pavilion, lot, or resort, enclosed or in the open."

# Big One Heads For Big Town

## First Train Hits Gotham Mar. 30

Importations plus old favorites indicate strong bill —Evans band set

SARASOTA, Fla., March 23.—With everything "right on the button," in the words of Program Director Pat Valdo, first section of the Ringling Bros. and Barnum & Bailey Circus is ready to hit the road next Tuesday for New York, where it opens April 4 at Madison Square Garden.

The No. 1 train is due in New York March 30. All hands will have time to get settled before final rehearsals start in the Garden Monday, April 1.

Optimism is the word—from President Robert Ringling on down the

line—as grooming of the Big Show for its 76th year nears completion. With every feature bigger and better, officials expressed confidence that the first post-war season will break records. Visitors who have seen the new Toyland spec, the enlarged Changing of the Guard and other new acts, back up optimism of execs.

### Some From Europe

New importations from the Continent—first European performers to

join the R-B show since before the war—will share the spotlight with a number of favorites with circus audiences thru the war years. A representative of *The Billboard* found it impossible to catch them all during a tour of "Little Madison Square Garden" here, but he did get a line on the following:

A big aerial display which includes the Rose Sisters, the Cartiers, Lee Valles, Meyers Sisters, Jackie Leclair and others; the Aerial Ballet (See *Big One Heads* on page 77)

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## Cincy's Mayor Forced Off Air In Time Beef

CINCINNATI, March 23.—Series of Sunday afternoon broadcasts by Cincinnati's WKRC here have been canceled following a request by the City Charter Committee (Democrats) for equal free time. Mayor Stewart is a Republican councilman. Local city council is made up of five Republicans and four Charterites.

Charles P. Taft, president of the Charter group, said he asked Herman E. Fast, WKRC manager, for equal radio time when the mayor began his series early in February. Taft, who declared that "local political issues" were involved in the mayor's talks, said he understood the time would be given but later learned that the request had been refused. Taft added that when he informed Fast that a protest would be made to the FCC, the series was canceled.

Verifying the fact his *Mayor* program, heard for 15 minutes each Sunday afternoon, beginning at 1:45, had been canceled, Mayor Stewart denied that his talks had been political in nature. "Under the charter of Cincinnati," said Stewart, "which Mr. Taft was so instrumental in producing, the mayor is supposed to be the contact man between the administration and the public and he is, therefore, the appropriate one to answer questions concerning the city."

"I didn't want the mayor taken off the air," said Taft. "I merely wanted comparable time for the Charter Committee."

## Opera Needs 5-Cent Cigar, Sez Detroit Symphony Batoneer

NEW YORK, March 23.—We need more showbiz in opera to bring it into the dough-raking pop stage, according to Karl Krueger, the Detroit Symphony batoneer, who learned his trade in the pits of major European opera houses, had a few sharp words to say about opera during his recent visit here prior to flying to Europe for a long tour as guest baton-wielder sponsored by the State Department's Cultural Division. He is the first prominent longhair to go on such a trip.

"Opera," he said, "started off on the wrong foot. Publicity about prima donnas' poodles and their jewels created an idea in people's minds about opera and, as a result, it is not really popular today. What the public wants is theater. Good opera properly handled is good theater, with the music helping to project the story. It is not, as it has become now, merely a concert in costume and pretty dull for the average person."

Krueger said he hoped that a director with a deep sense of the theater and a flair for staging opera would take over musical drama and modernize it to the extent that it will be as much of a show business attraction as anything on Broadway. He discussed such an idea with Robert Edmund Jones some years back, but the war interfered with their plans.

Krueger's cultural mission will include a date, to be aired by NBC, on the podium with the G.I. Symphony in Frankfurt, Germany. Asked if he would enlist any G.I. instrumentalists, he replied that if he found any who were outstanding he would consider them. "I have been inundated with requests from G.I.'s" he said, "since this tour was first publicized. A lot of the applicants have learned their instruments in pop music combinations; not, I believe, good training for symphony work."

## Met Swoons

NEW YORK, March 23.—A slick flack job has given soxers a new "dreamboat" to replace the waning Frankie and the never-too-top Perry Como. This time it's a longhair chirper with deep tones and no crooning—Robert Merrill, ex-stageshow, nitery and air singer, who got on the Met Opera roster thru *Metropolitan Auditions of the Air*.

Flack angle occurred this week when *The New York Daily News* went whole hog on a double-page pic spread and top-head story of teen-agers mobbing Merrill backstage and giving swoons and squeaks during his rendition of the *Toreador Song* in *Carmen*. Merrill, who's been chirping at the Met since the beginning of the season, thus gets the plugs just about at the end.

Soxers filled the Met Wednesday (20) at the *Carmen* matinee, one of a series of junior opera shows. The bar, customarily for the plush trade entre act slurping, became a soda fountain room, littered after the intermission with coke bottles, sandwich papers, milk containers and straws. Some, more earnest soxers, went backstage and mobbed Merrill until shooed away by the scandalized stage director Desire DeFrere.

Back of the stunt is Al Wild, of the Moe Gale office, who has Merrill in his stable.

## Sinatra and Others Plan Madison Sq. Garden for Coast

HOLLYWOOD, March 23.—Interested in huge Hollywood sports arena to be patterned after New York's Madison Square Garden with group of entertainers providing dough along with Frankie. Articles of incorporation for the arena to be known as Hollywood Square Garden, Inc., were sent to the secretary of state at Sacramento and a site is said to be sought as near the heart of Hollywood as possible. Sinatra, his biz manager, Hank Santicola and his attorney, Albert Pearlson, are named as directors in the incorporation papers. Other names in the trade are supposed to be named as officers.

Sinatra reported to go east shortly in endeavor to arrange for major sports events including hockey, tennis, prize fights, basketball games, indoor rodeo and ice shows. Construction said to begin as soon as materials can be obtained which may be hitch in project if threatened government action takes place to prohibit nonessential building for time being, until lagging home construction picks up.

Sinatra, along with Harry James and other names, were rumored to be set to open a large ballroom in San Fernando Valley but plans for this set-up haven't been mentioned in recent months.

## Veloz and Yolanda Longhair in Detroit

DETROIT, March 25.—Veloz and Yolanda will make their debut as a concert attraction at Detroit Music Hall April 1, thus becoming the first dance team to be booked in as major attraction at this spot.

Complete evening's program has been scheduled, fitting into the series of one-night special attractions in all fields, ranging from legit to jive, which DMH is booking under management of Henry Reichhold.

## TD Breaks BG Flint Mark

DETROIT, March 23.—Tommy Dorsey broke an all-time attendance record at IMA Auditorium in Flint by six paid admissions, drawing 8,909 people. Previous mark was set about eight years ago by Benny Goodman. Record came in heart of General Motors empire as Flint is almost a company town for GM and affiliated industries, and in face of fact that strike was still on at the time.

Playing with dance bands does nothing to give an instrumentalist that fine ear for tone which is so necessary in a good symphony player, but there are always exceptions."

## Norfolk Ops Toss In Towel on 10% Amusement Tax

NORFOLK, March 23.—Theater and amusement operators are about to give up their fight on the 10 per cent city admissions tax. Stymied by action of the General Assembly in passage of an act giving municipalities authority to impose such a tax, attorneys for the motion picture theater operators and other amusement interests said this week that while there was no definite decision, it is likely the matter will be withdrawn.

First returns announced by Revenue Commissioner William R. Moore show that more than \$1,000,000 ticket buyers have paid \$39,860.10 into the city treasury in the form of amusement taxes during January. Theater operators, protesting that the tax is unfair and unjust, have passed it on to patrons, urging them to hold ticket stubs for possible refund in case the Supreme Court should rule against the tax. Since the general assembly's action, however, patrons who have been walking around with pockets full of stubs have been emptying them into the wastebaskets.

## Todd Debs Own Ice Show at Trenton

TRENTON, N. J., March 23.—N. Taylor Todd, who for the last several years has been leasing his portable ice rink to promoters, has gone into the business of producing ice revues himself. His initial effort *Ice-o-Rama* is at the Trenton Arena.

Elisabeth and Fritz Chandler stated the show production is based on a panorama of American history with Continental soldiers, Indians, the Louisiana Purchase, Lewis and Clark Expedition, the Virginia Reel, thru the days of Alexander's Rag-Time Band and down to the present jitterbug dancing.

Principals of the revue include Ariane, Johnny Casper, Pearl Joseph, Jack Millikan, Babe Voorhis, Don Wussow, and the Foster Children. There is an ensemble of 10 girls and six boys.

## Chamberlin Brown Auditions

NEW YORK, March 23.—Cuing a slambang summer stock season, Chamberlin Brown, legit agent held the first of a series of auditions yesterday at the Malin Studios for theatrical talent. Agent had 17 stock operators on hand to view the more than 30 thespians who displayed their abilities. Auditions are held mainly for young, unknown actors and actresses, giving producers a chance to see them in action before handing out contracts.

## Advisory Plan For Short Wave

WASHINGTON, March 23.—Insiders at State Department are discussing feasibility of radio industry creating an advisory group to cooperate with State Department in foreign broadcast programming which would be strictly under control of industry. Idea is to discuss best types of programming to be beamed abroad, with objective of showing American way of life without obnoxious propaganda. Talk is revolving around programs in which entertainment would meet foreign tastes.

Plan is still in the "idea" stage, and expectations are that it will be brought into the open as an alternate to the proposed State Department plan if the latter is defeated in Congress. Possible, too, that the suggestion for industry-State Department collaboration might develop as supplement to State Department info program if latter is approved.

Incidental to the discussion of advisory plan, it is learned that suggestions are being aired regarding development of a "documentary" radio program, mirroring the American scene. This would be a radio counterpart of the documentary film.

## Ranson and Pack Collab On Radio Career Book

NEW YORK, March 23.—Flacks of two local indies have authored a new study of radio careers. Jo Ranson, director of publicity at WHN, and Richard Pack, same at WOR, collaborated on *Opportunities in Radio*, a 104-page booklet, pubbed by Vocational Guidance Manuals, Inc.

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





# Affiliates Stymie Net Promotion

## He Rests To Rest

NEW YORK, March 23.—Picture of returning vacationers who needed a week's rest is nothing new in radio—or in any other biz for that matter. However, it received a reverse twist this week, when Ed Kobak, MBS prexy, took the week off and stayed at his suite in the Hotel Ambassador to rest up for his vacation next week.

Co-workers claim that E. K., who has been working an 18-hour day, either had to rest for his vacation or would have spent it in bed . . . and Kobak really likes a vacation, believe it or not. He plays hard.

## Gnashing of Teeth Accompanies Axing Of 5-Min. Programs

NEW YORK, March 23.—Smaller ad agencies and a number of the not-so-small time buyers are screaming out loud. It's all the fault of the FCC, their media men claim. Screams are about fact that big stations throughout the nation are starting to look at their skeds thru the eyes of the FCC 139-page program report and coming up with cancellations of five-minute commercial segs. Station brass realize that the five-minute programs that are two songs between two commercials are strictly "free riders" and develop no audiences of their own, and justify their existence only to sponsors and ad men. Beside this, the station men realize that every program that doesn't carry its own audience-wise hurts the percolator over which it's aired—and that part of the tap of buying time on the air is doing something from an entertainment or educational point of view.

One of the biggest stations to start cleaning up its five-minute house in recent weeks is WEAJ, which started axing five-minute programs thru the not too simple expedient of selling the b.r.'s on buying announcements on participating programs. Only five-minute commercials left on WEAJ after April 1 will be Cuticura's on Sunday a.m., a Readers Digest pitch Tuesdays at 12:45 and a Saturday Evening Post airing on Thursdays at the same time.

Axing of the five-minute segs doesn't mean five minutes of news is looked upon with disfavor. News segs carry themselves audience-wise and stations have only to recall what Elmer Davis did to ratings on CBS at 8:45 p.m. (E.S.T.) to realize that. Nixing is just, as stated before, for free riders.

## New 'Cindy' Segs Ask for FCC Ire

NEW YORK, March 23.—As if to encourage the FCC to let off another blast at lack of inventiveness and imagination in network program producing departments, CBS announced that it would debut April 1 a seg tagged Cinderella, Inc., reaching for the Queen for a Day, Bride and Groom, Honeymoon in New York and other giveaway seg markets. There will be four Cindy's a month and each will have a week's fling in New York giving the dialers a diary look-see at what a hinterlander does on the Main Stem, when there's no limit to the b.r.

Extra added give-away comes at the end of fourth week, at which time the studio audience is given the opportunity of judging how each of the four Cindy's utilized her week. The top user gets a "grand prize" of her own choosing.

As if the "world-for-free" stuff for fems wasn't enough, the West Coast has added another to unentertaining programs on the air. This hasn't web sponsorship but is being peddled by Ben Pearson and Ralph Rose and it's for the male escape artists. Men being, in theory anyhow, more realists than their vextra rios, the take on Mr. Cinderella comes topped by \$1,500. This dough, and all other "gifts," is supposed to start the winner on the way to a new career. It's slated for a summer replacement for Ruthrauff & Ryan.

## Peter Potter, Ex-Jarvis, Back At WB's KFVB

HOLLYWOOD, March 23.—KLAC's newly tied platter package of Al Jarvis and Peter Potter was split last week. Both disk jockeys left KFVB recently to do a combo show on KLAC. Now Potter states that one of his sponsors on KFVB insists that he do his platter show on the Warner Bros.' outlet and, therefore, he must give up the Jarvis pact. Some in the trade suspect a rift between the wax whirlers, altho both claim that the parting was sweet sorrow.

Question is, why didn't both boys look into their commitments before making the deal with KLAC? Potter said he didn't sign with Jarvis, awaiting the sponsor's return from a biz trip. Now the bankroller is back and Potter knows where he stands, and it's not with Jarvis.

When Potter made the deal with Jarvis, it was with the understanding that he would be permitted to hold on to his KFVB and KMPC shows. Sponsor thinks by being on KFVB and KLAC, he would compete with himself and, therefore, nixed the set-up. In the meantime, KLAC dished out considerable coin advertising the Jarvis-Potter combo, only to find now it built up KFVB.

## Butcher, Baker Back Roanoke's New 250-Watter

ROANOKE, Va., March 23.—Last Wednesday this town joined the three-station class, with FCC okaying a 250-watt station, unlimited time, for a group of local celebs banded together under the title of Blue Ridge Broadcasting Corporation. Celebs run the gamut from mayor to a regional meat packer and include among others the local Coca-Cola bottler, the city's leading men's clothier, prexy of a grocery chain, the first-ranking flour-miller and a large-scale fruit grower. They've all chipped in to start the station going and represent a nice slice of local advertising business as well as plenty solid backing. Also according to their announced stand, they're not interested in "making the money" but they do want to bring in the programs of NBC which are shielded from the town by mountains, etc. However, it isn't certain that the new station, when constructed, etc., will get NBC as there are other percolaters as well as WROV (station's call) that want the senior net's programs.

General manager of the station will be Lambert B. Beeuwkes, who leaves the station relations department of MBS for the slot. Beeuwkes has had plenty of station operating experience, having been with Westinghouse (KYW) and Michigan State Network (WXYZ) as well as with Baltimore's WFBR.

Feeling here is that outlet will go quickly from the 250-watt class to the 1 kw. and then up. It has already secured a spot on a near-by mountain 4,000 feet up for an FM antenna and will be asking for a video license as well. Sky's the limit, as Beeuwkes sees it, and he's not referring to the station's transmitting location.

## You Can Lead Nag to Water

### NBC's "Parade of Stars" Report shows stations ignore web's top campaign

NEW YORK, March 23.—Altho the NBC Parade of Stars Progress Report (out April 1) indicates a sizable advance from previous years' promotion of the web's programs, the overall co-operation of the stations proves that the FCC might very well in the near future, were it interested in broadcasting health, actually issue a 120-page booklet, calling attention to the fact that a great part of a network's affiliates takes the chain's programs and does very little about it. In other words, promotional staffers of the net, in their cups—they wouldn't say it otherwise—bemoan the fact that their best efforts promotionally are taken advantage of by but a fraction of the stations in their web.

NBC Parade of Stars has grown in the last few years under the direction of Charlie Hammond so that it has supplied the stations with most of the implements of promotion. The web, in 1945, pointed the way by using its own time to sell broadcasting, with three hours of net time de-commercialized to sell the Parade of Stars. The agencies and sponsors really co-oped (there was 97 per cent achievement in this department) but when it comes to the "full net," from 126 to 146 stations, the co-op is n.s.h.

Take the reported figure of 12,946 broadcasts recorded announcements during the four months, September, October, November and December. First divide the 12,946 by four and that will bring you a figure of 3,236 announcements per month. Then cut the stations from 126-146 to an average of 100 and note that each station, if the plugs were distributed evenly thruout, the web used less than 33 announcements a month, or slightly more than one a day. When it's noted that there are over 44 nighttime shows of over 100 stations alone on NBC, this means that if every station (100) co-oped a show would get a recorded plug less than once a month per station. Of course, this isn't so. So many stations fail to do a job, so many stations leave the job entirely in the hands of network, so many stations take a free ride on the top commercial programs which the web brings to the outlets that only a relatively small number go all out on the very thing that keeps their listening audience in line, their top web programs.

### 5 Live Breaks Monthly

The same thing goes for the reported figure 75,335 live station breaks during the same period. This is almost six times the figure of the use of recorded announcements, but even it means that a program, based on 44 nighttime segs, would get about five live station breaks per month.

The best promotional brains in the nation, at sponsors, at agencies, at NBC work to create a campaign and produce in results at many stations a mouse. Instead of the FCC worrying about public service, the trade points out, perhaps someone ought to do something about teaching stations their own business—selling (See Affiliates Stymie Net, page 17)

## N. Y. Sun Joins Air Coverage Parade; Denis Set for Post

NEW YORK, March 23.—The New York Sun is latest of the Stem press to lay plans to return radio coverage to its pages. Sheet hasn't done anything in the way of a news report on broadcasting since E. L. Bragdon, now with RCA, several years ago signed off after 18 years. Report has it that Sun will start with a Saturday piece and then spread to a daily basis. The Herald-Tribune's daily pillar has thus far turned out to be simply a Sunday piece a la Jack Gould's New York Times week-end report. Paper brass is said to have wanted Harriet Van Horn but the dough was a little rich for the H.-T.

The New York Post column, which continues to be talked of, will have Paul Denis (ex Billboard and now Earl Wilson's man Friday) as the typewriter pounder. However, despite the talk, the column may not get under way within the next three months. When it does happen, it's expected to be "revolutionary" in its approach to radio news. Denis is said to have turned down the column months ago, but is now looking forward to doing a job.

## Vets Bang Against Closed Doors; Mull Pressure Campaign

NEW YORK, March 23.—Radio actors who served in the armed forces and find the job situation tighter than ever are considering the advisability of seeking a resolution of the problem thru other-than-AFRA means.

Briefly, one group of vets plans to exert pressure on advertising agencies and producers thru such veterans' organizations as the American Legion. Also planned is a publicity campaign which would name agencies and sponsors as being unfair to returned vets.

Claimed that such publicity at the present time could do considerable damage to sale of sponsors' products and would result in more of an open-door policy for talent.

Agencies which are on the n. g. list include some of the toppers in the daytime serial field. A few indie producers are also included. Vets seeking auditions are told auditions have been "temporarily postponed."



# Prewi Seeks Point-to-Point Okay

## UNO Confab Springboard

**FCC holds hearing on org's plea for voice coverage delivery direct to stations**

NEW YORK, March 23.—Press Wireless, Inc., having waited for a favorable omen, this week went to town with the FCC about being permitted to service local stations throughout the nation with facilities so stations could obtain individual coverage of UNO at a fraction of what AT&T line charges would be for the same point-to-point program delivery. Prewi didn't want any new channels of expanded facilities, nor did it want to get an okay to "blanket" the U. S. What it wanted was a limited okay to deliver, upon request voice coverage of the UNO direct to a subscribing station, a facility for which it is not licensed at present.

FCC brass were favorable to the idea with Commissioner Durr seeing in the suggested "facility" an opportunity for more airings "in the public interest" than could now be contemplated due to line charges, etc. The commission, in fact, held one of its few "en bank" sessions to consider Prewi pitch but nixed it at first on the suggestion of the commission's engineering staff, who felt that it would "duplicate" network services, altho webs are in no position to feed local programs to local stations.

Prewi presented before the FCC a formidable list of stations which had reacted to the proposal, altho the trade felt that the \$40 minimum for 10 minutes was more than most stations could pay for any kind of regular service. However, for a regional network coverage, the cost was in line and Prewi felt that on a regular basis, if and when the service ever was permitted to go regular, the cost could be reduced considerably. The regular slant on the facilities is what no doubt gave the FCC some pause, for the engineering staff (in part) and the accounting staff also had pointed out that if a "temporary okay" were given for UNO coverage, Press Wireless would have its foot in the door and would be in a position to justify requests first for "every important function" and later for permission to use its channels for this point-to-point service on a regular basis.

### Spot News Coverage Next

Next step, one of the commissioners felt, would be an application for Prewi to service a network with voice coverage of spot news, "and as engineering advances were developed it is fair to assume that application would be made for Prewi to become a wireless AT&T serving one or more networks with transmission on a "carrier" basis. Only reason, pointed out this commissioner why the application doesn't mention anything like this is because the FCC has time and time again indicated that it was against "duplicating" existing facilities unless the so-called duplication was either an improvement or could prove other justification. Threat of losing the two channels which it suggests it use for domestic voice-carrying circuits doesn't disturb Prewi brass since they claim they can prove that they use their grants of wave lengths more efficiently than any other "public carrier," UNO is no

## Ackerman Denies Cates Exit, Lewis Visit Is Anything

NEW YORK, March 30.—Harry Ackerman, Young & Rubicam's top radio man in New York, last week stated that exit of Gordon Cates from radio and Tom Lewis's visit to New York (as reported in last week's issue) won't mean a thing to the executive operations of the agency. He also suggested that the story run some weeks ago that the broadcasting end of the agency was going to be changed over to a more profitable operation with billing, etc., direct to client gave a wrong impression to the trade.

Stated Ackerman: "Young & Rubicam has always put a premium on top radio service to its clients, and has continued to supply a very large personnel of directors, supervisors, talent men, commercial writers, radio research experts, etc., as part of that service. There is no change in Young & Rubicam's radio operation which would seek to reduce the agency's service activity in the slightest degree or would seek to have sponsor assume any part of what Young & Rubicam considers its obligation to clients. On the contrary—the agency is always concerned with plans for increasing both the amount and the quality of its radio service." Trade still sees a new operational head appointed at Y&R within the next few months and also sees nothing inconsistent in Ackerman's statement and a basic change in the billing and handling of its radio operations with its clients.

## Butch's Local Seg UNRRA Casualty, But Liberty Sticks

NEW YORK, March 23.—Despite the fact that Fiorella La Guardia is almost certain to be confirmed as head of UNRRA, he will not give up his *Liberty* magazine broadcasts it has been ascertained. However, his Midday Cheese sponsored local airing is almost certain to be axed, since La Guardia will be out of the country frequently and the cost of his airing from overseas on a local seg is out of line. Moreover, trade points out that local show from Rome, Italy, on local problems, which change hourly, just don't make sense.

La G. will, however, keep his editorial deals, just changing his copy away from politics. Industry will watch *The Hat* as a diplomat-scribbler.

doubt being used experimentally to prove how well the newspaper-wet-nursed facility can do a "special event" carrier type of job. But even UNO alone wouldn't have enabled Prewi to justify its plea were it not for the FCC's own 139-page report on public service. Prewi boys, in their oral plea, indicated that such a facility would enable a congressman to talk to his own constituents without having the "whole nation listen in," or without "paying for an entire network." The public service block in the commission sees the service as a way for the people to keep track of what its representa- (See *Press Wireless, Inc.*, page 15)

## FCC Points Finger at Web Time Sales \$\$\$

### "Money Root of All Evil"

WASHINGTON, March 23.—With an eye on its Public Service Responsibility Report, which chided broadcasters for "commercial excesses," Federal Communications Commission is pointing significantly to its latest annual tabulation, showing major network time sales at an all-time high of \$128,533,216 for 1945. FCC stated that this figure represents revenue from the sale of radio time before deduction of commissions to agencies. Commissions totaled \$19,398,273. The networks time sales total for 1945 was 1.7 higher than the 1944 figure, which previously held the record.

FCC's Program Responsibility Report continues to be the subject of criticism and praise, with Representative Emanuel Celler emerging as one of the most enthusiastic supporters of the FCC policy. Celler is planning to make a vigorous drive to wrest from the House Interstate and Foreign Commerce Committee his bill to add to FCC's power to regulate radio program content and reduce what Celler describes as "over-commercialization" of radio. Celler told *The Billboard* that FCC's report on Public Service Responsibility of Broadcast Licensees substantiates a need that has long existed for increased authority for FCC in "reducing the excessive abuses of commercialism on the air." He said he was "gratified that FCC has taken several leaves" from the statement made by him when he introduced his Radio Control Bill (HR-4314).

Meanwhile, the National Association of Broadcasters is continuing to take pot shots at FCC's program report, with district groups providing the sounding board. District meeting at Minneapolis last week poked criticism at the report along lines of that registered by NAB Prexy Justin Miller in his initial statement. At the same time, FCC is getting increased requests for copies of the report, with a number of advertising concerns, large and small, leading the pack seeking copies. FCC is sending forms to all stations seeking license renewals and "promise and performance" percentages are required as outlined in the report.

## Novik Adds Wilder Stations to Clientele

NEW YORK, March 23.—Morris Novik will include among his clients Harry Wilder's group of stations, starting to work on the public service programming of WSYR (Syracuse, N. Y.) and then tackling in turn WELI (New Haven, Conn.) and WTRY (Troy, N. Y.). Novik is said to have hesitated for sometime in accepting an assignment with an out-and-out commercial operation, but came to the conclusion that it would be a balance wheel for his International Ladies Garment Workers' Union radio station consultant assignment and his working Fiorella LaGuardia on the latter's radio programs.

Novik, altho trade points out that he's giving away almost as much of his time as he is spending at his

## Rarer Than Nylons

NEW YORK, March 23.—The moral of this one is . . . ? NBC's tele promotion director, Charlotte Stein, has been trying like mad to get a ducat to the CBS color video shows on Madison Avenue. All her efforts came to naught. She couldn't squeeze in anywhere.

She was just about becoming resigned to the fact when she decided to go to the National Federation of Women's Clubs Luncheon Thursday (21) where CBS tele program chief Tony Miner was guest spieler. The girls had a door prize as an added attraction.

Unsuspecting, Miss Stein turned up and altho never having won a thing in her life found herself the door prize winner. The prize? You've guessed it! A ducat to CBS color tele show.

## RWG & AAAA Agree Scribbler Owns All Rights

NEW YORK, March 23.—Radio Writers' Guild has come to an agreement with the radio broadcasting committee of AAAA about single show rights. Agreement stipulates that while the show is still on the air there is to be no licensing of further domestic ether rights. One year after its end, the scripter still can't sell without first giving a 14-day option to the original or most recent sponsor.

In the case of foreign rights the sponsor gets the same deal. He can meet any offer within a year, just so long as he makes the 14-day deadline. While the program is running in the United States the scripter can't sell to a competitive foreign sponsor without getting the okay of his American sponsor.

Agency gets free publication rights to scripts of not more than one page of talks and the page must contain purely institutional material. Otherwise, there's no reprint allowed except by written consent of the author and for dough.

Agency has the right to a single repeat broadcast just so long as it pays the original fee, or more. In series scripted by different writers, characters names, locales and formats belong to the original owner, but each contributor owns the story line and dialog developed by him.

Contributors also agree not to use their story line or dialog while the program is still on the air.

Movie and television rights remain with the author. Negotiations between RWG and AAAA are approaching conclusion. Small matters, however, such as name credits and releases still remain to be adjusted.

cash-on-the-line jobs, still is making more \$\$ than he's ever made before, in or out of radio, and really isn't working half as hard as he did for the city at WNYC. Fact is also that altho he doesn't know it yet, three other owners of groups of stations are considering employing Novik as public service life insurance. The FCC is said to know that if Novik does a PUBserv job, the station is doing okay in the public interest, no matter what the log says.



## Medal of Merit Won By Sarnoff, Paley

NEW YORK, March 23. — Brig. Gen. David Sarnoff, RCA prexy, and William S. Paley, CBS board chairman, this week were awarded the Medal of Merit.

General Sarnoff's citation from

President Truman was for his cooperation as head of RCA with the army during the war. Paley was decorated by Secretary of War Robert P. Patterson personally for outstanding services, while a civilian on duty with army as chief of radio operation, psychological warfare branch, allied force headquarters and SHAEF.

## WOL Newsroom Adds Henle

WASHINGTON, March 23.—WOL, Cowles' Washington outlet for Mutual Broadcasting System, has added one of Washington's top correspondents, Ray Henle. Starting April 8, Henle will be heard at 6:15 p.m. daily, Monday thru Friday, reporting directly from the Senate radio gallery under the title *Congress Today*.

His 15-minute newscast will be devoted to the daily doings of Congress and the cause and effect of current legislation. Henle will be heard under the sponsorship of the National Small Business Men's Association.

With the addition of Henle, WOL will round out a half hour of news, with Albert L. Warner, head of the WOL Radio News Bureau, being heard at 6 p.m.

# More for your money ...with Mutual shows

Here, alphabetically listed in catalogue style, are an even score of Mutual programs. They range from children's fantasy... through drama and comedy... to news documentary. But they have one common denominator: a proved, or strongly-indicated, ability to produce profitably-sized audiences—at prices which, combined with Mutual's low rates, put a gilt edge on your radio investment.

**ADVENTURES OF NICK CARTER** One of radio's most solidly established mystery programs, it has a long impressive audience record. February Hooperating sustaining, in a new period, is 9.1. Double-check this one for a quick audience- and sales-building job.

**THE BETTER HALF** Male versus female in uproarious contests to determine the *headier* of the species. Tiny Ruffner emcees this fast-paced quiz in which men and women compete to give quickest answers to questions. Zany stunts and attractive prizes keep audience interest high.

**CAPTAIN MIDNIGHT** The sponsor speaks: "*Captain Midnight is our outstanding Ovaltine salesman!*" Now in its *tenth* radio year, and sponsored successfully for almost six years on behalf of Ovaltine, MIDNIGHT is available for the summer. Advertisers with summer peaks will want to investigate, immediately.

**THE CARRINGTON PLAYHOUSE** Elaine Carrington, described by Jack Gould of the New York Times as "a member of royalty in the field of the daytime serial," lends her unique talent to provide good radio, for a mass audience, to a new evening dramatic series through which we hope to discover new radio talent. It's an exciting venture offering rare opportunity for writers, and the far-sighted advertiser.

**CECIL BROWN** One of the most distinguished correspondents to come out of the war, Cecil Brown ranks high as a listening favorite. His 1945 rating average according to Hooper, was 6.2; went as high as 7.8. Brown's widely-known name and long reputation as a crack reporter have made him a success advertising-wise as well.

**CHICAGO THEATER OF THE AIR** The finest of operas and operettas polished into delightful entertainment for everyone. Prima donna Marion Claire joined by guest stars like James Melton, Allan Jones, Igor Gorin, etc. create an hour of superlative music. Ticket demand is tremendous. Originates in auditorium whose 5,000 seats are filled each week. Rating record reveals

mass appeal which makes program ideal for institutional or product campaign.

**DON'T BE A SUCKER** After only three months on the air, this low-cost, once-a-week quarter-hour show has achieved a Hooper of 5.5 and has developed a huge mail response. Through active cooperation with the National Better Business Bureau, program presents dramatic exposes of rackets fleecing Americans.

**HARRY SAVOY A** "name" comedian comes to the fore. Hit on the Kate Smith program for a full year, Savoy convulses studio audiences and radio listeners alike with his hilarious brand of comedy. The show offers advertisers an opportunity to "get in at the beginning" with one of 1946's major radio "finds."

**THE HUMAN ADVENTURE** Recipient of radio's coveted Peabody Award, this program has built a reputation for superb presentations of scientific subjects. Brilliantly produced in cooperation with the University of Chicago and staff-members of the famed Encyclopaedia Britannica.

**I WAS A CONVICT** In line with increasing popular interest in psychology, this unusual program dramatizes, not crime, but the *motivation* behind the criminal. Anonymous ex-convict or parolee relates his history from childhood, highlighting forces which impelled criminal act or career. Analyst Edwin J. Lukas dissects case for listeners. A *different* program with wide popular appeal.

**LAND OF THE LOST** 38,000 children and adults *demand* that this program stay on the air! "Miracle" was the New York Times' word for Isabel Manning Hewson's famous creation. A daytime half-hour show, broadcast once a week, it's a radio classic in the juvenile field with great commercial possibilities.

**LEAVE IT TO THE GIRLS** Accent on *unique program format*. This "forum"—a round-table of romance—presents a panel of four lovely and prominent ladies,

and Moderator Paula Stone in a fast, furious and witty debate with a well-known male. It's an exciting program idea, thoroughly established, ready to go "commercial." Latest Hooper rating: 4.5.

**MARRIED FOR LIFE** It's a daytime half-hour show, now broadcast once a week, which features interviews with an engaged couple, their families and friends, all of whom—and the radio audience—hear a dramatization of the romance. Towards the end of the program the microphone is taken to the ceremonies preceding the wedding of the couple who appeared on the previous broadcast. This is the next great daytime success.

**PASSPORT TO ROMANCE** March fifteenth saw the opening broadcast of this dramatic-musical program starring Mitzi Green, and Larry Brooks of "Song of Norway." It's a radio adaptation of the motion picture musical-comedy technique, and has all the earmarks of a great commercial program.

**THE SHADOW** Since the middle of October, 1945... this has been the *highest Hooper-rated regular daytime program in radio*. And that's been true for more than half a decade. It's available coast-to-coast for a summer sponsor!

**SNOW VILLAGE** Americana at its best. William Ford Manley's heart-warming stories of a New Hampshire town and its inhabitants have been air favorites for sixteen years. Performed by skilled actors and produced by expert craftsmen, SNOW VILLAGE occupies a warm spot in radio's roster of fine dramas.

**SO YOU THINK YOU KNOW MUSIC** "At this late date, it's a pleasant surprise to find a music quiz that's interesting and a little different," wrote Variety. Featuring Ted Cott as m.c. and four celebrated jazz or classical musicians as "experts", the program is "lively and fresh... fast-paced with remarks that are impromptu as well as funny."

**TWENTY QUESTIONS** A favorite parlor game is smoothly adapted to become favorite radio entertainment. This program's quick success is revealed by large mail figures. An average of 1300 letters come in daily. It starts with a February Hooperating of 3.8. Quality of the mail strongly indicates its ability to sell any product... animal, vegetable or mineral!

**WHAT'S THE NAME OF THAT SONG?** The always absorbing game of "do you remember...?" with contestants trying to identify musical numbers played. Holds radio listeners through musical appeal and natural tendency to compete with studio contestants. Latest rating, a whopping 7.0—at 8 pm Wednesday.

**YOU MAKE THE NEWS** Outstanding documentary program, produced in cooperation with Newsweek Magazine. Timely, dramatic, authentic and objective, it weaves background and spot news into a pattern which highlights significance of each issue. Applauded by Variety because "there is a gratifying absence of the type of cub-reporter hysteria characteristic of some documentaries."

★ ★ ★

With an active program department, a list like the above can never be complete. More new shows are on the way. Check us, for the right program in the right Mutual spot.

# Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS



# FCC REORGANIZATION SEEN

## 'Quiet Moves' Push Revamp

**Locke, Truman aide, to set new blueprint—Congressmen suggest liaison group**

WASHINGTON, March 23.—FCC, which was safe from executive reorganization as long as Paul A. Porter was chairman, is now definitely earmarked for drastic reorganization under President Truman within 18 months. Congress will get a chance to veto the plan which will be shaped under direction of Truman's new official assistant, Edwin A. Locke.

Reorganization move is developing within the White House so unobtrusively that even FCC bigwigs apparently are not yet aware of the blueprinting schedule. FCC's annual report, several weeks overdue because of major personnel shifts at the commission, is expected to be released within a week, but it will contain not the slightest hint of impending reorganization. Acting Chairman Charles V. Denny will be given a chance to offer suggestions on the White House plan for FCC reorganization, but the job will be handled by Locke.

Acting Chairman Denny, himself, is preoccupied with getting the commission back to normalcy, with Truman having acted swiftly in naming Rosel H. Hyde as successor to the late Commissioner William H. Wills and an appointment upcoming soon for a successor to Porter. Pressure from party leaders and congressmen for appointment for their various favorites is tapering off. The Democratic berth on the commission is certain to go to someone from the Midwest or New England. Conference of former FCC Chairman James L. Fly with Truman this week (19) is being interpreted in some circles here as having bolstered the chance for designation of Nathan David, Massachusetts Democrat, to the remaining FCC spot. Numerous others are being mentioned.

There is talk, too, that Fly also discussed with Truman FCC reorganization as well as adjustments which might be made in FCC's regulation of radio program content without overstepping the Communications Act of 1934. Legal analysts point out that FCC's reorganization is certain to allow for a specialized staff in examining station "promise and performance," although the revision blueprint will not allow for a single operation which is not authorized by the communications act. In congressional circles a suggestion is being made for creation of a special FCC liaison to work with Congress, many of whose members are complaining that they are "completely in the dark on what is happening at FCC, although they are constantly besieged by inquiries from station applicants. Radio's growth to one of the nation's major industries is resulting in swiftly rising congressional interest in broadcasting.

Porter, while FCC chairman, had an agreement with President Truman to discard any reorganization plan for the commission, but Porter, who is now head of OPA, is not expected to return to FCC, even though he told a news conference this week that OPA's job should be completed in a year.

Under the federal reorganization (See FCC Reorg Seen on page 16)

## Ghostly Walking

NEW YORK, March 23.—The exec, who prowls the halls and offices of NBC after hours to make certain that desks are clear of papers and nothing untoward is happening that isn't befitting the senior web, has at last been officially christened. He's Luke, The Spook. As tabbed some months ago, the "officer of the night" is a different management exec every night and has run the gamut, including Niles Trammel, Frank Mullen, Jim Gaines, Sid Eiges, Charlie Hammond and the host or other guys who wish they didn't have to haunt the halls.

## 'Lease WNYC' Idea Gains With O'Dwyer

NEW YORK, March 23.—WNYC has more station operators anxious to buy or lease it than any piece of the air in the nation. For a while it seemed as tho Mayor O'Dwyer would keep his promise to a number of public service orgs and not sell or lease the operation, but during his budget retreat he has become more and more conscious of the fact that it would be profitable to the city to lease the operation with a guaranteed slice of time for public broadcasts of the city. Ops, who have been interested in a lease idea, know that the FCC has been anti-lease in its decisions during the past years, but off-the-record conferences in D. C. have indicated that if the operator has a public service record, there may be an okay to a long-term lease, just as long as the city retains responsibility for the programing level of the station. No "block-time-deal" like that of WCAM (Camden, N. J.) would be tolerated but there are ways and means of getting by the commission just as long as it's all an "honest" deal.

Outright sales figures in the neighborhood of \$3,000,000 have been offered for WNYC, which is \$1,000,000 more than the newspaper pub, Newhouse (*Long Island Star, Newark Star-Ledger*, etc.) offered nearly two years ago for the city transmitter. However, indications are that WNYC will not be sold and the only deal that will be okayed will be a lease. Top lease \$\$ offered has been under \$100,000 a year, with this going up if the station nets more than a certain figure, not revealed.

Unions in New York are said to be prepared to fight any sale or lease of the facilities, but it's going to be difficult to find the money to operate the station and suggestion that the city sell time itself and operate the station as a business starts a riot at other indie stations in New York. . . . However, it can happen here.

## MBS Puts Teletype Eqpt. Into N. Y. Newspaper Offices

NEW YORK, March 23.—MBS has really arrived, slackwise, at true network stature. Starting as soon as equipment can be installed, Mutual, like the other three nets, will have teletype equipment in the radio editor's offices at all the major New York newspapers.

Deal has WOR tied into it, the Mutual New York outlet sharing in the operation and expense.

## Newspaper Air Coverage Up More Than 100%

CHICAGO, March 23.—Proof that the newspapers of a large section of the country—from Cincinnati to Denver and border to border—are becoming hep to the fact that it pays to print full radio coverage features has been revealed in a study completed this week by the NBC Central Division Press Department. Study, made of every daily printed in this large section of the United States, showed that since last year there has been an increase of over 100 per cent of papers that are carrying full radio coverage—listings, highlights and columns. Study came up with the fact that whereas in 1945 there were 47 dailies presenting this complete service, in this territory, this year there are 111 papers doing the top radio coverage job.

Figures in the study, supervised by Jack Ryan, NBC press chief here, showed that this year 13 newspapers have added radio columns for the first time, while five increased column space. Seven newspapers allotted space for radio pictures for the first time, and five increased picture space. Number of papers last year that used at least some type of radio coverage in this territory were 401, while this year the number is 441.

While Ryan has been conducting this study he has also been carrying the gospel concerning the need for radio columns to the newspapers in his territory. In past two weeks Ryan has been carrying on his glory road preaching to newspapers in Texas and Oklahoma.

## Libel Act Introed In N. Y. Legislature

NEW YORK, March 23.—An act to include libel for radio broadcasts was introduced in New York Legislature recently by Rep. Carlino. If a person knowingly broadcasts anything which "exposes any living person or the memory of any person deceased, to hatred, contempt, ridicule or obloquy, or which causes or tends to cause any person to be shunned or avoided, or which has a tendency to injure any person, corporation or association of persons in his or their business or occupation" then the broadcaster is guilty of libel.

Bill follows those of several other States which recently have enacted similar laws, but covers more ground than most State's radio libel laws. A portion of the bill follows:

"To sustain a charge of publishing a libel by radio broadcast or by a device which records and transmits the human voice it is enough that the defendant knowingly broadcast the matter complained of to the public or reproduced it for hearing by a public audience.

Libel act is extended to any: "Owner, operator, proprietor or persons exercising control over any broadcasting station, or device by which the human voice is reproduced and transmitted to a public audience, or any person who broadcasts over the radio or whose recorded voice is transmitted to a public audience with his knowledge and consent, any person who aids or abets either directly or indirectly in such broadcast or reproduction of a recorded voice."

## Murder Confession Highlights 1st Wk. KLAC "Newsreel"

HOLLYWOOD, March 23.—KLAC's revamped news set-up is rapidly turning out to be the town's all-out news coverage. Contradicting wisecracks who predicted the dropping off of news segs, KLAC has gone ahead building a heavy sked with emphasis on local news.

Augmenting regular hourly newscasts, the indie is pushing a daily 15-minute recap of local news tagged *Radio Newsreel* as a Hooper building stanza and is pitching hard to get the jump on other L. A. indies in general news reporting. *Newsreel* features playbacks of on-the-spot recordings made during the day by a mobile waxing crew and spotted on news shows thruout the day.

Sparking the *Radio Newsreel* is Jim McNamara, KLAC mobile reporter, who scored several hot news beats during the first week of the program's airing. McNamara, formerly PRO with General Patton's Third Army, waxed several dozen hot stories, punching hard at sensational crime stuff. Hottest spot of the week was an on-the-scene confession of a wife murderer. McNamara's mobile recording unit caught and waxed the killer's personal account of the crime as told to police and newsmen. Play-back on *Newsreel* turned out to be a newsman's dream, with all the elements of a Richard Davis thriller.

Station bigwigs are leaving purse strings unfettered, feeling that dough spent on RNR will be more than justified, as recording coverage should give the station plenty of news scoops. Other outlets have equipment and staffs to do a thoro round-up job on recorded spots, but the fact is that competition hasn't deemed it worth the effort or necessary bankroll, being content to use recorded news spots only on special occasions. With McNamara on full-time assignment, KLAC gets the jump on the big local stories, supplementing regular news coverage with audience-pulling "I was there" angles.

## Three-a-Day Pick-Up

McNamara, who averages three pick-ups a day, brought KLAC listeners the following exclusives during the first week: 1. Courtroom decision regarding local issue of building vets' housing in city park. (Mike cable had to be dropped 20 stories from the courtroom to street to make the pick-up.) 2. Interview with Fritz Kuhn, made by McNamara in 1939 when Kuhn was spreading hate in L. A. 3. Eye-witness pick-up from scene of a recent plane crash in a populated L. A. district in which a navy flyer lost his life.

Now that birth pangs pursuant to the change of station ownership have somewhat subsided, KLAC is shooting for a solid stable of live talent. Kick-off show in the station's bid for "showcase" segs is the forthcoming Al Jarvis audience participator, *Can You Tie That?* which preems April 7. Show will be built as a musical quiz, with cash prizes and guest stars to lure studio audiences. Jarvis-Peter Potter disk jockey combō, given a top-dough promotion splash, broke up suddenly last week when Potter's previous contractual commitments reportedly prevented further work as a KLAC team. (See story this issue.)

## Lots of Life

Other live talent shows now in (See *Murder Highlights* on page 16)



# WCOP

*will step up power to*  
**5000 WATTS**

**FCC has just approved** WCOP's construction permit!

**Construction** is getting under way immediately on a new 5000-watt transmitter at Lexington, Massachusetts.

**This means** your message on network or local programs over WCOP will be carried with perfect clearness into every corner of the great Metropolitan Boston area.

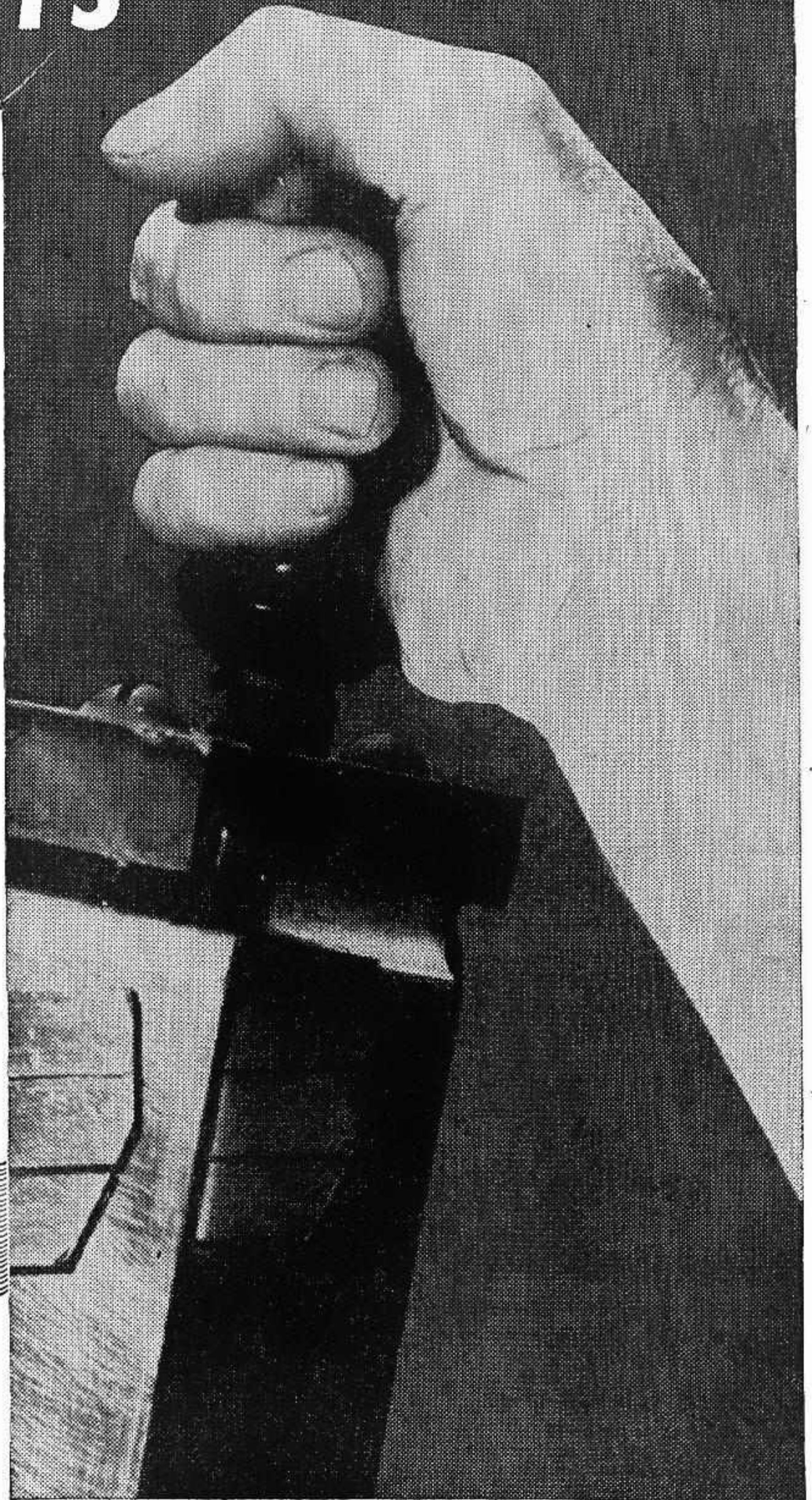
**New and spacious** studios and offices in Boston ... new listener-lures ... alert promotion ... new and wide-awake merchandising activities ... new programs — and now, new power — these are the milestones of WCOP's swift journey to New England radio leadership.

**Ride WCOP's** new signal into the third richest market in the United States. The few choice availabilities are going fast.

**Write,** phone or wire WCOP Boston, or any Katz office for details.

**WCOP Boston**

A Cowles Station  
 Exclusive American Broadcasting Company  
 Outlet in Boston





## Movietime Service May Answer Air's Phone Problem

NEW YORK, March 23.—A new idea in telephone service may yet solve one of radio's toughest problems—audience-in-the-home participation via phones. Such a move is still in the dream stage with the novelty organizer, Julius Polinger, whose Movietime, Inc., is a definite innovation in Alexander Graham Bell service. He claims that his idea will be capable eventually of handling any and all calls solicited by radio as fast as they come in, thereby saving radio switchboards from being swamped as of yore.

This is only one phase of Movietime, Inc., idea which, according to Polinger, is broad enough so that anything "which can be told or sold or promoted by telephone can be handled. We'll figure out how to do it."

### Pic-Legit Info Service

Current gimmick, brainchild of Polinger's since 1938, is a service for New York's theaters, pic and legit, by which anyone calling Main 5-6171 and asking for info can be told times of shows, cast, theater and any other pertinent information. At present, special switchboard, set up by the New York Telephone Company and leased to Polinger, is handled by 45 girls. Number will be increased shortly to 52. Board is capable of handling at maximum, 100,000 calls a day. So far, 25,000-35,000 have

NEW YORK, March 23.—Service being the watchword of Movietime, Inc., phone ops were prepared to deliver no matter what the request. They got one, however, which was a nifty.

On Sunday night (17) the Ace Theater, Bronx, N. Y., caught fire and sparks lighted the roof of a residence near by. The woman occupied, instead of calling for help, called Movietime, Inc., and yelled for aid. Movietime, while she was still holding on, gave the alarm and then, when the woman told them she wanted to find her husband in another pic house, ops called the house and had husband paged. Meanwhile, they told the woman to get out of the building and wait for her husband.

Whole business took only a few minutes. Maybe it's a theme for a new pic.

been handled in a day.

Present costs run around \$1,500. Dough comes from theaters—a considerable number have signed up already—who pay \$1 a day. Since there are more than 600 theaters in the five boroughs of New York, Polinger's earning potential, runs somewhere around \$600 a day, which not only covers expenses, but yields a handsome divvy for the kitty.

### Oscar Winner Service

As an example of service thru phones, Polinger tells of getting calls from all over the city on the night the Academy Award Oscar winners were announced. Calls were for pic, *Mildred Pierce*. It was running in only one house in New York that evening. Movietime, Inc., told this to inquirers, adding times, location of house and how to get it to from any borough. Result was a jamming of house and two-day hold-over of the film.

In line with future operations of his gimmick, Polinger contemplates selling ad time, as in radio. Basic idea is to have phone ops, who now answer with "Movietime," to use a plug such as "Movietime, Drink Maxwell House Coffee" or "Movietime, Smoke Chesterfields," etc.

"This is all in the future," Polinger said. "Right now we're busy organizing the original idea. It's actually something that the theaters are doing rather than us. It is their co-operation which makes the idea possible. So it's up to them to put it across. But, the idea has tremendous possibilities in other ways of ads and service."

## NBC Flacks Mute As 'Amos 'n' Andy' Pass 18th Anni

NEW YORK, March 23.—Last Sunday (19) marked the 18th anniversary of *Amos 'n' Andy* but NBC forgot to send out a line of copy. Duo, Freeman F. Gosden and Charles J. Correll, first went on the air over an experimental station in New Orleans in 1920, and January 12, 1926, started broadcasting as *Sam 'n' Henry* over WGN, Chicago. On March 19, 1928, they debuted as *Amos 'n' Andy* over WMAQ, Chicago.

From August 19, 1929, to February 19, 1943, the team broadcast continuously, taking only one vacation in the summer of 1943. Sponsors were Pepsodent, Campbell's Soup and Lever Bros., in the order named.

Peak of the daily program's popularity in the early days was reached when the script built up the comedy angles of Madame Queen's breach-of-promise suit against Andy. Despite it's heavy rating, old show surprisingly enough came nowhere near present weekly seg which ranks 13th with a rating of 18.1, and is right behind Jack Haley and Jack Benny.

# COMEDY TALENT COST INDEX

Based on HOOPERATINGS for programs built around comedians in order of least talent cost per 1,000 urban listeners.



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

Vol. I No. 1		(Report March 15, 1946)				
Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N. L. & B. NBC 142	30.0	1/2 hr.	Hank D'Amico—ABC Doctors' Talk—ABC This Is My Best—CBS Am. Forum of Air—MBS	\$10,500	\$ 350.00	\$ .34
CASS DALEY Fitch Ramsey NBC 145	15.3	1/2 hr.	Quiz Kids—ABC Blondie—CBS Adv. in Rhythm—NBC	\$ 6,500	\$ 424.84	\$ .38
JUDY CANOVA Colgate Bates NBC 138	14.1	1/2 hr.	Boston Symph.—ABC Sat Night Ser.—CBS Chicago Theater—MBS	\$ 5,500	\$ 390.07	\$ .39
RED SKELTON (CH) Raleighs R. M. S. NBC 145	24.2	1/2 hr.	Hoosier Hop—ABC Congress Speaks—CBS Behind CBS—CBS Better Half—MBS	\$ 9,500	\$ 392.58	\$ .40
FRED ALLEN Standard Brands Tender Leaf Tea Blue Bonnet Mar'ine J. W. T. NBC 141	23.2	1/2 hr.	Sun. Eve. Hr.—ABC Crime Dr.—CBS Don't Be a Sucker—MBS G. Heater—MBS	\$12,000	\$ 517.24	\$ .47
AMOS 'N' ANDY Lever Bros.—Rinso R. & R. NBC 148	18.1	1/2 hr.	Guy Lombardo—ABC Inner Sanctum—CBS G. Heater—MBS Real Stories—MBS	\$ 9,000	\$ 497.24	\$ .50
BOB HOPE Lever—Pepsodent F. C. & B. NBC 128	28.8	1/2 hr.	Concert Time—ABC Bob Crosby—CBS Let's Take Our Bearings—MBS Am. Forum of Air—MBS	\$15,000	\$ 520.83	\$ .52
EDGAR BERGEN Standard Brands Chase & Sanborn J. W. T. NBC 144	23.7	1/2 hr.	Sun. Eve. Hr.—ABC Beulah Show—CBS Alex. Med. Board—MBS	\$14,500	\$ 611.81	\$ .57
PARKY'S Old Gold L. & M. NBC 134	7.8	1/2 hr.	Theater Guild—ABC We, the People—CBS Sun. Night Show—MBS	\$ 4,500	\$ 576.92	\$ .60
ALAN YOUNG Bristol-Myers D. C. & S. ABC 204	7.5	1/2 hr.	Holliday & Co.—ABC Heatter—MBS Real Stories—MBS People Are Funny—NBC	\$ 4,500	\$ 600.00	\$ .68
ABBOTT AND COSTELLO R. J. Reynolds Camel Esty NBC 140	18.0	1/2 hr.	Curtain Time—ABC Island Venture—CBS You Make News—MBS	\$13,000	\$722.22	\$ .71
EDDIE CANTOR Bristol-Myers Trushay-Sal Hepatica Y. & R. NBC 131	17.7	1/2 hr.	Golden Gate—ABC Frank Sinatra—CBS G. Heater—MBS Real Stories—MBS	\$13,500	\$ 762.71	\$ .74
DUFFY'S TAVERN Bristol-Myers Y. & R. NBC 129	11.9	1/2 hr.	This Is FBI—ABC Kate Smith—CBS You Know Music?—MBS	\$ 8,500	\$ 714.29	\$ .75
BEULAH Lewis-Howe R. W. & C. CBS 136	8.4	1/2 hr.	Sun. Eve. Hour—ABC Alex. Med. Board—MBS Bergen—NBC	\$ 7,500	\$ 892.89	\$ .81
FANNIE BRICE Sanka Y. & R. CBS 143	12.7	1/2 hr.	Sunday Party—ABC Cedric Foster—MBS Talk It Over—MBS Gliderleeve—NBC	\$13,000	\$1,023.62	\$ .89
JACK BENNY** Amar. Tob. Co. Lucky Strike R. & R. NBC 145	20.2	1/2 hr.	Drew Pearson—ABC Don Godwin—ABC Thin Man—CBS Operatic Revue—MBS	\$22,500	\$1,113.89	\$ .99
JOAN DAVIS Swan Soap Y. & R. CBS 142	16.0	1/2 hr.	Fat Man—ABC Sherlock Holmes—MBS Firestone—NBC	\$18,000	\$1,125.00	\$1.05
BURNS & ALLEN Maxwell House B. & B. NBC 138	13.7	1/2 hr.	Lum & Abner—ABC Earl Godwin—ABC Suspense—CBS Carrington—MBS	\$15,000	\$1,094.89	\$1.07
JACK CARSON Campbell Wheeler CBS 140	10.0	1/2 hr.	Lum & Abner—ABC Eimer Davis—ABC That Song Name?—MBS Mr. & Mrs. North—NBC	\$12,000	\$1,200.00	\$1.13
DURANTE-MOORE United Drug Ayer CBS 148	10.3	1/2 hr.	Boxing Bouts—ABC Your Land & Mine—MBS Mystery Theater—NBC	\$13,500	\$1,310.68	\$1.31
DANNY KAYE Pabst W. & L. CBS 136	12.2	1/2 hr.	Boxing—ABC Meet Press—MBS Bill Stern—NBC Col. Baker—NBC	\$17,500	\$1,434.43	\$1.46
JACK HALEY (LN) Sealtast McK. & A. NBC 69	19.3	1/2 hr.	Detect & Collect—ABC Hobby Lobby—CBS Treasure Hour—MBS	\$ 8,500	\$ 440.41	***
JACK KIRKWOOD Ivory Soap Compton (MTWTF) CBS 47 (LN)	6.8	1/2 hr.	Various—ABC Various—MBS Various—NBC	\$ 4,000	\$ 588.24	***
BOB BURNS Lifebuoy (LN) R. & R. NBC 78	15.3	1/2 hr.	Prof. Quiz—ABC Mr. Keen—CBS Arthur Hale—MBS Inside of Sports—MBS	\$10,000	\$ 653.59	***

\*From March 1 report. \*\*Includes second broadcast on Pacific Coast \*\*\*The network in this case is not extensive enough to permit of the projection of Hooperatings and listeners-per-listening sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported.

LN—Limited Network.

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

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# QUIZ TALENT COST INDEX

Based on HOOPERATINGS for all quiz programs in order of least talent cost per 1,000 urban listeners.



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

Program	Sponsor, Agency, Net & Stat.	Hooper-Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
PEOPLE ARE FUNNY	Raleighs Russell M. Seeds NBC 144	14.5	1/2 hr.	Alan Young—ABC Holiday—CBS Heatter—MBS Real Stories—MBS	\$ 3,000	\$ 206.90 \$ .20
QUICK AS A FLASH	Helbros Weintraub ABC 145	7.9	1/2 hr.	Counterspy—ABC Gene Autry—CBS Shirer—CBS NBC Symphony	\$ 2,000	\$ 253.16 \$ .24
TAKE IT OR LEAVE IT	Eversharp Blow CBS 148	17.9	1/2 hr.	Theater Guild—ABC F. of Opportunity—MBS Hour of Charm—NBC	\$ 4,500	\$ 251.40 \$ .25
DOUBLE OR NOTHING	Pharmaco Ruthrauff & Ryan MBS 194	9.4	1/2 hr.	LaGuardia—ABC Fidler—ABC Melton—CBS Album of Music—NBC	\$ 3,000	\$ 319.15 \$ .32
CAN YOU TOP THIS?	Palmolive Bates NBC 138	14.5	1/2 hr.	Boston Symp—ABC Sat. Evs. Serenade—CBS Break the Bank—MBS	\$ 5,000	\$ 344.83 \$ .33
VOX POP	Emerson Drug McCann-Erickson CBS 140	12.6	1/2 hr.	Lum & Abner—ABC Hedda Hopper—ABC Bulldog Drummond—MBS Cavalcade—NBC	\$ 4,000	\$ 317.46 \$ .34
BOB HAWK	Reynolds Esty CBS 149	12.7	1/2 hr.	Lone Ranger—ABC Singler—MBS Inside Sports—MBS Gilbert—NBC Kaltenborn—NBC	\$ 4,000	\$ 314.98 \$ .34
TRUTH OR CONSEQUENCES	Duz Compton NBC 133	14.8	1/2 hr.	Famous Trials—ABC Mayor of Town—CBS Harry Savoy—MBS	\$ 7,000	\$ 479.45 \$ .45
KAY KYSER	Palmolive Bates NBC 139	16.1	1 hr.	Fantasy in Melody—ABC Andrews Sisters—CBS Dance Ork—MBS	\$ 8,500	\$ 527.95 \$ .53
DR. I. Q.	Mars Grant NBC 126	10.8	1/2 hr.	Ralph Norman—ABC Various—MBS Bob Hawk—CBS	\$ 5,500	\$ 509.26 \$ .50
LADIES BE SEATED	Quaker LaRoche & Ellis ABC 192	3.3	1/2 hr.	Various—CBS Various—MBS Various—NBC	\$ 2,000	\$ 606.06 \$ .83
QUIZ KIDS	Miles Wade ABC 145	7.4	1/2 hr.	Blondie—CBS Adv. in Rhythm—MBS Cass Daley—NBC	\$ 8,000	\$ 810.81 \$ .88
INFORMATION PLEASE	Seony Compton NBO 134	10.3	1/2 hr.	Forever Tops—ABC Radio Theater—CBS Heatter—MBS Real Stories—MBS	\$11,000	\$1,067.96 \$1.10
DETECT & COLLECT	Goodrich Batten, Barton, Durstine & Osborn ABC 182	4.0	1/2 hr.	Hobby Lobby—CBS Treasure Hour—MBS Jack Haley—NBC	\$ 4,500	\$ 112.50 \$1.21
GIVE & TAKE	Boy-At-Doz MoJunkin CBS 144	5.6	1/2 hr.	Galen Drake—ABC Club Time—ABC In Washington—MBS Eileen Barton—NBC	\$ 2,000	\$ 357.14 ***
BREAK THE BANK	Vick Morse International MBS 244	5.0	1/2 hr.	Boston Symp—ABC Hit Parade—CBS Sat. Serenade—CBS Can You Top This?—NBC	\$ 2,500	\$ 500.00 ***
PROF. QUIZ	Amoco (LN-MA) Katz ABC 67	3.5	1/2 hr.	Mr. Keen—CBS Arthur Hale—MBS Inside of Sports—MBS Bob Burns—NBC	\$ 3,000	\$ 857.14 ***
DARTS FOR DOUGH	Dr. Pepper Tracy-Looke ABC 140	4.5	1/2 hr.	Philharmonic—CBS Murder Is My Hobby—MBS National Hour—NBC	\$ 1,000	\$ 222.22 \$ .22

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

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# First Returns On BMB Tip Early Report

## Fall May See Figures

CHICAGO, March 23.—Field work or balloting phase of the first Broadcast Measurement Bureau Survey ought to be completed early in May, with tabulating of the ballots and printing of the reports for BMB subscribers to start soon after that in New York. That was the prediction made here this week by execs of Industrial Surveys, which is handling mailing and correlating of the ballots, and George Baillie, who is supervising the work here as a representative of the BMB.

Work of sending out and correlating the returned ballots has been under way here by Industrial Surveys since March 1. Starting on that day, and continuing for the next four successive days the 500,000 BMB ballots were sent out in five waves—with States nearest to Chi receiving the first ballots. Farther distant States received subsequent ballots, until the farthest States received ballots mailed on the fifth day.

### Percentage of Returns

As of Thursday night (21) percentage of returns of ballots from the various States was as follows:

From those States receiving ballots in the first mailing wave: Iowa, 48 per cent; Wisconsin, 49 per cent; Illinois, 45 per cent; Indiana, 43 per cent; Michigan, 46 per cent; and Ohio, 43 per cent.

From States receiving second mailing wave: Minnesota, 49 per cent; North Dakota, 41 per cent; South Dakota, 45 per cent; Nebraska, 41 per cent; Kansas, 41 per cent; Nevada, 39 per cent; Oklahoma, 35 per cent; Kentucky, 31 per cent.

Third wave: Tennessee, 34 per cent; New York, 43 per cent; Delaware, 35 per cent; Pennsylvania, 41 per cent; West Virginia, 29 per cent; Washington, D. C., 50 per cent; Massachusetts, 42 per cent; Rhode Island, 39 per cent; Connecticut, 38 per cent; New Jersey, 41 per cent; Maryland, 34 per cent; Virginia, 33 per cent.

Fourth wave: Maine, 44 per cent; Vermont, 44 per cent; New Hampshire, 43 per cent; North Carolina, 28 per cent; South Carolina, 25 per cent; Georgia, 28 per cent; Florida, 24 per cent; Alabama, 26 per cent; Mississippi, 26 per cent; Arkansas, 30 per cent; Louisiana, 27 per cent.

Fifth wave: New Mexico, 25 per cent; Arizona, 30 per cent; Utah, 31 per cent; Colorado, 37 per cent; Wyoming, 35 per cent; Montana, 36 per cent; Idaho, 37 per cent; Nevada, 30 per cent; California, 37 per cent; Oregon, 35 per cent; Washington, 37 per cent; and Texas, 31 per cent.

### Comes 50%, Comes

When the returns from the States are such that a return of a little over 50 per cent has been received from "balloting cells" (these cells, as set up by the BMB, are: a county, a city with over 10,000 population, a city wherein there is a radio station, and a few special territories), tabulation on ballot returns will begin. That 50 per cent of returned samples is the figure agreed upon by the industry's BMB committee as being sufficient representation of a sample.

Industrial has it so arranged that in some cases four mailings will be sent out, if necessary, to get a returned ballot from a person to whom one was originally sent. If these mailings don't produce a return, a ballot will be sent out to substitute

Toolers at radio stations eye two-week vacations, and WQXR, New York, is one of the first to give 'em what they want. See details in the Music Section.

in the same economic and social bracket.

The correlating and counting of the votes on returned ballots are being done at Industrial with the use of crews that do manual counting, have it transferred to IBM punch cards and then assembled into resultant figures by automatic IBM machines. In all stages of the operation extensive checking and cross checking steps are taken.

New York's work of tabulating and printing in the form of reports the information collected from the ballots here is expected to be finished shortly before the national NAB meeting here next fall. Intent is to have the operation completed for a report to the NAB membership at that meeting.

# FCC Seen Giving FM Green Light; Durr Goes Along

WASHINGTON, March 23.—Eagerness of FCC to give nod to as many FM stations as possible is seen in majority decision overruling Commissioner Clifford J. Durr on District of Columbia grants. Durr argued that only six grants should be made at present time, but majority held out for eight. Durr finally concurred in issuance of FCC order granting construction permits for the larger number.

Further evidence of FCC eagerness is seen in the speed with which agency is processing applications for FM stations.

In addition to D. C. grants, commission approved construction permits for 10 other stations this week and designated seven applications for hearings. Total of conditional grants is now up to 362, while 129 applications are in hearing status. Twelve applications for construction permits were accepted for filing, while several new applications were received by the commission.



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# Calif. Senate Axes State FM Network Bill

HOLLYWOOD, March 23.—Bill to set up a California FM net for educational broadcasting met a sudden death in the Legislature when the measure failed to pass the Senate barrier. Bill called for a State-wide network of FM transmitters and stations to be operated by the State on a non-profit educational basis. (The Billboard, March 2.) Measure had passed the Assembly with little trouble, but bogged down in the Sen-

ate and was finally shelved when the Legislature adjourned.

Bill's sponsors blame its defeat on lack of understanding on the part of other legislators, pointing out that the bulk of State senators come from rural areas and aren't much concerned or interested in radio. Senators who represent rich farming districts, they point out, have dished out millions in appropriations for farm measures, but balked at allotting \$350,000 needed to start the FM net.

Legislators behind the bill plan a renewed fight for its passage at the next session of the Senate, which meets next January, but fear that the measure, if passed, won't be worth much, as the FCC will have assigned most of the choice FM frequencies to others.



# Results, Not \$\$, Makes Seg Pubserv

## Eds Praise B.-R. Program

Reasons for scribes' raves take edge off FCC blasts on programing

NEW YORK, March 23.—The story of "broadcasting in the public interest" remains untold, despite all the light that has been turned upon the profession and industry by the FCC report and recent blasts at college forums on programing. *The Billboard*, in its 15th Annual Radio Editors' Poll, paid tribute to more than 70 stations, whose pubserv stood high enough for even scribblers of competing mediums (mags and newspapers) to say "good, good, good."

Only a few of the "reason why" for the citations were given in the issue (March 16), in which the top public stations were tabbed. G.I. programs, farm and home segs and anti-juvenile delinquency were pointed out by the editors. However, these represented only a small portion of the station programs that were produced during the period with sweat and tears by program directors and social service organizations.

### Bird's Rave

... And it isn't only the public service-minded gents at the typewriters who have taken time out to put their citations on the line. There were plenty who went all out for programs that weren't "public service" on the surface. Typical of these men is "Bill Bird" (Will N. MacBird), of *The Pasadena Independent*, who leads a group of Southern California two-fingered typists with raves for KFI (Los Angeles) segs, *Young Artists*, a serious music competition series, and *Hollywood Bowl Auditions*, for singers. Not only did these series, Bird points out, give instrumentalists and soloists an opportunity to go on the air but it gave the winners a real showcase among pros. The instrumental finalist appeared as soloist with the Los Angeles Philharmonic Orchestra and the tonsil finalist received her spotlight in the Hollywood Bowl. "Good Music," underlined one of the editors voting, "may not be called 'public service' by the purist, but to give talent an opportunity of showing itself in the field of good music is top-flight broadcast service, since good music is a field in which thousands lose hope and drop by the wayside instead of bringing their real, if not personally profitable talent to the world."

### KGB Clicks With Fling

G.I. programs, as pointed out in the presentation of citations in the issue dated March 16, were by far tops, numerically, but the variations from the accepted formula won the kudos. Typical variation was KGB (San Diego), which had Bob Fling handle interviews with servicemen in such a way as to bring out their rights and opportunities. In most cases, the G.I. Bill of Rights received clarification and the average vet listening actually learned a great deal more about his rights than he did from "official sources." Worth stressing in this and other cases was the fact that the program was commercial, bank-rolled by the San Diego (Calif.) Gas Company.

### WMBD Lauded, Too

Station WMBD, which rated near

## He Doodled It

NEW YORK, March 23.—Ed Fitzgerald, producer of *Professor Quiz* and other programs, probably made his fastest \$1,900 recently at a business men's dinner to which he was invited. One of the diners, talking to Fitzgerald about the fabulous radio industry, professed a great interest in jingles. Fitzgerald, while doodling, composed one. The fellow diner immediately bought it for \$1,900 and will air it over stations in up-State New York.

the top for its VD programs because "in focusing public attention on a nationwide problem it materially lowered prostitution and disease incidence," also received a great deal of attention because of its *G.I. Bull Sessions*. These like KGB's, were interview segs with returning servicemen. What made them stand out is that they were interviews with vets returning to jobs—jobs that ranged from a sad sack coming back to a factory "grease" routine to a lieutenant commander taking over a city executive position. What held these broadcasts down, i.e., that kept them from joining the top of toppers, was the fact that they seemed to have little direction or aim.

### WHAS Wakes Up Kentucky

Tops, everyone admits without equivocation, in public service was WHAS' *Wake Up, Kentucky*. Station had a definite problem in its home State and "without fear of the natural public reaction, to be expected when shortcomings of a State are accented, dramatized Kentucky's needs in education and government." This station (which also won a Peabody Award for the same program) hit at the 1890 State constitution "which hamstring improvement programs," and hit at the failure to assess the people for necessary improvement. In fact, as one editor stresses, "It talked about everything that people skirt in their daily conversation and did it without hope of any 'love' from its dialers."

### Jill Jackson Sportcasts

Few stations were cited for such clear-cut public service as WHAS (WMBD's citation was along these lines, too, as mentioned previously), but this cannot detract from other public service jobs. When for instance editors, in and around New Orleans, did a rave on the Jill Jackson sport broadcasts of WSMB, there may have been some votes for their hometown gal. But when they pointed to accurate, colorful sport handling, "better than most men network sportcasters," and did it time and time again—the Jackson fem must be something besides a favorite daughter. She must be rendering a public service, de luxe.

### Dinner Music a la WSAI

Another program, which caused some station men to say that not every program cited was a real "public service," was Burt Farber's program of dinner music on WSAI. Even the station "wondered" if it weren't cited because of its "inaugural program under the new Marshall Field management." It wasn't. Cincinnati just put it on the line for "dinner music with not too much chatter." One editor stressed the selections, another the playing of the music. Still a third went all out for the Farber tightly written chin music. Apparently dinner music

can be and is a "public service."

Of course, in the same town WLW won plenty of citations for its *From the Ground Up*, a serious discussion program on domestic subjects—so Cincy doesn't go for dinner music alone.

### KIRO Five-City Fave

Indicative of the spread of votes for stations was the citation of Station KIRO by not only Seattle (its home town) but by editors in Tacoma and three other cities. For instance, in explaining her vote, one editor stated, "The concluding broadcast was to my knowledge the first radio coverage of the actual relationship between profit guarantees, tax reductions and profit surpluses in industry and the cost of living and reduction in take-home pay thru shortening of work week (elimination of overtime)."

### Tolerance Via WEEI

Altho it was *Community Spotlight* that brought the credit to Boston's WEEI for public service, another Fred Garrigus (who conducted this series on racial and religious tolerance) program in the Hub also did a top drawer public service job. His *Garrigus Goes Quizzin'*, in which he went around to various Boston foreign and colored sections, observing and recording their customs, also worked for better understanding. Tolerance, of course, rated solid attention for stations by editors. Those like Ben Gross (*N. Y. Daily News*), who went all out for WNEW's *American Negro Theater*, did so not only for the program entertainment quality, but because "it proved that a good actor is a good actor regardless of his color, and that a Negro player is fully capable of portraying a non-Negro role." Leo Mishkin (*Cue mag* and ex-CBS) practically said the same thing, voting for the program because "it allowed Negroes to appear on the air in solid dramatizations, without indicating in any way that they were Negroes."

It was the same thought that prompted so many editors in the New York area to vote for WMCA's *New World a Comin'* and while none of the editors balloted for both, those who did vote were prompted by the same underlying thought—understanding thru the air.

### WBNS "Town Meeting"

WBNS (Columbus, O.) presented a *Town Meeting*, patterned after the national ABC airing. However, altho the Columbus seg was (it is an hour long) restricted to local problems, it was sock enough to make the facts and discussion result in democratic action. In other words, the Columbus *Town Meeting* not only gassed but "got it done."

### WHK Tries Thru Youth

WHK (Cleveland) in handling its *Youth Forum* took a different approach. It endeavored (and the citations indicate that it succeeded to a degree) to explain youths' point of view to adults—and it had youth do the explaining.

### Two Chi Disk Shows Rate

Not many disk spinners rated anything, but the surprise was that two in Chicago did. The first was the *Steinway Drug Hour of Music* over Station WIND, which was tagged in detail in the issue of March 16, and WGN's *Curfew Time With Wallace*. Windy City editors apparently by-passed giving this *Chicago Tribune* seg any attention (the competitive situation in Chi explains that) but, from hundreds of miles around, the editors gave Wallace the nod. Said Blanche Gouffant, of *The Dayton Daily News*, "Wallace has more than personality in his

## NAB Boner

NEW YORK, March 23.—National Association of Broadcasters' fluff in its latest Special Info Bulletin is "confoozin but not amoozin." In reporting attitude of set owners toward radio advertising, as polled by National Opinion Research Center, a typo had 7 per cent of those interviewed as replying: "I don't think all advertising should be taken off the radio," instead of the opposite. Nowadays when charges and countercharges of statistical inaccuracy flow hot and heavy in the industry, trade feels its own org ought to lean over backwards. There are enough "errors of fact" in the FCC report, say the trade-wise, without NAB putting itself in the same "careless class."

voice. His record program is better than many live programs. His selection of music is soothing and in good taste and his comments on love make it something worthy of network consideration." Miss Gouffant's comments were echoed by other scribblers, altho not quite so effusively.

### WPAT Forum Okay

Forums are a dime a dozen thruout the nation and so when a local percolator comes up with one, within the range of all the stations in a great metropolis that is cited by editors thruout a metropolis, and in many small towns as well, it's news. Station WPAT (Paterson, N. J.) presented Princeton University Preceptorial to the listeners of Paterson plus greater New York and altho not all the citing editors went as far as a Paterson scribbler (Heyman Zimel) they were not too far behind him in stating that it was "the best and most interesting forum program on the air."

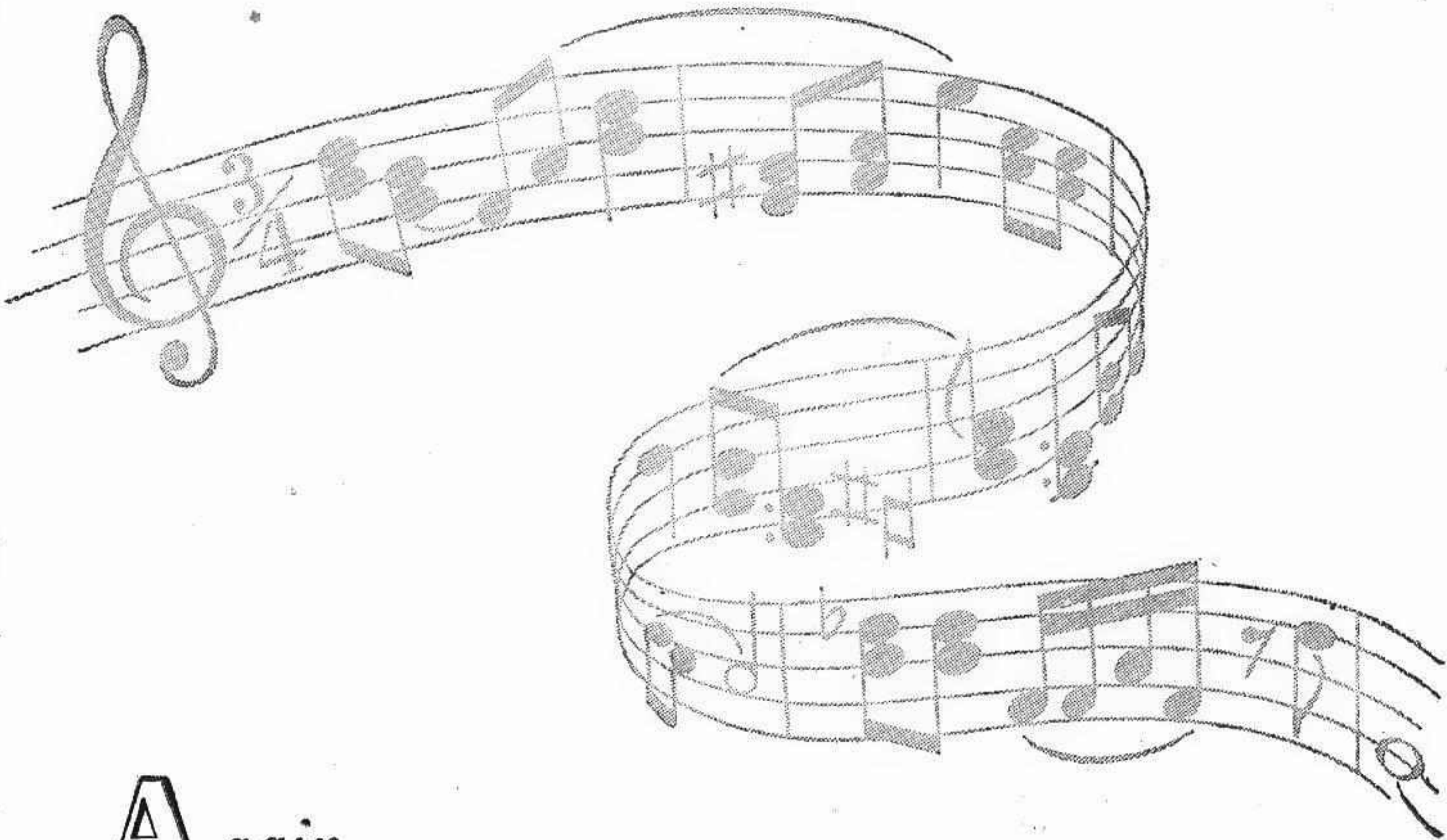
### Station Exec's Interest Pays

One of the reasons why programs in the public interest get that way is the personal interest of the station g. m. or owner. Typical of this interest producing results is what has happened to the WAKR (Akron, O.) *Junior Town Meeting*. The program has been the baby of Mrs. Bernard Berk, wife of WAKR owner, and it has become the thing to listen to by not only the bobby soxers but to plenty of adults in Akron. Secondary school students debate a local question of the day and follow the talkfest with a question-and-answer session. Winners of over-all broadcast get a trip to New York and War Bonds, so there's incentive as well as glory—and the JTM really is a show.

### WBTM Twist on Bond-Selling

Bond-selling stunts, like forums, are a dime a dozen, so when a station comes up with a new twist, editors seem certain that it's public service plus. Station WBTM put on its thinking cap and brought forth a stunt program that had plenty on the selling ball. It seems that the mayor, councilmen and all the important men and women of the town agreed to do any kind of a stunt, if the person who called in and asked for it would buy a bond. According to the typewriter pounders, they sold plenty for Mr. Whiskers and the only regret of the writers was that they didn't have enough cabbage to (See *You Can't Tell* on page 51)





**A**gain . . . . he's done it . . . and for the  
second consecutive year. Yes, again,

in the Annual Radio Editor's Poll,  
Mr. John Charles Thomas has won top spot  
as America's favorite male classical  
vocalist. So once again Westinghouse  
congratulates Mr. Thomas for helping  
make The Westinghouse Program  
mean so much to so many people.

LISTEN TO THE  
**WESTINGHOUSE PROGRAM**

SUNDAY AFTERNOON • N. B. C.

2:30 P.M., E.S.T.





# Ad Men Still Jitter on That Post-War Biz

## Webs Not Likely Sufferers

NEW YORK, March 23.—Despite the fact that radio billings continue at a peak, agency execs are still feeling jittery over the business outlook and believe the next eight or nine months will see plenty of cancellations. It is also expected that many new sponsors — particularly those who have been trying to get decent air time during the oversold years of the war, may soon have their chance.

In the matter of cancellations, reasoning is that many older sponsors who were persuaded during the war years to keep their network time for institutional advertising, are just about fed up owing to problems of labor, OPA price ceilings and reconversion in general. They had been waiting for the post-war period to begin to manufacture and move products, but still find themselves tied in a knot.

Pointed out as straws in the wind are the recent paring of General Electric's *House Party* from five a week to three over CBS; the imminent dropping of the *NBC Symphony* sponsorship by General Motors and the recent dropping of the CBS Helen Hayes program by Textron, etc. GE is understood to have lost \$30,000,000 on account of the recent strike. Altho the auto industry settled its labor problems, it is considered unlikely that autos in any number will come off the production lines soon—and this in turn affects lesser industries all along the line. Case of Textron, which is hampered by OPA, is typical of many other companies. Contributing to the general uneasiness—tho for different reasons—have been such cancellations as the Ballantine sponsorship of *His Honor the Barber* on NBC and other beer shows.

One school of thought believes that network facilities and radio time in general will not suffer unduly, but will go thru a period of readjustment which will finally result in a considerable number of new sponsors using radio as an advertising medium.

In the event cancellations come thru on the better radio hours, such hours could be filled immediately with new advertisers. However, the networks see a mite of trouble—namely, that they are morally bound to offer top time-slots to older network advertisers now using not-so-hot periods. This would leave less desirable time open.

## AFRA & RDG Lend Ear to Vet Gripes

NEW YORK, March 23.—Confab between AFRA vets and Radio Directors' Guild Wednesday (20) gave servicemen at the radio artists' union a chance to gripe. Vets are burned up because they have to go thru NBC's tyro-auditioning rigamarole. They want to know if previous radio experience before leaving for the army doesn't count.

They are also burned up about an army film on radio acting shown to G.I.'s that gives the impression that all you have to do is wave a finger and—presto—you're a radio thesp and up in the big dough. Movie, they claim, has resulted in a flood of amateur radio actors coming to New York. AFRA will try to stop the film from being shown. RDG and AFRA execs will meet again next week to work out more definite vet plans.

## Too Short for a Head

Hollywood Radio Writers' Guild will demand higher rates from e.t. orgs. C. P. MacGregor, whose pact expires on March 26 and is now negotiating renewal, probably will be first to get pitch.

Jimmy Foxx's baseball coverage for WEEL, Boston, will bring him \$500 a week, plus expenses, an unheard of figure for a local station. Outlet is betting Foxx, always a fave with the fem fans, will hold the distaff audience afternoons.

During recent General Motors strike, one of the workers arrived at WXYZ for a "typical striker" broadcast and found usual Detroit parking congestion prevailing. He was getting desperate when he saw a clear space with the courteous sign, "Reserved for Striker," welcoming him, so he parked there. Payoff came a little later when the scripter of "The Lone Ranger" showed up furious, demanding to know who had his parking space—his name's Fran Striker.

Marlin (Beulah) Hurt's death Thursday (21) leaves his show status in air. Some tradesters feel program cannot go on without Hurt and that package will have to fold. Airing last Sunday (24) was devoted to special eulogy.

Nat Brandywynne ork was selected over 12 others to tootle for Arthur Murray Dance Studios' new half-hour series. Mebbe fact that leader was a Murray student 10 years ago had something to do with it.

Broadcast Measurement Bureau bagged 12 more members to total 673 stations and four nets.

Fred Shimmins, KYW (Philly) music department, has heroically faced the housing shortage. He needed an apartment so badly that he agreed to care for the furnace in a four-family unit to get one of the apartments.

WLW, Cincinnati, reviving *The Doodlesocks*, wacky seg that had such names as Ramona, Mills Brothers, Jane Froman, Eddie Albert and Fats Waller. Sid Ten Eyck, emcee of the show from 1929 to 1933, will officiate again.

Hollywood radio-labor groups met Friday (22) to protest Lea Bill. Arch Oboler presided over meet sponsored by Film City Branch of ICCASP. Carlton Kadell, Sam Moore and Emmett Lavery spoke.

Production Associates offering mystery package, O'Hanna, *Private Detective*.

ABC will get three new Western affiliates within the next month—KFLW, Klamath Falls, Ore.; KOWS, Trinidad, Calif.; KROP, Brawley, Calif.

Local news is hot, WCAU, Philly, shows. Outlet in January started a special sustaining, all-local-news seg, called "Headlines at Home," airing at 6:30 p.m. daily. On Friday (22) the show was sold to Woolfoam Soap Powder.

Gov. Raymond E. Baldwin of Connecticut, preemed a five-broadcast series over WTIC, Hartford, Monday (25). Gov's first talk was on *Home Gardens*.

The Revolving Door: William Guild, former commercial manager of CKOC, Hamilton, Ont., Can., now manager of CJOC, Lethbridge. . . . Bud Foster quit NBC news office to free-lance in San Francisco. . . . Hal Gibney and Tim Powell take over his sports and news segs. . . . E. F. Hascall Jr. and L. M. Krautter, veepees of Henri, Hurst & McDonald in Chi, elected to agency's board. . . . Jack Melvin has joined Foote, Cone & Belding's publicity department as West Coast rep. . . . Arthur Moore and Frank Palmer have co-top billing at Kenyon & Eckhardt Tele. Moore will super production, Palmer, business. . . . G. F. Leydorf, formerly with Crosley Corporation, directing head in charge of engineer-

ing at WJR, Detroit. Walter Workman named manager of the outlet's transmitter staff. . . . Chris Cross has left job as public relations manager of BBC in North America to join information department of UNO in charge of liaison with American broadcasters and radio press. . . . William M. Carpenter named chief of radio, Veterans' Administration Branch, Richmond, Va. . . . Frederick A. Sullivan named promotion director and slack for WLAW, Lawrence, Mass. . . . Arthur F. Brush appointed ad director of WFEA, Manchester, N. H. . . . Al Harding, formerly of WCCO (Minneapolis) sales department, over to KSTP as account exec.

Al Pearce moves his show to New York April 8 to put it on block. Understood Roche, Williams & Cleary is eying package, probably for Sears-Roebuck. Procter & Gamble also believed interested.

John Hiestand & Associates, radio package org, organized in Hollywood by former announcer for Kay Kyser, Kate Smith and other segs.

The Philadelphia Story: Joe Frassetto, seven-year vet at WIP, and his band got notice for March 31. . . . Lee Hunt exited suddenly, just before going on, as conductor of WDAS *Merry-Go-Round*, with no explanations, and Jack Melley replacing. . . . Sherwood Loreze, WFIL announcer, off to California. . . . Boyd Lawler, former production chief of WIP, now in same slot at WCAU. . . . John J. Kelly left job as promotion and publicity director at WPEN to join Red Cross slack department. Claire McMullen, ex-WFIL, now fills WPEN slot. . . . Robert Benson, who quit KYW to go to New York, couldn't find a place to live and came back to the station. . . . Chick Allison, new national sales manager at WPEN, held the same job at WLW, Cincinnati.

Miscellany: CJCA, Edmonton, Alberta, Can., has sent out more than 20,000 copies of its "War Diary" since announcement of availability was made March 4. . . . There's a Winston Churchill working as an engineer in the control room at WSPR, Springfield, Mass. . . . Current Tin Pan Alley gag is that Prokofeff is so happy about promotion results of Lou Levy, who owns rights to all Soviet music in this country, that he won't play anything but Leeds tunes. (Levy owns Leeds).

. . . A publicity stunt to run Anna Mary Dickey as Republican candidate for vice-president was nixed because her radio sponsor is an oil company. . . . Lew Parker and Johnny Desmond eyed as another Hope-Crosby combo. . . . WLIB, Brooklyn, surveyed the New York hosiery situation and found out something "new"—nylons are scarce.

. . . Mutual airing weekly half-hour music seg, "The Feeling Is Mutual," from Republic Studios's new music sound stage in Hollywood because of shortage of space at web. . . . Ground has been broken for construction of KMOX's (St. Louis) new 50-kw transmitter, to be ready this summer, which will increase area of service by 11,000 square miles and listeners 25 per cent.

Local and regional news staffs of WCKY, Cincinnati, have instituted a series of confabs which bring together newswriting and newscasting staffs and management to discuss airing problems.

Ben W. Rubush, one-time legit stage manager in California for Billie Burke, Arthur Treacher and Edward Everett Horton, has joined the ad agency of Wilson Haight & Welch, Inc., as radio director.

WFIL, Philly, is flying transcribed interviews with members of the Athletics and Phillies baseball teams from Florida, where both teams are in (See TOO SHORT on page 47)

## E. T. Talent Finds Waxing With One Co. Invites Blacklist

NEW YORK, March 23.—Talent attempting to cash in on transcription dates are coming up against a situation similar to the unofficial blacklist prevalent in the lush days of circuit vaudeville. Briefly, it's this: If you work for one company, it becomes increasingly difficult to do business with another.

Performers heated up over the situation claim that vocalists and instrumentalists are hardest hit, rather than dramatic actors. One tenor, well known in the trade, pointed out that he made three different series of waxes under three different aliases for three sponsors. But this dodge doesn't work forever—and right now he's in a blind alley with no hope of making disks.

### Reasons for Blacklist

Reasons advanced for the growth of an unofficial "blacklist" are these: (1) Disk companies making syndicated programs of any caliber are few in number and are, therefore, able to keep close tabs on what the opposition is producing; (2) animosity among the companies is great and always has been, and a performer working for one is automatically regarded as in the camp of the enemy; (3) even disregarding the angle of animosity, a performer making a series of 130 disks, which are peddled to stations thruout the country, finds it hard to sell himself to an opposition company which will attempt to cover of the same territory. Inasmuch as a transcription series may be peddled for years, a performer may find that that station managers are so tired of him—be he a singer or an instrumentalist—that he's strictly persona non grata in that territory.

In the case of singers the situation is particularly tough. An alias will get him another series once or twice—but that's all, according to the disgruntled—and then the warbler is recognized and remembered as a canary who has been singing himself to death on wax all over the country. Those performers who have been running into these difficulties claim it is particularly hard to take in view of the fact that waxing for transcriptions is a definite technique requiring specific training and experience. Singers, for instance, must be able to learn and deliver a great number of tunes in a comparatively brief period. With a recording company, on the other hand, a performer makes four sides and he takes a breather.

### "Opinion" Welcome at CBS

NEW YORK, March 23.—In *My Opinion*, new series featuring opinions of experts on sports, science, journalism and public affairs, debuts over CBS April 1. Series, produced and directed by Gene Rider, will present opinions of noted newspapermen on world topics Mondays and Thursdays; discussions of scientific developments on Tuesdays; *Word From the Country*, featuring regional reports from CBS newsmen from three domestic remote points on Wednesday; *Report From Washington*, formerly broadcast Sundays, will be offered as the Friday program; and on Saturdays opinions of men eminent in the sports world. Debut of the *Opinion* program marks a distinct change from the announced policy of CBS during the war to stick to straight news rather than editorial and opinion.

### HOWARD PHOTO REPRODUCTIONS

GUARANTEE every photo to look like your original. 8x10 photos: 1.00 — 26.60; 50 — 44.13; 25 — 22.75; 6¢ in quantities; postcards, 2¢. Mail orders coast to coast. 24 hr. service. Send for Samples and Price List B.

Howard Photo Service  
105 W. 48 St., New York 19, N. Y. Bryant 0-2490

8 X 10  
5¢



## Press Wireless, Inc., Seeks FCC's Okay On Point-to-Point

(Continued from page 6)

tives on the Hill are doing. Facility also would permit network voice coverage (music can't be handled on the channels yet since the service would be at best the equivalent of a Grade B, voice only line, of the telephone company).

### AT&T on Alert

At the present, it's understood that should there be a grant, the AT&T

would watch anything that would enable Prewi to turn its domestic voice circuits into competition with its long lines operation. Cost of special lines for stations from San Francisco United Nations conclave actually put the few stations that covered the meet right in the red. If Prewi had had in operation the type of service it now requests, costs would have been a small fraction of the telephone tolls. Prewi points out that the installation of a line from 42d Street (Prewi is located in the old Times Building there) to Hunter College, where UNO is meeting, cost \$189, without any mileage being indicated in that figure. There would be no installation involved in the

Prewi service to station. However, only those stations equipped with proper antennas and receivers could handle the traffic at this time. Prewi points out that over 100 stations have been taking BBC programs off the air and using them and that reports indicated that well over half of the nation's stations have the necessary short-wave receivers.

Service would be a two-way deal in many cases, since Leon Goldstein, v.-p. of WMCA, has contracted to cover UNO for several West Coast stations, WLJB will cover for its two sister percolators on the West Coast and WNYC will cover for some stations in Pennsylvania. If Prewi were operating all this would be handled

over its facilities—and the cost would be "oh, so small."

Prewi stressed that its service would be no good for video, but that it would be able to deliver "radio photos" to the stations to distrib to the press to tie in with the spot news coverage by its staffer or a rep. While such coverage at the present would be flossy, the future has plenty of use for it.

All airborne programing to date has talked of using relay stations, which are still, according to Prewi, a very expensive proposition when compared to single station handling the traffic from point to point. UNO and that FCC 139-pager has started something.

**25<sup>TH</sup>**  
**YEAR**  
*Exclusively*  
**OVER**  
**WNAC**  
**AND**  
**THE YANKEE NETWORK**  
**PLAY**  
*by* **PLAY**



Jim Britt,  
Yankee's Ace  
Sportscaster

# National and American League BASEBALL

BOSTON BRAVES

BOSTON RED SOX

Co-sponsored by

**The Atlantic Refining Co.**

**The Narragansett Brewing Co.**

8th Consecutive Year Sponsoring  
Play-by-play Baseball and Football

8th Consecutive Year Sponsoring the News  
2nd Year Play-by-play Baseball

*Another Yankee Partnership for 1946*

## THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROCKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.



## New England ABC Stations Form Co-Op To Take Wylie Segs

NEW YORK, March 23.—Group of New England ABC stations are cooping on a network to carry the Fletcher Wylie programs, *Sunrise Salute* and *Housewives' Protective League*. Stations in on the deal will share production and other costs, and will share in the revenue accruing from the two participation programs. Meeting was held Thursday (21) in Boston at which time the co-op formula was worked out.

Boston confab was attended by representatives of 10 stations and all of them are in the deal. Stations are WCOP, Boston, which will originate the two shows; WORC, Worcester, Mass.; WSPR, Springfield, Mass.; WLAW, Lawrence, Mass.; WNBH, New Bedford, Mass.; WFCI, Providence, R. I.; WMUR, Manchester, N. H.; WELI, New Haven, Conn.; WTHT, Hartford, Conn., and WSTC, Stamford, Conn.

Stations which were not at the meeting but which will be invited to participate in the deal are WPOR, Portland, Me.; WATR, Waterbury, Conn., and WNAB, Bridgeport, Conn.

Spokesman who attended the Boston meeting stated that arrangements would be made with Wylie to have a man handle the show out of WCOP. Years ago Wylie started the *Housewives' Protective League* on KNX, CBS Hollywood outlet, and subsequently trained men to put on the show over WBBM, Chicago; KMOX, St. Louis, and WJZ, New York. Over WJZ the two programs are combined into one and handled by Galen Drake, who broadcasts from 6-7 a.m., Monday thru Saturday.

New England group has not yet set

## Interest Denied Flamm on 350G

NEW YORK, March 23.—New York Supreme Court Justice Denis Cohalan this week (22) denied a motion brought by Donald Flamm, former owner of WMCA, for interest on the \$350,000 a jury verdict recently awarded him in his case against Edward J. Noble, who bought the station in 1941.

Flamm sued for \$2,925,000 damages, charging Noble with alleged conspiracy to force sale of the station for \$850,000. Noble denied the charge, and the jury verdict gave Flamm \$500,000 less than he asked.

Motion for interest was thumbed down by Cohalan on the ground that Flamm wasn't entitled to interest "as a matter of law."

starting date, but figures details may be well enough under way to begin operation by May 15. Plan is to air *Sunrise Salute* at 6-7 a.m., Monday thru Saturday, and *Housewives'* from 1:30-2 p.m., Monday thru Friday.

Sales set-up has not yet been announced. Rumor is that the ABC spot sales department will rep the regional network.

Tho the co-operative arrangement is planned for only the two programs, it is understood that the idea may be broadened considerably with the aim of making the set-up a full-fledged regional network, Yankee and the New England net doing okay now.

WHEN has issued a folder informing drug, food and confectionery wholesalers in New York City area of Warren's gum advertising on the station and plugging programs which the firm sponsors.

## Stratosphere Date For 'Club'; Jittery Cast Is Insured

NEW YORK, March 23.—Hottest radio publicity stunt in months is expected the evening of April 5 when NBC's *Chesterfield Supper Club* seg will be broadcast from a TWA Constellation plane 20,000 feet above New York. Newell-Emmett agency, handling the *Chesterfield* account, arranged a test flight this week to see whether the broadcast was practicable. Test proved okay, with agency officials gurgling over the way the records sounded. They think it's a helluva bon voyage for Perry Como, who will go to the Coast after the flight. Stunt, believed to be the first time a full commercial program will have been aired from a plane, will include both the regular program at 7 p.m. and the repeat a few hours later.

Plane, which has a capacity of 51 persons, will carry practically the entire *Supper Club* cast, including Como, about 20 musicians led by conductor Lloyd Shaffer, Martin Block, the Satisfiers, writers, directors and engineers, photographers and Jo Stafford. Miss Stafford, beginning April 8, will be on the program Mondays, Wednesdays and Fridays from New York, while Como will broadcast Tuesdays and Thursdays from the Coast.

In the event any nooks and crannies of the plane are unfilled, Newell-Emmett plans to include some newspapermen on the clam-bake.

Details of the stunt include having everybody insured and getting an okay from Local 802, American Federation of Musicians. Union is reported classifying this as a new type of date and will put it in the new price list coming out soon.

## FCC Reorg Seen; Locke Maps Plan

(Continued from page 8)

act the President is authorized to re-vamp most of the executive agencies in an "omnibus blueprint," with FCC among an exclusive half dozen agencies which will be studied individually. When the plan for FCC reorganization is ready, Truman will send it to Congress, which must override the proposal by concurrent resolution (majority vote of each house) within 60 days or the plan will automatically become official. Final date for submission of the Presidential plan of reorganization is April 8, 1948, but the White House is expected to act about six months prior to the deadline.

Meanwhile, FCC will be able to perform some highly limited expansion under its 1947 fiscal year budget of \$5,560,000, which has received approval of Congress and the President. Figure is half a million dollars below the President's original request, but it represents at least the restoration of \$200,000 which the Senate had hacked off a few weeks ago in a fit of anger against FCC for what some senators charged as failure to process applications fast enough. Joint conference committee restored the cut this week and the bill was speedily approved by Congress and the President.

## MURDER HIGHLIGHTS

(Continued from page 8)

clude a Sunday evening hour stanza with the Compinsky String Trio, formerly on CBS; Saturday live jive show and teen-age open house tagged *Rumpus Room*, and the regular 6:10-7 a.m. chatter-platter show with T. Texas Tyler, cowboy disk jockey.

LADIES ARE STANDING IN LINE FOR HOURS TO SEE AND HEAR  
**JOHNNY OLSEN**  
 WHEN HE YELLS  
**"LADIESSSSS, BE SEATED!"**

TERRIFIC IN THE EAST . . . A SMASH HIT ON HIS CHICAGO VISIT  
 The demand for tickets was so great the show moved from the studios to the Civic Theatre. 33,000 letters in four weeks requesting more than 100,000 tickets to see OLSEN put the LADIES through their paces. Lines formed at the doors in the early morning . . . proving the OLSEN motto—"you can't beat fun."  
 Johnny Olsen's LADIES, BE SEATED program is heard Monday thru Friday, 2:30-3 p.m. CST, over 198 stations of the AMERICAN BROADCASTING COMPANY, sponsored by AUNT JEMIMA.

★ Be sure to get Johnny's new Scandinavian dialect record, "I YI YIMMINY YI," just released by VICTOR.  
 ★ And at midnight on WJZ-ABC hear Johnny Olsen's RUMPUS ROOM from Radio City, New York.



## Affiliates Stymie Net Promotion; You Can Lead a Nag to Water

(Continued from page 5)

what they're airing.

No other web but NBC put itself on record on what its program promotional campaign does. However, the fact that CBS offered awards totaling \$25,000 in order to spur the affiliates to use station promotional material on its "greatest show in town" campaign is a silent tip-off to the fact that either outlets are asleep on their feet, or else station relations at the chains have reached the stage where nothing happens or means anything but a better paying contract for the stations each time a renewal comes up.

Unfortunately, these figures indicate that only a small portion of a web affiliates take what the web offers them, and really use it. The rest bury, in their "parade of stars" box (caskets to them), the richly conceived promotional material and let it go at that.

### Prizes Form of Payola

What has grown up as a result is a condition under which agencies have come to the conclusion that the only way to get stations to do a job is to offer prizes (bribes). As a consequence, stations are paying the price and going politely nuts with presentations—and then blowing their tops when their entries don't win. One agency is coping forth with a promotional contest in which everyone will win something. That's how tough it's getting to make stations get off their promotional posteriors and promote.

### All Together It's Okay Net Stuff

Because of the mass of material in the *Parade of Stars*, NBC adds up to solid promotion for the web, which in the long run means more listening. However, Hammond doesn't want that (it's nice, but that's not what he's aiming at). He wants to be able to deliver to each client on the web a report showing just what the *Parade of Stars* has done for the client.

It isn't enough, he'll admit, to say that 7,778 car cards were distributed because when that minimum of 100 stations and 44 nighttime programs are taken into consideration, this means that if cards were for individual programs (they're not) and each of the stations used the cards, a program would get the promotional value of less than two cards each. These figures are, like all figures, lies. No 100 stations use car cards and not all the 44 nighttime programs using over 100 stations are promoted nor are the cards devoted to individual programs. The figures are shown because they indicate the paucity of over-all network station promotion.

### Special Honors

For special honors, however, the following stations rate bows:

"For Using Movie Trailers"—KFSD, WBOW, WPTF, KOA, WFAA, WKBH, WOOD.

"For Using Book Matches, With Call Letters and 'Parade of Stars' Identification"—WMRF, WEAJ, WPTF, WGAL, WBOW, WAZL, KSD, WOJK, KODY, KWBW, WBAL, WMVA, WRAK, WOAL, WRAW.

"For Using Sponsored 'Parade of Stars' Booths at State Fairs"—KDYL, WLBZ, WFLA, WSAM.

"For Using Skeds Stamped on Mail"—WDEL, WEST, WMBG.

"'Amos and Andy' Promotion"—KCRA.

"For Using Contests"—KODY, WKPT, KPRC, WGAL, WBEJ, WKBO, WOW.

"For Using a Parade of Stars Float in a Parade"—WLAJ, KFI.

"For Distributing 'Parade of Stars' Pins and Providing Football Skeds With 'Parade of Stars' Program Plugs"—WMBG.

No doubt some of the other NBC stations did things which they did not report, since the above figures are based upon a "progress report" on the *Parade of Stars*.

Promotion men point out that if

even half of the web's stations used a cross-section of the *Parade of Stars* material, millions of listeners might be won to dialing again. Great shows get audiences on the air—but they get them more quickly IF everyone knows they're coming up. Benny's rating on his Fred Allen take-off set might have been 35 or 40—if the family at home knew how good Benny et famille were to be that evening.

Promotion can do the job, but not in the box.

## NBC 'Parade' May Pass Weekly on E.T.'s to Affiliates

NEW YORK, March 23.—NBC's *Parade of Stars*, which Charlie Hammond, web promotion brass, has tried for the last two years to make a 52-week operation, looks set to really become that this fall. A weekly half-hour e. t.'s skedded to be shipped to stations tying the *Parade* to affiliate station's use of the air to sell broadcasting. Idea is tentatively titled *Encore* and has Ed Herlihy as the running emcee (voice of NBC) with Maggi McNellis, stooging for

him when another good name isn't available.

There are plenty of tie-ins for local program promotion and the idea of re-airing a minute or two of a top previous NBC show to re-sell the stars to the nation's dialers is ace promotion. Number of listeners who miss a top weekly show and have their friends tell them of the program they didn't hear is legion and this *Encore* platter can collect upon this yen to hear what was missed. In fact, there's every indication that the *Encore* show might actually build a top audience for itself on any station.

First disk, it's hoped, will be ready to ship to the stations in August, in advance of the September fanfare of returning programs. Roy Porteous is handling this chore for Hammond.



... Back Again on KSO!

# Gene SHUMATE

Iowa's TOP Sports Announcer

## To Give You New Sports Listeners in Central Iowa

Good News for Iowa sports fans ... and You! Gene Shumate's back on KSO after 2½ years in the Marines. Gene's return gives you Iowa's most popular sports announcer to attract new listeners for your sales messages.

Shumate's following is large and loyal. Folks in Iowa know him. He's their type of announcer ... handles football, basketball, baseball and track with equal ease. He gives sports fans the facts with plenty of color and dash. Gene has been KSO's top sports announcer since 1936. We're glad to have you back, Gene. Welcome home!

# KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner

George J. Higgins, General Manager

Represented by Headley-Reed Co.





# N. Y. SKEDS GO OUT WINDOW

## Outlets Won't Return as Set

Resetting of receivers may be cause of delay—WCBW wants new equipment

NEW YORK, March 23.—Not one of the three New York scanners will be back on the air on their originally announced sked. DuMont's WABD is airing pix from 8 to 9 p.m., across the board, but that's just scanning service to keep its license. Actual date for live segs (as tabbed last week in *The Billboard*) is April 15. CBS's WCBW was skeded to be back on the air March 25, but at the last minute canceled its obligations and the new opening date is a matter for 20th floor decidish. Original plans were not to use the Vanderbilt Avenue studios but to air remotes for the re-opening week, but plenty is said to have held back the change-over to the new channel. Fact that most receivers in the metropolitan area are still to be reset may be one of the reasons. Another reason is said to be that WCBW has decided not to come back with the same equipment it was using before to escape the charge that it was deliberately scanning sub-normal pix.

Altho NBC has said that its WNBT will be back airing in April, facts are that the earliest official date on NBC engineers logs is May 5 and the slide-rule boys are willing to admit that even May 5 is a shooting date, not an actuality. NBC's reason, altho not officially given, is that it also plans to come back with plenty of image orthicons and orthicons rather than iconoscopes in the cameras and it wants to prove just how good black-and-white picture transmission and reception can be.

### B&W Vs. Color Basis

Fact is that trade realizes that b&w and color battle will be fought also on the basis of actual pix being delivered into the home and stations returning to the air will have to deliver a good constant signal—or else.

Same reason that is holding up return of stations to air is holding back tours of NBC and CBS. In the case of the former, equipment is only now coming "off-the-line." In the case of Columbia, something has to be done to reduce the time that's necessary to "set" the receiver over which the "test audiences" see the programs. Time, according to editors, who happened to be in the room ahead of the group invited to a showing, runs from a minimum of 15 minutes to as long as a half hour.

On the resetting of home receivers thus far less than 10 per cent can receive the new channels, except Channel Five which is old Channel Four. Resetting must be speeded up, which is a toughie since there isn't a large group of trained television servicemen available. So it won't be only DuMont that won't hold to its sked.

## WNBT Has Signed Up Over 2 Hours

NEW YORK, March 23.—Altho not ready to release facts or figures on the percentage of commercial time it will have signed, sealed and delivered when WNBT returns to the air, NBC has already signed up more than two hours of time. Indication that the trend towards follow-the-

## TELEVISION REVIEWS

Balaban & Katz

Reviewed Wednesday (20), 3:15 to 4:30 p.m. Style—Variety and drama. Sustaining on WBKB, Chicago.

WBKB's first show reviewed since the station went back on the air after frequency change, proved program staff had not allowed grass to grow during the hiatus. The program was far above those put on nights about six months ago and certainly above quality of practically all other programs aired during afternoons. Only faults were those in the engineering field which resulted in one camera blanking out completely at one time and dark spots at other times in the pix picked up by the same camera.

One of the best performers we have ever seen before the video camera contributed the entertainment high spot of the seg. Dorothy Shay, singer currently appearing in the Empire Room of Chi's Palmer House, accounted for the part of the program deserving the preceding praise. With her songs about Tennessee hillbilly life (a bit risqué for home consumption), a gal who gets shoved around by her lover, etc., Miss Shay provided plenty of entertainment. The way in which she "sold" her songs, with just the right amount of body movement and subtle facial expression changes, gave her that added something that combined with her well-modulated voice to make her a top video performer.

Other highlight in the program was the presentation of an original eight-minute video drama written by Jerry Walker and directed by Beulah Zachary. Titled *Well, Goodnight*, the drama had a cast of only two: Brighton Lewis and Mary La Roche of *Laffing Room Only*. Because it sketched, in mood-indicating highly dramatic form, a good night routine between a girl and a boy and because it used a small cast that could be easily handled without expensive sets, it was excellent video material. If writers would spend more time writing simple dramatic programs for video, stations and advertisers would never have to worry about the expected high cost of video. And if other video directors would use techniques exemplified by Miss Zachary's use of a shot of the boy's and girl's hands moving closer and further apart on a porch rail, there need never be worry about a requirement of mass casts and elaborate sets to tell stories.

Also on the program was an interview of Harry Wagstaff Gribble, co-producer of *Anna Lucasta*, and a narrated biz illustrating changes in women's fashions since the early 1920's. Gribble was interviewed by Harriet Hester on one of her regular *Tea Time* shows. Altho the interview was interesting enough, from a video production point of view most notable was the way in which the introductory titles were superimposed on a shot of a tea pot from which Miss Hester was pouring tea.

master is still very strong at ad agencies is fact that five 15 per-centers requested figures on news programs following announcement that Esso would sponsor news segs on station.

Advertisers are being given a tentative airing date starting with May 5, but are also being warned that equipment supplies being what they are that the May 5 date may not be kept.

Don Lee

Reviewed Monday (18), 8:30-10:30 p.m. Style—Drama, films. Sustaining on W6XAO, Hollywood.

When a video outlet swerves sharply from a pattern of mediocre telecasting and emerges with a polished production, it's a pleasant surprise. Don Lee came thru with a sleeper and did a most creditable job.

Vehicle for tonight's video airer was presentation of stage play *Not Since Eve*, produced by the Pasadena Community Playhouse. A sophisticated comedy, the drama proved a good choice for an eye-ear production, being a one-set show, yet having enough movement to maintain interest thruout the condensed and "purified" version of the play.

Technical progress achieved tonight re-emphasizes fact that limited equipment does not necessarily mean second-rate video. Camera work hit a high mark, particularly well-balanced effect achieved on long camera shots. Unique set construction enabled lensers to follow action thruout the room and into cut-away ante rooms without serious break in video action.

Frequent switch from long to close shots all but eliminated bugaboo of visual monotony which so often mars tele airers. It was obvious to experienced viewers that considerable time had been devoted to camera plotting. It was time well spent. Only negative factor production-wise was inability of lighting crew to eliminate shadows, particularly in shots calling for across-stage movement.

Usual love triangle underlined the story, with the idyllic second marriage of Cathie and Eric threatened by unwelcome competition from Enid, Eric's first bride. Lois Kimbrell, as Cathie, and Mollie Ballantine, playing Ginny, another gal losing her husband to Enid, stood out in a cast of polished professional performers.

Direction for the Playhouse was handled by John R. Kerr and Jack Woodford, assisted by Tom Armistead. Jack Stewart was in charge of production for Don Lee. Film portion of show included cartoon, *Red Cross* newsreel and short subject on private flying.

Don Lee proved tonight that good tele isn't as far off as the public and trade is sometimes lead to believe. At the same time, the station has set its own high mark at which to shoot in future months.

## BBC Air Pix Back June 8

NEW YORK, March 23.—British video programs will be on the air again starting June 8, according to a report by Arthur Feldman, ABC London correspondent. British pix have been off the air since September 1, 1939, when the last program was telecast from Alexandria Palace, London. According to Feldman, a telecast of London's victory parade is likely to be the first program.

British Broadcasting Corporation tele set-up is headed by Maurice Gorham, who was appointed in February.

Present outlook for manufacture of receivers in England is slim, according to BBC in New York. BBC here has not received any official word of the resumption of video activity in England, but figures the June 8 date is probably correct.

## Airborne Pitch N.S.H.; Means 0 Programwise

WASHINGTON, March 23.—Industry folks are impressed over the future application of airborne television to commercial use for spot news telecasts, despite butts in the navy's first public demonstration of the technique at Anacostia Naval Air Station Thursday (21).

Comdr. Bernard Capehart, navy pilot who directed "operation optic," told *The Billboard* that he sees great possibilities in plane telecasts to cover both sea and air disasters. He tempered his optimism, however, by citing the high cost and the complexity of air transmission as well as the hampering factor that the camera is unable to operate in darkness or fog.

At the same time, the Federal Communications Commission is moving cautiously in television, discouraging, in effect, emphasis on building up black-and-white facilities. FCC has its eyes on future color broadcasts for which industry is not yet ready. Some commissioners feel that heavy investment at the present time in black-and-white television might lead to pressure against development of color.

At the navy show, put on for some 200 newsmen, technicians and army and navy brass, planes flew over Washington and Baltimore for typical travelog shots which brought yawns from all but novice viewers. These images were clearer than might be expected for plane-to-ground video, but an excess of "flutter-sputter" was still painfully evident.

Interest picked up as the scanning planes moved over near-by target grounds to transmit views of bombing runs and strafing operations, but eye-strain increased as the operator swung the camera violently in frequent futile attempts to keep the action in range. Chief drawback to image clarity thruout the demonstration was the usual inability of the camera to bring out sufficient contrast between the scanning object and background. Other bugs, such as light streaks and dimness of pictures, were said to be engineering difficulties which could be ironed out in time.

Brig. Gen. David Sarnoff, president of Radio Corporation of America, appearing impressed by the navy "operation optic," predicted that airborne television would play an important part in navigation and scientific expeditions, and added that he could envision future television reporters "covering" fires and floods with portable cameras.

## WBKB Hypos Special Events

CHICAGO, March 23.—Last week Bill Eddy, WBKB director, stated that the video station plans to have special out-of-studio features constitute about 50 per cent of programming. By that time the station hopes to have in working condition its mobile units.

## Follow the Show Crowd

For 11 years it has come to O. Z. Moss to help sell the biggest stars in the business. They know that I sell a personality. Proof—50,000 prints daily in my own lab!

8x10's.....50 for \$4.13  
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**Ork "Tests" Show Remotes Are More Useless Than Ever**

NEW YORK, March 23.—Band builders are more than ever convinced that any leader who dips deep into the red to get months of remote airtime is knocking himself out in vain. They have tied a large can to sustaining radio's decade of tyranny and have concluded that without hit records a maestro might just as well play cheap one-nighters and theaters as lose money in spots which give him wires. Art Mooney, George Paxton, Dean Hudson and others who have recently sweated out months of unfavorable book-keeping for the "advantages" of a "build-up," are listed as just another example of the fact that remote airtime means less than ever, unless a smash record is part of the act. It is notorious that Mooney, Paxton and Hudson, despite all their airtime (Mooney sometimes had over 20 shots a week), are selling no more easily and at no higher prices than if they hadn't bothered about radio.

**Vanishing Fan Mail**

Band people say that fan mail, always a sound test of whether a radio program means anything, has fallen to almost nothing where remotes are concerned. The deductions are several: (1) Many remotes are a fraud because the program is "fed to the network" and never gets heard in the big city where it originates. It gets picked up by few of the web affiliates, many of which have their own remote gimmicks or would (See Ork "Test" Shows, page 25)

**Krupa, Lunceford Do 1-Nighters by Plane**

HOLLYWOOD, March 23.—Indicative of what air transportation can mean to band grosses is jump Gene Krupa's band made last week from Portland, Ore., to Hollywood. After closing Jantzen Beach Ballroom March 18 Krupa's band squeezed in three quick one-nighters at Oakland, Calif., March 19; Stockton, March 20, and Balboa, March 21, before going into the Meadowbrook here March 22, all this with the help of a chartered plane which cost the band no more than train fares would amount to for the complete jump with number of one-nighters cut due to longer traveling time.

Jimmie Lunceford also used a plane on his recent one-nighter tour thru Texas. Lunceford made a special arrangement with the army, which put a C-47 at band's disposal in return for Lunceford's playing a series of afternoon dates at army camps for free.

**Redikers Asbury Op Is New Lush Summer Date for Name Orks**

NEW YORK, March 23.—One of the lushest summer band stops this year will be Asbury Park, N. J., where Albert, William and Joseph Rediker, real estate operators, will run for 10 weeks in the 10,000-capacity Convention Hall. Charlie Spivak has been inked by William Morris Agency, which has an ex on the spot, to open the May 30 week-end. Other names will be used week-ends until July 4, when the place goes on a seven-day week. Harry James is figured for a lucrative eight days commencing July 3, at a guarantee of \$20,000.

Rediker Brothers, Atlantic City Steel Pier and Totem Pole, Auburn-dale, Mass., shape up as the only three spots capable of paying James

**SPA INTO UNION TALK AGAIN**

Editorial

**What Goes, Mr. Douglas?**

THE Third Major Sheet Rack Due story, which appeared exclusively in the March 9 issue of *The Billboard* and which told of the imminence of a new sheet music rack distributing operation planned by Lyle Engel, lyric and folio mag publisher, thru the MacFadden Distributing Company seems to have prompted Walter Douglas, chairman of the board of the Music Publishers' Protective Association to write the March 21 letter he sent to publishers (see story in adjoining column). The letter cautioned publishers against the danger of increased returns of sheet music from additional racks. The letter baffled many of the publishers who received it and it baffles *The Billboard*, too.

As we understand it, Mr. Douglas in his capacity as board chairman of an organization designed to protect and further the interests of music publishers, is supposed to be completely neutral at all times. He might also reasonably be expected to take a progressive and constructive attitude toward any new projects facing music publishers. In our opinion, his March 21 letter is not neutral and it indicates anything but a progressive and constructive approach to the problem of a third major rack venture.

Let it be understood that we are neither for nor against a 3d, 4th, 5th or 100th new rack. We simply report the news as it happens. Beyond that we are for it if it will sell more sheet music for music publishers, and we are against it if it will increase sheet music returns. We don't know which of the two ends a new rack will achieve. We do not believe that Mr. Douglas knows either. The business of distributing a product via newsstands thruout the nation is a huge and complex affair. We know some pretty big distributors who have been in the business all their lives and still tell us they learn something new about it every day. We also know that any major distributing organization will make a pretty careful and comprehensive survey of a product's sales potential before they will take on the job of pushing it out

to newsstands. We know, too, that if the survey indicates that returns on the product will be excessive the distributor won't take it on.

As far as the music publishers are concerned we believe most of them have a good idea of what the score is at all times. We think they are big boys and that they have sense enough not to let some big bad distributor come along and talk them into printing an additional quarter-million copies of a tune unless that distributor gives them substantial reason to believe that he will be able to sell a healthy percentage of the additional quarter-million . . . regardless of how many rack projects are in operation. We have absolutely no objection to Mr. Douglas working closely with Larry Richmond's music dealers' service on the International Circulation Company rack. Mr. Douglas did a fine job, along with Mr. Richmond and the ICC people, in boosting sheet sales by getting that ICC rack rolling. But when the Song Distributing Corporation-American News Company rack came along we felt Mr. Douglas should have worked with SDC and American to help them do a job of selling more sheet music for publishers. If he could have proved to them that they would get such heavy returns that it would cost music publishers money he could have talked them right out of starting their rack. The same thing goes for the Engel-MacFadden project, or any other project on sheet racks or anything else that comes along.

We don't know what the saturation point on sheet sales thru racks is. We feel sure it hasn't been reached by a long shot and we think that anyone who won't work toward hitting new peaks in sheet sales is doing the publishers and the music industry a disservice. And we think it is Walter Douglas's and the Music Publishers' Protective Association's job to shoot for new peaks in sheet sales and more profitable publishing in every way possible. The March 21 Douglas letter was hardly an example of such shooting.

what he demands, and best dope is that he'll play only those three locations during his coming Eastern trip. With the July 4 week packing four days on which holiday tariff of \$1.50 plus tax can be charged, James is expected to gross between 55 and 60G. Other orks can expect to drag down as much for a week at the Asbury Park spot as they would on a week

of average one-nighters, provided all goes well.

Altho William Morris Agency will grab most of the gravy over the short season, it hasn't got enough major orks to spot the whole show, so other offices are happy about the whole thing—especially since the new operation is a competitive goose for the Steel Pier.

**802 Rosenberg's 'Ways & Means'?**

**Exec committee invites musicians' union prexy to talk on "How To Do It"**

By Dick Carter

NEW YORK, March 23.—Jack Rosenberg, president of Local 802, American Federation of Musicians, here, who was instrumental years ago in organizing song pluggers into the Music Publishers' Contact Employees' Union, American Federation of Labor, may be called upon to do the same thing for Songwriters' Protective Association. Rosenberg told *The Billboard* this week that he has been invited to address the exec council of SPA on ways and means of unionizing cleffers. He awaits only a naming of the date to swing into action.

Himself a rank and file member of SPA and of American Society of Composers, Authors and Publishers, Rosenberg said, "For years I have been explaining to SPA that unionization is a simple, foolproof method of serving the economic needs of its membership, but so-called 'big shots' in the organization have been afraid to move, fearing their copyrights would be endangered. That's a lot of nonsense. If they are actually ready to go and accomplish something concrete, I'm ready to do my share as a member."

According to Rosenberg, discussions in AFM circles are not overwhelmingly favorable to absorption of a songwriters' union in AFM. Affiliation is possible, however, says the 802 prexy. He said that a songwriters' union could count on the sympathy and active support of AFM in any struggles which might come up, since "many musicians are songwriters and vice versa."

Penner resistance to unionization has long been based on the assumption that publishers, rather than submit to union demands, might themselves "strike," refusing to deal with union members, and using their backlog of written material until the unioners were starved out. Rosenberg, however, discounts such a possibility. "For years I've been telling the writers that any union has the protection of the Wagner Act. The publishers would be legally incapable of discriminating against union writers."

Whether a sufficient number of established penners would be willing to stick their necks out as pioneers in such an undertaking is, of course, a moot point. Any number of recognized writers have been talking union for years, but the situation has, until now, never even reached the concrete discussion stage. Rosenberg, who prefers not to be regarded as a moving spirit in the move, gives as his reason the fact that he is not a well-known writer. "When I took over as president of Local 802, I was the highest paid musician on the exchange floor. But I don't earn my living as a songwriter, and if the SPA big-timers were to sit back and let me carry the ball, it wouldn't be healthy. This thing requires the participation and leadership of leading writers. I'll help all I can."

NEW YORK, March 23.—Contact man Wally Brady left Robbins Music Corporation this week to go with Bourne, Inc.

Brady, formerly personal manager of Henry Busse, replaces Julie Chester, who left Bourne for a BMI contact job.



**Yes—**

## "ROAD TO UTOPIA"

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**BING CROSBY — BOB HOPE — DOROTHY LAMOUR**

*is paved with gold for operators riding these 17 smash recordings!*

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**JOHNNY MERCER** ..... Capitol  
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**BILL McCUNE** ..... Davis

## WELCOME TO MY DREAM

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**BING CROSBY** ..... Decca  
**DINAH SHORE** ..... Victor  
**WOODY HERMAN** ..... Columbia  
**JACK LEONARD** ..... Majestic  
**FRANKIE MASTERS** ..... Vogue  
**JAN GARBER** ..... Black & White

## IT'S ANYBODY'S SPRING

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**WOODY HERMAN** ..... Columbia  
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## WOULD YOU

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# BMI's New 1/2 and 1/4 of 1% Performance Tab for Live Talent Bars, Clubs, Et Al

**\$4 Minimum, \$750 Maximum License Fee**

NEW YORK, March 23.—Effective April 1, Broadcast Music, Inc., will require every night club, restaurant, bar and tavern using BMI music to obtain a performing-rights license, the broadcaster's former hotel relations director and newly appointed director of licenses, Harry P. Somerville, revealed last week. Only premises excluded in the above classification will be those using juke box and/or wired music exclusively. Wired music will be licensed at its source. License cost will be 1/2 of 1 per cent for music and entertainment pay roll up to \$50,000. That is, if a spot's annual entertainment and music cost hits the 50G mark, they shell out 250 bucks to BMI. Over the \$50,000 level, license tab will run to 1/2 of 1 per cent for first \$50,000 pay roll plus 1/4 of 1 per cent on dough spent beyond 50G. Minimum fee has been set at \$40 maximum at \$750.

### Unsigned Hotels in Deal

Action will also include those hotels which have not as yet obtained a license. Most of them, locally, according to Somerville, like the Ambassador, Astor, Commodore, Dixie, Hudson, Park Central, Pierre, Ritz-Carlton, Plaza, Savoy Plaza, Taft, Victoria, Waldorf-Astoria and several others have arrived at an agreement with the broadcasters. Others like the Belvedere and the Madison, still on a "free run," are expected to come to terms some time this week. Elsewhere thruout the country, hotels will have to come to an understanding.

"Policing facilities," in the case of unco-operative premises, will gradually be built. They will eventually include a staff of 10 or more if the occasion demands. At present, however, Harold Orenstein, a lawyer and formerly a U. S. Army major, will be Somerville's only trouble-shooter. For the most part he will operate in and around New York, but later will extend his activity to other sections of the nation. Little similarity is noted between BMI's rate determination and ASCAP's method of fixing fees. While the broadcasters make no dis-

inction between type and quality of location, just rate license cost on entertainment and music pay roll, the society distinguishes between bars, grills, night clubs and hotels not only on class A and B basis, but also in seating capacity and type of talent used. ASCAP's minimum is \$60, maximum over the three grand mark.

### Supreme Court 'Outs' ASCAP In Youmans's Miller Suit

NEW YORK, March 23.—Supreme Court here ruled this week that the American Society of Composers, Authors and Publishers should be eliminated from the roster of defendants in Vincent Youmans's suit against Miller Music for an accounting on royalties allegedly due the writer on catalogs he sold the Robbins firm.

Court also ruled that Youmans's testimony could be taken in Denver, where he is ill, with defendant's expenses and lawyer fees incurred in getting the testimony to be paid by the plaintiff. Counsels Leonard Zissu (plaintiff) and Julian T. Abeles (defendant) will either agree as to amount to be paid or the court will set a figure.

### Music Survey, Tune Testers, Line Up Arrangers, Advisors

HOLLYWOOD, March 23.—Music Survey, the organization which will pre-test songs via disk jockey shows thruout the country rolls into action with a staff of music arrangers and advisors who will help work up the special recorded versions of advance plug songs.

Arrangers set to work on a freelance basis for music survey are Jimmy Mundy, Van Alexander, Skippy Martin, Ruby Raksin, Jerry Feltman, Vic Schoen and Billy May. Meredith Willson and Lang Van Cleve are on the advisory committee.

Contacts are being made among several top song publishing firms for initial crack of advance song popularity testing by Music Survey.

### Sweet Ballads Toppers

#### Again in Haymes' Air Poll

HOLLYWOOD, March 23.—Another sampling of the public's likes in pop music, this time thru the medium of Dick Haymes' CBS Auto Lite air show, reveals an overwhelming choice of sweet, sentimental tunes over jive and novelty ditties. Survey asked listeners to name the "greatest popular song of all time." Top tune chosen (by a five-to-one margin over runner-up) was *Stardust*, with *I'm Always Chasing Rainbows* in the number two spot.

Contest, which offered no prizes, gimmicks, or give-aways, brought flood of mail from listeners, with over 800 tunes mentioned in the voting. As has been case in recent song polls, it's the sentimental ballads, the June-moon rhymers, that tickle the public's musical palate, and stick in their minds. (See Red Cross song poll, *The Billboard*, February 16, and Kay Kyser Song Survey, *The Billboard*, March 22). Number 3 to 10 times in order were: *Symphony*, *Smoke Gets in Your Eyes*, *Begin the Beguine*, *I Can't Begin to Tell You*, *Night and Day*, *I'll Never Smile Again*, *It Might As Well Be Spring*, *Always* and *Till the End of Time*.

### Arrangers' "Forgotten Man" Concerts Preem April 28

NEW YORK, March 23.—First of a series of concerts designed to present arrangers to the public as "The Forgotten Men of Music" will take place in Town Hall here April 28 when the American Society of Music Arrangers, affiliated with the American Federation of Musicians, takes the stage.

Among sponsors of the affair are Fred Waring, Eugene Ormandy, Howard Barlow and Don Voorhees. Mary Lou Williams will do some of the piano numbers. All music heard will be the product of ASMA members.

### TD a Chiller-Diller, Says Gotham Daily

NEW YORK, March 23.—*Journal-American*, local daily paper, took its own view of the *Endorsed by Dorsey* Mutual ailer which preemed Wednesday (20).

In its program listings, the paper billed the seg as *Endangered by Dorsey*.



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## "DATELESS BROWN"

An Instrumental Done In the Torrid Rich Style

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## "WITHOUT YOU"

## "I FALL IN LOVE WITH YOU"

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3002

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Operators and Dealers  
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Your overflow of orders  
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Pacific Allied Prod., 812 W. 8 St., Los Angeles.  
Jas. H. Martin, 1407 W. Diversey, Chicago.  
Crowe-Martin Dist., 1201 Chenevert, Houston.  
Monarch Sales, 210 N. 22 St., Birmingham, Ala.  
Music Sales Co., 680 Union, Memphis, Tenn.  
Music Sales Co., 303 N. Peters St., New Orleans.

Allied Music Sales, 740 Superior Ave., Cleveland.  
Friedman Am. Co., 441 Edgewood, Atlanta, Ga.  
Taran Dist., Inc., 90 Riverside Ave., Jacksonville, Fla.  
Taran Dist., Inc., 2820 N. W. 7th Ave., Miami, Fla.  
F. H. Kyle Co., 1354 Hansford St., Charleston, W. Va.  
Mountain States Dist., Inc., 32 Exchange Pl., Salt Lake City, Utah



An open letter to  
Mr. Juke Box  
Operator —

The Mills Brothers

One of the greatest  
songs we have ever  
recorded is —

**DON'T BE A  
BABY, BABY**

... and it's on  
**Decca # 18753**

Yours for  
Jammin'  
The Jukes

**THE MILLS  
BROTHERS**



## Work for 802 - ers Thru Civic Org Ties Is Indie Comm. Plan

NEW YORK, March 23.—Implementation of James C. Petrillo's oft-stated aims for greater employment of musicians is the object of a music "decentralization" plan which has been formulated on the exchange floor of Local 802, American Federation of Musicians here.

Plan proposes to provide more music for more people and more work for more musicians thru dance and concert orchestras supported by trade unions and church and community organizations and AFM funds. Independent committee of Local 802 (including musickers like Teddy Wilson, Sid Weiss, Cozy Cole, Horace Grenell and Charles Lichter) is carrying the ball and believes that in operation the plan will prove to be sound, workable and profitable to all concerned.

Committee recalls that during the war Petrillo sent several orchestras on tour, with some financial and artistic success. Exec committee of 802 will be asked to support a program whereby what Petrillo tried earlier can take root in this city and spread elsewhere. Independents will ask 802 delegates to the June AFM convention to propose the wrinkle to other locals and to the AFM itself.

### 5 Boro Symphs

As the program shapes up for New York, it visualizes creation of symphony orchestras for each of the city's five boros, to perform Fridays, Saturdays and Sundays in the largest halls available at a 50-cent admission. As churches, unions and community groups of all sorts have long been clamoring for art to be brought within reach of the average wage earner, they could be expected to subscribe for blocks of the half-buck ducats for resale to their memberships. Result would be "decentralization" in the sense that music would be spread among the population, and the welfare of more musickers would depend upon the support of the people as a whole, rather than upon the patronage of the few existing longhair symphony societies.

Independent committee figures the symphony musicians would be given an annual wage, averaging \$60-\$70 weekly, with the season divided into four quarters of 12 weeks each. Conductors would get a maximum of \$150 per week, guest soloists \$100 for a full week end of appearances. As much new employment would be created, emphasis would be on new solo and conductor talent. Proponents remind each other that the fund into which Petrillo has been putting the record royalty revenue is said to be approaching \$1,000,000, and that part of it could reasonably be expended on launching such a program as decentralization.

Committee says decentralization program applies with equal force to concerts and inexpensive dances by dance bands, with no danger of community dance orks cutting in on name revenue, but developing new talent and new attractions for the name field.

## Girard, O., Dansant Ops Sue Pastor, Cincy GAC for 25G

YOUNGSTOWN, O., March 23.—Gordon H. Anderson and James T. Marck, partners in a dance spot at Girard, O., filed suit here yesterday against Tony Pastor, ork leader, and the Cincinnati office of General Artists Corporation for \$25,000 damages, charging that a contract made with the Cincy org for an appearance of the Pastor band had been broken.

The Girard operators also obtained a temporary injunction restraining the Pastor ork from playing a dance for L. A. Cavalier Jr. here next Friday (29).

## Writer Talk Hinges On Pub Sesh; Mull Upping Disk Take

NEW YORK, March 23.—Table conversation at annual dinner of Songwriters Protective Association Thursday (29) will center on matters to be discussed in the contract negotiations with Music Publishers Protective Association, but official speeches will not go into any detail. SPA contract committee is about ready to fling its draft contract into the exec council for discussion, but this doesn't figure to happen for another couple weeks.

Another wrinkle in the matter of collecting the full 2-cent royalty rate from record manufacturers (see recent issues of *The Billboard*) has gained emphasis recently among showbiz lawyers and others interested in the problem: The Federal Copyright Statute proves that the two cents must be paid on the basis of every record manufactured. Most publishers, with the notable exception of the Warner group, are unable to collect royalties on any basis but a computation of disks sold. The difference between records sold and records manufactured is not as great as it used to be, but, it is considerable. Diskers also charge most pubs 10 per cent for breakage, where a 75-cent or more expensive platter is involved. The law contains no such allowance.

Arrangements between pubs and diskers, whereby royalties accrue in proportion to disks sold, have been made as a trade convenience, of course. Nevertheless, those who seek ways and means of getting more moo for pubs and writers think that if certain pubs have been able to make the copyright law stick, perhaps they all can.

## Finley Gets Law Fees, Court Costs But Nix On MCA Submit Deal

HOLLYWOOD, March 23.—An appeal by Larry Finley's attorneys to enforce Music Corporation of America to submit bands to his Mission Beach club in San Diego, Calif., was denied by Judge Paul J. McCormick at which time the court granted the law firm of Desser, Rau and Christensen, \$7,500 in attorney's fees. Court costs of figure short of \$2,000 was also leveled against MCA in judgment which followed recent jury's decision that Larry Finley be awarded \$55,000 in his \$3,000,000 anti-trust suit versus the major band booking firm. Matter of MCA's submission of bands to Finley, however, was open to a degree in that court advised that suit could be re-entered if additional evidence of discrimination in the placing of name bands in San Diego area by MCA was presented.

In accordance with Jules Stein's, (MCA's prexy) statement to *The Billboard* recently that the case would be appealed, MCA's legal staff indicated that they would ask for a new trial. Understood they have 10 days to do so from date (March 21) of Judge McCormick's award of court costs and attorneys fees. If a new trial is denied MCA they have 90 days to make an appeal to the circuit court of appeals. And if they still hit a concrete wall, MCA has the right to petition the Supreme Court to look into the case.

## Alpha's 12" Latin Vinylites

NEW YORK, March 23.—Alpha Records this week premed a 12-inch vinylite disk with two Latin numbers per side. First pancake uses Alfredo Antonini and the Viva America Orchestra, with vocals by Elsa Miranda.



No. 1067

"Turn My Picture  
UPSIDE DOWN"

(Reverse Side:  
"Don't Try to Pretend")



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# BIBLE BIZ IS BOOMACIOUS

## Pubs, Diskers On the Wagon

Pop writers on Bible bandwagon — Transcriptions sked albums with Bill Hay

NEW YORK, March 23.—The boom in religious and semi-sacred music and records which has been perking up there on the front burner since the first tense war years seems to be coming to a boil. Music publishers who have carried Bible items in their catalogs for many years, and those who have been quietly building books on these items report business even better than thru the war years, and diskers of the religious rhythms likewise claim steadily increasing sales.

The idea of pop talent partaking in the field is not new (it goes back beyond the days when Jack Kapp sold Der Bingle on doing *Adeste Fideles* and *Ave Maria*) more and more pop people are getting into the field. This is particularly true of writers. Peter DeRose, who with May Singhi Breen, turned out scores of moon-June ditties, has a semi-sacred song up at Robbins Music which has been getting a hefty play. Tune is *God Is Ever Beside Me*. DeRose did it with Florence Tarr and it was introed by Paul Whiteman about a year ago. Since then it has had a steady flow of performances on the air, with particularly heavy play on special, appropriate occasions. During Roosevelt

## Zitherbug

NEW YORK, March 23.—Professional departments of pub houses are plagued by all sorts of crackpots and screwballs bumming black and whites, but few zanies have caused as much stir as the lad who was around the Brill Building last week refusing to tell who he was or why he wanted the copies, but finally mumbling that he wanted the music so he could play it on his zither.

Memorial Week, for instance, it hit an average of 16 network plugs a night, and on such holidays as Thanksgiving, Easter and Christmas it piled up neat performance scores.

## Choral Arrangements Big

Choral arrangements of the numbers have become terrific sellers. CA's on God have hit the 20,000 mark and continue to sell steadily. One of the main reasons for the heavy sale is that when a choral group buys the arrangement they buy as many as 60 or 70 copies at a clip, splitting one copy generally between every two singers in the group.

Another erstwhile pop writer who has been doing semi-sacred songs is Andy Razaf, who collabbed with the late Fats Waller and others on such unsacred ditties as *Ain't Misbehavin'*, *Honeysuckle Rose* and *Stompin' at the Savoy* and others. Razaf's latest religious roundelay is tune called *A New Day Prayer*, to which he did

the words and Teri Josefovitz the lyrics. Southern Music pubbed the song and National Conference of Christians and Jews gave it the org's endorsement and pushed it all thru the recent National Brotherhood Week.

## Bibletone a Leader

In the disk field Bibletone has been doing a solid job on worship waxings for some time. Firm just released a new religious album for children called *Hymns Children Love* by Muriel Wilson and Paula Heminghouse. Package includes such standard semi-sacred songs as *Jesus Loves Me*, *There Is a Happy Land* and *Stand Up for Jesus*. Bibletone has been promoting its product by offering radio stations 15 and 30-minute package shows featuring their disks.

A new firm, Transcriptions, has entered the pious platter fold on the West Coast. This outfit is prepping albums featuring Bill Hay, former *Amos 'n' Andy* announcer, who has been building a West Coast name for himself with a daily show on KHJ called *Bill Hay Reads the Bible*. Two of the Transcription-Hay albums will be straight narration with Hay reading biblical passages over musical background. Other four are Bible dramatizations with Hay doing narrations. Disks in albums will be 12 inches and packages will sell for from \$7 to \$10 retail. Schwab & Beatty, ad agency, is handling a "Record of the Month" direct mail drive on the albums.

World Broadcasting, Decca Records' electrical transcription subsid, is also adding to the Bible boom. Skedded for early cutting is a series of dramatic "gems" by Charles

## SPA-ers Still Making The Hospital Cirk

NEW YORK, March 23.—Troupe of performing penner-members of Songwriters' Protective Association continues to play army and navy hospitals, a weekly (and oftener) custom begun December 7, 1941, and plans to keep going for an indefinite period.

Tuesday (19) a one and one-half-hour show was given at England General Hospital, Atlantic City, with the following participants: Mr. and Mrs. Lucky Roberts, Joan Whitney, Alex Kramer, Charlie Tobias, Jeri Fredericks, Nat and Sally Simons, Herman Hupfeld, Moe Jaffe and Stanley Adams. Other showbiz orgs have been continuing hospital shows too.

## Lyman-Duke Film Producers

NEW YORK, March 23.—Abe Lyman and Maurice Duke who recently completed production of a couple of pix for Monogram have set up in business as indie film producers. Both are in town looking over talent, tracking down story ideas and generally getting set up. First couple under own aegis will be released thru Producers' Releasing Corporation. Release arrangements beyond first two not yet set.

Laughton, included among which will be several selected Bible readings. Even in the comparatively new, newsstand distributed, low price folio field the religious wave seems to have caught on. Lyle Engel, Lyric mag publisher, is contemplating putting out a folio of 12 or more semi-sacred songs for 35 cents to be newsstand-distributed thru Macfadden. All in all, the Bible biz is strictly boomacious.

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HILARIOUS!**

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EVER!**



### Vet Who Got House Ork Job Back Quits "Without a Reason"

PHILADELPHIA, March 23.—Three weeks ago Artie Singer, a returned serviceman, appealed to the re-employment division of the State Selective Service Board for a ruling on whether or not he was entitled to a job with the Elliot Lawrence band at WCAU. Singer had entered the service in 1942 when Joey Kearns had the house band at the station and Singer played bass with the band.

Officials of the board ruled that Singer was entitled to the job despite the fact that he had never worked for Lawrence and that two other orchestras had preceded Lawrence at the station since he left for the army. The ruling was believed to set a precedent for musicians in similar cases and received lots of attention in music circles. Monday (18), Singer gave his notice that he was quitting the Lawrence band after a short stay. He gave no reason and will be replaced by Andy Riccardi, who was dropped to make a place for Singer. Singer is set to join Milton Schatz's new house band at WIP which debuts April 1.

### Jerry Blaine's Own Plattery

NEW YORK, March 23.—Jerry Blaine, erstwhile sales manager for Cosmopolitan Records, is starting a diskery of his own. Company and label name not yet set, tho Blaine does have production facilities lined up and expects to get started shortly. Cute twist in Blaine plattery operation is fact that music publisher Gil Mills is acting as press agent for Blaine. He sent out first announcement on Blaine's plans this week in regular tub-thumper release style, but on Gil Mills Music stationery.

### Ork "Tests" Show Remotes Are More Useless Than Ever

(Continued from page 19)

rather use disks, sponsored. (2) Scheduling is often so irregular that the ork comes on the air without previous warning to the public, which years ago knew that at fixed times Glenn Miller, Artie Shaw or Charlie Spivak would be on the air from Glen Island Casino, but which nowadays seldom knows when a remote will be broadcast. (3) The kids would rather listen to juke boxes or to their own records than to the badly monitored, chopped-up programs sometimes barely 10 minutes long which now pass for remotes.

One network, heartily despised among orkfolk, is accused of having helped run the remote thing into the ground by putting wires in everywhere, and then letting the leaders play politics in order to get the best shots. More than one leader growls of having had to play dog tunes because a pub promised to have him moved to a more favorable slot on a certain station. What burns these leaders is that the publishers were able to deliver. They figure that with a web operating in such fashion, the audience coverage of its remotes couldn't be too high, and they say that experiences on the road prove as much. One manager whose ork played four high-powered locations in less than a year, with remotes galore, says that when he went out on the road and reached Ohio, he found that nobody knew he'd been on the air. East Coast remotes are seldom heard in California, whereas they used to be a standard feature on the West Coast. Last band to make the grade even partially because of remotes was

## Decca Hitting Off 7 Million Plus Platters Per Month; \$15 Mil Net Sales in 1945

### Increased Manufacturing Costs Drop Profits

NEW YORK, March 23.—Annual financial statement of Decca Records, Inc., released this week, revealed that the company is now hitting a production rate of 7,000,000 platters per month in its two New York; Bridgeport, Conn., and Richmond, Ind., plants. This does not take into consideration production out of Los Angeles presserie purchased in 1944 and now in production, but not expected to hit its peak for some time; nor is leased factory in Chicago, which will be operating by June, included in figure.

Dollar-wise, statement showed net sales for 1945 of \$15,570,930 as against \$13,416,733 in 1944 or a net sale gain of \$2,153,997 increase. Net profit, after all charges for '45 was \$839,692, equivalent to \$2.16 per share, compared with net profit in '44 of \$1,000,905 or \$2.58 per share. According to Jack Kapp, Decca

prexy, reason for drop in net profit was highly increased manufacturing costs "resulting from the year's labor shortage." Kapp said that 1945 was "the most difficult year of the war period."

At end of '45 company had current assets of \$5,561,290, compared with \$4,727,797 in '44. Current liabilities were \$3,684,767 as against \$3,079,410 year before. Board of directors last week declared a quarterly dividend of 30 cents per share on capital stock.

### Signature Signs Scott; Manufacture Plans Perking

NEW YORK, March 23.—Hazel Scott this week signed a disk contract with Signature Records.

Firm reports that it is installing 16 new presses in its New York plant, is completing another foundry in Newark, and will erect a 15-press layout in Hollywood in May.

### Monroe's Beans Are Racers Now; Kyser on Beam Tag

NEW YORK, March 23.—Vaughn Monroe has changed the name of his new vocal group from "The Moonbeams" to "The Moon Racers."

Switch comes about because Kay Kyser uses the Moonbeams monicker for the group which sings *One-zy Two-zy* on the Kyser disk.

JAN, YOU SURE DID IT NATURALLY

WILL, EVERYONE SAYS IT'S WONDERFUL

# BLACK & WHITE

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WITH WILL OSBORNE AND ORCHESTRA BACKED BY WHEN THE GOOSSE COME BACK TO MASS. BW 769



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**First Vogue Glamour Disks Reach Press; On Market in Month**

CHICAGO, March 23.—Vogue Records, the Detroit label that's created plenty of talk in the trade with its introduction of a full-color vinylite disk to replace the shellac platter, will most likely be on the general market within a month, spokesman for the diskery told *The Billboard* this week. First releases received here this week indicate that the new label should create a real stir in platter circles, if only on the basis of appearance. The Vogue disks are unlike anything currently peddled on the market, in that they are made of a coating of transparent vinylite, under which is a heat resistant paper disk, on which is printed a picture, illustrating the story of the title and lyrics of the song. For example, Clyde McCoy's *Sugar Blues* side carries a caricature of McCoy playing his hee-wah trumpet, while the reverse, *Basin Street*, carries a typical levee scene with a Negro male greeting his girl. The new record does not have a label in the center of the disk, instead the name of the maestro and description and title of the song are carried on the edge of the record.

The picture platter is manufactured differently than shellac disks, with the two paper disks, bearing the art work and label being placed back-to-back against the aluminum base disk, after which two sheets of transparent vinylite are laminated together under pressure and heat in either rotary or single automatic presses. According to Tom Saffady, prexy of Sav-Way Industries, which is manufacturing the new disks, the firm is absolutely self-sustaining, making all its own manufacturing equipment, dies, biscuit mixture, etc.

Saffady, when queried about production, refused comment, but said that his firm should have production up to a point, where they can satisfy the needs of their present three distributors, Modern Music Sales, New York; Nick Russo, Boston; and D. A. Brown, Houston, by the next four weeks. After some discussion, Vogue has agreed to a \$1 retail price for the disks, but Gene Dahl, sales manager of the firm, said that no definite wholesale cost has yet been agreed upon. Price of the disk in the future is problematical, Dahl said, and any drop in the price depends upon what volume sales can be worked up. Dahl said that Vogue will attempt to bring its price eventually down to 50 cents per copy, but only future biz developments will regulate price drops.

Saffady, who has been working on the new picture platter for the past year and a half, told *The Billboard* that, to his knowledge, the entire process for making the new disks are secured by patents and copyrights to Vogue.

**Trade Reaction Mixed**

Trade's reaction to the glamorized platter has been mixed, with some going all out in praise, while others have turned thumbs down on the new disk's chances. All are agreed, however, that even if the disk doesn't prove tops as a seller on the general market, still Vogue has a hot idea for the use of platters for promotion purposes. Chi retailers who saw the new Vogue disks said that they are hoping for Vogue shipments soon, for the new picture disks are distributed in cellophane sleeves, and their presence will alone bring plenty of ogling from disk collectors. As one retailer pointed out, commercial use of the picture platters, by movie companies to plug sales of items such as ARA's recent recorded score from *Spellbound*, with the records bearing pictures from the sequences from which scores were recorded would be a terrific promotion stunt. Another re-

**MPPA Cautions Again Rack's Heavy Returns**

NEW YORK, March 23.—Walter G. Douglas, chairman of the board of the Music Publishers' Protective Association Thursday (21) sent out a letter to music publishers which in effect was a "lesson" to pubs on the sheet music rack business. Last sentence of the letter said: "We merely want you to know that more distributors (of sheet music on racks) does not necessarily mean more sales and definitely does mean larger returns." In the sentence preceding, however, Douglas carefully pointed out that "we have no intention of suggesting that you favor any distributors now in business or discriminate against any who may come into the business."

Generally the letter mystified the publishers who received it. Most wondered and speculated on why it had been sent. Some thought it a good thing for the MPPA to call to publishers' attention the possibility of increased returns from additional rack distribution. Others said it was "plain foolish." An editorial on page 19 tells *The Billboard's* reaction to the letters. Letter in full reads as follows:

**To All Members:**

From time to time it is rumored and the various trade papers carry stories to the effect that other persons or companies are going into the business of distributing popular sheet music thru racks on a national scale.

This would be fine if it were a fact that the more national distributors who went into the business resulted in larger net sales of sheet music, but it just doesn't work out that way. At present there are many locations that have two racks with substantially the same songs in the one store and a great many small communities that have more than one rack in the same immediate vicinity. If, for instance, there has been one rack in a location and another rack is placed in the same store or near by, this does not mean that twice as much music will be sold in that town. It simply means that the returns will be twice as large. You must remember that increasing the number of distributors does not necessarily increase the number of outlets, and in most cases all the merchandise offered by the national distributors winds up in the same dealer's store. If the various distributors had something different to offer that would be another story, but to have several distributors all confined to practically the same songs, placing racks in the same or near-by stores, doesn't make sense. Such a policy can only result in ever increasing returns of unsold copies and a great waste of printing, which, as you know, is difficult to get, at best.

We have no intention of suggesting that you favor any distributors now in business or discriminate against any who may come into the business. We merely want you to know that more distributors does not necessarily mean more sales and definitely does mean larger returns.

Yours very truly,  
 Walter G. Douglas  
 Chairman of the Board

**Capitol Signs Donahue Ork**

NEW YORK, March 23.—Sam Donahue will do his waxing at Capitol Records. Contract was signed this week between Willard Alexander, Donahue's navigator, and Johnny Mercer, of Capitol, and the first session is billed for early April. Before his navy enlistment in 1942, Donahue recorded for Bluebird, Okeh and Hit.

tailer pointed out that, while not every firm may wish to make picture platters in the future, still each would like a limited quantity to use for show window promotion of their newest releases.

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 ZEKE CLEMENTS Grand Ole Opry Singer

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 "I'VE BEEN LONESOME SINCE YOU WENT AWAY"  
 PAUL HOWARD and His Arkansaw Cotton Pickers

No. 7 { "CROSSING OVER JORDAN"  
 (Spiritual)  
 "NO DISAPPOINTMENT UP THERE"  
 (Religious)  
 JOHN DANIEL'S GOSPEL QUARTET

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 "HONEST, I'M HONEST"  
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## Bob Miller, Riley Shepard in Atomic Tiff Over Ditto "Power"

NEW YORK, March 23.—Bob Miller, long-time folk music publishing topper, did a slow burn this week at Riley Shepard, folk music specialist, working for Leeds Music Corporation, when Shepard snared folk tune *Atomic Power*, written by Charlotte (N. C.) folk artist Fred Kirby for Leeds. Miller had made the old college try on the tune, offering Kirby 5 cents per copy on sheet sales, 50 per cent of all mechanicals, and 50 per cent of all performance dough collected on the tune by Broadcast Music, Inc., which handles licensing for Miller firm. Miller went further and told Kirby generally his firm would "better any offer made by Leeds." Kirby placed the tune with Shepard at Leeds on the Standard Songwriters' Protective Association Contract, which calls for 3 cents per copy, and 50 per cent on mechanicals and performance dough.

Shepard is the Dick Scott (he dropped the name in favor of his real tag because he feared he would conflict with pop ork leader Dick Scott) who started the American Federation of Folk Artists some time ago, and who has been carrying the torch for a better deal for folk music makers for a long time. Miller's beef is that Shepard is working all angles toward the middle. He is representing folk artists for Frederick Bros. Artists' Corporation, according to Miller, but Shepard says he is sitting in on booking deals made for folk artists by Erv Braebec, head of FB's newly organized folk artist department, strictly to see that artists get a square shake, and only at request of artists. He says he is getting no dough for it at all. Miller claims that Shepard has an iron in the disk fire too in that he works on folk stuff for Musicraft. Truth of this situation is that Shepard did help Musicraft cut a Dave Denny platter,

but again for free. He has been talking a paid deal with Musicraft, but at press time it wasn't set.

Miller also yipes that Shepard has been contacting artists for plugs on Leeds' tunes, and claims that he is doing this without a contactmen's union card. Miller said he might register a beef with the CMU on Shepard. *The Billboard* learned, however, that Shepard does have a card. In the meantime the Buchanan Brothers have already waxed *Atomic Power* for RCA Victor and Decca has a disk on it coming up, artist as yet unassigned. Shepard believes the tune is going to be another *Smoke On the Water*, and the Miller push for it would indicate it will do all right. In the meantime Shepard is still banging away at building the American Folk Artists Federation and claims org now has about 1,500 members lined up.

## MENC Meet, ASCAP Feed Date Clash Miffs Publishers

NEW YORK, March 23.—Conflict in timing between 39th annual Music Educators' National Conference, which opens in Cleveland Wednesday (27), and the annual feed and gabfest of American Society of Composers, Authors and Publishers, which takes place Tuesday (26), has been the subject of much griping among ASCAP members. MENC is very important to pubs and writers of standard and educational music, and they are wrought over their inability to be at the ASCAP chow and still get in on the ground floor at Cleveland.

Many ASCAP-ers will attend the Ritz-Carlton Hotel dinner here Tuesday and entrain for Cleveland the same night, but they are all positive that, so doing, they have cramped their style for the educator confab, where competition among music peddlers is extremely high. Some time ago they asked Deems Taylor, ASCAP prexy, to do something about changing the date of the Society's dinner, but succeeded only in having it advanced from the 28th to the 26th.

Hollywood ASCAP-ers continue to be miffed because there is no West Coast meeting skedded for this year. Society's execs plead that inadequacy of train service is principal reason for passing up a West Coast meeting. Meanwhile General Manager John G. Paine returns next week from Europe, where he has been lining up agreements with foreign performing rights societies.

## Kelton's ASCAP-BMI Firm Plans Cooking

NEW YORK, March 23.—The Frank Kelton's five-year contract with the Peer Publishing firm still had three years to go, he and Ralph Peer are breaking amicably. Kelton plans to set up both an ASCAP and BMI firm of his own, and may hook up in the project with the general professional manager of a band leader-owned publishing company.

Also has deal cooking with a major filmery which has been looking over the record business for some time. Deal should materialize sometime between now and April 15.

## Robbins, BVC, Morris 3-Way Split On "Love Me" Score Is Tumult

NEW YORK, March 23.—Score of 20th Century-Fox's Dick Haymes film, *Do You Love Me?*, is stirring competition and confusion in Tin Pan Alley. Buddy Morris, Bregman-Vocco-Conn and Jack Robbins each have tunes from the score, and B-V-C and Robbins have already laid claim to owning the show's No. 1 plug ditty. In addition, B-V-C and Robbins are laboring under the impression that Southern Music also has part of the score, but spokesmen for the Ralph Peer firm stoutly maintain that they own no such thing, altho they do plan to make a plug item out of a non-film song called *Do I Love You?* by Esther Black and Eve Whitney. Also they say they

own another unrelated affair called *Do You Love Me?*, which they'll shelve for the time being, so as not to conflict with the pic's Harry Ruby title song pubbed by B-V-C.

Morris has *As If I Didn't Have Enough on My Mind*, by Harry James, Lionel Newman and Charles Henderson; Robbins has *I Didn't Mean a Word I Said*, by Jimmy McHugh and Harold Adamson; B-V-C has the title song, and *Moonlight Propaganda*, by Herb Magidson and Matty Malneck. All concerned were looking forward to the preview of the pic at Normandie Theater here, Monday (25), hoping to spot weaknesses in the opposition's property, but the preview was canceled because the prints failed to arrive from Hollywood.

OH! HOW  
THE NICKELS  
ROLL IN  
when



BOB CHESTER

and His Orchestra

play

The No. 1 Hit from 20th Century-Fox's  
"DO YOU LOVE ME"

I DIDN'T MEAN  
A WORD I SAID

ON

Sonora  
Clear as a Bell

RECORD No. 3004

ROBBINS MUSIC CORPORATION



Irving Berlin wrote it!  
 Danny O'Neil sings it!  
 Now's the time to feature it!



# "Easter Parade"

ALSO:

My Gal Sal;  
 When You Were  
 Sweet Sixteen

Record No. 1033

## Majestic RECORDS

Studio: New York City Sales: St. Charles, Ill.  
 (Subsidiary of Majestic Radio & Television Corp.)



## PART 1—The Billboard

### HONOR ROLL OF HITS

THE NATION'S TOP TUNES (TRADEMARK)

1. OH! WHAT IT SEEMED TO BE
2. PERSONALITY
3. DOCTOR, LAWYER, INDIAN CHIEF
4. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
5. ONE-ZY, TWO-ZY (I LOVE YOU-ZY)
6. SYMPHONY
7. DAY BY DAY
8. SHOO-FLY PIE AND APPLE PAN DOWDY
9. ATLANTA, G. A.
10. I'M ALWAYS CHASING RAINBOWS
11. I CAN'T BEGIN TO TELL YOU
12. LET IT SNOW! LET IT SNOW! LET IT SNOW!
13. SEEMS LIKE OLD TIMES
14. I'M GLAD I WAITED FOR YOU
15. SOME SUNDAY MORNING

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

### ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	SONG	ENGLISH	AMERICAN
6	1	1	CHICKERY CHICK	Campbell Connelly	Santly-Joy
12	2	2	CRUISING DOWN THE RIVER	Cinephonic	*
5	4	3	I DREAM OF YOU	Peter Maurice	Embassy
10	3	4	KENTUCKY	Campbell Connelly	BMI
1	—	5	I'LL BUY THAT DREAM	Bradbury Wood	Burke-Van Heusen
12	5	6	IT'S A GRAND NIGHT FOR SINGING	Chappell	Williamson
6	6	7	IT MIGHT AS WELL BE SPRING	Chappell	Williamson
8	7	8	MY HEART IS DANCING WITH YOU	Irwin Dash	*
1	—	9	IF I HAD A DOZEN HEARTS	Victoria	Paramount
14	8	10	IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris Manhattan
1	—	11	ASHBY DE LA ZOOCH	Noel Gay	*
15	11	12	I'LL CLOSE MY EYES	World Wide	*
4	13	13	LOVE STEALS YOUR HEART	Chappell	*
7	16	14	WHEN THE GANG MEETS AGAIN	Strauss-Miller	*
15	9	15	OUT OF THE NIGHT	Southern	*
1	—	16	LET BYGONES BE BYGONES	Feldman	*
23	12	17	I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash	Music Makers
11	10	18	(Did You Ever Get) THAT FEELING IN THE MOON-LIGHT?	Francis Day	Paul-Pioneer
11	19	19	THE MOMENT I SAW YOU	Peter Maurice	*
21	14	20	UNDER THE WILLOW TREE	Mac Melodies	*

\*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.

- ALL THROUGH THE DAY (Williamson), in 20th Century-Fox's "Centennial Summer." National release date not set.
- AREN'T YOU GLAD YOU'RE YOU? (Burke-Van Heusen). Sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.
- AS LONG AS I LIVE (Witmark). Background theme in Warner Bros.' "Saratoga Trunk." National release date—January 26, 1946.
- DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.
- GIMME A LITTLE KISS (ABC), sung by Deanna Durbin in Universal's "Lady On a Train." National release date—August 24, 1945.
- GIVE ME THE SIMPLE LIFE (Triangle), sung by John Payne and June Haver in 20th Century-Fox's "Wake Up and Dream." National release date not set.
- I CAN'T BEGIN TO TELL YOU (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." Sung by John Payne. National release date—November, 1945.
- I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox "The Dolly Sisters." Sung by John Payne and Betty Grable. National release date—November, 1945.
- IT MIGHT AS WELL BE SPRING (Williamson), sung by Dick Haymes in 20th Century-Fox's "State Fair." National release date—October, 1945.
- I'M GLAD I WAITED FOR YOU (Shapiro-Bernstein), sung by Alfred Drake in Columbia's "Tars and Spars." National release date—January 10, 1946.

(Continued on page 142)

# Sterling

# POPS

INTO THE "POP" MARKET  
 FIRST RELEASE — STERLING NO. 7001  
**ONE-ZY, TWO-ZY**  
 WE'LL GATHER LILACS  
 SECOND RELEASE — STERLING NO. 7002  
**WHERE DID YOU LEARN TO LOVE?**  
 ALL THROUGH THE DAY  
**TOMMY JONES & HIS ORCHESTRA**  
 with vocals by the new song-sensation  
**LOUISE TOBIN**

DISTRIBUTORS IN ALL PRINCIPAL CENTERS OR WRITE

# Sterling

RECORDS, INC.  
 7 WEST 46th ST • NEW YORK 19, N. Y.  
 CHELSEA 3-3337



# Music Popularity Chart

Week Ending  
Mar. 22, 1946

## RADIO

### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 15, 8 a.m., and ending Friday, 8 a.m., March 22)

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

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
2	All Through the Day (F) (R)	Williamson	ASCAP
16	Aren't You Glad You're You? (F) (R)	Burke-Van Heusen	ASCAP
13	As Long as I Live (F) (R)	Witmark	ASCAP
8	Atlanta, G. A. (R)	Stevens	BMI
	Chickery Chick (R)	Santly-Joy	ASCAP
	Come to Baby, Do (R)	Leeds	ASCAP
	Day by Day (R)	Barton	ASCAP
10	Doctor, Lawyer, Indian Chief (F) (R)	Melrose	ASCAP
1	Easter Parade (R)	Berlin	ASCAP
6	Gimme a Little Kiss (F) (R)	ABC	ASCAP
8	Give Me the Simple Life (F) (R)	Triangle	ASCAP
3	Here I Go Again (M) (R)	Crawford	ASCAP
	I Can't Begin To Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
1	I Don't Know Enough About You (R)	Campbell-Porgie	BMI
16	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
	I'm Glad I Waited For You (F) (R)	Shapiro-Bernstein	ASCAP
	It Might as Well Be Spring (F) (R)	Williamson	ASCAP
2	Just a-Sittin' and a-Rockin' (R)	Robbins	ASCAP
2	Laughing on the Outside (Crying on the Inside) (R)	BMI	BMI
16	Let It Snow! Let It Snow! Let It Snow! (R)	Morris	ASCAP
7	Oh! What It Seemed To Be (R)	Santly-Joy	ASCAP
3	One More Dream (And She's Mine) (R)	Barton	ASCAP
2	One More Tomorrow (F) (R)	Remick	ASCAP
8	Personality (F) (R)	Burke-Van Heusen	ASCAP
3	Seems Like Old Times (R)	Feist	ASCAP
3	Shoo-Fly Pie and Apple Pan Dowdy (R)	Capitol	ASCAP
	Symphony (R)	Chappell	ASCAP
6	Tomorrow Is Forever (F) (R)	Advanced	ASCAP
8	Wait and See (F) (R)	Feist	ASCAP
6	Who's Sorry Now? (F) (R)	Mills	ASCAP
5	You Won't Be Satisfied (Until You Break My Heart) (R)	Mutual	ASCAP

### RECORDS MOST-PLAYED ON THE AIR

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

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

Weeks to date	POSITION		TITLE	Lic. By
	Last Week	This Week		
7	1	1	OH! WHAT IT SEEMED TO BE..... Frank Sinatra.. Columbia 36892—ASCAP	
8	2	2	OH! WHAT IT SEEMED TO BE..... Frankie Carle.. Columbia 36905—ASCAP	
3	4	3	ONE-ZY, TWO-ZY (I Love You-zy)..... Phil Harris..... ARA 136—ASCAP	
10	3	4	PERSONALITY (F)..... Johnny Mercer..... Capitol 230—ASCAP	
16	5	5	DOCTOR, LAWYER, INDIAN CHIEF (F) .. Betty Hutton..... Capitol 220—ASCAP	
5	11	6	ATLANTA, G. A..... Sammy Kaye..... Victor 20-1795—BMI	
3	12	7	OH! WHAT IT SEEMED TO BE..... Dick Haymes-Helen Forrest .. Decca 23481—ASCAP	
2	—	7	SEEMS LIKE OLD TIMES..... Guy Lombardo... Decca 18737—ASCAP	
5	7	8	DAY BY DAY..... Frank Sinatra.. Columbia 36905—ASCAP	
3	8	9	YOU WON'T BE SATISFIED (Until You Break My Heart) .. Perry Como-The Satisfiers..... Victor 20-1788—ASCAP	
4	10	10	SHOO-FLY PIE AND APPLE PAN DOWDY.. Stan Kenton..... Capitol 235—ASCAP	
1	—	11	DOCTOR, LAWYER, INDIAN CHIEF (F) .. Les Brown.... Columbia 36945—ASCAP	
9	6	11	YOU WON'T BE SATISFIED (Until You Break My Heart) .. Les Brown.... Columbia 36884—ASCAP	
13	13	12	LET IT SNOW! LET IT SNOW! LET IT SNOW!..... Vaughn Monroe.. Victor 20-1759—ASCAP	
4	11	12	SHOO-FLY PIE AND APPLE PAN DOWDY.. Dinah Shore... Columbia 36943—ASCAP	
1	—	13	I'M A BIG GIRL NOW.. Sammy Kaye... Victor 20-1812—ASCAP	
1	—	13	I'M IN THE MOOD FOR LOVE..... Billy Eckstine... National 9016—ASCAP (Paul Weston Ork, Capitol BD9)	
1	—	13	PRISONER OF LOVE.. Perry Como... Victor 20-1814—ASCAP (Billy Eckstine, National 9017)	
1	—	13	SIoux CITY SUE .. Bing Crosby-The Jesters..... Decca 23508—ASCAP (Hoosier Hot Shots, Decca 18745; Zeke Manners, Victor 20-1797; Tony Pastor, Cosmo 471; Dick Thomas, National 5010; Jimmy Walker, Coast 2016)	
2	—	13	OH! WHAT IT SEEMED TO BE..... Charlie Spivak.. Victor 20-1806—ASCAP	

### Coming Up

PATIENCE AND FORTITUDE .....	Count Basie.....	Columbia 36946
DAY BY DAY .....	Les Brown.....	Columbia 36948

# RECORD RIOTS by Colonna



**'JOSEPHINE, PLEASE NO LEAN ON THE BELL'**

Jerry Colonna's hilarious dialogue will tumble 'em off their chairs. An Italian dialect riot made to order for Jerry... plus a funny climax with a sock... Nickels will pop like Colonna's orbs when this starts spinning.

**CAP. 249 50c plus tax**

**'CASEY (THE PRIDE OF THEM ALL)'**

from Walt Disney's "Make Mine Music"

The best of the terrific scene Colonna does for Walt Disney's production, "Make Mine Music"... Timed for the baseball season, Colonna caricatures the legendary Casey. As in the famous poem, Casey strikes out but Colonna slams out a home run comedy hit... A novelty natural that will top best sellers for months.



## Capitol RECORDS

FROM HOLLYWOOD

Sunset and Vine



# DESI ARNAZ

and his Orchestra

## Without You

BEGUINE

(from the Walt Disney production "Make Mine Music")

AND

## Cuban Pete

RUMBA

Vocal refrains by Desi Arnaz and Amanda Lane

RCA VICTOR 25-1058



# SPIKE JONES

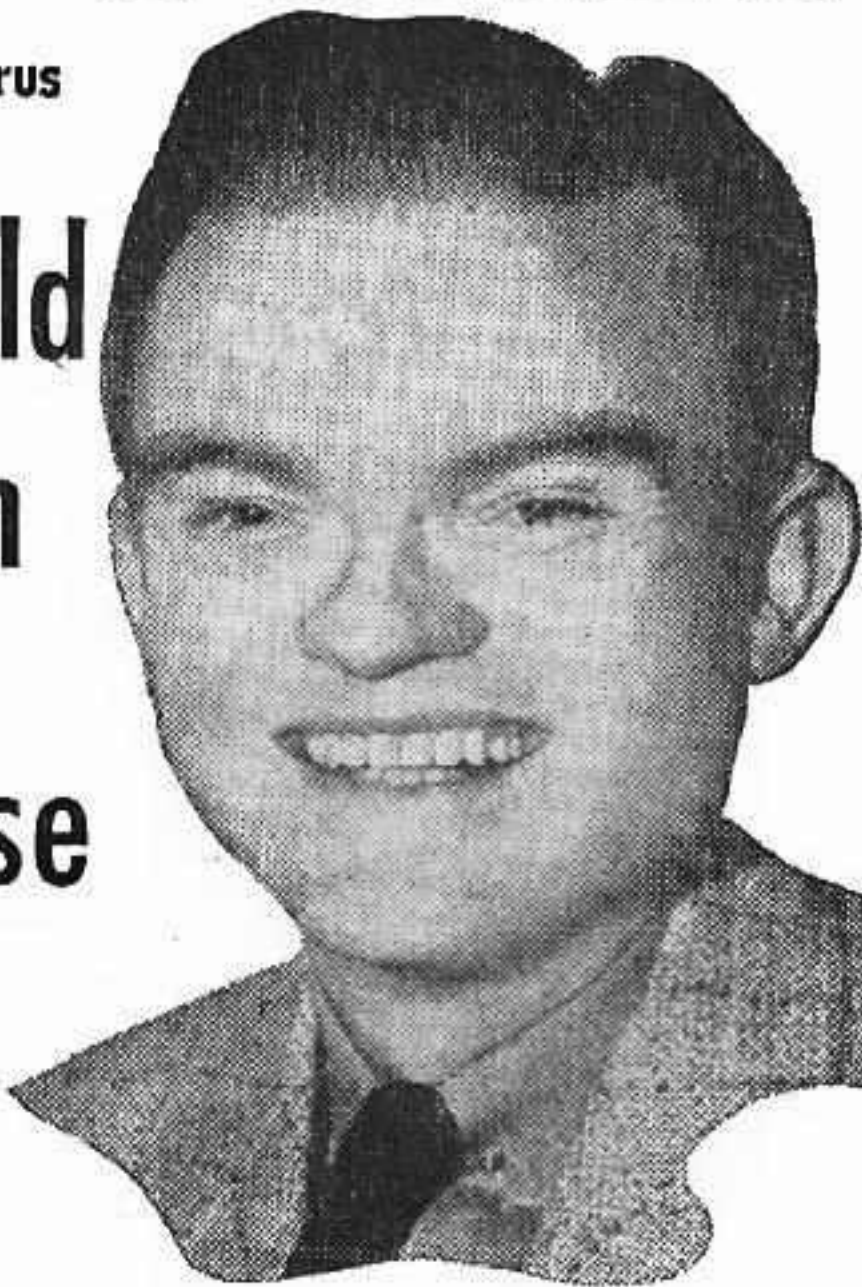
and his City Slickers with Chorus

## Old MacDonald Had a Farm

AND

## Mother Goose Medley

RCA VICTOR 20-1836



**SONS OF THE PIONEERS** Gold Star Mother with Silvery Hair I Wear Your Memory in My Heart  
with Instrumental Accompaniment RCA VICTOR 20-1820

### HARMONEERS QUARTET

with Piano Accompaniment

### Crown Him King Where Could I Go?

RCA VICTOR 20-1816

### ARTHUR "Big Boy" CRUDUP

Blues Singer with Guitar and Drums

### I'm in the Mood She's Gone

BLUEBIRD 34-0746



## PART 2—The Billboard

### RETAIL SALES AND

#### BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	POSITION Last Week	POSITION This Week	Title	Artist
6	1	1	OH! WHAT IT SEEMED TO BE (R)	Santly-Joy
6	2	2	PERSONALITY (F) (R)	Burke-Van Heusen
2	7	3	ONE-ZY, TWO-ZY (I Love You-zy) (R)	Martin
5	6	4	YOU WON'T BE SATISFIED (Until You Break My Heart) (R)	Mutual
8	8	4	I'M ALWAYS CHASING RAINBOWS (F) (R)	Miller
7	5	5	DOCTOR, LAWYER, INDIAN CHIEF (F) (R)	Burke-Van Heusen
13	4	6	SOME SUNDAY MORNING (F) (R)	Harms, Inc.
15	3	7	SYMPHONY (R)	Chappell
3	6	8	DAY BY DAY (R)	Barton
1	—	9	ATLANTA, G. A. (R)	Stevens
20	9	10	I CAN'T BEGIN TO TELL YOU (F) (R)	Bregman-Vocco-Conn

#### BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	POSITION Last Week	POSITION This Week	Title	Artist	Label
7	1	1	OH! WHAT IT SEEMED TO BE	Frankie Carle	Columbia 36892
			<i>As Long as I Live (F)</i>		
6	2	2	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905
			<i>Day by Day</i>		
11	3	3	PERSONALITY	Johnny Mercer	Capitol 230
			<i>If I Knew Then</i>		
15	4	4	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton	Capitol 220
			<i>I'm Just a Square in a Social Circle (F)</i>		
6	5	5	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Les Brown	Columbia 36884
			<i>Come to Baby, Do</i>		
3	10	6	DOCTOR, LAWYER, INDIAN CHIEF (F)	Les Brown	Columbia 36945
			<i>Day by Day</i>		
3	6	7	OH! WHAT IT SEEMED TO BE	Dick Haymes-Helen Forrest	Decca 23481
			<i>Gimme a Little Kiss, Will You, Huh?</i>		

(Continued on page 154)

#### BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last Week	POSITION This Week	Title	Artist	Label
3	1	1	Bells of St. Mary's	Bing Crosby (John Scott Trotter Ork)	Decca A-410
2	5	2	The Voice of Frank Sinatra	Frank Sinatra	Columbia C-112
3	3	3	Don't Fence Me In	Bing Crosby	Decca A-417
5	2	4	Showboat	Tommy Dorsey and His Orchestra	Victor P-152
7	4	5	State Fair	Dick Haymes	Decca A-412

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Title	Artist	Label
36	3	1	Rhapsody in Blue	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
3	2	2	From a Program of Chopin Piano Music	Played by Vladimir Horowitz	Victor DM-1034
6	—	3	Rachmaninoff Concerto No. 2 in C Minor	Rachmaninoff, Philadelphia Ork	Victor DM-58
41	—	4	Music to Remember (From the Life of Chopin)	Jose Iturbi	Victor SP-4
4	—	5	Sonata Appassionata	Artur Schnabel	Victor M-1018

#### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Title	Artist	Label
40	2	1	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
19	1	2	Warsaw Concerto	Sanroma Boston Pops	Victor 11-8863
47	4	3	Warsaw Concerto	Wallenstein, Los Angeles Philharmonic Ork	Decca 29150
1	—	3	Spellbound	Al Goodman	Victor 28-0404
26	3	4	Clair De Lune	Jose Iturbi	Victor 11-8851

# RCA VICTOR RECORDS



# Music Popularity Chart

Week Ending  
Mar. 21, 1946

## JUKE BOX PLAYS

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune.

Weeks to date	Last Week	This Week	POSITION	RECORD
8	1	1	1	<b>OH! WHAT IT SEEMED TO BE</b> —Frankie Carle (Marjorie Hughes) ..... Columbia 36892 (Frank Sinatra, Columbia 36905; George Paxton, Majestic 7164; Dick Haymes-Helen Forrest, Decca 23481; Charlie Spivak, Victor 20-1806)
15	2	2	2	<b>DOCTOR, LAWYER, INDIAN CHIEF (F)</b> —Betty Hutton (Paul Weston Ork) ..... Capitol 220 (Hoagy Carmichael, ARA 128; Les Brown, Columbia 36945; Bill McCune, Davis 2103)
8	4	3	3	<b>YOU WON'T BE SATISFIED (Until You Break My Heart)</b> —Les Brown (Doris Day) ..... Columbia 36884 (Perry Como, Victor 20-1788; Louis Prima, Majestic 7144)
10	3	4	4	<b>PERSONALITY (F)</b> —Johnny Mercer ..... Capitol 230 (Dinah Shore, Victor 20-1781; Pearl Bailey, Columbia 36930; Helen Carroll-The Satisfiers, Victor 20-1807; Bing Crosby, Decca 18790; Bill McCune, Davis 2103)
6	6	5	5	<b>OH! WHAT IT SEEMED TO BE</b> —Frank Sinatra (Axel Stordahl Ork) ..... Columbia 36905 (See No. 1)
2	11	6	6	<b>ONE-ZY, TWO-ZY (I Love You-zy)</b> —Freddie Martin (The Martin Men) ..... Victor 20-1826 (Phil Harris, ARA 136; Tommy Jones, Sterling 7001; Eddie Cantor, Pan American 71; Hildegarde-Guy Lombardo, Decca 23511; Kay Kyser, Columbia 36960; Yank Lawson Ork-Monica Lewis, Signature 15021; Eileen Barton, Mercury 2069; Mack Triplets, De Luxe 1016)
8	10	7	7	<b>YOU WON'T BE SATISFIED (Until You Break My Heart)</b> —Perry Como-The Satisfiers (Russ Case Ork) ..... Victor 20-1788 (See No. 3)
4	7	8	8	<b>ATLANTA, G. A.</b> —Sammy Kaye (Billy Williams) ..... Victor 20-1795 (Woody Herman, Columbia 36949; The Five Red Caps, Davis 2102)
1	—	9	9	<b>SEEMS LIKE OLD TIMES</b> —Vaughn Monroe (Vaughn Monroe-The Norton Sisters) ..... Victor 20-1791 (The Five Red Caps, Davis, 2101; Thelma Carpenter, Majestic 1030; Kate Smith, Columbia 36950; Guy Lombardo, Decca 18737; Mack Triplets, De Luxe 1016; Gail Meredith, Manor 1018)
2	13	10	10	<b>McNAMARA'S BAND</b> —Bing Crosby-The Jesters (Bob Haggart Ork) ..... Decca 23495 (John Ryan, Victor 20-1827)
3	15	10	10	<b>OH! WHAT IT SEEMED TO BE</b> —Dick Haymes-Helen Forrest (Earl Hagen Ork) ..... Decca 23481 (See No. 1)
1	—	11	11	<b>SHOO-FLY PIE AND APPLE PAN DOWDY</b> —Stan Kenton (June Christy) ..... Capitol 235 (Dinah Shore, Columbia 36943; Guy Lombardo, Decca Q1100)
16	8	12	12	<b>SYMPHONY</b> —Freddie Martin (Clyde Rogers) ..... Victor 20-1747 (Marlene Dietrich, Decca 23456; Benny Goodman, Columbia 36874; Jo Stafford, Capitol 227; Danny O'Neil, Majestic 7162; Guy Lombardo, Decca 18737; Bing Crosby, Decca 18635; Phil Moore Four, Musicraft 15048; Harry Cool, Signature 15007; Barry Wood, Cosmo 469; Jean Surlon, Decca 4002A)
1	—	13	13	<b>DAY BY DAY</b> —Jo Stafford (Paul Weston Ork) ..... Capitol 227 (Frank Sinatra, Columbia 36905; Les Brown, Columbia 36945; Bing Crosby-Mel Torme, Decca 18746; Monica Lewis, Signature 15009; Martha Stewart, Victor 20-1828)
3	15	13	13	<b>OH! WHAT IT SEEMED TO BE</b> —Charlie Spivak (Jimmy Saunders) ..... Victor 20-1806
5	9	13	13	<b>SEEMS LIKE OLD TIMES</b> —Guy Lombardo (Don Rodney-The Lombardo Trio) ..... Decca 18737 (See No. 9)
12	5	14	14	<b>LET IT SNOW! LET IT SNOW! LET IT SNOW!</b> —Vaughn Monroe (Vaughn Monroe-The Norton Sisters) ..... Victor 20-1759 (Connie Boswell-Russ Morgan, Decca 18741; Danny O'Neil, Majestic 7162; Woody Herman, Columbia 36909; Bob Crosby, ARA 129)
1	—	15	15	<b>DOCTOR, LAWYER, INDIAN CHIEF (F)</b> —Les Brown (Butch Stone) ..... Columbia 36945 (See No. 2)
1	—	15	15	<b>I'M A BIG GIRL NOW</b> —Sammy Kaye (Betty Barclay) ..... Victor 20-1812
19	11	15	15	<b>I CAN'T BEGIN TO TELL YOU (F)</b> —Bing Crosby-Carmen Cavallaro ..... Decca 23457 (Andy Russell, Capitol 221; Harry James, Columbia 36867; Sammy Kaye, Victor 20-1720)

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	Last Week	This Week	POSITION	RECORD
9	1	1	1	<b>GUITAR POLKA</b> ..... Al Dexter ..... Columbia 36898
2	—	2	2	<b>DETOUR</b> ..... Spade Cooley ..... Columbia 36935
6	2	3	3	<b>SIoux CITY SUE</b> ..... Zeke Manners ..... Victor 20-1797
9	3	4	4	<b>SIoux CITY SUE</b> ..... Hoosier Hot Shots ..... Decca 18745
6	6	4	4	<b>HONEY, DO YOU THINK IT'S WRONG?</b> ..... Al Dexter ..... Columbia 36898
5	4	5	5	<b>SILVER SPURS (On the Golden Stairs)</b> ..... Gene Autry ..... Columbia 36904
3	5	5	5	<b>DETOUR</b> ..... Wesley Tuttle ..... Capitol 233
2	—	5	5	<b>I WISH I HAD NEVER MET SUNSHINE</b> ..... Wesley Tuttle ..... Capitol 233
2	—	6	6	<b>WAVE TO ME, MY LADY</b> ..... Elton Britt ..... Victor 20-1789

### MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last Week	This Week	POSITION	RECORD
5	1	1	1	<b>HEY! BA-BA-RE-BOP</b> ..... Lionel Hampton ..... Decca 18754
4	2	2	2	<b>RECONVERSION BLUES</b> ..... Louis Jordan ..... Decca 18762
4	3	3	3	<b>SALT PORK, W. VA.</b> ..... Louis Jordan ..... Decca 18762
10	1	4	4	<b>DON'T WORRY 'BOUT THAT MULE</b> ..... Louis Jordan ..... Decca 18734
12	3	5	5	<b>BUZZ ME</b> ..... Louis Jordan ..... Decca 18734
1	—	5	5	<b>DON'T BE A BABY, BABY</b> ..... Mills Brothers ..... Decca 18753 Johnny Moore's Three Blazers
6	4	5	5	<b>DRIFTING BLUES</b> ..... Philo P-112



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**BING CROSBY**  
and  
**EDDIE HEYWOOD**

**WHO'S SORRY NOW?**  
*Vocal with Orchestra*

**I'VE FOUND A NEW BABY**  
*Vocal with Orchestra*

DECCA RECORD NO. 23530...75¢



---



**DICK HAYMES-HELEN FORREST**

**ALL THROUGH THE DAY**  
*Vocal with Orchestra directed by Earle Hagen*

**IN LOVE IN VAIN**  
*Vocal Duet with Orchestra directed by Earle Hagen*

DECCA RECORD NO. 23528...75¢



---



**CARMEN CAVALLARO-BOB EBERLY**

**FULL MOON AND EMPTY ARMS**  
*Vocal with Piano and Rhythm Accompaniment*

**COME CLOSER TO ME**  
*Vocal with Piano and Rhythm Accompaniment*

DECCA RECORD NO. 18813...50¢



---



**ELLA FITZGERALD and BILLY KYLE and his TRIO**

**I DIDN'T MEAN A WORD I SAID**  
*Vocal with Instrumental Accompaniment*

**I'M JUST A LUCKY SO-AND-SO**  
*Vocal with Instrumental Accompaniment*

DECCA RECORD NO. 18814...50¢



---

**THE JESTERS-MILT HERTH TRIO**

**LOOP-DE-LOO**  
*Vocal with Instrumental Accompaniment*

**PUT THE BLAME ON MAME**  
*Vocal with Instrumental Accompaniment*

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- Jack Leonard ..... Majestic
- Art Mooney ..... Vogue
- Will Osborne ..... Black & White

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 (Idaho Call and His Sun Valley Cowboys)

2017-(A) HIDE YOUR FACE  
 (B) THIS LONELY WORLD  
 (Jimmy Walker and His Western Stars)

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 (B) WHITE CROSS ON OKINAWA  
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2019-(A) TIME ALONE WILL TELL  
 (B) I DON'T WANT ANYONE BUT YOU  
 (CAL AND BUDDY AND THEIR RANCH HANDS)

2020-(A) A LAZY DAY  
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**PART 3—The Billboard**

**ADVANCE RECORD**

**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.

- AH DEE DAH ..... Chuck Foster Ork ..... Mercury 2065
- ALL THAT GLITTERS IS NOT GOLD .. Mildred Bailey ..... Majestic 1034
- ALL THROUGH THE DAY ..... Frank Sinatra (Axel Stordahl Ork) .. Columbia 36962
- AMATEUR NIGHT IN HARLEM ... Willie Bryant-Tab Smith Septette .. Apollo 369
- AS IF I DIDN'T HAVE ENOUGH ON Eileen Barton (Jerry Jerome Ork) .. Mercury 2069
- MY MIND ..... Harry James (Buddy Di Vito) .. Columbia 36965
- AS IF I DIDN'T HAVE ENOUGH ON MY MIND .. Vincent Lopez Ork ..... Mercury 2074
- ASHBY DE LA ZOOCH ..... The Five Red Caps ..... Davis 2102
- ATLANTA, G. A. .... Lecuona Cuban Boys (Augustin Bra- guera) ..... Victor 23-0270
- AY! MAMA INES ..... Bob Chester Ork (Lora Jamison) .. Sonora 3004
- AZUSA ..... Day, Dawn & Dusk.. Collectors Items 805
- BASIN STREET BLUES ..... Billy Eckstine ..... National 9018
- BASIN STREET BLUES ..... Zeko Clements ..... Liberty 5
- BLUE ..... Johnny Guarneri ..... Majestic 1032
- BLUE MEXICO SKIES ..... Day, Dawn & Dusk.. Collectors Items 806
- BODY AND SOUL ..... Standard Ork ..... Standard International F-1001
- BONES, BONES, BONES ..... Hal McIntyre (Frankie Lester) ..... Cosmo 473
- CARNIVAL EN LA ALDEA (Carni- John Daniel's Gospel Quartet .. Liberty 7
- val in the Village) ..... Harmoners Quartet ..... Victor 20-1816
- COME RAIN OR COME SHINE ..... Tamb. Zbor Serenaders ..... Continental C-212
- CROSSING OVER JORDAN ..... Harry James Ork (Ginnie Powell) .. Columbia 36965
- CROWN HIM KING ..... Oklahoma Ed Moody (The Six Western- aires) ..... Black and White BW 1005
- DALEKO MOJE ZAGORJA ..... Standard Ork ..... Standard International F-1001
- DO YOU LOVE ME? ..... Nick Esposito Ork ..... Pacific 603
- DOWN THE TRAIL TO HOME ..... Raymond Scott Ork ..... Sonora 3003
- EL RANCHERO ENAMORADO ..... The Dixie Humming Birds .. Apollo 104
- (Rancher in Love) ..... Hot Lips Page Ork (Hot Lips Page) .. Continental C-8017
- EMPTY BALLROOM BLUES, Parts 1 and 2 ..... Oklahoma Ed Moody (The Six Western- aires) ..... Black and White BW 1004
- ENCHANTED FOREST ..... Jay McShann and His Sextet ..... Mercury 8002
- EVERY KNEE SURELY MUST BOW .. Louis Prima (Louis Prima) ..... Majestic 7172
- FLORIDA BLUES ..... Noel De Selva and His Pan American Ork (Chuy) .. Pan-American Pan 003
- FOREVER IS A LONG, LONG TIME .. Gail Meredith (Cedric Wallace Trio) .. Manor 1019
- GARFIELD AVE. BLUES ..... HEBREW AND PALESTINIAN FOLK TUNES ALBUM ..... Palestinian String Quartet..... Disc 902
- GIMMIE A LITTLE KISS (Will Ya, Huh?) ..... Artzah-Allnu ..... Disc 7001
- GUADALAJARA ..... Hava Nagilah Pakad Adoshem ..... Disc 7003
- HANGIN' AROUND ..... Havdolo Hasidic Dance ..... Disc 7002
- HEBREW AND PALESTINIAN FOLK TUNES ALBUM ..... Hebrew Melody ..... Disc 7001
- ..... Kuman-Echa ..... Disc 7003
- ..... V'Taher Li Ba Nu ..... Disc 7003
- HIDE YOUR FACE ..... Jimmy Walker and His Western Stars .. Coast 2017
- HONEST, I'M HONEST ..... Zeke Clements ..... Liberty 4
- HOOTIE BOOGIE ..... Jay McShann and His Sextet ..... Mercury 8002
- HUDSON VALLEY SONGS ALBUM..... Frank Waner ..... Disc 611
- A Trip On the Erie ..... Disc 5024
- Blue Mountain Lake ..... Disc 5022
- Bonnie Bay O'Biscay-O ..... Disc 5024
- British Soldier ..... Disc 5023
- Montealm & Wolfe ..... Disc 5023
- Tom Moore, in the Days of '49 ..... Disc 5022
- I DIDN'T MEAN A WORD I SAID .... Bob Chester Ork (Larry Butler) ..... Sonora 3004
- I LOVE AN OLD-FASHIONED SONG.. The Five Red Caps ..... Davis 2102
- I YI YIMMINY YI ..... Henri Rene and His Musette Ork .. Victor 25-1055
- IF IT'S WRONG TO LOVE YOU .... Idaho Call and His Sun Valley Cowboys .. Coast 2022
- I'LL BE OURS (J'Attendrai) ..... Mark Warnow Ork (Vera Barton) .. Sonora 3005
- I'M IN LOVE WITH TWO SWEET- HEARTS ..... Chuck Foster Ork ..... Mercury 2065
- I'M ON MY WAY BACK TO OKLAHOMA ..... Curt Barrett and the Trailsmen ..... Apollo 105
- IN LOVE IN VAIN ..... Mildred Bailey ..... Majestic 1034
- IN THE STORM TOO LONG ..... The Dixie Humming Birds .. Apollo 104
- INVOCANDO A CHANGO ..... Lecuona Cuban Boys (Chiquito Orefiche) .. Victor 23-0270
- IT COULDN'T BE TRUE ..... Hal McIntyre (Nancy Reed and Quar- tet) ..... Cosmo 473
- IT'S OVER BECAUSE WE'RE THROUGH ..... Willie Bryant-Tab Smith Septette .. Apollo 369
- I'VE BEEN DOWN IN TEXAS ..... Effie Smith (Darby Hicks Ork) .. G & G 1017
- I'VE BEEN LONESOME SINCE YOU WENT AWAY ..... Paul Howard and His Arkansaw Cotton Pickers ..... Liberty 6
- JALOUSIE ..... Noel De Selva and His Pan-American Ork ..... Pan-American Pan 032
- JUAREZ ..... Noel De Selva and His Pan-American Ork ..... Pan-American Pan 003
- KEEP YOUR LOVELIGHT BURNING .. Curt Barrett and the Trailsmen ..... Apollo 105
- LAUGHING ON THE OUTSIDE ..... Vincent Lopez Ork ..... Mercury 2074
- LIBERATION OF PARIS ALBUM (French), Parts 1-8 (4-12") ..... Disc 55
- LIVING A LIE OVER YOU ..... Red River Dave (Sula's Texas Rangers) .. Continental C-5053
- LJUTA ZANA ..... Tamb. Zbor Serenaders ..... Continental C-212
- LOOKING FOR AN ANGEL LIKE YOU. Zeke Clements ..... Liberty 5
- MAMA ..... Stefano Lombardi (Victor Continental Ork) ..... Victor 25-7001

(Continued on page 158)



# Music Popularity Chart

Week Ending  
Mar. 21, 1946

## DATA AND REVIEWS

### RECORD POSSIBILITIES

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

**I'M HEADIN' FOR CALIFORNIA** ..... Glenn Miller Orchestra with Tex Beneke (Tex Beneke and the Crew Chiefs) ..... Victor 20-1834

An infectious rhythm ditty fashioned along the same lines as "Chattanooga Choo Choo" and cut in crisp manner by the ex-G.I. gang now led by Tex Beneke, who is joined by the harmonies of the Crew Chiefs, a mixed crew, for this lively chant. Backed with a bright and fresh swing version of "Swing Low, Sweet Chariot."

**ONE MORE TOMORROW**. Glenn Miller Orchestra with Tex Beneke (Artie Malvin). Victor 20-1835

A gorgeous Ernesto Lecuona melody, utilized by Eddie DeLange and Joe Myrow to serve as the title tune for the new Ann Sheridan-Alexis Smith movie. Also serves as excellent ballad material for the Miller band and as a romantic vehicle for Artie Malvin's smooth baritone voice.

### 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.

#### GLENN MILLER ORCHESTRA (Victor 20-1834 and 20-1835)

**Swing Low Sweet Chariot—Ft. I'm Headin' for California—FT; V.**  
**It Couldn't Be True—FT; V. One More Tomorrow—FT; V.**  
There's quite a gap between the music of Glenn Miller and that which is now offered in his name by the ex-G.I. band directed by Tex Beneke. Nonetheless, this newly-organized well co-ordinated group does fair justice to the memory of the old maestro, playing with a measure of youthful enthusiasm that is bound to bring it desired response. Their arrangements are not too profound but ever brilliant without emphasizing the clarinet-sax blend that characterized the Miller band of old. Beneke, in carrying the leader's load, strikes out with a musical tangent of his own that is highly commercial. Just how far the Glenn Miller name will push them is a moot question.

For their platter preem, the Miller men take four sides to display their capabilities with each type of tune. In the jump pattern, there is a bright rhythmic cut for Bill Finegan's arrangement of "Swing Low, Sweet Chariot," with Beneke's soft tenor sax riding and the sliding of the trombone team the instrumental highs. Mated is a pleasant plattering of "I'm Headin' for California," a rhythmic ditty with Arthur Malvin, the band's romantic voice, and the late maestro authored after the fashion of "Chattanooga Choo Choo." It's spry syncopating with the throaty singing of Beneke assisted by the finely blended voices of the Crew Chiefs. "It Couldn't Be True" is a lilting ballad which brings up the string section plucking pizzicato notes to spark the rhythmic beats, with Beneke and the Crew Chiefs carrying out the vocal chores and well. Most promising side is "One More Tomorrow," a lush ballad with strings, reeds and brass bringing out its melodic charm, and Artie Malvin its lyrical appeal. It's a highly tuneful Ernesto Lecuona Latin lullaby fashioned by Joe Myrow and Eddie DeLange to serve as the title tune for Ann Sheridan's new movie. With the name of Glenn Miller to enhance the merchandising appeal, any or all of these sides are a cinch to catch coins.

#### PHIL BRITO (Musicraft 15054 and 15056)

**Do You Love Me—FT; V. I Wish I Could Tell You—FT; V.**  
**In the Moon Mist—FT; V. Tell Me That You Love Me, Honey—FT; V.**  
The Romantics in song offered up by Phil Brito in these four sides are in high order with all his other baritone disk efforts. Save for the movie title tune, "Do You Love Me," to which the Stardusters add their rhythm harmonies, Brito is the ace salesman for the love ballads. Most effective is his pash piping for "In the Moon Mist," the classical theme. "I Wish I Could Tell You" is also a movie song, from "Wake Up and Dream," for which he brings out all of the melodic and lyrical appeal of the song. And for "Tell Me That You Love Me, Honey," the "Honey" type of rhythm ballad, the Stardusters add vocal force. More important to Brito's song selling, however, is the rich instrumental bank built up by the orchestra conducted by Walter Gross.

For the music boxes, Brito fans will go gushy for "In the Moon Mist."

#### COOTIE WILLIAMS (Majestic 7148)

**Somebody's Gotta Go—FT; V. Blue Garden Blues—FT.**  
While it's Cootie Williams's first-timing on the Majestic label, it's the singing of Eddie Vinson that makes for the major interest with his earthy blues shouting of two-timing women in his own version of the "Somebody's Gotta Go" race blues. Tempo is stepped up considerably for "Blue Garden Blues," an instrumental spinner. And while the band doesn't distinguish itself, side does show Cootie's growl trumpeting to good advantage along with attractive heating of the notes by tenor sax, piano and a growling trombone.

On the strength of Eddie Vinson's singing, there is phono attraction for the race locations in "Somebody's Gotta Go."

#### METRONOME ALL-STAR BAND (Victor 40-4000)

**Metronome All Out—FT. Look Out—FT.**  
All-star sessions are generally so much jam that never really jells, but, this plattering proves an exception. Without question, it's the greatest collection of swing satellites for any single session. Moreover, much more attention was given to the production of these 12-inchers, which introduce a new Green label series for the waxworks. Proceeds from this spinner go to Red Cross and Unemployed Musicians' Relief. And it should net quite a penny on the strength of the names. And highly-desired brand of le jazz hot dished up, making it a real item for the collectors. Most of the excitement is packed in "Metronome All Out," with composer Duke Ellington serving as guest maestro. Once J. C. Higgenbotham brings on blues theme, the hot horns whip into a fast tempo with the individual horns blowing it torrid all the way. Composer Sy Oliver serves as guest conductor for "Look Out," a lively riff pattern that also packs plenty of musical meat.  
Created for hot disk collectors only.

#### HENRY PATRICK (20th Century 1001 and 1003)

**Heart of My Heart—FT; V. Pally Wolly Doodle—FT; V.**  
**Who Did It to Mary?—FT; V. I Can Hardly Wait—FT; V.**  
Remembering how Eli Oberstein once put his own platter label out front with "She Lost It at the Astor" Ivan Ballen, who fathers this new 20th Century label in Philadelphia, seems bound to attract the same kind of attention with "Who Did It to Mary?" Of course, it was only a snowball thrown down Mary's back, as Henry Patrick, a smooth bary warbler, finally discloses. But until he gets to the let-down line, there is no doubting the entendre. Patrick proves an effective piper in the romantic mood for Ben Ryan's "Heart of My Heart." "I Can Hardly Wait" is an attractive enough ballad by Moe Jaffe and Clay Boland, with Patrick again in good voice. And while the beat is rhythmic for "Polly Wolly Doodle," the unearthly slow tempo for this familiar jingle keeps it from counting. Musical accompaniment by the Tavern Boys, a round-up of clarinet, celesta piano, drums and bass, hardly provides enough body for Patrick's full voice.  
At tap and tavern locations where they can get away with it, "Who Did It to Mary?" is obvious.

(Continued on page 160)

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Direct from the star-studded studios of 20th Century-Fox comes the velvet-toned voice of a new Musiccraft record artist—

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Her warm, intimate renditions of the nation's top songs, movie and Broadway show scores will have you applauding a new favorite. Louanne Hogan is assisted in her disc debut by *Alfred Newman*, musical director of 20th Century-Fox, with an orchestra of 33 of America's top musicians, plus the superb arranging of 20th Century-Fox arrangers—Edward Powell and Herb Spencer.

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1. **ROLY POLY**  
BOB WILLS—Columbia Record No. 36966
2. **NO ONE WILL EVER KNOW**  
ROY ACUFF—Columbia Record No. 36891
3. **I THINK I'LL GO HOME AND CRY**  
ROY ACUFF—Columbia Record No. 36891
4. **I'M SORRY IF THAT'S THE WAY YOU FEEL**  
JIMMIE DAVIS—Decca Record No. 18756
5. **I TALK TO MYSELF ABOUT YOU**  
EDDY ARNOLD—Victor Record No. 20-1801
6. **THESE TEARS ARE NOT FOR YOU**  
BILL BOYD—Victor Record No. 20-1793
7. **AS LONG AS I LIVE**  
THE BAILES BROTHERS—  
Columbia Record No. 36932
8. **SEARCHING FOR A SOLDIER'S GRAVE**  
THE BAILES BROTHERS—  
Columbia Record No. 36932
9. **YOU TWO-TIMED ME ONE TIME TOO OFTEN**  
HOOSIER HOT SHOTS and TWO-TON BAKER—Decca Record No. 18738
10. **BLUES IN MY MIND**  
THE RAMBLING ROGUE—  
Columbia Record No. 36951
11. **I WEAR YOUR MEM'RY IN MY HEART**  
THE SONS OF THE PIONEERS—  
Victor Record No. 20-1820

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## Music—As Written

### NEW YORK:

Nat Moss, proprietor of the 400 Restaurant here, says that rumors he will shut down immediately after the close of Charlie Barnet's current run "must have started in an alley or in Polly Adler's."

### Band Babble

Benny Goodman, set for the NBC Monday time now occupied by *Information, Please*, has signed as guest soloist for some of the pop concerts to be given this spring in Carnegie Hall. . . . Taking exception to our "kingdom for a hot chirp" yarn of last week, Lora Jamison, former NBC warbler, says she and dozens of others have been getting the waiting-room treatment from band agencies and the brush-off from band managers who are wolves on the side. . . . Vaughn Monroe signed with World Transcriptions. . . . Shep Fields to open Palisades dance season April 20-21. . . . Jimmy Palmer into Post Lodge April 2 for a week, followed by Herb Miller for four weeks. Hal McIntyre's opening pushed back to June 12. . . . Harry Moss takes on Paul Sabin, former leader, and Don Palmer, former manager of Bunny Berigan and Scat Davis, as assistant bookers. . . . Buddy Johnson into Apollo Theater May 10. . . . Ray McKinley precedes his May 4 opening at Meadowbrook, Cedar Grove, N. J., with a flock of school dates. . . . Milt Ebbins squawking because Perry Como and Jack Leonard are "capitalizing" on standards which his Billy Eckstine revived. . . . Randy Brooks and Leo Reisman did Decca dates this week. . . . Jerry Wald back at Hotel New Yorker. . . . Charlie Spivak into Rio Casino, Boston, April 28-May 11. . . . Bernie Privin temporarily out of Benny Goodman ork with a lip infection. . . . Count Basie returns from his first Southern tour in over three years to play some Midwest theaters.

Diskers could do worse than take on the Peters Sisters, trio, currently at Strand Theater. . . . Milton Drake has a potential star in Adele Clark, whose throaty workouts at Shapiro-Bernstein's audition rooms are drawing trade raves. Girl reported set for a Mutual sustainer, but will do better. . . . Watch Paramount Music's *Saskatchewan* and Leeds's *Azura*. Tony Pastor has already cut latter tune for Cosmo and disk looks like real sleeper.

### Platter Palaver

Duotone is out with a \$50 phonograph needle. Has a diamond tip. . . . Art Hodes will do an album for Jazz Records Company. . . . Robert P. Robinson Jr., new purchasing director for Columbia Records after 11 years with Remington Arms.

For-What-It's-Worth-Department: How about a disk album of funny stories with musical background by Senator (Kenny Delmar) Claghorn. Natural tag would be "That's a joke, son" album. With Allen show plugging could do all right. . . . Bootleg lyric sheet racket may be dead. All we know is we picked up another one on times square this week. Called "Popular Song Hits" it contained lyrics to *You Won't Be Satisfied (Till You Break My Heart)*, *Symphony, Patience and Fortitude* and plenty other current hot tunes. . . . Cosmo Records has tied up with *Song Hits* magazine. Diskery will record winning tune in lyric contest magazine is promoting thru its pages.

### CHICAGO:

Eddy Howard's ork has been inked to a Majestic Recording pact, and Ben Selvin, the label's talent chief, will be in Chicago in three weeks to wax the first sides by the ex-Dick Jurgens' vocalist. . . . Randy Brooks set for the *Teen Timers* show, ABC

Saturday morning network ainer, April 6. . . . The Chase Hotel, St. Louis, ups its talent budget to almost double May 17 when Jimmy Dorsey's ork opens there for two weeks at a reported 8G per week. . . . Glen Gray set for the Paramount, New York, June 5 for three weeks with options. . . . Joe Martin, ex-Del Courtney singer, has joined Johnny Gilbert's band. . . . Eastwood Gardens, Detroit, blowing up their weekly talent overhead for coming season, bringing Woody Herman in from June 7 to 30; and the Glenn Miller ork, featuring Tex Beneke, from July 19 to August 1. . . . Shorty Sherock set for Lakeside, Denver, May 10-16. . . . Memphis will soon have a new theater in its Negro section named after W. C. Handy, composer of *St. Louis Blues*. . . . Lionel Hampton's *Swing Book*, which hit the stands this week, may do a Spanish edition. . . . Les Brown will probably play a two-weeker at the Rainbo Ballroom, Chicago, starting April 23.

### HOLLYWOOD:

Sam Lutz, personal manager for the Smart Set, inked vocal group to record deal with Atlas Diskery. . . . Joe Zimanich has already cut batch of sides by Chuy Reyes's band, Abe Most's swing unit; Betsy Gay, Western singer, and the Harlem Blue Knights for Superior Records. The Knights' and Most's sides will be Superior's initial offerings to the trade. . . . Berle Adams headed this way from Chicago to work on Mercury Record expansion. Irv Green, prexy of firm, already here. Adams will probably cut additional sides by Buddy Rich's band, now at Palladium, while here. . . . Lawrence Welk at Universal for musical short. . . . De Castro Sisters open at Slapsy Maxie's in early April. . . . Bob Strong vacationing here while most of his band boys are doing their relaxing back East. Strong may go into the Aragon or Trianon. . . . Harry Revel to New York in April for Broadway interests, including *Westchester Countess* and *Thanks Mr. Franklin*. . . . Frank Stacy, Capitol mag editor, hospitalized for weeks. . . . Herb Miller's band (he's Glenn Miller's brother) to Coast debut at Mission Beach.

Dorothy Donegan and Roy Eldridge ork paired in a vaude package. Will play a week at Apollo Theater, New York, April 26, and a week at Regal, Chicago, May 24. Eldridge is currently at El Grotto, Chi. . . . Louise Carroll quits Bernie Cummins chirp post to marry. . . . Jose Iturbi grossed over \$100,000 in eight Southern recitals this month.

William Morris Agency still believes Claude Thornhill will take out a band and not go to work for a radio net as reported elsewhere. . . . Consolidated Radio Artists hit by a wave of quitting among office workers. Six in the last month.

### HERE AND THERE:

Edgar A. Willis, veteran ballroom manager of Sioux City, Ia., who used to get out on the dance floor to check ork rhythm sections, died recently at the age of 86. . . . Jules Levey, independent producer for United Artists, will start work on *Conspiracy in Jazz* in a couple of weeks. . . . Clifford J. Norby new head of Macy's music department. . . . Karl Krueger, director of Detroit Symphony, flew to Germany the other day to start a European tour which will blanket the Continent and last until May. . . . Ted Mossman, who "collaborated" with Chopin on *Till the End of Time* and with Rachmaninoff on *Full Moon and Empty Arms*, has joined forces with Tchaikowsky on *Don't You Ever Let Me Go*, with lyric by Mitchell Parish. Mills Music pubbing.



## Gwartz's Unique Tune Picking Angle on Platter Distributing

NEW YORK, March 23.—New hep twist to record manufacturing-distributing hook-ups is arrangement worked out by Irv Gwartz with number of small indie diskeries whose product he is distributing. Deal calls for Gwartz to guarantee sales of fixed amount of disks the indie manufacturer presses for him. Gwartz is able to do this thru his three distribution firms, Eastern Music Sales, New York (handling New York and New England), Pennsylvania Record Supply, Inc., Philadelphia (handling Pennsylvania and the Eastern Seaboard), and Record Dealers Supply, Inc., New York (servicing the West, the Middle West and the South). In return for this guaranteed sale disk manufacturer gives Gwartz a voice in deciding which tunes should be made, talent to be used, etc. At present Gwartz has such deals with Diamond Records, Coronet Records and Melrose Records.

In addition to being able to select tunes for recording by these indies, Gwartz still has an agreement with Musicraft whereby latter firm (Gwartz was part owner and later exclusive distributor for Musicraft as reported in earlier issues of *The Billboard*) must record eight tunes published by one of Gwartz's three music publishing firms each year, and must guarantee to produce at least 40,000 disks of each of these tunes. Deal has until January 15, 1947, to run. Gwartz acquired the three music publishing companies, Viking, Chelsea and Saunders, along with the distributing firms, two book publishing firms and a real estate holding when he split with his former Musicraft manufacturing part-

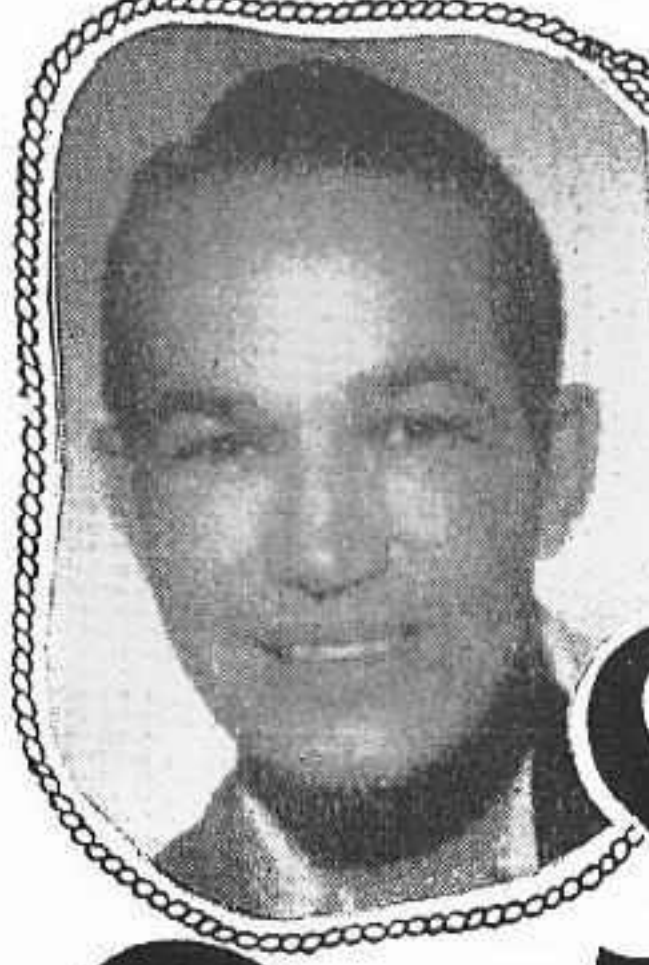
ners. Properties, including the record company, were all jointly owned by Gwartz, Paul Puner, Albert Marx and others. Other partners acquired full interest and control of the record company, while Gwartz took above-mentioned projects. Jefferson-Travis, headed by Prexy Irv Felt and Veepee Eddie Ellington, has since bought Musicraft.

Set-up now enables Gwartz to command quite a bit of disk "time" for output of his three music publishing firms while at the same time offering small indie diskers a ready-made distribution and sales structure. Latter factor has often proved major stumbling block to new indie platteries. In addition to deals with diskers above-named, Gwartz also has straight distributing tie-ups with other indie manufacturers, including Southern, Sterling, Juke Box, Manor, Regis, Seva, Campus Christian, Harlem, Chicago, Acme, Rhumboogie and Bullet.

### Ferentz, Clancy Retained As Prexy, Sec. of Det. Local

DETROIT, March 23.—Re-election of the two key officers in the Detroit Federation of Musicians, Local No. 5 of AFM, was assured Sunday when nominations were closed with no other names being filed. Unopposed officers are Jack Ferentz, president, and George Clancy, secretary.

There is the usual run of opposing candidates for other offices and for the board of directors. Election will be held April 21. New officers serve a two-year term.




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## Job Shortage Socks Milwa'kee Musickers

MILWAUKEE, March 23.—With members of Milwaukee Musicians' Association continuing to return from service, and increasing numbers of new tootlers joining the local, employment situation is pretty tight here. The several new spots opened during the war, with a few operating on a long-hour basis, there is still not enough work to keep major portion of tootlers busy. The only vaude house in town, Riverside, has been running straight pictures for some time and it looks as tho it will be late September before house returns to stagershow. During previous years, a house band worked fairly steadily at the Riverside. The Empress, burlesque house, is the only theater employing live musicians.

One local hotel operating a dine-dance supper room employs a large band, consisting of local tootlers. The other major hotel books in semi-name bands for extended engagements, and uses out-of-town talent in the cocktail lounge.

### Terpalace Jobs Limited

George Devines's Million Dollar Ballroom works a steady modern band, as well as old-time combos for special nights. This policy is supplemented by name appearances, both during the week and on weekends. The other major ballroom, the Roof, uses a local ork and brings in name outfits for one-nighters.

Dreamland Ballroom has been operating for some time on a straight old-timer basis, as does the Futuristic, but latter only on certain nights in the week. These ballrooms and the local niteries and lounges, however, do not provide enough working spots to handle the local tootlers.

Several outside ballroom interests have cased the town with the intent of opening new spots, but to date none of them have gone thru with plans. Under conditions existing, many Milwaukee tootlers have given up their homes, and moved on to other parts. Many ex-G.I. members of the local who have returned, have jobbed around for a while, but finding they couldn't make ends meet, have gone out with road units.

### New Coast Plattery Preems

HOLLYWOOD, March 23.—Most recent Coast entry among platteries is Dial Records, headed by Ross Russell, who owns the Tempo Music Shop here. Label will specialize in jazz stuff, following a pattern set down by Commodore Record Shop in New York with the latter's Commodore label. Dial diskery will issue releases once a month as a starter, with initial item by Dizzy Gillespie. Coast distribution is to be handled by the Turntable outfit, with the East up to Russell.

### Palmer's \$1,797 Ritz Draw

BRIDGEPORT, March 23.—Jimmy Palmer's new band made first appearance at the Ritz Ballroom here last Sunday night (17) and drew 1,498 customers, grossing a healthy \$1,797.60.

### Spotlight Oops!

NEW YORK, March 23.—In a story last week it was erroneously reported that Collectors Items, new indie diskery here, was formerly Spotlight Records, Los Angeles waxery. Spotlight Records is still active on the West Coast and is headed by Charles (Chuck) Hastings. Firm is putting out pops and Westerns on a 75-cent Spotlight label. John Horshor, Collectors Items prexy, was formerly with Spotlight.

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## WQXR Grants 802ers 2-Wk. Paid Vacash

### Other Improvements

NEW YORK, March 23. — Annual two-week vacations with pay—something previously unheard of among musicians—are guaranteed tootlers employed by WQXR here, under an important new contract just signed with Local 802, American Federation of Musicians. First paper settled during the local's current negotiations with New York outlets, the WQXR contract is expected to wield considerable impact for the union in its dickering with other stations, including Gotham's major network percolators.

Last fall 802 managed to obtain one week's paid vacation per year for musikers working legit and presentation houses, and the gain was loudly heralded. The two-week arrangement with WQXR, with its implications for other stations, packs considerably more wallop.

Another alteration embodied in the WQXR inking is elimination of the eight-week dismissal notice clause, which is replaced by a guarantee of 52 weeks' work upon completion of a "reasonable" trial period. Current WQXR pay, \$70 per week, goes to \$90 in a year and a half, by means of an immediate \$5 increase and additional fivers every six months.

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### Taps's Tryout

NEW YORK, March 23.—Taps, the agent, was trying to sell a girl vocalist to a band manager the other day and brought a flock of her audition records for the manager to hear. He played one. The manager said, "Her diction is no good." "It's the accompaniment," said Taps. He played another record. "She sounds forced," said the manager. "It's because she was jumping around and got winded," said Taps. He played another record. "She needs schooling," said the manager. "Her aunt was standing in front of her, signalling, and got her excited," said Taps. He played another record. "How much is this girl prepared to pay to be allowed to sing with my band?" yelled the manager. Taps left.

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**Air Base a Location Date as Well as a Steady 1 - Nighter**

NEW YORK, March 23.—Exploits of Capt. Arnold Wells, who books bands onto the Greensboro, N. C., Army Air Base, are the subject of comment and awe in local band circles. Wells, who before induction was around the biz with such enterprises as the RCA-Victor *Dance Carnival*, is buying orks on a weekly basis for the Greensboro AAB Officers' Club, running an occasional one-nighter simultaneously, on the same field. Not long ago he had two one-nighters the same night—Johnny Long and Charlie Spivak.

Sam Donahue is Wells's current attraction, closing his week Tuesday (25) and being followed by Bobby Byrne, who will stay for two weeks, and Jimmy Palmer, one week. Other orks who have played one-nighters or locations at the flying field are Shorty Sherock and Dean Hudson.

Army camps bought many bands during the war, and continue to do so, but Wells's operation is the most unusual, since it manages to support not only a band on location, but also an occasional one-nighter on the side.

**Allen-Benny 'Pickle' Push Robbins' Contactors' Dream**

NEW YORK, March 23.—Robbins Music's *Pickle in the Middle* (and the *Mustard on Top*) is benefiting from the perennial "rivalry" between Jack Benny and Fred Allen, as if the benefit of being plugged silly on the Benny show weren't enough for the song.

Allen has cleared the song for his March 30 program, as has Benny. Meanwhile Robbins' exploitation department is knocking itself ga-ga with mustard, bun, pickle and frankfurter industry tie-ups, and Kay Kyser, Cass Daley and Vincent Lopez are doing the song this week.

**WM Busts MCA 6-Yr. Ex at Edgewater Beach With Kisley**

NEW YORK, March 23. — Music Corporation of America's six-year exclusive on Edgewater Beach Hotel, Chicago, was broken this week when William Morris Agency set Steve Kisley to open there with a 16-piece band April 12, for an eight-week engagement.

Kisley, violinist, whose nine-piecer is current at Belvedere Hotel, Baltimore, will be watched by the agency for a build-up in the sweet field. Bill Burnham set the deal.

**Cuffo Wood Work Nixed**

MILWAUKEE, March 23. — Local musicians' union recent beef re toolers playing gratis performances at Wood, Wis., Veterans' Home and taking a publicity fluff-off on top of it brought no satisfaction at all from Wood officials, so union passed ruling at its last meeting making it mandatory that all appearances at Wood be approved by the local, and that musicians get at least \$5 for every two hours or less of play-time. Volmer Dahlstrand, union prexy, had tried previously to get vets' home to buy a band on permanent basis but suggestion was rejected by Wood officials.

Union's point is that Wood buys and pays for everything else it uses so why not musicians. Org also emphasized the fact that some of the local musicians are ex-G.I.'s themselves.

**No Up in Goldman Park Scale**

NEW YORK, March 23. — Local 802, American Federation of Musicians here, and the Guggenheim Foundation have negotiated a renewal of the local's contract covering the Edwin Franko Goldman Park concerts. Scale continues as in the past, \$12 per man per night.

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**Cement and Steele**

NEW YORK, March 23.—An exec of Mills Music, publishers of *The Cement Mixer*, which has been getting so much free publicity because of Ted Steele's recent publicity-wise blast at Be-Bop, kept the "controversy" alive this week by declaiming "What we need is more Cement and less Steele!" Meanwhile, the pub was around trying to gag up some press stunts and got the idea it might be cute to have Charlie Barnet pose with an actual cement mixer in the huge excavation at 51st Street and Fifth Avenue, where Best & Co., local department store, is erecting a new building. In trying to clear the gimmick with the store, Mills Music was thrown for a goal when it was told that Best wanted no part of the deal. It seems the store doesn't want to attract attention to the construction job it is doing on New York's second busiest avenue, where thousands of people stroll by every hour.

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### Cooley Exits Rancho For Palisades; Spot 7-Night Op in June

HOLLYWOOD, March 23.—Spade Cooley, whose Western band has reigned at Riverside Rancho for three years, leaves this week end to start a stanza at the Western Palisades on Santa Monica Pier. Cooley made the switch because of the greater capacity of Palisades. Rancho only accommodates about 2,000. Palisades was the Palladium of the '20's, but during the past decade it has been pretty much a white elephant, altho the recent entrance of operator Bobbie Bennett, who swung the deal for the CBS Cottonside Clark Hollywood Barn Dance to emanate from spot, along with Deuce Spriggins's Western Band, has given new life to the spot.

With Cooley, Spriggins, and the Saturday appearance of Clark's barn dance, Palisades will swing into full week operation after Decoration Day. Cooley is also being booked on a series on one-nighters by GAC in nearby territory. Replacement for Cooley at Riverside Rancho is Texas Jim Lewis's crew.

### Standard Sets 10-Press West Coast Plant Deal

LOS ANGELES, March 23.—A deal giving Standard Phono of N. Y. the entire output of the 10 presses of International Plastic Corporation, Culver City, has been made here. Production is expected to reach more than 25,000 disks weekly. Tie-up with the California pressers gives Standard production on both coasts with Universal Record Manufacturing Company supplying the East. International plant, purchased from Key Laboratories, is managed by Charles MacPherson.

Standard is also making strides in distribution in this section. Victor Ralston, outfit's West Coast representative and vice-president of International, has set up a distribution point here. Bert Annear, formerly with Leo Myerberg, Victor distrib here, has been named to represent the firm in Northern California, Oregon and Washington. Charlie Campbell will handle orders and shipping at the Standard outlet here.

Standard for many years distributed Victor's foreign records.

### Short & Long of It

NEW YORK, March 23.—Ten years ago Irving Caesar, Sammy Lerner and Gerald Marks wrote a novelty called *Saskatoon, Saskatchewan*, and nothing much happened. Last week Eddie Wolpin, of Famous-Paramount Music, came across the song, read it, liked it, bought it from Irving Caesar, Inc., changed its name to *Saskatchewan* in the interests of brevity, lined up some records, and put it on his plug schedule. In case anyone thinks Wolpin's shortening of the title represents a trend toward brevity, Charlie, Henry and Harry Tobias, whose last joint effort was the 1942 hit, *Miss You*, have placed their latest, *I Used To Be Her One and Only*, *Now I'm Only Her Used To Be*, with World Music, with a Sammy Kaye disk forthcoming.

### Eckstine Gets Earle; Shoots For Strand and Other Houses

NEW YORK, March 23. — After many months of tub-thumping and pump-priming with Billy Eckstine, William Morris office finally connected this week, booking the vocal-trumpeter-maestro into Philly's Earle Theater for an April 12 opening. Dickering now in progress with RKO-Boston and New York Strand. Leader's recent click at Adam's Theater, Newark, N. J., was the wedge.

### Royal Disks Renamed Sepia

HOLLYWOOD, March 23.—Royal Record Company, previously recording under Gem label has changed name of firm to Sepia Record Company and will issue platters under G. Clef tag. Indie diskery has been plagued with name-aches for some time.

Org found it necessary to drop Royal and Gem names because of difficulty in clearing the titles, and previously had dropped Coronet tag because of objections raised by the magazine of that name. (There is a Coronet Record Company, however, operating in the East, which has no connection with the magazine publisher.) Sepia prexy is Joe Greene, who wrote *And Her Tears Flowed Like Wine* and other ditties.



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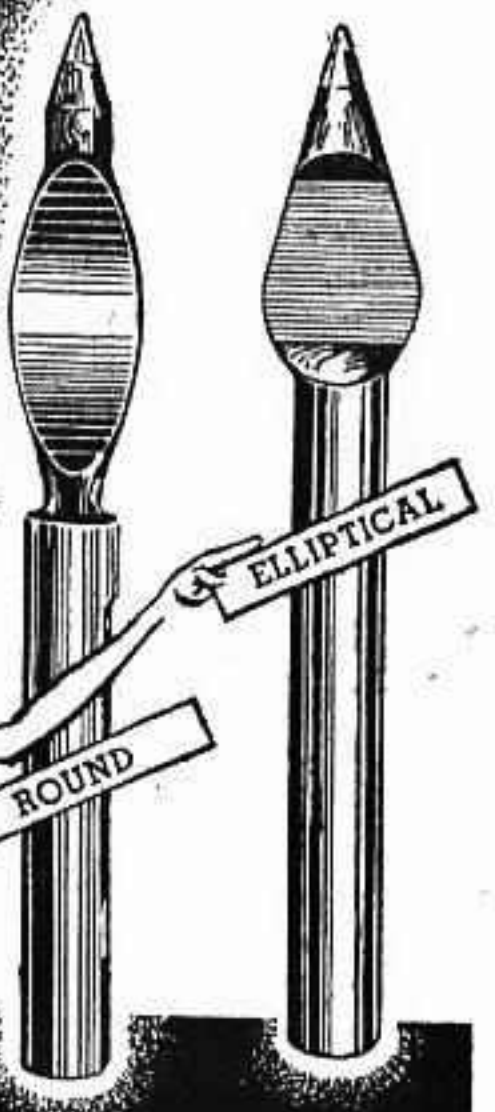
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--	--	--

No. 210 "Blue Moods"  
"Got a Right To Cry"  
Joe Liggins

No. 209 "Blues at Sunrise"  
"You Taught Me To Love"  
Ivory Joe Hunter

No. 208 "Left a Good Deal in Mobile"  
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**Bedtime Tale**

MADISON, Wis., March 23.—Ina Ray Hutton and her ork hit this town at 2 a.m. recently to find that their wire reserving hotel rooms hadn't arrived and the local hostelrys couldn't put them up. Band was skedded to play Capitol Theater next day so they woke up House Manager Fred Reeths and Assistant Manager Joe McCarthy. Reeths and McCarthy swung into action and set up sleeping quarters in the theater. Hutton and other fem members of the band slept on improvised beds in the ladies' lounge and the male members of the aggregation were quartered in dressing rooms, on beds backstage, etc.

**Pleasure Tub Bands From AFM to Locals**

NEW YORK, March 23.—With the pleasure-cruise industry due for a re-birth, American Federation of Musicians this week changed its policy toward the tubs by turning over jurisdiction to the locals. Each local located in a port now has jurisdiction over every ship which lists that port as its home berth, and individual contracts will be set by the locals instead of the AFM, as was past practice. Booking of bands onto passenger liners used to be a lucrative biz, and appears to be wide open at present.

**English Leaders Yipe Re Roy Fox Band Return**

LONDON, March 23.—English ork leaders, led by Billy Cotton, are protesting the return of Roy Fox to the United Kingdom's shores and setting up in the band biz again. Fox is the Yank leader who came to England years ago, made quite a rep for himself with numerous airshows over the British Broadcasting Corporation, plus much vaude work.

**Cleffers Cook Radio, Stage Billing Drive**

NEW YORK, March 23.—A group of well-known penners, at least three of whom are members of the exec council of Songwriters' Protective Association, are discussing plans for a campaign to get increased radio and stage billing for writers. "If a song is important enough to make the *Hit Parade*, why isn't its writer important enough to be mentioned on the program?" is the way one SPA leader phrased the idea.

Group, which plans to air the pitch at the next SPA council meeting, reasons that writers of songs are entitled to at least as much recognition as writers of soap operas (who get air billing), and, while they are not overly resentful of the personal notice which a Johnny Mercer or Irving Berlin gets on almost every composition performed, they feel that the public would like to know who wrote something besides *Blue Skies* or *Personality*.

While not altogether sure that the campaign properly falls under SPA jurisdiction, the penners involved think that the org is as good a jumping-off place as any for possible advances toward ad agencies, radio producers, vaude producers, band leaders who work theaters, etc.

A few years before the war started he became ill and went to Australia to live, and thence back to America. Despite vociferous objections of English bandmen it looks very much like Fox will get the booking at the Casino De Paris here. Casino was blitzed out during the war, but reconstruction has been going on and spot should be ready to reopen in about a month.

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NEW YORK, March 23. — Glenn Miller-Tex Beneke ork gets a West Point prom this year, June 3, for \$3,500. Three years ago General Artists' Corporation had Glen Gray all set for the same job when the brass-hats decided to use the late Major Miller's Army Air Forces ork for free, canceling Casa Loma.

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**N. Y. Theater League Takes O'Dwyer Pay Beef to AFM**

NEW YORK, March 23.—League of New York Theaters has appealed to American Federation of Musicians against Local 802, AFM's, insistence that musikers must be paid for the days they were laid off as a result of Mayor O'Dwyer's recent amusement shutdown.

Local 802 has taken the position that since the shutdown was a deliberate act of the mayor, and not an act of God, musicians must be paid, and they have enforced this view on niteries, hotels and other spots which didn't want to pay for the layoffs.

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# It's Lent Again At Chi Lounges; Acts, Reps Yell

CHICAGO, March 23.—Midwest cocktail bookers, especially those whose talent stables contain a majority of vaude-type units and singles, are wailing louder than ever before during the usual Lenten biz fall-off because better quality back-bar entertainers are going begging these days. Skedders lament is that ops and owners of Midwest lounges have, in most instances, shaved their talent budgets to a minimum to keep their overhead down during the usually poor patronage of the pre-Easter period.

Cocktail bookers are feeling the pressure of budget cutting more this year than ever before because in the past eight months they've built up a large number of the heavily demanded vaude-type units. Constant demand for such entertainment has pushed salaries up to an all-time peak, and now during the Lenten season ops are shying away from the \$500-\$1000 type units and are asking for piano singles and units that work for under five C's. Because of the previous rush of bids for vaude-type units, local bookers have reconverted plenty of their former strictly musical type units to vaude-type entertainers, with the result that in many deals they can't produce the lower nut unit or single.

In order to satisfy ops, who are paring talent costs, percenters have tried to talk units and singles into taking sizable cuts in salaries during the Lenten period, units have fired back that they notice certain other chattels of the booker are still working for top dough in certain lounges which haven't kayoed their talent nut, and bookers haven't got a leg to stand on, except to point out that bulk of such units are not recent additions to the lounge, but are long-time holdovers.

Cocktail skedders are even more worried this year about layoffs for their top-salaried units, because competition for services of such units has been very keen, and percenters realize that rival agencies may pull their units away from present offices by offering them something lucrative during the critical 40-day spring let-down.

In their efforts to keep their top-salaried chattels solidly booked during Lent, Midwest bookers are burning up long-distance wires in an attempt to set units outside their usual Midwest working scope. Plenty of deals for \$500 and other weekly salaried units have taken units out of the Midwest for the first time in over a year to some East or West Coast bistro that, until now, hasn't been able to get the Midwest unit because competition from lounges in this area has been too much. Despite the fact that such long-distance bookings have brought work for expensive units, percenters report that such skedding is risky, because units' members prefer to make their between engagements short and there's always the chance that they might like the new sector better and link up with an agent in that part of the country.

Locally, bookers are working all the angles to keep their vaude-type units working until April 21 (Easter), for feeling generally is that once the Lenten lid is off, ops are going to blow their wigs in a spending spree to take care of patrons who stayed away from bars during Lent. Most bookers agreed that biz will probably pick up about a week before Easter when knowing ops will start to return top-waged units to their stands to prepare for the rush for vaude-type units.

## IN SHORT

### East:

Wally Wanger will do the productions at the Club Charles, Baltimore, evening April 2, and the productions for the Copacabana, Chi, when the rooms open September 1. . . . Bob Eberly set for the New York Paramount April 15. . . . Report that Ritz Brothers are going into Mayfair, Boston; May 2, is n. g. Team preems at Bradford, Boston, same date. . . . Hildegard due back at Persian Room after Tony and Sally DeMarco close. Latter start tour of Statler chain after Persian.

Harry Altman, op of the Barn, Buffalo, threatening to pull acts and switch bands if AGVA insists on cash bond. . . . Sammy Walsh bows into the Duet, Washington, March 28 and then opens at New Biltmore, Las Vegas, April 18. . . . Hilda Taylor debuts at Circle Lounge, Vineyard, N. J., April 1. . . . Art Tatum will do concerts at Carnegie Hall soon. . . . Sidney Bechet bows into Brown Derby, Washington, April 22. . . . Teddy Wilson being submitted by Joe Marsolais. . . . Billy De Wolfe to do vaudeurs after finishing his picture. . . . Marvella current at Copac, New York.

Edith Allaire added to Village Vanguard, New York. . . . Chavez Rumba ork signed for new China Doll, New York. . . . Maarcya and Rene Gunsett opened at William Penn, Pittsburgh. . . . Jimmy Gavin, new with Three Jays at Latin Quarter, Fall River, Mass., is readying outfit for Middle Western tour.

### Chicago:

Kay Jarrett, of Central booking office, in Florida for several weeks' rest. . . . Jeanne Maxey Trio into the Theater-Tavern, Logansport, Ind., April 1. . . . The Characters have changed their monicker to the Naturals to avoid confusion with several other units that use the word "character" in their billing. . . . Mel Henke playing jazz piano during intermission at the new Rainbo Ballroom. . . . Ronnie Dare, just out of service, has joined Mack McConkey's Kansas City, Mo., sales force.

Jimmy Tucker and his seven-piece ork into French Lick Springs (Ind.) Hotel March 18 for six weeks with an all-summer option. . . . Dave Brian moved to the Flame, Duluth, Minn., March 18 for two weeks and will be joined by the Leon Abbey Quartet March 25. . . . Margaret Stanford opened at the Torch Club March 18. . . . The Escorts, who closed a month at the Glass Hat of the Congress, are set to go into the Chez within the next week to augment Torch Nose Lee's Joy Kings and bring the talent nut up to \$1,000 weekly.

Normandy Boys tee off at the Gold Front Cafe, Cheboygan, Mich., March 26. . . . Cliff Cort into the Beaudin's Club, Newberry, Mich., March 18. . . . Bill Perkinson out of the FB cocktail department. . . . Buddy Vaughn's quintet set for Augie's, Minneapolis, March 25 to April 14. . . . Lorna Lane took over at the Croydon Hotel Lounge March 18.

### Philadelphia:

Al Schenk got hit on the head with a chair during a melee over an unpopular decision of a prize fight. Took a couple of stitches in his head. . . . Bill Hopkins closing up his Rathskeller June 1. . . . Bernie Rothbard, just out of the army, has joined the Eddie Suez office. . . . Steve Murray, new to Philly, opened at the El Dorado. . . . Frankie Richardson has opened up a singing, stage and radio technique school. . . . Craig Mathues' opening at the Coronet was set back after he got banged up in an auto accident. . . . Gypsy Rose Lee into the Coronet March 20. Harvey Stone to be on the bill with her had his opening postponed to early May. James Ponzi, stage manager at the

Little Rathskeller missed a night two weeks ago for the first time in 13 years because of illness. . . . Mickey Alpert wound up 10 months at the Coronet. Bob Wasserman and Harry Schwartz, owners, gave him \$1,000 as a going-away present. . . . Dorothy Claire is new at the Latin Casino. . . . Johnny McGee, who operates Club 15, was a pilot in the air forces and just got out of service. He brought home a surplus fighter plane that he bought. . . . John McHugh opened a booking office in Allentown, Pa. . . . Jeanne Watson, local dancer, is featured in 24-sheets advertising a local beer.

Mary Kaaihus comes into the Copac in two weeks. . . . Tony Starr, of Rist Brothers and Starr, has split with the outfit and is forming his own trio for a local break-in. . . . Four Barons, current at Murrays, have been signed for Capitol waxings. . . . Bill Sawyer is set to open at the Hall of Fame after five years in the air corps. . . . Lillian Bowman is new at the Chez Cherie. . . . Red Caps clicked at the Cove and have been re-booked to open April 29.

Del Rio has changed its policy from stage shows to continuous musical lounge variety. . . . Bill Levin took over College Inn, redecorated it and renamed it the Carioca. Spot is now a musical lounge. . . . Palumbo interests which took over Shangri-La, renaming it the Click, are set to take over Ewart's Cafeteria site in midtown and will open it as another musical bar in their string. Eddie Suez is the booker. . . . Margie Duffield, forced to close her lounge on 15th Street due to sale of the building, has reopened at another location as the Top Hat.

Eddie Heywood booked for the Cove, April 1. . . . Maxie Rosenbloom-Max Baer combo in for a term at Latin Casino, early in May. . . . Sophie Tucker and Harry Richman get separate dates at Coronet, in May. . . . Johnny Cahill, local comic, opens at Jack Lynch's Walton Roof (28). . . . Herman Autry combo, current at Midway, set for Cafe Society Downtown. . . . Click, latest Palumbo spot, will have an escalator to the second floor main room. . . . B. S. Pulley and Gump, former under contract to 20th Century-Fox, opens at Little Rathskeller in April. . . . Ethel Waters heads new show at same spot starting Monday (25).

### Hollywood:

Jack Denny, one-time bandleader, has chucked booking chores with the local Harold Oxley office and shifted activities to Frederick Bros. Denny will concentrate on small combos in films for FB. His move further strengthens FB's local cocktail division. Jack Kurtze made a recent (See IN SHORT on page 43)

## Hub Essex Shifts To Lounge Policy

BOSTON, March 23.—Hotel Essex, which started with a formal night club policy about a year ago, has decided to drop it. It is now going into a cocktail lounge plan. First unit to preem with new policy will be Harding and Moss who open April 1.

During the last year, spot tried with small acts and bands. Under new plan there will be no dancing.

### Utica Lounge Buying

NEW YORK, March 23.—Jerry Marsh's Cocktail Lounge, Utica, is now on a hunt for attractions. Marsh, who used to be a cocktail act before he became an op, has been using local units as a stop-gap. Has added to his budget and is now bidding for Adrian Rollini.

## Marsolais Claims Hull Clement Trio

NEW YORK, March 23.—The Hull Clement Trio, whose contract with the Morris office expires in June, will join Joe Marsolais, who recently went with Moe Gale. This, according to Marsolais, is another one of those contracts with a gimmick that involved Rex Stuart, a Morris property.

In latter case, Stuart's contract with the Morris office had until 1951 to run. Office, however, gave him a tentative release to become effective if any other office could do something for him. Marsolais immediately puts him to work at the Savoy Ballroom.

The release will be held in abeyance for six months. If the Morris office doesn't deliver something within that period, Stuart becomes a free agent and can sign with anyone. That's what Marsolais says. The boys at the Morris office refused to comment.

## Cincy Lounge Changes Hands

CINCINNATI, March 23.—George P. Dreidame and Otto J. Street have taken a 10-year lease on The Spa cocktail lounge in the Kemper Lane Hotel here. Lease also takes in the hotel's coffee shop and dining room facilities. Street formerly operated Club Cassino here, and for nine years had the 19th Hole, suburban lounge and cafe.

## Lounges for A. C. Track

ATLANTIC CITY, March 23.—Atlantic City race track set to open for its first meet on July 22 will have four cocktail lounges in action. Three of the four will be air-conditioned and feature entertainment. Talent and policy not set as yet.

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## Northern Rush About To Start; Act Dough Off

NEW YORK, March 23.—With the big Florida spots due to close this month, a big influx of performers is expected in New York in the next few weeks. But the market for acts is no longer the same, as many of the performers will discover when they try to get prices.

Acts working in New York for about \$175 get as much as \$350 in the palm tree resorts. Other scales jumped comparatively. Agents are already getting wires from their people asking that they be booked for the same money they got in the sun-tan spots.

However, agents are having a tough time getting the old New York scale. Such a situation isn't limited to any price category. It cuts right across the whole field. This, in turn, means that many performers will either lay off or get into arguments with their reps and ask for releases.

### Big Offices Same

Fact is, however, that big offices cannot do anything more for their small acts than the indies. If the act is established and has somewhat of a name value, the price can still be met. But while the names are unaffected and can still work 52 weeks if they want, the small act, the pop singer, the comic and the novelty will find the bloom is off the rose.

But if acts will find the going tougher from here on, the Eastern night club ops who have been crying the blues, may get a break. For one thing the shuttering of the Copa, March 24; Colonial Inn, March 28, and others will release a flock of costumes and make line buying that much easier. Bill Miller, Embassy Club, New York op, has already flown south to pick up costumes and maybe make a dicker for one of the lines that will soon be out of a job.

## Storch's Preem Thea. Jobs; R. De Marco's 1st Since '41

NEW YORK, March 23.—Larry Storch, mimic, current at the Copa, will start first theater jobs April 19 when he joins the Benny Goodman show at the Earle, Philly. On May 2 he goes into the RKO-Boston. Storch closes at the Copa April 11 and will be followed by Jan Murray and Jane Froman. Comic will work three shows. Chirper will do two shows daily and three on week ends.

Renee De Marco goes into Radio City Music Hall for her first New York theater date since 1941. Opening date tentative, but probably on or before May 12.

## Charioteers To Zanzibar; Mills Bros. for N. Y. Para

NEW YORK, March 23.—Mills Brothers, current at the Zanzibar, will be followed by the Charioteers, who come into the club June 20. The Mills boys are due at the Paramount, New York, on or about May 1, where they'll work with the Duke Ellington show.

It is possible that during the Paramount engagement, act will double from the Zanzibar. Boys are also set for the Apollo June 23.

## Kavanagh New Director At Michigan, Detroit

DETROIT, March 23.—George Kavanagh has been appointed musical director of the Michigan Theater, succeeding Phil Brestoff, recently appointed to the same post at Station WXYZ. Kavanagh has fronted his own band, both in Detroit and on the road.

## Fields' Day

NEW YORK, March 23.—Abby Greshler walked into the Playgoer's Club (that's where Morey Amsterdam's working) and asked for a table.

"Sorry, no tables. You'll have to wait," was the answer.

"But, I'm Mr. Greshler, the agent," he remonstrated. "You know, Abby Greshler."

"Oh," oh-ed the headwaiter. "You're the guy who's working for Freddie Fields—right this way, sir."

## Hartford, Conn., Preps License and Blue Show Check

HARTFORD, Conn., March 23.—Local police enforcement of a city ordinance requiring night clubs, restaurants and other places presenting stagshows to obtain amusement licenses probably will get under way soon, amusement circles here heard this week. Understood enforcement, at requests of Mayor C. J. Moylan, means city police will be on alert for "salacious shows." With permits issued by local gendarmerie, it is claimed police are given automatic right to visit places of amusement to check on stagshows. Further reports said that some of these "places of amusement" have been operating without license required for stagshows, despite fact that the ordinance has been in effect for a long time.

Police Chief Michael J. Godfrey asked Corporation Counsel Samuel H. Aron, of Hartford, for an opinion "as to whether or not night clubs, restaurants and dance halls that put on floorshows are required under the municipal code to secure from police department a permit under amusement ordinances." Corporation Counsel Aron ruled that the charter forbids display or production of any musical, operatic, dramatic, theatrical or pictorial performance, "or other exhibition," without written license obtained from Police Chief of Hartford. He added that one of the main purposes of these charters and ordinance provisions was to afford police department an opportunity to inspect performances and prevent "lewd or lascivious" shows from being performed.

## New Wyo. Detroit Set-Up

DETROIT, March 23.—Wyoming Show Bar, Northwest section lounge, has been taken over by Joseph C. Johnson, Donald C. Bauer and Nicholas Jonescuc, with Bauer managing. All are newcomers. It's typical of the influx of fresh money coming into local spots in recent months. Spot is using Bobbie Stevenson Trio for basic entertainment, with Hank Finney, musical arranger and former musical director of the Downtown Theater, as pianist for lulls.

## G.I. Goes Club Op

NEWPORT NEWS, Va., March 23.—Lieut. W. C. (Scotty) Scott, stationed at Wright Field, O., says he will open a supper club here next month. Will be modeled after the Seven Seas nitery in Hollywood and will have a capacity of 300 and an ork for dancing. Site not decided.

## Brighton Punch Bowl Opens

ATLANTIC CITY, March 23.—Brighton Hotel's Punch Bowl Room opened two weeks ago with Joe Stern's orchestra for dancing. Shows will be added on Decoration Day for the rest of the season. Spot is noted for originating "Brighton Punch."

## Canadian AGVA Wakes; Spot Ups Chorus to \$35

MONTREAL, March 23.—Several local night club ops are worried over the reappearance in Montreal of the Canadian branch of AGVA which had been dormant for a long time. Dave Fox, of the central executive branch, last week end (17) caused a furor when he went to see Sam Cleaver, owner of the Esquire Club, and demanded that he double the chorus girl salary (which, as reports go, was \$19 a week) within two weeks or else. The Esquire would be placed on the union's "blacklist" and no AGVA member from across the border would be permitted to perform in the club.

Cleaver reportedly agreed to pay his line girls \$35 a week and to change a rule preventing, it is claimed, the showgirls from leaving the spot between shows and forcing them to sit with customers. Meanwhile Fox is preparing to place the same issue in the laps of several other night club ops who are making it tough for the line girls.

On Sunday (17) Fox attended an organizational meeting called to put the Canadian AGVA branch back on its feet, and he told more than 100 local artists that it would not be necessary for them to set up an independent body before getting an AGVA charter. He said that the locals would get all possible assistance from the main office in New York. He added that a special AGVA rep would be sent to Montreal soon to complete the reorganization of the Eastern Canadian branch. This rep will have power to carry on collective bargaining with bookers and operators. Magician Tom Auburn, recently discharged from the Canadian Army, is chairman of the new group.

## 16-ers Will Have To Remain Sweet and Unkissed, Sez N.Y.

ALBANY, March 23.—If the solons of the State Legislature here give the nod to Bill No. 2674, pint-aged moppets will be a thing of the past in showbiz. No one under 16 will be permitted to perform or model in any branch of showbiz. Supervision is by Education Board officials.

Bill, which was introduced this week, states that children under 16 shall be "prohibited from employment in theatrical performance, circus, fashion show, motion picture, radio or television, broadcast performance or as model, except church or school exhibition or as an amateur program, unless educational board or officials decide such performance is not harmful."

## Or Could Be It Keeps Them Away From Bars

BRIDGEPORT, Conn., March 23.—State Liquor Commission informed all restaurants, clubs and taverns that shuffleboard games in these places are prohibited, and those having them now must dispose of them within 30 days. The theory involved, it appears, is that the devices could be utilized in gambling for drinks.

## Georgia Sothern for Cafes, Leaves Only Margie Hart

NEW YORK, March 23.—With Georgia Sothern entering the cafe field, that leaves only Margie Hart in the name stripper class who is still out of the fold.

Gypsy Rose Lee and Ann Corio have been doing saloon work for some time. Stripper Sothern debbs at The Brown Derby, Chicago, April 4, where she'll head the bill.

## It Was Ever Thus

MIAMI, March 23.—Ken Jones, relief pianist at Kitty Davis, was a captain in the army with Johnny Silvers, ork leader, serving under him as corporal. When new show opened, Silvers instructed Ken to act as emcee and told him, "I'm giving the orders now."

## Slate Bros. Split \$1,000 AGVA Fine For 'Unfit Conduct'

NEW YORK, March 23.—The Slate Brothers, now working at the Latin Quarter, were among the first performers to be nailed by AGVA for what it called an "action unfitting an AGVA member." Penalty set was total of about \$1,000 to be levied equally against the three brothers.

Controversy occurred out of the demand by AGVA for payment for performers who did not work during the O'Dwyer shutdown (midnight February 11 to 6 p.m. February 12). Slate Brothers, who opened at the Latin Quarter on February 16, were placed in a spot when AGVA rep walked in and ordered the acts not to go on unless Lou Walters paid up. The Slates wanted to know if AGVA rep would guarantee their contract against cancellation if they refused to go on. Rep, according to Syd Slate, refused to commit himself. Meanwhile show was held up until Walters made an adjustment.

For refusing to co-operate the Slates were called up before an arbitration board at AGVA (22), found guilty and fined. Slates say they will appeal the decision.

## AGVA Says 1-Week Bond Okay in Phila.

PHILADELPHIA, March 23.—Philly local of American Guild of Variety Artists Monday (18) agreed to cut in half its original demand that nitery operators put up two-week cash bond covering performers' salaries. At a meeting with the Cafe Owners' Guild, Dick Jones, exec sec of AGVA, agreed to proposal that cafe operators post with the Philly office enough money to cover a week's pay roll.

Any spot which does not post the security within a "reasonable time" will have its act pulled, Jones told cafe operators. Most of the larger spots agreed to go along, Jones said.

## Truant Officers Tab AWOL Kids at Sinatra S. F. Show

SAN FRANCISCO, March 23.—Local truant officers stood at the entrance to the Golden Gate, where Frank Sinatra opened Wednesday (20), checking up on the juves for the purpose of sending all under 17 back to school. Management opened the doors at 7:15 a.m. just to get the first bedraggled but enthusiastic youths out of the rain.

Those under age were chased away from the box office and told to come back after 3 p.m. School officials reported an unprecedented number of pupils AWOL when classes assembled Wednesday morning. Crowd the first day was the heaviest in the Gate's history, the management reported. House is running six complete shows daily.

HARTFORD, Conn., March 23.—Rocky Matarese, former State manager at Harris Bros.' State, combo vaude-film house here, has sold his Colonial Restaurant and has gone on tour as property man with road company of *Deep Are the Roots*.



**IN SHORT**

(Continued from page 41)

switch here from Chicago and regulars Frank Duggan and Wally Stofler are still in the fold. Kurtze headed FB's complete cocktail set-up back East and continues in that role here.

Stuart Morgan Dancers set for Biltmore Bowl, L. A. . . . Ricky Layne joins Ann Dee for booking at El Cortez, Las Vegas, Nev. . . . Frank Payne replaces Jack Marshall at Slapsy Maxie's, Hollywood. . . . Vадja Del Oro, Latin terpster, to open with Spike Jones at Hollywood Trecadero. . . . Vivien Marshall will fly to Kansas City, opening at Bellerive Hotel after concluding eight-week run at Los Angeles Biltmore Bowl. . . . Al Russell Trio to move into Backstage, San Francisco. . . . Aleutian Five set for newly opened Orchid Room, Los Angeles.

Radio Rogues set for Golden Gate, San Francisco, week of April 17. . . . Marilyn Hare, formerly with Meet the People, opens first Eastern engagement at 5100 Club, Chicago, April 1. . . . Mary Beth Hughes to get four weeks at Dominic's, Vallejo, Calif. Gloria Nygaard at Desert Inn, Bakersfield. . . . Charlie Parker, tenor saxist, formerly with Dizzy Gillespie, now with own 5-piece combo at Fincle Club, Los Angeles.

Johnny Moore's Three Blazes, now at Zanzibar, San Antonio, follow with two-week run at Zanzibar, Nashville. . . . Bob Bromley held at Florentine Gardens, Hollywood. . . . A. Robins starts 12-week run at Florentine Gardens April 11. . . . Happy Green and his Cleffs held over at Eddie's Cafe, San Diego. . . . Helen Dexter set at same spot. . . . Al Johns at Lowry Hotel, St. Paul, set for summer at Big Bear, Calif. . . . Ralstonayers at Continental Room, San Diego Hotel, Calif. . . . Bert Wheeler and Jackie Gleason open new show at Slapsy Maxie's Hollywood, next week.

**Miami:**

Ritz Brothers, now at Murray Weinger's Copacabana, finished a short this week for Fox Movietone News in conjunction with Lew Lehr. Boys worked as lifeguards in the pic. They expect to be back in the movies for one or two pix. Negotiations now going on. . . . Ill health which forced Alan Gale out of the Mocamaba show, caught up with the comic again after a few nights at Kitty Davis's, compelling him to close. Henny Youngman took the spot after a four-week run at the Bali. . . . Gypsy Rose Lee and Company closed at the Clover.

**Vancouver:**

Vancouver batoneer Dal Richards and his band filled a booking recently at the smart Jantzen Beach nitery, Portland, Ore. Band was auditioned by radio, Portland booking agent listening in on its Saturday night spot over CBC's Trans-Canada net.

Ben Yost Vikings held at the Cave. . . . Gwynne and His Miracles of Magic at the Beacon. . . . Hermie Rose, comic, in his third week at the State. . . . Garth Kimberlie completing five weeks at the Mandarin. . . . Virgel Lane and his orchestra inked for the season for Tuesday night showings at Happyland, Hastings Park.

**Here and There:**

Lillian Bennett is the new intermission accordionist in the Robin Hood Room of Hotel Dyckman, Minneapolis. She is the wife of the late Owen Bennett, veteran tab show producer and owner. . . . Dick Averre combo is new in the Sidewalk Cafe of Hotel Gibson, Cincinnati, moving in from the Roosevelt, Pittsburgh. . . . Jean Andrews, strip queen, after a two-weeker at Ben Rafalo's Cat and Fiddle, Cincy, being held another

fortnight. . . . Cholly Storm is in his 52d week at the console at The Warwick, Milwaukee. . . . First band into the re-opened Cavalier Hotel, Virginia Beach, Va., is Bob Collum's five-piecer, which probably will stay thru the winter. Came here after five months at the Stork Club. Mardi Bayne is the vocalist. Dances nightly until Cavalier Beach and Cabana Club open May 3. Joseph L. Jarman Jr. will manage the club. . . . Howard Parker, pianist, opened at Aladdin Hotel Lounge, Kansas City, Mo.

Belle Baker stars at Lee 'n' Eddie's, Detroit, April 26. . . . Duke Art and Junior open at Bismarck Hotel, Chicago, May 5. . . . Margolita current at Elbow Room, Milwaukee. . . . Lieberman Brothers, just out of the navy, are now working under name of Smith and Allen on the West Coast. . . . Kenny Jagger held over at Hotel Heidelberg, Baton Rouge, La. . . . Jimmie Wilkins at Silver Dollar, Mojave, Calif. . . . Tweedy Brothers current at Market Grill, Columbus, O. . . . Wally Vernon inked to 26-weeker at Sally Rand's, El Cerrito, Calif. . . . Dink Welch new at Cedar Lane Club, Opelousas, La.

Junior Buckwalter current at Mandarin Room, Fort Hayes Hotel, Columbus, O. . . . Lloyd and Willis recent openers at Hotel Schroeder, Milwaukee. . . . Callahan Sisters subbed for ailing Dorothy Kellar at Chi's Chez Paree. Kids open at Rio De Janiero on May 15. . . . Vi and Jerry Wagner trio in ninth month at Graemere's Glass House, Chi, following 16 months in Milwaukee. . . . Newly formed Topsters bow April 5 at Belvedere Club, Springfield, Ill. . . . Larry Luke preems there June 9. . . . Billy Moore Trio opens at Hurricane Lounge, New Orleans, July 1.

**Make Way for World Champ**

PARIS, March 23.—Jim Witteried boasts of being the largest night club, dance hall and bar op in the world (that's what he says) and claims a seven-month gross of a hundred million francs (\$2,000,000).

Witteried, during May, 1945, according to an army citation, organized the following clubs: Coliseum G.I. Night Club, 42 Rue Rochechouart; G.I. Tower Club, Eiffel Tower; Armorial Officers' Club, 14 Rue Magellan, and Prado Officers' Club, 34 Ave Wagram. Clubs drew about 8,000 G.I.'s and officers nightly against a seating capacity of 4,000, calling for a double turnover every night. Spots played novelties and standard acts available in Paris or near-by areas.

Due to deployment, three of these clubs were closed in December, 1945, and January, 1946. The Coliseum G.I. Club is still running. Clubs were operated and managed exclusively by civilians without any subsidies from the U. S. Army and were strictly for G.I.'s and their guests.

**4 Dukes Back at Own Lounge**

DETROIT, March 23.—Four Dukes, vocalists, all now out of the army, have taken back the State Show Bar which they opened in 1941. Spot is one of the swank North End lounges. Dukes are taking over from Nicholas Wolgast, who got the place when Buddy Fields, former business agent of the musicians local and now with MCA, withdrew to go into the booking field.

Dukes furnish their own entertainment with Cy Ray, former orchestra leader, booked in at the piano. Members of the quartet are Robert A. Andrews, Daniel J. Giannaris, Donald Wright and Neal Patterson.

**MH 130G Lead Lenten Pack; Para Strong 110G; State, Cap, Roxy Dive; Strand Okay**

NEW YORK, March 23.—Lent took a bite out of last week's takes with Loew's State and the Capitol being the biggest losers among the vaudepic houses. Ahead of the pack was the Radio City Music Hall with the Paramount running a good second.

Radio City Music Hall (6,200 seats, average \$100,000) debbed with a nice \$130,000 for the first week with Gaudsmith Brothers, Vallets and Gilda.

**Roxy Dips to 65G**

Roxy (6,000 seats; average \$75,000) fell back to \$65,000 for its second week with the Hartmans, Herb Shriner, Liberace and Sentimental Journey. Bill opened with \$80,000.

Paramount (3,664 seats, average \$75,000) is still holding strong with Benny Goodman ork, Pat Henning and Road to Utopia, getting a juicy \$110,000 for its third week. Previous frame saw \$120,000 and preem \$135,000.

**Capitol Off to 53G**

Capitol (4,627 seats, average \$65,000) moved down to \$53,000 for its third (an eight-day frame) and final week with Sammy Kaye, Marie

McDonald, Jack Carter and Sailor Takes a Wife. New bill, opened Friday (22) a day later than usual because Xavier Cugat couldn't get there on time, has Cugat ork, Harvey Stone and Ziegfeld Follies of '46. (Stageshow reviewed this issue.)

Strand (2,770 seats, average \$45,000) came thru with a nice \$59,000 for its opener with Cab Calloway, Moke and Poke, Peters Sisters and Cinderella Jones.

Loew's State (3,500 seats, average \$25,000) took a skid down to \$19,000 for Benny Rubin, Bob Howard, Patsy Garrett and Vacation From Marriage. Previous week saw \$30,000. New bill (reviewed this issue) has Benny Fields, Cy Reeves, Harrison and Fisher and Adventure.

**Carson Takes Solid \$37,500 in Philly**

PHILADELPHIA, March 23.—Vaude came back with a bang after a two weeks' absence at the Earle (seating: 3,000, six days of vaude. Prices 45 cents to 95 cents) due to lack of attractions.

Reviews were favorable and weather started off bad, but after opening day continued mild and sunny. Show featured Jack Carson, Arthur Treacher, Dave (Tugwell) Willock, Tommy Wells, Eleanor Tee-man and Mary McCarthy. Box office reached a mighty \$37,500. Allotment Wives rounded out the show on the screen.

**Golden Gate Dips to 22G**

SAN FRANCISCO, March 23.—With a new stagershow and a fourth week pic held over, Golden Gate (2,850 seats; prices, 45 cents to \$1; average, \$32,000) grossed \$22,000 for week ended Tuesday (18). Bill had Del Courtney's ork, the Ambassadorettes, Don Zelaya and Fran Ryan. Pic, The Spiral Staircase.

**Strike Hits Band Takes in Detroit**

DETROIT, March 23.—Name bands took a downward spurt at the Downtown Theater (1,900 seats; house average, \$23,000) this week as the strike of motion picture exchange employees caused all showbiz to drop sharply over the week-end. Orrin Tucker ork grossed a nominal \$22,000, hit also by unfavorable weather, especially Saturday night. Pic, Madonna's Secret.

Last week, Cab Calloway, in with his package show in a repeat after a click at the Paradise Theater, race house, about two months ago, drew about \$32,000 on the week. Pic, The Crime of the Century.

**Village Barn Brings Back Old-Time Films**

NEW YORK, March 23.—Village Barn is bringing the old-time flickeroos back again, planning to flash them about 12:30 each night, after the square dances. Spot used this gimmick last about five years ago.

Reason is to keep customers around after the show. Cost is about \$5 a reel, rental.

**Vancouver Beacon Sold**

VANCOUVER, March 23.—The Beacon Theater, vaude-pix for many years, has been sold for \$250,000. Name of the purchaser is not disclosed, tho it is known Odeon Theaters of Canada are involved.

Beacon has played vaude without a break since it was built in 1916 by Alexander Pantages on a block of land owned by C. A. Godson. Godson estates took over the house in 1932. Since 1941 Odeon has held an operating lease with the Godson estate, and the two interests have run the theater on a 50-50 basis.

**New Fort Worth Spot**

FORT WORTH, March 23.—Sky-line Supper Club, just completed, opened last week. Owners are George Campbell and Gene Hames, son of Bill H. Hames, veteran carnival operator. Nick Lucas headed the opening show.

**Philly Bulletin Surrenders**

PHILADELPHIA, March 23.—Press agents here got a new lease on life when The Evening Bulletin ran a night club feature story for the first time in its 100-year history and mentioned the names of clubs as well. Hitherto, the only time a club could be mentioned in The Bulletin, which has the largest afternoon paper circulation in the country—over 700,000 daily—was when it had a fire, or some scandal touched it. Local night club row is still talking about the story.

**Miami Brook Closes, LQ Next**

MIAMI, March 23.—Brook Club, swankiest of local spots, long-drawn-out bone of contention for alleged violation of gambling law, has called it a day. Decision to shutter was unexpected, and threw about 250 employees out of work. Lanny Ross had just opened here. Expected that legal proceedings will be dropped with voluntary close.

Final lap for Latin Quarter was announced. E. M. Loew set for today (23) as wind-up.

**SCTAA Elects Silver Prexy**

HOLLYWOOD, March 23.—Arthur Silver has been elected president of the Southern California Theatrical Agents' Association. Members do business with AGVA and AFM. Also elected for a year were William Fleck, vice-president; Walter Trask, secretary-treasurer, and Morey Barton, sergeant at arms.



Palumbo's, Philadelphia

Talent Policy: Dancing and floorshows at 8 and 12. Owner, Palumbo Family. Manager, Frank Palumbo. Prices: No minimum, dinner from \$1.50, drinks from 50 cents.

One of the most popular Philly niteries continues to boff them with long, entertaining revues and plenty of eats. Spot long favorite with clubs, groups, welcome home parties and other such shindigs that help fill up the tremendous room. Club is out of the beaten path but plenty of folks turn up.

Heading a fast-moving show is Eddie ("Nuts") Kaplan, veteran of the wheels, who brings his zany antics to the nitery circuit and has no difficulty in adapting his material to mixed family audiences. Routines a bit on the blue side but not offensive. Exception, one gag about smuggling into Miami, which could be removed without weakening the act.

Kaplan works all thru with Margo Wade, femme foil. A shapely looker, she handles her lines well in the long blackouts. Opener finds Kaplan in the audience peddling cigs with a mike hidden in the tray. Insults customers at the tables to terrific laughs.

Flash Lane does impersonations and works in skits with Kaplan and Wade. Juliet Mastry, prima donna, is young, good looking, nicely gowned and has good showmanship. But, above all, has a fine voice and stopped the show cold.

Bill and Nora Byrd, hoofers, score with a challenge routine and then male takes over for a novel chair dance.

Line of Adorables (6) is just adequate but nicely costumed. Lou Del Rio cuts the show well, with Jack Verna's combo playing the lulls.

NIGHT CLUB REVIEWS

Kitty Davis, Miami Beach

Talent Policy: Dance band and floorshows at 9 and 12. Owner-operators, Kitty and Danny Davis; publicity, Les Simmonds. Prices: From \$2.50.

Despite exodus of winter visitors, this pop beach spot came up with the best show of the season (17) and biz is immense. New clicker brings in Jerry Lester, comic, for his first Florida appearance.

Jerry has a corking comedy routine and his every move is a rib tickler. Opens with gags and stories and sings *Ol' Man River* in his own style with a prop trombone. Promises a musical saw and cuts a board with it while the band plays. His African and East Indian bit with a rope trick in which he uses a stooge convulsed the customers. For encore he did a skit called *Bartender and the Kid* which is a lulu. Changed to kid costume and back to bartender continuously as he spoke the lines to climax a sock act. Worked 32 minutes at opener.

Bee Kalmus and her songs a show-stopper. Chirps a flock of pops and for encore gave her impression of the late Helen Morgan singing *My Man* and Nora Bayes' *Shine On, Harvest Moon*. Did Al Jolson's *April Showers*, Belle Baker's *All of Me*, Sophie Tucker's *Some of These Days* and Harry Richman's *Birth of the Blues*. Closed with Irish lullaby with folks participating. Begged off.

Betty Lou Holt, in a fast hoofing afro specialty, well liked, and drew a heavy mitt. Ken Jones is the emcee.

Fifth Avenue Models and Johnny Silvers ork continue here.

Lookout House, Covington, Kentucky

Talent Policy: Floorshows and dancing at 8:30 p.m. and 1 a.m. Owner, Lookout House, Inc.; Clay A. Rambeau, manager; Betty Kapp, publicity. Prices from \$2.

Club's clientele never quite got off its hands in receiving the new layout which bowed Wednesday (20). It's a far cry from the upstairs fare that Manager Rambeau has been dishing out in recent months. Show's chief difficulty seems to stem from the fact that it suffers a no-name affliction. Business, aided by the regular Wednesday night bingo session, was good.

Bill opens with a number by the well-costumed Gloria Lee Dancers (8), refreshing in appearance and well rehearsed. Gals return later to present two intricately timed routines, the last of which is a Mexican located quasi strip tease, a neat piece of business.

Bobby Wertz, singing emcee and holdover from recent shows, offers pleasant tenor tonsiling on *Symphony* and *Oh! What It Seemed To Be*. Personable Wertz does a solid job of introing, and his wardrobe has improved tremendously since last caught.

The Three Arnauts, two boys and a girl, combine unusual fiddling and dancing with a burlesque on bird life, which proves a nifty novelty. They won a mitting for their efforts. The Peggy Taylor Trio, two lads and a girl, present difficult adagio routines with great skill and elan. Act is replete with lifts, spins, contortions and tosses, as the two well-groomed lads do everything but transform the girl into a corkscrew.

Starting slowly with his songs and patter, Danny White, who gets top billing, finally raises 'em with a grotesque dance plus plenty of facial acrobatics, and at the end has the crowd guffawing.

Bob Snyder's ork did an excellent job with the dance and show music. Fielden Foursome continues its good work in the intermish spot. Al Vincent continues to please with his pianistics at the bar.

Latin Quarter, Miami Beach, Florida

Talent Policy: Dance bands and floorshows at 9 and 12. Owner-operator, E. M. Loew; publicity, Joe Russell. Prices: From \$4.50.

Current production, which holds over Sophie Tucker, with Jimmy Savo replacing Jan Murray, maintains previous pace. Show runs 90 minutes with not a dull moment. Due to tragic accident of last week, chorus line is reduced to nine fems, but their glamour numbers in gorgeous costumes with David Barry chirping and emseeing the show are still tops.

Three Wiles, a fem and two men, offer a unique terp specialty. Open with usual hoofing numbers, then make a lightning change into Groucho Marx, Carmen Miranda and Jimmy Durante for laughs. Another shift into toy soldiers for a smash close to the tune of *Dance of the Wooden Soldier*. Plenty of mitt for this trio.

Ben Rochelle and Jane Beebe have a dance routine competing with the best, but done in a comedy vein, with Jane up to her usual antics and slapstick comedy. Duo scores heavily at finish.

Jimmy Savo, new to Florida, can come back any time he feels like it, for the customers eat up his style of pantomime and tricks with cigar and coins. Jimmy vocalizes *All of a Sudden My Heart Sings*, *Old Black Magic*, *Two Little Rabbits* (this one a honey), *Road to Mandalay* and *One Meat Ball*. Biz when he swipes a drink from a reviewer's table in exchange for a fag had house in an uproar. Insistent hand brought Savo back for his rope trick and *River Stay Away From My Door*. Worked 25 minutes for a personal triumph.

Sophie Tucker continues to score heavily with Ted Shapiro at the ivories. No change from review (see *The Billboard*, February 2), but on for only 32 minutes, tho could have worked longer. Diary stunt still best part of her act.

Theodor Adolphus staged production. Dave Lester ork cut show without a miss. Jose Torano ork handled the rumbas.

Bal Tabarin, San Francisco

Talent Policy: Dance band and floorshows at 9 and 12. Owners-operators, Tom Gerun and Frank Martinelli; publicity, Edith Campbell. Prices: \$2 minimum.

New show only fairish. Murtah Sisters do an okay job in the top slot, with good support coming from the Titans. Paul Rosini closes the show—and lets it down. The Three Murtahs have improved greatly since last appearance here. Comedy their forte, with Mary Ellen best. Her mugging in a Sinatra take-off is aisle-laying stuff. Only serious note is when Mary Ellen Murtah sings *Ol' Man River*, something unique for the girl, but she's okay on the pipes.

The Titans do some unusual hand balancing garbed in civvies. Quite a relief from the muscle-revealing torsos usually exhibited in such acts. Displayed excellent timing, got good mitt.

Rosini, here about four years ago, seemed disinterested in the job he is supposed to do. Either that or he's slipping. Does two ordinary sleight-of-hand routines and then bows off. Patter was no help.

Helene Hughes Dancers, in fifth year, sparkle as usual. Best is *State Fair* medley, with Asher Hayes singing. Lad is on the handsome side, has a fine voice and would be a good radio bet. Bill Clifford's ork (14) excellent on the show and dancing. Chirps better after four years in the navy. Biz fair.

Moonlight? Has no trouble garnering applause.

Rimac band plays for their end of the show and for dancing. Harry Dobbs band (8) cuts rest of the show.

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**18 Club, New York**

Talent Policy: Dancing and floorshows at 9, 12 and 2:30 a.m. Owner-operator, Freddie Lamb; publicity, Len Gotos and Ed Weiner. Prices, \$4 minimum.

The atmosphere of the old 18 Club where the customer is always wrong and where the actors try to outdo each other in insulting the table squatters, is carried over to the new spot. Only the location and the decor is different. Room is a long narrow affair that gives an impression of width thru mirrored walls. Actually, the decor is elegant, reminiscent of a smart East Side room. Floor is laid out in three one-step levels. Performers work their way down front with a mike that almost blasts everybody out of the house. Above the floor is a small stage for blackouts. To the right of that is a small iron-railed balcony where some bits of biz occur. Lighting is excellent.

Stars of the show, Maxie Rosenbloom and Maxie Baer, work as a team. Gags are topical and get yocks. Rosenbloom is by far the better performer, even tho he had trouble remembering his routines. Yet his floundering frequently got better results than his set routine.

Roy Sedley and Alan Stone, who do most of the heckling, almost beat their brains out trying to get attention. Both guys work hard in their own spots and in blackouts. They use the same old props—toilet seats, plungers, etc. Most of their stuff was as subtle as a kick in the head. Customers, however, bellowed.

Show has a parade of canaries, most of whom get loused up by the comics. There are Gaye Dixon, Flora Drake, Diane Carlton and Carol Horton. They all do pops or show tunes and pull fair hands, but the policy here is for laughs, so any singer has a tough time of it. Nobody listens to voice, routines or delivery. Everybody watches the blackouts and the knockabout stuff. Joe Marine, a husky lad with a robust pair of bary pipes, followed Rosenbloom and Baer to do *Oh Man River* and *You Go to My Head*. By that time everybody was leaving, so he got scant attention. Middle show due to go on at 12 didn't start till 3:15 a.m. Gordon Andrews ork cuts the show. Ralph Font on rumbas.

**Milt Herth Trio**

(Hotel Bradford Circus Room, Boston)

As top act in continuous entertainment at Circus Room, Milt Herth scores solidly with patrons, keeping big lounge (700) jammed. Trio includes Morty Jacobs on the piano and Loring Gilmore on drums with Herth at organ.

Musical fare dealt out to the patrons is strictly different, and heavy mitting proves audience likes it plenty. Since his last appearance here, maestro has added touches of showmanship. Altho trio is working under a minor handicap—Gilmore's vibes wouldn't fit on the stand—the results are way up high as entertainment. Cash results are ditto, with the lounge filled to capacity at a \$1 per head minimum.

Goody Goodelle, gal pianist-vocalist, opened the show with *Oh, What It Seemed To Be*, followed with special material on the risqué side plus parodies to pop tunes. Gal uses sonovox to vary her piano work and rated a nice hand.

Peter Carew, a personable lad with a good voice and neat piano technique, turned in a well-mitted session of special material.

**Chez Paree, Chicago**

Talent Policy: Dancing and floorshows at 9, 12 and 2. Owners: Mike Fritzel and Joe Jacobson; production, Olive Bernard; publicity, Bob Curley. Prices: \$3.50-\$5 minimums.

Allan Jones was the biggie in this four-act show, but the other talent stacked up enough to make a well-balanced production.

The Chez Lovelies opened up with Henrietta's Wedding which proved to be full of zing and novelty—the gals hoofing better than average, with the routine being plenty clever.

Christine Forsythe, terp, amused payees with more than standard hoofing. Has a varied repertoire ranging from Latins to pops.

Jean Carrol won a healthy mitt with her risqué gags and songs. Gal is alternately subtle and obvious and therefore pleases most of the sophisticated table-sitters. Got calls for several encores and obliged with some fresh special material. Jayne and Adam Di Gatanos make up a terp team which definitely appeals to the class trade. Lad throws gal around in graceful circles and winds up with an airplane spin which brought terrific reception from the payees.

Jones proved he has a pair of pipes comparable to the best in the biz. Had the crowd with him all the way and got such palm-whackings after each number in the opening show he finally had to call it quits thru sheer exhaustion.

Chirped *It's a Grand Night for Singing, It Might as Well Be Spring, A Gershwin Medley, Symphony, Donkey Serenade* and *Alone*. He showed he can croon as well as bear down in the classic style.

In the middle of the production, line featured a Shostakovich adaptation—a number unique in niteries. Lead gal finally got into the role of Harvey, the fabulous bunny, and the night clubbers responded generously.

Gay Claridge and ork backed up the show effectively.

**Versailles, New York**

Talent Policy: Floorshows at 8:30 and 12; Continuous dancing. Operators, Nick Prounts and Arnold Rossfeld; publicity, John O'Malley. Prices: \$2.50-\$3.50 minimum.

Back here again Carl Brisson proves himself still a top-flight showman even if his pipes are no longer the same. Singer seemed to be suffering from a sore throat and a lapse of memory. He slipped time and again on middle notes tho when he pushed hard in the upper register he managed to sing above what sounded like an obstruction.

Brisson's walk-on hand was terrific. His opener, *Hello, There*, mellowed a crowd already eager to welcome him. Switched to his now familiar palm-mike and let go with 12 numbers, mixing them up between pops and novelties. Introed *In Manhattan* and the *Perfume* song. The first didn't do much for him. On the second one he fluffed lyrics time and again. But in the rest of his routine, which included such numbers as *Paper Moon, White Gardenia* and other standards, he registered all the way. His *Daughter of the French Marquis* gets a rousing palm-wacking from the ringsiders, even if the customers in the outfield didn't join in. As a matter of fact ringside was jammed with friends who kept shouting requests, most of which he satisfied. His audience participation stint in which the customers come in on the songs, also helped build a fine response. Registered heavily on his *Afrikaner Folk Song* and his Swedish double-talker of *Chickery Chick*.

When Brisson finally ran off the mob kept applauding for almost 10 minutes. It wasn't until the ork had finished an entire chorus of a dance number and customers from the back got onto the dance floor that ringsiders subsided.

Emile Petti cuts a nice show. Pan-chito's Rumba Band pulls nicely.

**Havana-Madrid, New York**

Talent Policy: Dancing and floorshows at 8:30, 12:30 and 2. Owner-operator, Angel Lopez; publicity, Ed Weiner. Prices, \$2-\$3 minimums.

Club hasn't solved anything with this one. With the previous bill of Dean Martin and Jerry Lewis, spot had a real show. New package just can't hold up, even the individual acts try hard. Best thing in it is the line (8), a Mildred Ray bundle. The kids are beautifully costumed, show some nice routines and pull solid hands all the way.

Gypsy Markoff, the star, looks okay pumping that stomach Steinway. She even tries a vocal. But watching her becomes a task after a while and crowd got restive.

Don Casonova, a good-looking well-framed tenor, works in productions and has his own spot. In former, he's just in the way. In latter he gives out a few times with okay results. Boy's voice is too small for this room, tho he received plenty of applause from first-nighters.

Lao and Monsita, Latin dance team, are like every other dance team around. Do about 12 minutes of three routines, each one looking the same.

The Hermandos Trio (two boys, one gal) do a showmanlike job with their tango across, showing their usual array of flash tricks, and win a real mitt.

Stubby Kaye, fat comic, has a couple of songs, a parody or two and a lot of gags that mean nothing. His best is the opening song, *I Was Born That Way*. After that—nothing.

The line does three numbers—an opener in samba costumes, No. 2 in flowing white gowns that won a hand, and a closer in back lights which also received nice returns.

Pupi Campo cuts a good show. Juanito Sanabria relieves.

**Follow-Up Review**

BOWMAN ROOM, BILTMORE HOTEL, NEW YORK: Everybody's new in the show except the De Marlos. Newcomers are outstanding in their mediocrity.

Jack Harris' Ork (15) opens with a hippety-hop version of Rachmaninoff's *Prelude in C Sharp Minor*. It's enough to chase a music-lover out of the ivory-and-pink room.

Maestro, who also emsees, intros Jose Melis who can ripple the ivories, but does only a fairish *Fire Dance* and slower-paced *Swanee River*. Lack of build-up, showmanship and proper selection of tunes account for lukewarm hand.

Billed as star of the show, Nan Wynn, who looks like a Junior Miss version of Loretta Young, follows. Toothy, clipped (almost brusque) style of singing doesn't bring cheers. Started with okay version of *Thou Swell*, went into fair *They Didn't Believe Me*, and then lost the crowd when band mixed up the music, finally getting it right, for *Aren't You Glad You're You*. Recovers with *Doctor, Lawyer, Indian Chief* and *You'd Be So Easy To Love*. Winds up to polite hand for *Do You Pamper Your Husband At Night?* (An innocuous piece but good for a couple of giggles from solid citizenry seeing "wicked night life," and *Molly Malone*, an old Irish ballad. Girl even had the misfortune to ask, before she sang the ballad—if there were any Irish in the house—nary a one.

Harris, former Club London op, adds little to show. His band is pleasant-sounding and adequate, except for the fluff in Miss Wynn's routine.

**WHAT OTHERS SAY**

Tues., Mar. 19, 1946

**Comics, Jugglers in Majestic Show**

There have been many juggling acts at the Majestic, but the *Juggling Jewels* are among the best. This quartet of girls know not only how to juggle the Indian Club, but also how to throw them about the stage without conking each other on the noodle. While throwing the clubs with the speed of a fire ball pitcher, the girls walk within the range of fire at the risk of being socked by the flying clubs. There is a very difficult, thrilling act.

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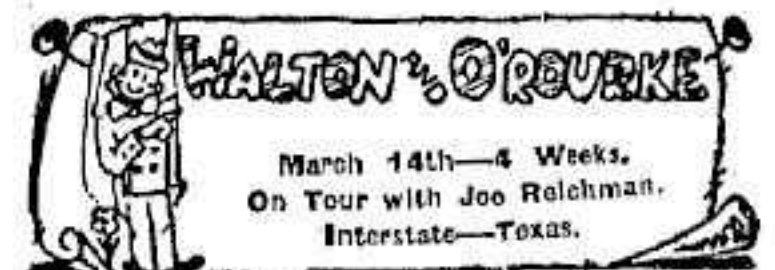
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## VAUDEVILLE REVIEWS

### Loew's State, New York

(Reviewed Thursday Evening,  
March 21)

Current show has all the makings of a sock package. It drips corn and schmaltz. But no one can accuse it of being uncommercial. It has plenty of laughs, a fine novelty and a rousing finish—the house ate up.

Headliner is Benny Fields who comes on after an offstage intro about how proud the management is to have him back. His deep booming voice gets the hands after a slow start with *Tampico*. He gets them, however, with his standard bits about Blossom Seeley and his finger snapping, foot stamping delivery of old pops. Builds it up with the pitch about how hospitalized G.I.'s like his stuff leaving it to a civilian audience to follow suit. And does he sell that line! Customers come in on vocals with a vim. Finished with his applause milking bit segueing into *American Boy*. When Fields is on the schmaltz just oozes. But customers loved it. Harrison and Fisher pull nicely with their knockabout ballroom routines. Get healthy titters with their grotesque postures. Male underacts nicely and gal's overacting, mugging and bits of biz pays off with good hands.

Cy Reeves, tall Mischa Auer looking comic, got loads of yocks with his dead-pan stuff. Opened small but walked off big. Material is a combo of gags culled from everybody. The three boys in the candy store was Jimmy Savo's. "The Guy with the Big Clock" gets laughs. It also gets them for Morey Amsterdam. The *Dark Eyes* number was funny. It was equally funny for Danny Kaye. But whoever Reeves borrowed from the answer is that he has tied together an amusing routine which pays off handsomely.

Bill and Cora Baird's puppet act is still pulling those deep belly quakes. Couple work on a black velvet-covered platform and manipulate their dolls with amazing skill. But what is more important is their routines. Start with a jitter number, then an emcee, followed by a stripper who does some mean bumps and end with three cats who do panto a la Andrews Sisters to *Pennsylvania Polka* to record playback. Act won a terrific mitt.

Opener is the Kings, standard balancing act (two girls, one male) who do hand to hand, back flips, bridges and two and three-high stands. Finish with male lifting gal on a pole (she's announced as weighing 145 pounds) and holding pole on lower teeth. Get a good hand.

Pic, *Adventure*. Biz good.

### Capitol, New York

(Reviewed Friday Afternoon,  
March 22)

A fast pacer full of flash and fire kept the house applauding from the time Xavier Cugat came up beating out his theme *My Shawl* to the pit down. The opening speed didn't slacken all thru the 60 minutes of the stagershow. In fact it seemed to gain momentum as it went along.

Cugat, in this time with 25 men (including himself) gave out with gusto *Sin Timbal*, *Ola Marina*, *Panama*, a medley and a novelty, *Yankee Toreador* furnished him by Alan Zee, house producer. Latter pulls five sidemen down front for a parody vocal on the *Carmen* tune. Bit was amusing and brought an appreciative hand.

Surprise of the fletcher was the performances by Harvey Stone, Betty Reilly and Los Barrancas, last named a Latin dance team. In the cases of all three this was their first New

### Orpheum, Los Angeles

(Reviewed Tuesday Afternoon,  
March 19)

Current show packs a jive wallop. It is well paced with Benny Carter and orchestra headlining. Carter's commercial brand of music with hot tunes getting full play pleases the youngsters and gives them their money's worth.

Carter's outfit (17) is spotted thru-out the show. From the opening, *Just You*, group goes loud but rhythmic. Band is best on the heaters with *Poinciana*, one of the maestro's recordings, getting a good hand. Leader's sax and the trams with muted trumpet background are the highlights. An all-outer, *The Honeydripper*, gives band's tenor sax sideman chance to ride but Carter is in there pitching with a hot trumpet. *Back Bay Boogie*, spotted midway in the show, featuring the Carter sax and Sammy White on piano is the rockiest thing on the bill and like *Poinciana*, an outstanding arrangement. Winding up the band's portion of the show are *Patience and Fortitude* with Lucy Elliott, band's thrush, doing a vocal duet with the leader, and the finale ripper, *Jump Call*. Miss Elliott is stiff on delivery but her pipes have good quality.

Helen Humes teed off the acts, doing a trio of numbers. Warms up on a blues. Delivery is smooth and selling okay. Miss Humes knows what and how to give it. Her final number, *Be-Baba-Leba*, brings down the house and nets her a hand slightly short of a showstop.

Harry (The Hipster) Gibson works in open collar sport shirt and lights a cigarette soon as he reaches his piano at the front of the stage. Settling down to informal lyrics and tunes, Gibson pats a loud foot, jumps about and cracks hepped style. An outstanding boogie-woogie stylist, his off-balance lyrics to tunes such as *4-F Ferdinand* and *The Frantic Freak* and quips about the benzadrine boys get good laughs. Had to beg off.

Next to closing are Harris and Van with their comedy, songs and dancing. The boys shoot wisecracks at one another fast and furiously. Material is strictly Harleminish. Combining the triple talents, act does okay, getting a top hand.

Full house for the opener. Pic, *I Ring Doorbells*.

York stage job. Stone came on wearing a G.I. coat and civilian pants and blamed his costume on the clothing shortage segueing into a song, *Got Here as Quick as I Could* then going into his cafe army bit. The fact that he's done it so often before night club crowds didn't dampen his theater reception. The rafters shook with the gusty yocks that greeted his routine. Boy had them in the palm of his hand and worked as tho he knew it. Came back with full civilian attire with an apartment hunting bit, also funny, but no longer as sock. On his first walk-off hand was tremendous. On final walk-off it dropped.

Betty Reilly, another standard cafe act but a newcomer to theaters, looked plenty okay up there. Did a capable job on L. A. tunes but stopped them cold with her Yiddish *I Want a Feller*. Surprise element was used skillfully and forced her to beg off. Even then Cugat had a tough time getting to work.

Los Barrancos, good-looking Latin dance team had a difficult time at first adjusting to small stage. When they warmed up they did a fine job.

Pic, *Ziegfeld Follies of 1946*.



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**Golden Gate, San Francisco**  
(Reviewed Wednesday Afternoon, March 20)

Frank Sinatra, the slim, trim lad with the swoon-croon pipes, the thin-faced boy with the wistful manner, stepped onto the stage here—and suddenly a thousand female adolescents began screeching and yelling. It was enough to scare the daylight out of any modest young fellow—but the phenomenon labeled the Voice, unlike the non-vocal humpty dumpty, seems to keep himself together.

They (the adolescents) punctuated his singing with ecstatic cries when he sang *Night and Day*. And, when the bantamweight's light but sustained baritone style worked out on such smoothies as *Aren't You Glad You're You* and *You Always Hurt the One You Love*, they chorused all over again. His awkward charm even managed to thaw some of the ice off the more antique spectators.

Axel Stordahl directs a 30-piece band as accompaniment for Sinatra. Also on the bill are the Four Step Brothers, Harlem dancers, who delight with some terrific footwork. They're a clever dance foursome. The Pied Pipers, who do *I'll Never Smile Again* with Sinatra, are on their own with *In the Middle of May* and *Dreams*.

A unique impersonator is Stan Early, whose deft mimicry of such personalities as Cary Grant and James Stewart gets humorous play. Whole show is excellent, in fact, one of the Gate's finest vaude ventures. Pic, *Riverboat Rhythm*.

**Olympia, Miami**

(Reviewed Wednesday Afternoon, March 20)

A bang-up show was Manager Weiss's offering this week with all acts clicking.

Pritchard and Lord open in a terp routine in which ballroom and tap put the act across heavily. Fem uses castanets to advantage in opening Spanish number, following with fast tap bit. Then a ballet in which male stands aside but pair finish together. Took several bows.

Walter Walters Jr., ventriloquist, has boy and girl dummy in a singing duet and for encore uses a crying baby quieted by a bottle. Scored big.

Lee Bohn, a petite fem packing a wallop, wowed the wolves before opening her mouth. Chirps *Someone for Me, Hang My Hat On a Tree That Grows in Brooklyn*, besides telling some stories. Take-off on Hildegard and Durante doing *Chickery Chick*, sure-fire.

Smiley (Frog) Burnette in regulation cowpuncher dress looks as if he

**Too Short for a Head**

(Continued from page 14)  
training. Gablets are featured daily on all sports programs.

CJCA, Edmonton, Alta., Can., recently entertained an Eskimo girl, Doris Kukpah. Girl, herself a curiosity in her deerskin coat and parka and wearing mukluks, had never before seen an automobile, street car, a large building or ridden in an elevator. She was flown from her home on Reed Island to Norman Wells to receive medical care, but when the hospital in the town burned down she was taken by plane to an Edmonton hospital.

WBT, Charlotte, N. C., will air a panel of 12 rural high school students, representing the UNO Study Club of Paw Creek (N. C.) High School.

NBC's Philip I. Merryman, speaking before Wetherfield (Conn.) Business Men's and Civic Association meeting, said that facsimile transmission is "technically ready for use, but not yet ready for commercial use."

Scramble between New Britain Broadcasting Company and Central Connecticut Broadcasting Company to secure construction permit at New Britain, Conn., has ended with former getting FCC nod. NBBC also has an application in for an FM station. Julian Gross, Hartford ad agency exec, is proxy of the company.

Varner Paulson, program director of WIP, Philly, handed the station staff a jolt the other day when he directed a Mutual show dressed in a long overcoat, but sans pants. Get-up resulted from Paulson, no individualist, sitting on a freshly-painted radiator in station and sending out his trousers to have them cleaned without realizing that he had a program coming up. Came showtime, he had to grab the longest overcoat he could find and work in the overheated studio with

the perspiration pouring down his brow.

KCKN, Kansas City, Mo., flew Alvin Rey into town from Omaha to appear on the outlet's pop disk diggers show.

For Yawns Dept.: Henry Gladstone, quizmaster on Ask Dr. Eddy seg, is forming a Frankie & Johnnie softball league, pitting bobby-soxers who scream for Frank Sinatra against those who howl for Van Johnson. M.G.M supposedly will outfit the girls with uniforms and hold games in public parks "as a part of the fight against juvenile delinquency."

Back from the shooting: Whit Vernon playing role of Bernadette's pere in forthcoming stage version of *Song of Bernadette*, which opened in Boston Monday (18). . . . Eddie Anderson has rejoined WTIC (Hartford) splicing staff. . . . Henry Dupre has resumed his post as emcee of *Dawn-busters* show, which he founded years ago on WWL, New Orleans. . . . Sid Tremble named program director of KCMO, Kansas City, Mo., replacing James Coy, who went into agency work. . . . Edward O'Dwyer back in WWL, New Orleans, sales, and George Shannon returned as control technician. . . . Lawrence Lader, former officer-in-charge of troop info at AFRS' New York office, has joined *Coronet* magazine as contributing ed and continues as radio free-lancer. . . . William Karn back to producing berth and Warren Lewis returned to writing staff at NBC, Hollywood. . . . Arthur Shields, former AFRS supervisor of writing, direction and production of morale-building segs and military governor of a Jap province, has become a time peddler at KWNO, Winona, Minn. Chuck Williams, sports spieler, back at same station.

**Carroll "Vanities"**  
**Lay Goose Eggs at Fort Worth Expo**

FORT WORTH, March 23.—Earl Carroll *Vanities* flopped at Southwestern Exposition and Fat Stock Show here closing Sunday (17). Rodeo and horse show at the annual expo played to capacity houses at every performance, but *Vanities* pull at times looked like committee meetings.

Filth killed the show right off the bat. Altho billed as *Earl Carroll's Vanities*, it looked like a pick-up from leftovers, but the scale was comparatively fancy, \$2.26 to \$1.

Example of how the critics laid into it is typified in Jack Gordon's column in *The Fort Worth Press*. "Earl Carroll's *Vanities* has moved to Beaumont and it's doubtful if any tears will be shed. Carroll must have been under the impression that the Southwestern Exposition was a poultry show; he couldn't have assembled such a turkey merely by accident."

**Karkrider To Produce Vancouver Jubilee Show**

VANCOUVER, March 23.—John Karkrider, who is going to produce the Victory show in New York in 1947 has been signed to direct and produce Vancouver's Diamond Jubilee show July 1 to 14. The main events spectacle, depicting the city's 60-year history, has a top budget of \$80,000.

A London-to-Vancouver air race for a prize of \$25,000 for Standard Airline passenger planes is another feature. Plane manufacturers thru-out the world will be invited to enter.

just stepped out of one of his West-erns. Tells stories, plays the guitar and accordion, and had to beg off.

The Appletons, two fems and man, use their own set for a Casablanca Cafe scene in which they go thru a hot apache specialty. Dance and rough-house falls gets this trio by nicely.

Pic, *Murder In the Music Hall*.

**Det. Ops Face Law Requiring Parking Sites at New Spots**

DETROIT, March 23.—Theaters, night clubs and other types of amusement enterprises will have to provide parking space for their patrons under the terms of a proposed amendment to the Detroit Zoning Ordinance. Amendment is being presented to the city council.

Proposal requires that builders of new projects of all types shall provide parking facilities for patrons, off the street. This normally will mean parking lots.

**N. Y. Iceland Eyeing Icer—It Costs Less**

NEW YORK, March 23.—The Iceland Restaurant is mulling an ice show to deb in the Smorgasbord spot next summer. Noel Lee and Abe Goldstein, co-partners, are dickering with Tom (GAC) Martin and Don Arden, icy producer.

A few months ago, when new ops took over the room from Larsen, they planned to bring in name bands. But deal fell thru on money question. The ice show gimmick will cost less, says Lee. Big problem is obtaining ice tanks as they usually have to be rented.

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# Chi Throws Turkeys to Stockyards

"Play" or No Pay

CHICAGO, March 23.—Chi has become a lush garden spot for legit producers angling for theater space, but local ducat buyers haven't hit the sucker class to pay for something just because it's on the stage. Fact remains that all shows brought in either for local preem or following a road run—must add up to quality. All three current season's bow-ins went in the red. Two were terrific busts and the third folded after 10 weeks. First in was *St. Lazare's Pharmacy*, which opened to fanfare of new-era-launching in Chi legit. *Pharmacy* lacked the guts to keep it going, but lasted longer than most crux anticipated. Follow-up was *Second Guesser*, starring Al Schacht, ex-ball player. Aisle experts thumbed it down lustily and show faded after two bad weeks and a 40G loss. Third strike was on *A Young American*, bowed-in after a semi-pro try-out by Blackfriars' Guild in New York. Current fad for mixed cast shows was rumored as reasoning on part of producers, but pay-off was bad again. Shuttered after two weeks.

There's no doubt that shows of the grade of *Anna Lucasta*, *Dark of the Moon*, *Laffin' Room Only*, *Voice of the Turtle* and *Dear Ruth* are sock with the customers here. But while producers are screaming to get themselves a local theater, they'd better be sure they have a play to put in it. Chi is just as choosy in tabbing legit inferiority as Broadway.

## "Bernadette" Gets New Lease on Life—Belasco

NEW YORK, March 23.—Last-minute switch by Victor Payne-Jennings brings stage version of Franz Werfel's *Song of Bernadette* into the Belasco Tuesday (26). *Bernadette*, which preemed in Boston Monday (18) to a cool press, was skedded to shutter for good today (23). Bow-out of *Flamingo Road* left Belasco open for tenantry and management was quick to snap it up.

## ROUTES

Dramatic and Musical

- Annie Get Your Gun, with Ethel Merman (Shubert) New Haven, Conn., 28-30.
- Between Covers (Great Northern) Chicago. Blackstone (Cox) Cincinnati.
- Blossom Time (Capitol) Wilkes-Barre, Pa., 27; (Lyric) Allentown 28; (Playhouse) Wilmington, Del., 29-30.
- Call Me Mister (Forrest) Philadelphia.
- Carmen Jones (Shubert) Philadelphia.
- Dark of the Moon (Blackstone) Chicago.
- Dear Ruth (Auditorium) Rochester, N. Y., 25-27; (Strand) Ithaca 28; (Erle) Schenectady 29-30.
- Dear Ruth (Municipal Aud.) New Orleans 28-29.
- Deep Are the Roots (Selwyn) Chicago.
- Desert Song (Erlanger) Buffalo, N. Y., 25-28; (Auditorium) Rochester 29-30.
- Harvey, with Joe E. Brown (Biltmore) Los Angeles.
- Judy O'Conner (Copley) Boston.
- Laffing Room Only, with Olsen & Johnson (Shubert) Chicago.
- Late George Apley (Erlanger) Chicago.
- Life With Father (Strand) Albany, N. Y., 27; (Aven) Utica 28; (Strand) Elmira, 29-30.
- Love in the Snow (Shubert) Boston.
- Merry Wives of Windsor (Locust St.) Philadelphia.
- Oklahoma (Curran) San Francisco.
- On the Town (Cass) Detroit.
- Polonaise (Studebaker) Chicago.
- Salute to Murder (Shubert-Lafayette) Detroit.
- School for Brides (Davidson) Milwaukee.
- Song of Bernadette (Wilbur) Boston.
- State of the Union (Celentia) Boston.
- Student Prince (Nixon) Pittsburgh.
- Twilight Bar (Walnut) Philadelphia.
- Two Mrs. Carrrolls (Lyceum) Minneapolis 28-30.
- Veloz & Yolanda (Royal Alexandra) Toronto.
- Voice of the Turtle (Plymouth) Boston.
- Voice of the Turtle (Geary) San Francisco.

# BROADWAY OPENINGS

## FLAMINGO ROAD

(Opened Tuesday, March 19, 1946)

### BELASCO THEATER

A play by Robert and Sally Wilder, adapted from former's novel. Staged by Jose Ruben. Sets by Watson Barratt. Costumes by Emeline Rocht. Lighting by Leo Kerz. Company manager, Louis Cline. Stage manager, George W. Smith. Press representative, Leo Freedman. Presented by Rowland Stebbins.

- Boatright ..... Olvester Polk
- Titus Semple ..... Francis J. Felton
- Fleiding Carlisle ..... Lauren Gilbert
- Henry Veech ..... Frank McNellis
- "Doc" Watterson ..... Will Geer
- Dan Curtis ..... Phillip Bourneuf
- Ulee Jackson ..... Paul Ford
- Tate Hadley ..... Bernard Randall
- Lute-Mac Saunders ..... Doris Rich
- Goldie ..... Martha Jensen
- Another "Lute-Mac" Girl ..... Sally Carthage
- Lane Ballou ..... Judith Parrish
- Burrell Lassen ..... Tom Morrison
- "Red" ..... Marcella Markham
- Matron ..... Hazelle Burgess
- Virgie ..... Evelyn Davis
- Grocery Boy ..... Malton Nail

This is another attempt to focus a novel into stage dimensions. Yarn is adapted by Robert and Sally Wilder from the former's book. Some of the flavor of cheap-John Florida politics has been preserved, but not enough to build more than a thin-bodied melo which makes 11 p.m. seem a helluva long time after 8:40 at the Belasco. *Flamingo Road* is a long street with a dead end.

*Flamingo* misses by virtue of the fact that authors have concentrated on development of a single toad-like character which is played with considerable unction and effective- (See *Flamingo Road* on page 50)

## HE WHO GETS SLAPPED

(Opened Wednesday, March 20, 1946)

### BOOTH THEATER

A drama by Leonid Andreyev, adapted by Judith Guthrie. Staged by Tyrone Guthrie. Setting and costumes, Motley. Production supervised by Lawrence Langner and Theresa Helburn. Company manager, John Yorke. Stage manager, Jus Addiss. Press representative, Joseph Heidt. Presented by The Theater Guild.

- Tilly ..... Bobby Barry
- Polly ..... John M. O'Connor
- Count Mancini ..... John Abbott
- Housekeeper ..... Edith Shayne
- Ringmaster ..... Arthur Foran
- 1st Jockey ..... George Cory
- 2d Jockey ..... Tony Albert
- 3d Jockey ..... Ella Eringer
- Thomas, Head Usher ..... Ernest Sarracino
- Equestrienne ..... Cynthia Blake
- Tap Dancing Trio ..... Phil Sheridan, Jack Orton, Leatta Miller
- Strong Man ..... Paul Alberts
- Papa Briquet ..... Wolfie Barzell
- Zinaida ..... Stella Adler
- Funny ..... Dennis King
- Jim Jackson ..... Russell Collins
- Consuela ..... Susan Douglas
- Alfred Bezano ..... Jerome Thor
- A Gentleman ..... Tom Rutherford
- Baron Regnard ..... Reinhold Schunzel
- Dancers ..... Cynthia Carlin, Letitia Fay, Sydna Scott, Jackie Jones, Elsbeth Fuller
- Clowns ..... Michael Wyler, Joseph Singer, Carl Specht, Douglas Hudelson
- Jugglers ..... Frank De Silva, Robin Taylor
- Waiter ..... Frank De Silva

After a lapse of 24 years, Andreyev's tragi-comic clown came back to Broadway and once more under the Theater Guild. Current *Slapped* must be tabbed a new version rather than a revival, since Judith Guthrie edition differs materially in production and staging from the original. Play has been split into (See *He Who Gets Slapped* on page 51)

## MARY OF MAGDALA

(Opened Monday March 25, 1946; Previewed Thursday, March 21)

### BLACKFRIARS' THEATER

A play by Ernest Milton. Staged by Dennis Gurney. Set by Blackfriars' Studio and Avril Gentles. Costumes designed and executed by Valerie, assisted by Virginia To-dahl. Frescoes by Jean Lovelace and Frank Schofield. Presented by Blackfriars' Guild.

CAST: Gladys Edgecomb, Douglas Gordon, Ray Colcord, Joseph Nash, Jay Welles, Jean Lovelace, Hugh Thomas Jr., Margaret Roberts, Barbara Stanton, Ralph Curtis, Florence Interrante, Oskar Soroko, Joseph F. Gilbert, Helen Horton, Robert Carroll, Frank Schofield, Anne Osterhout and Jean Spelvin.

Ernest Milton's revamping of the Mary Magdalen story is a good choice on the part of the Blackfriars' Guild for the approach to Easter and figures to draw crowds to the little house on 57th Street because of its presentation and timely religious theme. Script is not for the Stem, however.

It's talky and lacks much action—a strange production from the pen of a thesp who is noted for his strong characterizations in both Shakespeare and cloak-and-dagger shows. Dennis Gurney's smooth production and the over-all showing of an enthusiastic cast makes the show an interesting if unexciting evening. In less capable hands, *Mary of Magdala* would be a king-size yawn.

The story of Mary Magdalen's conversion to Christ is more talked about than shown. In fact, most of the play revolves around theological soul scratchings of a Roman centurion who is her senior paramour, a wealthy Jew (her favorite boy friend), and a young visiting Briton. They take up most of the time arguing the pros and cons of Christianity, with the Roman staying an unbeliever to the end. Threaded thinly thru this mass of dialog is the story of Magdalen and her uncertainty as to the divinity of Christ. Her doubts are dispelled when she meets the risen Christ at the tomb. Actually, however, her story, while motivating the play, shows up in a secondary role to that of the Roman and his arguments. This is the author's fault.

Gurney and his cast have squeezed all the possible drama out of this play, highlighting it with some excellent stage pictures and a fine set, good colorful costumes and strong and sincere performance. The longest and toughest role goes to Ray Colcord as Quintus Superbus. He brings to it skill, depth and color. Crowding him close for top honors is Robert Carroll, whose sock showing ought to attract scouts. Joseph Nash, Frank Schofield and Douglas Gordon are others in the male ranks who do noteworthy jobs. Among the fems, Helen Horton is a standout in the title role—a difficult one which she projects strongly and sympathetically. Others meriting kudos are Jean Lovelace, Margaret Roberts and Barbara Stanton.

## I LIKE IT HERE

(Opened Friday, March 22, 1946)

### JOHN GOLDEN THEATER

A comedy by A. B. Shiffrin. Staged by Charles K. Freeman. Setting by Ralph Alswang. General manager, Irving Pincus. Stage manager, John Effrat. Press representatives, Ivan Black and Lenny Traube. Presented by William Cahn.

- Mrs. Smedley ..... Seth Arnold
- Captain Leroux ..... John Effrat
- Laura Merriweather ..... Mardel Bryant
- Matilda Merriweather ..... Beverly Bayne
- Sebastian Merriweather ..... Bert Lytel
- Brad Monroe ..... William Terry
- Willie Kringle ..... Oscar Karlweis
- David Bellow ..... Donald Randolph
- Saphronia Lawrence ..... Ellis Baker

*I Like It Here* has all the familiar elements of stock farce-comedy-stuff, domineering mother; hen-pecked spouse; stuffed-shirt rich fiance for dumb-dora daughter; right-guy for latter, and a deus ex machina to put them thru their paces. It is pretty thin and windy business with every character but one salvaged from the stock pile. But that one—at least as played by Oscar Karlweis—could be strong enough to (See *I Like It Here* on page 51)

# BROADWAY SHOWLOG

Performances Thru March 23, 1946

## New Dramas

	Opened	Perfs.
Anna Lucasta (Mansfield)	8-30, '44	667
Antigone (Cort)	2-18, '46	40
Apple of His Eye (Biltmore)	2-5, '46	54
Born Yesterday (Lyceum)	2-4, '46	56
Dear Ruth (Henry Miller's)	12-13, '44	540
Deep Are the Roots (Fulton)	9-26, '45	208
Dream Girl (Coronet)	12-14, '45	107
Glass Menagerie, The (Playhouse)	3-31, '45	413
Harvey (48th Street)	11-1, '44	599
I Remember Mama (Music Box)	10-19, '44	601
Life With Father (Bijou)	11-8, '39	2,672
Magnificent Yankee, The (Royale)	1-22, '46	71
O, Mistress Mine (Empire)	1-23, '46	70
State of the Union (Hudson)	11-14, '45	149
Three To Make Ready (Adelphi)	8-7, '46	20
Voice of the Turtle, The (Morosco)	12-8, '43	825

## Musicals

Are You With It? (Century)	11-10, '45	154
Billion Dollar Baby (Alvin)	12-21, '45	107
Bloomer Girl (Shubert)	10-6, '44	614
Carousel (Majestic)	4-19, '45	894
Day Before Spring, The (National)	11-22, '45	139
Follow the Girls (Broadhurst)	4-8, '44	818
Lute Song (Plymouth)	2-6, '46	52
Oklahoma! (St. James)	3-31, '43	1,801

	Opened	Perfs.
Song of Norway (Imperial)	8-21, '44	667
Up In Central Park (Broadway)	1-27, '45	582

Closes April 13.

## REVIVALS

### (DRAMAS)

Hamlet (Columbus Circle)	12-13, '45	114
Pygmalion (Barrimore)	12-26, '45	98
Red Mill, The (16th St. Theater)	10-16, '45	175
Showboat (Ziegfeld)	1-5, '46	89

## ICE SHOW

Hats Off To Ice (Center)	6-22, '44	842
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## BALLETS

Ballet Russe De Monte Carlo (City Center)	2-17, '46	40
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## OPENINGS

Flamingo Road (Belasco)	3-19, '46	7
He Who Gets Slapped (Booth)	3-20, '46	5
I Like It Here (Golden)	3-22, '46	3

Critics were six to three cold to this new version. Score 33 per cent. No: Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Vernon Rice (Post), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), Louis Kronenberger (PM), Yes: Ward Morehouse (Sun), John Chapman (News), Lewis Nichols (Times). Closed Saturday (23).

## CLOSINGS

Flamingo Road (Belasco)	3-19, '46	7
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**LOVE IN THE SNOW**

(Opened Monday, March 18, 1946)

**SHUBERT THEATER, BOSTON**

A new musical romance presented by Messrs. Shubert. Book and lyrics by Rowland Leigh. Music, Ralph Benatzky. Book directed by John Baird. Settings, Lawrence Goldwasser. Dances, Myra Knitch. Costumes, Jac-Lewis. Manager, George Oshrin. General press representative, G. P. Greneker.

Kurt Remsen.....Jay Rogers  
Ingrid Siebert.....Betty Luster  
Cordelia Hansen.....Nan Shadon  
Lief Hansen.....Robert Pitkin  
Miss Swanstrom.....Charlotte Lansing  
Hendrick Van Rhyn.....Robert Douglas  
Princess Martha.....Nancy Donovan  
Mrs. Siebert.....Ellen Love  
Griselda.....Lola Kendrick  
Frank.....Arthur Mack  
Crown Prince Paul.....Raymond Bailey  
Count Remsen.....Le Roi Opert  
Caretaker.....Peter Proses  
Rosella Picelli.....Allegra Varron  
The Duke of Parthay.....Paul Kaye  
Collette Palerme.....Rachelle Carlay  
The Court Photographer.....Charles Duhin  
Maitre De Ballet.....Les Lindsey  
Margit.....Patricia Wheeler  
Erik Paulson.....Rudy Tone  
Ballet Girls, Singers, Show Girls and Boys

This Romberg-like musical romance about a princess who falls in love with a commoner, an opera singer at that, is a pleasant session. It has eye and ear appeal. It has a clever switch on the familiar royal romance theme and very few dull spots. The score is good, with a fair share of rememberable tunes. The only flaws are the undistinguished dances and some slightly strange-looking ski costumes in the first act.

**Hub Crix Tab**

Scored 72 per cent critical rating. Yes: Leslie Soper (Monitor), Elliot Norton (Post), Helen Eager (Traveler), Leo Gaffney (Record), Rudolph Elie Jr. (Herald). No: Peggy Doyle (American). No opinion: Cyrus Durgin (Globe).

Snow tells the story of Princess Martha, who falls in love with Hendrick Van Rhyn, an opera star, while on a winter sports vacation in the year 1872. Crown Prince Paul, Martha's slightly impoverished father, is in the process of trying to get Martha married to a suitable consort. He is also involved in the matter of raising money to pay off his own extramarital love affair with another opera star, named Collette.

Princess Martha, talked into becoming engaged to the handsome Duke of Parthay, still carries the torch for Hendrick. To end the affair, Count Remsen, unknown to Hendrick or Martha, summons the opera star to sing at the engagement ball. This little bit of intrigue drives Hendrick away and leaves Martha carrying a bigger torch than ever even after six months of marriage-in-name only. How the matter is concluded provides a mild switch on the usual pattern. Martha really loves her duke, Hendrick is given the letter of farewell which the princess never sent and things wind up with the opera star suffering front and center while another singer whips thru an aria from *Pagliacci*. This would have been a good place to end things, but the Shuberts come thru with an ensemble number during which the audience is caught in the act of leaving the theater, being under the wise impression that things are over.

Nancy Donovan as Princes Martha is good to see and hear. Robert Douglas, as Hendrick Van Rhyn, does an excellent job of singing and acting the opera star. Raymond Bailey's Crown Prince Paul is very human and satisfactory. In fact, everyone does right well by things.

Two high spots stand out—the winter ballet against a snow-frosted setting, and the aria duel between Rosella Picelli and Collette, sung effectively by Allegra Varron and Rachelle Carlay, respectively.

Snow rates as the best musical operetta to be presented by the Messrs. Shubert since such hardy perennials as *The Student Prince* or *The Merry Widow*, altho not up to par with these two operettas in the score division.

**OUT-OF-TOWN OPENINGS**

**CALL ME MISTER**

(Opened Tuesday, March 19, 1946)

**FORREST THEATER, PHILADELPHIA**

A revue presented by Melvyn Douglas and Herman Levin. Music and lyrics by Harold J. Rome. Sketches, Arnold Auerbach. Dances, John Wray. Staged by Robert H. Gordon. Settings, Lester Polakov. Costumes, Grace Houston.

CAST: Betty Garrett, Paula Bane, Maria Karnilova, Betty Lou Holland, Ward Garner, Virginia Davis, Danny Scholl, Jules Munshin, Bill Callahan, Lawrence Winters, George Hall, Alan Manson, Harry Clark and David Nillo.

Melvyn Douglas, of Hollywood and late of the China-Burma-India theater of the U. S. Army, and Herman Levin, former Philadelphia newspaperman, have a winner in *Call Me Mister*, topical revue inspired by the army and peopled by ex-servicemen and women and other gals who are busy doing USO or allied work.

It's a fast, funny show with plenty of good tunes by Harold J. Rome, and top skits by Arnold Auerbach. It has an exciting array of dancing—both popular and ballet—song and skits.

**Philly Crix Tab**

Aisle experts gave this one an all-out thumb-up. Score, 100 per cent. Yes: R. E. P. Sanderfer (Bulletin), Lenore Bushman (News), Edwin Schloss (Record), Linton Martin (Inquirer).

Jules Munshin is the topper in the cast. He stands out again and again in the Auerbach material. He does everything from a take-off on Maurice Evans in *Hamlet* to a thinly veiled Southern Senator. And he does them all well and stops the show each time.

In one sketch, the infantry gives its version of what kind of a war the air force boys fought. And it is packed with laughs.

Betty Garrett sings a song called *Surplus Blues*, about a lonely waitress who was the belle of a near-by army camp but who is forgotten now that the war is over and the boys have gone back home.

Lawrence Winters displays his deep, excellent voice in *The Red Ball Express* and *The Face on the Dime*. The latter was inspired by the late President and carries out a cycle begun by Rome with *F. D. R. Jones* in *Sing Out the News*.

Besides Munshin, Harry Clark and George Hall are tops in their comedy roles. Clark does a barber who learned his art in the army. It's packed with laughs. Betty Lou Holland and Bill Callahan score with their singing and dancing.

All in all, it's a full evening of fun, something that has been sadly lacking here this year. It will please all the G.I.'s in the audience and won't be hard for their civilian friends to understand.

**TWILIGHT BAR**

(Opened Tuesday, March 19, 1946)

**WALNUT STREET THEATER, PHILADELPHIA**

A comedy by Arthur Koestler. Produced by George Abbott. Staged by Everett Sloane. Sets, Oliver Smith. Music, Paul Bowles. CAST: Luther Adler, William Hansen, Philip Arthur, Mary Cooper, Mercedes McCambridge, George Baxter, Edith Meiser, Robert Strauss, John Baragrey, Lols Wheeler, Guy Arbury, Ernest Rowan, John Robb.

*Twilight Bar* is a different venture for George Abbott to produce. Used to the adolescent comedies identified with his name, Abbott has tried his hand at this Arthur Koestler fantasy. And *Twilight* is somewhat different for Koestler as well.

**Philly Crix Tab**

Drew three-to-one negative vote for a score of 25 per cent. No: Jerry Gaghan (News), Linton Martin (Inquirer), Morley Cassidy (Bulletin). Yes: Edwin Schloss (Record).

It's a combination of Shavian satire, glimpses into the atomic age, and touches of H. G. Wells. It all adds up to a chaotic evening in the theater.

*Twilight* is concerned with the advent on an unidentified island of two

**THE SONG OF BERNADETTE**

(Opened Monday, March 18, 1946)

**WILBUR THEATER, BOSTON**

A dramatization of Franz Werfel's novel, in 3 acts and 10 scenes, by Jean and Walter Kerr. Presented by Victor Payne-Jennings. Settings, Willis Knighton. Projection equipment, Ralph Brown. Directed by Walter Kerr. Company manager, Joseph Roth. Press representative, Les Appleby.

Sister Marie Therese Vauzous... Jean Mann  
Jeanne Abadie, friend of Bernadette... ..

Bernadette Soubirous... Elizabeth Ross  
Marie Soubirous, Bernadette's sister... ..

Dean Peyramale... Kelnert Wolff  
Louis Soubirous... Marjorie Hurtubise

Croisne Bouhouhorts... Mimi Norton  
Soubirous... Whit Vernon

Louis Bourlette... Anthony Messuri  
Bernarde Casterot... Gertrude Kinnell

Madame Sajou... Cavada Humphrey  
Antoine Nicolau... Bruce Hall

Mayor Lacade... Michael Vallon  
Jacomet... Richard Karlen

Dr. Dozous... Francis Compton  
Celeste... Octavia Kenmore

Madame Pernet... Kay MacDonald  
Mother Josephine... Ruth Gregory

The dramatization of Werfel's novel comes out unevenly, with occasional touching moments but too many dull spots. The 10 scenes, despite the effective stereopticon technique of projecting on a blank background, make slow movement in themselves. Real fault, however, with *Bernadette* is that it has too much of almost everything — too much acting by the cast (with the exception of Elizabeth Ross as Bernadette), too much direction, too many scenes, and very little strong dramatic punch. Altho the cast is professional except Elizabeth Ross, the feeling of overacting persists thruout.

**Hub Crix Tab**

Drew four "No," two "Yes" and one "No Opinion." No: Cyrus Durgin (Globe), Alexander Williams (Herald), Edwin Melvin (Monitor), Helen Eager (Traveler). Yes: Elliot Norton (Post), Leo Gaffney (Record). No Opinion: Peggy Doyle (American).

The story of the slightly dull-witted young school girl, whose ill health has made her still more different from her schoolmates and who performs a miracle at Lourdes, is told carefully and faithfully. Play opens with her being branded the stupidest girl in the school. It traces her mental torture as she is hounded by the mayor and the police chief. It underscores the materialistic viewpoint of the church regarding Bernadette's visions. And it concludes with Bernadette in a convent, having restored the faith of envious Sister Vauzous.

There is one outstanding fault with Elizabeth Ross as Bernadette: There are few shadings in her characterization. Bernadette suffers and suffers and suffers still more thruout the scenes. If she were permitted to laugh just once, it would help both the role and the audience.

*Bernadette* doesn't add up to good commercial theater altho it is effectively presented. It seems more like a play destined for Little Theater and church groups.

representatives of a far-distant planet in search of new territory for their crowded but very happy people. The two, Alpha and Omega, land in their space ship and look around the earth in a pretty disdainful manner.

Since they need room to expand, the two delegates say they will destroy people on the earth with a death ray and then take over. They feel that our planet will be the most desirable since the people seem to have the lowest quotient of happiness.

They concede a 10-day respite in the vague hope that our fellowmen may see the error of their ways and undergo a last-minute reformation. The action takes place at the *Twilight* (See TWILIGHT BAR on page 50)

**WOMAN BITES DOG**

(Opened Friday, March 22, 1946)

**MCCARTER THEATER, PRINCETON, N. J.**

A new comedy by Bella and Samuel Spewack. Staged by Coby Ruskin. Settings by Howard Bay. Costumes by Mary Grant. General manager, Max Allentuck. Press representatives, James Proctor, Lewis Harmon. Presented by Kermit Bloomgarden.

Amanda Merkle.....Eda Helmenan  
Tony Flynn.....Frank Lovejoy  
Commander Southworth.....Taylor Holmes  
Sims.....E. G. Marshall  
Wilson.....Harold Grau  
Betty Lord.....Elaine Stritch  
Major Southworth.....Royal Beal  
Lizzie Southworth.....Ann Shoemaker  
Hopkins.....Kirk Douglas  
First Attorney.....Richard Clark  
Second Attorney.....John Randall  
Slim.....Dudley Sadler  
Walter.....Sam Bonnell  
Valet.....Russell Morrison  
Breckenridge.....Roger Quinlan  
Maurice Crash.....Maury Tuckerman  
Sokolowski.....Boris Kogan  
Lee.....John Shelly  
Mayor Stevens.....Ed Nannery  
Dean West.....Robert LeSeuer

This script is an unsubtle bid for laughs at the expense of the Patterson-McCormick newspaper family. All three members are presented in the broadest of caricature and their resultant asininity brings boffs galore. If anyone can read a socially significant message into this one, they're reaching 'way out. Plot is too lightly woven to have any deep message and, in the end, altho the boy meets girl theme pops up (with customary solution), the main focus of the play is on McCormick and his idiosyncrasies, with Patterson and Cissie Patterson as side shows. *Woman* should cull the guffaws on the Stem for quite a while after debbing.

Tissue thin is the Patterson-McCormick menage disguise. Col. McCormick becomes Commander Southworth, living in a nautical atmosphere; Captain Patterson is Major Southworth and Cissie Patterson turns up as Lizzie Southworth. Last-named is the only weak characterization in the script. Lizzie is made up to appear as a blithering idiot, totally dependant upon her brothers, and with society editors and her social enemies as her only reason for sheet publishing.

Into the Southworth menage comes a young discharged air corps hero with a tale of his home town of Danville, where, he claims, since he left, folks have gone completely communist. This is fuel to the red-baiting fire of the major and the commander who instantly swing into action, sending down their best gal reporter to tie up story. She, sick of the commander and anxious to quit, is conned into staying on by the commander's chief editor, her boy friend.

Investigation proves the hero's story to be a fake, but the fier, admitting he's a penniless scribe himself with a gripe against the Southworth family, persuades the gal scribe to hit the family hard by writing the story as true. She does so and creates confusion when the real truth is told. Things are finally straightened out on a note of high comedy.

Show is paced well and played heavily for the yocks it aims for and has one of the best whom second curtain lines in a long time. Taylor Holmes as the commander, Royal Beal as the major and Ann Shoemaker as Lizzie all turn in slick performances. Kirk Douglas as the phony hero and Elaine Stritch as the gal keypounder, with Frank Lovejoy as the editor, handle the romantic and more serious moments skillfully. Maury Tuckerman turns in a neat piece of chi-chi comedy as Maurice Crash and the rest of the cast acquit themselves well.

Costumes are good and Howard Bay's sets are sock.



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## Magic

By Bill Sachs

**J**OHNNY PLATT is back home in Chicago after an extended tour of the Far East with a USO unit. "Before leaving India," writes Johnny, "I was made a member of the Society of Indian Magicians in Bombay and was presented with an ivory wand with the Society's insignia carved on it. Our show played in Iran, Egypt and North Africa on the way home. In Cairo it was my good fortune to meet Ben Aly, who is rated as the best in Egypt. Ben performed at the Palace of the King of Egypt when the latter was entertaining King Ibn Saud of Arabia, and Ben invited me to witness the show as his guest." . . . RICHARD HUGH, after winding up on a string of school assembly dates in Central Ohio, has hopped into Indiana territory with his full-evening show. . . . JOHN MATTHEWS, former assistant to Dante, has resumed his series of bookings for Father and Son programs in the Detroit area under the billing of Dr. Quack. He has been working the idea for the last 10 years. . . . NORMAN ATWELL is appearing in Chicago with his act, billed as the Amazing Atwell. . . . THE CLARKS (Kalark and Nelena) are presenting their magic and mentalism on a return stand at Highland Casino, formerly Bristol Casino, Warwick, R. I. . . . KARA, magician-juggler, who has been playing in and around Montreal the last several months, leaves there soon to join up with a carnival for the season. . . . DRENNEN WILSON, who recently worked theaters with the vaude unit, *Just Foolin'*, produced by Bob Kerr, New York, is keeping busy these days on private club and nitery dates around his native Birmingham. Wilson adds to our collection of magicana with one of his latest photos, autographed.

**F**RANK J. LEE, formerly ahead of Thurston, infos that Joseffy (Joseph Freud) has been a recent San Antonio visitor, with much of his time there being spent in jackpot sessions with the town's top magicker, M. S. Mahendra. For 24 years Joseffy presented his full-evening show in lyceum and chautauqua and for nearly 40 years has maintained a business devoted to the development of electro-mechanical inventions. Much of his efforts recently have been spent in the interests of the government. Frank Laro recently devoted his "Around the Plaza" column in *The San Antonio Light* to telling of Joseffy's vast experience in the magic field. . . . HERE'S ONE for the book. On a recent Thursday afternoon Raymond Scheetz gave his 50-minute assembly program at the high school in Seminole, Tex. On the same evening the Great Virgil presented his two-hour program on the same stage. And, what's more, both rabbit hidiers had 'em standing in the rear of the auditorium. . . . GREAT JARVIS is working an occasional date around Fairmont, W. Va., while readying his full-evening show which he is skedded to launch late in the

summer. New unit, according to Jarvis, will tote eight people and three tons of equipment, with B. F. Criss doing the piloting. Jarvis was recently discharged from the service. . . . MARDONI AND LOUISE are pleasing 'em with their nifties at Chicago's Blackhawk Hotel. . . . JERRY BERGMAN recently concluded a week's stand at the Esquire Club, Montreal. . . . RALSTON THE MAGICIAN, after several years' layoff during the war period, resumes with his full-evening show April 10. According to Ralston, the show will carry 17 people and will play theaters and auditoriums thru Maine, New Hampshire and Massachusetts under sponsorship of civic organizations. Program will wind up each evening with a 15-minute ghost show.

### TWILIGHT BAR

(Continued from page 49)

*light Bar, a pub on the island.*

Lois Wheeler plays Omega, the visitor from afar, with an easy grace. Luther Adler scores as Glowworm, an odd name in an odd play. He plays a newspaper columnist, who is also a bit of a poet on the side. It is an intense characterization for Adler and when he comes onstage and takes over, you hear the strong words of Koestler pouring forth. The real solid performance of the evening was given by William Hansen as a bartender. It was the most clearly recognizable personality on the peopled stage.

John Baragray did well as Alpha, the traveling companion of Lois Wheeler. Edith Meiser had some funny lines as a plantation owner.

The play, originally written in Europe in 1933 but left behind when Koestler skipped the Continent with the Gestapo one jump behind him, was completely rewritten from memory in England.

Oliver Smith's sets are stronger than the play itself. Everett Sloane's direction kept things moving in this very talky vehicle.

Folded in Philadelphia Saturday (23).

### FLAMINGO ROAD

(Continued from page 48)

ness by Francis J. (Happy) Felton. Felton makes a portrait of a pulpy, sinister politician look and listen a lot better than anything the scripters have done. Unfortunately, there isn't a real play for him to work with and the subordinate characters are little more than paste-up figures.

The Wilders are concerned with machinations of a small-time political juggernaut and his knocking-off by a gal whom he hounds for very little reason whatever. Judith Parrish is the stranded carnival kid who gets the pushing around and acquits herself better than creditably with the material which has been handed her. She even succeeds in making a faintly ridiculous final curtain fairly credible. Philip Bourneuf, dittoes her performance as a politico with enough backbone to stand up to the county boss, and Will Geer is in good form as an honest editor.

*Flamingo* might have been put together as a taut and absorbing melo, but the Wilders have succeeded only in a character study which is all on one key. The result is a sprawling, loose-ended contrivance, without sufficiently clear motivation to make what happens on the Belasco stage reasonably believable.

Productionwise, *Flamingo* is distinctly on the good side of the ledger. Watson Barratt's four sets are all off his top shelf, whether he's dreaming up a hotel porch in a Southern town, a women's prison, the parlor of a hussy house or the interior of a love nest. Every one is just right. If the authors had packed as much skill and imagination into the scripting, *Flamingo* might be due for a longer stay.

Closed Saturday (23). Printed for the record.

## Burlesque Notes

By UNO

**THE LESLIES** (Holly, straight man, and Rencie) tendered a wedding party and dinner to their son, Lynn Cooper, a novelist just out of the army, and his bride, Doris Fidler, following their marriage in Fall River, Mass., March 16. . . . ED QUIGLEY, ex-burly funster, shifted from a defense plant job to clerking in the Brooklyn P. O. . . . MARTY WHITE, former Columbia Wheel singer, now leader of the Gay White Way ork, is featuring David Wakely, a vocalist newcomer. . . . SAMMY SMITH, comic, rid of his sciatica attack, has joined Sam Gould and Charlie Adams to strengthen the Brown Derby Boys act. . . . DICK RICHARDS, recently associated with the Al Grossman Agency in behalf vaude, radio, television and niteries, brought with him three acts, Hardeen Jr., Barbara Barrie and the Master Keyes, a vocal quartet. . . . CAROL LORD is featured in the stock cast at Tony Miccio's Jacques Theater, Waterbury, Conn. Other Dave Cohn bookings include Marshan, Wally Sharples, Charles Naples, Chuck Wilson and Al Golden. . . . John Cosco's, Hi-Way Casino, Fall River, Mass., booked by Paul Jordan, Boston, has Joan Barry, Burns and Burnack, Shirley Haywood, Carl Nappi's ork and Chuck Williams, emsee.

**ROXY**, Montreal, has inaugurated a new policy of featured strips booked by Paul Jordan, who for week of March 29, has set Dolores Green; April 5, Vicki Welles; and April 12, Marlene with the Four Adora Belles, as extra attraction. . . . BURLESK loses and legit gains Jack Diamond and Joey Faye, comics, who started rehearsing March 19 with Richard Kollmar's *Windy City*. . . . Rube Bernstein is company manager of *St. Louis Woman*, that opens at the Martin Beck, March 30. . . . JAMIE COGLAN, Myles Bell and Nan Bedini, and Bill and Ida Mack returned from overseas engagements with USO units with Cogan slated for another tour within a few weeks thru Charlie Allen. . . . BOBBIE CARROLL, tapster, and a recent high school grad, is a first-time burly principal on the Hirst Wheel. . . . DANNY CHANG, violinist, extra-attractioned for a burly debut at the Hudson, Union City, last week. . . . JEANNE MALONE, advanced by Producer Natalie Cartier while in the chorus of the Empire, Newark, to strip principal, is with the Binder-Rosen unit on the Hirst Circuit.

## Bar, Church Groups Stop Morrill Bill

ALBANY, N. Y., March 23.—Morrill Bill, chief hope of theater to curb censorship power of New York City license commissioner, was killed March 19 in State Senate. Opposition by bar and church groups resulted in its death.

Mitchell Bill, other measure that accomplishes the same purpose, is still stuck in Codes Committee. Making its chances of passage at this late date slim.

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Can use 20 Illusions, also large flashy Magic. Do not have time to build to enlarge my present show. Anything flashy considered. Also scenery. Want 10 male and female experienced Assistants. Must be A. G. V. A. or willing to make application. Can use Novelty Acts willing to work in show. Want Tanglely Callaphone for publicity. All equipment offered for sale must be subject to inspection.

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## You Can't Tell a Public Service Broadcast by Its Bankroller

(Continued from page 12)

make the mayor "jump in the lake." But despite that, they cited WBTM for the program and the twist on the fund-raising idea, and suggested that it be passed on to other stations for other campaigns.

### Eds Cite KALE Vet Job Shop

G.I. programs, as mentioned before, had a barrellful of citations but ever so often there was something extra, something that rated and rated and rated. Station KALE's *Veterans Job Shop* was one of the extra specials. It not only presented vets who rated jobs but each week it presented two or three ex-servicemen and landed jobs for them. The editors noted that there were "only two failures in the first year of operation"—and no station's job shop in the nation came anywhere near that figure of success. KALE, for this reason, came thru not only with a citation but editors' suggestion to "give 'em something big."

### KWK Raps Airport Condition

Station KWK, St. Louis, discovered that the airport, one of the important terminals in the U. S., was in bad condition. It brought an aviator to the mike who told about the icy conditions of the field and when President Truman landed on the field two days later—it brought home the fact that St. Louis' Municipal Airport had endangered the life of the nation's commander-in-chief. Check another citation of KWK.

### Labor-Management Forums

Labor-management forums brought plenty of stations citations. Tops in the labor-management field were WEEI (Boston) and WICC (Bridgeport, Conn.). Leo Miller of *The Bridgeport Herald* pointed out that both sides were fairly presented on the latter station and stressed the fact that the public was represented—a factor missing, Miller underlined, on most labor-management segs.

### Kid Seg in Winston-Salem

Winston-Salem, which saw the birth of the Junior League broadcast experiments, found something special, according to the editors, in the *Community Radio Workshop's* story program for kids. Under the general title *Saturday Playhouse*, well-produced plays slanted for soxers and youngsters are done every week—and the kids do a terrific amount of listening.

### Ga., Juve Ed Segs Click

Two other types of programs were rated high in pub serv not because they were of the type that permitted a great deal of press agency, but because they filled needs. *Your Georgia*, on WSB, wasn't a starbiter, but the station realized that few Georgians knew their own State, so it took dialers to each town in the State and gave forth with growth info, etc. Dean De Ovies corraled special bows for his commentating on the airings.

The other was the juvenile educational program. High among this type was the job being done by WCAU (Philadelphia). So good was its *Career Forum* that the editors insisted on calling it *School of the Air*, a label which accurately belongs to CBS rather than any of its outlets. The editors noted that it "brought outstanding experts in various fields of endeavors before school groups; described the work they do; described fields and their occupational opportunities; and answered all questions from pupils that were fired at the authorities." In other words, as one editor put it, related living to schooling and that was

worth a citation in any man's land.

What the editor might call a "style violation" was the citation to *Tune Twisters*, which was as one reader squawked, "a popular musical show with a twist." What made the editors go for the idea, which is a variation of *Beat the Band*, the network show that Hildegard fooled around with some years ago, was the fact that it was the listeners in the home who played the game. If the ork couldn't play, sing, hum or whistle the tune sent in, the listener who originated the suggestion landed \$\$\$. Simple, okay, but for a farm station like WNAX (Yankton, S. D.), where the great majority of the people live miles from the studios, programs that make the audience part of the segs are worth the price of tuning—and the editors in voting for WNAX and *Tune Twisters*, stated simply, "that's our idea of public service, down on the farm."

### Life-Saving Is Pubserv

Public service is many things to many editors, but to Dorothy L. Thorbhan of *The Lancaster Guide*, it meant saving lives by decreasing bicycle accidents and cutting down traffic problems. This was done, Miss Thorbhan indicated on behalf of the editors of the *Lancaster-York-Allentown* area, thru the *Safety Talks* of Officer David W. Strayer over Station WGAL, Lancaster, Pa.

Public service is just what the two words indicate, service to the public. It can be, as the Federal Communications Commission at the moment refuses to recognize, commercial. It can be sustaining, which is what the FCC desires.

Stations thruout the nation are doing a job—and the editors in the 15th annual poll took off long enough to tag the toppers, altho, as noted in the original report, there were some areas where the press and radio are so interwoven that editors' votes didn't count on local citations.

Trade, despite the uneasiness of the entire industry due to that FCC 139-page report on pubserv, is still certain, by and large, that program-wise, a station serves its area, or it just passes from the profit picture—and no percolater stays on the air long after it stops making dough.

## HE WHO GETS SLAPPED

(Continued from page 48)

two acts instead of four, with time lapses indicated by quick curtain intervals. Result is a speed-up of pace which is all to the good.

New adaptation was produced last year in England by the old Vic troupe as *Uneasy Laughter*, but the Guild has wisely decided to use the original tag on the importation. Production arrived after a six-week road shake-down which included several major cast changes in its tightening process. Director Tyrone Guthrie has paced-up a scene or two which tended to bog down into a conversation match, and toned-down performances which tended to go a bit flord.

For purposes of memory refreshing, Andreyev's tale is about a disgusted genius whose wife has given him a run-around for his best friend. The friend has crossed him up, too, so he hooks up with a circus to take the rap for laughs. However, he proceeds to fall in love with a moronic, selfish brat of a bareback rider, whose no-good father is busy selling her to a lecherous old baron. To prevent the match, the joey-philosopher finally poisons the gal and himself. The baron goes out and shoots himself. So nobody gets much out of anything, but the pewsitter is left with the conviction that Andreyev's notion of the backyard of a French

## Theater Authority Funds Asked for Pro Kids School

NEW YORK, March 23.—Entertainment industry, outstanding in helping its old, infirm and needy, is seriously missing the boat when it comes to youngsters, according to Ann Thomas, actress and member of board of trustees at Professional Children's School, where showbiz kids learn their reading, writing and arithmetic. Miss Thomas is concerned over the tough sledding school is having raising the dough to keep going and suggests that PCS be allowed to enter the ranks of beneficiary orgs of theater authority. Actress is even willing to give up endowed status of school.

"We have about \$35,000 left for next year," Miss Thomas reported, "\$21,000 of which goes for rent. We really need about \$75,000 yearly to do the job right." She wants the theater to insure its future by making certain that the kids can stay in the biz and develop. Gal claims that needy youngsters with pro backgrounds are being lost to industry because of lack of scholarships.

### Non-Profit School

School is non-profit, offering courses from first grade thru high school. Before a child is permitted to work in a show, children's society checks with PCS to see that he is up on his lessons. Unless he is okayed by school, kid can't work. Those working keep up their schooling by correspondence. This method has allowed many on the road in leggers or circuses to keep scholastic standing. PCS has about 350 pupils, 50 of whom worked in 23 legit shows this season. Tuition at the school runs to \$135 per year.

Theater Authority gets a 15 per cent cut from every benefit and then gives the dough to needy showbiz orgs. Composed of the Four A unions, League of New York Theaters and Dramatists' Guild, its beneficiary orgs include such worth-while groups as Actors' Fund and Stage Relief. Twenty-five per cent of the annual melon is split by the beneficiary orgs and the rest goes to the outfits making up TA. Except in cases where unions have own relief groups, a large chunk of this 75 per cent comes back indirectly to the beneficiary orgs. Miss Thomas would like a member of TA's board to serve on board of trustees of school.

circus certainly packs its share of dynamite in the way of frustrated emotions.

Guild has given the new version a splendid production with a setting and costumes by Motley which are exactly in the groove, and it has picked a top-flight cast to act in them. Dennis King gives a tremendously effective and moving performance in the title role. It is a tough and exacting part to make believable and he takes it in full stride. Young Susan Douglas makes an auspicious stem bow as the equestrienne. She has quality and charm and should prove a definite Broadway find. John Abbott is excellent as her rogue of a father, and Reinhold Schunzel is ditto as the love-sick old lecher. Stella Adler has put a hefty restraint on her performance of the lady lion-trainer—since the start of the road trial and the result is infinitely more convincing. Wolfe Barzell and Russell Collins contribute splendidly as the circus proprietor and a master clown. Bobby Barry is outstanding as another joey.

Over-all, *Slapped* is a fine job of theater. It is satirically gloomy, but something that real theater lovers will want to see. The Guild had a sock hit on its hands with its first edition. It seems likely that another generation will keep the booth filled for this one.

## Miami Players Air Weekly

MIAMI, March 23.—Boothbay players have inaugurated a series of one-act plays which are broadcast over WGBS each Tuesday evening. These will continue until the stock company closes its winter season in Coral Gables.

## I LIKE IT HERE

(Continued from page 48)

give *Here* a commercial break. Show will likely need some financial nursing, but might be built for a moderate sticker.

Fault of *Here* is that Author Shiffrin has hung his whole show on one pair of shoulders, the rest of his boys and gals are something out of a picture book and they contribute to the play accordingly.

Shiffrin conceit concerns a European handy-man who is a practical philosopher. He takes over the family of a hen-pecked professor. Engineers a bloodless revolution in the way of putting mama in her place and elevating papa to head-of-the-house. He also ousts daughter's stinker of a fiance and tosses her into the arms of her returned-soldier sweetheart.

Script gives everything to handy-man role and with Karlweis in the saddle it carries the show practically all the time he is on the stage. Third act, however, even with his expert handling and in spite of all the Karlweis charm withers away to nothing. The denouement is just too silly.

Karlweis is in top form all the way thru and clocks better than a fair quota of chuckles. He has a drunk scene with Bert Lytell for a second act curtain which is a sure laugh-raiser.

Rest of the cast are pretty much under wraps with the material they get. Beverly Bayne does well by the stuffy mother. Bert Lytell gives an accurate and genial performance of a stock put-upon husband. Mardi Bryant seems to be confused by the character of the daughter, but the author has made the latter more or less of a little dope. Donald Randolph suffers similarly, for his fiance stinker has been cartooned to end all fiance-stinkers. William Terry is the nice boy.

Production is okay, with a pleasant set by Ralph Alswang, and William Freeman moves the players around competently. Overall, however, *Here* looks too lightweight to make the hit grade. But there is always Karlweis to fall back on, and maybe customers are ripe for escapist nonsense of this sort. If so, *Here* should be right up their alley.

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# BEATTY, SPARKS IN SOCK BOWS

## El Paso Gives Clyde Bonanza

Extra show necessary to handle throng opening night—performance okay

EL PASO, Tex., March 23.—Clyde Beatty Circus opened the 1946 tour here last night with such a sock turnout that an extra performance was necessary to handle the crowd. "It was the most enthusiastic opening I have ever seen," Beatty declared in his dressing room after having put his lions and tigers thru their third turn of the day, an extra show being done at night.

Matinee was a complete sellout. They were straddled to the ring curbs and it was necessary to eliminate the tournament. Hundreds were turned away. As the crowds mobbed the ticket wagons early for the night show, the track was kept clear, and enough folks were corraled in the menagerie to give a tip of more than 3,000, slightly under capacity, for the second night show. Last performance ended at 11:30 p.m. and the train pulled out at 3 a.m. Saturday for the 200-mile jump to Douglas, Ariz., today's town.

Beatty received a veritable shower of good will messages and floral wreaths, being especially happy over the messages received from Paul M. Conaway, Robert Ringling and Sam Crowell, and a floral horseshoe from Mr. and Mrs. Frank Walters.

Interest in the show was evidenced by an Associated Press request for a special article to proceed the show's move toward the Pacific Coast. (Review and program will be published in the April 6 edition of *The Billboard*.)

## Oil Man Backs New Texas Rodeo, Livestock Plant

VERNON, Tex., March 30.—First Santa Rosa Round-Up and livestock exposition will be held here May 29-June 2, with Paul Waggoner, wealthy oil and cattle operator, underwriting the project.

Mapped to draw from North Texas, Southern Oklahoma and New Mexico, the exposition site embraces 150 acres. A new steel grandstand seating 5,000 is being constructed and a rodeo arena, exhibit halls and livestock pens are also included in plans. Rodeo will be produced by Earl and Jack Sellers, Del Rio, Tex.

## THAT GRAND OLD SHOW BAILEY BROS.' CIRCUS

Opens Friday, April 5th.  
Rehearsals April 3rd, Newberry, S. C.  
Working Men, Truck Drivers, come on.  
Most Beautifully Painted Show in America.  
Painted by Bessie Wells.

## WANTED

Bar and Flying Act; other acts that can be featured. Clowns, write Jeff Murphree. Ring Stock Men, write Johnnie West. Assistant Boss Hostler for baggage stock, and a Blacksmith that can shoe horses, write Dutch Warner. Billposters, contact Mr. R. M. Harvey. Colored Canvasmen, come on; report to Ralph Noble. Opening April 13 at Gonzales, Texas.

**DAILEY BROS.' CIRCUS**

## Izetta May McHenry Passes

CINCINNATI, March 25.—Izetta May McHenry, 65, who in 1930 retired as secretary-treasurer of The Billboard Publishing Company, died of a heart attack at her home, 27 Linden Avenue, Fort Thomas, Ky., Sunday night.

Miss McHenry, daughter of the late Frank McHenry, former comptroller with the old Donaldson Lithographing Company, Newport, joined *The Billboard* organization in 1901. Since her retirement she has been active in social and Girl Scout work. Two sisters, Lillian McHenry and Mrs. Elsie Wells, are employed in the Cincinnati office of *The Billboard*.

Further details in Final Curtain, next issue.



HAROLD (JELLY) LONG has opened his Long's United Shows in Pacific Coast territory.

## R-B Tub-Thumpers Hypo New Yorkers

NEW YORK, March 23.—Metropolitan area was made circus-conscious this week as Beverly Kelley, publicity director, Ringling Bros. and Barnum & Bailey Circus, and his associates, timed their main campaign to coincide with the first day of spring (21) and landed hits in all of the major dailies to herald opening of the Big One in Madison Square Garden April 4. Press and radio efforts were supplemented by extensive billing as crews, directed by Arthur Hopper and his assistant, F. A. (Babe) Boudinot, expanded activities to include cities as far away as Albany, N. Y., and Providence, R. I.

Current plans call for the show train to leave Sarasota, Fla., winter quarters next Wednesday (27), arriving here Friday (29). Train will be shifted to the Mott Haven Yards in the Bronx for storage.

### New Spec Touted

Publicity emphasis was placed upon the new spec, *Toyland*, which will have as its theme the mechanical wonders of a toy shop come to life. New acts for 1946 include Ariolas, Trampoline; Therons, comedy cyclists; Otaris, flying trapeze; Equine Carousel; Guistino Loyal Family, rid-

## Flint Grabs Minn. Pact For Woolfolk

### B-C Out After 16 Years

ST. PAUL, March 23.—Boyle Woolfolk Agency, of Chicago, was awarded the 1946 Minnesota State Fair grandstand contract here Friday (22).

Secretary Raymond A. Pee, of the State fair said his board, meeting at Hotel Lowrey, voted the contract to George B. Flint, of the Woolfolk office over Sam Levy, representing the Barnes-Carruthers Theatrical Agency, also of Chicago, producers of Minnesota State Fair grandstand revues for 16 consecutive years.

M. H. (Mike) Barnes, former B-C president who retired as a member of the firm in January, also attended the meeting.

The fair board had requested representatives of the contending firms to submit a second presentation of their shows Friday, having failed to reach a decision at the original buying meeting held here February 27.

Flint was reported to have submitted an elaborately designed revue, built around a 24-girl line of Roxettes, from New York's Roxy Theater, and including at least two strong foreign importations, the Dudleys, an English teeterboard troupe, and the Marchidons, Swedish tumblers and pyramidists. He came to St. Paul with an armload of models for the big stage and blueprints for productions numbers to be staged at the exposition which opens August 22.

ing act; Flying Behrs, aerial gymnasts; Con Colleano, tight wire; Watkin's Cycling Chimpanzees; Eriksons, hand balancing; Rose Sisters, The Dollies, and the Valiants, double trapeze and Roman rings.

Fred Smythe, side show manager, has as features Frieda Pushnik, armless and legless girl, and Mr. and Mrs. Gottlieb Fischer, giants.

Advance ticket sale, under the direction of Fred De Wolfe, treasurer, has been heavy.

## Gooding Gets Columbia City

COLUMBIA CITY, Ind., March 23.—Annual Old Settlers Meeting and American Legion Celebration will be held on the streets here, August 7-10, it was announced by committee members this week. F. E. Gooding Amusement Company has been signed to provide the rides and shows.

## Famous Title Again on Tour

Arcadia gives capacity to org framed in six weeks—Haley and Valdo visit

ARCADIA, Fla., March 23.—Framed in just six weeks, the famed Sparks Circus title hit the road here Friday with a capacity business and a fine performance, which elicited praise from such visitors as James Haley and Pat Valdo, of the Ringling show.

The task of getting the show on the road and booking a program in such a short time is considered a tribute to the organizing ability of Ralph J. Clawson, general manager, who, with Marshall Johnson, president, and James Edgar, secretary-treasurer of the Florida Circus Corporation, said the opening day's business was far in excess of expectations.

Big show program ran 2 hours and 20 minutes for the matinee, but was trimmed to two hours for the night show, which ran smoothly and was highly entertaining. Presented in two rings, the layout will be extended to three as soon as another middle section is delivered in about two weeks.

Org moves on a fleet of new trucks, and equipment is first class thruout. (Review and program will be published in the April 6 edition of *The Billboard*.)

## Newman Still Critically Ill

ST. PAUL, March 23.—J. D. Newman, general agent of Cole Bros.' Circus, is still in a critical condition at St. Joseph's Hospital here as a result of a heart attack suffered last Saturday (16). Newman was here to handle Cole equipment leased for the annual Shrine Circus when stricken.

Mrs. Newman was summoned here from the Newman home in Los Angeles. She passed thru Chicago Tuesday (19), where she was met by Harry A. Atwell, Nat Green, Bob Hickey and Harry Burt, old friends and associates of Jake's.

Zack Terrell, owner of Cole Bros., at Louisville, immediately dispatched P. A. Branson, contracting agent, to St. Paul to take over until Mrs. Newman's arrival. Terrell announced that plans for the 1946 tour, which opens at Louisville, April 18, will go ahead according to schedule.

## Gainesville Community Plans Hinge on New Top

GAINESVILLE, Tex., March 23.—Gainesville Community Circus, suspended since 1941 except for a small show in front of Cook County Fair grandstand last year, will again be restricted unless delivery of a new 110-foot round top is made for the scheduled September 2 opening.

Vern Brewer has started to break an eight-horse Liberty act of matched chocolate stallions. Delivery of a 53-whistle calliope is expected soon. Paul McGhee, shop foreman, is slated for army discharge about May 1, when repairs and building will start. A. Morton Smith, program director, plans to attend the CHS convention at Peru, Ind., April 11-14.



# Dave Endy Org's Sole Owner



HARRY POLISH FISHER (left), Harold H. Shapiro and Nathan Fisher Cohn snapped just after signing the contracts that made Shapiro a full partner in the ownership of the Golden West Shows with Fisher and Cohn. Shapiro, formerly with Fisher and Cohn at Golden Gate International Exposition, has just returned after four years in the army air forces.

## Final Touches For Cavalcade March 30 Bow

PASCAGOULA, Miss., March 23.—Al Wagner's quarters workers were nearing the clean-up stage of preparations here this week as they made ready for the season inaugural of the Cavalcade of Amusements at the Airport Grounds here Saturday (30), under American Legion auspices.

Department heads reported plans well advanced on all fronts, with five newly built show fronts completed, nine new Diesel light plants on deck, and painting, repairing and rebuilding generally finished.

Three engineers from the John Fabick plant, St. Louis, assisted with the installation of the light plants in nine wagons built for them under supervision of Nat Worman. Nine light towers, including one with a revolving light screen, are ready.

Fronts have been constructed for the Girl Show, Posing Show, Midget Show, Glass House and Fun Show. Tom Bush will again handle the latter attraction.

The ride line-up will be augmented by a Fly-o-Plane and Scooter purchased from Barney S. Gerety, and two new baby rides. A new Thrill Show and Motordrome are other 1946 additions.

Overhauling of the show train, comprised of 40 flats, 7 sleepers, 3 stock cars and 1 private car, has been finished by Trainmaster Art Courtney and crew.

Whitey Weiss and Archie Wagner are building 30 concession stands. A majority of the agents are here, making ready for the opening. Arrivals include: Mr. and Mrs. Harry Runke, Mr. and Mrs. (Sparky) Belew, Mr. and Mrs. James Spurdward, Mr. and Mrs. (See Cavalcade Ready on page 65)

## No Heat From This One on W-M Midw'y

RICHMOND, Va., March 23.—Add to World of Mirth Shows 1946 top attractions an Eskimo Village under personal management of T. David Irwin, Arctic explorer.

General Manager Frank Bergen said this week that Irwin, an army lieutenant now on terminal leave, has signed to produce a village complete with an Eskimo family, dog sled ride and paraphernalia used by the explorer during his three years in the Arctic.

Irwin was said to hold a permit from the Department of the Interior to bring the Eskimos into the country for exhibition.

## Kirkwood Gets Open After Weather Delay

HIGH POINT, N. C., March 23.—Rain and cold delayed the formal season bow of Ralph Decker's 1946 edition of Joseph J. Kirkwood Shows here until Wednesday (20) night, when over 1,600 turned out.

Full-scale operations marked the inaugural, with 8 shows, 11 rides and 60 concessions grinding as the curtain raised. Emanuel Zacchini, cannon act, was added free attraction. James Stephenson, lot superintendent, was credited with a bang-up job of restoring the grounds following a heavy rain.



DAVID B. ENDY

## Cetlin & Wilson Opens March 30 With 30 Cars

NEW YORK, March 23.—Jack Wilson announced here this week, during a visit to *The Billboard* office, that the Cetlin & Wilson Shows have bought four additional flatcars from Barney S. Gerety, Shreveport, La., and a coach from the Norfolk & Western Railroad. Show will have a total of 30 cars when it opens March 30 at Petersburg, Va.

Whitey Walker has built a new 84-foot wagon front for the Girl Show. It will be outlined in neon. Four new steel wagons have been built, for a total of 12.

Staff includes Bill Hartzman, treasurer; J. E. (Whitey) Walker, secretary; R. C. McCarter, general agent; E. K. Johnson, special agent; Fred Utter, electrician; Whitey Huett, superintendent of rides; Pete Thompson, lot man; R. McDonald, chief mechanic, and Henry Roeller, sound technician.

Earl Kettering has contracted to manage the Motordrome.

## Juggy Out of Ga.; Moves Into N. C.

WAYNESBORO, Ga., March 23.—A. M. (Juggy) Podsobinski will move his AMP Shows another notch northward next week into North Carolina for a one-week stand at Rockingham, fourth for the show since the season bow at Waycross, Ga., March 1.

Waycross, quarters city, was fair despite rain and cool nights. Douglas, Ga., was next stand.

G. C. Mitchell, general agent last season, has returned in that capacity following a visit with relatives at Nashville. Others on the staff include Podsobinski, general manager; Fred C. Boswell, business manager; Roy Stone, mechanic and electrician; C. W. (Cy) Davis, lot superintendent; L. T. (Doc) Tinsley, billposter, and Helen Podsobinski, secretary-treasurer.

Org opened with 6 rides, 7 shows, 35 concessions and The Lavonnies, free act. Act is comprised of Jerry D. (Jay-Dee the Great) Martin and his new bride, the former Vonnie Brown, who were married March 15 at Douglas. Louis Augustine is operating the Circus Side Show, Wild Life Show and several concessions. Ginger Newberry has Girls on Parade, the Cow With Human Skin and (See AMP Moves to N. C. on page 66)

## Strates Sells In Cash Deal

Assumes full control for official season's opening at Charleston, S. C., April 4

MIAMI, March 23.—David B. Endy is the sole owner and general manager of Endy Bros.' Shows, having bought James E. Strates's end in a cash deal consummated here last week.

Dave bought his brother Ralph's interest in the org last fall, and at the completion of the Dade County Fair here took over the end of the business owned by Strates.

Strates announces that the transaction will not have any bearing on the activities of the James E. Strates Shows, which are now being rebuilt in quarters at Mullins, S. C.

Endy announced that while his 25-car show has been active most of the winter in South Florida, the official opening for the season is set for April 4 at Charleston, S. C., at which time he will be the sole owner and general manager. It is generally believed that he is the youngest man in the business to hold the reins over such a large organization.

Dave Endy was raised in the business, his father having operated a (See Dave Endy the Boss, page 66)

## Sparks Flashes Color in Debut

BIRMINGHAM, March 23.—J. F. Sparks Shows, in the 1946 opening here Saturday (16), offered a veritable fairyland of lights and color. Midway teemed with people who seemed hungry for outdoor amusements. Rides were all in top shape and much credit was given the help by Owner Jessie F. Sparks for the work they accomplished. Early delivery has been promised on two new rides which will bring the total to 12.

New Funhouse did a big business and Minstrel Show, under management of L. D. Dollar got top money among shows. Additional new fronts are near completion at quarters, which will be added in several weeks. Mose Smith had his Monster Show dressed up.

All concessions have been repainted and made uniform and make a nice flash. Among concessionaires are C. A. Kirkland, Mr. and Mrs. Norman Littlefield, Mr. and Mrs. George Harr, Mr. and Mrs. C. W. Davis, Joe A. Parks, W. A. Thomas, O. E. Bradly, Betty Morgan, Ethel Davis, Jim Sparks, J. C. Scott.

Dick Finnell is assistant manager and in charge of the office wagon.

## Sims Sells to Harris, Rome; Plans To Rest

TORONTO, Ont., March 23.—Sims' Greater Shows have been sold by Fred W. Sims to Joseph C. Harris and Frank W. Rome. Sims, who operated it for 17 years, announced he plans to rest for a year or two and then return to the business.

He added that Rome, who had been vice-president of the org, and Harris will probably retitle the show, Model Shows of Canada having been suggested.

## Jones Ready For '46 Jaunt; Plans Complete

AUGUSTA, Ga., March 23.—With opening of the 1946 tour in the offing, work at quarters of Johnny J. Jones Exposition here is rapidly nearing completion. General Manager E. Lawrence Phillips this week announced the purchase of several new rides, which will be set up in time for the getaway. Work has shifted to the local fairgrounds and a number of pieces of rolling equipment will be given finishing touches there.

Eddie Coe, Tom Cooper, Howard Loughner, Chester Taylor and J. P. Lewis have been rebuilding all concessions. Mr. and Mrs. Milton Morris arrived from Miami with a new truck and trailer and several new (See JJJ ALL SET on page 64)

## Royal American Inks St. Louis For May 1 to 19

ST. LOUIS, March 23.—Royal American Shows will play the choice Grand and Laclede lot here from May 1 to 19 inclusive.

While Carl J. Sedlmayr has the location under lease for this and next year, permit to show was issued by the city Wednesday (20) to J. C. (Tommy) Thomas, general agent for the R-A org.

Show will move from quarters in Tampa direct to this spot, officially opening the season's tour.

TURN TO THE  
OUTDOOR EQUIPMENT  
REVIEW

In This Edition

For the 1946 Fair List



# PRESS AGENTS--PAST AND PRESENT

IT HAS been truly said that "Advertising is the life blood of business." No business can succeed without some form of advertising, and the need for it is particularly great in show business.

However, the press agent is an unsung hero. It is the p.a. who designs the display advertisements, writes the praise stories for the newspapers and copy for the radio broadcasts. And it is the p.a. to whom the blame invariably falls if the show flops. But seldom, indeed, is it that the p.a. gets the credit if an event proves a smash hit.

There have been some rare exceptions to the unsung role of the p.a. And these few exceptions serve to

Walter D. Nealand, who goes nostalgic in this article, was a reporter, city editor and feature writer on various papers in Cohoes, Troy and Albany in New York before making New York City. Started in circus biz with the Sig Sautelle wagon show in 1898, and later was with John Robinson, Sells-Floto, Al G. Barnes, Sam B. Dill and Tom Mix circuses, and Johnny J. Jones Exposition, and Rubin & Cherry, Con T. Kennedy, and John T. Wortham shows.

His fling with motion pictures was with Metro-Goldwyn-Mayer and Warner Bros. He advanced for Raymond Hitchcock, Robert B. Mantell and Nat C. Goodwin, and was a full-fledged vaudevilian in Daniel Frohman's *Detective Keen*, and his own skit, *The Fixer*. He also acted with Edna May and Cecil Spooner.

Now he is preparing to shake his ancient legs as press agent for Bob Stevens' Bailey Bros.' Circus.

demonstrate the value of the usually un-thanked, un-credited p.a.

Phineas T. Barnum, to my mind the greatest of 'em all, was one of these exceptions. His name today,

## A vet thinks about the mob, recalling the praise agents who have crossed his path

By Walter D. Nealand

many years after his death, is a household word, a testimonial to his genius.

P. T. Barnum made history. Typical perhaps was his purchase of Jumbo, the largest elephant in captivity, from the London Zoological Gardens, for the trifling sum of \$10,000. When the school children of London learned that their beloved pet was being sold and sent to America, they raised a rumpus which got Barnum a million dollars' worth of free space in England and in America.

Barnum and the huge pachyderm were met in New York harbor by a fleet of tugs carrying scores of newspaper reporters and photographers, and this again unloosed the floodgates of publicity. A triumphant parade up Broadway, with the elephant drawn by 20 horses, brought another flood of stories. Even at Jumbo's death, when Jumbo was killed at St. Thomas, Ont., Can., while supposedly saving his little chum, a baby elephant, Jumbo was big news, made so by Barnum.

### P. T. Could Score

Old "P.T." scored heavily in the public prints with the public wedding of tiny Tom Thumb and his bride in New York City's famed Little Church Around the Corner, where thousands watched the ceremony. And he crashed the front pages with his sensational exploitation of Jenny Lind, the famed Swedish Nightingale, and the original Siamese twins, Chang and Eng; the Wild Men from Borneo; Zip, the renowned Whatisit, and many others.

Barnum had a press agent, Richard (Toby) Hamilton, but it was the famous showman himself who made

the Barnum show "The Greatest Show on Earth."

But even Barnum was bested in the publicity field at times. James A. Bailey, who later became his partner, turned the trick at the time that Bailey was co-owner of the Cooper & Bailey Circus. One winter a baby elephant was born—a rare occurrence—in quarters in Philadelphia, Barnum heard of it, wired a \$25,000 offer to Bailey for the baby pachyderm. Bailey, however, refused to sell at any price and then proceeded to plaster the nation with 24-sheets which showed a reproduction of the Barnum offer.

### Day Throws a Curve

Later, Barnum was again outsmarted, this time by Charles H. Day, a Philadelphia newspaperman, who handled publicity for the Adam Forepaugh Circus, then a potent rival of Barnum's show. Barnum had purchased from the King of Siam a genuine white elephant, held sacred by the natives, which he imported to this country with much fanfare.

However, when the Barnum show opened in New York with the white elephant, it proved a flop, the critics seeing a dull, dingy grey, pink-spotted small elephant, and the critics didn't hold their fire.

Day trekked to New York, talked to the newspapermen who had seen Barnum's white elephant and invited them to visit the Forepaugh Circus then playing the big town. He led them into the menagerie tent, which had a black velvet curtain as a background, and under dazzling bright calcium lights the newspapermen saw a huge elephant, as white as snow, with pink toenails, carefully kalsomined and tinted for the purpose, whereupon Day denounced Barnum's white elephant as a fake and hailed Forepaugh's exhibit as the real thing.

It was this same Day who, back in 1886, staged a nationwide contest to select a \$10,000 prize beauty to lead the spec, "Lala Rook," on the Adam Forepaugh Circus. Over 25,000 letters of application were received, and a beautiful girl, Louise Montague, was picked. Many beauty contests followed but few commanded the same publicity which Day's did.

Buffalo Bill Cody was made a national hero by press-agency. He had been a government scout, a buffalo hunter engaged by the Union Pacific to supply its workers with buffalo meat, and he was an unknown to fame. Nate Salisbury started him on to fame. Dexter Fellows, who had begun with Pawnee Bill in 1893, joined Buffalo Bill later, and Major F. Burke, Cody's boon companion, followed to project Buffalo Bill as an international hero, thanks to publicity.

### Some of the Boys

During my life, beginning as a school boy in my home town, Cohoes, N. Y., then as a reporter, city editor and press agent in turn, I have met the majority of press agents, and can recall many—some have passed on, some are living and others starting in as tub-thumpers.

Most colorful of all, I think, was the late Dexter Fellows, for many

years with Buffalo Bill and Ringling Bros. and Barnum & Bailey Circus. He had a charming personality, a natural flair for making friends, and was a human encyclopedia. And he never forgot the name of a newspaperman.

A druggist by profession, he never wrote a line of copy in his life. He didn't have to because newspapermen, far and wide, would write for him. And most of them were about Dex, but always mentioned the name of the show. Dex passed on a few years ago and his body is interred in a little New Britain, Conn., cemetery, marked by a monument topped with a bronze statue of Old John, his favorite elephant.

Of present day press agents, Doc Waddell, now in his 90's, is as spry as ever and every once in awhile troupes with a circus—and thereby teaches the youngsters to the business how to get publicity. Doc has trouped with all the big shows but is known best for his long identification with the old John Robinson Circus.

When Ringling Bros. launched their first circus back in 1884, Al Ringling was advance agent and press agent for the one-ring show that was to become the largest on earth. The late William D. Coxe was the first press agent to be hired

## JOHNNY P. CIABURRI WANTS AGENTS

For Cat Ball Game, Devil's Bowling Alley, Watch-La, Pitch, Duck Pond. Must have Big Show experience. Address Care of Cetlin & Wilson Shows, Petersburg, Va., till April 6.

## SPARKS BROS. WANT

Wild Life Show, Mechanical City, Girl Show. Also will book Rolloplane, Loop and Octopus. Any 10-Cent Concession.

Want first-class Mechanic. Meridian, Miss., March 25-30; Demopolis, Ala., week April 1-6.

## ACTS WANTED FOR WILD WEST SHOW

Cowboys and Cowgirls with and without stock. Riders, Ropers and Singers, Family Acts, Animal Acts, Liberty, Dog and Pony Acts. Billposters who can work. Want to buy Camels and other hay-eating Animals, Bull Act. No drinking in any work. Cash heads for all. Show opens June 1st. Year round work. Write, send photos and wages expected.

WILD WEST SHOWS  
Millbridge, Maine

## B. & H. AMUSEMENT CO. WANTS

Concession Agents for Ball Game, Shooting Gallery and other 10¢ Stock Concessions. Have small Bingo with truck for stock. Will rent same and have Bingo for \$40.00 per week. No stock on hand. Want sober, reliable Chairplane Man. Permanent address: Sumter, S. C., Rt. 1, Box 50, or Grantville, S. C.

## R. L. WADE Wants

Agents for Ball Games, Duck Pond, Hoop-La, Cigarette Pitch, Penny Pitch, Dart Game. Truck Drivers preferred. Open in April. Address: BOX 17, Route 7, Charleston, S. C.

### LAST CALL

### LAST CALL

—GET WITH THE BEST—

## GEM CITY SHOWS

WANT FOR OUTSTANDING CIRCUIT OF FAIRS AND STILL DATES  
30 WEEKS CONTRACTED—SHOW OPENS APRIL 15th

**RIDES:** Will Book Fly-O-Plane or Spitfire, with or without transportation.  
**RIDEMEN:** Want Foreman and Second Men for Ride-O. Good Man to take charge of 2 Kiddie Rides. Salary and percentage. Second Men, who drive semis for all rides.  
**SHOWS:** VAL COOGAN Wants Outstanding Act to feature, also top-notch Annex Attraction. CAN PLACE TALKERS AND GRINDERS. WILL BOOK GLASS HOUSE. (Cottrell, write again, letter misplaced.)  
**WANT ARCADE MANAGER,** who understands all machines. (Oscar Davis: Wired you money, but same was returned.) CAN USE ONE MORE GOOD SHOW CARPENTER.  
**CONCESSIONS:** MAXIE HERMAN can place Agent for Toy Wheel, also Agents for Ball Games, Cigarette Gallery, Fish Pond, Slum Devils Bowling Alley.

ALL THOSE CONTRACTED REPORT TO WINTER QUARTERS BY APRIL 15th  
Address: JACK DOWNS, Mer., 807-809 JEFFERSON ST., QUINCY, ILL.

## Johnny J. Denton Shows

OPENING MARCH 30, JASPER, ALA. — TWO SATURDAYS

Everyone contracted report immediately. Ride Help wanted for the following Rides: Wheels, Merry-Go-Round, 7-Tub Tilt-a-Whirl, Chair-o-Plane, Roll-o-Plane, Octopus, Kiddie Rides.

CONCESSIONS—All Stock Concessions open. Will sell X on Snow Cones, Guess Your Age, High Striker, Lead Shooting Gallery.

SHOWS—Good opening for Monkey Show, Penny Arcade. Want organized Jig Show. Will pay salary and percentage. New top and banners, also two 20x40 tops. What have you?

Write or Wire

JOHNNY J. DENTON, JOHNNY J. DENTON SHOWS



by the Ringlings. Coxe later handled the management of Harry Lauder, famous Scotch comedian and singer.

At various times since, Ringlings have had many press agents, including Beverly White, Jay Rial, James Jay Brady, Dan S. Fischell, Wells Hawk, Eddie P. Norwood, Willie Wilkins, Tom North, Ned Alvord, Roland Butler, Tom Killalea and Jerome Harriman.

**A Fancy Crowd**

Present Ringling staff is the best in its history. F. Beverly Kelley, press chief, has for his able assistants, Frank W. Braden, whom I consider the greatest living story man and in a class by himself as a press agent; Allen Lester, F. Bernie Head and Bill Fields, all good men, tried and true.

A veteran of many years experience, Braden won immortal fame by "planting the midget" in J. P. Morgan's lap during a government hearing in Washington several years ago. That was the greatest press story of many years, wire services eating it up and papers playing stories and pictures up big.

Other press agents I can recall are Whiting Allen of the Adam Forepaugh Circus, Harry (Punch) Wheeler; Courtney Riley Cooper, noted author; Frank (Doc) Stuart and Lon B. Ramsdell of the Sells-Floto Circus during the Bonfils-Tammen regime; and Harvey L. Watkins and Clarence W. Dean, press agents for Barnum & Bailey Circus during its European tours.

The Al G. Barnes Circus press staff at various times had Rex de Roselli, Thomas (Skinny) Dawson, Floyd King, Jack Grimes, Cliff McDougall; Sparks Circus had Eddie Jackson, Harry Mack and Fletcher Smith.

Cole Bros. Circus had Ora Parks, Raymond B. Dean, Tex Sherman and C. S. Primrose, the latter being the oldest and most active contracting press agent in the circus world. Irish Horan was with Downie Bros., Will Buchanee with Yankee Robinson and World Bros., Eddie Meredith, now a columnist in Fairmont, W. Va., with

Hagenbeck-Wallace and J. Charlie Banks with Sig Sautelle for many years. It was Banks who taught me the rudiments of the business. His brother, Sam J. Banks, the Circus Poet, is now a lecturer on *The Circus*.

Still others I recall in the circus field are Gardner Wilson and the late Jerome T. Harriman, graduates of the John Robinson Circus, who were later with the big show. Harry M. Strouse, now a burlesque owner, formerly with the Pawnee Bill and the Hargreaves Circus; Charles Bernard, press agent and treasurer of the Walter L. Main Circus and John D. Carey of the same show; Billy Exton, now manager of theaters in Kenosha, Wis., and Jimmy Fitzpatrick of Sells-Floto, who married an opera singer and lives in Virginia.

Others, too, are Bill Antes of Russell Bros., William B. Naylor, of Sells-Floto note, and Harry Kackley of Clyde Beatty and this year with Bailey Bros.' advance staff.

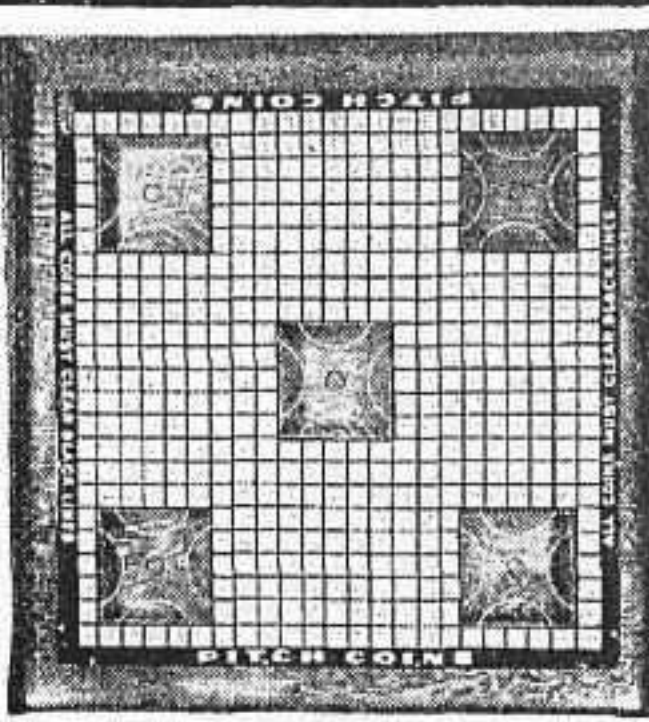
Also Robert E. Hickey of the John Robinson Circus, William M. (Bill) Breese of the Marks Shows and Austin Bros. and Harry G. Wilson.

Looking backward, I can recall only two women press agents, Nellie Revell of the Ringling Show and a Mrs. Emma Miller of the Al G. Barnes Shows.

**Salter Had Color**

My nomination for the most picturesque press agent is late Edward R. Salter, who altho a man of mature years and long experience, delighted in calling himself "Johnny J. Jones' Hired Boy." He, like Dexter Fellows, was not a "writing press agent" but could and did plant many stories regarding his boss, the late Johnny J. Jones. Ed always wore a loud plaid suit, brown derby hat and carried a slender bamboo cane. He made JJJ a leader of carnival owners and himself a host of friends.

Other outstanding carnival press agents were Doc Waddell, for many years with Dodson's World's Fair Shows; Bill Floto, Con. T. Kennedy Shows, and Beverly White, C. A. (See PRESS AGENTS—on Page 56)



**HUCKLEY BUCK KEGS**

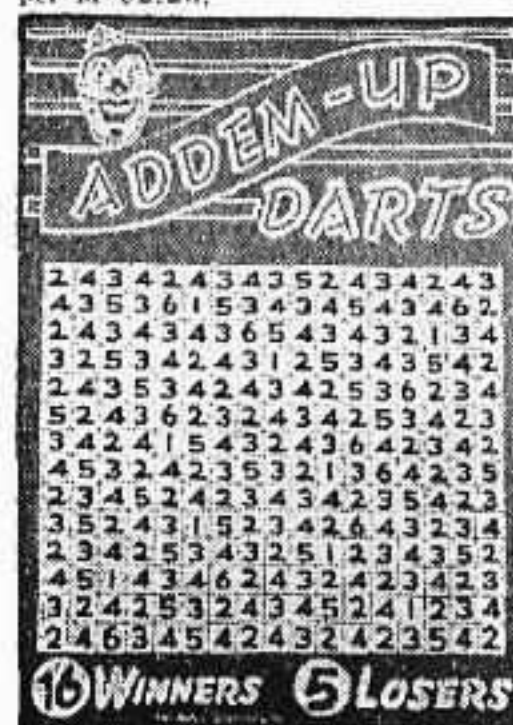
Still a winner as a joint that gives out stock. A game of skill and looks so easy. Sold in a bound case of six kegs, \$25.00 a set of 6.

**SHOOT A CLOWN**

Same as our old Jan. This makes a wonderful Grind Store for Cork Galleries. You can flash cigarettes between the clown—30 for \$27.50.

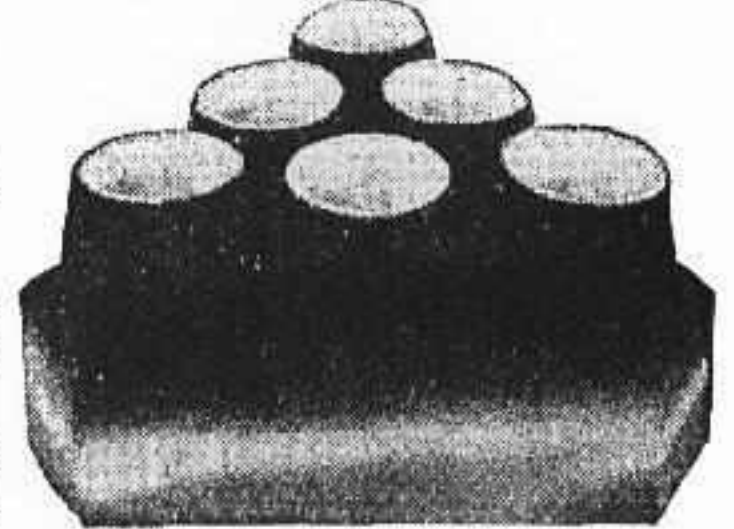
**DARTS FOR DART GAMES**

Lead-weighted points that can't come out—per gross \$20.00. Hoop-La Hoops, all sizes, best grade, per doz. \$1.20. Corks for Cork Galleries, per M \$2.25.



**COLOR, FLASH, APPEAL PENNY PITCH BOARDS OR NICKEL PITCH**

I will bet that you will gross more money with our new Pitch Boards. We out-flash others—they are built to take it and will have more winners. Will hold your tip longer, for they do win. Therefore they defy all competition. We are betting a hundred that you will buy one if you see it. Write today. No. 1 board has 1 1/2" squares. No. 2 has five plastic jack pots with 1 3/4" squares. No. 3 has all brands of cigarettes on the face and a few numbers. This is a stock board. No. 4 has 1 1/2" squares. Prices are: No. 1—\$60.00; No. 2—\$65.00; No. 3—\$70.00; No. 4—\$60.00. All boards have flashy colors and cover to fit. Finished in mahogany.



**ADDEM-UP DART GAME**

Sure a winner. Dart Board 16 winners, 5 losers. With our chart this is new—\$20.00 per pair.

**ALUMINUM MILK BOTTLES**

Better cast, \$1.75 each. Maplewood Bottles, \$1.75 each. 3-Legged Milk Bottle Stands, well padded, bicycle tire all around so that bottles will not roll off easily—\$12.00 each.

Clown Heads for Dart Balloon Games—It has been a proven fact that there are times when you will wish that you had something to help out when your balloons are down. 50 for \$25.00.

We now sell Fish for Fish Ponds or Plastic Ducks for Duck Ponds. Write for prices.

Hoop-La Boxes for the old Superior Grind Store that takes four sides on the midway. One of the best and sure money stores if you flash right again. We build the right way—\$50.00 per set of 30. Consists of ten No. 1, ten No. 2 and ten No. 3. These No. 1 blocks you can flash up to \$5.00 flash. The No. 3 block is for the five and ten-cent stock. Per set of 30, \$50.00.

WRITE FOR CATALOGUES

**RAY OAKES & SONS**  
BOX 106 BROOKFIELD, ILL.  
HOME OF THE WORLD'S FINEST ZOO

**Tommy Toyes Ten Shows**  
WANT FOR 30 WEEKS

Acts doing two or more, state all, salary expected in your wire or letter: Boss Canvasman, Electrician, Hillbilly or Western Novelty Band, Novelty and String Musicians, Truck Drivers, Sound Truck.

Concessions open: Photo, Prize Candy, Popcorn, Jewelry. Casey Jones of Flat River, Mo., wire; Carl Wyche, wire; Tex Ferguson, Kenney Hixon, wire.

TOMMY TOYES SHOW, Phoenix, Arizona.

**HELLER'S ACME SHOWS**  
2 SATURDAYS, 2 SUNDAYS, APRIL 11th TO APRIL 21st, EAST PATERSON, NEW JERSEY

WANT SHOWS—Good proposition for Penny Arcade. All Concessions booked except Candy Floss, Potato Chips, Novelties, Guess Age and Weight. Want Agent for Scales. Want Foreman for Spitfire, Chairplane, Kiddie Rides, Eight-Car Whip and Eli Wheels.

Ride Help for ten rides, top wages, long season, good and fair treatment. Winter quarters open at Camp Gaw, N. J., six miles from Paterson, N. J.

All address  
HARRY HELLER, Box 6, Camp Gaw, N. J. Phone Wyeoff 752W

**WANTED - - - WANTED - - - WANTED**  
**LIONS' CLUB FAIR**  
APRIL 1 TO APRIL 6

Independent Shows, Rides and Concessions, no exclusive. This is positively the biggest spring date in Mississippi with name bands, grand stand attractions, eight free acts. Concession Agents, come on. All others wire.

CLIFF HIGGINS, Care Western Union, Yazoo City, Miss.

**WANTED FOR BARKOOT BROS.' SHOWS**  
OPENING APRIL 18, TOLEDO, OHIO

Can place two more Rides, Tilt-a-Whirl and Octopus; also two Kiddie Rides. Can place high-class Shows, also Platform Shows. Can place Merchandise Concessions of all kinds. Want Ride Help, Foremen and Second Men for Ferris Wheel, Merry-Go-Round and Chair-a-Plane who can drive semi trucks. Can place small Cookhouse and Grab Joint. All address to K. C. BARKOOT, Mgr., 463 1/2 4th St., Toledo, Ohio

**DIRECT POSITIVE OPERATORS**  
Send for Our Brand New Illustrated Catalog

On our New All-Metal Frames, also Glass Frames, Folders, Chemicals, Oil Painted Backgrounds, Comic Foregrounds, Rubber Gloves, Finger Tips, General Electric Photo Floods.

HAVE NEW LOW PRICE ON EASTMAN DIRECT POSITIVE PAPER  
1 1/2", \$4.73; 2", \$5.50, and other sizes reduced proportionately

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**HANLEY PHOTO SUPPLY CO.** 1414 McGEE KANSAS CITY 6, MO.

**CALL CALL CALL**  
OPENING—APRIL 13th—OPENING  
**NICK'S UNITED SHOWS**  
25th ST. AND MADISON, MUNCIE, IND.

All people holding contracts can move on lot April 10th. Can place a few more Slum Concessions. Want Girl Show, will furnish top. Mrs. Nickerson wants four Ball Game Workers. W. E. Bill Perry wants Agents for percentage. Bonnie and Ted, wire; Tex, write me. R. E. Diebery can place Bingo Help. Show can place first-class Electrician at once. Also want Mechanic capable of keeping motors in first-class shape. This show will positively move each week. Have for Sale—Two Penny Pitches complete, also 14x10 Concessions, Frames and Tops. Have bunch of Show Fronts for sale also. All address:

S. W. NICKERSON, Anderson Hotel, Anderson, Ind., till April 10th; then Muncie.  
P.S.: Want good Feature Free Act.

**ZACCHINI SHOWS Want**  
FOR QUINCY, FLORIDA, WEEK OF APRIL 1

Can use another Free Act. Will book, buy or lease Merry-Go-Round, Stock Concessions. Ford Smith, like to hear from you. Good route of Southern Still Dates. Good proposition for Sound Truck. George Browning and Bill Are want P. C. and Grind Store Agents. Monticello, Fla., this week.

MARIO ZACCHINI, Owner HARRY "POP" WINTER, Manager



## PARADA SHOWS

BEST IN THE MIDWEST

Opening Downtown PAOLA, KANSAS, APRIL 6 — TWO SATURDAYS  
Best Route of Fairs, Mammoth 4th of July and Labor Day  
Send for Our Route Sheet

CONCESSIONS—Will book few more that don't conflict.

AGENTS—Forrest C. Swisher wants Agents for Stock Concessions, Ball Games, P. C.

BINGO—Want Caller and Counter Men.

HELP—Foremen and Help for Twin Wheels, Octopns, Jones Mix-Up and Little Beauty Merry-Go-Round. \$50.00 per week and more if you are worth it. Electrician who can drive, \$50.00 per week plus season \$100.00 bonus. No time to write; come on or phone. Show leaves quarters April 3.

BONUS—\$100 bonus to all Foremen who stay all season.

FAIR SECRETARIES—Have some open time for my No. 2 Show, 3 Rides.

All address H. C. SWISHER, Box 125, Cancy, Kansas. Phone 468W

## GEREN'S UNITED SHOWS

OPENING APRIL 15

COLUMBUS, INDIANA—FIRST IN, IN FIVE YEARS—10th ST. SHOW GROUNDS

CONCESSIONS OPEN—Basket Ball, Bumper, String, Hoop-La, Jewelry, Novelties, Custard, Bowling Alley, High Striker, Country Store, Coca-Cola Bottles, Age, Big Six, Lead Gallery, Cork Gallery, Cane Rack, Knife Rack, Diggers, Penny Arcade.

SHOWS—Will book any Show with own equipment positively free, all we ask is tax on tickets, nothing to office or committee. This offer is on all still dates. Have seven Indiana fairs. Same shows on fairs 20% plus tax.

RIDES—Will book any Ride with own transportation at 30% plus tax. I own Wheel, Merry-Go-Round, Tilt, Octopus, Spit-Fire, Flying Scooters. I especially need Kid Rides. You will not miss here.

RIDE MEN, wire; salary tops and sure. Want Free Act, must be outstanding; twenty-four weeks' work. This is the show that knows and plays Indiana's best spots; always first in.

All Replies WIRE, Do Not Write

W. R. GEREN, 831 N. Carver St., Greensburg, Indiana

# NOTICE

CAN USE HELP IN ALL  
CONCESSION DEPARTMENTS

ALL AGENTS REPORT APRIL 1ST

WE OPEN IN CHARLESTON APRIL 4TH

JACK GILBERT ENDY BROS.' SHOWS  
CHARLESTON, S. C.

## JOHN R. WARD'S WORLD FAIR SHOWS

OPENS MARCH 30TH, JACKSONVILLE, FLORIDA

Want Train Help and Polers. Harrison Priestly, wire. Can use good Pictorial Artist and Workingmen in all departments. Want Midget Show, Fat Show or any good Grind Show.

Want to buy Trained Monkeys or Green Monkeys suitable for training, Chimpanzee or large Ape. Earl Backer wants Trumpet Player and Chorus Girls for Minstrel Show.

## CRYSTAL EXPOSITION SHOWS

Opening Bainbridge, Ga., April 1 to 5, then heading North.

Can place Grind Shows with own outfits. Want Free Act to join at once.

Can place a few more Concessions. Want Ride Help that can drive semi.

Address all mail to W. E. BUNTS, Bainbridge, Ga.

## Press Agents --- Past and Present

(Continued from page 55)

Wortham Shows, whose publicity on the Hilton Sisters—"The Joined Together Girls"—made them a tremendous drawing card.

Also William J. Hilliar, for many years with Rubin & Cherry and Zeidman & Pollie Shows and who succeeded Salter on the Johnny J. Jones Exposition; William X. Mac-Collin, Joe Scholibo, of Morris & Castle Shows; Dick Collins, one of the best from England with the old Frank C. Bostock Wild Animal Shows, and my old side-kick, the one-and-only Starr de Belle of Ballyhoo Bros. note and more recently with World of Mirth Shows.

### Running the List

Jim McHugh, of the same show, now with *The Billboard*; Lon B. Ramsdell, O. C. Buck Shows, now company manager for Blackstone, the magician; William B. Naylor, with Cavalcade of Amusements; Tommy W. Rice, Harrison Shows, Roy B. Jones, Polack Bros.' Circus, formerly with Dodson's World's Fair Shows; Floyd (Whitey) Newell, Mighty Sheesley Midway; Herb Pickard, a newcomer, who made a name for himself with the Johnny J. Jones Exposition; the late Claude R. Ellis, for many years right hand man and publicist for Mighty Sheesley Midway and later outdoor editor of *The Billboard*; Frank (Doc) Shean, now manager of Casino Park, Virginia Beach, Va., formerly with Johnny J. Jones Exposition; and L. C. (Ted) Miller, formerly with Cetlin & Wilson Shows.

Jack Dadswell, Royal American Shows publicity chief, has held that post for 10 years and is regarded as one of the best in the outdoor world. Frank Winchell, C. W. (Chick) Franklin and Howard F. Stahler are other well-known p.a.'s.

Auto racing and thrill shows depend in a large measure on the publicity they get, high-class publicists, with ample newspaper training, are required to obtain the desired results. To Pat Purcell, now *The Billboard's* outdoor editor, I award the Distinguished Service Medal for all-around exploitation in that field. Pat was a sports editor in Fargo, N. D., when I first met him. He had a yen for show business and joined the late Ralph Hankinson, auto racing promoter; B. Ward Beam's International Congress of Daredevils and Jimmie Lynch's Death Dodgers, and look at him now—sitting in the editor's chair. Others in this field that are recalled are Jimmy Malone, now a Tampa city editor, and the late Bill Breitenstein and the late Harry Riggin.

Maybe I've skipped a few. If I have, my sincere apologies.

### HAVE COMPLETE GRAB JOINT

Need Man or Man and Wife to take charge. Agents and Stock Concessions of all kind, come on. Shows with own transportation. San Augustine, Tex., this week; then Center.

### BREWER UNITED SHOWS

### WANTED

Nail Agents, Swede, Seno, Heinie, come on. Contact

### CLYDE BROCK

Care of L. J. Heth Shows Birmingham, Ala.

### LEE CARLSON

CAN PLACE YOU. COME INTO AUGUSTA. Opening April 6.

### RALPH LIPSKY

## DICK'S PARAMOUNT SHOWS, INC.

CALL CALL

Opening Saturday, April 6th, Salisbury, Md.

Can place PUNHOUSE, WILD LIFE SHOW, ANIMAL SHOW, Liberal percentages. CHAIR-PLANE FOREMAN and Second Man on all Rides, semi drivers preferred. FRANK and RAYE want Girls for Posing and Dancing Shows. Top salaries. SIDESHOW ACTS.

R. E. GILSDORF

BOX 401 CHEWS, N. J.

## NOW AVAILABLE FOR THE FIRST TIME! The Kettle Kleaning Kit

- 1 Carton of "Char-X"
- 1 Gal. Liquid "Kettle Kleaner"
- 1 Pint "Pot Sweetnor"
- Stainless Steel Spatula
- 2 "Plas-Ti-Pads"
- 125 Absorbent Wipes

All for \$6.00

### BLEVINS POPCORN CO.

Atlanta—Atlanta Service Warehouse, 377 Whitehall, S. W.  
Nashville—155 2nd Avenue South  
Memphis—Poston Warehouse, 671 S. Main St.

## WANTED

FOR BIGGEST SPRING CELEBRATION AND RODEO IN WEST TEXAS—THE NEW SANTA ROSA ROUND-UP AT VERNON, TEXAS, with a steel grandstand seating 5,000. 5 DAYS STARTING MAY 29TH. REFRESHMENTS FOR GRAND STAND. REFRESHMENT CONCESSIONS ON GROUNDS. Address: R. B. ANDERSON, Mgr., Waggoner Estate, Herring National Bank Bldg., Vernon, Texas. FOR ALL GAME CONCESSIONS

J. GEORGE LOOS

c/o Greater United Shows as per route

## Paul's Amusement Shows

WANT—Legitimate Concessions, Bingo. Will book Kid Rides, Octopus or Rolloplane with transportation; or buy same.

NEED AGENTS for Stock Stores and Ball Games.

ALSO Merry-Go-Round Man that can and will take care of ride. Salary, all you are worth.

P. A. SCRIMAGER, Owner and Manager  
Idabel, Okla., Week of March 25-30

## Peppers All-States Shows

WANT

Ex-Service Man for Night Watchman, top salary. Have for Sale—Bingo Top, 20x40, two years old, good for two seasons, price \$200. Merry-Go-Round Top for 42-foot Spillman, good for two seasons, price \$100. Le Roi Motor, in good condition, price \$100. SCOTTY KILBY, please get in touch with Jack Barry. Address:

F. W. PEPPERS, Owner, or E. H. BROOME, Mgr., 1010 Washington Street, Selma, Alabama.

## Mad Cody Fleming Shows

WANT

MERRY-GO-ROUND FOREMAN capable of keeping up Ride and Transportation.

OPEN SEASON APRIL 27th

Watch for ad in April 6th issue.

MAD CODY FLEMING  
BOX 4 HICKOX, GA.

## W. H. "Duke" Brownell

AT LIBERTY

AGENT, PRESS, UNION BILLER

Address:

20 N. W. 3th St. Miami, Fla.

LAST CALL

## BROWNIE AMUSEMENT

WE OPEN MARCH 30

WANT Ride Help who drive on all Rides. Will book 2 more Grind Shows. Will buy or book Rides not conflicting. Want Cookhouse. Address: BROWNIE AMUSEMENT, Stroud, Okla.

## WILL PAY CASH FOR USED RIDES

All or Any Part

When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. R. T. WADE, 16845 Lindsey, Detroit 27, Mich. Phone: WERmont 5-5232. da copyrig



**A FEW FACTS OF INTEREST TO SHOWMEN With Worth-While Attractions**

*Interested in a profitable connection for 1946*

We operate a clean, modern, eight ride Truck Show with an established route of proven money spots.

Our operating policy is confined to high standards and fair dealing. Positively no graft.

**OUR TERRITORY IS GOOD SHOW TERRITORY**

We have openings for any show of merit that does not conflict and can conform to our standards.

IT WILL PAY YOU TO GET OUR ROUTE. Particularly want Monkey Show, Large Reptile, Glass or Fun House, Animal Circus. Will feature large Side Show or Ten-in-One.

CONCESSIONS—A few open for season. Those booked and not having contracts write for same. Otherwise your space will be considered open. OPENING APRIL 20.

BINGO—Want Bingo Caller or Relief Caller.

BALL GAME—Have a A-I car for man or man and wife to run Ball Game. Prefer man with prop who can pull trailer.

WANT CONCESSIONS for following dates: Delphi Chamber of Commerce Annual Home-Coming, August 7-10; Pulaski County Fair, Winamac, Ind., August 13-17; Miami County Fair, Converse, Indiana, August 19-23.

**BAKER UNITED SHOWS**

2156 Union Street Indianapolis, Indiana  
Clean Modern Reliable

OPENING MARCH 30 (2D AND PEABODY STS.), NASHVILLE, TENN  
WEEK APRIL 8 (BIG LEGION CELEBRATION), OLD HICKORY, TENN.  
FOLLOWED BY (BIG STRAWBERRY FESTIVAL), PORTLAND, TENN.

**WANT**

Legitimate Concessions. Shows with own transportation. Book or buy Kiddie Rides, also Roll-o-Plane or Tilt with transportation. All replies:

**CAPITAL CITY SHOWS**

525 THIRD AVE., NO. NASHVILLE, TENN.

**SGT. MOODY P. COOK and BETTY JOHN**

*Returning to the Road With the*

**GREAT SUTTON SHOWS**

WANT SIDE SHOW ACTS, FREAKS, MENTAL ACT, HALF AND HALF, GIRLS FOR ILLUSION AND WORTH-WHILE WORKING ACTS.

OPENING SIKESTON, MO., APRIL 27—NOW AT WINTER QUARTERS

Address Care Great Sutton Shows, Box 304, Osceola, Ark.

**Notice!—TWIN CITY SHOWS—Notice!**

**NOW BOOKING FOR 1946**

Can use the following Concessions: Corn Game, Coke Bottle, Fish Pond, Pitch Till You Win, Scales, Pop Corn, Hoop-La, Cigarette Gallery, Candy Floss. All Shows open with own tops. Will book Kid Ride and Chair-o-Plane. Will pay top wages for Wheel Foreman and Merry-Go-Round Foreman (32 ft. Little Beauty).

GEORGE CRABLE, 1638 S. 7th Trfw., Kansas City, Kansas.

**WALLACE BROS.' SHOWS**

WANT MAN AND WIFE TO OPERATE POPCORN CONCESSION.

COOKHOUSE HELP — Griddle Man, Waiters, Dinner Cook and Dishwashers.

Address Jackson, Tenn., this week; Columbia, Tenn., next week.

**WANTED FOR SUMMER SEASON**

Ferris Wheel, Whip, two Kiddie Rides and four Concessions (no Wheels) for the best seven-day spot in New York State. Write

BOX D-158, The Billboard, Cincinnati 1, Ohio

**LAST CALL—CENTRAL STATES SHOWS—LAST CALL**

OPENING APRIL 15TH, SALINA, KANSAS

A good route including best 4th and Labor Day in the State — 15 Fairs and Celebrations  
CONCESSIONS OPEN—Coke Bottles, Jingle Board, String Game, High Striker, Cork Gallery and Nail Joint.

ALL SHOWS OPEN except Girl Shows, Minstrel, Athletic and Snake Show.  
WANT—Merry-Go-Round Foreman and Second Man. Also man to handle Kiddie Ride. Can place all useful people and Agents that handle concession.

WANT—Banner Man; also Free Act. State salary, etc.  
W. W. MOSER, Hazleton, Kansas

**HELP WANTED HELP WANTED**

PENNSYLVANIA'S MOST MODERN RIDE UNIT

Want First and Second Men for Merry-Go-Round, Ferris Wheel, Octopus, Kiddie Auto, Miniature Train. TOP WAGES—LONG SEASON. Only sober and reliable Help need apply.

**KEN-PENN AMUSEMENT CO.**

RALPH D. SANDERS, 619 Earl Avenue, New Kensington, Pa. Phone: New Kensington 4235.

**CETLIN & WILSON SHOWS**

**"Presenting Everything That Is New and Modern"**

25 CAR RAILROAD SHOW

**LAST CALL LAST CALL LAST CALL**

Opening March 30, Petersburg, Va. Our Long List of Fairs Commence on July 22d Until the Middle of November.

WANT—Drome Operator—have complete motordrome—Earl Kettering, answer.

WANT—Fly-o-Plane, with or without transportation.

CAN PLACE—Grind Shows, will furnish transportation. Will finance any new type of show that shows possibilities. What have you?

WANT—Outstanding Hillbilly Show, Cody & Cody, answer.

WANT—Organized Hawaiian Show, salaries out of office.

WANT—Neon Man to take complete charge of a first-class Neon Plant on wagon. Will pay top salary.

WANT—Chairplane Foreman.

CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS.

FOR SALE—Three 60 K.W. G.M.C. Diesel Light Plants; these plants mounted in wagon. Will sell with or without wagon. Will sell very reasonable four light towers.

WILL BUY—One Stateroom Car and one Day Coach. Must be in good condition.

All address

**CETLIN & WILSON SHOWS**

BOX 787

PETERSBURG, VA.

**PLAYLAND SHOWS**

**WANT**

Magician with some Illusions. We have Legger Chair and Blade Box to take over Illusion Show. Have top and front. Will book Side Show and Single Pit Show. Don Mayne, come on. Musicians and Performers for Minstrel Show. Designer and Builder.

Can place Lead Gallery, Candy Apples, Floss, Custard, String Game, Hoop-La, Ball Games, Duck Pond, Scales, Age, High Striker and Novelties.

Want to buy 5 hp. single phase reversible Loop Motor, two 50 kw. Transformers. Playing Atlanta three weeks.

This week, Mason Turner Avenue at Ashby Street. All address

**SHAN WILCOX, Gen. Mgr., P.O. Box 1572, Atlanta, Ga.**

**GERARD'S GREATER SHOWS**

Opening Early in April in New York City

Long season, all choice locations. Tear down every two weeks.

Wanted Foreman on new Caterpillar Ride, Whip, Ferris Wheel, also Second Men on all Rides. Jack Metz and Stacy Knott, get in touch with me.

We pay top salaries to men who know their business. Address

CHARLES GERARD, 900 Grand Concourse, Bronx, New York City

**CAVALCADE OF AMUSEMENTS**

CAN PLACE CAPABLE MAN TO OPERATE OUR OWN NEON PLANT. Must be capable Class Blower and know his business. We have the most outstanding plant in the outdoor business. WANT OPERATOR FOR HIGH-CLASS GIRL SHOW. This is the most outstanding Show that was ever on a carnival midway. New front and canvas. Must have own wardrobe. We furnish the help to set front and show up. Must be in position to join at once. CAN PLACE CAPABLE OPERATOR FOR FLY-O-PLANE. Salary all you are worth. CAN PLACE A FEW MORE RIDE MEN. Good salary—long season. All address:

AL WAGNER, Mgr., PASCAGOULA, MISS. (Phone 1145)

**RICHMAN AND CARPENTER**

**WANT**

*present*

**WANT**

**BYERS BROS.' SHOWS**

San Angelo, Texas, 10 days, starting March 27; then Big Spring; 8 weeks in N. M. and Colo.; 8 weeks in Omaha, including St. Alfio Fiesta and South Omaha Legion Festival; then the best Nebraska Fairs. Want capable Secretary, man or woman; 24-Hour Man, must have car; one more major ride—must be a credit to our midway. Any good Show with or without own outfit and transportation. Second Men that drive semis and useful Help in other departments. Girls for high-class Girl Show, top wages or percentage. Butch Goff wants capable Elum Store Agents. Billy Dixon wants Slum Skillo Agent. Have a few Concessions open. What have you?

SAN ANGELO, TEXAS, THIS WEEK; THEN PER ROUTE.

**MADISON BROTHERS' SHOWS**

With five office-owned Rides. Will book Tilt-a-Whirl or Octopus. Want Side Show, Monkey Show, any good Grind Shows with own equipment and transportation. Low percentage. CONCESSIONS—Small Corn Game, String Games, Bowling Alley, Cork Gallery. Would like to hear from celebration and fair committees in Arkansas, Missouri and Illinois. Come look us over. Address:

MAGNOLIA, ARKANSAS, MARCH 25TH TO 30TH.



# BLUE RIBBON SHOWS

"Most Beautiful Show of Its Size in America"

Featuring

## BOB FISHER'S FEARLESS FLYERS FOR FREE ACT

Want for Athens, Ga., American Legion Celebration, April 1 thru 6, followed with Hapeville, Ga., VFW Celebration, April 8 thru 13—Two of the biggest spring spots in the South.

CONCESSIONS—Frozen Custard (Sam, let me hear from you), Penny Arcade, Candy Floss, High Striker, Ball Games, Darts, Slum Bowling Alley and any strictly Merchandise Concession.

SHOWS—10-in-1, high-class Girl Show, Fun House, Organized Minstrel Show or any worth-while Attraction not conflicting. Must be high class and have own equipment and transportation.

RIDES—Rolloplane, Octopus, Kiddie Rides, Auto, Plane, Train or Live Pony Ride.

RIDE HELP—Foreman and Second Man for Tilt, also Second Men for other Rides. Positively no drunks. Ride Men that will take care of their rides and will work. Semi Drivers given preference. Top salary and bonus. This show out eleven months. Florida this winter. Can use Builder, also first-class Painter. Can place Drome Riders and People for Hillbilly Show. All replies to

**EDDIE YOUNG, Manager**

Dublin, Ga., this week; Athens and Hapeville, Ga., following.

## BELTON SHOWS

WANT—LAST CALL—COME ON  
For Winston-Salem, N. C., Opening April 1

Can use good man for Ferris Wheel, one who can stay sober and make Monday nights. Can use second men on Smith & Smith Chair-O-Plane, two-abreast Merry-Go-Round. Still have one new 20x30 top, and new panel front for good Showman. What have you? Will book one more Novelty Ride such as Tilt, Octopus, or Roll-O-Plane with or without transportation. Want a few more ten cent Stock Concessions. All people contracted will please come on as we are going on lot March 28th. Want a few more people for Plant Show. No time to write, wire. All address

**C. J. Belton, owner**

**W. R. (Whity) Johnson, mgr.** **Clyde Parris, agent**  
P. O. Box 1929, Winston-Salem, N. C., or 1029 No. Liberty St., Winston-Salem, N. C.

P.S.: Frank (Red) Ryan and Peggy, contact Ray Johnson quick, have Blower for you.

## OPENING MILTON, FLORIDA

First Week in April—10 Days, Two Saturdays

Will buy for cash Wheel, or will book low percentage Wheel, Octopus, Tilt or Roll-o-Plane. Long season south; we know the best spots. Those contracted, contact or come to winter-quarters any time.

**T. & B. AMUSEMENT CO. - W. R. JOHNSON - Holt, Fla.**

## WANT—RAINBO SHOWS

For V. F. W. Spring Festival, Harriman, Tenn. First In.

Can place one more String Game, Devil's Bowling Alley, Clothes Pin, Coca-Cola Bottles and other Slum Joints not conflicting. Can place Shows for committee. P. O. only. This show has six Rides. Can use Ride Help. Can book Roll-o-Plane. This show has choice spots and first in to follow. Playing Kentucky, Indiana and West Virginia.

Address: **TEX ROLLINS, HARRIMAN, TEN**

## BLUE GRASS STATE SHOWS

Opening last of April in Kentucky. Can place capable Ride Men for Merry-Go-Round, Wheel and Glide-a-Plane. Top salary. Can place few more Concessions that work for stock at \$20 per week. Address

**C. C. GROSCURTH**  
403 EAST 9TH ST. OWENSBORO, KY.

## WANTED—O. J. BACH SHOWS, INC.—WANTED

Balloon, Addem Darts, String, Duck and Fish Ponds, High Striker, Floss, Ice Cream or Snow, Waffles, Hoop-La, Scales and Age, Cork and Lead Galleries.  
SHOWS: Capable Operators for Life and Pit, have complete outfit.  
RIDES: One or two major Rides with or without transportation. SOUND CAR. RIDE HELP, best salary and treatment. Opening Elmira, N. Y., April 25th. Address:

**O. J. BACH, Box 293, Ormond, Fla., or O. M. BECKER, 414 S. Main St., Elmira, N. Y.**

## Winter Quarters

### Bee's Old Reliable

WINCHESTER, Ky., March 23.—Work in quarters is nearly completed under supervision of M. B. Van Hooser. All concessions have been remodeled and painted, and rides only need some finishing touches. Owner David J. Huls has purchased two new trailer vans and two new rides. Quarters crew includes M. B. Van Hooser, Jimmy Teague, Ray Guthrie, F. B. Haynes, George E. Childs and Gordon Haven.

John Terry arrived from Cairo, Ill., to become legal adjuster. Bill Carey came in from Cincinnati, O., for the April 6 bow at Lake City, Tenn. Mrs. David J. Huls and son, John Moore, went to New York for a visit with Raymond Huls, who is serving in the merchant marines. Shows have several fairs booked in Kentucky and Tennessee. Everything will be ready to leave quarters April 1.—MRS. M. B. VAN HOOSER.

### World of Mirth

RICHMOND, Va., March 23.—Bucky Allen arrived in quarters with a crew to begin constructing new stands. Concession canvas has been ordered.

Mr. and Mrs. Jack Arnott arrived by plane from Sarasota, Fla. It was the first air trip for both. Due soon are Mr. and Mrs. Eddie Edwards, Glenn Porter and Ernest Prosser.

Mr. and Mrs. Lou Hamilton arrived after wintering in Philadelphia. Harry and Vera Hock came in from Florida.

The Arnott's purchased a house trailer and are residing at the tourist camp on Chamberlayne Avenue.

Red Gamble has started work on two more wagons. Charlie and Cy Holliday arrived and are overhauling rides. Wallace Cobb has completed redecking the flats. His crew is working on the coaches and stock car. Jack Linderman spent a few days at quarters checking on his kiddie rides.—L. T. (Pete) CHRISTIAN.

### Garden State

PHILLIPSBURG, N. J., March 23.—Work at main office and auxiliary quarters is rapidly nearing completion and the main winter quarters work at New Holland, Pa., is scheduled to begin April 12. A crew of 12 will be in quarters, with work scheduled to be completed for an April 22 opening.

Owner-Manager R.H. Miner Sr. is in following a contracting tour and says show will run 22 weeks. New motors have been ordered for the rides and three new tops and a marquee are listed for early delivery.

R. H. Miner Jr., assistant manager, has contracted the following concessions: Abe Bonario, three; Paul Kellow, two and two kiddie rides; Harry Resh, two; Evans and Getz, five; Fred Budd, two; Cacalloro, two, and Mike Lane, two. He has also contracted agents for four office concessions.

Joe Mahler Jr. has been signed to manage the Garden State Revue. Matt Roberts has been appointed The Billboard's sales agent.—R. H. MINER JR.

### Hedrick's Gay-Way

WINSTON-SALEM, N. C., March 23.—When the shows open April 1 at Kernersville, N. C., it will be the first to play the town in 18 years. Many people are arriving daily and all shows' property will move on the lot located one block from City Hall March 29. Bill Harrell is in charge of the hot wagon. Stacy Knott, superintendent of the rides, has all rides in shape. Sound truck will be out of paint shop soon. Owner Fred Hedrick is in charge of quarters' activities.

### M. A. Srader

HUTCHINSON, Kan., March 23.—Work at quarters is humming and the fairgrounds 4-H Club building is the scene of much building and painting.

Included among returning veterans is Clyde (Punk) Bishop, who returns as foreman of the Ferris Wheel. His wife, Arline, who didn't troupe while he was in the service, will be back with her cigarette gallery.

Pappy Bishop will be foreman of new Spitfire, while Jack Stamey will foreman the new Roll-o-Plane. Albert Martin has added a frozen custard trailer to his concessions.

Fred Hamilton has the trucks and ride motors all set to go. He has also installed two new poppers in his popcorn trailers. Lot boss, Pearl Huston, is directing the crew in quarters.

General Agent Larry Nolan in and out, this time to Colorado. He reported the route well set and his concessions stocked, manned and ready. Patsy Srader will handle the office. Opening date is set for April 15.

### Fuller Greater

MEYERSDALE, Pa., March 23.—Final plans are being made for opening of the re-organized Fuller Greater Shows. Combo will include three rides, several shows and about 20 concessions.

All spots booked are under auspices of fire departments, 20 of them in Somerset County and other sections of Western Pennsylvania and Western Maryland.

Manager Paul E. Fuller is making final arrangements for the May 1 opening.

## WANTED FOR DEAUVILLE PARK

AUBURN, N. Y.  
ON OWASCO LAKE

Tilt-a-Whirl, Hey Dey, Rollo Plane, Caterpillar, Octopus, Chairplane. Will book Rides on 15% basis. Park furnishes electricity and licenses. Park owns four major Rides. No Palmistry wanted.

Address:

**STEVE LA GROU**  
10 Lincoln St. Auburn, N. Y.

## -ANNOUNCEMENT

**JOE KANE and AL DESERIO**  
With Triangle Shows

10—DELUXE CONCESSIONS—10

Want Agents for Ball Games, Cats and Bottles, Fish and Duck Ponds, Dart Balloon, Cork Gallery, Watchla.

All Write to **JOE KANE**  
38 Rochelle Parkway Rochelle Park, N. J.

## FRANK ORGAN SERVICE

ANYWHERE—ANYTIME (ALMOST)

BUYS—SELLS—TRADES

4948 Waveland Ave. Chicago 41, Ill.  
Pensacola 2613

## TENTS FOR SALE

Used Tent, 25x65 feet (top only), \$125.00.  
Used Round Top, 30x80 feet (top only), \$125.00.

**MAIN AWNING AND TENT CO.**  
230 Main Street CINCINNATI, O.



**NOW! We're Almost Back to Normal**



**Material Available for Some CONCESSION TENTS**

Our war contracts, which necessitated all-out production for the drive to victory, have been terminated. Now you can order one or more of the famous Powco Concession Tents, made to your specifications by one of the largest manufacturers of canvas goods. Material is limited, so order now!

Canvas Covers, Tarpaulins, Tents, Truck Covers, Canvas Goods

**POWERS & CO.**  
MANUFACTURERS OF  
**CANVAS GOODS**  
PHILADELPHIA, PA.

**LOOK! LOOK!**



The "Head" Shadowgraph made of polished brass. A tried and true item. Available in quantity lots. \$4.50 per 100. Money orders only.

**GLEN A. SLACK**  
5012 York Ave., S. Minneapolis, Minn.

**WALK-THRU SHOW**

In Wax — \$550.00

SIDE SHOW ATTRACTIONS.

Address: **SHAW**  
3334 Louisiana Ave. ST. LOUIS 18, MO.

**WANT**

Side Show Talker, Feature Freak, Working Acts, Magician for Johnny J. Jones Show. Write

**CARL J. LAUTHER**  
Millers Tavern, Va.

**FOR RENT**

April 1st, Show Lot, high and dry, heart of the coal fields. Business good. Co-operation from county officials.

**NERVA B. HOWARD**  
c/o Neon Drug Co., Neon, Letcher County, Ky.

**DUKE DEL RIO**

Opening April 13th with leading Carnival in the West. Wants to hear from all people that have worked with and for me in the past. Wants all working acts for Ten-in-One. Good deal to any Live Act. Also clean working Half and Half. Early opening. Long season. Good Territory. Write, Wire or Phone **DUKE DEL RIO**, care Sunflower States Shows, Sharon, Kansas.

**Fuller Greater Shows**

Opening early in May. Long line of Firemen's Celebrations in Western Pennsylvania and Maryland. Good proposition for Sound System, one or two Kiddie Rides and several Shows. Can place Scales, Fish Pond, Frozen Custard, Pitch Till Win, Shooting Gallery, Waffles and any other Concessions not conflicting with what we have. Ride Help wanted for Wheel and Chair-o-Plane. Write or wire

**PAUL E. FULLER**, 514 Main, Meyersdale, Penna.

**HAVE TO BOOK**

1 No. 5 Ell Wheel, 1 Double Loop, 6 Stock Concessions, with our own transportation. Also have Chairplane and Kiddie Autos to lease with transportation. 150 Arcade Machines for sale cheap.

**CLYDE R. PIERCE**  
LUCASVILLE, O.

**Bright Lights Expo**

ROANOKE, Va., March 23.— Things have been humming here since mid-February and much work has been accomplished. Lou Heck has a crew on hand and others are arriving daily.

Dannie Donnie has completed his new bingo and is now readying other concessions. Mike Lucas, cookhouse operator, is busy on a new outfit.

Joe Rae, lot superintendent, infos that he will be in early to recondition his popcorn and candy apple concession, operated by his wife, Anne. Hattie Dolan, ride owner and concessionaire, now in Florida visiting, cards that she will be here shortly.

Saul Solsberg, legal adjuster and concessionaire, will be in from Florida soon. Manager John Gecoma has been laid up with a fractured ankle, but hopes to be active shortly.

Claude Donini has become self-appointed bartender in the Hotel Patrick Henry show office.

Two new rides from Allan-Herschell are expected for the opening. Sky High Girl will be the free attraction.

Show will open the middle of April and Owners Gecoma and L. C. Heck are highly optimistic over the season's prospects. The writer has been employed in Roanoke thru the winter and has practically become a native.

FRANK NORTON

**Beam's Attractions**

WINDBER, Pa., March 23.—Concessions built by Ray Oakes arrived at quarters this week. August Westphal booked two concessions and Florence McDaniel will have the french fry stands. Mrs. Birdie Willse is in Florida, but will be on hand for opening in Johnstown, Pa. Joe Negri and wife, Lucy, are joining in an official capacity.

John Yowns, former show electrician, is out of service and will likely be back at his old job. George Risher and Superintendent McDaniel have been building new truck bodies. Shows will move on 9 semis and 6 straight trucks. Boyd Kennedy has advised he expects to be on a Gooding unit this year and will not be back. Jim Fleming has been here the past two weeks finishing his job of rebuilding the Merry-Go-Round. Carl Mack has purchased a bus which he expects to make into a house.—HOWARD SERVICE.

**World of Mirth**

RICHMOND, Va., March 23.—General Manager Frank Bergen has returned to quarters from a business trip. He has contracted Eddie Reiter, who has started building fronts for the wagons turned out by Red Gamble and crew.

Don Clark has arrived to take charge of the Waltzer and Hey-Dey. Charlie and Cy Holliday have their new Flying Scooter in the air.

Wally Cobb, trainmaster, has his crew re-decking flats and installing new staterooms. General Agent L. Harvey (Doc) Cann is in Maine. Pete Christian is a regular visitor. Trailer city is booming, with new arrivals and new purchases. Jack and Beth Arnett purchased a house trailer.—LEW HAMILTON.

**World of Today**

MUSKOGEE, Okla., March 23.—Recent arrivals included John Willander, Monkey Show; Mr. and Mrs. M. (Foods) Reeves; Charles Hutchinson; Mr. and Mrs. Jess O'Dell; Jay Brazell, Duke Warner; Ray Ayers, Girl Show manager; Mr. and Mrs. Jimmie Case; Mr. and Mrs. Jess Jordan; Pat Patzold and Benny Spencer.

Izzy Wells, co-owner, has many bridge players on hand for the games which are kept going continually. Art Signor, secretary, motored to Bartlesville, Okla., to get his boy and Izzy Wells's son to bring them over to quarters for a week's vacation.

**MORRIS HANNUM SHOWS**

**WANT**

For DANVILLE, VA., APRIL 1 TO 6

**MONSTER CELEBRATION**

AUSPICES POLICE DEPT. WELFARE FUND

Want Shows Not Conflicting, Penny Arcade and Motor Drome.

Want 10 Cent Stock Concessions.

Want One Flat Ride With Transportation.

Opening for Capable, Reliable General Agent; Harry Parker, If Available, Contact Me.

**MORRIS HANNUM SHOWS**

Thomasville, N. C., Week March 25 to 30.

**PLAYTIME AMUSEMENTS**

Opening Manchester, N. H., April 18—10 Big Days

Want Shows (anything but "Girl"), Grind Stores (no C.), American Palmistry, Photo Gallery, No Gypsies. Rides that don't conflict. Wheel Foreman, Second Men all Rides, Ed Baker, Ed Upton, Whitey Davis, come on. Winterquarters now open.

**E. W. Burr, Hotel Carpenter** Manchester, N. H.  
Biggest 4th July Celebration in East — 150,000 People

**ATTENTION, CONCESSIONAIRES**

**HY-LO-LO-HY**

The Tops in Percentage Games

Can operate any place Group Games work. Can also work for stock. Custom built. 10 years ahead of the times.

**PRICE \$100.00 EACH**

Complete with fibre case and all instructions. \$50 deposit on all orders. F. O. B. Hollywood.

**JOHN L. LORMAN, Sales Rep.**  
1071 N. EL CENTRO STREET HOLLYWOOD 38, CALIF.

**WANT** **WANT**

**PERCELL'S PIONEER SHOWS**

Shows of all kinds, Penny Arcade, Ride Help. Foremen and 2nd men for Ferris Wheel, Chairplane, Kiddie Rides. Also Electrician, Concession Agents. Men to erect 10 office Stores. Concessions—Potato Chip, Candy Floss, Custard, Photos, Bowling Alley, Fish Pond, Duck Pond, String Game, Basket Ball, Coca-Cola, Hoopla, High Striker, Cane Rack, Shoot To Win, anything not conflicting. No Mitt Camps. Ball Games, Percentage, Bingo and Grab booked. Sensational Free Act. Rides not conflicting will book or buy. All people with us before answer. Pauli, get in touch. Have wrote you twice. This show opens in town 1st show in twelve years, with outstanding route. All replies.

**MICKEY PERCELL, Mgr.**, 20 Orange St., Waverly, N. Y.

**Last Call - GOLD BOND SHOWS - Last Call**

OPENING SEARCY, ARK., APRIL 6TH

Everyone contracted answer this call.

**WANT**

SHOWS with own outfits, will book for committee money. We have a good route of fairs in Wisconsin.

CONCESSIONS—Have opening for Stock Stores, Ball Games and small Bingo. Agents and Cook House Help, come on.

RIDE HELP that drive, can place you.

FREE ACT—Will book on percentage or salary for season.

**COLD BOND SHOWS**, P. O. Box 246, Little Rock, Ark.



## Announcement! CHANGE OF OWNERSHIP

We have purchased manufacturing rights for the famous "Jeter" Baseball Game known as "Batter-Up" and are ready for immediate delivery of parts, balls, bats and brand new Batter-Up Machines.

"PAT" KELLY

BRUCE BRYAN

**WORLD'S TOP MONEY GETTER!**  
*Batter-Up is available again!*



Actual SPACE REQUIRED: 39x14'x11' Ceiling

\$12.00 Per Hour Year after Year  
No Coin Slots  
No Service Headaches  
Legal Everywhere  
Exclusive Territory Franchise

**ARCADES  
FAIRS, PARKS  
OR  
BATTER-UP STORES**

A NATURAL FOR

**PARKS—CARNIVALS—ARCADES—BEACHES**

**BATTER-UP**

**BATTER-UP COMPANY**

MICHIGAN BANK BLDG. DETROIT 26, MICHIGAN

NEW IMPROVED  
READY for DELIVERY  
at  
GREATLY REDUCED  
PRICE  
**\$1995.00**  
F. O. B. Factory

## CONCESSIONS FOR RENT

Complete Midway consisting of five 20-foot Stores located in the heart of Norfolk. Open eight months of year. Excellent proposition for the right party.

### DROP ANCHOR RECREATION CENTER

230 East Main St.

Norfolk, Virginia

## FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons.

WRITE FOR SAMPLES AND PRICES.

All Flavors Guaranteed to Comply With Pure Food Laws

**PURITY EXTRACT MFG. CO.** 2101 Franklin Avenue  
St. Louis 6, Missouri

## POPCORN - - - PEANUTS

Roasted Peanuts in the shell, best quality, 21¢ per pound. Prompt shipment on all orders. Average weight 90 pounds.

Popcorn prices in line with general market. Quality of pop and eating quality are first consideration. Hope you all have a good season, and that we may have the pleasure of serving you as we have in the past 25 years.

**JOHN B. MORTENSON & CO.**

241 E. ILLINOIS ST.

CHICAGO ILL.

## NOTICE—COMMITTEES—NOTICE

CAN furnish THREE RIDES and CONCESSIONS for Church Bazaars, American Legion, War Veterans' Celebrations, Firemen's Carnivals and Community Fairs. WANT Ferris Wheel and Chairplane Foremen, MAN for Kiddie Autos. Bob Sproule, write. These are good jobs. State salary wanted and references. Open in April. Phone: Pennypacker 0642. Write or wire

**I. K. WALLACE, 1316 Spruce St., Philadelphia, Pa.**

## FROM THE LOTS

### Great Southern Exposition

GREEN COVE SPRINGS, Fla., March 23.—After over 20 weeks steady operation at one location here under VFW sponsorship, shows report good business, with a noticeable increase in attendance nightly as navy personnel comes ashore. Lucky Shepherdson's Paris Models, Jimmy Gibson's Girl Revue and Swinging Ball Smitty's concession are going well.

Concession line-up includes Charlotte and Hal Tindal; Audrey Shaw, pea pool; George Shaw; Mr. and Mrs. McMinn, photo gallery; Mr. and Mrs. M. E. Goddard, arcade; James Dismukes, lead gallery; Ann Dely, spill the milk; Curt Baker and Ruby Strickland, cookhouse; Kay Hoskins, jingle board; Pat Caldwell, cigarette hoopla; Viola Vitales, penny pitch; Tom Vitalos, chuck o' luck; Evelyn Dairs, cigarette pitch; French Le-Grande, cat rack and dart game.

Owner H. C. Ayers is completing plans to open a second unit in the Negro district as an annex to the VFW sponsorship. Ora Thomas, VFW committee chairman, purchased a house trailer. After a profitable winter here, Ray Ayers left for Muskogee, Okla., to join World of Today Shows, where he will be in charge of two girl shows. His wife, Fay, leaves this week to join him.

E. Lawrence Phillips, Johnny J. Jones Exposition, visited, as did John R. Ward from quarters in Jacksonville, Fla. Mr. and Mrs. H. C. Ayers had as their guests at a buffet supper at the Castle Warden Hotel, St. Augustine, Lieut. Comm. H. L. Oakes Jr., Ensign Joe Lowry and his fiancée, Doris Quade, Miami; Ensign Frank Peterson and Rachael Maxwell.

Mr. and Mrs. Al F. Williams and grandson, Charles, of Atlanta, were recent guests. Mrs. Audrey Shaw has recovered from a week's illness. Richard Kabage is handling Chairplane and Big Apple. Front-gate bandmaster is Johnny Christina.—L. M. AYERS.

### J. G. Steblar's

BLACKVILLE, S. C., March 23.—Everything was ready for the opening here March 8 and city officials complimented General Manager J. G. Steblar on the appearance of the show. This was the opening stand last season, but attendance and business was far better this year.

J. J. Steblar arrived here from his home in Stamford, Conn. Tommy Scott, general agent, returned from Virginia and advises that the show is booked thru the season, with several new fairs in the fall. Mrs. Steblar and Mrs. Ann Scott spent several days in Columbia. F. E. Spain, Marion Greater Shows, was a visitor. Jack Jaeger, of the Wild Animal Show, spent most of the week in the hospital at Columbia. Mrs. Jaeger managing the show during his absence. Jaeger plans on adding two more shows in three weeks.

Thelma Mae Jaeger has her new ball game in operation. William A. Smith's cookhouse has Clayton Knier on the griddle and Mrs. Smith and daughter assisting in the kitchen. Mr. and Mrs. Hogan Edger have bingo, with O. Carlton as assistant. Joe Metz has 10 concessions, with 'Bama Gilliam as manager. Pinkie MacDonald has photos; Tommy Scott, p. c. concessions; Doc Barniard, concession, and Rosie and Jim Johnson, camps. Carlton Barnett, former C. O. P. foreman, who was recently discharged from the army, has returned to the show in the same capacity. E. S. Pound has the Kiddie Boat Ride in shape. D. Gillian is electrician. Eugene Scott is handling the front of the Monkey Show. George West and Jimmy Hilard have their concessions on the show. Charles McElwain is

### Madison Bros.

EL DORADO, Ark., March 23.—Opening weeks in Louisiana were winners, despite rain and cold.

Bill Talley and family have re-joined after wintering in Florida. Mr. and Mrs. J. A. Waters have joined with two ball games. Bobbie Donovan and Richard Smith, out of school, have joined their parents. Jerry Winters is on with his brother, Claire Winters.

W. P. Gawle added a dart store to his string of concessions. Recent visitors include Mr. and Mrs. Jack Thomas.—KATHLEEN GAWLE.

assisting Whitey Davis on the Ferris Wheel. Mr. and Mrs. Hiram Beal stopped over en route to the Lawrence Shows. Show will play a few more weeks in this State and then be enlarged for the Virginia tour.  
R. SHARPE.

Get'em today!

GENUINE ALUMINUM

**NOK-DOWN  
BOTTLES**



Crowd pleasers because they go down with a satisfying, noisy clang! Sturdy, long-lasting aluminum construction... Made in

standard size and can be used with old wooden models if desired. Priced only \$18.00 per dozen or \$1.50 each F. O. B. factory. Shp. wt. approx. 20 lbs. per doz. Terms 1/3 with order, balance C. O. D. Immediate delivery if you order now!

**COAST NOVELTY MFG. CO.**

3118 Lincoln Blvd. • Venice, California

### FOR SALE CHEAP

3 TAME CANADIAN CUB BEARS  
(2 Black, 1 Cinnamon)

CAN BE HANDLED BY ANYONE

Wire or Write:

**BUTTONS WILD LIFE EXHIBIT**

c/o Hennies Bros.' Shows., Birmingham, Ala.

### AGM SUN FLAME

GASOLINE PRESSURE

LANTERNS

Instant Lighting

Model 3016, 1 Mantle \$7.95

Model 2572, 2 Mantle 8.95

F.O.B. New York, N. Y.

1/3 with Order, Bal. C.O.D.

Parts for American, Coleman,

Preway, State your needs.

**RAYDA COMPANY**

140 Beckman St.

New York 7, N. Y.



**SKEWERS, POPCORN, PAPERS FOR FLOSS**  
Certified Colors, Seasoning, Citric Acid, Paper Cones and Vee Pointed Cups, Thermometers and Copper Kettles.

Concentrated **SWEETENED** Orange Juice

Flavors for Snow Cones

**S. W. KENNEDY CO.**

29 S. Front Street Philadelphia 6, Pa.

## W★A★N★T★E★D

INDEPENDENT SHOWS,  
RIDES AND CONCESSIONS

For Central Pennsylvania Firemen's Celebrations. WRITE—

**MEL SOBER**

Room 208, 343 Market Street, Sunbury, Pa.

## HARRY NELSON

STRIKING MACHINE BUILDER AND

DOLL RACKS

2914 West 15th St. Coney Island, N. Y.

Phone: ES-2-8866



**WE PROMISED OUR FRIENDS, FAIR MANAGERS, AUSPICE CHAIRMEN, EXHIBITORS and SHOWMEN A COMPLETELY NEW TYPE OF MIDWAY**

**NOW** *IT IS OUR PLEASURE AND PRIVILEGE TO* **INVITE YOU ALL TO SEE THE 1946 EDITION OF AL WAGNER'S NEW AND SENSATIONAL CAVALCADE of AMUSEMENTS**

- 50 RAILROAD CARS**
- 22 MAJOR RIDES**
- 20 STAGE SHOWS**
- 9 LIGHT PLANTS**
- 9 REVOLVING TOWERS**



AL WAGNER

**SETTING A NEW TYPE OF ELABORATE MODERN SHOW FRONTS—AN ARTISTIC DISPLAY NEVER ATTAINED BY ANY CARNIVAL IN AMERICA.**

**SEE THE CAVALCADE AT THE MEMPHIS COTTON FESTIVAL**

**EXPERIENCED Fair and Carnival Man WANTS POSITION**

Resourceful; natural ability handling personnel; capable organizing and managing Girl Show, supervising Concessions, managing restaurant; supervising kitchen help, dining room waiters, cashiers; checking, keeping food and liquor inventories; supervising any required details efficiently and accurately. Fine character, tireless, dependable and able to assume responsibility. Will take position with

**FAIR, CARNIVAL OR AMUSEMENT PARK** in any capacity for which the above qualifies. Write **BOX 765, care The Billboard, 1564 Broadway, New York City.**

**DROME RIDERS WANTED**

**MEN AND WOMEN RIDERS**  
Bessie Ritz and Ben Gerido,  
Please Answer. All Address

**FLORENCE KETRING**  
Care Cetlin & Wilson Shows  
Petersburg, Va.

**Want Bingo Countermen**

Good Salary, Season Bonus.  
No Stumble Bums.  
Address:

**JOHN CHAPMAN**  
Heaum Hotel, Springfield, Ohio

**MOLLY'S SHOWS**

SHOW OPENS EARLY IN APRIL  
WANT FREE ACT, COOKHOUSE, HELP ON ALL RIDES. ALL GRIND STORES OPEN.

**JAMES YORK, Manager**  
80 Revere Street Portland, Mo.

**Southern States**

**TAMPA, March 23.**—With the crew putting in time daily on repair work, painting and building, the outfit is rapidly getting in shape for the April opening. All employees are housed in cottages furnished by the show. New brick and wood building was completed recently. It will be used as a paint and trailer shed. Also finished is a concrete boat house with promenade and sun bathing facilities on top. Mrs. Davis and other members go fishing daily. Many visitors have been entertained recently, including the Guthrie family of Cincinnati for a week.

Last shipment of paint arrived from the McDougall-Butler Company, Buffalo. Recently purchased late model Octopus and a double Loop-o-Plane have also arrived. Mickey Martin, shows' cookhouse operator who winters along the Alafir River, stopped by and presented a five-pound speckled trout to the crew. Show will play its usual route thru Georgia and Florida. **JOHN B. DAVIS.**

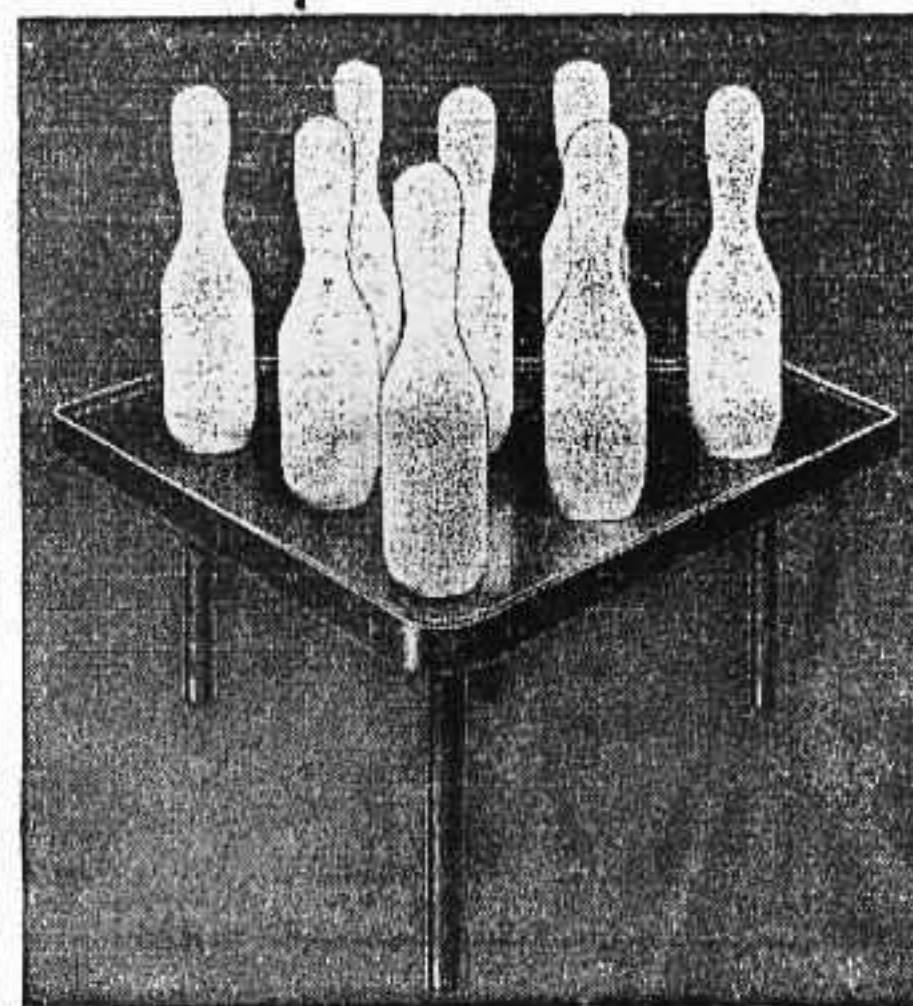
**Don Franklin**

**ROSENBERG, Tex., March 23.**—Don Franklin Shows rolled out of its Fort Bend County Fair quarters here for a nine-day break-in stand under Fair Association auspices. Spot was a winner.

Concessionaires include Joe McManus, Mr. and Mrs. Bill Sells, Mr. and Mrs. E. S. Johnson, Lloyd Harding, Mr. and Mrs. A. Victor, W. J. McMillan, Mr. and Mrs. Frenchy Villion, Mr. and Mrs. Harry Miller and Mr. and Mrs. J. Barton, who have their new popcorn trailer completed with neon and fluorescent lighting.

Ride foremen are Earl Callaway, Ferris Wheel; Ernest Cotter, Merry-Go-Round, and Norman Dillman, Spitfire. At the close of the engagement here, Don Franklin signed Fort Bend County Fair for this year.

**THE EIGHT PIN-BALL GAME**



Something new in Ball Games.  
Fascinating — money maker.  
Compare it with any Ball Game for receipts.  
Works for stock or percentage.

Write for more information  
Price

**\$29.00 per set**

Complete with Stand or

**\$50.00 for**

**two sets**

Complete  
\$10 Deposit,  
Balance C. O. D.

**MYSTIC BLOCK COMPANY**

2917 So. Lyndale Avenue

Minneapolis 8, Minn.

**HALE'S SHOWS OF TOMORROW**

Opening May 6, Independence, Mo. 8 Rides—5 Shows—35 Concessions.

WANT a few more Concessions not conflicting. A good high Aerial Act and one more Show. R. D. Dickson, answer. Can use a few more Men on Rides and Shows. For Sale—1 Artizan C-1 Band Organ, 57 keys, good shape.

**L. P. HALE, Gen. Agt.**

**Lenox, Iowa**

**GREATER RAINBOW SHOWS**

**COOKHOUSE OPERATOR WANTED.** Will give guarantee to right party. **DOC WITTHAUS WANTS CONCESSION AGENTS,** will frame any joint you like. **FOREMAN FOR LITTLE BEAUTY MERRY-GO-ROUND and KID RIDE.** Second Men for all Rides. Will book any BALLY or GRIND SHOW. **WANT TO BUY Trucks and Trailers.** Also Chair-o-Plane. Can use High Free Act. Show opens at Galena, Kan., April 13. Come on or write. Address:

**GREATER RAINBOW SHOWS, Fairgrounds, Oswego, Kan.**



## OPENING FOR THE SEASON

**Lawrence Greater Shows, Inc.**

SANFORD, N. C., MARCH 29

RIDES—Have 10 Rides Show-Owned

Want experienced Ride Help of all kinds. Frank Murphy wants to hear from his old ride help. Will book Fun House, Glass House. Have beautiful front for Monkey Show, Minstrel Show or any Grind Show. Bill Woodall wants Girls for Posing Show. Have complete Motor Drome except machines. Will sell or book Operator with Cycles.

CONCESSIONS—Custard, all Grind Stores open. Will sell exclusive to American Palmist. Agents wanted for office-owned Concessions. All people contracted report at once.

COMMITTEES AND FAIR SECRETARIES—Have few dates open; get in touch.

Now at Winter Quarters—Sanford, N. C.

**BEN HERMAN, Manager****CLUB ACTIVITIES****Showmen's League of America**

400 So. State St., Chicago

**Ladies' Auxiliary**

President Louise Rollo presided at Thursday (14) meeting and on rostrum with her Edith Streibich, first vice-president pro tem; Lillian Woods, treasurer; Elsie Miller, secretary and Maud Geiler, chaplain.

Mrs. Edna Conner Riley was elected to membership. Lillian Woods returned from Miami with her sister, Nan Rankine. Viola Blake also was at the meeting after a vacation in Miami and Cuba.

A gift was sent to Nellie Byrnes, who is ill at her Chicago home. Newly married, Hattie Hoyt, was congratulated at the meeting and given a gift. Jeanette Wall, Ann Sleyster and Blanche Latto, were present after long absences.

Letters were received from Edna C. Riley, Cornelia Curtin, Hattie Wagner, Mrs. Edward Kelly, Esther Bermet and Viola Fairly.

Sick list includes Frances Keller, Nellie Byrnes, Pat Seery, Ruth Martone, Mary Taylor, Bessie Mossman and Mattie Crosby.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, March 23.—George Hartley Jr., who had served two and a half years overseas with the navy, was killed when he struck a high tension wire while drilling a well at his home. He was a member and his father is a member of the club. He was extremely popular and the club was saddened to hear of his sudden death.

Bill Butler, side showman, formerly with Cash Miller and last year with Jimmy Hurd, died here recently. Altho he was not a member of the association, the club provided the funeral.

Sid Markham, of the Relief Committee, is putting in much effort in behalf of that group. Final meeting of the club before the opening of the outdoor season will be held March 24. Clubrooms will close April 1 and will be reopened November 1.

Lew Lange has headed north to join the World of Mirth Shows in Richmond, Va. Eddy Elkins has left for New York before joining the Kaus Shows. Ben Braunstein in from North Carolina for a two-week vacation.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, March 23.—More than 400 attended the annual St. Patrick's Day party Sunday night (17). Entertainment, refreshments and dancing to Dave Diamond's ork were offered.

Meeting, Monday (18), was presided over by President Stahl, with assistance of Roscoe Wade and Robert Morrison, vice-presidents; Louis Rosenthal, treasurer; Bernard Robbins, secretary, and Jack Dickstein and Leo Lippa, past presidents.

Donations to the building fund, totaling more than \$300, were made by Ben Moss, Vic Parr, Carl Sherman, Frank Hamilton, Bobby Cohn, Louis Stone and Robert Morrison.

Clubroom visitors for the first time since their return to Detroit, were Eddie Carton, Miami; Carl Sherman, Seattle; Louis Stone, New Orleans, and Frank Hamilton, Miami.

New members admitted are Thomas Phelan, Rip Winkle, Paul Helm and Sam Weitz. President Stahl appointed John Quinn, W. G. Wade, Floyd Gooding, Ralph Decker and Mike Doolan to fill vacancies on the board of directors.

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, March 23.—President Jack Wilson visited Tuesday (19) and left the following day for Petersburg (Va.) quarters. Best event held in the rooms in a long while was the St. Patrick's Eve party, with excellent music by Buddy Balbo ork. Attendance was large. Jack McCormick headed the entertainment committee. Frank Capell secured the music. Chaplain Fred Murray handled the tickets and finances.

Eddie Goldman, lettered that he will operate a frozen custard. Recent visitors included Bill Cowan, Morris Fisher, Charles McGrath, Willie Lish and daughter, Fred Perkins, John Conlin, Nathan Kilberg, Robert Solish and Frank Rappaport, Mr. and Mrs. Harry Reeb, Mr. and Mrs. Vincent Anderson, Tom Wolfe, John Hill, Paul Wenger, George Hoar, Willie Gottlieb and guest Al Goodman, Saul Heyman, Paul Miller, Joe Dudiak, Moe Summers, Louis Light, Garnett Dabney, Ernest Kern and Louie Fineman. Fineman has been employed at the Naval Hospital, Corona, Calif., for the past year.

Walter Holtz has been given his gold life membership card. New inter-office communicating system is being installed. Max Hoffman is leaving on a 30-day tour. Jack Allen is in the hospital. Automatic lock racks will be installed in the check room. Bill Powell still in uniform and receiving medical treatment.

Photos of distinguished members are being reframed and will be hung in main assembly room. Ladies' Auxiliary will give a party following next meeting Wednesday (27). April meetings are on the 10th and 24th.

**Pacific Coast****Showmen's Association**

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, March 23.—A substantial amount was donated to the Red Cross and three new members were accepted at the Monday (11) meeting. Charlie Walpert presided in the absence of Mel Smith, with John T. Backman, treasurer, and Ed Mann, secretary, also on the rostrum.

Walt Gosco, Robert Hampton and Dan J. Donahue were voted into the organization.

Jimmy Dunn and Jimmy Gallagher reported on activities of the sick and relief committee. They said that those who had been on the list were doing well. Pecos Red is able to be out again after an illness.

Short talks were made by John Lorman, Boswitz, Joe Steinberg, Harry Rawlings, Johnny Castle and Tom Regan. Charlie Chrysler discussed the opening of his Linconzoo Park June 1. Park contains 35 acres on the site of Selig Zoo.

**Ladies' Auxiliary**

First Vice-President Mabelle Bennett presided Monday (18). Letters were read from Elsie Suker, Fern Redmond and Ann Stewart. Leta Johns, sick chairman, reported the illness of Peggy Steinberg and that Donna Day's eye is in bad condition. Ruth McMahon is better. New member, Mrs. Boots Vanderwall, was brought in by Marlo LeFors.

Red Cross donation was \$100. Peggy O'Neill was up from Mission Beach and brought greetings from Lillian Nichols. Also present after an absence were Fay Prosser, Mabel Brown, Ethel Smith, Vivian Whalen, Jewell Smith, Daisy Fox, Jean Yagla, Lucille Dolman, Grace Hanneford, Jenny Perry, Bee Stein, Ruth Smith, Ethel Krug and Vivienne Jacobi.

**SNAPP GREATER SHOWS**

CAN PLACE 1 OR 2 MORE GOOD SHOWS—TO OPEN JOPLIN, MO.

WOULD LIKE TO HEAR FROM CAPABLE GENERAL AGENT or gentleman with advance work experience. Year around proposition if you can make good.

**HAVE FOR SALE**

SUPER ROLL-O-PLANE, in good condition. New motor, ready to go. PRICE \$4,500.00.

LINDY LOOP, in good condition. New upholstery in cars, new engine, new cable, new platforms and all new Neon lighting. Loads on 2 semi trailers. PRICE \$6,500.00.

WILL CONSIDER SELLING TRACTOR AND SEMI TRAILER TO HAUL BOTH RIDES.

Address SNAPP GREATER SHOWS, 118 Virginia Ave., Joplin, Missouri

**BEAM'S ATTRACTIONS**

PLAYING CELEBRATIONS AND FAIRS

Show will play full week community sponsored celebrations that feature acts and parades and a list of fairs. 25-week season.

WANT CONCESSION MANAGER to handle 8 or 10 new office-owned Concessions, including all Ball Games. Good salary or commission. CAN BOOK following Concessions: Duck and Fishponds, Darts, Pitch-Till-You-Win, Cane Rack, String Game, Bumper, Lead Shooting Gallery, Novelties, Arcade, Scales, Basket Ball Game or any new type of concession.

Want to buy used Trailer suitable for an office. Open Johnstown, Pa., May 2 for my 17th season. Write or wire. M. A. BEAM, Windber, Pa.

**RIDE FOR SALE**

Cash or terms or open for any proposition, Kentucky Derby. High speed horse ride with 30 horses, now installed at closed amusement park. Bargain for quick removal. Wire, phone or write.

**HARRY JAWITZ**

401 BROADWAY

NEW YORK, N. Y.

**VICTORY EXPOSITION SHOWS**

WANTED—Electrician, Ride Men, Man to Operate Glass House. Concession Agents for Office Joints. Have opening for two more Shows.

Address VICTORY EXPOSITION SHOWS  
Robstown, Texas, this week; then as per route.

**FRANK'S PLAYLAND**

Montpelier and Pionono Ave., Macon, Ga., Week March 25 Thru 30

Can place for 10 weeks Macon Lots Grind Stores of all kind. Agents for Fishpond, Cigarette Gallery, Clothespin Pitch, Penny Pitch, Percentage. Place A-1 Griddle Man, Ride Help. All write or wire

**BILL FRANKS**



**WANTED**  
 EXPERIENCED WHEEL FOREMAN for #5 Ell Ferris Wheel. Ride loads on Semi Truck. Long season; good salary. Ex-service men given preference. Note: Lushers, chasers, would-be's and managers won't last here. No tickets unless I know you.  
**JACK EDWARDS**  
 c/o Greater United Shows  
 Victoria, Texas, this week; then per route.

**WANTED CARNIVAL**  
 for Celebration on 2nd, 3rd and 4th of July at Pipestone, Minn. Will have to play behind a 25c gate. Write or wire  
**H. C. PETSCHON, Adjutant**  
 Pipestone, Minn.

**GASOLINE BURNERS and TANKS**  
 All Makes. Parts and Service.  
**I. SCHORE**  
 119 Chambers Street New York 7, New York

**NOW AVAILABLE CARNIVAL SPECIALS**  
 LEIS #401—3 Gross to Carton, Per Gr. . . . \$ 4.00  
 SWAGGER CANES—Assorted Colors, 3 Gross to Carton, Per Gr. . . . . 12.00  
 WHISTLING BIRDS—1 Gross to Carton, Per Gr. . . . . 21.00  
**SNYDER SALES CO.**  
 804 W. ROOSEVELT RD. CHICAGO 8, ILL.

**TRUCKS-TRAILERS**  
 FOR IMMEDIATE DELIVERY  
 A good assortment of used Tractors, Trailers and Trucks.  
**BERMAN SALES CO.**  
 Pennsburg, Pa. Phone: Pennsburg 521

**4 Donkey Ball Game Units For Sale**  
 Complete with Compressor. Made by Philadelphia Toboggan Co. Write  
**JAMES MAGINN**  
 1862 Schenectady Ave. Brooklyn 3, N. Y.

**NOVELTY MEN — FAIR SECRETARIES PARK MGRS.**  
**WISH TO PLACE**  
 for the summer and fair season—Embroidery Sewing Machines. Machines sew names on hats, emblems, pennants, etc. Address:  
**RHODES LETTERING CO.**  
 656 Lord Street Meadville, Pa.  
 Hat Makers, write us.

**FOR SALE**  
 TRAVELITE FACTORY BUILT STEEL BODY CONCESSION TRAILER. 16 ft. inside; opens up on 3 sides. Ideal for Custard, Grab or Popcorn and Refreshment Trailer. Almost new.  
 PRICE \$1005.00.  
**P. G. RUST**  
 126 N. 28th Street BELLEVILLE, ILL.

**Peppers All-States Shows**  
 OPENING MARCH 29TH, SELMA, ALA.  
 Can place six-piece hot band for Jig-Show. Salaries out of office.  
 Contact **JIM AYRES**, Peppers All-States Shows Selma, Alabama, Immediately

**BARLOW'S BIG CITY SHOWS**  
 OPENS IN APRIL. 34th year. Want ride help, concessions, operators for shows, carpenter, scenic painter, advance agent with car, calliope player, family free acts, party to handle and operate about 12 office concessions, useful carnival people. Curney L. Wade, Leon Miltona, Joe Houghton, Howard Goodlett, answer. Write **HAROLD BARLOW**, 529 N. 52nd St., East St. Louis, Ill.

**SHOOTING GALLERIES**  
 and Supplies for Eastern and Western Type Galleries. Write for Circular.  
**G. W. TERPENING**  
 137-139 Marine Street Ocean Park, Calif.

**SCOTT LAMB CAN PLACE**  
 Country Store Agents for best spring route in the business. Galveston, Texas, March 27 thru April 6. Drunks and tourists, please ignore this ad.

**TURNER BROS.' SHOWS WANT**  
 FOREMEN for OCTOPUS and SPITFIRE. Top salary and best working conditions. Preference given those driving semis.  
 Permanent Address: Petersburg, Ill.

**International Showmen's Association**  
 Maryland Hotel, St. Louis

ST. LOUIS, March 23.—Interest is at fever pitch among association members as building committee has whispered that it is about to close a deal for a building in downtown St. Louis. Reason for keeping the exact location a secret is that the choice building not be mentioned until the IAS closes the deal with the real estate agents, fearful that other interests might get wind of it and grab the property.

President Morris Lipsky, Vice-President Earl H. Bunting and Past President Sam Solomon, together with the building committee, stamped their okay on the new location and papers are now being prepared for final closing.

John Roth is reported doing well in Jefferson Barracks Hospital, following an operation. Joe J. Smith attended his first meeting since last October when he was stricken and taken to St. John's Hospital. He has about recovered.

St. Patrick's Party, held Saturday (16) jointly by the IAS and Missouri Show Women's Club, was a success. Refreshments and lunch were served gratis by the two clubs.

**Rocky Mountain Showmen's Club**  
 Milner Hotel, Denver

DENVER, March 23.—Winter activities have drawn to a close and most of the club members are set for the season. Cowboy and Mary King went to Texas. Frank Swartz and his boys, with five concessions, made the Fort Worth Stock Show as a prelude to the opening near here May 1.

Ralph Smith has joined Seifer's Utah Exposition Shows with his new truck and kid rides. Louis Burton has framed a new pony ride and will have it along with his novelty concessions.

Treasurer Jim Williams reports the club's cash at an all-time high, with all bills to be paid. New clubrooms are under long-term lease. Ideal downtown location is popular with members.

Letters have been received from Rex Elliott, A. C. Goldberg and Dopy Bess.

Winter activities were highlighted by mid-winter banquet. Annual auction clicked, as did Tacky Party, in which Dollie Kimpel walked off with the prize.

**Showfolks of America**  
 San Francisco

SAN FRANCISCO, March 23.—Celebration of St. Patrick's Day was a leading topic at the meeting held Monday (11), with members voting an expenditure of \$150 for professional entertainment and plans laid to host prominent guests at the party.

Proposal from the American Legion to lease the clubrooms for the Legion convention in September was vetoed at the meeting of directors.

President Sammy Corenson presided over the regular meeting, calling for a tribute to Fred Wharton, a member whose death was announced.

Proposed for membership were Thomas Gerald Rouse, Pat Collins, Charles Eckfeldt, Merrill F. Stock and Lucien A. Dawson. All were accepted. Guests included Fred Oberhandsli and son, Mr. and Mrs. E. S. Fitzgerald, Mr. and Mrs. Matt Herman, Henry Solomon, Sol Grant and P. Charles Camp.

Nellie Baker suggested that members employ their spare time while on the road sewing or embroidering gifts for the bazaar which she plans for November.

**ROYAL EXPOSITION SHOWS WANT**

FOR EVERGLADES FAIR, BELLE GLADE, FLA., APRIL 3 TO 13  
 SHOWS with own outfits and transportation, Funhouse, Arcade, Long and Short Range Cal-leries, Balloon Joint, Scales, Cookhouse, etc. Hazel Royal wants Ball Game Agents and other Concession Agents. Frank Carver, come on. Will book Octopus with own transportation for season. Address: This week, Oakland Park, Florida; then as per route.

**FRED HEDRICK, Owner** **STANLEY REED, Bus. Mgr.**  
**LAST CALL**  
**OPENING APRIL 1 KERNERSVILLE, N.C. UNDER V. F. W. FIRST IN 18 YEARS**  
 Can place Bingo for entire season, also Mug, Scales, Knife and Cane Rack, Dart, String Game, Custard, French Fries. Agent that has car; Cook, Mitch, Eaton, contact Stan Reed at once. RIDES—Can place Flat Ride with own transportation. Stacy Knott can place Ride Help. Can place any clean Show with own outfit. Wire or write  
**HEDRICK'S GAY-WAY SHOWS**  
 418 ARCADIA AVENUE WINSTON-SALEM, N. C.

**Want SILVER SLIPPER SHOWS Want**  
 OPENING DAYTON, TENN., APRIL 15TH  
 RIDES—Due to delay in delivery of new Rides, will book or lease Ferris Wheel and Merry-Go-Round. Good proposition to right party.  
 SHOWS—Have brand new 30x60 and 18x30 Tops. What have you to put in them? Will book Wild Life Show, Hillbilly, Monkey Speedway, 10-in-1 or any Show of merit. I can furnish plenty of transportation.  
 CONCESSIONS—Have several good Stock Concessions that work for 10c still open. No grift tolerated.  
 HELP—Want Foremen for new Chairplane, Loop-o-Plane and Kiddie Ride. Also want a Man for Pony Track, one who will take care of Ponies. All replies to  
**WILLIAM O. HAMMONTREE, General Manager, or W. R. HAMMONTREE, Concession Manager,**  
 2709 Rossville Blvd., Chattanooga, Tenn.

**WANT ON**  
**WORLD OF MIRTH SHOW**  
**FOR MINSTREL SHOW**  
 Chorus Girls, Musicians, Blues Singer that can cut it, Dancer that can double M. C. or a Dancing Team, useful Colored Performers; also White Ticket Sellers and Canvas Help. Meals and berth furnished. Show opens latter part of April. All salaries guaranteed by the office. All replies to  
**BOB BUFFINGTON**  
 WORLD OF MIRTH SHOW, RICHMOND, VA.

**FLORIDA AMUSEMENT CO.**  
**WANTS TO BUY**  
 100 or 250 KVA Transformers. What have you? Want Agents, sober, for Slum Stores for season. Shows with own transportation. Legitimate Concessions only, no rackets. Fair secretaries and celebra-tion committees Georgia, North Carolina, South Carolina, Florida and Alabama, have open dates if you want a clean show. Nine Rides, six Shows, forty clean Concessions, Free Attractions and big Fireworks Display daily. Offer you all Dixie Amusement Co. or Florida Amusement Co. Want another High Free Act, join April 15. State all first letter. All contact:  
**HOWARD INGRAM**  
 Daytona Beach, March 25 to 30

**LAPEER III-STRIKERS FOR 1946**  
 For early Spring shipment we will try hard to supply all who order. So if you want a Moore-Made Striker for 1946, then send the order now so we can get the shipment ready in turn or at a later date if wanted. EARLY days in the Spring are THE BIG MONEY DAYS aimed for III Striker owners. This year only two sizes in the SINGLE, 25 ft. high, complete two masts, gong, etc.; weight about 275 lbs. Outfit all boxed and crated priced at Lapeer, \$90. The 27 ft. Striker and a heavier all-around outfit, priced at \$107, P. O. B. Lapeer, 25 ft. DOUBLE STRIKERS, tower is 24 ft. high, FACE of the tower is BRIGHT RED, 3" numbers Aluminum painted with Black trim. Back of all towers Green enamel is used. If wanted wired for LAMPS up and down tower add extra \$6.50, and if a REFLECTOR wired for 8 lights wanted then add \$11.50. Weight of DOUBLE STRIKER is about 500 lbs. and priced at \$190, P. O. B. car here. Lapeer III Strikers built ever since 1906. Today they are known everywhere.  
**LAPEER III STRIKER WKS., Estab. 1906, Lapeer, Michigan**

**VICTORY SHOWS, INC.**  
 OPENING APRIL 10TH  
 Can place Foreman for Ferris Wheel, also Foreman for Merry-Go-Round; top salaries. Grind Stores. What have you? Can place Agents for Beat the Dealer, Bird Cage and Percentage Wheel. Show plays New York City and Long Island.  
**BILLY GIROUD and JACK CARR**  
 50 SALISBURY AVE. Phone: Floral Park 6344 STEWART MANOR, L. I., N. Y.

**AMERICAN BANNER SHOW**  
 22 SOLID WEEKS 22  
 THE CREAM OF NEW ENGLAND  
 RIDES that don't conflict, low percentage. CONCESSIONS—Legitimate Games only. Get set now for 22 weeks of proven church celebrations. Jimmie, wire me at Plant City, Fla.  
**JOE SHINE, Gen. Mgr.** **Box 73, Uphams Corner, Dorchester, Mass.**



# FOR SALE . . . MIDWAY SEARCHLIGHTS

Driven by gas. Motor, six cylinder Hercules. General Electric Generator, 18 1/2 Kw. 2 units. Searchlight itself 5 feet in diameter. 65 million candle power. Both separate units, mounted on chassis. 4 tires to each unit; size 600-16.

REMOTE CONTROL unit for directing the searchlight beam, with 500 feet of CABLE, rubber-covered. Converters on searchlights can be used to convert from D.C. to A.C. Can be adjusted to height as HIGH as desired. Can be seen for 100 miles or more. BRAND NEW—formerly government property—ONLY A FEW LEFT. BUILT BY GENERAL ELECTRIC.

COST \$18,000.00.

Address

**WALTER W. IVINGS**

Empire State Bldg., Room 4817  
34th St. and 5th Ave.  
NEW YORK CITY



SUITABLE FOR  
CARNIVALS,  
CIRCUS, PARKS  
•  
CAN BE SEEN  
100 MILES AWAY  
•  
BIGGEST BARGAIN  
EVER OFFERED

PRICE  
TO SHOWMEN  
\$2,500

Either Cash or Time  
Payments Arranged to  
Reliable Showmen.

Sold to  
Hennies Bros.  
Shows (2)  
World Famous  
Shows (1)

Photos furnished to  
Interested parties.



Power Plant, Right-Rear  
Exterior View



Power Plant, Right-Front  
Exterior View

# JJJ All Set for Season Trek

(Continued from page 53)

concessions. Mr. and Mrs. George Reinhardt arrived with their cook-house crew. Moris Lipsky has returned from a business trip to St. Louis where new Diesel plants were purchased.

Tom and Mickey Harris are revamping their Posing Show. New Girl Revue front is completed. Joe Johnson booked his basketball and ball game for a week on Majestic Shows. Recent arrivals included Mr. and Mrs. Duke Jeanette, Art Converse, Mickey Gillikin, Mr. and Mrs. George Murray; Tex Forrester, advance agent for Leonard Duncan's Gay New Orleans Swing Revue, and Mr. and Mrs. Bert Miner.

Tom M. Allen, manager, is pleased with the work accomplished in the past few weeks. New Posing Show, minstrel show fronts and front gate are completed.

Rides have been revamped and painted, and the newly purchased Hell Diver is being placed in new wagons.

Quarters crew includes Edward Amo, Marvin Baker, Stanley Barsch, Eugene Beavers, Danny and Margaret Boyd, George Brown, Jack Burns, John Cantrell, Joe Coleman, Robert Cox, C. M. Elrod, Billy Foster, Adam Frankowski, William Frey, Wilbur Friedman, Charles Gallagher, Elliot Gray, Chester Grayson, Jack Grizzle, Frank Hudson, Raymond Johnson, Andrew Kranik, John Leatherman, Earl Lyons, Mack and Matthew McClain, Ray McDannald, A. J. Mahar, William Potter, Jean Porter, James Ricketts, Ray Simpson, John Snavely, Dave Sorg, Rufus Thomas, Taft Webb, F. T. Weldon, Robert Wilson, Al Worrick, John Murphy, Ellis Hall, H. G. Smith, Tom Roach, James Watkins, Wayne Plunkett, and Tom Finch.

Train crew, under direction of Trainmaster Bert Miner, includes Ed Bishop, Ulysses Harden, Simon High, Milo Jones, Willie McClain, Richard Turner, Lewis Thomas and Jennings Gray. Frank Jones and John Graham have completed work on the Minstrel Show.

Harvey Wilson, Funhouse and Glasshouse operator, reports that his wife, Margaret, who was en route to their home for a visit, had an accident near Owensboro, Ky. In the car was Mrs. Delard Lambkin and son, Mrs. Harvey Wilson Jr. All escaped serious injury. Francis Scott is building a Dude Ranch photo gallery. Mrs. Hedy Jones reports her son, Johnny J. Jr., has entered his own insurance business in Florida. Roy Delano is show's comptroller. General Agent Ralph Lockett has returned from the Copper Range. Louis Rosenberg, pilloster, has started his local billing.

# Sunflower States Shows

Opening April 13, Pratt, Kansas. WANT TO BOOK ANY SHOW except Ten-in-One. Will furnish new equipment for any worth-while show or use your own. Blankenship, contact me at once. WANT RIDE HELP for Eli #5 Wheel, Spillman Merry-Go-Round, new Grenner Mix-Up and Kid Auto Ride. Good salaries, good treatment, long season. Very best of equipment. Bonus at end of season if you stay. ALL MUST DRIVE. WILL BOOK 10 MORE CONCESSIONS. Privilege reasonable. Write us what you have.

HAVE FOR SALE—Electric Popcorn Machine, set of six Iron Claw Machines with or without Trailer; will book on show. One Baltimore 30 lb. Wheel. One extra good Seeburg Piano for Merry-Go-Round or Show Bally, self player, small. One Model A Power Unit, cheap. Complete Chute Assembly and Lower Gear for Spillman Merry-Go-Round, in perfect condition, very cheap.

WILL BUY FOR CASH—SINGLE LOOP-O-PLANE or any one-truck Ride.

Benway wants 2 Stock Concession Agents; Duke Del Rio wants Ten-in-One People. All useful Carnival People get in touch with this show. All people contacted report not later than April 11th. Will sell exclusive on Biggers, also any Concessions not booked. Will book 2 nice Kid Rides, 25%, or any Ride I do not have. Write, wire or call C. A. GOREE, Sharon, Kansas.

# Enterprise Amusements

Have

**CAPT. BILLY SHAFFER'S FREE ACT**

Free Gate

Wheel — WANT — Flat Rides

Concessions that work for stock. Also Ball Games, Hit and Miss, Bottles. Help on Chair-o-Plane and Merry-Go-Round. All P.C. booked. Also Mitt and Photo. Write or wire

**Jack Frick, Jackson, La.**

# BINGO HELP RELIEF CALLER AND COUNTER MEN

Good pay and treatment. Drunks and chasers, stay away. Open April 13.

**ED DEIBERT**

c/o S. W. Nickerson  
Anderson Hotel ANDERSON, IND.

# GOLDEN GATE SHOWS

Will open April 13, Pembroke, Ky. Want Ball Games, Penny Pitch, Hoop-La, Pitch Till U Win, Chiarotte Gallery, Fish Pond, Cane Rack, Huckle Buck, Bumper Joint, Candy Floss, Snow Ball, Candy Apple, High Striker, String Joint, Kiddy Rides, Bingo and Cook House. Ride Help on Merry-Go-Round, Wheel and Chairplane. For Sale—Light Plant, in good shape, 15 Kw. FRANK OWENS, Mgr., Golden Gate Shows, Box 653, Pembroke, Ky.

# FOR SALE

**ELECTRIC ROBOT MAN**

All Nickel Plated, 6 Ft. High, 12 Motors, 3 Control Boxes, Big Feature, Great Show. Write for details. Good price.

**SNYDER**

8814 SUNSET BLVD. HOLLYWOOD, CALIF.

# PEPPERS ALL-STATES SHOWS

**WANT IMMEDIATELY**

ASSISTANT TRUCK MOTOR MECHANIC. Must have tools. We have portable garage equipment and a chief mechanic. Top salary. Write for details. Address: Solma, Ala.

# BARLOW'S BIG CITY SHOWS

Opens April 4th  
Jefferson & Walnut Sts., St. Louis, Mo.

Want Concessions, Ride Help and Shows. Address:

**HAROLD BARLOW**

529 North 52nd St. East St. Louis, Ill.

# I DESIRE TO CONTACT

Parties with Merry-Go-Rounds, Riding Devices and lito amusements for a week's run, including Easter Monday, in connection with a big horse show.

Wire or Phone  
**D. L. DONNELL, Chairman**  
Oak Ridge, North Carolina

# JERRY HIGGINS

**Girls—WANTS—Girls**

Carolyn Mendosa, wire; all others wire, write.  
Alleghany Hotel Inn, Cumberland, Md.

# WANTED

Experienced Tattooer at once. Good proposition in good location. Write or wire for details.

**Mike's Play House**  
714 Ohio Avenue WICHITA FALLS, TEXAS

# EIGHT GLASS FUN HOUSE MIRRORS

PERFECT CONDITION  
**Wm. H. Burke**  
R. D. No. 1 PITAQUIN, PA.

# WANT—W. S. CURL SHOWS—WANT

CHAIRPLANE FOREMAN, must drive semi; RIDE HELP for all rides. SHOWS with own equipment and transportation. STOCK CONCESSIONS of all kinds. Bingo, Pop Corn, Cotton Candy and P. C. sold. LEE BECHT WANTS Stock Store and Ball Game Agents. Must be capable. All those who worked for me before answer.

**OPEN APRIL 20th—LONDON, OHIO**

ADDRESS ALL REPLIES TO

**W. S. CURL SHOWS Box 27, London, Ohio**

# JACK MILLER WANTS

Bingo Counter Agents; Relief Caller, must be A-1. Top salary, long season, opening April 1.

All reply care of W. C. Kaus Shows, New Bernian Hotel, New Bern, N. C.

# WANTED FOR INDIANAPOLIS SPEEDWAY

If you have an item that you think is movable we are in a position to sublet. Estimated attendance one day, 200,000. Wire or write.

**MIDDLESWORTH**  
Lemcke Bldg., Indianapolis, Ind.

Seat, Canes, Corsages, or whatever you have.

# GARDEN STATE SHOWS

OPENING APRIL 27TH IN INDUSTRIAL TERRITORY, WITH A ROUTE OF 22 WEEKS OF TRIED AND PROVEN DATES—CELEBRATIONS AND FAIRS  
WANT CONCESSIONS—Custard, Floss, Long or Short Lead Galleries, Bumper, Country Store, Walchlu, Basketball, Scales-Aze, Over-Under, Pill Pool, Beat Dealer, Mouse Game, Hoopla, Snow Cone, Blower and Stock Wheels working for 10c. Mary Wells, Norman Palmer, contact.  
WANT SHOWS—Grind Shows of all kinds, Illusion, Slide Show, Jir Show or what have you? Excellent setup for Wild Life, Fun House and Motordrome.  
WANT HELP—Can place first and second man for Tilt, Semi Drivers. JOE MAHLER wants GIRLS for GARDEN STATE REVUE, salaries paid out of office. Wardrobe supplied. Send full description and photo. Can place one more Sensational Hit Act. Send all details and photo. All Address R. H. MINER, 161 CHAMBER ST., PHILLIPSBURG, N. J.

# L. J. HETH SHOWS

FIRST IN HUNTSVILLE, ALA.

RIDES: Good opening for Flat Ride with or without transportation. HELP: Sunny Mix wants Performers for Hillbilly Show. Munroe Brothers want Side Show Act. Floyd Beth wants Agents for Stores to join at Huntsville, Ala. Earl Keiring, please answer. Concessions: A few Grind Stores open.

All Replies: P. O. BOX 267, North Birmingham, Ala., now; Huntsville, April 1st.

# WANT—JOHN FRANCIS SHOWS—WANT

**WHITEY LUTZ WANTS AGENTS OF ALL KINDS**

If I haven't got what you want will frame it for you. Have 14 Fairs booked. Going to Texas—all new trucks. Memphis, have Bug House; get in touch with me. Shine, come home. ALL JOINTS OPEN. WANT ONE GOOD AMERICAN MITT READER. Address:

**WHITEY LUTZ, 4570 North Second St., St. Louis, Mo. (Phone: Central 6818.)**

# STAFFORD'S UNITED SHOWS

Opening Saturday, March 30, at Kentucky Ave. and White River Parkway Blvd., Indianapolis, Ind. Ten more weeks on big lots in Indianapolis. Sponsored by V. F. W. and Marion County Drum Corps. RIDE HELP for Bolo-plane, Merry-Go-Round, Ferris Wheel, Chairplane, Kiddie Ride, Kiddie Train, Kiddie Airplane. Wire at once. SHOWS of all kinds, 25%. CONCESSIONS: Cork Gallery, String Game, Jewelry, Engraving, Clothes Pins, Hoopla, Milk Bottles, Pitch-Tilt-U-Win, Snow Cone and all other 10c concessions. No Gypsies or racket. Come on, Chuck. All reply to

**RALPH STAFFORD, 2947 Shelby St., Indianapolis, Ind.**

# AT LIBERTY DIESEL PLANT OPERATOR, SHOW BUILDER AND ELECTRICIAN

Expert Welder and understand all riding devices. Will consider proposition to handle Cookhouse on a responsible show in lieu of my services as above. Am experienced Cookhouse operator. Best of references furnished. Address:  
**BILL ALLEN, Enterprise, Ala.**

# Want Experienced Help

For Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Chair-o-Plane. In all departments—long season.

**DELGARIAN**

2303 No. Melvina St. CHICAGO, ILL.  
Telephone: Berkshire 7984

# WANTED

Caller for Jack Pot Bingo to manage same, Counter-men, Dealers for Pan Game, Pea Pool, Big Six. Playing money spots. Open March 30th, Jasper, Ala.

**ROY E. LOLLAR**



## Hill's Greater Tops Charro Days Record

BROWNSVILLE, Tex., March 23.—Hill's Greater Shows broke all records at Charro Days Celebration, chalking up a gross of over \$20,000, with the committee's end being far in excess of any monies derived from any previous carnival.

Midway line-up consisted of 13 rides, 10 shows and about 50 concessions. Rides were Scooter, Spitfire, Roll-o-Plane, Ferris Wheel, Merry-Go-Round, Whip, Train, Baby Auto, Baby Chairplane, Whirl-a-Way, Octopus, Tilt-a-Whirl and Pony Ride.

Shows were Kay Kaiser's Revue; Clyde Davis's Hollywood Rambles; Rena Kaiser's Hawaiian Dancers; J. Hotchkiss with giant trench rat; Glasshouse, Funhouse and Animal Show operated by Dreil Decker; F. A. Curl's mechanical farm; Circus Side Show, operated by Dave Miller; and Midget Village operated by the office.

Among concession operators were Mr. and Mrs. A. Peterson; J. B. Smith, cookhouse; Foots Reeves, Mr. and Mrs. Roy Marr, Mr. and Mrs. J. D. Summers, Scotty Lamb, Ma-burn Miller, Johnny (Hoosier) Guinn, Nick Evans, Carl Ferguson, Jack and Kitty Thomas and Bill and Ruby Johnston.

Junior McMaster, mechanic, brought all equipment to this opening spot in good shape. Shows moved to Aransas Pass for a four-day stand, showing to a winning week there under auspices of Veterans of Foreign Wars. Shows then moved to Port Lavaca where after a good opening night, it was rained out three successive nights.

Frank Gaskins, formerly with Gold Medal Shows, is general agent. C. N. (Pop) Hill and his two sons, Howard P. and Clyde, owners of the shows, were highly elated over business at the opening spots and are looking forward to a big season.

## Sanford Bow for Lawrence

SANFORD, N. C., March 23.—Lawrence Greater Shows will open the season here next Thursday (28), Bill Woodall said this week.

## Harry Craig Shows WANT

Shows of all kinds, people for 10-in-1 and Manager that can hold people and get money; have complete frame-up. Sammy Epple wants outside Help for Wheels. Will book Big Show.

McCamcy, Texas, now; Midland, Texas, next week.

## WANTED

Talker, Ticket Sellers. Also can always use Freaks or any Side Show Act. Opening for Mental Act and Taffoer. Always a long season. Open March 30th.

## Wendel (Props) Kuntz

Care Catlin & Wilson Shows Petersburg, Virginia

## WANT

Concession Agents for Slum Sets, Coca-Cola, Cork Gallery, Bowling Alley, Add 'Em Up, Darts. Prefer men and wives. No drunks or chasers. Ashley Turner, Mason Street this week; two more Atlanta lots to follow. Humphrey McGee, come on.

## ROY T. JOHNSON

Care Shan Bros.' Shows ATLANTA, GA.

## VIRGINIA MIDWAY SHOWS

Can place Ten-in-One; we furnish everything or use your own. A few more Concessions except Cook House, Popcorn and Ball Games. Spot Bassiger, Joe Gerberk, answer. Address: JOSEPH LEE, Saltville, Va., this week; then Glade Spring, Va.

## Year's First Blow Hits Majestic Lot

SWAINSBORO, Ga., March 23.—First blowdown of the year occurred here Friday (15), with Sam Goldstein's Greater Majestic Shows the victim of a heavy wind and rain storm.

Blow began during the forenoon, gaining force with the hours until 3 p.m., when the front arch toppled. The Minstrel and Girl Show tops also went down. Drenched by the rain that followed the wind, Bill Gary and his brother, Jimmy, aided by several concessionaires, moved right in to get the front back up. They finished the job in half an hour.

The blowdown wiped out the scheduled kids' matinee, but failed to crimp a fast wind-up for a week which began to slow biz. Show was spotted on fairgrounds here. It was cool thru the week.

Goldstein has purchased a new semi. Mrs. Goldstein's health is much better. Al Devine is handling sound truck operations. Mrs. Maxwell Kane has joined her husband, legal adjuster. Roy Rosier and Dick Hyland are doing well with their shows. Joe Martin, Octopus foreman, is visiting Detroit relatives. Fred Allen is handling his first ride, the Merry-Go-Round. Bingo Pete is capably handling Leonard Gould's Bingo Palace.

## Cavalcade Ready For March 30 Bow

(Continued from page 53)

Mrs. Larry Mullins, Mr. and Mrs. (Jockey) Jones, Mr. and Mrs. Dick Crawford, Mr. and Mrs. Fred Howie, Archie Brumley, Murl Deemer, Herman (Greeny) Pluda, Russel Rossman, Bob Hash, Nate Golden, Benny Gross, Joe Burns, Guy West and Sam Scotton.

On the show side, Bill Salisbury will offer a new magic presentation, Fantasia, with a Chinese magic theater motif. Thomas W. (Slim) Kelly, side show op, is assembling a strong line-up. Charles Larue, for many years with Pete Kortez, will lecture inside.

Guy West, formerly with Beckmann & Gerety Shows, will have the bingo. Ed Neville is concessions auditor.

Eddie Newcomer, billing for the opening date, is covering a wide area of the Gulf Coast. Mrs. Hattie Wagner returned from a Florida vacation Friday (15).

## Bill Upping Truck Fees Passes N. J. Assembly

TRENTON, N. J., March 23.—Republican-controlled Assembly Monday (18) passed, by a close vote, the bill advocated by Governor Edge and which will increase registration fees on trucks.

Bill was opposed by the New Jersey Motor Carriers' Association and several men who described themselves as "truck-show enthusiasts," who protested that passage would place an added burden on the little trucker.

## Fisher Signs 2 Attractions

SAN FRANCISCO, March 23.—Harry (Polish) Fisher, general manager, has signed Mary Webb, billed as the most beautiful fat girl, and Prince Omwah, formerly of Russell Bros.' Circus, to operate their Side Show with Golden West Shows. Prince Omwah will feature his mental act and handle the front door on the kid show.

## Hot Springs Showmen's Club

300 Malvern Avenue Hot Springs, Ark.

HOT SPRINGS, March 23.—Secretary R. A. Miller presided at a short business meeting Saturday (16) in the absence of President Jack J. Wolever. Lew and Rose Cutler reported it will be their last meeting until fall, as they are leaving to join a show.

New members elected were Mr. and Mrs. J. E. Hoyer and Alan W. Thornton. Visitors were Milton Reed and Christine Raymond.

## LONE STAR SHOWS

PONCHATOULA, LA., MARCH 26-31

Want Foreman and Second Men for Octopus, Tilt, Roll-o-Plane and Merry-Go-Round. Top salary. Come on. Will wire tickets. Can place 10-in-1, Fat Show or any Shows of merit with own transportation. Have 17 Fairs, 10 in Illinois, 7 South. Address all mail:

J. R. McSPADDEN Ponchatoula, La., this week; then as per route.

## REGAL EXPOSITION SHOWS, INC.

OPENING APRIL 1st

WANT experienced Ride Help, Truck Drivers, Foreman for Tilt-a-Whirl. Roy Goins, contact immediately. Want another A-1 Mechanic, Canvasmen and Workingmen, one good Carpenter, top salary; no drunks. Want three Dancers for Girl Show, top salary if you can qualify. Capable Minstrel Show People, contact us; top salary from office, but must be good. Side Show Acts and Freaks. Want Bingo, Scales, Penny Arcade. A few more Stock Concession Agents and two capable Readers. Cook House help. Address Union City, Georgia.

## WANTED

## FOR FLORIDA CUCUMBER EXPOSITION

WAUCHULA, FLA., APRIL 8 TO 13

Shows of all kind except Girl Shows. Stock Concessions of all kind except Penny Pitch, Fish Pond, Cook House, Cigarette Gallery. This is a bona fide fair date legally chartered and the first one in five years. Can also use sensational Free Act for this date. All answer to

JOHN B. DAVIS, Mgr. Southern States Shows ROUTE 3, BOX 868-H, TAMPA, FLORIDA

## HARRISON GREATER SHOWS WANT

For Goldsboro Shriners' Celebration, April 1st thru 6th, with three more weeks in North Carolina, then north with best proven spots in the East.

Can place legitimate Concessions of all kind and Ball Games. Will sell exclusive on Fish Pond or Duck Ponds. Want to hear from reliable Showmen; have brand-new tops. Want Acts for 10-in-1. Want Ride Help on following Rides: Merry-Go-Round, Ferris Wheels, Chair-o-Plane, Caterpillar, Octopus and Roll-o-Plane. Good salary and good treatment. Can place Billposter at once; Willis Johnston, wire. Leo Hirsch and Curly Graham want Percentage Agents and Coupon Agents. Jimmy Ross, come on. All mail and wires to

FRANK HARRISON, Owner & Manager, Fayetteville, N. C.

## Last Call—CONTINENTAL SHOWS—Last Call

OPENING KINGSTON, N. Y., APRIL 25

All persons contracted please acknowledge. Concessions, few more open. Shows with or without outfits; you furnish the attraction and we do the rest. Rides—We don't expect to book any, but here is fine opportunity for Flat Ride. Will buy for cash Octopus in good shape. Charles Taft, contact me; have attractive proposition for you. Have for Sale—20x30 Royal Blue Marquee with 100 feet of Side Wall, fair condition. Second Men for Rides wanted; drivers preferred. W. J. Bernard wants Freak Animals. What have you? Want Arcade. Winter quarters now open. All inquiries to

ROLAND CHAMPAGNE, 3 COURTNEY LANE, LOWELL, MASS.

## MID-WESTERN EXPOSITION

CAN PLACE COMBINATION BILLER AND SPECIAL AGENT. Will furnish truck.

ALSO WANT PUBLICITY AGENT.

CONCESSIONS—Want Hoop-La, String Game, Gallery and Grind Stores. Want Merry-Go-Round Foreman; must be capable and sober. Best of treatment, top salary. Address:

TED WOODWARD, Midwestern Exposition, Natchitoches, La., this week; then per route.

## WILSON FAMOUS SHOWS

Illinois' Largest Exclusive Midway. Opening Saturday, May 11th—Two Saturdays. WANT String Game, Hoop-La, Lead Gallery and Candy Floss. All other Concessions booked. Can use Guess Your Weight Agent. WANT Foreman for Octopus and Wheel. Second Men on all Rides; preference given to those that drive. Ted Ruth, Ed Hall and Bob Hauffman, contact us. We have a proven route of still dates and six top-rated fairs starting in July. FOR SALE—1 3/4 KVA Westinghouse Transformer, \$150.00.

RAY WILSON, MGR., ASTORIA, ILL.



# Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Austin, Tex.
- A. M. P.: Rockingham, N. C.
- Belton: Winston-Salem, N. C., April 1-6.
- B. & H.: Bamberg, S. C.
- Bill's Rides: Fort Deposit, Ala.
- Bishop Bros.: Ashfork, Ariz.; Grants, N. M., April 1-6.
- Blue Ribbon: Dublin, Ga.
- Brewer United: San Augustine, Tex.
- Bullock Am. Co.: Charlotte, N. C., 30-April 6.
- Burdick's Greater: Lampasas, Tex.; Temple April 1-6.
- Byers Bros.: San Angelo, Tex., 27-April 6.
- Capell Bros.: McAlester, Okla.; Ada April 1-6.
- Capital City: Nashville, Tenn., 30-April 6.
- Cavalcade of Amusements: Pascagoula, Miss., 30-April 6.
- Central American: Vinita, Okla., 30-April 6.
- Central Am. Co.: Beaufort, S. C., 30-April 6.
- Cetlin & Wilson: Petersburg, Va., 30-April 6.
- Coastal Plain: Saint Pauls, N. C.
- Craig, Harry: McCamey, Tex.; Midland April 1-6.
- Crystal Expo.: Cairo, Ga.
- Cudney Border State: Wilson, Okla.
- Denton, Johnny J.: Jasper, Ala., 30-April 6.
- Dickson United: Tishomingo, Okla.
- Dixieland: Berwick, La.; Bogalusa April 1-14.
- Dumont: South Hill, Va.
- Edwards, J. R.: Wooster, O., April 1-6.
- Endy Bros.: Charleston, S. C., April 4-13.
- Enterprise Am.: Jackson, La.
- Exposition at Home: Burlington, N. C.
- Factotum: Norman Park, Ga.
- Fairway Am.: Mesquite, Tex.
- Fay's Silver Derby: Clayton, Ala.
- Florida Am. Co.: Daytona Beach, Fla.
- Folk's Celebration: El Paso, Tex.
- Franklin, Don: El Campo, Tex.
- Frear's United: Wichita, Kan., 28-April 6.
- Gay-Way: Macon, Ga.
- Gentsch, J. A.: Jackson, Miss.
- Greater United: Victoria, Tex.
- Groves Greater: Lake Charles, La., 25-31.
- Hampum, Morris: Thomasville, N. C.
- Harrison Greater: Goldsboro, N. C.
- Hennies Bros.: Birmingham, Ala.
- Helm, L. J.: Birmingham, Ala.
- Hill's Greater: Galveston, Tex., 28-April 6.
- Home State: Batesville, Ark., 25-April 6.
- Hyalite Midway: Prague, Okla.
- International: Pryor, Okla., 30-April 6.
- Kaus, W. C.: Beaufort, N. C., April 1-6.
- Keystone Expo.: Elmore, S. C.
- Kirkwood, Joseph J.: Raleigh, N. C.; Fayetteville April 1-6.
- Lamb, L. B.: Pell City, Ala.
- Lawrence Greater: Sanford, N. C., 28-April 6.
- Leeright, J. R.: Wewoka, Okla.
- Lone Star: Ponchatoula, La.
- McIntyre, J. M., Am. Co.: Kershaw, S. C., 25-30.
- McKee, John: (Jefferson & Dodder Sts.) St. Louis, Mo., 27-April 8.
- Madison Bros.: Magnolia, Ark.
- Magic Empire: Denham Springs, La., 25-April 1.
- Majestic Greater: Chester, S. C.; Monroe, N. C., April 1-6.
- Marks: Newport News, Va., 26-April 6.
- Mid-West: Casa Grande, Ariz., 28-31; Ajo April 3-7.
- Mid-Western Expo.: Natchitoches, La.
- Mighty Page: Troy, Ala.; Columbus, Ga., April 1-6.

- Paul's Am.: Idabel, Okla.
- Peppers All-State: Selma, Ala., 29-April 6.
- Pine State: Pickens, Miss.; Yazoo City April 1-6.
- Playland: (Mason Turner Ave. at Ashby St.) Atlanta, Ga.
- Rainbo: Harriman, Tenn.
- Richman & Carpenter: San Angelo, Tex.
- Rogers Greater: Dyersburg, Tenn., 28-April 6.
- Rogers & Powell: Jackson, Miss.
- R. & S. Am.: Wilmington, N. C.
- Rosen, H. B., Am.: Prattville, Ala.; Tuskegee April 1-6.
- Royal Expo.: Oakland Park, Fla.
- Shirley's Am.: Sikes, La., 25-31.
- Sparks Bros.: Meridian, Miss.
- Sparks, J. F.: Tuscaloosa, Ala.
- Star Am. Co.: Kensett, Ark.
- Strates, James E.: Washington, D. C., April 3-14.
- Sunshine: Tampa, Fla., 25-April 6.
- Tassel, Barney: Savannah, Ga.
- Tidwell, T. J.: Sweetwater, Tex.
- Virginia Expo.: Sulphur, Tex.
- Virginia Greater: Suffolk, Va., April 3-6.
- Virginia Midway: Saltville, Va.; Glade Spring April 1-6.
- Wallace Bros.: Jackson, Tenn.; Columbia April 1-6.
- Ward's World's Fair: Jacksonville, Fla., 28-April 6.
- West Coast: Turlock, Calif.; Merced April 2-7.
- Wolfe Am. Co.: Thomson, Ga.
- Wonder City: Lake Village, Ark.
- Wonder Shows: Baton Rouge, La.
- World of Today: Muskogee, Okla., 28-April 6.
- Zacchini: Monticello, Fla.

# Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Balley Bros.: Newberry, S. C., April 6.
- Beatty, Clyde: Tucson, Ariz., 26-27; Phoenix 28-29; Yuma 30; El Centro, Calif., 31; San Diego April 1-7.
- Bradley & Benson: Moultrie, Ga., 28; Sylvester 29; Cordele 30; Warner Robbins April 1; Dublin 2; Augusta 3; Concord, N. C., 5; Statesville 6.
- Montgomery, C. R.: El Monte, Calif., 27.
- Polaek Bros.: (Fairgrounds Coliseum) Dayton, O., 25-30; (Mural Shrine Temple) Indianapolis, Ind., April 1-7.
- Ringling Bros. and Barnum & Bailey: Opens at Madison Square Garden, New York, April 4.
- Sparks: Lakeland, Fla., 27; Bartow 28; Winter Haven 29; Kissimmee 30; Orlando April 1.
- 101 Ranch Wild West: Reseda, Calif., 30.

# Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Basile, Joe, Band: Altoona, Pa., 28-30; Baltimore, Md., April 1-6.
- Birch: Army, Miss., 27; Tupelo 28; New Albany 29; Corinth April 1; Tusculumbia, Ala., 2; Decatur 3; Athens 4; Jasper 5.
- Campbell, Loring: Buhl, Idaho, 27; Hanson 28; Jerome 29; Burley April 1; Trementon, Utah, 2; Preston, Idaho, 3; Lewiston, Utah, 4; Logan 5.
- Couden, Doug & Lola: School assemblies, Greenville, Ala.
- Darrell, Great (Florida) Sarasota, Fla., 28; (Ritz) Sanford 29; (Beacham) Orlando 30; (Capitol) Plant City April 1; (Athens) De Land 2.
- La Mar: New Cumberland, O., 28; Pleasantville 29; Maria Stein 31; Madeira April 4.
- Lippincott (Dublin) Dublin, Ga., 27; (Dodge) Eastman 28; (Princess) McRae 29; (Roxy) Baxley 30.
- McClung's Pythons: Tallahassee, Fla., 27; Moultrie, Ga., 28; Sylvester 29; Cordele 30; Warner Robbins April 1; Dublin 2; Augusta 3.
- Miller's Irvin C. Brown-Skin Models (Palace) Memphis, Tenn., 25-31.
- Rajah: Tampa, Fla., 27-28; Orlando 29-30.
- Scheetz, Raymond: Brownwood, Tex., 27; Winters 28; Rotan 29; Hamlin April 1; Throckmorton 2; Breckenridge 3; Seymour 4; Wichita Falls 5.
- Woolridge Mystery Show: Cuero, Tex., 27; Yoakum 29-30.

G. W. WILLIAMS, Washington, reports he is building a K9 Aces, dog act. . . . FELIX MORALES has signed to work trampoline and slide for the Columbus, O., and St. Louis police shows.

# Heroic Troupers Win City's Heart

FUQUAY SPRINGS, N. C., March 23.—That surge of super effort which unites troupers in the face of a common danger won the heart of this city recently during the most disastrous fire in over 30 years.

With the downtown area imperiled by a blaze which wiped out store after store, employes of Joseph J. Kirkwood Shows wintering here, sped into action—en masse—from Owner Ralph Decker on down.

"They were here, there and everywhere, battling like Trojans," read the tribute printed the following week in *The Fuquay Springs Independent*. "They have won a warm spot in the heart of our citizens."

Winter quarters, directly in the path of the conflagration, were, of course, the first concern of the showmen, but their efforts did not end there. From the first alarm until the last small blaze had been drenched, they labored in bucket brigades, clambered to fiery roofs and performed rescue work. Eyewitnesses testified that several lives were saved by the troupers.

Aside from a slightly scorched roof, quarters and equipment was spared from damage. Total loss was set at \$100,000.

# American United Contracts Pacific Northwest Dates

SEATTLE, March 23.—American United Shows have closed contracts to furnish the midway at Sunnyside Wash., Dairy Show, Oregon Trails Days celebration, Baker, Ore., and the Lewiston Round-Up, it was announced at the show's winter quarters here.

Signing of the trio bring's shows total of fairs and celebrations already closed to 14. Season's opening is set for April 20 at Tacoma, Wash.

# DAVE ENDY THE BOSS

(Continued from page 53)

truck show for many years. At his passing, Dave and Ralph took over and built a small show into a unit which boasted 69 trucks. Going on rails a year ago, against Ralph's wishes, Strates assisted Dave in financing the new org.

Dave is married and has one daughter, Joan, now attending college. He is vice-president of the Showmen's League of America, holds a similar office in the National Showmen's Association and is president of the American Carnival Association. He is also president emeritus of the Miami Showmen's Association, which he helped organize, and is an active member of the Miami Chamber of Commerce.

# AMP MOVES TO N. C.

(Continued from page 53)

Pennyland. Doc Anderson's Monkey Drome is back for the second season. Route will take show thru Georgia, the Carolinas, Virginia, Maryland and Pennsylvania.

Besides his lot duties, Cy Davis has the candy, apples and popcorn, with an assist from daughter, Charlotte, and her husband, Joe Wildes. Walt Miller is operating the new cook-house, assisted by his wife, Blanche, and son, Billy. Mike Bosco is back on the show, with the office bingo plus his p.c. and other concessions. Bill Moore, up from Miami, was a Waynesboro visitor.

G. C. Mitchell visited with Jack Burke and his wife, Patricia, recently released from Batson Memorial Sanitorium, on the Harrison Shows at Laurinburg, N. C. Mitchell expects to visit his son, Charles, who is stationed at Lambert Field, St. Louis.

# POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags. \$9.25 per 100 pounds in 1 to 5 bag lots.

# PEANUTS

Roasted Jumbos in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw (not Jumbo) in the shell @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

# Prunty Seed & Grain Co.

—POPCORN PROCESSORS—  
620 NORTH 2ND ST. ST. LOUIS 2, MO.  
"In our 72ND year"

# WANTED CARNIVAL

for  
**LIONS' STREET FAIR**  
JULY 14-20

Can Use 6 Rides, 30 Concessions, Shows and Free Acts. Special 4H Display and Contests. Large Attendance Guaranteed. Call or Write  
**W. R. SLAUGHTER, Chairman**  
Farmland, Indiana

# WANTED

FOR 12 DAY CARNIVAL FOR ST. VINCENT'S HOSPITAL, PHILADELPHIA, PA.

September 5, 6, 7, 8, 10, 11, 12, 13, 14, 19, 20, 21, 1946.  
Playing to 20,000 Daily.  
Merry-Go-Round, Ferris Wheel, Chairplane, Loop-o-Plane, etc. First-class equipment only. If you can furnish all or part of this entertainment contact  
**JOHN R. DEADY, General Manager**  
1407 S. Etting Street Philadelphia 46, Pa.

# WANTED

Rides, Concessions, Entertainment for 4th of July Celebration, July 4, 5, 6, 1946, Court House Square, Albia, Iowa. Sponsored by American Legion. Write

**W. W. HARTZELL**  
ALBIA, IOWA

# WANTED

Rides and Concessions or Carnival for Fourth of July Celebration  
Portage, Wis.  
Sponsored by Veterans of Foreign Wars. Contact **JOHN HARVEY, Publicity Chairman.**

# CARNIVAL WANTED

Medium sized, for week of July 4. Thriving county seat town; good grounds. Contact  
**W. O. UMSTEAD**  
American Legion Grantsville, West Va.

# FIRST-CLASS CARNIVAL

WANTED

For American Legion Celebration, July 1-6, on streets around City Square. Must have 8 to 10 Major Rides—25 to 35 Concessions. No Junk. No grifts. First celebration in five years. Wire or write  
**F. K. SHEPARD, Commander, Nowman, Ill.**

# 64th Annual Celebration

Jerico Springs, Mo. 3 Big Days—June 6-7-8. Shows and Concessions wanted. Rides and Corn Game booked.

**R. L. MORRIS, Secy.**

# WANTED

For Jackson County's largest Fourth of July Celebration, July 2, 3 and 4, Freetown, Indiana. Small Carnival or Independent Rides. Contact  
**C. C. FORGEY, Secy.**  
Freetown, Indiana

WANTED

Rides of all description for the  
**SWISS CENTENNIAL**  
To be held August 15-16-17-18 at New Glarus, Wis.  
Write **M. F. HUBBARD**

# BOOKING

Limited number Rides and Concessions for our Old Fashion 4th July Homecoming Celebration. Genuine Pit Barbecue, Parades, Contests galore. Everything and anything to draw crowds. Remember our centennial of '41? 100,000 spectators in our town of 1000. Address:

**Kiwanis 4th Celebration**  
**GEO. ADAMS, Chairman, Dexter, Mich.**

# WANTED

**AMERICAN LEGION VICTORY CELEBRATION**  
Week of July 29th, 1946.  
Shows, Rides, Concessions or Carnival.  
**JAMES ROGERS, Commander, Lilly, Pa.**



**GUM JOY**  
4oz. Assorted Gums & Chews  
Attractive set up box.  
100 PACKAGES...\$9.50



**GOLD CREST**  
Assorted Wrapped Gums  
100 PACKAGES...\$5.50



**MOONLIGHT**  
Chocolate Crushed Cherries  
100 PACKAGES...\$7.50



**SUGAR DANDIES**  
Assorted Gums & Chews  
100 PACKAGES...\$5.00



**SMILES**  
Assorted Chews  
200 PACKAGES...\$4.00

ALL TYPES OF BOXED CANDY - POPULAR PRICES - CHOCOLATES, GUMS, CHEWS - WILL STAND ALL KINDS OF WEATHER - FREE CATALOG ON REQUEST - 20% DEPOSIT ON ORDERS

**DELIGHT SWEETS, Inc. 50 East 11th Street, New York City**

# WANT CARNIVAL WANT

For Fourth of July Week. Fifteenth Annual American Legion Celebration. 1946 Ford given away, fireworks. Estimated attendance last year 200,000.  
All communications to  
**BABE DAVIS**  
621 1/2 Western Avenue, Connorsville, Ind., or  
**DON GRAY, Commander**





**PLUS VALUE IN—**  
**Mobile Homes!**

**BUY A SCHULT .. get all 4**

Get the most for your money. Buy the one mobile home to which all other trailer coaches are compared. A Schult Luxury Liner gives you every facility of a two-bedroom home, scientifically arranged for comfortable living, plus mobility.

**COMFORT**  
Cross ventilation; built-in real bed plus sofa-bed; well-lighted vanity. Lavatory.

**CONVENIENCE**  
Three wardrobes; ample cabinet space; fine kitchen with double sink, icebox and oven range.

**BEAUTY**  
Draperies and upholstery fabrics to harmonize with rich interior wood finishes.

**QUALITY**  
Jig-built of select materials. Designed, engineered and built by pioneers of the industry.

Built-in furniture. Large wardrobes and drawers give the space you need for clothes, linens, supplies. Sliding doors afford 3-room privacy for guests or night-shift workers. Everything you need for comfortable, gracious living.

See your Schult dealer today, or write for new booklet on 1946 models.

SCHULT CORPORATION, ELKHART, IND. • DEPT. 203  
MEMBER: TCMA

**SCHULT TRAILER COACHES**

**TENTS**  
CIRCUS, CARNIVAL CONCESSION  
Builders for Good TENTS for Over 75 Years.

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**Wanted To Buy or Rent TENT**  
Approx. 100x200. Must be in good condition to be erected for coming season.  
**FRED SILBERT**  
608 E. Baltimore Street Baltimore 2, Md.

**TENTS MERRY-GO-ROUND TOPS CONCESSION TENTS**  
Central Canvas Goods Co.  
Harry Sommerville Forest Hill  
121 West 8th St. KANSAS CITY 6, MO.

**DYER'S GREATER SHOWS**  
Open April 1st  
Want Freaks and strong Single Pit Attractions, Midgets, Snake Handler. Will buy big Snake; send photo, state price or salary expected first letter. Few legitimate Concessions open, no Mitt Camp. No gate, no grift.  
BOX 471, Greenwood, Miss.

**American Carnivals Association, Inc.**  
—By Max Cohen—

ROCHESTER, N. Y., March 23.—Membership certificates for 1946 are being prepared and will be mailed when year's first general bulletin goes out.

Association's secretary plans to visit shows in Detroit early in May. Final action on adoption of Outdoor Safety Standard is expected.

Civilian Production Administration report for February indicates that production of automobiles and trucks in January was nearly double December's despite strikes. Tire output is increasing at the rate of 25 per cent a month, but production of railroad cars has slowed down. Lumber situation continues serious with no immediate prospects for improvement until after mid-year.

Scientific development of particular interest to carnivals includes a connector which will simplify making connections, taps and splices in electric cables. A bulb, developed during the war, now available for civilian use, which provides a treated glass that diffuses central glare and enables the bulbs to glow evenly over its entire surface. A commercial lamp, useful for lighting large outdoor areas, with a light output equivalent to 125 40-watt bulbs, and a non-inflammable paint remover suitable for metal and hardwood surfaces reputed to be extremely fast in operation.

**PLASTER**  
Large stock of Carnival Plaster on hand. Flashy colors and well tinselled. No catalog or price list. 30 cent assortments and 15 cent assortments only.  
Phone Raleigh 8947  
**COSIMINI CO.**  
METHOD, N. C.

**CARNIVAL COSTUMES**  
Any Type You Need!  
10,000 Lester Costumes must be cleared off the racks. We need space—you need Costumes—come on, let's get together. Hats, Shoes, Trimmings, Papier Mache Heads, Basket Horses, Drop Curtains, Props and Novelties. It is worth your trip to Chicago. Sorry—No Mail Orders.  
**THE COSTUME MART**  
67 E. Lake Street And 1342  
CHICAGO, ILL.  
3rd Floor. Open from 12:00 to 5:00 P.M.

**MUSIC ROLLS WANTED**  
To fit Wurlitzer Piano Organ No. 50. Rolls to be 5½ in. wide, or would buy small Organ. We need for cash—Children's Rides and Bicycles built for more than one.  
**VIRLIN F. HODGES**  
1415 Prullt Street Indianapolis 8, Ind.

**GIRLS—WANTED—GIRLS**  
Dancers and Posers of all types for large Girl Show and Posing Show. Experience unnecessary, excellent opportunity, highest salaries and good treatment guaranteed. Barkers wanted. ART VANDERHOFF contact me at once. Write or wire. Tattooed Lady wanted.  
**WM. NONWEILER, JR.**  
331 S. 4TH ST. LEHIGHTON, PA.

**WORLD OF PLEASURE SHOWS**

Will Officially Open The 1946 Season At  
**ECORSE, MICH., APRIL 25TH**  
12 Rides — 10 Shows — 50 Concessions

Featuring  
**CAPT. JIMMY JAMISON**  
World's Champion High Fire Diver

**WANT** Animal Show Glass House Wild West  
Fat Show Minstrel War Exhibit  
And Other Attractions of Merit

Outstanding Territory for Well Framed Dancing or Posing Show With Own Equipment

**CAN PLACE** Waffles Snowballs  
French Fries Ball Games  
Slum Stores of All Kinds

**RIDE HELP** For 10 major rides. Especially want foreman for new streamlined Caterpillar just delivered from the factory. Top wages and bonuses to sober, reliable men.

**FOR SALE** 165 Ft. Steel Banner Line With Banners for Sideshow

**JOHN QUINN**  
Owner-Manager  
100 DAVENPORT Telephone: DETROIT 1, MICH.  
Templo 1-9280

**"ANCHOR"**  
Concession Tents are now available—Full Size, Perfect Fitting, Quality Workmanship—Best Materials. Send specifications for quotation.  
**ANCHOR SUPPLY CO.**  
Evansville, Ind.

**TENTS**  
TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.  
**ANYTHING IN CANVAS**  
Quick Deliveries. Wire  
**TENTCO CANVAS, INC.**  
130 GREENE STREET Phono: Walker 5-1299 NEW YORK 12, N. Y.

**TENTS**  
All Sizes—All Styles. Khaki—Blue—Olive.  
**E. G. CAMPBELL TENT & AWNING CO.**  
ERNIE CAMPBELL JIMMY MORRISSEY  
100 CENTRAL AVE. (Phone 3-3313) ALTON, ILLINOIS

**ATTENTION, JOBBERS-AGENTS-SALESMEN**  
Complete Line of Cigarette Lighters, \$3 to \$36 Per Dozen; Nail Clips, Files, Flints, Key Chains, Novelties. Send \$10 or \$25 for Sample Order, Refundable. **QUALITY MERCHANDISE QUICK.**  
**McCASLIN-EMDE SALES CO.**  
P. O. BOX 151 GREENEVILLE, TENN.

**PLASTER**  
LARGE — SMALL  
3-Color, New Numbers. Will Deliver Large Orders, Reasonable Distance — NO BREAKAGE.  
**CHARLES H. STAPLETON**  
3509 14TH STREET, DETROIT 8, MICH.  
Phone, Day or Night: TEMple 1-0397—1-8286

**SLUM—LEIS—GLASSWARE**  
BALLOONS—BOUDOIR DOLLS  
FUR DOGS, ETC.—POPULAR PRICES



## MIDWAY CONFAB

SPRING: Nino days old.

JOINING the Side Show recently on J. J. Kirkwood Shows were Charles (Yellow) Sleet, Sig Anderson and Robert (Wax-e) White.

JOE PEARL, who handled *The Billboard* sales on the Johnny J. Jones Exposition the past 12 years, will move over to the Cavalcade of Amusements in the same capacity.

HAL E. EIFORT followed Horace Greeley's advice about going West, having left the Cavalcade of Amusements to join Crafts 20 Big Shows as secretary.

JACK DOWNS and Maxie Herman, Gem City Shows, spent several days in St. Louis last week on a buying trip coming down from quarters in Quincy, Ill., where all work is proceeding as per schedule.

RALPH DECKER and Tommy Carson lent some distinction to the opening of their Joseph J. Kirkwood Shows Monday (18) at High Point, N. C., by wiring invitations to friends and business associates.

AS BREAD changes its shade, the meat in burger sandwiches will become a darker mystery.

VIC HORWITZ, Detroit, is getting his equipment ready for an early opening. . . . HARRY AIKON, co-owner with Bill Withrow of the Regent Amusement Shows, has left Detroit for Dayton, O., to prep for opening.

DOLLY SPARR, niece of Gerald Snellens, contracting agent, World of Mirth Shows, is working clubs in the vicinity of Allentown, Pa., week-ends as a specialty dancer. Dolly stopped touring with her uncle several seasons ago to work in the advertising department of *The Allentown Call-Chronicle*.

IDA E. COHEN left Chicago Wednesday (20) on an air excursion that will take her to Louisville, Atlanta, Mobile and Birmingham within 10 days, which

probably means the lads soon will be calling her the butterfly girl.

REMEMBER those days when the bosses gave us raises—providing the midway could raise the money?

MAX TORREZ writes from Greenville, S. C., that he has signed Belita Rogers for his Swingcade with Bruce Heaton Shows. Cast will include Pepper Donna, Joan Gordan, Helen Matthews, Roberta Van Buskirk, Ellen Daniell and Sharon Lee.

BOB AND GYPSY HUNT have taken over management of Hotel Jefferson, Savannah, Ga. Bob, who recently recovered from an accident which had him in a cast for several months, had recently been chef at Dodson's Tavern, Savannah. . . . GOLDIE HAMPTON writes he still has his shoeshine parlor in Panama City, Fla.

LOUIS G. KING, contract agent, is to join the Lawrence Greater Shows at Sanford, N. C. . . . JACK ALLEN, concessionaire, is in Poly-clinic Hospital, New York, for an operation. . . . NATE EAGLE and his midgets, a feature with the James E. Strates Shows, was in New York for a few days.

Two of the faithful stalwarts who always greet visiting showmen in Kansas City are Cliff Adams and Tim Hart, both for many years in the carnival business but for the past 10 years located permanently in that city. Both are proud of their offspring, too, Cliff Jr., now aged 10, and Jim Jr., 5 months old.

READING some press agents' weekly show letter is a good way to pass away time and develop a suspicious nature.

M. (FOOTS) REEVES, legal adjuster, World of Today Shows, had three concessions operating at Charro Days Festival, Brownsville, Tex., and at the same time assisted H. P. (Punk) Hill in the office wagon. . . . J. P. (JACK) DONAHUE is again in good health, after two months in hospital at Columbus, Ga. He has signed to operate his concessions on

### GUY DODSON

says:

"During the past winter I audited my books for 20 years and found that BIG ELI cleared more money by far than any other ride on Dodson's World's Fair Shows." Another testimonial that BIG ELI continues to Top the Midway in both Flash and Net Profits.



### ELI BRIDGE COMPANY

800-820 Cass Ave. Jacksonville, Ill.

### COLEMAN HANDY GAS PLANTS



Model 457-G—Handy Gas Plant, having 5 inch burner over 3 gallon tank, instant lighting, pump, 8 1/2" cast iron grate, carrying bale—\$13.50. Model 460—Plant with 7 inch burner, complete—\$15.75. FIVE GALLON TANK, with air gauge, instant lighting valve, pump, tubing with con.—\$10.25.

THREE GALLON Tank . . . . . \$8.85  
4 1/2" Preway Burners . . . . . 4.75  
5" Coleman Burners . . . . . 5.50  
7" Coleman Burners . . . . . 7.20

Complete line Tubing, Tees, Wall Valves, Generators, Air Gauges, etc.

Immediate shipment.

### NORTHSIDE SALES CO.

INDIANOLA, IOWA

### POP CORN! ON the Midway!

Yes, folks, you will find hundreds of poppers doing a popping good business on the Midway of Outdoor Shows this season and most of these operators will use their old standby shelled.

### HOOSIER PRIDE POPCORN and Supplies

A penny postal card will bring our list.

If in a hurry

Phone or Wire

### INDIANA POPCORN CO.

MUNCIE, IND.

### HAVE LOCATIONS

For Four Custard Stands.  
Best Decoration Day Spot in Country.

Wire or Write

### MIDDLESWORTH

LEMCKE BLDG.  
INDIANAPOLIS, IND.

### SHRUNKEN HEADS

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Raw, Roasted, Special price on Jumbo Elephant Bags, Popcorn and Popcorn Seasoning. Daily Market Prices.

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Size 48x48", Price \$30.00, Size 48x48", With 1 Jack Pot, \$40.00, Size 48x48", with 5 Jack Pots, \$45.00.

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30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price . . . . . \$15.00

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75-Player Complete . . . . . \$5.00  
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120 Pages, 2 Sets Numbers, Clearing and Polley. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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THE VERY BEST QUALITY  
**POPCORN**  
Immediate Delivery—F. O. B. Chicago  
10c Cartons—\$6.50 Per M  
All Sizes of Bags.  
Salt and Seasoning.

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REPEATER - THRILLER - UNLIMITED CAPACITY

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BOUGHT AND SOLD  
Complete line Peanuts, Popcorn and Supplies.  
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Send 10¢ for Samples.  
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World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

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Jumbo Popping Units for your Trailer are available now. Tank gas fired, capacity 50 lbs. of raw corn per hour. Price without stand, \$248.00; with stand, \$298.00. Write for circular today.  
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**VICTORY WAFFLES**  
VICTORY WAFFLES or ROSECAKE MOLDS—3-inch size; handle for each—easy to make, cost little. Nice for kiddie and adult lunches; help out on the bread situation; keep indefinitely; \$1.00 per pair postpaid, including domestic and professional formulas and all directions. Supply limited—order all you need NOW!  
**THE ROADMAN'S GUIDE**  
29 R. G. BLDG. CRESTLINE, OHIO

**JUICE—SNOW AND CREAM SUPPLIES**  
Concentrates, Extracts, Colors and Compounds. Pure Concentrated Apple Cider, Extra Strong Root Beer. Flash Bowls, Hinky Dink Glasses, and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Skim Milk, Malted Milk.  
WRITE FOR TROUPERS' PRICE LIST  
**WESTERN EXTRACT & MFG. CO.**  
111 N. E. 10TH STREET OKLAHOMA CITY, OKLA.



# SNOWBALL SUPPLIES

## COMPOUNDS

Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

## FRUIT ADE CONCENTRATES

All flavors for making still drinks, good fruity flavor.

### AMICO TIN SPOONS

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| VORTEX CUPS             | STRAWS               |
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Shipment made same day order received. Send for price list.

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BOONVILLE, INDIANA

## Send It Right

MANY CONTRIBUTORS send their carnival news items to *The Billboard's* office in Cincinnati—a habit of long standing. For the past year, however, all outdoor news material is edited in the Chicago office, 155 North Clark Street. If material is sent direct to the Chicago office, it speeds up handling and may mean publication in an earlier issue. Advertising should be sent to Cincinnati.

McCowan Midway Shows and arrived in Windsor, Mo., quarters last week.

MRS. HAZEL KAMPF recently entertained at her New York apartment, two aunts, Hazel Kampf, Kapok, Mich., and Maybelle Kidder, Pilkinton, Va., who hadn't seen each other in 20 years. Mrs. Kampf recently appeared with the Little Theater Group, Montclair, N. J., in the production, *Stage Door*. . . MR. AND MRS. C. B. KIDDER recently entertained Bert Melville at their home in Pilkinton, Va. . . CHARLEY KIDDER has booked his Unborn Show with James E. Strates Shows. Doc Crosby has been inked as manager.

WALTER K. SIBLEY, executive secretary of the National Showmen's Association, New York, offers his selections for club "Oscars" as follows: Pool player, Joe Prell; hearts, Bibs Malang; pinochle, Jack Linderman; talker, George A. Hamid; fight fan, Harry Rosen; letter-asker, Sam Berk and Harry Horner (tie); dresser, Ross Manning; traveler, Frank Miller, and salesman, Arthur Campfield.

WHY IS IT that the guy ahead of you at check up time always has exactly \$19 in unwrapped nickles, dimes and pennies to recount?

BESSIE BESSETTE pens from Douglas, Ariz., that Charles G. Cox has joined as her side show talker, and the line-up now includes R. V. Lopez, magic and inside lecturer; Mimi T. Garneau, sword swallower; William Hall, fire-eater; Tai Lae, sword ladder; June Harrison, sword box; Lester Ferris, pincushion; George Taylor, sketch artist; Kay Jackson, electric; Bessie Bessett, annex; Madame Zingara, mentalist, and James Udseth, tickets.

CARL FERGUSON, jumped from his home in Omaha to join Hill's Greater Shows in Brownsville, Tex., with his 60-foot bingo, and was all smiles after completion of that date. . . MR. AND MRS. CHESTER I. (HEAVY) LEVIN, Midwest Merchandise Company, Kansas City, Mo., are on a buying trip in New York. E. S. (Slim) Johnson, co-owner of the firm, returned to Kansas City last week after a six-week stay in Tucson, Ariz. . . BILL AND RUBY JOHNSTON sported outstanding popcorn and candy trailers when they played Brownsville, Tex.

WITH OPENING dates set, workingmen in quarters are no longer asking every morning, "Was the show sold overnight?"

VISITORS at Hill's Greater Shows during Charro Days Celebration, Brownsville, Tex., included A. (Booby) Obadal, Art and Hazel Martin, Mr. and Mrs. Carl Byers, Don and Eula Brashear, Mr. and Mrs. James W. Byers, Art and Boots Hanse, Cecil and Minnie Sanders and Leo Braun. . . SAM SOLOMON, past president, Showmen's League of America, flew to St. Louis from Miami, Friday (15) and visited with friends for three days, departing via

# POPCORN

SPECIAL CONTRACT PRICE THROUGH JUNE, '46  
**\$10.75 Per 100 lb. Bag**

It's the best Hybrid Corn money can buy! Backed by a money-back guarantee if the popping volume doesn't prove it! Non-contract price, \$11.10 per 100 lb.

ALSO SUPPLIES: The top-quality Popcorn Cartons—small, medium and large. Colored Cones, Glassine Bags and fine quality Seasoning.

## NEW AND USED POPCORN AND PEANUT EQUIPMENT BOUGHT AND SOLD

PEANUT SUPPLIES: Strong attractive bags . . . best Virginia Roasted-in-the-Shell Peanuts, 19 1/4¢ ceiling, 100 lb. bags. Send for complete price list and details. Write, wire or phone the factory nearest to you. Address Joe Moss or Ed Berg for quick personal attention. It pays off to use the BEST. Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS. Deposit Necessary on Your Order Per Our Terms.

## CHUNK-E-NUT PRODUCTS CO.

JOE MOSS Philadelphia 6, Pa. Factories in ED BERG Pittsburgh 22, Pa.



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Off With the Old—On With the New  
**IMPROVED ALUMINUM MILK BOTTLES**

THESE NEW FEATURES INCREASE PROFITS

1. Extended Sides, Uniform 1/4" Spacing, Quicker Set-Ups.
2. Recessed Bottoms, Non-Rocking, Bottles Set Solid.
3. Bottom Well, Weight permanently in place.

Priced ready to use. Height 7 3/4". Bottom Diameter 3 3/8".  
2 1/2 Lb., \$2.75; 3 Lb., \$3.00; weighted and painted. 20 Ounce, \$2.25; not weighted. Prices quoted are on 5 or more bottles. 25% Money Order Deposit on C.O.D. Orders.



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South American Variety  
Fine Popping Corn

**\$8.00 per 100**

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Auspices Gibsonburg Vol. Fire Dept.  
August 28, 29, 30, 31.  
Free Acts — Concessions — Shows.  
Rides contracted.  
FRANK OTTNEY, Ch.  
212 East Yeasting St. Gibsonburg, Ohio  
Come in, Fred.

WANTED  
Agents for Pea-Pool, Penny Pitch, Agents for Roll Down who can work as told. Want Front Man for Girl Show. Leroy "Red" Rutter, write, wire or come on at once. Good proposition. Others who know me get in touch with me immediately. Only Girl Show and Roll Down on show.  
FRANK "WHITIE" VASULKA  
Box 728, New Madrid, Mo.

## BALL GAME OPERATORS, NOTICE

A few more sets of the 16" Newman Dolls are available for immediate shipment. For Sale—One complete 14 ft. Ball Game with 54 new 16" Newman Dolls. 2 new 14x16 Flies. Mail address:  
FRED NEWMAN, Route 9, Box 114, Atlanta, Ga.  
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Now Contracting for 1946  
Opening in April—Vicinity of Detroit.  
JOHN QUINN, Mgr.  
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## GEM CITY SHOWS

NOW CONTRACTING FOR 1946 SEASON  
Address: Permanent Winterquarters, Quincy, Ill.

WANTED  
Ride foremen and second men. Advise by wire your qualifications. Good salary and meals. Can use a few more legitimate concessions.

HYALITE MIDWAY  
Prague, Okla., to March 30th; then per route

## ELECTRIC CANDY FLOSS MACHINE AND JOINT COMPLETE

READY TO OPERATE

Unit consists of

THREE STAR SPECIAL!!!

- ★ FLASHY UMBRELLA, 7'x7', with (4) Socket Stringer.
- ★ PORTABLE PANEL JOINT, Working Counter, 30"x42"x34" high. Front and (2) Sides finished in white enamel, ready for your own lettering. Shelf with ample room for storage. Hinged Glass Case enclosed top and (3) sides.
- ★ ELECTRIC CANDY FLOSS MACHINE is 1946 Model Double Head with ball bearing mount and 1/2 HP AC ball bearing motor and Enamelled Pan. ENTIRE UNIT CAN BE SET UP OR DISMANTLED IN 10 MINUTES.

UNIT IS ADAPTABLE FOR CIRCUSES, CARNIVALS, PARKS, BEACHES, FAIRS AND SPECIAL EVENTS

For further information  
Write, Wire or Telephone

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New Crop — High Expansion — Ohio Grown

Packed in 100 lb. moisture-proof bags or in our exclusive 50 lb. rodent-proof cartons. Processor's ceiling prices. Testing sample free on request. Also complete stock of Popcorn Cartons and Supplies.

## BETTY ZANE CORN PRODUCTS, INC.

638 Bellefontaine Ave., Marion, Ohio, or 223 Spring St., S. W., Atlanta, Ga.  
Growers and Processors of Selected Popping Corn



# Attention, Showmen of America THE WM. T. COLLINS SHOWS

(Show of unsurpassed beauty)

Have To Offer, Without Exaggerating, the Greatest Number of Fairs of Any Show in the Country.

4 Weeks of Still Dates, 20 Fairs and Two Big Celebrations.

OFFICIAL OPENING MAY 13TH AT FARIBAULT, MINNESOTA  
Fairs Starting in North Dakota June 17th

### STILL DATES

Faribault, Minn.  
Benson, Minn.  
Breckenridge, Minn.  
Moorhead, Minn.

### FAIRS IN MINNESOTA

Wadena  
Perham  
Rochester  
Rush City  
White Bear  
Worthington  
Jackson  
Bird Island  
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Hutchinson

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Flaxton  
Crosby  
Bottineau  
Cando  
Jamestown  
Fessenden  
Langdon  
Hamilton  
Rolla  
Cooperstown

### AUSTIN, MINN.

The Hog Capitol of the World, for Labor Day Celebration; Truman, Minn., for Homecoming Celebration on the Streets.

### WANT SHOWS

With own equipment and transportation: 10-in-1, Mechanical, Monkey, Hillbilly, Snake, Fat People, Glass House or Fun House, or any show of merit. Following people please contact me: Whitey Nolte, Frank Zorda, Jack Korie, John Howard, Doc Hagaar, Jack Bailey and Hedy Jo Starr.

### WANT CONCESSIONS

Hi Striker, Jewelry, Novelties, Snow Cone, Root Beer. (No Gypsies.)

### WANT HELP

For ten office-owned Rides, Foremen and Second Men for the following rides: Fly-o-Plane, Twin Ferris Wheels, Merry-Go-Round, Kiddie Auto (new 1946 Tilt, Octopus, Rollo-Plane, Chairplane). Man to take charge of Light Towers and front entrance arch. Also A-I Mechanic. Winter Quarters now open.

ALL REPLIES TO:

WM. T. COLLINS, MGR., WINTER QUARTERS, MORRISTOWN, MINN.

## DICK'S PARAMOUNT SHOWS, Inc.

CALL

CALL

SHOW OPENS APRIL 6, SALISBURY, MD.

WANT

WANT

SHOWS—GIRL SHOW. Have sixty-foot front and canvas. ALL NEW. FUNHOUSE. JACK DONAHUE wants Freaks for Sideshow. Want to hear from BOB BOBBETTE, LEE LESTRA, JACK (FLASH) KELLY and DENNY. Will finance any new and novel Shows to reliable party.

RIDE HELP—FERRIS WHEEL and CHAIRPLANE FOREMEN. Second Men on all Rides, Semi Drivers preferred. TOP SALARIES.

CONCESSIONS: Scales, Guess Your Age, Rotaries, Diggers, Cigarette Shooting Gallery.

R. E. GILSDORF

Box 401, Chews, N. J.

## BISTANY GREATER SHOWS

WANT TO OPEN APRIL 6 IN THE HEART OF NEWARK, N. J.

WANT for Six Weeks in Newark on Different Locations, Then Up State Through Territory That Is Proven Money Spots.

RIDES—Will book or buy for cash the following Rides: Tilt-a-Whirl, Ride-o, Whip, Chair-o-Plane, two Kiddie Rides. Book only Live Pony Ride.

SHOWS WANTED—Monkey Show, Wild Life, Posing Show, Snake Show or any Show that does not conflict.

CONCESSIONS—Will place any Concession that works for Stock, Photo Gallery, Long or Short Lead Gallery, Cork Gallery, Pitch Tilt Win, Hoop-La. Wonderful proposition to Penny Arcade.

THIS SHOW NEVER CLOSES; SHOWS FLORIDA EVERY WINTER

Write or wire LEO M. BISTANY, Mayflower Hotel, Jacksonville, Fla., till April 1; then Sheardin Hotel, Newark, N. J.

## JOHN K. MAHER MIGHTY MIDWAY SHOWS

This show will carry from 8 to 10 Rides. 19 weeks of solid booking in Illinois and Missouri. WANT SHOWS AND CONCESSIONS. CAN USE THE BEST RIDE HELP AT THE BEST WAGES. GRAB JOINT HELP WANTED. ALSO SIDE SHOW PEOPLE.

JOHN K. MAHER

1339 SO. BROADWAY, ST. LOUIS, MO.

(PHONE: GARFIELD 4576)

plane again Monday (18) for Tampa, where he will visit Royal American Shows before returning to Miami. Mrs. Solomon remained at their new home.

PATSY VIDALIA, singer, has joined Billy Logsdon's Circus Side Show at Cairo, Ga., winding up a five-month run at Dew Drop Inn, New Orleans night spot, at the end of Mardi Gras. . . . L. E. (ROBA) COLLINS is deserting circus paths in favor of a tour with Joe Darpel on Hennies Bros.' Shows. He was with Austin Bros.' Circus in 1945. . . . FRANK R. WARE infers that his wife, Zorina, dancer with the Lawrence Carr Shows last year, was stricken with spinal meningitis while performing at Larry's Wonder Bar, Union City, N. J. She is in Roosevelt Hospital, New York.

RUSSELL AND BEULAH PUTMAN arrived in Parma, Mo., last week, with a new frozen custard machine which they have booked on W. Jack Moore's Midway. . . . F. A. CONWAY, of United Fireworks, Dayton, O., is currently on a trip thru Midwestern States. . . . ROBERT KLINE, general agent, and Doc La Mar, special agent, Cavalcade of Amusements, returned to Pascagoula, Miss., quarters after an extended booking trip thru the Middle West. . . . J. C. (TOMMY) THOMAS, general agent, Royal American Shows, is in St. Louis, arranging all advance details for the showing of that organization on the Grand and Laclede avenues lot.

WONDER IF SHOWBIZ will ever return to those old years when a pumpkin fair was only an exhibit top displaying a WPA quilt with 2,000 stitches in it?

SAM R. CHILDERS, concessionaire with Al Wagner's Cavalcade last year, has been confined to a hospital in Tuscaloosa, Ala., since February 20 because of an old leg injury. He expects to be released by April 1 so he can join Johnny Green's concessions on the Johnny J. Denton Shows. . . . MILLER ADAMS recently returned to New York to join his brother, Frank, in the preparation of Adams Amusements. Org expects

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 25 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, \$18.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . \$ 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 . . . 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M . . . 1.40  
Thin Plastic Markers, brown color, M . . . 1.00  
Round Plastic Scalloped Markers, M . . . 2.00  
Flat Plastic Calling Markers, White Emb. Set of 75 . . . 1.10  
Flat Plastic Calling Markers, Gold Emb. Set of 75 . . . 1.30  
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

## POPCORN Per \$10.00

Lbs.

BOXES, 10c per 1000 . . . \$6.00

SEASONING . . . LIQUID or SOLID

Also BAGS — SALT — MACHINES, etc. 25% DEPOSIT WITH ALL ORDERS.

## J & N POPCORN SPECIALTIES

"The House of Quality"

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Hemlock 3211—Hemlock 3212

## SELL MORE POPCORN

HYCOL Golden Yellow

(Formerly Called "Nucol")



Added to seasonings, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

## BRADSHAW CO. Inc.

(Est. 1903)



Popcorn  
Boxes  
Seasoning



31 JAY ST., NEW YORK 13, N. Y.

## WANTED

To book Popcorn and Peanuts Concession X with Firemen's Fairs Celebrations, bona fide carnival or park. Eastern territory preferred. (Have up to date outfit.) Write details to

ARA, 'The Popcorn King'

254 East Ave., Rochester 4, N. Y.



PROFITWISE  
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Protect your investment; let us show you how you can insure yourself against unforeseen losses. We are the world's largest exclusive insurance agency for show business.

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Chicago, Ill.



## LAURENZI & PELLEGRINI BROS.

OLD FORGE STATUARY  
493 Moosic Old Forge, Pa.  
Best Statuary Made for Carnivals  
and Fairs—All Decorated

REBUILT POPCORN MACHINES  
POPCORN  
BOXES-BAGS-SEASONINGS  
Consolidated Confections  
1314 S. WABASH AVE. CHICAGO, ILL.



**ROSCOE T. WADE'S  
JOYLAND  
MIDWAY  
ATTRACTIONS**

OPENING APRIL 18th  
WYANDOTTE, MICH.

Showgrounds — Fort and Eureka Road

**EVERYONE CONTRACTED**  
Be Here By April 15th

**WANT CONCESSIONS**  
Of All Kinds That Work for a Dime. Can Place 2 Small Pit Shows, Penny Arcade and Fun House.

Show Playing All  
**MONEY SPOTS** of Michigan  
WE WORK SUNDAYS  
Wire or Write

**ROSCOE T. WADE**  
16845 LINDSAY DETROIT 27, MICH.  
Phone: Vermont 5-5232

**BAKER'S GAME SHOP**

- Wheels, all kinds
- 30# Ball Chucks
- 30# Red and Black
- 30# 8 No. Horse Wheels
- Laydowns for any Wheels
- Wheel Counter Posts
- Under and Over Cloths
- Beat the Dealer Cloths
- 15 Horse Race Tracks
- Jumbo Skittles
- Baker Buckets
- Huckley Buck Keg Sets
- Bottles, Steel and Aluminum
- Soup Pegs, Two Sizes
- Roll Downs and Razzles
- Penny Pitches
- Pan Joints and Pea Pool Outfits
- Big Dice and Roll Down Charts
- Chuck-a-Luck Logs
- WATER FALL BLOWERS**
- Baker Bingo Blowers

**CATALOG & PRICE LIST ON REQUEST**  
**MAKE YOUR BUSINESS KNOWN**  
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**MAJESTIC  
GREATER SHOWS**

**Can Place Immediately**

EXPERIENCED BILLPOSTER WITH TRUCK. Will book or buy Kid Rides. Also book Spitfire, Rolloplane, Flyoplane, Chairplane. Geo. Lucas, let's hear from you. SAM SOLOF WANTS AGENTS FOR SLUM SKILLO AND ROLL DOWN. Address Sam Goldstein, Chester, S. C., this week; Monroe, N. C., week April 1st.

**TIVOLI  
EXPOSITION SHOWS**

OPENING APRIL 12

Long route with 20 Pairs and Celebrations. Have new top and front for Sideshow, want Manager for same. Want Shows of merit with or without equipment or transportation. Want Foreman and Second Men for Aerial Joy Ride.

Write or Wire  
**H. V. PETERSON**  
BOX 742 JOPLIN, MO.

**WANTED  
SPECIAL AGENT**

Must be capable and willing to post, layout lot, and book. Have equipment for Dog and Monkey Show, Hillbilly Show, Midget or Ten-In-One, or what have you?

**HYALITE MIDWAY**  
Prague, Okla., to 30th; then per route

to carry 3 rides and 18 concessions. . . . LAURENCE DERBY reports from Gideon, Mo., he expects to travel with a freak show, having left Johnny Howard three years ago.

HARRY FINK, who has the Jewel Box Casino on AMP Shows, opened to good results, he reports from Douglas, Ga. . . . CHARLES T. (DOC) WOMACK has his Side Show and Girl Show booked with Sunset Amusement Company, which is slated to open at Excelsior Springs, Mo., April 25. Womack has been handling the front of Dee Lang's Broadway Museum, St. Louis, for the past nine months. He plans to leave the Mound City about April 1 for Sunset quarters.

H. R. MARTENEY, for the last several years a concessionaire with Sunflower State, Capell Bros. and Parada Shows, is in Indianapolis framing his own organization for 1946. . . . AFTER three and one half years at Hawaiian Air Depot, Hickam Field, Hawaii, Mr. and Mrs. Paul E. Robbins expect to return to the States soon. Robbins reports he has placed orders for a new Spitfire and Octopus for July 1 delivery and he will also have a Penny Arcade this season. . . . JACK LYDICK, who has been managing and calling bingo at his stand in Cleveland since the start of the war, purchased a p.-a. system and car and plans to return to the road again this season.

PEOPLE WHO GREW UP thinking that pioneer log cabins were the making of great men should have seen some of today's successful showmen's early-day living tents.

RITA RAYE, has signed with Jones Greater Shows. . . . HOWARD AND MAE PARKER, Parker Attractions, have returned to Seattle after a four-month trip thru Oregon, California, Arizona and Old Mexico. Upon their return to Los Angeles, they were house guests of Pearl Runkle, former owner of Almo Shows. Parker is breaking ground on five acres for a new winter quarters at Riverton Heights, south of Seattle. . . . JACK AND HELEN SHELL, formerly with Craft's 20 Big Shows, will have three concessions at Oceanside, Calif. . . . SIEGFRIED, ski-jumping act, heads the Parade of Champions at Philadelphia's Outdoor Show being held at Convention Hall. . . . J. LEE (BUCK) SMILES is head porter on Cavalcade of Amusements this season.

**TENT SHOWS**

**ATTENTION!**

Have dependable electric current wherever you tour with a Universal Portable Lighting Plant — and at less than city rates. All sizes to handle 10 to 500 bulbs. Universals are lightweight, compact, reliable. Write for catalog!



**TRAILERS**

ALSO PARTS  
NEW AXLE ASSEMBLIES, 2" Straight with Electric Brakes, Springs, Truck Wheels. \$55.00.

**Broadway Trailer Center**  
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**WANTED**

USED TOP for 40 Ft. Merry-Go-Round.  
**Hurwood Enterprises**  
320 West 26th St. Norfolk, Virginia

**BE WITH PROVEN SHOWMEN IN  
PROVEN TERRITORY**

A SUCCESSFUL SEASON IS WHAT "WE" WANT . . . A SUCCESSFUL SEASON "YOU" MUST HAVE ON THE

**CARAVELLA AMUSEMENTS**

A route to be proud of! A route to play! Inconceivable in its greatness . . . incomparable in its strength. Featuring the GREATEST AGGREGATION OF CARNIVAL CHAMPIONS EVER ASSEMBLED UNDER ONE NAME.

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**NEW CASTLE, PA. . . . . APRIL 20 THRU 27**  
ONE OF AMERICA'S GREAT INDUSTRIAL CENTERS

**HERE'S ANOTHER OUTSTANDING ANNOUNCEMENT**

**Moose State Convention** Penna.'s Largest State Convention This Year  
175 Lodges Participating . . . . . 200,000 People Expected To Attend  
**IN THE HEART OF TOWN — ALTOONA, PA.**  
Ride Owners, Attention—Can use ten more Rides at this convention.

**Other Surprising Dates To Follow**

**ATTENTION**—Southern Fair Secretaries, Convention and Celebration Managers: Contact us at once for a few more choice dates. All write or wire.

Ride Owners—Will book or buy Octopus, Roll-o-Plane, Flying Scooter and Tilt, with transportation.

Winter Quarters Now Open. . . . New Castle, Pa., on Mahoning Avenue, Opposite Mooney's Construction Co. . . . Ride Help, come on.

**FRANK H. CARAVELLA, 613 Terrace, Meadville, Pa.**

**WAKE UP, EVERYBODY!**

**Big News for Showmen, Ex-Service Men and all who want the best**

"WHAT OUR BOYS SAW IN PARIS, NAPLES AND ROME! Laughs and thrills galore! The above new section has just been added to our powerful new war show, "JAP AND GERMAN ATROCITIES, ATOMIC BOMBS BLAST JAPAN and EXECUTION OF THE WAR CRIMINALS BY FIRING SQUADS AND GALLOWES."

This new section on life in Paris, Naples and Rome comes as a part of our already famous war show mentioned above at no extra cost. See the beautiful ladies of Paris, etc. They all go in. A clean, beautiful attraction for those of all ages.

A well known showman from Tulsa, Okla., just wrote us as follows: "I have had 3 remarkable seasons with your war show, JAP AND GERMAN ATROCITIES. Ready to go again. Send me the new material on ATOMIC BOMB, more Jap and German Atrocity scenes and the new scenes of the ACTUAL EXECUTION OF THE WAR CRIMINALS. Your war show clicked the best of any of a dozen different shows I ever ran."

We wish to announce that any show you have bought of us in past 23 years may now be converted into any one of our 3 new shows for 1946 at a reasonable cost.

All frames, all viewing boxes and all scenes in all our 3 shows are interchangeable and fit one another. If you had one of our shows last year or any year—you can have another this year by getting only the scenes and banners of any of our 3 shows. Same thing, if you get a show this season you can change next season at small cost if you like.

If going over same territory this season as last no need to sell your show, just trade it in.

READ BELOW ABOUT 2 OTHER POWERFUL SHOWS WE HAVE: FAMOUS PRISONS, CONVICTS and TORTURE CHAMBERS OF THE WORLD, including BOY AND GIRL GANGSTERS OF TODAY RUNNING WILD.

Show helps fight the great crime wave of today. Shows that CRIME DOES NOT PAY. Topped midway on GOODING'S Carnival last fall.

THE NEW BOUQUET OF LIFE remade—safe, sane, educational.

Endorsed by doctors, nurses, police and city officials. Topped midway at Buckeye Lake Park last 3 seasons, also on several carnivals, and now rebuilt and better than ever.

All our shows have either two or three banners, plenty blow-ups in color and a great show inside.

War Show and Crime Show comes in either of two sizes at different prices.

Wire or write for free info., pictures, cuts, prices and letters from users on any or all 3 shows. Supply limited.

**CHAS. T. BUELL AND CO., Box 306, Newark, Ohio**

For 23 Years Builders of Walk-Thru Shows

**BRAND NEW FUN HOUSES**

Dark walk-thru type built on semi-trailer. Beautiful 50-ft. front, air compressor, ticket booth, etc. Requires only one operator; goes up and down in an hour's time. A real money maker, priced right.



IMMEDIATE DELIVERY

Write today for full information and photo

**KING AMUSEMENT CO. 30 FESSENDEN ST., MT. CLEMENS, MICH.**



## ATTENTION

### ZOO DIRECTOR AND AMUSEMENT PARK OPERATOR

This year we are again offering **MACACUS RHESUS MONKEYS** from India on our **MONKEY RENTAL PLAN**. These are the most amusing monkeys and draw the largest crowds—young and old alike.

Get ready to place your orders for your monkey islands and outdoor cages early since we are expecting a shutdown on exportations of all live stock from India due to the food shortage. We are doing our best to get all the monkeys we can before this restriction becomes effective.

**ROCK** and **REGAL PYTHONS** will be available in May. At the same time we will have **CHIMPANZEES** and various other **MONKEYS** which are now being collected in Africa.

While the animals are still obtainable, write for the details of our **MONKEY RENTAL PLAN** and also ask for our price list.

### TREFFLICH'S BIRD & ANIMAL CO., INC.

215 Fulton St.

New York 7, N. Y.



## Attention Concessionaires

Showmen • Midway Men • Mentalists  
Circus Talkers • Game Operators

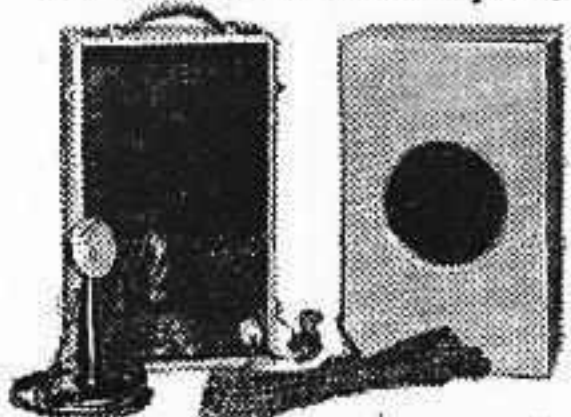
### Save Your Voice and Get a Bigger Crowd With

Here is a device that will hop up your voice so that your pitch can be heard all over a good-sized lot... and you only have to speak in an ordinary tone. You will be heard by the people out beyond the crowd— attracting a bigger audience and making more money from each turn. It's a natural!

The **PORTA-VOICE** includes microphone, amplifier and speaker with fifty feet of cord in a nifty carrying case. You can't lose on this deal. Send for it. Use it ten days. Then, if you are not more than satisfied... send it back. We'll refund your money promptly. Fire in your order now. Price, \$46.80. Terms, \$15.00 cash with order. Balance C. O. D. Address Depr. 38-36.

## Porta-Voice Only \$46<sup>80</sup>

A Portable Public Address System.



**HOLLYWOOD EQUIPMENT CO.** Box 2910 Hollywood 28, Calif.

## Now! OUTDOOR SHOWMEN

Exclusive for  
Circuses—Carnivals—Fairs  
Tent Shows—Museums—All Shows  
**SURE-FIRE RADIO ANNOUNCEMENTS**  
On Electrical Transcription

Designed Exclusively for Your Own Show!

Brilliant Fanfares! Dynamic Heralding! Colorful Backgrounds! Action! When You Buy Radio Advertising, Use Your Own Series of Transcriptions—And KNOW You'll Get the Job Done RIGHT!

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SCRIPT  
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\$95

100-Word Announcements. All on Transcription with Sound Effects. 12 Variations in Script. 1/2 Dep. with Order, Balance C. O. D. Money Order or Certified Check.

\$65 For Twelve Announcements. Six Variations in Script.

## TATHAM BROS.' SHOWS

Clean—Modern—Reliable

WANTED—Bingo, Custard and any first-class Stock Concessions. Must be clean and have plenty of flash. Positively no Grift, Mitt Camps, Flats or P.C. wanted. Will book one more Ride, Octopus, Tilt-a-Whirl, Ride-O or Roll-o-Plane. FOR SALE—No. 12 Ferris Wheel, first-class shape, \$3500.00. Fair Secretaries and Committees, if you want a clean show that you can depend on, get in touch with us regarding dates. A square deal for everyone—that's our fixed policy. We have Illinois' biggest 4th of July at Centralia, Ill. American Legion Annual Home Coming, 7 big days and nights, and this will be the biggest, the Victory Home Coming. Concessions, write for space, we have the X.

**K. M. TATHAM, Owner**

TATHAM THEATER BUILDING

ATLANTA, ILLINOIS

## BALLYHOO BROS.' CIRCULATING

A Century of Profit Show

By Starr De Belle

Tweed, Scotland,  
March 23, 1946.

Dear Pat:

Because of conditions over which the office had no control, the show was loaded on our boats and sailed for Scotland without playing London. Upon arrival here, it was met by thousands of Scots who were interested in the number of times our free acts would be presented daily. Midway opened to a turnaway crowd last Tuesday. For hours before the gates opened, the streets leading to the lot were so packed with pedestrians that all omnibus service was stopped. A turnaway crowd in this country is one that turns away when they see admission signs and ticket boxes at entrances. That started a stalling war between the crowd and the show. They finally out-stalled the show, and at 8:30 p.m., the gate was thrown open. We had an over-plus attendance.

Tho the shows and rides failed to do business, our free acts and rest-rooms were well patronized. No one seems to know why the midway didn't gross heavily with the big crowds we drew. According to cook-house rumors, someone messed up the play; the right signals weren't given, and if they were given, somebody disobeyed them. The only info coming from the office was: "Maybe, if, practically" and "almost." That started a clash between the cook-house's "maybe" clique and the "if" crowd. The "practically" and "almost" contingents came to blows.

You can imagine the blastings that our general agent, Lem Trucklow, took. Seems as tho no one wanted to deduct the date from his income tax. According to Trucklow, the office was to blame for hiring two Turks, while playing Turkey, and making billers out of them. Furthermore, Trucklow claims that the

Turks posted the pay over from the Russ. dates. "An American would at least have wasn't English."

Show talkers are blamed for the poor they refused to crack talkers claimed that to say: "A shilling for a twopence for the r its strictly midway tip might holler "with

We of the press de ourselves for our b order to give the sh we planned a pipers' piping band vs. a sl having a piper with came necessary to org that kind. Followw tions, the office purc bladders. We have er on each of our six agreed to lay aside th jealousies and organi To the accompanim Oriental-style bass our Scotch band, mad Arabs, Irishmen and were soon playing *Are Coming*. The od that the flageolets v bladders, which cause to blow the air into instruments.

The event was a su nancial standpoint. I gate admission to one 10,000 patrons. Th knew that the double they looked at ou When one of our bo bladder until it bur awarded the town b thru fraud. The offi paid off with the ren bladders. We'll soon

MAJOR

### ★ ★ ★ JUST A REMINDER ★ ★ ★

We Offer in Our New Indestructible Horses the Most Improvements for Merry-Go-Rounds Since We Designed and JUMPING HORSES, Nearly 50 Years Ago, as Now Used on Rounds.

WE SUGGEST — Place Your Order for Repairs and Ho Prices Advance.

**C. W. PARKER AMUSEMENT**

LEAVENWORTH, KANSAS

## HURRY HURRY HU

ORDER NOW FOR SPRING DELIVERY — CATS, DOLLS

We Specialize in Queen A, Queen B, Lapland and Newn Also Six Cats and Complete Outfits. Send for Your Catal

## TAYLOR GAME SHOP

609 E. Van Buren St.

(Phone 444)

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## CARROUSEL RING

BRIGHTLY POLISHED STEEL

Manufactured for 30 Years by

**INTERNATIONAL CHAIN & MFG. CO.** Yor

WRITE FOR PRICES

## SLUM JEWELRY

GIVEAWAYS FOR GAMES — LARGE VARIETY PLASTIC JEW EACH ONE ON A CARD. GOOD FLASH, GOOD VALUE, PRICED BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CIRCU

## SAMUEL B. POCKAR

131 WASHINGTON ST.

PROVIDENCE 3.



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**WE ARE STILL IN BUSINESS**

**TRIANGLE POSTER PRINTING COMPANY**

163 WALTON ST.  
 ATLANTA, GA.

Personal Management  
**MORRIS SHAPIRO**

We can now give  
 Quicker and Better Service on  
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**HEAVY DUTY BINGO CARDS**  
 IN 2 COLORS

WEAR LIKE 60  
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No Two Identical

SOLD IN LOTS OF 100  
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**AT LIBERTY**  
**WM. N. CHALKIAS**

Can furnish first class outstanding Side Show, all new and complete. Also six or more Concessions, including Cook House. Prefer long route in Middle West territory. Best proposition accepted. Write or wire, **WM. N. CHALKIAS, P. O. Box 155, Tarpon Springs, Florida.**

P. S.—Ted Burgess, Blackie Haskins, Jimmie Powell, Lola Conklin and all other people that formerly worked for me, answer. Want Freaks and Novelty Acts, Griddle Man for Cook House.

**Happyland Shows**  
 Now Booking for 1946  
 CAN PLACE FOREMEN AND WORKING MEN FOR RIDES.  
 Station A, Box 962, St. Petersburg, Fla.

**FOR SALE**

One dandy Ferris Wheel, five feet shorter than a No. 5 Eli. Power principle—has brand new 1942 Chevrolet truck rear end. Driven by new 7½ horsepower—3 phase electric motor—hydraulic brakes—mechanically perfect—\$3500.00. Also one 15 horsepower single phase electric motor, \$350.00, excellent condition. **WM. E. AUSTIN, 538 N. Rockingham, Los Angeles 24, Calif., or phone Arizona 33944.**

**SLA in Salute To Buffalo Bill**

CHICAGO, March 23.—St. Patrick ordinarily would have been accorded the honors March 16, but in commemoration of the one hundredth birthday anniversary of their first president, some 250 members joined in paying tribute to Col. William F. Cody, Buffalo Bill.

It was the first official function in the new clubrooms at 400 South State Street, and the house committee went all out to provide the type of entertainment the Old Scout would have most heartily approved.

A Western cye covered the walls, and further Western atmosphere was provided by committee members in goatees and chaps, with western hats being donned by all members.

Special guests of honor were old-timers who had trouped with the Bill show, including Clint W. Finney, D. C. Hawn, Albert Wolfe and Don Russell, *Chicago Daily News* writer, who has authored on Buffalo Bill's career. Bill Green was general chairman with Georoye B. Flint in charge of entertainment, aided by Earl Kurtz of WLS Artists' Bureau.

Music was furnished by the Oregon Rangers, comprised of Tiny Grasso, accordion; Bill Haley, guitar; Wayne Wright, violin, and Slim McCarthy, bass. Acts were headlined by Patsy Montana, WLS star, and her daughters Beverly and Judy Rose; Princess Wah-Wah-Taysee, Indian singer; Arizona Jack and daughters, trick and fancy roping and bull whip manipulating; and Chief Shee-Noo, Indian vocalist.

**New Ride Goes on Display at Expo**

CHICAGO, March 23.—A four-foot model of a potential new midway ride thriller, the Elevated Twirl, will go on display with the opening of the World's Inventions Exposition at the Arena here, April 11.

Ride, invented by M. Vander Schuur, of Grand Rapids, Mich., is modeled on the lines of an elongated Ferris Wheel and is designed to give its passengers the same basic thrills as that old favorite.

Instead of seats, however, the Twirl is equipped with steel cages which shift and swing with the weight of the riders as the "wheel" revolves.

Vander Schurr, who has applied for patents, says that several park and device builders have expressed interest in development of his ride.

**Maybelle Kidder Books 4 Units With Triangle**

NEW YORK, March 23.—Maybelle Kidder said here that she has contracted to present four units with Jake Shapiro's Triangle Shows. They are the Posing and Girl Shows, Illusion Show and Mickey Mouse Show.

Her husband, C. B. Kidder, at Pilkinton, Va., is constructing a 120-foot panel front, utilizing a 30-foot trailer as the center section. A 40 x 90-foot top has been delivered.

Associated with her in the operation of the shows will be her son, Gilman Brown and wife, Hazel. Gene Baughn will produce and emcee the Girl Show.

Mrs. Kidder presented the same units with World of Mirth Shows for a number of years.

**Percell's Pioneer**

WAVERLY, N. Y., March 23.—New arrivals here include Jefferson Rittsley, recently discharged from the navy, and John Selmyler, sign painter. Recent visitors include Pete Hawky and Ben Regal. Al Bernie has booked his photo gallery and Frank Fakhe his three stands.

**PRELL'S BROADWAY SHOWS**  
 "BROADWAY AT YOUR DOOR"

**JAMES THOMPSON wants**  
 Side Show Acts

**BOB WHITE wants**  
 Dancing and Posing Show Girls

**ABE WOLF wants**  
 Help on Monkey Speedway.  
 Duke, write.  
 Man to take charge of Glass House and Crystal Maze  
 Wanted—Second Man for front of show  
 ALL ADDRESS  
**SAM E. PRELL**  
 WM. BYRD HOTEL RICHMOND, VA.

**WORKMEN**  
 in all departments. Foreman for Caterpillar, also Second Men. Blackie Edwards, please answer.

**ALL HOLDING CONTRACTS** please report

**NEW, NOVEL, MERITORIOUS SHOWS**

**TALKERS, GRINDERS, RUCK DRIVERS**  
 Pony Ride

**EVERYONE TO KNOW**  
 Opening date April 10, Richmond, Va.  
 Want an Electrician

**TIME GRIND CONCESSIONS**  
 of all kinds.  
 Agents for P. C. and ball games for office. **BILL PALMER** get in touch with Jack Russell.

**TOO LATE!**

COPY FOR OUR "SPRING ANNOUNCEMENT" ARRIVED TOO LATE FOR THIS ISSUE "LOOK" FOR IT NEXT WEEK

**NEW JOHNNY J. JONES INC.**  
**EXPOSITION**

AUGUSTA, GA. P. O. BOX #878

**"COOKIE"**  
 Clown Prince of the High Wire  
 A LAUGH AND A THRILL A SECOND  
 America's Greatest High Wire Single  
 Just Returned From Army Air Corps

**BOOKING 1946**

Unicycles—Bicycles—Dancing—60-Ft. Rigging—10,000-Watt Illumination  
 PARKS—FAIRS—CIRCUS—CARNIVALS

Wire, phone, write **FRANK COOK, Care Wallendas, 476 Arlington Ave., Sarasota, Fla.**

**BURDICK'S GREATER SHOWS WANT**

Can place people to take charge of Hula Show, Snake Show. Independent Shows of all kinds, 25 per cent. Merchandise Concessions, reasonable privilege. Want to buy one more Flat Ride, Eli No. 5 Wheel, Smith & Smith or Jones Chair-o-Plane, Kiddie Airplane Ride, Baby Ferris Wheel, Spit Fire Ride. Will pay cash. Rides must be in good shape. Lampasas, Texas, week March 25-30; Temple, Texas, 8 days on public square, to follow. All wires.

Temple, Tex., 1020 No. 13th St., or **BURDICK GREATER SHOWS** as per route.  
 Fair and Celebration Committees, get in touch with us.

**ROLL TICKETS** 100,000  
 PRINTED TO YOUR ORDER \$21.50

**Keystone Ticket Co. DEPT. B SHAMOKIN, PA.**

10,000 ..... \$7.25  
 20,000 ..... 8.75  
 50,000 ..... 13.75

Send Cash With Order. Stock Tickets, \$17.00 per 100,000.



**12**  
weeks of  
**STILL**  
**DATES**



**12**  
weeks of  
**FAIR**  
**DATES**

**OPENING**  
downtown location

10 Days, Starting  
**WED., MAY 1st**

**PONTIAC**  
Michigan

**CAN PLACE FOR OUR FINE ROUTE**

**RIDES:** One modern MAJOR RIDE.  
One flashy KIDDIE RIDE

**SHOWS:** Large, attractive ANIMAL SHOW  
Peppy, Outstanding CIRCUS SIDE SHOW.

**CONCESSIONS:** Legitimate 10c STOCK CONCESSIONS  
Clean Merchandise SALE CONCESSIONS

**PERSONNEL:** Capable first and second RIDE MEN  
Counter and Griddle Men for COOKHOUSE

*For more complete information contact*

# W. G. WADE SHOWS

**W. G. Wade, gen. mgr.**  
19199 Woodingham Drive  
Detroit 21, Michigan  
Telephone UNiversity 4-0055

**D. Wade, gen. rep.**  
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Detroit-Leland Hotel  
Detroit 26, Michigan  
Telephone RAndolph 2300

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

### Sports a Lure In Windy City

CHICAGO, March 23.—Nine-day run of The Chicago Herald-American sponsored sports and travel show at Chicago Stadium ends tonight, with a probability that total attendance will pass 200,000.

With Jerry Colonna, Pat O'Brien, Janet Blair and other pic celebs on hand to needle attendance thru early stages, show had drawn 130,748 paying customers the first six days, according to the sponsor.

Travel phase of the show was an innovation, but got plenty of emphasis, with exhibits bidding for attention from all angles. Not the least commanding were the half dozen small planes on display.

Two stagershow were offered daily, one in the afternoon and one at night. Acts worked in front of a neatly framed mountain setting, with an abundance of pine trees imported for excellent effect. Bill opened with Betty Jeffries, songstress, emerging from the timber ambush to give out with *Song of the Forest*.

With the theme thus established, show offered a variety of top attractions, including Mark Huling with Sharkey the seal; the Shooting Mansfields, with Frank, his wife and daughter; Lars and Anders Haugen and Bob Jackson, skiers; Orrin Benson and his five retriever dogs; Mack Gilman, champion swordsman, and Alvar Hermanson, U. S. Olympic coach, fencing exhibitions; the Arkansas Woodchopper; Margaret Hutton, Canadian swim star, and a crew of eight log rollers and canoe tilters. Match swimming race between Miss Hutton and Sharkey the seal, was a highlight.

### Sambo Hummitzsch Lands Sheboygan, Wis., 5th Time

SHEBOYGAN, Wis., March 23.—Garton Toy Goodfellowship Club has again signed to sponsor Mel (Sambo) Hummitzsch's Dixieland Minstrel Show, to be presented at Municipal Armory Auditorium here May 4 and 5.

Show will be fifth straight for Hummitzsch's organization here under Garton Club sponsorship.

### Cedarburg Comes Back

CEDARBURG, Wis., March 23.—Cedarburg Fire Department, which this year will mark the 80th anniversary of its founding, is planning for its annual celebration June 29-30, Palmer Schneider, celebration secretary, announces. Badger firemen's tournament will be held here on same dates. Annual celebrations were suspended during the war.

FIFTH ANNUAL

## Four Lakes Aquatennial

SPONSORED BY VETERANS OF FOREIGN WARS, FOUR LAKES CLUB, MADISON, WIS.

8 Days—June 27 to July 4, 1946, Incl.

Want clean Attractions, Shows or Exhibits operating on a percentage basis. Write

**DON M. LEICHT, Sec'y**  
2225 Oakridge Avenue Madison 4, Wis.

★ ★ ★ ★ ★

## Majestic Greater Shows

"AMERICA'S NEWEST AND BRIGHTEST MIDWAY"

8 RIDES 6 SHOWS	Playing Only the Best of Still Dates	BIG FREE ACT DAILY	Michigan and North Carolina Fairs	3 BEAUTIFUL LIGHT TOWERS
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A REAL BIG 4th OF JULY CELEBRATION

CAN PLACE FOR 40 WEEK STAR STUDDED ROUTE

Rolloplane	Chairplane	Snake Show
Flyoplane	Side Show	Iron Lung
Spitfire	Monkey Show	Penny Arcade

Fun House, With Own Equipment

CONCESSIONS OF ALL KINDS

DICK HYLAND Wants Reader for American Palmistry. Will Also Buy Rat Game Complete.	BILL GARY Wants Girls for Dancing Show. Ann Southern, Rbse Waren and Julia. Answer.
---	---

Address

SAM GOLDSTEIN, Sole Owner & Manager    HARRY E. WILSON, Ass't Manager

★ CHESTER, S. C., This Week — MONROE, S. C., Week April 1st ★

**OPENING FRIDAY, APRIL 26**

## BUFFALO SHOWS

For a long season. Have a few Concessions open as listed below. This is a small show playing big spots. We are building now for our Tenth Anniversary Tour in 1947. Those with us this year will have first choice on our greatly expanded midway next season. In 1947 this show goes on the 24 shoot boards.

WILL SELL X CONTRACTS for 1946 on Photos, Potatoes, Waffles and Apples, Fish Pond, Bowling Alley, Hoop-La, String Game, Knife Rack, Country Store, and Lead Gallery.

All now holding contracts within a few days will receive full instructions on reaching the opening stand.

WANT Ferris Wheel Foreman and Second Man, married or single. Please state your experience and references. Best salary paid every week.

Account fire in winter quarters and loss of several ticket boxes, please advise what you have available and price.

HOWARD POTTER, General Manager, P. O. Box 809, Buffalo, N. Y.

## CONCESSIONS WANTED

### HARVEST JUBILEE, FORT RECOVERY, O.

JULY 22-27, 1946  
Location, Main Street

Contact B. B. BURKE, Box 175, Ft. Recovery, Ohio

### Greene Legion Welcomes Vet

CAIRO, N. Y., March 23.—Greene County American Legion will stage a home-coming celebration for World War II veterans at the county fairgrounds here June 15.

## WANTED

Rides and Legitimate Concessions for 7th Annual New Bremen Festival, week of August 12th, 1946.

**SPONSORED BY WOODMEN OF THE WORLD CAMP 149**

New Bremen, Ohio

**ARNOLD W. HEGEMIER, FEST. SECY.**  
Phone 314-L

## WANTED

Rides and Shows for Apple Blossom Festival. No admission price. April 22nd to 27th. Would also like a Circus later.

**FEENEY-BENNETT POST 128, INC.**

AMERICAN LEGION

Chas. Childs, Chrm. of Com. Middleport, O.

## WANTED

FOR JUNIOR CHAMBER OF COMMERCE

### Centennial Celebration

Charles City, Ia., Aug. 15, 16, 17  
Rides, Show and Concessions  
Write E. L. ZIPSE, Charles City, Iowa.

## RIDE MEN WANTED

Foremen and Second Men on Merry-Go-Round, Tilt and Wheel; semi drivers given preference. Also Mechanic that will double on rides. Top salary to men that can qualify. We work on Chicago lots.

**EDWARD HOOK**  
3011 Montrose Ave. Chicago

## WANTED

Rides and Medicine Show for

### AMERICAN LEGION

### HOMECOMING STREET CELEBRATION

July 3-4-5-6.

E. J. FARMER, Chairman  
309 Hickory Street    Streator, Ill.

## WANTED

### SHOWS, RIDES AND CONCESSIONS

For American Legion Carnival and Horse Show, June 6, 7 and 8, afternoon and evening, at Georgetown, Ohio, Fairgrounds.

Communicate with

**ROBERT GREEN**  
Chairman Concession Committee  
GEORGETOWN, OHIO

## WANTED

### BOSWELL, JULY 1-4, CELEBRATION

Rides booked. All Concessions, Free Acts write, wire.

**EDGAR BURNETT, Sec.**  
Box E, Boswell, Ind.

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5 Rides, 3 Shows, 20 Concessions, Street Platform Acts for

**40th ANNUAL GOOD TIME DAY**

Boyd, Minn., June 12, 13, 1946.  
Sponsored by Boyd Booster Club.

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TRICK MOUSE ..... Per Gross \$6.50  
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NEW OR USED CANDY FLOSS AND NEW OR USED CORK GUNS, BALLOONS. Chas. Denny, where are you? Write to

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QUANTITY LIMITED

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Young man, single or married, for Wild Life Animal Show. Must drive truck, sell tickets, etc. Must be neat and sober. Good salary or percentage. If married can use wife on show also. Write

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Including Shows, Rides and Concessions, for week of July 1 to 6 inclusive. Communicate with

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Ferris Wheel and Merry-Go-Round with Operators for Firemen's Carnival during week of July 4th, 1946. Best offer. Write to

**MIDDLESEX VOLUNTEER FIRE DEPARTMENT**  
Urbanna, Virginia

**Chi Trailer Show Pulls 38,000 Total for 7 Days**

CHICAGO, March 23.—National Trailer Show, a Nick Kahler promotion, will wind up a nine-day run at the Chicago Coliseum Sunday (24). Attendance thru Thursday (21) matinee was announced as 38,000.

A total of 61 trailers were displayed by the 26 manufacturers represented by exhibits. In all, 76 appliance manufacturers and distributors were present with displays.

The floorshow, staged twice daily, was headed by the Chicago comedian, Willie Shore, with the supporting cast including the Dancing Sherwoods, Delaine Sisters, singers; Lee Marx, juggler; the Carltons, balancers; Libonati Trio, xylophone; Edith Elasho, singer, and Jack Cavan's orchestra.

**Woodville, O., To Resume Three-Day Celebration**

WOODVILLE, O., March 23.—Annual three-day celebration sponsored by the Clarence L. Nieman Post, American Legion, and the Woodville Volunteer Fire Department, will be resumed this year July 2-4, F. H. Kneip, publicity chairman, has announced. Event was suspended during war years. Rides, free entertainment, fireworks and award of a new 1946 automobile will be features.

**Woodville Cele To Resume**

WOODVILLE, O., March 23.—Fireworks and an auto giveaway are features planned for the post-war revival of the July Fourth Celebration here July 2-4, according to K. H. Sittenstock, general chairman of the event jointly sponsored by American Legion and Volunteer Fire Department. Celebration was discontinued during the war.

**Frolix 'n' Fun Shows WANT AGENTS**

For Lead Gallery, Penny Pitch, Glass Joint, Popcorn, Ball Games, Slum Spindle, Bumper Joint. Will book X on Scales, Guess Your Age, Clothespin. Excellent opportunity for Grab Joint, one or two small clean Grind Shows. No grift or gyps. This is a "Sunday School Show" moving twice a week. If you can't stay sober and act a gentleman on and off the lot don't answer, otherwise write or wire

**B. Q. CROSS**

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RIDES: Wheel Foreman, salary or P. C.; Jenny Foreman and Mix-Up Foreman. Other Ride Help, come on; don't write. CONCESSIONS: Coke, High Striker, Diggers, Fish Pond, String Joint, Lead Gallery, Dart Balloon, Slum Spindle. Al Campbell wants Agents of all kinds. Eddie Gilliam wants Grind Store Agents, P. C. Dealers, G. Top Workers. WANT TO BUY: Small Transformer and seven-foot Side Wall. Can use good Banner Man. Will make good Legal Adjuster a real deal. George Emerson, Joe Howard, answer.

RIO GRANDE SHOWS, Hamburg, Arkansas

**FORREST POOLE WANTS**

Legitimate Concessions; Agents for Fish Pond, Pitch Till U Win, etc. Booked with best show in Michigan. Open April 25 near Detroit. Write

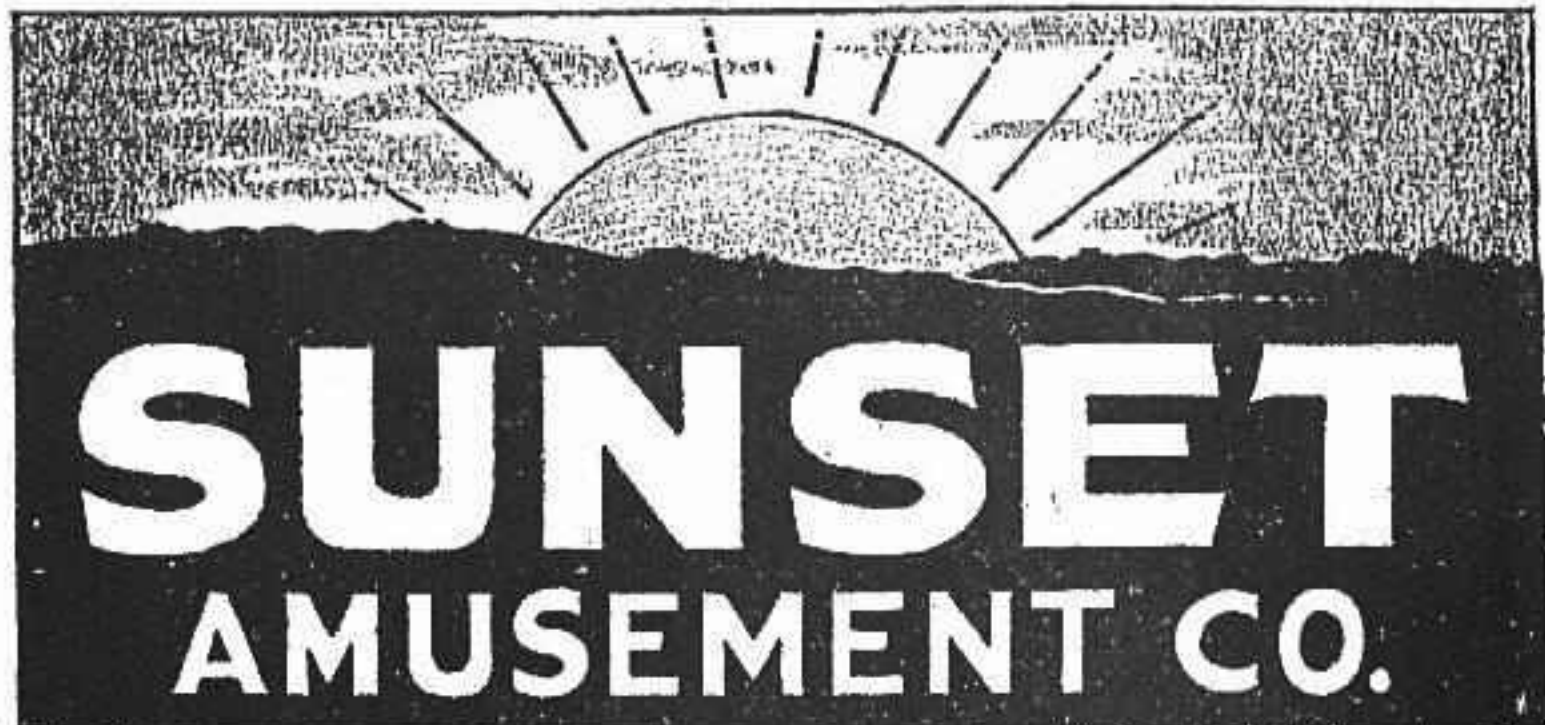
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**WILL BUY SHOW**

Want complete five or six-ride show. Write full details in first letter.

BOX D-156

The Billboard Cincinnati 1, O.



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All towns and cities in Iowa contemplating a Centennial contact us now for SOMETHING GOOD.

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**BOOKING ANY SHOW OR RIDE NOT CONFLICTING**

Will book Lead Gallery, most all others booked. Percentage all sold. Mitt Camps sold.

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**WE HAVE ALL THE RIDE HELP WE CAN USE**

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- ★ July 4th Centennial Elkader, Iowa
- ★ July 4th Celebration Morrison, Illinois
- ★ Greene County Fair Carrollton, Illinois
- ★ Lions' Festival Monroe City, Mo.
- ★ Brown County Fair Mt. Sterling, Ill.
- ★ Van Buren-Jefferson Fair Keosauqua, Iowa
- ★ Winneshiek County Fair Decorah, Iowa
- ★ Community Fair Canton, Minn.
- ★ Great Jones County Fair Monticello, Iowa
- ★ Whiteside County Fair Morrison, Illinois
- ★ Ogle County Fair Oregon, Illinois
- ★ Polk County Fair Osceola, Nebraska
- ★ Seward County Fair Seward, Nebraska
- ★ Greene County Fair Jefferson, Iowa
- ★ North Iowa Fair Marshalltown, Iowa
- ★ Iowa Centennial Belle Plaine, Iowa
- ★ Cattle Congress, Electric Park Waterloo, Iowa
- ★ 3 other Iowa Centennials Dates pending

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Opening April 27th, Playing Best Industrial Towns, Including Huntington and Charleston.

Also 10 Bona Fide Fairs and Two Big Celebrations.

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**CONCESSIONS:** Cookhouse that caters to show people (Jack Kelly, wire), Candy Floss, Apples, Snow Cone, High Striker, Jewelry, Novelties, Age and Weight. No Mitt Camps or Coupon Stores.

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CAN PLACE single Grind Shows with or without equipment. Fat Show, Iron Lung, Snake Show and Midgets.

WANT Foreman for Ferris Wheel, Chair-o-Plane, also other ride help. Semi drivers, ex-servicemen preferred.

A good opening for Penny Arcade.

**Richard J. Coleman, P. O. Box 886, Middletown, Conn.**

**FOR SALE—IRON LUNG**

Mounted on streamline truck. Built to work streets or carnival dates and fairs. This is the most perfect outfit ever built. A-1 shape, including light plant to operate. Will win back the cost in a few weeks. Write or wire.

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# PERFORMANCE IS THE THING

## Dough Flows For Ace Acts

R-B trend toward big displays—two new specs look like class—horses get nod

By Pat Purcell

CHICAGO, March 23.—The performance is the thing!

That, m' hearties, is the theme of circus managers and owners as they prepare their presentations for the 1946 season.

Even the Big Fellow—which will be back with four railroad sections, and the largest top in the history of the business, and the greatest collection of attractions from strange, weird sections

of the globe—go ahead and believe the press agents—who cares?

Nevertheless, Ringling Bros. and Barnum & Bailey show plans to offer an eye-filling production of the type that would warm the heart of a John Ringling (the original) or an Al G. Barnes. Performers will be swinging and swooping at the customers from every direction.

That is the absolute lowdown from Sarasota, Fla., where Big Bertha winters.

### Zack Has Top Feature

And from Louisville, on the edge of Kentucky's famed blue grass region, comes word that Zack Terrell has taken the rubber band from his bankroll and will have a weekly payroll for performers that might amaze his personal auditor. For instance, Terrell has hired the famed Cristiani Family—sure they can do 11 acts, but it is a feature that Jake Newman's press department can rave about.

Down in Hugo, Okla., where the Al G. Kelly-Miller Bros. org winters they are talking about the six elephants that Obert Miller recently purchased from Art Concello, the latter trying to salvage something from Russell Bros.' Pan-Pacific show before embarking on a new enterprise with Clyde Beatty.

And over in Peru, Ind., Terrell Jacobs is breaking 10 new big cats for his act so he will have 25 in the arena for Barnes Bros. entertainment in the Chicago Stadium and Detroit Olympia.

Move over to Newberry, S. C., where Bob Stevens has his Bailey Bros.' show. Stevens has Rudy Rudynoff in his quarters breaking new menage horses and a new liberty act.

As to horses, attention turns to El Paso, Tex., where Jack Joyce is delivering a new liberty act to Clyde Beatty—and anyone who witnessed the act at the Minneapolis Shrine Circus presented by Noel VanTilburg and Edna Curtis would have to verify the statement that the folks will not sit on their hands when it works. Also, Bert Pettit gave the lads a moment of thrills with his handling of the eight bulls.

### Two Hot Specs Due

And think about Sarasota, where Robert Ringling is putting together the *Toyland* spec—it has great promise; also, the Barnes show for Chicago and Detroit will do *Candyland*, with Marian MacDonald producing. The producers say it will top all pre- (See *Performance Still* on page 95)

## Speed Production

CONTRIBUTORS of circus news are urged to send their news copy direct to *The Billboard*, 155 N. Clark Street, Chicago, as all outdoor news is edited in that office. Copy sent to Cincinnati means a delay in handling. Advertising copy, however, should be sent to Cincinnati.

## Galesburg, Moline Show Net Profits

GALESBURG, Ill., March 23.—Indoor circus, produced by Ernie Young, Chicago, and auspiced by the Veterans of Foreign Wars, closed in the Armory here Tuesday (19) after chalking up good business during the three-day run. Same show was presented March 13-16 at Moline, Ill., under sponsorship of the Moline Eagles No. 1112.

Sunny Bernet, assistant producer, handled the announcements. Bill Blomberg was equestrian director and Frank Cervone was musical director.

The program: (1) The Great Gasca and the Atterburys, wire; (2) Sarmoff's dogs; (3) clowns; (4) Darling Sisters and Mary Hart, aerial; (5) Buddy and Jean, skating; (6) Capt. Milt Herriot and Silver Lady, horse act; (7) clowns; (8) Antaleks, perch act; (9) Blomberg's animals; (10) clowns; (11) Milo Duo, hand-balancing; (12) Two Enricos, flying trapeze; (13) Little Jumbo, elephant, handled by Atterbury; (14) Monte and DeOcas; (15) Ebenezer, mule; (16) De Waldos, bicycle; (17) clowns; (18) Greer Liberty horses.

Roy Barrett was producing clown. Other joeys were Happy Maxwell, Hop Green and Smiley Dailey.

## Shrine Plugs Owens' Bow at Springfield

SPRINGFIELD, Mo., March 23.—Local Shriners are plugging the new Buck Owens Circus bow April 23, with early reports pointing to a heavy sale of advance tickets for the six-day run at Ozark Empire Fair Coliseum. Building will accommodate about 4,000.

New arrivals at fairgrounds quarters are six toy Shetlands, full-grown but weighing less than 350 pounds each, and three new 24-kw. light plants, which are being mounted in a truck with 10 floods.

Buck Owens and Jimmy O'Dell are working the three Liberty and 10 menage acts to be carried. Show is jointly owned by Owens and Si Rubens.

## Plenty of Riders, Ropers Work, Play, Wait in Miami

MIAMI, March 23.—This resort this winter shapes up as the cowboy's haven. Texas O'Rourke, rigged out in the latest Hollywood cowboy dress, and his family have been doing the beach and other spots. Tim Mix, billed as Hollywood's latest cowboy star, and his boys are packing 'em in at a local theater. Polly Jenkins and her boys are doing the same at another theater. Tex Greene, Roy Rogers' double, is taking part in a local show.

Ropers and riders from all over are waiting here for the rodeos to get under way in Florida.

## Hall Tunes Up For King Bow

HARTFORD, Ky., March 23.—With General Superintendent L. D. Hall proclaiming the show already about set to roll, final touches are being added for the inaugural bow of King Bros.' Circus here April 12.

The show, covered by a new spread of flameproof canvas, will move out of quarters on a fleet of 35 trucks.

John D. Foss, general agent, has assumed his duties in advance. George E. Caron, manager of the No. 1 advertising car, is here with his crew. A new line of lithograph paper will be used. Joe Peet, superintendent of elephants, is busy with rehearsals; also Matt Lawrish, in charge of the trained domestic animals. Joe Applegate, big top boss canvasman, has surrounded himself with a capable staff of old-timers.

Karl Yonkers, chief mechanic, has had his crew busy since the first of the year reconditioning the motive equipment. Arthur Stahlman, superintendent of concessions, is readying his department.

Floyd King is back in quarters after a week's visit in the East. Betty Biller, in charge of the ballet, is rehearsing new girls who will appear in the spec.

Phil Hall, visiting his parents here for several weeks, has gone to Sarasota, Fla., to join the Ringling-Barnum circus. Recent visitors were Teddy Webb, frozen custard op, en route to his home in Topeka, Kan.; Joan and Gladys Benjamin, Upton, Ky., formerly with Wallace Bros.' Circus; Paul Van Pool and family, Joplin, Mo.; Frank Hunter, Dailey Bros.' Circus, and Henry Potter, en route to join Clyde Beatty Circus in El Paso, Tex.

## James M. Cole Sets Spec, Billing Plans

PENN YAN, N. Y., March 23.—Mike Guy, bandmaster, spent three days here, huddling with James M. Cole on the music for the program and spec of the James M. Cole Circus.

George Shirley, brigade manager, was in for two days and went over billing plans. He says he will have four billers. Special paper is being prepared on Mike Guy and his band and Capt. Christy's wild animal act and a new line of colored lithos is being readied.

Charles Lockier and Joseph Myers, Auburn, N. Y., circus fans, are overseeing the construction of the new stake driver. Lockier, who is decorating the show, has two more units to finish and the show will be ready.

General Agent Lane will leave March 25 to contract dates. Whitey Casey, general superintendent, will arrive April 1. Lionel Cole, assistant manager and nephew of James M. Cole, is in charge of the mechanics. Lionel was discharged recently from the paratroopers. John Beyea, electrician, also has his department in hand.

Besides Christy's animals, other acts set include the Conley family, seven-people bareback act, and the Great Bedell troupe, five-people teeterboard artists.

BILL ASH, his daughter and son-in-law and Raymond Campbell visited clown alley during the Toledo Indoor Show, reports Scotty, the clown. Of the old school of clowns, Ash is now retired, but formerly trouped with Howe's Great London, Sparks, Hagenbeck - Wallace and others.

## 3 Shows at Hugo Stamp It Circus Capital of S. W.

HUGO, Okla., March 23.—With three shows readying here for spring openings, this Oklahoma-Texas border city of 8,509 population has staked claim to the title, "Circus Capital of the Southwest."

The Al G. Kelly & Miller Bros.' Circus, senior org of the trio wintering here, plans to open under local auspices April 17 before heading north.

Vernon Pratt, owner Hugo Bros.' Circus, expects to bow around May 1, but may show in stadia and in front of grandstands instead of under canvas.

Stevens Bros.' Circus, third of the Hugo shows, is a new outfit framed by Mr. and Mrs. Bob Stevens, who will also open here about May 1, then move into Western Oklahoma.

The Kelly-Miller combine has been expanded substantially with the return of Doris Miller, co-owner, from military service. Purchase of six elephants from Art Concello was recently announced. Two of the three bulls comprising the Miller show's 1945 herd have been sold, one to King Bros.' Circus and the second to W. C. Richards. Doris Miller will take charge of the new elephants April 3. Two army busses are being converted into sleepers at quarters here.

Stevens has built around several trucks purchased from Russell Bros. (See *3 Shows at Hugo* on page 88)

## Mills Work Moves Ahead of Schedule

ASHLAND, O., March 23.—Favorable weather continues to keep work ahead of schedule at the Mills Bros. quarters here. Every department is now reported as running ahead of its schedule.

Harry Payne, press chief, reports that Harry Eagles will come on from Kansas City, Mo., to join the department. New uniforms for the band and also for the colored side show jammers have been chosen and are promised for the opening here at the fairgrounds April 20.

Two advance advertising trucks are out of the body shop and will leave the paint shop shortly. Department heads are arriving daily and the St. Francis Hotel is now the evening mecca of the show's personnel.

Recent visitors here included Jack Gooding, of the carnival field, and Alan Rich, representative of the National Foundation for Infantile Paralysis.

## Birth, Trade Record High For Oklahoma City's Zoo

OKLAHOMA CITY, Okla., March 23.—This has been a big season for births at the Oklahoma City Zoo. Additions include three bisons, one zebu, one longhorn, one camel and one llama and all are doing well.

Leo Blondin, director, also reports several trades, included in which the Dallas Zoo swapped a pair of water buffaloes and a pair of ostriches for a long yearling camel dromedary.

Blondin and his wife plan a visit to the Kelly-Miller circus at Hugo, Okla., and expect to renew many circus friendships while there. The Blondins celebrated their 44th wedding anniversary March 17.



# BIG ONE HEADS FOR BIG TOWN

## First Section Rides Mar. 26

Importations plus old favorites indicate strong bill —Evans band set

(Continued from page 3)

unit with the Erwingos; four flying trapeze units, the Ortaris, the Clark-onians, the Flying Behrs and the Behee Troupe; Tex Elmlund's trained horses, and the Guistino Loyal bareback riders.

Then there were such standbys as the Wallendas, high wire bicyclists; LaLage, aerialist; the Ling Tings, Oriental tight-wire performers; William Heyer and his high-school horse, Starless Night; Ernestine Clark, Kitty Clark and Jerry Hill, riding stars; Roland Tiebor's sea lions and others—many others.

### From Spain, Sweden

Two troupes are scheduled to fly from Spain, leaving Lisbon March 30 and joining the show in New York. They are the Therons, bicycle act, and the Arriola Family of acrobats and aerialists.

The Four Erikson Brothers, Swedish acrobats, reached Sarasota in time to work out with the show here, but they made the trip the hard way—from Sweden to Copenhagen, Denmark, to Glasgow, Scotland, to Boston, to Sarasota.

### Evans, Taylor Combo

Merle Evans has put together a 31-piece band for the Garden opening. Most of the personnel, including several new faces, had reported by the first of this week for daily rehearsals under the veteran bandmaster.

Also arriving to work with the band was Deems Taylor, who steps out of the ranks of "long hair" musicians to write original scores for the Big One's extravaganzas. His 1946 work is the score for *Toyland*.

### Band Personnel

Band personnel includes Tony Ramirez, John Schindler, George Olivia, Ray Jensen, Fred Dini, Ralph Gibbs, Walter Dorman, Ford Reed, George Devens and Walter Forbes, b-flat clarinets; Fred Goodman and James Schlantz, bass clarinets; Max Ring, flute and piccolo; Karl Schinner, Robert Lee and Paul Davis, French horns; John Horak and Clarence Bennett, baritones; Lew Bader, Andy Grainger and Hollis Hunter, trombones; Johnny Evans and Joyce Krong, tubas; Amos Thompson and Roland Sherbandy, percussion; Joe Browning, Al Hiltonschmidt, James Downs, Joe Thorne, Phillip Garkow and Earl Duncan, cornets.

Winter quarters were closed to the public today. About 75,000 persons visited during the season, a new high for recent years. Quarters, located two miles east of the city, are one of Florida's big winter tourist attractions.

## Who Can Beat This?

WICHITA, Kan., March 23.—The Briants, here last week with Hamid-Morton Police Circus, celebrated their 37th anniversary of partnership as an act. They claim to be together as an act longer than any other present-day act. Do we hear of any which can top their claim?

## Webb Bros. Get New Top, Other Canvas

SIOUX CITY, Ia., March 23.—New five-pole top, banners and concession tops have arrived here at quarters of Webb Bros.' Circus. A 15-kw. plant has also been delivered, which brings show's total to three. All show equipment is being painted red and lettered in white and blue.

Personnel includes Joseph B. Webb, general manager; Charlie E. Webb, assistant manager; George Hanlon, legal adjuster; Mr. Filbert, general agent; Bert Rickman, equestrian director; Robert Atterbury, side show manager; Harry Hammon and Chester Espy, office personnel; Elmer C. Myers, in charge of inside tickets; Elmer Voris, steward; George Deman, transportation superintendent; Kenneth Howe, in charge of lights; William (Shorty) Losch, boss canvasman; Henry Carter, candy stands; Ralph (Jelly) Duke, in charge of Wild West concert; Johnny Costello, boss property man, and H. C. Brown, bandmaster.

Show will have two billing trucks and four billers, according to General Manager Webb.

## Drukenbrod Recovers At Canton, O.; Sees Beatty

CANTON, O., March 23.—Sterling (Duke) Drukenbrod is still confined to his home here as an aftermath of the sickness which forced him to give up management of the Clyde Beatty Circus Side Show late in the 1945 season. Tho recovering slowly, prospects for his return to action this year are dim.

Drukenbrod was visited recently by Beatty, who came down from Cleveland during his appearance there with the Grotto Circus. He was accompanied by Jack Mills, Mills Bros.' Circus.

Other recent Canton visitors include F. E. Gooding and Jack Lampton, here to map plans for Gooding units in this area, and Bill Lester, Cole Bros.' Circus, scouting for territory.

Members of the Charles Siegrist Showmen's Club paid final respects this week to a charter member, J. W. (Jack) Nedrow, who died Thursday (14) at Massillon, O. He was a former treasurer of the organization. Ted Deppish, club photog, got some fine movie shots of the Cleveland show.

At Dover, O., Marion Wallick, former circus and hillbilly radio show trouper, is leading a drive for funds to finance playground facilities for city school children.

Von Black, Canton popcorn king, is readying a new trailer.

## Set Hoosier Scout Show

INDIANAPOLIS, March 23.—More than 5,000 boys from Central Indiana are expected to participate in the Boy Scout Circus May 10-11 here in the Indiana State Fair Coliseum.

## Hamid-Morton Score For Wichita Police

WICHITA, Kan., March 23.—Hamid-Morton Police Circus, March 11-17, started off slow but attendance picked up to put the show over big. Jack Shaw and his crew of prop men had show ready to open on time after a jump from Kansas City, where it closed previous night.

Mary George, of the Peaches Sky High Revue, celebrated her birthday here. Simon, of the Loyal-Repensky Troupe, was rushed to the hospital Friday (15), suffering from ptomaine poisoning, but it proved to be a mild attack and she was released the following day.

Visitors included Mr. and Mrs. Art Miller, now with the Continental Advertising Company; Howard Y. Bary and Specs Cautin.

## Oregon Trail Days To Go At New Memorial Stadium

BAKER, Ore., March 23.—Oregon Trail Days celebration here July 3-4 will be staged in a new setting this year, a new stadium to be site.

Citizens of Baker County have passed the hat to raise \$75,000 for stadium as war memorial. It will be used for football and baseball games as well as rodeos.

## King Bros.' Circus

WANT—Side Show Boss Canvasman, riggers, seat men, waiters and workmen in all departments. Pit Show Manager.

CAN PLACE for big show band: Cornet, Trombone, Baritone and Clarinet Doubling Saxophone. Union scale. Address A. Lee Hinchley, Band-leader.

Finest and by far the largest motorized circus, opens at Fair Grounds, April 12. Longest season; sleeper berths and good meals furnished all employees. Address:

**FLOYD KING, Mgr.**

KING BROS.' CIRCUS HARTFORD, KY.

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**ELMER BROWN**

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**DR. H. F. TROUTMAN**

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Grand Entry Stock, Bucking Horses, Brahma Bulls, Roping Calves, Roping Cattle, High School Horses, Dogging Cattle, Trick and Fancy Riding. The flags and decorations to go with it. Time 2 1/2 to 3 hours. 25 acts each and every performance—carrying 38 head of rough stock. Everything complete—professional performers, no amateurs. Furnish advance publicity, cuts for circulars and newspapers. Available for celebrations, sponsored events, parks, etc.

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Can use more Hands and Acts, Advertising Sound Truck.

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BOX 301 SYLVIA, N. C.



# Showmen's League Celebrates Buffalo Bill's Centennial



THE HOUSE COMMITTEE TURNED IN A BANG-UP JOB. Here they are (top, left), standing (left to right): Frank Ehlenz, Mel Harris, Jimmy Campbell, Oliver Barnes, Whitey Lehrter and Sam Bloom. Seated: George Brooks, Ray Oakes, Jack Hawthorne, Max Brantman, Charles H. Hall and Jack Benjamin. Some of Buffalo Bill's old associates were there to pay their respects (top, center; left to right): D. C. Hawn, Albert Wolfe, Ernie A. Young, Clint W. Finney and Don Russell. Right, top: Joe Streibich, Fred Kressmann, Whitey Lehrter and Walter Driver try quarteting on "Home on the Range." Center: Lou Leonard, Maxie Herman, Bill Carsky, George B. Flinter and Bernie Mendelson try their luck with the cards. Lower, left: Bill Green, the party chairman, gets some advice from Betty, Arizona Jack's daughter. Lower, center: Bold, mad men Jack Hawthorne, Bob Miller and Lou Wasserman attempt to kidnap Texie, another of Arizona Jack's daughters. Lower, right: Emmett Sims eyes the badge while "Sheriff" Thomas D. Hickey attempts to pick his pocket.

**WANTED**  
 For Big Show—Family Act, Girls for Single Traps, Ladder and Menage.  
 For Big Show Band—One more Trumpet, also Calliope Player.  
 For Side Show—Acts of all kind, Ticket Sellers, Colored Musicians.  
 Side Show Boss Canvasman, Assistant Boss Canvasman, Seat Men, Ushers, Waiters, Workingmen, come on to Winterquarters, Ashland, Ohio.  
 For Sale—15 Kw. D.C. Light Plant, gasoline engine, \$500.00 cash, F.O.B. Ashland.  
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**JACK MILLS**  
**MILLS BROS.' CIRCUS**  
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 P.S.: Colored Musicians, answer to Walter Wardell, 174 Marion St., St. Louis, Mo.

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 Letters, Route Books, Posters, Programs, Cards, etc. WILL SELL Circus Photos, Letters, Herald, etc. 12 B. & B. and Buffalo Bill in Europe, 12 5x7, \$5.50. Send dollar bill for 3 big lists, 3 parade pix. Write  
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**WANTED**  
 Tumbler and Catcher for Teeterboard Act. State all in first letter. Address:  
**R. J. BEAN**  
 718 Spring Street JEFFERSONVILLE, IND.

**UNDER THE MARQUEE**

**WE'VE marched thru.**  
**CLAIBERNE WHITE**, billposter, is ill at his home, 363 S. Third Street, Memphis.  
**WALTER WARDELL** reports he will have the Side Show band with Mills Bros.' Circus.  
**HAS YOUR** weather forecaster featured any high-class March weather—the itchy feet kind?  
**CLYDE BEATTY** landed a hot front-page piece in *The El Paso Herald-Post* Wednesday (13).  
**WYATT E. DAVIS** will be with Dailey Bros.' Circus. . . . **BAM-BOOLA** will return to Cole Bros.' Circus Side Show for the 1946 tour.  
**WHEN THE** long-distance wires were tied up, agents learned the hardships that their pioneer forebears encountered when writing for dough.  
**CHARLES A. SEELEY** pens that Al Butler, of Ringling-Barnum, has contracted Syracuse for June 27, at McCarthy's Island.

**HAPPY AND MARIE LOTER** visited Buck Owens' quarters at Springfield, Mo., en route to Kansas City, Mo. They bought a big bus in Springfield and have converted it into living quarters, with four rooms and a bath.  
**REMEMBER** the old-time circus sailmakers who, when their loft work was finished, reminded the boss that it was a good time to sharpen stakes?  
**SI RUBENS** writes from Springfield, Mo., to emphatically deny a rumor the Buck Owens insists the rumor is malicious gossip, and that the show will open in Springfield April 23.  
**PETE MARDO**, former Barnum & Bailey clown, and his wife are managing the dining room at Whitelaw's Cafe, Akron, O. . . . **EMMETT KELLY**, R-B clown, will wind up a string of Northeastern Ohio club dates late this month. He plans to report in New York April 1.  
**SIDE SHOW MANAGER** who really made good was the one who left a rural (See *Under the Marquee* on page 97)

**DOUBLE YOUR \$\$\$\$\$\$**  
**10,000 USED THEATRICAL COSTUMES**  
 Must be sold. Chorus Wardrobe and Individuals, all Lester Costumes, sets from 2 to 20; also Hats, Shoes, Beads, Tassels, Trimmings, Papier Mache Heads, Basket Horses, Drop Curtains, etc. Your last minute needs at half their price!  
 SORRY—NO MAIL ORDERS.  
**The Costume Mart**  
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 3rd Floor. Open 12:00 to 5:00 P.M.

**WANT CATCHER**  
**For Flying Return Act**  
 Act booked steady from May 1st until last of November. Good salary to right man. Also want Lady not over 125 pounds that wants to learn a Flying Act. Wire or write **BOX D-153, The Billboard, Cincinnati 1, O.**

**WANTED TO BUY!**  
 Old Circus Programs, Route Books and Folders, Advertising Matter, Photographs, Letterheads, etc. Will pay cash. No lot too large or too small. Correspondence invited.  
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# 101 RANCH START A WINNER

## CARSON BROS.' CIRCUS

WANTS Agent with car, Dog and Pony or any Animal Act with own transportation. Want Clowns and Big Show Performers doing several numbers; some recognized Family or Troupe to feature. Want Air Calliope Player. Would like to hear from an organized Hillbilly or Western unit for concert. Want SIDE SHOW or PIT SHOW of any type with own equipment and transportation. ALL CONCESSIONS OPEN, very low privilege. Want Boss Convasman, Electrician, Circus Cook, Working Men and Useful People in all departments for small show. Would especially like to hear from the following people if at liberty: Capt. Irvin, Sam Dock, Frank Doss, Pat Kelly, Chas. Hall, W. W. Clark, Marberry Family, Boswell Sisters, The Traceys, Howard Sheets, Frenchy Burness, have good place for you. All people I know answer. All state lowest salary in first letter. Show opens May 6 near Louisville, Ky. Address: CARL (WHITEY) GIBSON P. O. Box 843 Louisville, Ky.

## Program Good For Wild West

Jimmie Wood's show appears neat with good equipment; 25 displays go 2 hrs.

By Sam Abbott

LOS ANGELES, March 23.—Jimmie Wood debuted his 101 Ranch Wild West Circus in Santa Monica Monday (11) for two days, then moved to Downey, San Pedro and Long Beach, last named spot for last week end. Show is presented under a canopy in Wild West fashion.

Wood's opera makes a good appearance, and at Santa Monica the front of the tent stretched along busy Santa Monica Boulevard which did much to attract patronage. The rolling stock, 38 pieces, was parked behind the tent, with additional pieces on a lot down the street.

Programs, a concession of Marjorie Ringling Walters, got good sales for a quarter. Designed to carry out the 101 Ranch theme, front cover is in red with prominent picture of an Indian chief. Sixteen pages are devoted to stories of the performers and the program.

Wood moved on to the Santa Monica lot from quarters in Venice. Despite wind and weather that made topcoats necessary at night, show pulled well. A strong matinee and a sell-out for the evening performance got the circus off to a bang-up start. Tickets run \$1.20 for adults and 60 cents for reserved seats.

Show will be in this locality for another two weeks, moving north and east.

Presented by California Circus Corporation, show's official roster includes James L. Wood, general manager; Harvey Walters, general agent; N. Edward Beck, general press representative; Harry Mellon, legal adjuster; Herbert Wilson, car manager; Mark Smith, arena director; Robert Thornton, equestrian director; William DeBarrie, side-show manager; LeRoy Conkey, musical director; Allan Wood, announcer; R. A. Simon, contracting agent; Robert Galbraith, superintendent of transportation; Norman Anderson, superintendent of concessions; James Wood Jr., head usher; William Dedrick, superintendent of painting; Ova Thornton, treasurer; John Gutierrez, superintendent of canvas; Frank Chicarello, front door; Clifford Henry, electrician; Oviita Gutierrez, steward, and Milo Hartman, mail agent.

### The Program

(Reviewed Opening Night, March 11, Santa Monica, Calif.)

There is no comparison between 101 Ranch Wild West and Yankee-Patterson, which Jimmie Wood had last year. First, the Wild West show leans heavily on cowboys, cowgirls, Indians and riding; second, this show is clean-cut, entertaining and possesses continuity. There is nothing wrong with it that time will not fix. The ring, of which there is only one, should be moved more to the center of the arena to give the payees a chance to see from all seats; the closing could be stronger, the Mark Smith Liberty act here with an equally strong act being midway to bolster it; the bandstand should be closer to the back door and better co-ordination between arena director, announcer and bandmaster. However, these are first-night im-

## Atomic Research Prompts New Gag For R-B Clowns

TAMPA, March 23.—Paul Jung, who originates and builds many of the figures and stunt props used by Ringling-Barnum clowns at his shop here, took a cue from atomic research scientists in developing his own act for this season.

He's applying the finishing touches to an impressive gadget termed the "Adam Smasher." A heavyweight man is placed in the contraption where a "hammer" strikes him on the head. The payoff—four midgets come walking out of the machine.

Famous for his papier-mache masks of characters used in Ringling specs and clown acts, Jung has completed a rush order for 45 figures which will be used in the Toyland spec.

## Gladewater Dates Set

GLADEWATER, Tex., March 23.—Dates for the ninth annual Gladewater Round-Up will be the nights only of June 11 thru 14, with \$3,000 cash plus the entry fees. Dates for the annual horse show have not been set.

pressions. If Wood can whip Yankee-Patterson into shape, getting this one ironed out should be duck soup.

Lighting from five towers and a spot is okay.

Display 1—Tournament, a walk-around, with all performers participating. Patriotic theme with flags waving gets show off to neat start.

No. 2—Introduction of the Wild West riders: Frank Dean, Bernice Dean, Buck Eddy, Jack Eddy Jr., Dorothy Sky Eagle, Jack Wright, Bob Dalton, Chuck Chisom, Sky Eagle. Plenty of action.

No. 3—Toni Madison and her dogs in the ring for barrel rolls, paw and double-wire walks. Act gets good hand.

No. 4—Clowns: Lou Kish, Fay Avalon, Grace and Jack Fairburn. Hair—(See 101 Ranch Starts on page 95)

THANKS TO  
IRV. J. POLACK  
AND LOUIS STERN

for being with the Greatest Indoor Circus in the World.

POLACK'S  
SHRINE CIRCUS  
ROY B. JONES, Assistant Manager  
NATE LEWIS, Equestrian Director  
A. E. (JACK) KLINE, Official Announcer

## WANTED TO BUY

Circus Blues  
Wire TOMMY TOYES  
Phoenix, Ariz.

## RODEO

Valley Mount Ranch—April 20-21  
WANTED—COWBOYS AND PERFORMERS.  
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Tents, Seats, Trucks, everything except Animals. Reply: CIRCUS, Box D-129, c/o Billboard, Cincinnati, O.

## BELL BROS.' CIRCUS

### WANTS

Due to disappointment, Side Show Manager and Side Show People. Tommy Aren, Robert Collins, answer.

BELL BROS.' CIRCUS, Geneva, Nebr.

## NET ELASTIC OPERA HOSE

Black or Suntan, \$5.75 postpaid. Metal Spangles, all sizes and colors. Rhinestone Settings, 25¢ a gross. Cellophane Hulas. Other Costumes. Send for folder.

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346 W. 45th St. New York 19, N. Y.  
Phone: CI-9-6437

## WANTED FOR BUCK OWENS CIRCUS

Seat Men, Riggers, Workingmen, Grooms. Fat Byers, Heavy Wohlfing, come on. Show opens soon.

SPRINGFIELD, MO., FAIR GROUNDS  
CHARLIE SMITH, Supt.

## WANTED

Midget or Hillbilly Act capable of playing concert after the circus show. Twelve weeks in Ontario, Canada. Opening April 29 in Windsor. All short jumps. Write particulars and lowest salary at once.

### WILL H. HILL

General Delivery New Orleans, La.

## Can Place Immediately

First class Groom for three performing horses. Must be sober and reliable. Year round job, good pay. Wire

### RUDY RUDYNOFF

c/o Bailey Bros.' Circus Newberry, S. C.

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ALBERTIS CO.  
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Paste This in Your Address Book.

## WANTED

Circus Acts, Animal Acts, High Acts and Clowns. To open at Miami, Fla., April 22. Route to follow. Contact

### JOHN H. BILLSBURY

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## WORLD'S LARGEST MODEL CIRCUS

New — Different — Original  
Complete in every detail. Amazing illusion of the real thing. Valued over \$50,000. Can cover up to 10,000 sq. ft. Beautiful hand-carved Wagons—12 to 30 inches long. Performers and Animals carved to life-like proportions—stand 6 to 20 inches. Available for Eastern bookings. Address after May 1, 1946: 20 Scrimgeour Road, Worcester, Mass.

ERIC F. OLSON JR.  
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## WANTED

TRICK DOG TRAINER, THOROUGHLY EXPERIENCED, TOP MONEY TO TOP MAN. NO Advance Artists, Amateurs, Jug Heads Contact:

PAT HEGARTY  
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5th Ave., N.E., at E. 102nd, Seattle 65, Wash.

## SUBSCRIBE NOW! THE SHOWMAN

"Circus News in Pictures." New printed and illustrated circus publication. Read the inside story on the Austin Bros.' Circus in the March issue out now. Sample copy 25¢. Four months' trial sub. \$1. Year \$3.

ROBERT SAMS, Box 682, Birmingham 1, Ala. Mail Agents, write for special rates.

## CAN USE

A few more good Acts, Billposters and Lithographers, Boss Convasman, Seat Man and Sill Maker, Jerry Burrell, answer. Light plant man and mechanic. Concessions open. Want Side Show Acts, or complete Side Show, Pony Ride, anything that can get money.

M. L. Clark & Sons Circus  
4750 N. MAIN ST. DAYTON, O.

## ATTENTION, PERFORMERS

We are now accepting orders for delivery starting April 1st for seamless covered Spanish Webs (send for free sample), Swivels any size, Wire for Wire Acts, etc. We build complete Props and Riggings of any kind. Guy Lines, etc., spliced to order.

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WAGON PHOTOS  
19 BIG CLEAR PICTURES \$2  
ALMOST POSTCARD SIZE  
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## 1945 SELLO BROS. Season Route \$1.00

A 12-Month Souvenir Illustrated Book. Also Sello Bros., 1944, @ \$1.00; Walter L. Main, 1937, @ 50¢; Mills Bros., 1942 and 1943, @ 50¢ each.

ROBERT M. BURNS  
BILLBOARD CINCINNATI, O.

## 4TH YEAR

## ED RAYMOND Famous Circus Clown

POLACK BROS.' SHRINE CIRCUS  
Personal Direction: Ethel Robinson, Chicago.



# INDIANA SEEKS NATIVE STARS

## Pratt Would Present "Sons" Like Skelton and Carmichael

Rehabilitation of grounds underway, with move-out of army March 15—Coliseum, some barns undamaged—parts of pavement improved during military tenure

INDIANAPOLIS, March 23.—All the stops will be pulled out for the reopening of the Indiana State Fair, which was put in moth-balls during the war years.

Management announced, even before the plant was released by the army March 15, that it would mark the reopening of the State Fair with a stagershow which will present talent from the 17 Indiana radio stations.

This week it demonstrated further its all-out efforts to revive the Hoosier annual with the proverbial bang when Orval C. Pratt, manager, announced that efforts are being made to round up all-time Hoosier stars of the entertainment world to give added lure and power to the opening.

### Hot Shot Talent

Such Hoosier products as Red Skelton, Hoagy Carmichael, Harry (Singin' Sam) Frankel, and Herb (radio's Hoosier Philosopher) Shriner are being sought, Pratt disclosed.

Work of rehabilitating the grounds, damaged during army occupancy, is already under way and will gain speed as soon as warmer weather sets in. The plant, which embraces 215 acres, is one of the largest fairgrounds used by the government during the war, but the plant here has not received the extensive damage many of the others did.

The Coliseum and the saddle horse barns were not used by the army and that portion of the plant retained by the fair was fenced off

## Isle Named Mgr. At Quincy, Calif.

QUINCY, Calif., March 23.—Raymond W. Isle, recently discharged from the navy, has been named manager of the Plumas County Fair here. A newcomer as a fair manager, Isle, however, was closely identified with fairs in Kansas, where for eight years he was associated with 4-H Club work.

Isle is a graduate of Kansas State College, where he received a degree in forestry. His navy experience included the command of an LSM in the invasion of the Philippines and duty as executive officer of a larger fighting ship in the Okinawa campaign.

Suspended since 1941, dates have been set for August 16-18. Besides agricultural and industrial exhibits the annual will offer a carnival, horse show, rodeo and woodman's championship contest.

TURN TO THE  
OUTDOOR EQUIPMENT  
REVIEW

In This Edition

For the 1946 Fair List

when the army moved in. These fences are now being removed. Some of the streets were improved during the army tenure, this being judged necessary by the army to facilitate use as a storage depot.

### Some Buildings Damaged

Many of the buildings, however, were damaged. Construction in some, done to convert for usage by the army, must be removed and State Fair equipment installed. In this class are the cattle and hog barns and the stables.

The mile race track was not damaged by the army but erosion took its toll. The track has been conditioned and will continue to get considerable attention. Thirty horses are now working out here, and by April 1, about 150 trotters and pacers will be on hand, Pratt says.

### 97G for Oat Hounds

Always one of the citadels of the harness horse racing world, the State Fair this year will offer six days of Grand Circuit for purses aggregating \$97,000. Roughly, half of this sum will go to stake races.

Among attractions contracts already closed include the midway, which went to the Johnny J. Jones Exposition; the grandstand show, for six nights, to the Barnes-Carruthers office, Chicago, and the thrill show to Joie Chitwood's Hell on Wheels.

## Vast Face-Lifting Set for Puyallup, Annuals in Wash.

SEATTLE, March 23.—Washington fairs will break out with new dress and make-up costing thousands of dollars, Charles Meenach, secretary of the Washington Fairs Association, revealed here. Most of the annuals reporting to the State association contemplate extensive face-lifting programs, Meenach said.

Many were canceled during war years, among them being Western Washington Fair, Puyallup, used as a Japanese relocation center and which is to undergo large-scale renovation.

List of dates filed thus far with the association follows:

Central Washington Fair and State 4-H Club Fair, Yakima, September 25-29.

Southeastern Washington Fair, Walla Walla, August 30-September 2.

Southwestern Washington Fair, Chehalis-Centralia, August 22-25.

North Central Washington Fair, Waterville, September 20-22.

Western Washington Fair, Puyallup, September 14-22.

Skagit County Fair, Mount Vernon, September 4-7.

Lincoln County Fair, Davenport, September 12-14.

Klickitat County Fair, Goldendale, September 5-7.

Kittitas County Fair and Ellensburg Rodeo, Ellensburg, August 31-September 2.

Snohomish County Fair, Monroe, September 27-29.

### Billboard's Power

CHICAGO, March 23.—Ernie Young, Chicago booking agent, has concrete evidence of the far-flung pulling power of *The Billboard* advertising.

Young received an answer to a recent talent ad from the Four Kentons, Amsterdam, Holland, who pointed out they saw his ad in *The Billboard*.

Four Kentons present a high act.

## Records Topple At Fort Worth

275,000 at 50c, attend —  
119,000, at \$3, see rodeo  
at 50th expo, stock show

FORT WORTH, March 23.—Records toppled at the Southwestern Exposition and Fat Stock Show, which closed its 50th anniversary celebration Sunday night (17). New records established include:

Total attendance of 275,000 at 50 cents admission.

Rodeo total attendance of 119,000, with seats at \$3 each, in the Will Rogers Memorial Coliseum.

Another possible all-time record may have been set for entries in the rodeo, with contestants running an even 300.

Champions in the rodeo competition, which offered \$46,000 in cash prizes, were: Louis Brooks, Sweetwater, Tex., bareback bronk riding; James Kenney, Comstock, Tex., calf roping; George Yardley, Roswell, N. M., saddle bronk riding; Jack Favor, Arlington, Tex., steer wrestling; Dick Griffith, Scottsdale, Ariz., Brahma bull riding.

## 9-Day Pacific Expo Set for 3 Seattle Dailies June 8-16

SEATTLE, March 23.—Nine-day Pacific Northwest Parade of Progress Exposition, sponsored by three Seattle daily newspapers, will be held June 8-16, with two brothers, F. Dussell McDonald Jr., North Hollywood, Calif., and Grover E. McDonald, Dixon, Ill., directing.

Idea is to advertise resources of the Pacific Northwest before representatives of 46 nations during the maritime sessions of the International Labor Conference here. Exposition is to be held in the Field Artillery Armory.

Floorshows will be given each afternoon and evening, with movie stars and name bands as features, Dussell McDonald announces.

The McDonald brothers are veterans in the expo field. They handled expos of the National Retail Furniture Dealers' Association and American Homes' Bureau from 1920 to 1927, and after 1935 staged housing expos for the Federal Housing Authority all over the U. S.

ARTHUR B. SICKLES, former mayor of Fair Haven, N. J., has announced that the Fair Haven Fire Company will resume its war-suspended fair July 27-August 3. Sickles heads the committee.

## Trot Mutuels Seem Assured For Kentucky

### May Open Other Gambling

FRANKFORT, Ky., March 23.—Pari-mutuel betting on trotting races at Kentucky State Fairgrounds, Louisville, except during operation of the State Fair, now appears a certainty following the passage of a gambling bill by a 67-0 vote in the House here Tuesday (19). Senate passage and signing by the governor is expected, inasmuch as no opposition was voiced when the bill was voted on in the House. Bill carried the endorsement of the State Fair committee.

Law now in effect provides that no person shall operate any game of chance or gambling device within the confines of State fairgrounds. New House-passed bill amends this by adding "during the period the fair is in progress." Sponsors of the bill in the House said it was designed primarily to permit mutuel betting on trotting races when the fair is not in operation.

While no opposition of any type has been heard against the new House measure, observers pointed out that passage of the amended bill might mean wide open gambling of all types on the State Fairgrounds when the fair was not in operation.

## Gainesville To Shift Site After '46 Event

GAINESVILLE, Tex., March 23.—Out of action since 1942, Cooke County Fair will resume here September 2-7, Secretary Claude Jones has announced, but it will be the last time the fair will be held at the present site.

Immediately after the '46 event, work of dismantling will begin, preliminary to moving to a new location. Part of the present grounds will be used in the construction of a new U. S. inter-regional highway. Fourteen acres to the east and south of the present site have been purchased by the fair and the new tract will provide a larger carnival area. Year-round operation as a park is planned.

Attractions signed for the '46 fair include the Bill H. Hames Shows for the midway, Gainesville Community Circus for three days, September 2-4; Hub Whiteman's rodeo for three days, September 5-7, and Stamps Quartet for a Labor Day appearance.

## Vancouver Plant Release Scheduled for August 1

VANCOUVER, B. C., March 23.—Canadian Department of National Defense will vacate Hastings Park August 1, Pacific National Exhibition has been notified. Exhibition will resume in '47 after a six-year lapse.

Mackenzie B. O'Connell, Exhibition president, reported at a recent meeting of the board that the organization had \$1,500,000 in physical assets and \$300,000 in the bank. Assets will be increased by settlement with federal government. In 1941, the last year of operation, exhibition, which had attendance of 368,000, netted profit of \$60,000.



# Returning to U.S.A. April 15 to Aug. 1

## THE SENSATION OF THE WESTERN HEMISPHERE



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 120 FEET HIGH  
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 OF WARDROBE  
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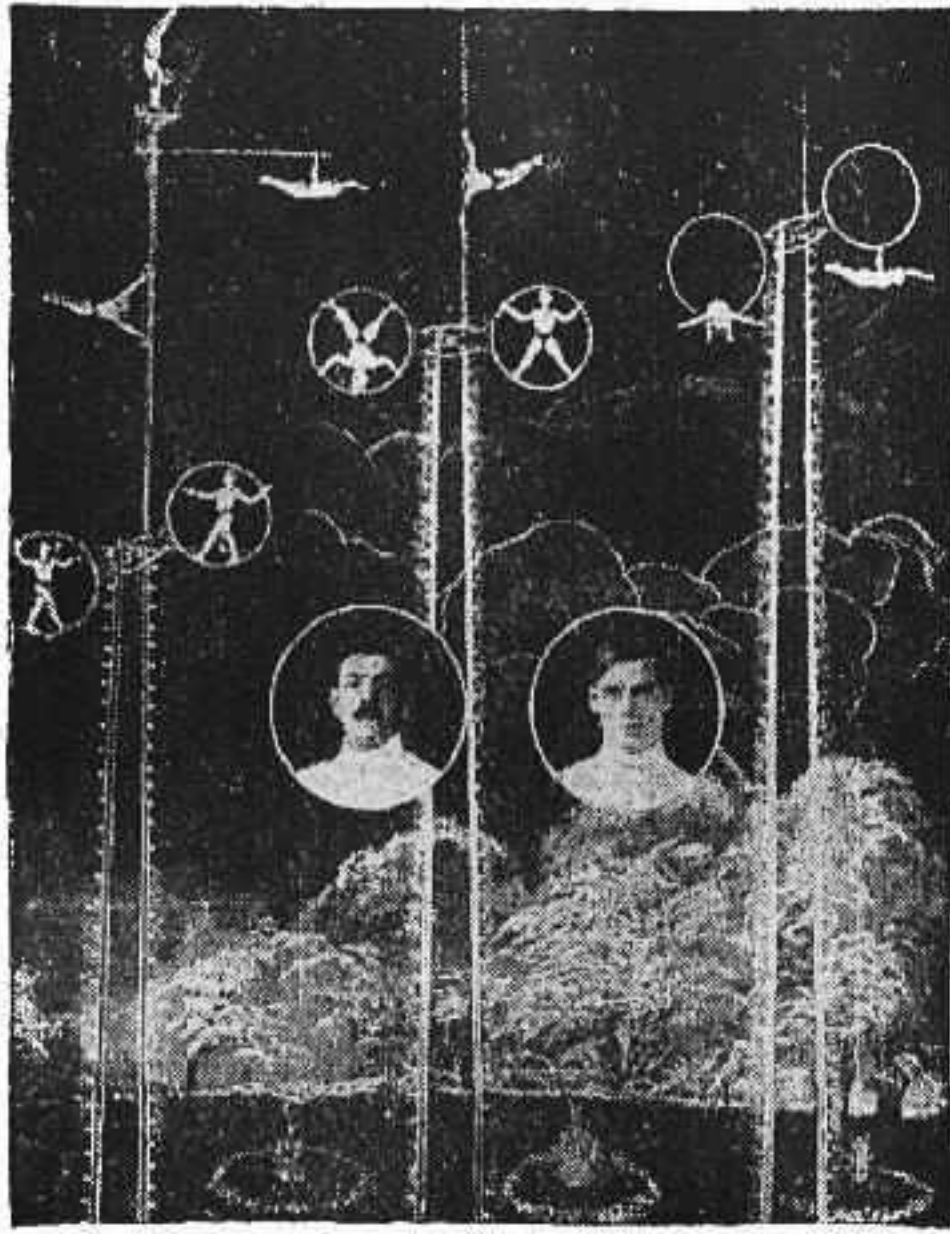
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★ ARE USED ★



★ ACCURATE ★

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EAST CHAS. L. SASSE  
MORRISTOWN, N. J.

Jake Ward Is Happy Man; Army Goes April 15 With Much Work Now Underway

Coliseum Renovation, New Half-Mile Track Started

SPRINGFIELD, Ill., March 23.—W. V. (Jake) Ward, held in a state of suspended animation during the war years while the army occupied Illinois State Fairgrounds, is a happy man.

He has had 15 buildings released, the turn-back of 10 more promised within a few days and, what's more, has extracted a supplemental lease from the army, which states that the army will vacate April 30.

Changes for Coliseum

Thus assured, he has plunged into the task of rehabilitating the grounds and already has initiated much work. First batch of buildings released were stables, and these have already felt the work of painters and carpenters.

Coliseum, biggest of the buildings released to date, is about to undergo a vast rehabilitation project costing between \$200,000 and \$250,000. Plans approved this week—the money has already been made available—call for the fireproofing and modernization of the structure. New boxes and seats of steel and concrete are to be installed.

Building is being renovated with the view of being used eventually as a year-around pavilion for pure-bred stock sales and shows. It won't be used for that purpose at the '46 fair, however, for then it will house the horse show. But once the new coliseum, now in the planning stage, is

built, the present building will be used for stock shows and sales.

All-Weather Track

Contract was awarded this week for the building of a half-mile all-weather training track. Construction of this track is expected to prove a boon to harness horse racing in the Midwest. Present racing set-up makes no provision for working horses in wet weather.

Fifty trotters and pacers are now working out at fairgrounds. The mile track was not disturbed by the army during its occupation.

Vast improvements to the grounds will be held up until the army vacates. Sidewalk, curbing and road improvement program will then be launched, Ward said.

Story County, Ia., Votes To Build 4-H Club Dorm

NEVADA, IA., March 23.—Decision to erect a dormitory for 4-H Club boys was reached at annual board meeting of the Story County Fair. Board voted to replace the present horse barn with a large new building which would include the dormitory.

C. L. Stratton, Nevada, was elected president, with Julius Black, Ames, vice-president, and Glen Randau, Ames, secretary-treasurer. Fair is scheduled August 12-15.

ROYAL FAMILY OF THE RIDING RING



ZOPPE-ZAVATTA

★ FAMILY ★

★ HEAD BALANCING TRAPEZE ACT

★ UNSUPPORTED LADDER ACT

THE GREATEST AND LARGEST

★ RIDING ACT ★

PLAYING FAIRS AND CIRCUSES

Represented by ERNIE YOUNG 155 N. CLARK ST. CHICAGO, ILLINOIS  
or A. Z. ZAVATTA, R. R. #3, Rochester, Indiana

Exclusive Representative of America's Leading Out-door Attractions

OUTSTANDING ACTS ARE NOW AVAILABLE FOR PARKS, FAIRS, CELEBRATIONS

NEW ENGLAND AND NEW YORK REPRESENTATIVES FOR "JIMMIE LYNCH'S DEATH DODGERS"

AL MARTIN Everything in Entertainment AGENCY HOTEL BRADFORD • BOSTON, MASS. • HUBBARD 0688 0689



**FRANK R. WINKLEY**  
and  
**UNITED SPEED & THRILL FEATURES, INC.**

OFFER

**A CHALLENGE!**

THE FACT THAT WE LEAD THE FIELD IN OUR PARTICULAR TYPE OF ENTERTAINMENT IS EVIDENCED BY THESE 1946 CONTRACTS.

**MATCH THEM IF YOU CAN**

**FOR THE ALL-AMERICAN THRILL DRIVERS**

- ★ **FOUR STATE FAIRS**  
Including Minnesota, Missouri, South Dakota and others.
- ★ **EIGHT DISTRICT FAIRS**  
Including Cedar Rapids, Davenport, Fargo, Spencer, Marshalltown and others.
- ★ **TWENTY-TWO LEADING COUNTY FAIRS**  
Including Albert Lea, Owatonna, New Ulm and Hutchinson in Minnesota. Beaver Dam and Jefferson in Wisconsin. Webster City, Bloomfield, Manson in Iowa, plus many others.
- ★ **FOUR WEEKS OF LEADING CELEBRATIONS**  
Including Omaha, Neb., American Legion Fourth of July Celebration. Detroit Lakes, Minn., Jr. Ch. of Commerce Original Northwest Water Carnival.

**TEN GREAT MOTORCYCLE RACE MEETS**

Under sanction of American Motorcycle Assn. at leading fairs, with prize money totaling seven thousand dollars.

**FIVE AUTO RACE MEETS IN JUNE**

Both big cars and midgets at leading tracks, with prize money totaling five thousand dollars.

**TO FAIR SECRETARIES:** An occasional fair date still open for our Thrill Shows. A few still dates available in July.

**TO STUNT MEN AND STAFF PERSONNEL:** Owing to expansion we can use additional help, particularly Bill Posters, Announcers, etc.

**CALL, WRITE OR WIRE**

**UNITED SPEED & THRILL FEATURES, INC.**

2344 SHERIDAN AVE., NORTH MINNEAPOLIS, MINN.

General Booking Representative: ERNIE YOUNG, 155 N. Clark St., Chicago, Ill.

Booking Now  
for **SPECIAL EVENTS**  
INDOORS — OUTDOOR — FAIRS



**FINEST OF APPARATUS**  
**BEAUTIFUL COSTUMES**  
**ORIGINAL ROUTINE**  
**FINELY PRESENTED**

Booked **ONLY** on same programme as **GREAT KNOLL**  
Your "HIT PROGRAMME" assured with these 2 acts!

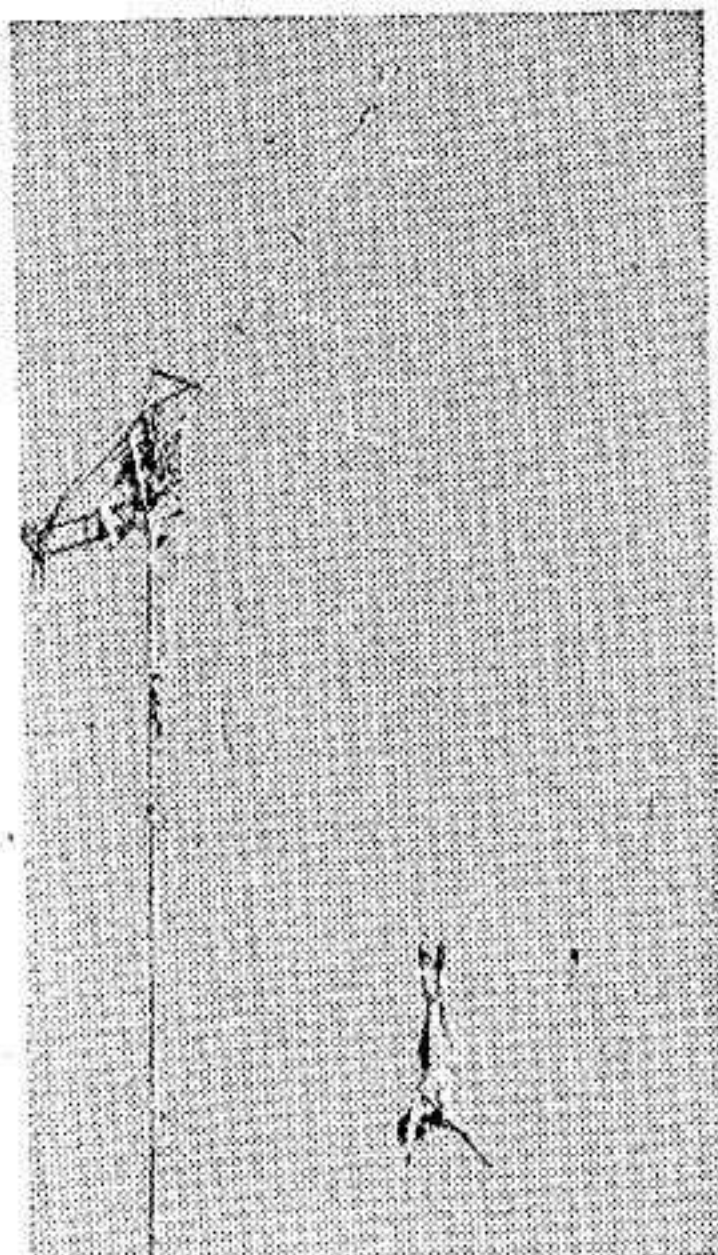
WIRE — WRITE — PHONE  
for Literature — Photos

**CHAS. ZEMATER** 54 W. Randolph St., Chicago

**SENSATIONAL—INCOMPARABLE**  
**GRIPPING**

*The*  
**SKYLARKS**

★  
120  
FEET  
IN  
THE  
SKY  
★



THE NEWEST SENSATION  
A LIFE-TIME THRILL  
THE OUTSTANDING FREE ACT FOR  
PARKS, FAIRS AND CELEBRATIONS

**MILO LINWOOD**



**DARING GYMNASTS**  
**OF THE SKY**

**3 MILOS**

★  
JUST  
COMPLETED  
3  
YEARS  
FOR  
UNCLE SAM  
IN THE  
SOUTH  
PACIFIC  
★



★  
135  
FEET  
—  
NO  
NETS  
★

PERSONAL REPRESENTATIVE  
**CHARLES ZEMATER**  
54 W. Randolph St. Chicago

AN IMPRESSIVE RIGGING OF  
UNUSUAL DESIGN  
AN ULTRA-HAZARDOUS  
EXHIBITION SPEEDILY AND  
ELEGANTLY PRESENTED  
MOST COMPLICATED ROUTINES  
EVER WITNESSED



# ADVERTISING--MAKE IT PAY

FORTY years ago any kind of advertising served the purpose of the fair. But forty years ago the average home received only a small newspaper once or twice a week. Today, in the average home, there are many magazines and usually several newspapers. Along every main highway thruout America, both sides of the road are lined with billboards. Out of the radio, advertisements tumble one after another.

Under these circumstances, the task of attracting attention has become a particularly difficult problem. Those who keep abreast of the trends

## Simplicity sure method to get results—ads give comprehensive picture—color important

By B. Ward Beam

chologists as Strong of California, Laird of Colgate, Gallup of Princeton and others have contributed substantially to knowledge of the subject.

### Make It Simple

Laird, for instance, asserts that all advertising should be written so that a nine-year-old child would understand it. Supporting this contention, many editorial writers test their compositions on the youngest office boy. If he grasps the meaning, it is published. If not, it is re-written. On this line, the movies are known to point their films toward the mentality of a 14-year-old.

Psychologists point out that far too much advertising is negative advertising—advertising that keeps people away from events or advertising that, not giving a clear picture, confuses the reader.

An illustration occurs in a fair advertisement which I have before me. It reads, "August 29-September 1. *Fantasies of 1939-34* people."

You and I know what that means. But how many of those who read the ad will know? In the first place, if you ask the first 10 people you meet to define fantasies, I will guarantee that you will hear a lot of stuttering and hesitating. It would be very

simple to explain in smaller type that the show is a musical revue. That it boasts 16 fine dancing girls, with beautiful costumes and haunting music. That a quartet and six other specialties are featured, describing the performances.

### Tell It All

Above all, the ad should answer the question of where the show is to be held. On the midway? In front of the grandstand? Of course, it should say in front of the grandstand.

The same ad continues with a mention of "10 Big Circus Acts." There is no explanation of where they will show. Then, I read "Baseball, 3 Days." But the fair advertises four days of operation. What three days will there be baseball? Again, "Dancing—3 Nights." The question arises, which nights?

Here, in another ad, is the heading "Specials: 122d Anti-Aircraft Battalion. Grange Question Bee. State Firemen's Day Parade." No mention of where or when is made. Now, if you were interested in any of the events, would you telephone to find out where or when?

No, and neither will the other fellow. Disgusted, he will stop reading, usually forgetting about the fair.

In contrast, here is a Ringling Bros.

and Barnum & Bailey Circus ad. The copy reads:

"Madison Square Garden, commencing Wednesday night, April 4, twice daily thereafter, including Sundays, at 2:15 p.m. and 8:30 p.m. Mail orders now for all performances from April 5 thru May 20. (Opening night, April 4, admission by War Bond only.)"

Below this copy is a big cut of a clown and the name of the show, which attracts attention to the ad. Cut is followed by five more lines about the show, then an explanation of the unprecedented demand for tickets, followed by a complete listing of ticket prices. The ad points out which days children will be admitted at half prices, exactly how to order tickets by mail.

### Circus Gives Answers

The point is that all of this information is crammed into one column of space 12 inches high. There is absolutely no question that could be asked about the show without finding the answer in the ad.

The publishing of the price of every kind of ticket has been found by traveling legitimate shows to be good business.

In his book, *Advertising and Its Mental Laws*, H. F. Adams writes that a full page commands 6.66 times more attention than a quarter-page display. In other words, a full page may cost four times as much but it gets almost seven times more attention than the smaller ones.

Strong, the California authority, believes that ads of identical size and content lose effectiveness if published in several consecutive issues. He asserts that an ad is only 1.45

B. Ward Beam, author of this article on fair advertising, is the oldest promoter of automobile racing, from the point of experience, in America, having started in 1914. He is credited with being the originator of automobile thrill days, has handled indoor exhibitions, managed a fair, produced circuses and outdoor revues.



no longer guess which is the right way. There are ways of being certain what to do and what not to do.

All over the nation, in the colleges, in the big advertising agencies, there are psychologists whose daily task thru the year is an analysis of the reaction of the public mind to advertising techniques. Such eminent psy-

**"THE HARMONAIRES"**  
Available for personal appearances, radio guest spots and recordings. Call, wire or write Manager Bill McCluskey

**WLW**  
PROMOTIONS, INC.

CHerry 1822, Crosley Square, Cincinnati 2, Ohio  
DIVISION OF THE CROSLY CORPORATION



times as valuable the second time it is run. If it runs four times it is only 73 per cent effective than if printed but once. Or, a half-page ad that appears two consecutive days is only 91 per cent as valuable as a full page appearing but once.

Gallup, creator of the famous poll, finds that illustrated ads attract 44 per cent more male readers than those without art. In the case of women readers, ads with pictures command the attention of 83 per cent more than those without.

Photographs of people are more valuable than those of objects and photographs have been found to be 34 per cent more powerful than drawings in winning attention. A classified ad, one of the cheapest media, can be extremely effective if used wisely.

**Use All Methods**

The fewer pages a publication has, of course, the more chance there is that your ad will be read. To attract attention, we all know that we must use every available method.

With the nation riding in automobiles, the question of what kind of advertising to buy is vital. At modern highway speeds, the larger billboard posters, set back from the highway, get best results. Too many smaller signs near the road only fuse into an unreadable mass. Small signs should be used only where people can read them.

A poster which in itself tells a complete story is the best bet. Posters which advertise the fair, naming the different events without telling when they are, come under the heading of negative advertising. Individualized posters are best. It is good business for the advertising salesman not to sell fairs in adjoining counties the same posters. There should be no resemblance between the lines of two near-by fairs.

Here are some definite billboard advertising findings:

Events using large billboards draw better than those which do not.

A sudden approach to a poster is slightly better than a location which allows visibility from some distance ahead. And a semi-head-on location is unusually effective. Next in superiority are the boards which are some distance from the highway.

The first boards in a series of boards are less effective than those near the end of the series.

Direct mail advertising has proved one of the top methods for drawing attention. Many fairs distribute from 30,000 to 75,000 or more small newspapers of their own, doing a tremendous job when the paper has been well edited and handled.

**Queries Get Interest**

Questionnaires inviting criticism by mail have also proved an effective method for stirring interest in a fair.

In the field of radio advertising, well planned and recorded transcriptions of from 25 to 60 seconds, frequently run, do a far better job than the announcements given by a live announcer. Time selection is, of course, extremely important. In Illinois, for example, the Tuscola station has learned that its most valuable period is from 5:30 a.m. to 7:15 a.m., when the early-bird farmers are listening. Every station has some special period, aside from its evening hours, when its listener interest is heavy. Many stations make no play for farm listeners. Others cater to them almost exclusively. Many stations will also find time when some of the show people, cattle or race horse owners or drivers, or 4-H Club boys and girls can be heard over the air free.

With respect to newspapers, enough publicity is thrown into the wastebasket of every daily paper to fill one complete issue. First requisite of every story is that the first, or lead paragraph must be good enough (See *Make Ads Pay Off* on page 88)

THE ORIGINAL



THE ONE AND ONLY MAN WHO HANGS HIMSELF AND LIVES TO TELL THE TALE

COPYRIGHT NO. K.N.56153@ JG

GREAT GREGORESKO

"SWING" SENSATION OF 1946

★ STILL THE ONLY ONE!

★ Presenting AN ORIGINAL CLOUD SWING THRILL ROUTINE . . .



PERSONAL REPRESENTATIVE

CHARLES ZEMATER

54 WEST RANDOLPH STREET • CHICAGO • ILLINOIS

**STEELE'S MARVEL HORSE TROUPE**  
 Featuring Some of America's Finest Trained Horses and Novelty Acts

Trick Riding	Roping	Whip Acts
Jumping Horses	Dog Acts	Aerial Acts
High School Horses	Comedy Mules	Circus Acts
Liberty Horses	Trained Mules	High Acts
Canadian Push Ball	Desert Drama Horse	Clowns
Car Jumping Horses	Roman Chariot Races	Fireworks

WE GUARANTEE A PERFORMANCE THAT GETS RESULTS  
 STILL SOME TIME OPEN  
 FAIR MANAGERS, WRITE OR WIRE—STATE WHAT SIZE SHOW YOU NEED

NOW EN ROUTE IN CUBA TILL MAY 15TH	BUCK STEELE TEATRO CAMPAMOR HAVANA, CUBA
--	--

**THE DIVE OF DEATH** ★

**CAPT. JIMMY JAMISON**  
 AMERICA'S PREMIER HIGH DIVER

Presents the ultimate in thrills diving from 110-foot platform—turning somersault in mid-air, landing in tank only six feet weep. Instant death awaits below if he misses the small tank of water.

ALSO PRODUCING WATER SHOWS FOR ANY EVENT

Personal Representative  
**CHARLES ZEMATER**  
 54 WEST RANDOLPH ST. CHICAGO



**SOMETHING NEW UNDER THE SUN**



**Capt. Roy Simms**

**WALKING ON THE SKY**

**100 FEET HIGH**

**THE HUMAN FLY**

Personal Representative

**CHARLES ZEMATER**

54 WEST RANDOLPH ST.

CHICAGO, ILL.

**Miami Event Lures 100,000; Endy Bros. Pulls Hefty Biz**

MIAMI, March 23.—Attendance at the Dade County Fair, sponsored by the Mahi Shrine Temple and South Florida Fair Association, hit 100,000, E. Ross Jordan, managing director, announced this week. Fair closed Sunday (17) after running nine days.

Everyone connected with the fair is satisfied that success of event has providing steppingstone to development of it as South Florida's outstanding annual. Key men are already discussing plans for next year when, it is believed, more settled conditions will permit more and larger exhibits.

Endy Bros.' Shows provided the midway and free attractions, and had good play for the week. Endy staff aided officials to handle and smooth

out problems, and it is credited with aiding greatly in making the event a success.

The armory location provided ample space for exhibits and parking. Bus transportation was adequate and cared for crowds without any delay.

**WHAT IS**

**THE THRILL OF ALL THRILLS**

? See Inside Front Cover

**Lizza Converts Pyro Biz For Fairs, Parks, Celebs**

REDONDO BEACH, Calif., March 23.—Patrick Lizza is reconverting his Golden State Fireworks display and manufacturing firms to production for fairs, parks and celebrations after four years of production for war.

A veteran of the fireworks field, Lizza geared his factory to the war effort at the outbreak of hostilities at Pearl Harbor. His firm won four Army-Navy "E" awards and the Naval Ordnance Development award for its output of 100,000,000 shells and the development of a rocket fuse.

Prior to the war, Lizza supplied pyrotechnics for the Los Angeles County Fair at Pomona and other leading Western fairs, parks and celebrations.

**TOM & TINY TWIST TRIO**

—King and Queens of Thrills—

Presenting 4 Sensational Thrill Acts—4. 1946 Fairs, Celebrations.

Booked Exclusively by

**J. C. MICHAELS ATTRACTIONS**  
213-15 Reliance Bldg. Kansas City, Mo.

**SOUTH OF THE BORDER SENSATIONS**

LEO and JOSEPHINE

**GASCA**

Spectacular Artists of the

SILVER THREAD ON A

**Double Wire**

PERSONAL MANAGEMENT

**ERNIE YOUNG** 155 NO. CLARK ST. CHICAGO



**LEW and ELSIE CHRISTENSEN DAREDEVILS OF THE FLYING TRAPEZE**

**TOPS IN AERIAL THRILLS**

Represented By

**BARNES-CARRUTHERS THEATRICAL ENTERPRISES**

121 No. Clark St.

Chicago

**THE CYCLEONIANS**

A STARTLING DISPLAY OF THRILLS ON THE HIGH UNICYCLE IN A PRESENTATION CALLED

**"FUN on WHEELS"**

A NEW ACT AT FAIRS AND CIRCUSES

PERSONAL MANAGEMENT

**ERNIE YOUNG**

155 NORTH CLARK STREET

CHICAGO



**TOM \* BETTY WATERS**

PHENOMENAL EXPONENTS OF THE SILVER THREAD

★ FEATURING **Miss Betty**

THE ONLY LADY DOING A JUMP FROM SHOULDERS TO WIRE

We Are Booking Fairs Thru **ERNIE YOUNG**  
155 NORTH CLARK ST. CHICAGO



# IAFE 2d Poll Asks Voice on Federal Tax

## Kingman Frames Question

CHICAGO, March 23.—A second poll of members of International Association of Fairs and Expositions is being conducted by mail to determine whether IAFE should seek repeal of the 20 per cent federal tax on admissions to grandstands of non-profit fairs.

Vote is being conducted by Frank Kingman, secretary, from his office at Brockton (Mass.) Fair. This poll follows one conducted by Clarence H. Harnden, Saginaw, Mich., president, which showed members unanimously in favor of intensive drive for repeal of the tax on front gate admissions.

Inasmuch as Harnden's query was confined to the front gate tax, it was decided to follow up with second poll. Decision was made at a meeting of Harnden and Kingman last week in Brockton.

It is still not known when House of Representatives Ways and Means Committee will be called to meet to consider tax matters. IAFE is expected to advance case of non-profit fairs at that time.

## Chas. (Gus) Chan Centurama Top Aid

MILWAUKEE, March 23.—Charles (Gus) Chan, former talker and manager for attractions at world's fairs and expositions and later a New York radio announcer and producer, has assumed the duties of assistant to the executive director of Milwaukee's Centurama.

Chan was recently released from the army, attaining the rank of captain in public relations. He had been stationed for two years of his 45 months of service in Wisconsin and Upper Michigan.

On his first civilian assignment he will handle exhibits, public relations, special events, concessions and promotions.

## Beam Signs Buddy Wagner For Eastern Thrill Unit

PHILADELPHIA, March 23.—Charles (Buddy) Wagner, formerly associated with Jack Kochman Auto Thrill Show promotions, and Ray Fabiani, sports events here, has signed a two-year contract to manage B. Ward Beam's Eastern Thrill Unit.

At the same time, Wagner announced he is joining with his brother, Raymond, recently discharged from the coast guard, and Ray Beckett, former Warner Bros. pic representative, in the formation of a new booking org specializing in road show attractions, bands and hillbilly features. Agency will be known as Personal Management.

AFTER CLOSING contracts for the grandstand at North Dakota State Fair, Minot, Williams and Lee left St. Paul for a vacation in Mexico.

★★★★★★★★★★★★★★★★★★★★

**THE ★ ONE AND ONLY ★**



**“BOBO”**

**WHAT? DOES THIS NAME BOBO IMPLY?**

- • • IN SPANISH IT MEANS “A DUNCE”
- • • IN CHINESE IT MEANS “RETURN OF A KINDLY FAVOR”
- • • IN ENGLISH IT MEANS

**“THE HIGHEST PAID CLOWN IN AMERICA”**

**NOW 3 SOLID YEARS PRODUCING COMEDIAN WITH POLACK SHRINE CIRCUS**

The TRAMP with his DOGS and his TRUMPET

**CHESTER BOBO BARNETT**

Personal Representative  
CHARLES ZEMATER • 54 W. RANDOLPH STREET • CHICAGO, ILLINOIS

★★★★★★★★★★★★★★★★★★★★

**THE FLYING WILLARDS**

Daredevils of the Air

Flying Bar Thrillers, using trampoline net. Sensational thrills, roaring comedy—for fairs, celebrations. Booked exclusively by

**J. C. MICHAELS ATTRACTIONS**  
213-15 Reliance Bldg. Kansas City, Mo.

● **GEORGE COOK** ●

ORIGINATOR AND CREATOR

OF THE FIRST AND ONLY

TALKING

**“DIZZIE LIZZIE”**



THE HIGH SPOT OF THE COMEDY END OF ANY GRANDSTAND SHOW! A MARVEL OF MECHANICAL PRANKS AND FUN ...

REPRESENTED BY

**BARNES-CARRUTHERS THEATRICAL ENTERPRISES**

121 NORTH CLARK STREET CHICAGO

**COWAN**

---

**DUO**

ECCENTRIC COMEDY ACROBATIC

**DANCING NOVELTY**

DESIGNED FOR LAUGHS ONLY!

REPRESENTED BY

● **BARNES-CARRUTHERS** ●

THEATRICAL ENTERPRISES  
121 N. Clark St., Chicago, Ill.

★★★★★★★★★★★★★★★★★★★★



**ZENKA MALIKOVA**

**Czech Marvel of the High Wire**

Greatest Single Female Performer. Return Engagements for 2d Year at The

- CHICAGO STADIUM
- DETROIT OLYMPIA

Represented By

**BARNES-CARRUTHERS THEATRICAL ENTERPRISES**  
121 N. Clark St., Chicago, Ill.

★★★★★★★★★★★★★★★★★★★★

**KAY BURNS** ★★★★★★★★★★★★★★★★★★ PRESENTS

THE **KAYLETTAS**

★★★★★★

TWO SKY BEAUTIES FROM THE GOLDEN WEST

SENSATIONAL DAREDEVILS — 100 FEET

★★★★★★★★★★

NOVELTY FINISH WITH STROBLITE RADIUM EFFECT

---

Personal Management:  
**CHARLES ZEMATER**  
54 WEST RANDOLPH ST. CHICAGO



**ACTS WANTED**

for my

**OUTDOOR CELEBRATIONS  
AND FAIR DATES FOR 1946****RAY S. KNEELAND****Amusement Booking Service  
75½ West Chippewa St., Buffalo 2, N. Y.****ATTENTION, FAIR SECRETARIES for  
New York, Ohio, Pennsylvania and  
Canada: Have a Complete Show  
for Your 1946 Fair. Contact me  
now!****ACTS  
WANTING ROUTES  
FOR 1946 FAIRS**

—CONTACT—

**BOYLE  
WOOLFOLK  
AGENCY**

203 NO. WABASH AVE. CHICAGO

**FIREWORKS****Compelling Attraction for Every  
Occasion****C. E. (MAYOR) SPANG  
Georgetown, Ill.****WANTED**

Large Carnival and Midway to play Chesterfield County Fair in Pageland, S. C. Preferable some week in October.

**SMITH-GRAVES POST AMERICAN LEGION  
Pageland, S. C.****WANTED****A Carnival for  
Coffee County Free Fair**Week of Sept. 2 through 7.  
Do not wait if you want to play a good fair.  
E. D. JERNIGAN, Gen. Mgr., Manchester, Tenn.**HARTFORD CITY, INDIANA,  
AGRICULTURAL FREE FAIR****AROUND THE COURT HOUSE ON THE MAIN STREETS  
SEPTEMBER 17-21, 1946 — DAY AND NIGHT**

Can place Merchandise Concessions of all kinds. This was one of the leading fairs in the State and expect to make this year go ahead of any previous year. All old Concessioners get in touch with us now, as you will want your old locations.

Joyland Amusement Rides have been booked. Get in contact with us at once. Also want Feature Free Acts. Address all mail to

**KENNETH FIELDS, Concession Mgr.****Make Ads Pay Off,  
Says B. Ward Beam**

(Continued from page 85)

to sell the editor. If it doesn't, it hits the wastebasket. For if it doesn't sell the editor, it isn't good enough to sell potential customers.

Publicity writers who claim in their stories that the girls in the fair revue are as beautiful as those of the Ziegfeld Follies or Earl Carroll's Vanities only harm the fair. You cannot fool the farmer, or anyone else, today. They know what to expect. If the press writer promises that this is the best looking bunch of girls the fair has ever had, people will believe it. Too much publicity is merely a lot of words which, put together, mean nothing.

Color is a vital element of advertising. More than 50 different investigations of color, by psychologists, by the Paint Institute, by manufacturers and others, sampling up to 12,000,000 persons, have produced findings which agree so closely that it is now possible to say with positive assurance what colors are best.

In childhood, these analyses reveal, red is the favored color. Blue is second, followed by green, violet, orange and yellow. The liking for yellow dwindles with the advance thru childhood. With maturity the order changes, with blue in first place, followed by red, green, violet, orange and yellow.

However, the most favored colors are not necessarily the ones that gain the greatest response.

**Don't Mix Shades**

Yellow and red have the best attention value. Black on yellow can be read the greatest distance. People react best to original colors. Maroons and other mixed colors produce negative effects.

Mailing pieces printed in purple win most attention from farmers, probably because they find it a relief from the sun, under which they toil thru the day.

A new finding, in use only in recent months, is that posters attract far greater attention when there is an abundance of white space left around the colors. New type posters employing this principle are now appearing on boards all over the country.

In summary, the use of every possible advertising and publicity medium, plus the all-important requisite of understandable, definite copy, plus attractive design and art, plus individualism—these are the factors which add to a good campaign.

**Around the  
Grounds**

VISITORS at Dade County Fair, Miami, included Mike Benton, Southeastern Fair Association, Atlanta; Mrs. Maude Atwood, secretary Hamilton County Fair, Chattanooga; E. N. Williams, indoor circus producer, Henderson, Ky.; Carl J. Sedlmayr, Royal American Shows, and J. C. McCaffery, Alabama State Fair, Birmingham.

JOHN KLAILA, president of Columbia County Fair, Portage, Wis., stressed great need for community co-operation to insure fair improvement at a recent meeting of the city's chamber of commerce and fair officials. O. G. Clafkin, fair secretary, spoke on problems of the annual and its operation. Purpose of get-together was to launch plans for a special Portage Day at the 1946 annual.

A THREE-MAN Iowa State Fair delegation, headed by President John P. Mullen and including Lloyd B. Cunningham, secretary, and H. L. Pike, board member, made the rounds in Chicago last week, talking over attractions plans with Sam Levy, Mike Barnes, Frank Duffield, John Sloan and others who have serviced the big Des Moines plant in the past. No settlement with the army for repairs to the Iowa ground and buildings has yet been reached, but there was fair talk in the air.

**Dunkirk, N. Y., To Resume;  
Was POW Camp for 2 Years**

DUNKIRK, N. Y., March 23.—Out of action for three years, the Chautauqua County Fair here will resume September 2-6. C. C. Cain, secretary, has announced. No fair was held in '43, due to war restrictions and fact that Dunkirk was engaged in war work, six leading plants having been converted for that purpose.

The government took over the plant in '44 and operated it two years as a German prison camp.

**3 SHOWS AT HUGO**

(Continued from page 76)

Circus when it went on rails last year, including a large elephant van, a cookhouse truck and other units. Harry Villeponteaux has been engaged as producing clown and will handle *The Billboard*. Fullers riding act is working out daily, and Bob Grubb is working horses and ponies. Johnnie Grady is lettering trucks. Lura E. Stevens will handle route cards.

Recent visitors have included W. C. Richards, Mr. and Mrs. George Engesser, Ted and Freda LaVelda, Monroe Bros.' Circus; Mr. and Mrs. Casey Smith and Bob Bunch, of the Casey Smith Shows.

**Davenport Gets Action  
At Gonzales Quarters**

GONZALES, Tex., March 23.—Dailey Bros.' quarters are alive with activity here as Ben Davenport pushes preparations for the opening.

Equipment has been readied, with all wagons painted red and bordered with golf leaf. Charles Ali is building the side show.

Stock is worked out daily under direction of Burt Wallace. Norma Davenport puts the elephants thru their paces regularly. Mildred Pyle is being trained by Jean Allen for a riding bit.

Quarters, purchased three years ago by Davenport, are complete with training and elephant barns, cookhouse and two-room quarters for bosses.

**Wisconsin Horse Show Group  
Refreshed by Ralph Ammon**

MILWAUKEE, March 23.—Conforming to a policy set in 1944 of replacing two old members of the Wisconsin State Fair horse show committee with two new members, Ralph E. Ammon, fair manager, this week named J. Parrish Lewis, Milwaukee, and James N. Murphy, Burlington, to replace Dr. Roy Hansen and Allyn Tidball, both of Milwaukee.

Carry-overs on the committee are Fred Southcott, Waukesha; Dr. A. T. Shearer, Edgerton; Robert Drew, Milwaukee; Lowell Thronson, Madison, and W. R. Schuetze, Monroe.

**CSRA Sanctions 70 Auto  
Race Days; 36 at Fairs**

DAYTON, O., March 23.—Central States Racing Association will sanction 70 days of racing this year, according to Norman Witte, executive secretary. Included are 36 fair dates.

Sam Nunis, credited with 48 dates, opens the season March 31 at Atlanta. Other operating units and their dates are: Ed Otto Promotions, 9; Greenville Motor Speedway, Inc., 4; Fort Wayne Speedway, 4; Howdy Ahrhart Promotions, 3, and Gerald Good Enterprises, 2.

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**CIRCUS AND FAIR DATES  
FOR 1946****CAN ONLY USE FEATURE  
ACTS****ERNIE YOUNG**155 N. CLARK ST.  
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Contact HARVEY SETTLES, Superintendent, Rushville, Ill.**ATTENTION, ALL ACTS**

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Richmond, Michigan, August 30-31  
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**FRED PENWARDEN  
RICHMOND, MICHIGAN****WANTED**

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NIGHT FAIR**WILLIAM ALLEN  
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DEATH VALLEY MACK"**In Person, With  
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Golden State fireworks display at Los Angeles Memorial Coliseum witnessed by 120,000 spectators on Navy Day. Largest display of its kind ever produced.

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Patrick Lizzo, President and General Manager of Golden State Fireworks Company, shown at his desk with samples of 8,000,000 rocket fuses and 100,000,000 shells his company loaded during war period.



Atomic Bomb Fireworks display at Los Angeles Memorial Coliseum. Photos courtesy Los Angeles Times.



# Riverside, Agawam, Bow April 6

## Herman Inked For Opening

Carroll takes over all concessions with Tom Morrissey as mgr.—names staff

AGAWAM, Mass., March 23.—Riverside Park here will spring for the season April 6, one of the earliest bows for a major Eastern plant.

Edward J. Carroll, owner-manager for the past six years, announced that unusually good weather to date has put work far ahead of the normal schedule and that everything will be ready for the inaugural.

### Woody Herman Set

Woody Herman has been booked for opening night in the ballroom. This marks the first year since Pearl Harbor that Carroll has booked a name band for the opening. Last year Tommy Dorsey came in two weeks following the inaugural. Other name bands have been booked for early spring dates.

Carroll has taken over all games formerly operated by Jack Green-spoon. Tommy Morrissey, recent dischargee from the air corps and on Carroll's staff prior to his entry into the service, has been named head of the games department. All game stands have been remodeled and several new features will be introduced.

### Staff Is Named

Other key men on the Carroll staff for the coming season are: Harry Storin, advertising, publicity and promotion; Vernon Trigger, superintendent; William E. Stevenson, cashier; John Symanczk, auditing; Mary W. Buckley, office; Lawrence Regnier, police; Stanley Dryska, commissary, and L. J. Thompson, steward.

## Jantzen Beach Cops 11G With Pre-Season Opening

PORTLAND, Ore., March 23.—Jantzen Beach Park grossed \$11,000 before tax reductions, operating only the ballroom and restaurant during a pre-season week-end showing March 8-10. Gene Krupa and his band were featured.

Paul H. Huedepohl, manager, said the successful showing of name bands on week-ends had prompted him to sign Will Osborne and Dick Jurgens for appearances prior to the scheduled park opening April 5.

Relatively large restaurant revenue, about one-quarter of the gross, was secured during intermissions.

## Crystal Lake Building New Concession House

WEST ORANGE, N. J., March 23.—A new block building for concessions is being constructed at Crystal Lake Park here and will be ready for opening May 30. Building will house pitch ball games and the shooting gallery, among other things. Later in the season a new boathouse will be constructed.

Fireworks will be used as a feature July 4.

## Riverview Opens May 15

CHICAGO, March 23.—Extensive improvements at Riverview Park here. Spot will open May 15. On the list is the addition of a Bubble Bounce.

TURN TO THE  
OUTDOOR EQUIPMENT  
REVIEW  
In This Edition  
For the 1946 Park List

## Canadian Gelt Old Orchard Aim

PORTLAND, Me., March 23.—Old Orchard Beach Amusement units are being dressed up and added to in anticipation of a post-war tourist boom that will again include many from Canada. Half of the summer reservations already received by local hotels are from across the border.

David Wolfson, general manager, Shavore Operating Company, estimated that improvements now being made will cost \$40,000.

Old Mill and the Coaster have been rebuilt and repainted, and a new metal ceiling and floor have been installed for the Dodgem. All construction was under the direction of Al McKee, formerly of Palisades (N. J.) Park.

New rides to be installed before the opening include a Spitfire, Kiddie Whip and Miniature Train.

## Gayway Park, Seaside Pools Being Improved

SEASIDE, Ore., March 23.—A total of \$8,000—\$2,000 on Gayway Park and \$4,000 on Seaside swimming pools—is being spent to get things in shape for opening of both spots here April 20. Vernon G. Raw has charge of the park, while Les and Vern Raw and John Jandrall boss the swimming pools.

At the park, a new food stand is being constructed, plus new popcorn and candy stands, agate and souvenir store and a kiddie ride. At the swimming pools there is a new swimmer's dressing room, sea food restaurant and a new lobby for spectators.

## Hamid Spends 100G Dressin' Up White City

Week-End Opener April 19

WORCESTER, Mass., March 23.—Extensive renovations and additions, costing an estimated \$100,000, will be completed at White City Park here before it opens for week-ends, starting April 19, according to George A. Hamid, president. Regular opening is scheduled for the middle of May.

Much of the cost went into rebuilding and repainting the Coaster. Cars were reinforced and then covered with stainless steel sheeting. Funhouse has been rebuilt and a new entrance arch constructed. Latter features brick glass with indirect, colored lighting.

Tim O'Connell, concession operator, has two buildings under construction. These will be used to house bingo and games supplementing other permanent units.

A new double Loop-o-Plane has been ordered and George A. Hamid Jr. will supervise rebuilding of the fountain from New York World's Fair, which he installed several years ago.

Three bowling alleys, making a total of 12, are being installed for year-round operation. Six Pre-Flight Trainers are on order for opening. Free acts and fireworks will be regular features.

Sam Hamid will continue as resident manager.

## New Coaster May Be Ready at Waldameer

ERIE, Pa., March 23.—If all goes well, Waldameer Beach Park here will have a new Roller Coaster when the funspot opens May 25. Owner-manager F. W. A. Moeller has installed new steel cars in the Airplane Swings and new boats in the Mill Chutes.

## No Insurance Rate Increase In '46—Hodge

CHICAGO, March 23.—No increase in the industry-wide insurance rates for parks, pools, etc., in 1946 is expected, according to A. R. Hodge, executive secretary of the NAAPPB, who bases his opinion on authoritative information which he has received. Rates are published annually by the National Board of Casualty Underwriters.

NAAPPB's insurance committee, comprised of N. S. McKee, chairman; H. P. Schmeck, vice-chairman; Paul H. Huedepohl, Leonard B. Schloss and Edward L. Schott, huddled with representatives of the Associated Indemnity Corporation recently at Hotel New Yorker, New York, primarily to determine individual credit ratings for the '46 operating season based on 1945 records to the company for 1946.

Ralph L. Inglis, W. E. Brill and Harry Lees represented the Associated Indemnity Corporation at that session. John Logan Campbell, NAAPPB's official insurance consultant, was also present.

Determination of individual credit risks is one of the strong features of the insurance plan sponsored by the association, as committee members are given access to actual records of the insurance company, and with latter's representatives agree upon credit ratings of all risks based on actual figures. In normal practice, the insured has no voice in the determination of rates.

Present contract between the association and the Associated Indemnity Corporation expires at the end of this year, and it was agreed at the New York meeting to extend contract for three years.

Premiums volume under the plan has been growing steadily with the years and now constitutes a large portion of the total amusement volume paid by the outdoor amusement industry during the course of a year, Hodge points out. He adds that the campaign for '46 business is already under full swing and that many inquiries are coming in from new sources.

## Keeler-Doss Combo Leases Pismo Beach for 10 Years

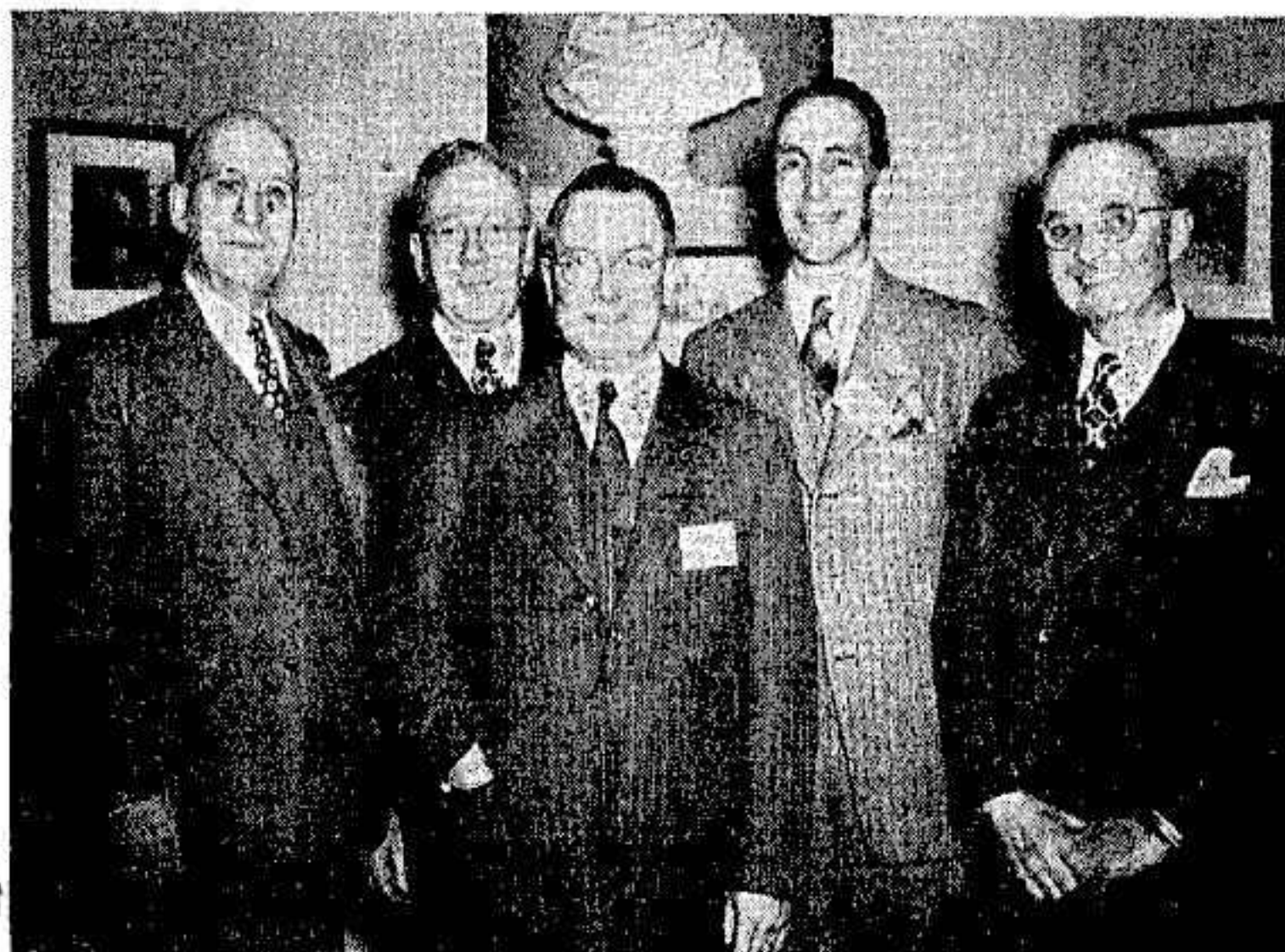
PISMO BEACH, Calif., March 23.—Ross O. Keeler and George A. Doss, formerly of Venice Pier and San Diego, Calif., have nearly completed plans for opening of their Pismo Playway Park here.

Owners have been granted a 10-year lease on the grounds, and ride purchases recently have included a Tilt-a-Whirl, from Toney Martone, Kansas City, Mo. A Kiddieland is also being laid out.

## Three New Rides Added At Fairgrounds Funspot

MEMPHIS, March 23.—A \$250,000 improvement campaign is under way at Fairgrounds Amusement Park here, according to C. E. Wallace, newly appointed manager.

A new Boomerang, Flying Scooter and Caterpillar are being added and a new administration building and Sky Terrace food bar are expected to be finished by May 1. Park opens April 13.



NEW OFFICERS, New England Association Amusement Parks and Beaches, elected at 18th annual convention, Boston, March 12. From left to right: Wallace St. C. Jones, of William Berry Company, Boston, treasurer; Fred L. Markey, of Agawam, Mass., president; Julian H. Norton, of Lake Compounce, Conn., first vice-president; John Collins, of Lincoln Park, Dartmouth, Mass., second vice-president.



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**ATTENTION!  
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ON ROUTE 30, CHAMBERSBURG, PA.  
All Concessions Booked

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**WANTED  
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Have location.

Phone 1371-J or Write Box 732.

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Tent Repertoire, Hillbillies Units, Grandstand Shows to play one-day and longer stands in amusement park this season. No carnivals.  
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25 Dodgem Cars, 1941 Model  
Like New  
**MICHAEL ZACCARIA**  
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Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.

Initiation ..... \$10.00  
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**Don Haynes Boss  
Of Hyland Gardens**

GRAND HAVEN, Mich., March 23.—Don W. Haynes, recently returned from service, and son of Owner R. W. Haynes, has assumed active management of Hyland Gardens and is preparing for opening May 30. Dance pavilion has been leased for the year by Charley Bird of Muskegon, Mich.

Manager Haynes announced, in line with improvements, that the restaurant will be changed from table to counter service, that a new cement walk has been set from the beach leading to the rink and a new roof has been put on the dance hall.

Regarding the business outlook, Haynes expects it to equal 1945. He adds, "All we ask is a nice warm summer; our wonderful beach will do the rest."

**Blueprint Air Tram to  
Mt. Hood, Ore., Summit**

PORTLAND, Ore., March 23.—Plans for construction of an aerial passenger tramway to the summit of Mount Hood have been completed by Oregon's Mount Hood, Inc., promotional organization back of the famous resort, said George H. Buckler, president.

Buckler said the tramway would lead to erection of an all-year hotel at Cooper's Spur. Program includes construction of a hotel on the north side of Mount Hood, additional housing near Government Camp, including a new hotel between Multopor Mountain and the Tom, Dick and Harry ski bowl, and incorporation of the town of Government Camp.

**Norton Anticipates Winner  
With Lake Compounce Ride**

BRISTOL, Conn., March 23.—Irving Norton, manager of Lake Compounce here, is set for another big year, especially with his Scenic Railroad. Ride, which circles the lake, was acquired from the estate of the late William Gillette, noted actor who built it as a hobby. It has carried more than 100,000 adults and children since its installation several years ago.

One-mile, five-minute trip costs 30 cents. One-day record was set last July when 4,500 persons rode.

**Spangler Spending 30G  
To Prep Rolling Green**

SUNBURY, Pa., March 23.—R. M. Spangler, owner of Rolling Green Park here, reports he is spending \$30,000 for improvements. Park will open May 10 and will feature a band concert, free attractions and fireworks.

The 30Gs, Spangler says, went for a new Scooter, new Shooting Gallery, new custard machine, new ball games and new buildings.

**Sunset Improvements Made**

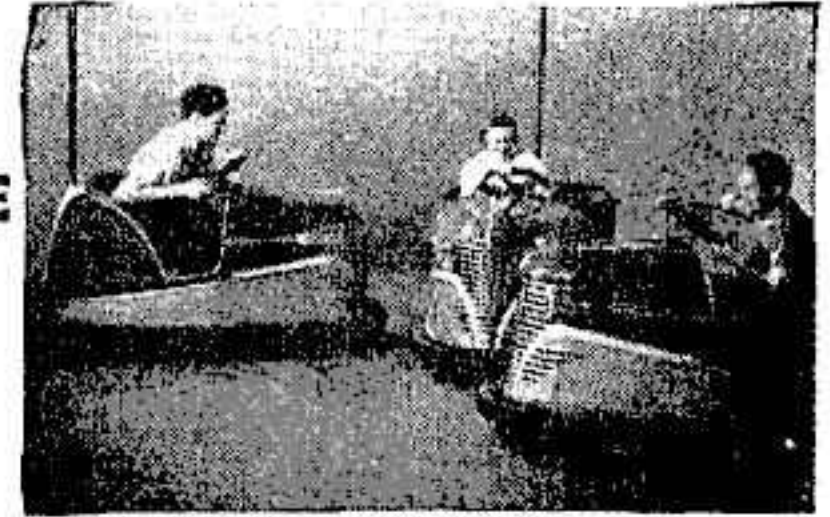
WILLIAMSPORT, Pa., March 23.—A new toboggan, rowboats and a diving platform are among improvements at Sunset Park here, which is owned by the Baumgart sisters. F. Baumgart is manager.

**While Strolling  
Thru the Park**

MIKE SURSOCK, mentalist and Atlantic City Boardwalk attraction the past 31 years, has been given notice to vacate his "Mystic Heaven," opposite Million-Dollar Pier, in favor of an auction house. . . . PHILADELPHIA ZOO'S May Day stunt will not be held this year. Roger Conant, curator, said crowds in re- (See While Strolling on page 97)

**NEW  
AUTO SKOOTER CARS  
ARE  
BECOMING AVAILABLE AGAIN**

**THEY'RE REALLY  
TOUGHER THAN THE  
ROUGH PATRONS  
WHO RIDE THEM**



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YOU MUST HAVE EQUIPMENT THAT HAS  
PERFORMANCE! STAMINA AND EYE APPEAL!**

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**PISMO PLAYWAY AMUSEMENT PARK  
PISMO BEACH, CALIFORNIA**

"The Nation's Best and Longest Natural Beach"

HAVE ACQUIRED LONG LEASE ON THIS BEAUTIFUL, SUNNY CALIFORNIA RESORT SPOT  
Roosevelt Hi-Way 101, Midway Los Angeles and San Francisco

SHOWS: Any small Grind with something to offer; Motordrome; small, neat Menagerie, or deal, #16 Wheel, Spitfire or Moon Rocket.

SHOWS: Any small Grind with something to offer; Motordrome; small, neat Menagerie, or any legitimate small Show.

CONCESSIONS: Any new or novel legitimate Concession. Can use Scales, Gallery, HI-Striker, Arcade, Penny Pitch, Snocone, Candy Floss, Candy Apples.

**PLEASE, NO FLATS, WHEELS OR ROLLDOWNS**

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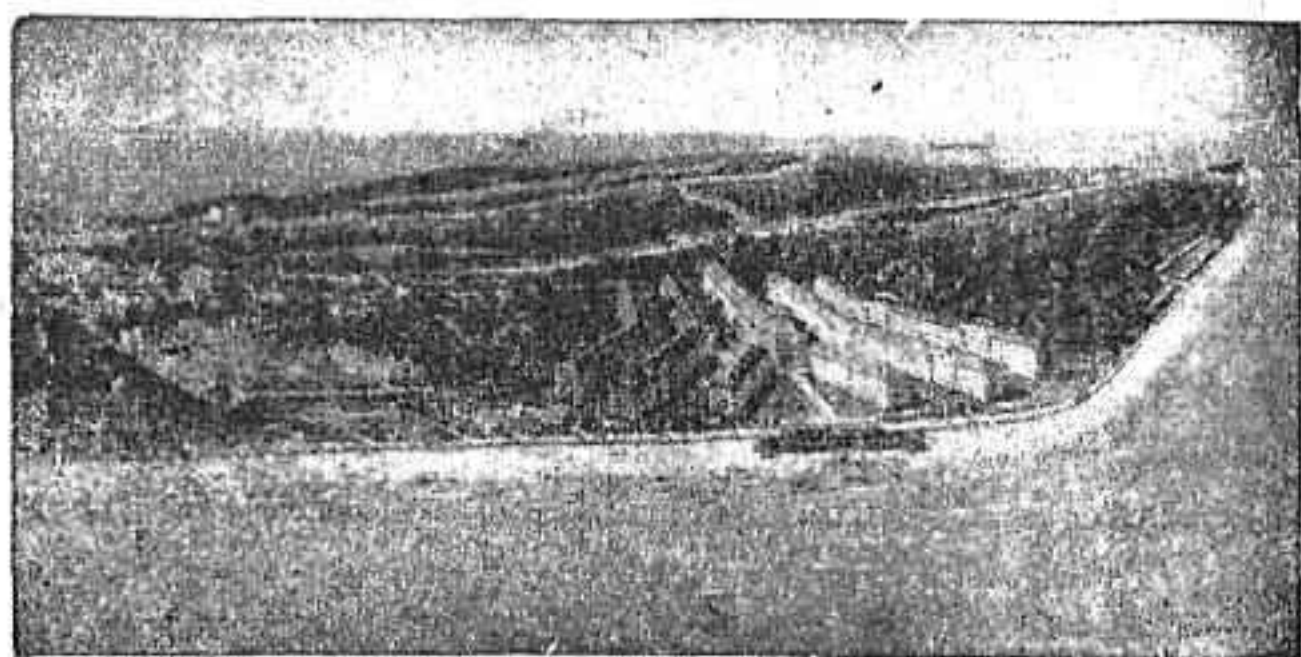
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This Ride is on the order of a Double-Loop-o-Plane, riding 16 adults or 24 children. Is flashy, fast loader, a real money-making ride. RIDE IS UP IN PARK AT TAMPA—PRICE \$3,500.00.

Address **EDDIE LE MAY GIBSONTON, FLA.**

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Located on shores of Lake Ontario, just north of Niagara Falls. Can place good Bingo, have building for same. Large building for Penny Arcade, just remodeled. Ex. on Photos open. Can place a few more Concessions not conflicting with what we have. Will book Rides not conflicting with Rides park now has; especially want Flat Rides. Have permanent Lead Gallery. Want Operator with Guns for same. Can use Concession Agents and Park Help. This is not a promotion. Park and Rides owned. Come and look us over. For Sale—25 K.V.A. Transformer, 2 Iron Claw and Yankee Diggers.

**C. H. TOTHILL, Lakewood Park, Youngstown, N. Y.**

## CONCESSION SPACE WANTED

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**ELMER W. PHILLIPS, 3024 S. W. 8th St., Miami, Fla.**

## WANTED—RIDES AND CONCESSIONS GRANDVIEW PARK

10% GROSS  
Write or wire

**CHET NOWAK, 369 Reiman Street, Buffalo 12, New York**

## Uzzell Names 23 AREA Heads

JAMAICA, N. Y., March 23.—Appointments of three new members to the executive committee of the American Recreational Equipment Association were included among 23 committeemen announced this week by R. S. Uzzell, executive secretary of the organization.

Raymond Lusse, Philadelphia; William Rabkin, Long Island, N. Y., and (See AREA Heads Set on page 97)

### Name Band Will Mark Lake Lawrence Opening

VINCENNES, Ind., March 23.—A dance, featuring a name band, will mark the opening of Lake Lawrence Beach and Park here May 12, Mrs. Minta Meskimen, owner, announced. Remodeling and painting of buildings is planned before the funspot opens. Approximate cost will be \$2,500. Al Crews has been named assistant manager.

"Last year we celebrated the 25th anniversary," Mrs. Meskimen says, "and we enjoyed a good year. This year I think we will do even better."

### Ore. Caves Org Picks Say To Head Operations

GRANTS PASS, Ore., March 23.—Appointment of Harold B. Say as manager of Oregon Caves resort was announced by Frank Washburn, president of the operating organization. Say has been director of the travel information department of the Oregon state highway commission since its establishment in 1935.

Washburn said the resort, closed during the war, will reopen probably the last week in May, many improvements having been made in facilities.

### Legion Opens May 30

EPHRATA, Pa., March 23.—American Legion Park here, of which Jesse Shupp is manager, will open May 30.

### W. Va. Group Organizes For New Huntington Spot

CHARLESTON, W. Va., March 23.—Camden Park, Inc., has received a charter from the secretary of state to operate an amusement park on Piedmont Road, near Huntington.

Authorized capital is \$100,000, with \$25,000 paid in. Incorporators: William H. Nudd Jr., H. J. Malloy and Grady Risen, all of Huntington.

## BATHING CAPS

DuPont Synthetic Rubber, slight surface imperfections but no holes, assorted colors only, maize, coral, white, dark red and blue.

**\$20 per 100**

\$18.75 Per 100 in Lots of 500.

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### PARK MFRS. — NOVELTY MEN WISH TO PLACE

Embroidery Sewing Machines for the summer season. Machines sew names on Emblems, Hats, Pennants, etc. Flat rate or P. C. Address: **RHODES LETTERING CO.** 656 Lord St., Meadville, Pa. Hat Manufacturers of White Gob or Novelty Hats, write us.

### WANTED

Midget Couple—Lady to cashier, man to be station master Miniature Railroad. Also want Working Men all departments, Riders for park Rides. Can place reliable Ride Superintendent.

### CASINO PARK

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### STREAMLINED MINIATURE TRAINS

Stainless steel construction, gas driven, adults or children, 25 pass. model, complete with track, \$2,495.00 up. Order now for May delivery. Literature and large photos, \$1.00 bill (refunded first order).

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### NEW FROZEN CUSTARD MACHINES

### GOOD USED RIDES

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## RIDES WANTED

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## SUMMIT BEACH PARK

Phone FR 8174

Frank Raful, Mgr.

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**Making delivery now on 1946 NEW PRETZEL RIDES**

If you have a building in your park, size 40x60, the NEW PRETZEL RIDE could be easily installed—and will make you money.

WANTED—Have several good Ride Concession Operators wanting Park locations on a lease and percentage basis.

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KIDDIE LAND AND FERRIS WHEEL FOR SEASON, OR PERMANENT CONTRACT TO PROPER PARTY. WIRE, TELEPHONE, OR WRITE

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## DEVIL AND GIRL BLACKLITE ILLUSION

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**AL NICHOLS, Amusement Park Artist-Engineer**

Box 191, Hudson, N. H.

**SHOW FRONTS AND COLOSSAL FIGURES**



**Tommy Dorsey Booked  
At Mission Beach**

SAN DIEGO, Calif., March 23.—Tommy Dorsey's band will be featured, along with special free outdoor attractions, when Mission Beach Amusement Center opens May 14, Warner Austin, manager, announced. "We are going into the second year of our lease from the city and prospects are for a successful one," Austin said. "The city received twice the revenue in rent from the park last year than it ever received before."

Austin said Larry Finley and associates, lessees, will have a boat concession with eight boats, gasoline operated, new Kiddieland with a Ferris Wheel, Airplane ride and Toonerville Trolley, plus a free supervised playground for children from two to seven years. Total cost of improvements will hit the \$20,000 mark.

**Two New Rides Added  
At Chain of Rocks Spot**

ST. LOUIS, March 23.—Two new kiddie rides will make their appearance at Chain of Rocks Amusement Park when it opens April 28, according to C. E. Vickers, manager. Other improvements include a new entrance, new sewage system, new fence around the grove and a new beer garden.

Vickers says many school and church picnics have been booked and he has only six open dates remaining.

**Kids Get Break When  
Bland Opens on May 18**

ALTOONA, Pa., March 23.—The kids will have a veritable field day here May 18 when Bland Park opens. Owner-Manager George F. Rinard says all school children of Bellwood and Tyrone boroughs and those from Snyder and Antis township will be given one free ride on each ride.

Rinard feels business will be better this year, mainly, he says, because of the lifting of the gas restrictions.

**Seeks Removal of Rent  
Control on Beach Rooms**

VIRGINIA BEACH, Va., March 23.—Removal of rent controls from hotels and rooming houses here will be recommended by H. G. Chestnut, regional field representative of the OPA rent division in Atlanta.

OPA labor advisory committee went on record as opposing such a step.

At present there are rent controls on hotels and rooming houses open thruout the year but not on those renting only during the season.

**Rodman Resigns Bridgeport  
Post Owing to Ill Health**

BRIDGEPORT, Conn., March 23.—Perry Rodman, Bridgeport city comptroller, resigned this week because of ill health. For many years he also has been in charge of amusement enterprises for the city-owned properties, largest of which are Pleasure Beach Amusement Park and Klein Memorial Theater, of which spots he was managing director.

**Hecla Opens May 30**

BELLEFONTE, Pa., March 23.—Hecla Park will open May 30, according to A. F. Hockman, owner-manager.

HENRY G. BOWEN, president, Whalom Park, Fitchburg, Mass., managed to get the Funhouse rebuilt before material shortages caught up with him and stymied other building plans. Bowen, past president, New England Association of Amusement Parks and Beaches, predicts a record-breaking season.



A NORMAL SUNDAY AFTERNOON gathering in front of the Punch and Judy show which has been used for 13 years as a free attraction in front of the Cyclone Racer Roller Coaster in Long Beach, Calif.

**Punch and Judy Draw Throngs  
To Advertise Long Beach Ride**

Punch and Judy, located at the entrance of the Cyclone Racer Roller Coaster in Long Beach, Calif., is still drawing and holding crowds for the 13th consecutive year, according to Frank R. Harris, vice-president and general manager of the Coaster company.

The ride is located just off the Long Beach pike, and every Saturday and Sunday, as well as on all holidays, crowds are lured to the ride's entrance by the puppet performers.

Show is dressed with a velour backdrop, with the inside of the cabinet trimmed in gold. A modern amplifying system carries the comic lines to the audience, and a theme song is played after each performance. Shows are given every 20 minutes.

Manager Harris contracted Louis

**Name Band To Feature  
Opening at Natatorium**

SPOKANE, March 23.—A name band will feature the season's opener, April 20, at Natatorium Park here, Lloyd Vogel, manager, says.

General improvements, costing around \$5,000, have been made.

**Vancouver Bears Happy**

VANCOUVER, B. C., March 23.—Stanley Park's bears are better housed than many Vancouver citizens, according to Park Superintendent P. B. Stroyan. For this reason the Park Board rejected an SPC suggestion that the bear population be reduced from nine to two, and that the two remaining bears be given all four bear cages to roam in.

**Arthur for Name Policy**

SAN BERNARDINO, Calif., March 23.—Albert C. Arthur, owner-manager, Urbita Park here, says the park will continue to use name bands in the ballroom, which has a capacity of 3,500.

**Spring Lake Tips May 5**

FENTON, Mo., March 23.—May 5 has been set as the opening date of Spring Lake Park here, S. J. Koller, owner, announced. Park will feature fireworks July 4.

Menly's Punch and Judy back in the depression days of 1933, and it has proven a solid draw down thru the years. Servicemen comprised the bulk of audiences during the war. More than 12,000 performances have been given at this spot, and the management estimates that more than 1,000,000 persons have witnessed them.

**TRADE SERVICE FEATURE**  
**Dog Shows**

These dates are for a five-week period.

- Alabama**  
Birmingham—April 13-14. Mrs. Jane Bryan, 728 Ninth Ave., W.
- California**  
Glendale—April 14. Dr. C. M. Bobblitt, 115 S. Grand Blvd.  
San Jose—April 13. Mrs. M. Menard.
- Georgia**  
Atlanta—April 20-21. Mrs. Virginia W. Fowler, 601 Ten Pryor St., S. W.  
Columbus—April 16. Mrs. Jack Walton.
- Kentucky**  
Louisville—April 14. Roger B. Johnson.
- Maryland**  
Baltimore—April 28. Mrs. Harry A. McCauley, Cockeysville, Md.  
Silver Springs—April 7. Dorothy A. Grover, 4505 Dexter St., N. W., Washington, D. C.
- Massachusetts**  
Springfield—April 20. Foley, 2009 Ranstead St., Philadelphia.
- Minnesota**  
Minneapolis—April 14. Helen M. Baldwin, 1707 Eleanor Ave., St. Paul.
- New Mexico**  
Albuquerque—April 2-3. Mrs. Frank Miller, Box 1056.  
Santa Fe—April 4. Mrs. Thomas T. Knight, 869 Agua Fria St.
- New York**  
White Plains—April 7. Foley, 2009 Ranstead St., Philadelphia.
- North Carolina**  
Asheville—April 29. H. S. Campbell, Box 1326.  
Charlotte—April 25. Mrs. Van Withers, RFD 3.
- Ohio**  
Columbus—April 21. Mrs. J. Edholm, 753 Grandon Ave.  
Toledo—April 14. Foley, 2009 Ranstead St., Philadelphia.  
Youngstown—April 7. Nancy Reed.
- Oklahoma**  
Oklahoma City—April 27-28. Paul W. Berlowitz, R. R. 1, Box 94.
- Oregon**  
Portland—April 6-7. R. M. Powell, Box 63, Garden Home, Ore.
- Pennsylvania**  
Butler—April 6. Foley, 2009 Ranstead St., Philadelphia.  
Pittsburgh—April 12-13. Marcus Boyd, 3125 Preble Ave.
- South Carolina**  
Greenville—April 27. K. V. Miles, Box 923.
- Tennessee**  
Chattanooga—April 12. Mrs. James Sanders Jr.  
Knoxville—April 6-7. Mrs. A. M. McNeerney.  
Nashville—April 10. John B. Penn.
- Texas**  
Beaumont—April 4. Marianne Swan, 4210 Lamna St., Houston.  
Corpus Christi—April 9. Mrs. J. E. Spring.  
Dallas—April 19-20. Mrs. Clifford Jackson.  
Fort Worth—April 21. Mrs. G. S. Bixby, 2100 Glen Garden Drive.  
Houston—April 7. Mrs. O. C. Pitts, Box 2410.  
San Antonio—April 14. Capt. A. C. Berry, Box 754.
- Virginia**  
Alexandria—April 27. Mrs. G. E. Forbush.  
Fredericksburg—April 26. Foley, 2009 Ranstead St., Philadelphia.  
Richmond—April 25. Foley, 2009 Ranstead St., Philadelphia.
- Mississippi**  
Minneapolis—Northwest Sportsmen's Show. April 20-23. F. Kahler, Pence Bldg.
- Greenwood—Delta Livestock Fair. March 26-29. E. H. Blackstone, Box 848.**
- Missouri**  
St. Louis—Police Circus at Arena. April 21-May 5. Frank Wirth & Arena Mgrs.' Assn.
- Nebraska**  
Omaha—Neb. Sports-Vacation Show, Legion. April 20-28. Martin P. Kelly, First Natl. Bk. Bldg., St. Paul.
- New York**  
New York—Frozen Food Fair, Park Ave. Armory. March 27-31. G. H. Bryant.  
New York—National Plastics Expo., Grand Central Palace. April 22-27. W. T. Cruso, 295 Madison Ave.
- Ohio**  
Chardon—Maple Festival. April 4-7. Wayne C. Johnson.
- Oklahoma**  
Erid—Tri-State Band Festival. April 4-6. Milburn E. Carey.
- Tennessee**  
Memphis—Mid-South Fat Stock Show. April 5-6. J. S. Robinson, Knoxville.
- Texas**  
El Paso—Livestock Show & Rodeo. March 26-31. E. Jay Dittmer, 310 San Francisco St.  
Lubbock—Fat Stock Show. March 31-April 3. M. D. Fanning.  
Mercedes—Livestock Show. April 4-6. Carl A. Blasig.  
Plainview—Dairy Show. April 15-18. Maude Alexander.  
San Antonio—Battle of Flowers. April 22-27. Jack Raybould, 609 Insurance Bldg.
- Wisconsin**  
Milwaukee—Food Show. April 1-4. E. Conforti, 161 W. Wisconsin Ave.

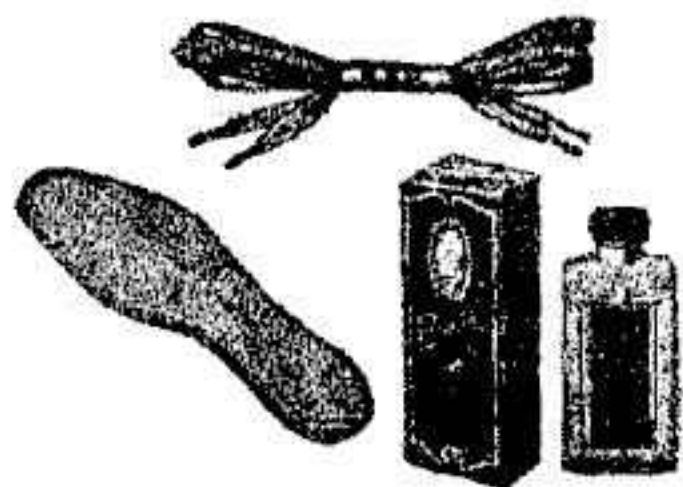
**TRADE SERVICE FEATURE**  
**Coming Events**

These dates are for a five-week period.

- Alabama**  
Montgomery—Fat Cattle Show & Sale. April 2-3. T. McCord, Union Stockyards.
- Arizona**  
Phoenix—Rodeo, Junior Chamber of Commerce. April 12-14. Hohen Foster.
- California**  
El Centro—Imperial Valley Round-Up. April 5-7. Lloyd G. Adams.  
King City—Salinas Valley Fair. April 27-29. L. H. Burns.  
Pasadena—S. Calif. Flower Show. April 26-28. Mrs. A. B. Potter.  
Red Bluff—Rodeo. April 27-28. E. L. Hart, Box 312.  
Saugus—Newhall-Saugus Rodeo. April 27-28. Andy Jauregui.
- District of Columbia**  
Washington—Shrine Circus. April 8-14. Frederick Wilken, 1315 K St., N. W.
- Florida**  
Saint Petersburg—Festival of States. April 1-6. Charles Beeman.  
Wauchula—Cucumber Expo. April 8-13. William C. Grainger.
- Georgia**  
Atlanta—Fat Cattle Show. April 15-16. W. Ulrich.  
Augusta—Fat Cattle Show & Sale. April 10. H. H. Mangum, Municipal Auditorium.
- Illinois**  
Chicago—World's Invention Expo. April 11-22. Secy. 155 N. Clark St.
- Iowa**  
Des Moines—Iowa Sports-Vacation Show. April 9-17. Martin P. Kelly, First Natl. Bk. Bldg., St. Paul.
- Louisiana**  
New Orleans—Spring Fiesta. March 17-31. Catherine B. Dillon, 715 Chartres St.
- Massachusetts**  
Boston—Home Show. April 6-13. A. C. Rau, 925 Park Sq. Bldg.
- Michigan**  
Detroit—Flower Show. March 30-April 7. Earl Bailey, 4470 Cass Ave.  
Saginaw—South School Circus. March 29-30. Maurice M. Guy.
- Minnesota**  
Minneapolis—Builders' Show in Auditorium. March 25-31. H. H. Cory.



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**Capacity Crowd  
At Daily News'  
Philly Finals**

PHILADELPHIA, March 23.—Capacity crowd jammed Circus Gardens Roller Rink here March 14 to witness finals of *The Philadelphia Daily News* eighth annual graceful skating and waltz contests, won by Mr. and Mrs. Leon Seneca and Lena Gadaleta and Anthony Lerario, respectively.

For the Senecas, representing Dance Box, it was their fourth championship in five years of Philadelphia competition. In 1944 they were runners-up. Waltzing competitions provided an upset when last year's titleholders, Laura Atturi and Joseph Schiavo, Adelphia, were eliminated early in the contest. Winning couple carried the banner of Carman. Following the contests, winners were crowned by Jean Parker, film actress, who was appearing at the Latin Casino here.

**All-Star Show**

As background for the finals, the paper presented an all-star roller show, taken part in by Walter Bickmeyer, U. S. senior men's singles champion; Donald Mounce, former men's junior figure-skating champ; a line of 10 baton-spinning girls, and Gladys and George Werner, U. S. gold medalists, who also judged the contests.

Other couples taking part in the graceful skating finals were: Lorraine and Joseph Flacco, Skateland; Gloria Becker and William Lauer, Adelphia, and Margaret Schoket and John D. Tassone, Circus Gardens. In the waltz contest were Catherine Roman and Warren Fisher, Dance Box; Mr. and Mrs. Howard Nothe, Circus Gardens, and Mr. and Mrs. Larry Anastai, Skateland. All will receive medals as runners-up and be feted at a banquet to be given by *The Daily News*.

This year the contests started February 25 under the direction of Ray Gathrid, promotion manager of the paper and originator of the competitions. They marked Gathrid's first promotion since his discharge from the army. Rink operators look upon the annual contest as a heavy business booster, as the sport gains a tremendous amount of publicity during the contests via *The Daily News*. This year there were also daily broadcasts over Station WDAR.

**Two Spots Skedded  
In Madison, Wis.,  
One a 50G Project**

MADISON, Wis., March 23.—Two roller rinks, one a \$50,000 project, have been scheduled for construction here, according to the Madison City Council's License and Ordinance Committee.

Ed Bolstad, of Milwaukee, informed the committee that he plans erection of a \$50,000 auditorium to house a roller and ice-skating rink at Cedar and Park streets.

Committee voted to recommend that council grant a rink license to Leland Wing and Wayne Gibson, former servicemen of Madison, who plan purchase of property on East Washington for conversion into a 100 by 180-foot rink. Until such time as building materials are available, the ex-G.I.'s will operate in a tent.

**Great Falls Revue Boosts  
Interest; Another Planned**

GREAT FALLS, Mont., March 23.—So enthusiastic was the reception of a roller-skating show presented during December at Frank's Roller Rink here that a similar presentation on a larger scale is tentatively planned for late May by Jim and Julia Medcalf, managers and pros at the rink.

Six dance and free-style numbers were given at the December show, all done by amateurs with the exception of a pair number by the Medcalfs, and the demonstration of international style skating was reported to have been an eye-opener to the big audience. It has also been instrumental in boosting class enrollments and interest in the figure-skating club.

**Eastwood, Detroit, Doing  
Big Biz; Hockey Revived**

DETROIT, March 23.—Edgewater Park Roller Rink here has done excellent business the past winter. Typical is a recent Sunday matinee which drew a near-capacity house.

Spot is managed by Gilbert Axell. Mrs. Axell occasionally relieving Mrs. Ethel Emerson, park cashier, who works in the rink during the winter. Ann Brill is organist.

Hockey has been revived with the return of servicemen. Fans were thrilled by a recent game between rival Eastwood Park teams.

**White City Adds Facilities**

TRENTON, N. J., March 23.—Several units have been added to White City Roller Rink here by Manager George Dancer. New skate room has been built near the main entrance and two dressing rooms for hockey players have been installed over the concessions, repair shop and check-room. Two pinball and several candy, gum and cigarette vending machines have also been added. Ray Budassi has been engaged as dance class instructor. There are 65 students in the Sunday morning class. Skating Carltons are rehearsing their vaudeville act daily at the arena.

**Ed Ruth Re-Entering Field**

BURLINGTON, N. J., March 23.—Edwin Ruth, who sold his rinks in Trenton and Camden, N. J., three years ago, announces that he has started construction of a 90 by 220-foot spot to be named Garden-Midway Roller Rink. Work on the rink, expected to be completed by fall, started about four weeks ago. It is located on State Highway No. 25. A 220 by 16-foot lean-to is being constructed along one side of the building.

**Cincy 'Drome Show  
Draws Record Gate  
For RSROA Fund**

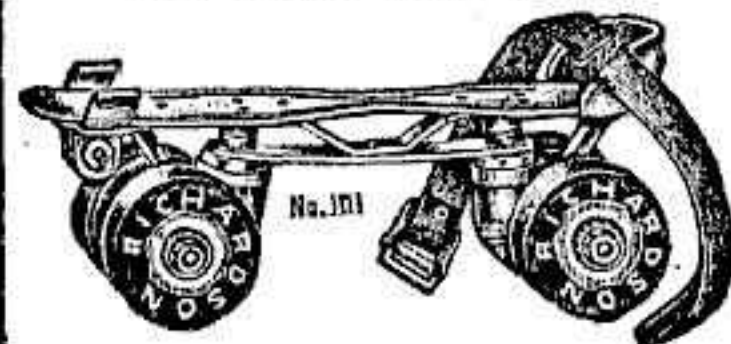
CINCINNATI, March 23.—An estimated 1,400 persons passed thru the turnstiles of William F. Sefferino's Rollerdrome here to see the show presented March 18 to help finance the national championships of the Roller Skating Rink Operators' Association of the United States in June at Madison Square Garden, New York.

On all counts, the presentation was called the most successful event of its kind ever staged at the 'drome, observers pointing to the new high in technical skill attained by the skaters and to the record attendance which, it is believed, will result in a new high for annual RSROA night contributions from the Sefferino rollery.

Coming in for special praise from the management were Mrs. Arline Poland, who directed members of the Sefferino Figure Skating Club in the show; Effie Harvey, who handled costuming, and Peter J. Poland, in charge of ticket sales. Col. A. Harry Pugh is the club sponsor.

Capably emceed by C. V. (Cap) Sefferino, the show got off to a fast start with the Rollerdrome Patrol, a 78-girl chorus under sponsorship of Wesley Gear. Succeeding numbers were *The Story of Little Red Riding Hood* in old-time and modern version, by Jean Schaumloeffel and August Lasida; free skating, Arnetta Glover; ensemble dance by club members; *The Future of Roller Skating*, featuring seven-year-old Doris Jean Kelch and Peter J. Poland; *Song of the Islands*, Jean Schaumloeffel; *Tango of Roses*, club members; *The Educated Horse*, featuring William Perry and Cecile Snyder; impersonation of Ted Lewis doing his *Me and My Shadow* stint, by the Otto twins, Caroline and Eunis; pairs skating by Marian Fortunota and Melvin Gibson and an exhibition of free skating by the former.

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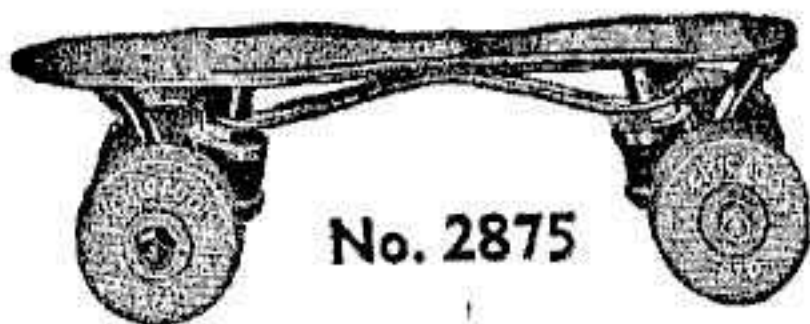
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## Martinez Club Cops Majority of Titles In CARSA Contests

MONTEREY, Calif., March 23.—Martinez Figure Skating Club of Mrs. Hazel G. Barker's Skateland, Martinez, skated off with the lion's share of honors in the 1946 championships of the California Amateur Roller Skating Association, held March 17 in W. S. Van Winkle's Del Monte Rollerdrome here under sanction of the United States Amateur Roller Skating Association.

Results: Juvenile girls' singles, Patricia Quick, first; Barbara Ziem, second, and Joy Marlar, third, all of Martinez. Novice men's singles, Joe Hottinger Jr., La Mar Williams and Jack Gleason, Martinez. Novice ladies' singles, Marie Sudberry, Margaret Ridge and Marion Frazier, Martinez. Junior ladies' singles, Faith Benedict, Martinez, and Gladys Polastrini, International Dance and Figure Skating Club, Oakland. Juvenile dancing, Joy Marlar and Allyn McCarthy, Martinez, and Avis Cook and John M. Andrews, Pasadena. Novice dancing, Betty Brown, Los Angeles, and Richard McIlroy, Oakland (skating under protest); Faith Benedict and Joe Hottinger Jr., Martinez; Shirley Potter and Hugh E. Cairns, Pasadena, and Dorene McMullen and Ralph C. Pickard, Senator Roller Skaters' Club, North Sacramento. Junior dancing, Maxine Cioli and John H. DuVal Jr., and Helen P. Floto and Robert D. Judd, North Sacramento. In uncontested events Allyn McCartney, Martinez, took the juvenile boys' singles title; Patricia Quick and Barbara Ziem, Martinez, junior ladies' pairs skating, and Avis Cook and John M. Andrews, Pasadena, juvenile pairs skating.

Officials were: Ozzie Nelson, secretary-treasurer of the USARSA, chairman; Howell Janes, USFSA, referee; Dorothy Lindgren, Romona Allen, Faith Benedict and Leonard Klima, USFSA, judges; Guy Patrick Abbott and Arthur Thayer, timekeepers; Les Stockmar, Rose Marinello, Anna Belle Wright, Harold Hestor, Marilyn Menge, Rosine Altavilla, Opal Jordan and George Ford, recorders; Jacqueline Maguire, Dorene McMullen, Mrs. M. Dezzani, Robert East, Maxine Cioli and Everett West, marshals, and William France, Paul J. Gilbert, Vi Swanson and Richard McIlroy, announcers. Music was handled by Gloria Urton, Mrs. William France, Mrs. Hazel G. Barker and Mrs. Zelta Thayer. William France was rink manager and Vic Hammond handled photography.

## Roller Rumbblings

SKATERS of Imperial Rink, Portland, Ore., gave an exhibition in Pacific Skating Palace, Newport, Ore., February 2.

DON BROMLEY, new pro at Rollerland, Oakland, Calif., recently started a beginners' class, 250 turning out for initial session.

MIKE S. BRUNO, originator of the J. & B. Skate Shoe, announces removal of his plant to new and larger quarters at 324 East Ninth Street, Cincinnati. It is expected that new equipment and larger quarters will triple production.

JOHN BECKMAN, out of the marines, is again piloting affairs at Fordham Skating Palace, Bronx, N. Y.

GEORGE STERN, pro at Earl Van Horn's (Mineola (L. I.) Roller Rink before going into the service, is back on the job. Bobbie Weeden is the new organist at the rink.

## 101 Ranch Starts Off a Winner; Program Solid Wild West Stuff

(Continued from page 79) cutting routine, old but still a laugh-getter.

No. 5—Pony Express. The Wild Westerners with a relay ride, not too smooth.

No. 6—High-school horses staged in the ring with four of Mark Smith's horses with four femmes up. Goes well, with the horses following cues well.

No. 7—Princess Tina (Kaehler) in breezy Oriental costume, astride Ilmilad, prize-winning Arabian, performing in the ring. Turn has flash, and this counts a lot.

No. 8—Rope spinning. Cowgirls and cowboys doing Texas skips and other rope spinning. Seven performers in the arena fill in while wire acts set up.

No. 9—Maurice Marmelejo, Johnny and Arturo Gutierrez on slack wire and bounding rope. It's the old drunk routine and swinging wire, but done in a smooth fashion.

No. 10—Clown walk-around.

No. 11—Bareback riding. This is presented in the ring, with five girls in short wardrobe doing triple fork jumps and finishing off with one doing a backward jump up and all five making single fork jumps. Turn is okay.

No. 12—Cowboys and cowgirls. In the arena two couples do whip cracking with paper cutting (in close quarters) getting a hand. Display of 100-foot bull whip, carried in on the shoulders of 10 people, is flashy. Frank and Bernice Dean handle it.

No. 13—Pitch for the concert.

No. 14—Landon Acrobats. Two dwarfs, a midget and a man do comedy acrobats, head-to-head stuff and antics to good results. Wind-up is dwarf carrying other three out of the ring.

No. 15—Bob Thornton takes five mules and puts them thru intelligent paces in the ring. Mules follow cues well.

No. 16—Shirley, elephant, pre-

sented in the ring by Joe Metcalf with Anna Velde. Pedestal stands, trunk swings and other stunts. In the wind-up is a shimmy, with Metcalf prodding.

No. 17—Liberty horse act. The best act in the show is Mark Smith's brought on with a gal in red brevities on each. Smith takes over and six black ones introed for the checkerboard effect. Act goes solidly.

No. 18—Clowns. This is the cannon gag, with the dress being pulled off when the cannon goes off. Fine for kids.

No. 19—Brahma bull, worked by Fred Lowry in barrel rolls, a pedestal stand and a roll-over. Turn is entertaining, but people in section don't know a lot about bull, especially this kind.

No. 20—Big horse catches. Four riders and four ropers in the arena for fancy and trick roping. Jack Wright catches groups of three and five for a finish. Good hand and a neat come-on for the concert.

No. 21—Lowry and his Shetland. Spotted in the ring. Lowry, in rube outfit, puts the penny horse thru entertaining turn.

No. 22—Clowns. Landon's midgets take the turn for the usual clown prize fight. Same old stuff, but good for a laugh.

No. 23—101 Ranch Indians. Chief Sugar Brown and his troupe of nine Indians in tribal dance. Indians in gay attire doing primitive jitterbugging.

No. 24—Trick and fancy riding. The cowboys and cowgirls again but on fast horses. Okay.

No. 25—Roman standing races. Three of Smith's femmes and six white horses. They make a couple of turns around the arena, but don't get going too fast. Act is okay for the finale, but the Liberty act would have been better. Show ran two hours.

### Concert

After-show ran 20 minutes. When caught it was not ironed out completely. Opens with Mark Smith handling Wild Fire, horse which has appeared in movies. Second is Chief Sky Eagle giving exhibitions of boomerang throwing and archery. Peggy Lunas rides the bucking bull for a few feet out of the chute, but the fall isn't a phony. Winding up is Roy Hauff and a bucking bronk.

## Performance Still The Important Item

(Continued from page 76) vious efforts, and the fans will sit in judgment.

If one lets the gaze wander as far south as Gonzales, Tex., the horizon may be clouded by a picture of Ben Davenport's new Dailey Bros.' Circus. This one will have five additional cars this season, with Ben's daughter, Norma, presiding over most center ring specialties. Ben is so proud of Norma that anything he allows her to handle must be first class, which would indicate that he also intends to give 'em first-class circus from start to finish.

### And There Are Others

Jack Mills's slack artists are weaving lots of words of praise for what will be sprung from winter quarters in Ashland, O. Floyd King doesn't miss an adjective in telling about his coming performance, which is being set at Hartford, Ky. James Edgar, Marshall Johnson and Ralph Clawson have sprung their new Sparks Circus on Florida's well bank-rolled citizenry. It looks like a winner, featuring Alfred Court animal acts and Paul Lewis's stock.

Peeking at the various winter quarters, the obvious conclusion must be that the owners are taking the rubber off the roll, that the G.I.'s are back to fill the rosters, and the folks will get good old-fashioned circus entertainment.

The trend is strictly on the better production angle—and circus fans and followers definitely should heartily enjoy the season.

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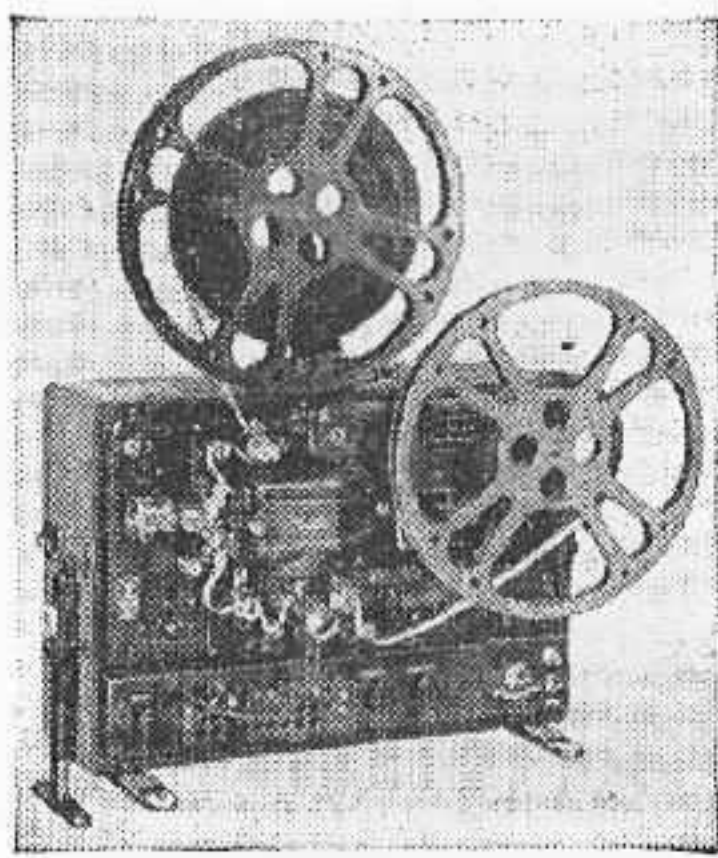
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**Slout Ready to Bow May 15 At Vermontville;**

VERMONTVILLE, Mich., March 23.—The quarters of Toby and Ora Slout Players Tent Show is beginning to show signs of life. Work has been in progress for a month on some truck bodies and remodeling of the office and ticket wagon trailer. Equipment is now being painted. A tent is being made by the Rogers Tent & Awning Company, Fremont, Neb.

The cast with one exception is under contract. Ingenue leads will be handled by Ann Spaulding and Claire Burns. Male leads will be split between Bill Slout, who was recently mustered out of service from the Pacific area, and Bobby Brown, who will return for his third season with show. The comedy will be in the hands of Ora and Verne Slout. William G. Bale is expected back from Japan in time to assume his old duties as stage manager. Klink Lemmon will have direction of the orchestra, and Frances Lemmon the concessions. Mr. and Mrs. Youngs and Bob Whittaker complete the cast already in the fold.

Advance arrangements will be made by Ora Slout. This year she will be assisted by a billing agent.

A new mascot has just been received—a seven-month-old burro (a present to the show) named Texas, which will be used for color and atmosphere in a new Western play. The other mascot, now an old-timer with the show, is the big white great Dane, Hoke.

Opening date has been set for May 15 with a long season scheduled. The org, as for the past two seasons, will play several States, starting in Michigan with about three months in that State, then move south and finish in the late fall in Arkansas territory.

A radio act from a Michigan station, the Knapp Family, has been contracted for a one night a week appearance as long as show is within coverage of the station. It will be the second season for the act with the show, it being used in 1944.

Ora Slout recently returned to Vermontville after nearly a four-month stay in El Paso, Tex.

**Duble Named 'Em All**

Jeffersonville, Ind.

Editors *The Billboard*:

In a recent issue Harry (Kid) Hunt named several colored troupes, which he stated I overlooked in my article. If he will read my article carefully he will note that all nine of the troupes appeared in my story. I have checked them all. I made no attempt to name owners and managers in all cases, as I realize that many shows did change hands. For example, the *Florida Blossoms* company, which Hunt stated was owned by Douglas and Worthey, later bought by Oscar Rogers, then by Clifton Sparks. I named the last two as owners.

Hunt's letter simply adds additional data concerning some troupes I had already named, and I appreciate the interest of a veteran minstrel man.—C. E. DUBLE.

**Rep Ripples**

LATHEM PLAYERS have recently been in the Shreveport (La.) area. They will move to Texas and take to tent middle of April. . . . CARLE'S SHOW, vaude-pic. . . . HALE'S PIC SHOW, in the Tucson (Ariz.) area, is playing religious pictures this month and will also do so in April. . . . ALBERT L. DUCHAND is showing religious films around Woonsocket, R. I. He plans a tent picnic for the summer. . . . CRAWFORD'S SHOW will play short cast bills during the summer along with pictures. Crawford intends to work around Nelson, B. C. Due to transportation, org may have to work halls, altho a tent is stored at Nelson. . . . LEE W. CLARK has a religious film show in New England territory. He will operate indoors until June when he will go to tents (See *Rep Ripples* on opposite page)

**Planet To Release 12 16mm. Flickers**

HOLLYWOOD, March 23.—Roadshowmen will soon be offered a series of 12 feature pictures in 16mm. by Planet Pictures. The move to distribute the films follows the premiere of 16mm. movies on a standard-size screen at the Marcal Theater here when *The People's Choice* and *Detour to Danger* were shown. Films are in color and sound.

*People's Choice* stars Louise Arthur, Drew (Bill) Kennedy and George Meeker. Plot has a radio setting and is written by Richard Hill Wilkinson, who writes the radio mystery, *Murder Is My Hobby*.

Following the premiere, the movie house is presenting an extended run of the films and newsreels photographed in color by Planet's studio staff of 16mm. cameramen, Jack Seaman, firm's prexy, said.

In addition to national distribution, Planet will offer its films in South Africa, having recently signed with Empire Films, Ltd., a distribution organization for Alexander Films of Southern Africa, Ltd., Johannesburg, as an exclusive outlet. Alexander Films, previously devoted to producing short subjects, travelogs and newsreels, is now skedgling production of *Nonquassi*, full-length 16mm. feature, first color picture ever to be produced in that section.

Planet's deal with the English filmers calls for advance royalties on a complete 16mm. theatrical program of features, short subjects, newsreels and animated cartoons all filmed in color.

**Sight, Not Ear**

By E. F. Hannan

HORACE MILES, who with brother has had small tricks in Montana and other Western States, writes: "I thought that radio would finally wash us up as well as other small outfits, but I believe now that billing with radio stars, or such, is a crab rather than help to stick shows."

Miles goes on to say that he tries to keep away from radio-gab acts and gives them more sight than hear show. Horace may be right about this as I've talked with others who have the same impressions. Outside of the tops, it's a question whether radio-style show or names, have much drawing power for flesh-hungry smaller places.

**W. H. Woody Critically Ill**

MACON, Ga., March 23.—William Henry Woody, owner-operator of a motion picture tent theater, is in Macon Hospital here, where physicians say his condition is critical.

**Harry Hunt Names More Negro Orgs**

San Diego, Calif.

Editors *The Billboard*:

In C. E. Duble's article in February 16 issue of *The Billboard*, regarding the colored orgs that toured from 1900, I will call attention to a few that he overlooked. In the 1920's, the *Shuffling Sam from Alabama* show was playing theaters. Show was owned by George Barton, Kansas City, Mo., and later was taken over by Sullivan and Winsted and placed under canvas. Then there was McCabe's Colored Troubadours, owned by McCabe that toured the western country in theaters, a colored org in Kentucky and the famous *Shuffle Along* company that played for almost a year in New Year City, afterwards taking the road and playing the leading cities. This company was owned by George Wintz, a New York producer.

Then there were two colored shows that played strictly the burlesque circuit. They were Sam T. Jack's *Creoles* and John W. Isham's *Octo-creoles*. They were on the circuit for a number of years. The colored org, the *Smart Set*, played theaters for years and later became the property of Elmer Jones, who put it under canvas, later becoming the property of L. B. Holtcamp, who also had show on road for a number of years. One of the Dodson Brothers, of carnival fame, also had out a colored minstrels show under canvas, and Thomas Wiedeman, who once owned the Kit Carson Wild West Show, also owned a colored minstrel playing canvas. Title was the *Georgia Black and Tans*. These shows did good business.

(See *Harry Hunt Writes*, opp. page)

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AREA HEADS SET

(Continued from page 92)

Aurel Vaszin, Dayton, O., were the new executive committee members listed.

Rabkin has also been named to head the 1946 membership committee, which includes C. J. Latscha, Cincinnati, and Fred L. Markey, Exeter, N. H.

Other appointments include: Program Committee: M. W. Sellner, Faribault, Minn., chairman; George A. Hamid, New York, and W. J. Wendler.

Finance Committee: Clarence Gerhart, Philadelphia, chairman; Arthur Sellner, Faribault, Minn., and J. V. Eyerly, Salem, Ore.

Nominating Committee: R. E. Chambers, Beaver Falls, Pa., chairman; Florence Lusse Illions, Celoron, N. Y.; William de L'Horbe, Dayton, O., and L. L. Custer.

Exhibit Room Committee: Wallace St. C. Jones, Boston, chairman; Lee A. Sullivan, Alvin Bisch, Chicago, and Herbert Schmeck, Philadelphia.

Insurance Committee: John L. Campbell, chairman, Baltimore; John Wendler, and Raymond Lusse, Philadelphia.

REP RIPPLES

(Continued from opposite page)

with a vaude-pic org. . . . CLEARY PLAYERS, who have been around Reno, Nev., have moved to Washington and will operate in that State, opening around Eveleth. . . . GRAY PLAYERS have been around Camden, N. J., recently, playing auspice dates. They will soon close their season when Forest Gray will organize a vaude-pic tent trick.

JAMESON PLAYERS have finished their winter dates after playing 34 auspice dates with E. F. Hannan's Sisters of Eve. . . . ARTHUR (HAP) BROWNE will have a tent-film show in North Carolina after April 15. Outfit is stored in Wilmington, that State. . . . BROWNIE'S PIC SHOW will go under tent in Central Idaho.

CROWN POINT PLAYERS have closed their hall season, and M. J. Toomey, manager, will have a pic show in the Brockville (Ont.) area, playing halls until June and tent after that. . . . LEON LYMAN writes from Carson City, Nev.: "I will have a vaude-pic show opening in this sector early in April. Will have short-cast bills for flesh and three people will do the show. Just closed my religious pic show, except a few dates in this area until after Easter."

. . . GEORGE SPICER has a religious film show around Colebrook, N. H. . . . E. H. WALKER will have a tent film show in Louisiana after middle of April. He caters to colored patrons and has dramatic sketches for flesh.

WHILE STROLLING

(Continued from page 93)

cent years have been so great that it was feared that continuation might result in injury to some of the throng.

NEWARK Public Service Line will operate special excursion busses to the 11th annual Orchid Promenade, Asbury Park, Boardwalk, Easter Sunday. Trips will originate in 10 north Jersey cities, Newark, Hackensack, New Brunswick, Dover, Elizabeth, Morristown, Paterson, Plainfield, Passaic and Perth Amboy.

ROGER E. HANEY, who was appointed representative of Pretzel Amusement Ride Company sometime ago, returned to his home in Kansas City, Mo., this week from Texas, where he closed contracts for five new Pretzel rides, two of which have already been installed and are operating.

MRS. HOWARD PETERS will be in action again at Meyers Lake Park, with operation of a miniature railway, pony track and high striker listed on her schedule for the Canton (O.) fun center.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list one time only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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- Allen, Tex Eshola, Rudolph Amy, Ray Edwards, Jim Ancil, Arthur Edwards, Louis Anderson, Ernie Elmund, Eric Andrews, Lee Ellis, H. J. Orville Ankrin, Geo. Elson, H. J. Archer, Willard Emtz, Evelyn Ascky, Frank Engel, Lyle Atkison, Lucky Eby, Lester Francis Avery, Sgt. Jos. Eskins, Rodney G. Banks, F. O. Etridge, John Bysted, Benjamin Barfield, Mrs. Eysted, Tracy Barker, James Feiger, Ralph Barkman, Wilson Fennell, Earl Barnes, Pinky Field, Mrs. Lorraine Barr, Gertrude Fisher, Jake Batt, Wm. Fisher, James Bayless, Mrs. Alma Florence, Consuelo Beatty, Mildred Followell, Blackie Beaver, Mrs. Chick Pollowee, W. H. Beaver, C. E. "Chick" Powell, Chet Beck, Robt. E. Fowler, Wm. H. Redell Troupe Franklin, C. W. Bell, Carolyn Gainer, W. Y. (Joe) Bell, Fred Gaither, Sam Bennett, Thelma Gallagher, Mrs. John Berry, Geo. Gallagher, John Beets, Mrs. Ted Quiney Beebe, Elbert M. Gallagher, John Bizehoff, Jacqueline Gannon, Ed Blackburn, Carl Geraghty, Wm. Blackwell, Harry Gilbert, Archie

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- McCarthy, Scott McCracken, H. T. McGill, Helen McGrath, Nellie McIntosh, Flo McLendon, John G. McManus, Patrick McNatt, J. L. McNish, James L. Maddock, Hayton Marcus, Thomas Margol, Bennie Marks, Steve Marsh, Jesse B. & Elita Martoney, Alma G. Martini, Tony R. Mason, John (Red) Manchaca Co., E. Miller, Carol Miller, Elizabeth Miller, Mrs. Wesley Mills, Cebron Blair Mitchell, A. J. Mitchell, Bob Dick Mitchell, G. L. Mitchell, Johnny Meebol

- Mitchell, Mike Moore, Boots Moore, Paul Morgan, Evelyn Morgan, Tom Morse, Leon Moller, James Muller, Ralph Smith Mullinax, Paul Mullins, Lawrence A. Munson, John Hagamickilias Murphy, Joseph C. Murphy, P. A. Murray, Bernard James Newcomer, Lewis Edward Noler, Charles C. Norworthy, William O'Brian, George Osborn, Charles Parrish, Dale Paulus, Frances Payette, Raymond Pendleton, Floyd Wm. Peterson, T. Hugo G. Peyton, Elmer Blackie Platt, John B. Poquette, Clarence Porter, Al Porter, Bernice Prev, Mrs. Frank Pugal, Helen Rawlins, Armanda Ray, Charles Ray, Joey Ray, Ruben Redding, Joe Reed, P. R. Renard, Thomas A. Renard, Zane Rhoads, Dusty Richards, Lillian Richardson, Melvin Virgil Ridenour, Joan Riley, Eugene Ernest Rillo, Lee Arthur Riz, Prof. Chas. J. Rivers, Ralph Robbins, Chris Roberts, Chas. D. Red

- Roberts, Noah Roddy, Irene Ross, John Roth, Edward Robert Rozier, Harley E. Rucker, Rose Ryan, Jimmy Saxe, Reggie Schultz, Frances Sentt, Harold C. Shapiro, Henry E. Shaver, Margaret Anderson Shea, William Walter Sheldon, Fred Shearer, Joseph V. Shoreck, Roy Hank Slovins, Sy Smith, Clarissa Smith, H. W. Smith, J. W. Smith, Nellie Snyder, Ethel E. Snyder, William Russell Sorensen, Katherine Spangler, Fred Stanczak, Frances Gertrude Stanely, Gus M. Stevenson, Irma Stoudevire, Joe Stutzman, James F. Swan, Cowboy Jack Swisher, Ralph Taylor, Jasper Taylor, J. H. Taylor, Ray Eugene Thien, Edward H. Thomas, Calber Thomas, Frenchie L.

- Thomason, Orbin Harold Thompson, Cal (White Horse Troupe) Thompson, Johnny Todd, Wm. L. Tordenshiel, Carl Townsend, Mrs. C. W. Travis, Jimmie Valley, Edward Lawrence Videto, Ken Vinson, Charles Waite, Kenneth Walters, E. V. Walters, Geo. Ward, Robert Jackson Warner, Emma Warren, Ray E. Webber, Mrs. Jackie Weiner, June E. Whalen, Bobbie White, Wally (Russian Pin Cushion) Whittington, Vivian Williams, Anthony J. Williams, C. E. Chick Williams, Carol Willie, Bingie Wills, Mrs. Oobie Wright, William Zaccanti, Bruno

- Adams, Frank Kaufman, Mariorio Aurora, Rose Kroll, Beatrice R. Bagoni, Johnny Kroll, Herman Bede, Ardeth Lady Stella Blumberg, Philip J. Levine, Albert Chapman, Joa Chief Miller, Bronche Cody & Cody "Specks" Conway, Rose Norton, Richard Cooper, Harry O'Rourke, Tex Crawford, Margaret Palitz, Sam Del-Gado, Diane Redmond, Bill Dely, Antoinette Demerest, Arletta T. Rogers, Danny Dorrell, Duke St. Leon, George Dorsey, June Stone, Faye Earl, M. S. Summers, Jimmy Gersh, Bill Sutton, V. C. Van Glazer, Jack Trop, J. D. Hall, Ben Valdemar, Odette Halpin, Geo. G. Velez, Rudy Hayward, Aurora Williams, V. Jeffcott, Tom Jones, Frank

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- Mitchell, Mike Moore, Boots Moore, Paul Morgan, Evelyn Morgan, Tom Morse, Leon Moller, James Muller, Ralph Smith Mullinax, Paul Mullins, Lawrence A. Munson, John Hagamickilias Murphy, Joseph C. Murphy, P. A. Murray, Bernard James Newcomer, Lewis Edward Noler, Charles C. Norworthy, William O'Brian, George Osborn, Charles Parrish, Dale Paulus, Frances Payette, Raymond Pendleton, Floyd Wm. Peterson, T. Hugo G. Peyton, Elmer Blackie Platt, John B. Poquette, Clarence Porter, Al Porter, Bernice Prev, Mrs. Frank Pugal, Helen Rawlins, Armanda Ray, Charles Ray, Joey Ray, Ruben Redding, Joe Reed, P. R. Renard, Thomas A. Renard, Zane Rhoads, Dusty Richards, Lillian Richardson, Melvin Virgil Ridenour, Joan Riley, Eugene Ernest Rillo, Lee Arthur Riz, Prof. Chas. J. Rivers, Ralph Robbins, Chris Roberts, Chas. D. Red

- Roberts, Noah Roddy, Irene Ross, John Roth, Edward Robert Rozier, Harley E. Rucker, Rose Ryan, Jimmy Saxe, Reggie Schultz, Frances Sentt, Harold C. Shapiro, Henry E. Shaver, Margaret Anderson Shea, William Walter Sheldon, Fred Shearer, Joseph V. Shoreck, Roy Hank Slovins, Sy Smith, Clarissa Smith, H. W. Smith, J. W. Smith, Nellie Snyder, Ethel E. Snyder, William Russell Sorensen, Katherine Spangler, Fred Stanczak, Frances Gertrude Stanely, Gus M. Stevenson, Irma Stoudevire, Joe Stutzman, James F. Swan, Cowboy Jack Swisher, Ralph Taylor, Jasper Taylor, J. H. Taylor, Ray Eugene Thien, Edward H. Thomas, Calber Thomas, Frenchie L.

- Thomason, Orbin Harold Thompson, Cal (White Horse Troupe) Thompson, Johnny Todd, Wm. L. Tordenshiel, Carl Townsend, Mrs. C. W. Travis, Jimmie Valley, Edward Lawrence Videto, Ken Vinson, Charles Waite, Kenneth Walters, E. V. Walters, Geo. Ward, Robert Jackson Warner, Emma Warren, Ray E. Webber, Mrs. Jackie Weiner, June E. Whalen, Bobbie White, Wally (Russian Pin Cushion) Whittington, Vivian Williams, Anthony J. Williams, C. E. Chick Williams, Carol Willie, Bingie Wills, Mrs. Oobie Wright, William Zaccanti, Bruno

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

- Adams, Frank Kaufman, Mariorio Aurora, Rose Kroll, Beatrice R. Bagoni, Johnny Kroll, Herman Bede, Ardeth Lady Stella Blumberg, Philip J. Levine, Albert Chapman, Joa Chief Miller, Bronche Cody & Cody "Specks" Conway, Rose Norton, Richard Cooper, Harry O'Rourke, Tex Crawford, Margaret Palitz, Sam Del-Gado, Diane Redmond, Bill Dely, Antoinette Demerest, Arletta T. Rogers, Danny Dorrell, Duke St. Leon, George Dorsey, June Stone, Faye Earl, M. S. Summers, Jimmy Gersh, Bill Sutton, V. C. Van Glazer, Jack Trop, J. D. Hall, Ben Valdemar, Odette Halpin, Geo. G. Velez, Rudy Hayward, Aurora Williams, V. Jeffcott, Tom Jones, Frank

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

- Bott, Harriet Martin, Doris Calneave, Ward Melter, C. Dalegray, Cecil Peters, Ray Doutham, Herb Powers, Babe Doolan, M. J. Patricia Durrell, Duke Ross, Harry August Evans, E. W. Stewart, Ernie Goldman, Samuel Worman, Jack Heinemann, Harriet Worman, Louise J. Miller, George Wright, Earl

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

- Bydairk, Albert, 11c License Plates Amarantes, Adolph Corey McGowan, Joseph F. Berg, C. A. Mall, Mrs. Betty Buley, Jerry Meck, H. Miller, Charles (Chuck) Nottingham, Polly Daniel, Pendley Davis, Richard L. Ogilvie, Lem B. Davis, William Olson, G. R. Davidson, Geo. E. Potect, E. K. Donahue, John P. Price, Robert M. Dorey, Mrs. Mary Grubbs, Mrs. Helen Putcatt, W. P. Grubbs, Horace Randall, Bessie & Harvey, Henry Harry Hennerson, Gayler Shaddox, Ralph Hook, Ed R. Shibley, C. W. Howard, Arthur Sowles, Lloyd Lichtler, Mr. & Stark, L. C. Mrs. B. E. Swinson, Gilbert A. McCoy, Mr. & Mrs. Ward, T. C. Fred Wright, Charlie

- Parcel Post Rido, Lee Arthur Riz, Prof. Chas. J. Rivers, Ralph Robbins, Chris Roberts, Chas. D. Red

HARRY HUNT WRITES

(Continued from opposite page)

Andrew Donaldson, of the Donaldson Lithograph Company once wrote an article in his catalog saying there is nothing in show business for the amount of investment that can compete with a well-organized colored musical or minstrel show. To

prove Donaldson was right, I refer readers of this article to The Billboard of February 23 stating that the Leon Claxton's colored Harlem in Heaven show on the Royal American Shows at the Tampa Fair broke all records for one day's business with that show and the reason for that is the American public enjoys that kind of entertainment. Harry (Kid) Hunt.

UNDER THE MARQUEE

(Continued from page 78)

community to make money in cities and spent it for a place in a rural community.

FRANK CERVONE, rotund band leader, visited in Chicago Wednesday (20) en route to Pittsburgh, having played fraternal circuses at St. Paul, Moline and Galesburg, Ill. . . . CLINT W. FINNEY, the Aurora, Ill., hibernator, was seen in Chicago's Loop twice during the past week.

EVEN tho they never owned one of their own, or did and lost it, some showmen are never slow in telling a manager how to run his circus.

GEORGE E. ROBERTS will present Pamahasika Society Circus, under auspices of the Red Cross, in Gimbel Bros.' Store auditorium, Philadelphia, March 30. He will also present Dell O'Dell, woman magician, as Easter attraction in Snellenburg's Department Store in that city for a week beginning April 15.

WHEN we read our employee contracts, filled with generousities for the party of the second part, we shudder when we come to the word "however," because we know it will take back the first said nice things.

ROBERTA'S CIRCUS and the Torelli Circus, dog and pony acts, have been playing the RKO nabe houses in and around New York.

LEW A. BOZO, playing clubs in Ohio, states that he will be with King Bros.' Circus, producing clown numbers and working the come-in.

SOURCES usually considered reliable deny the rumor that circus managers are raising beards and filing their photos beside the pictures of great founders of yesteryears.

LOS ANGELES NOTES—John J. Brassill left Saturday (2) to assume his post as advertising car manager for the Clyde Beatty Circus. . . . CURTIS LITTLE, Coast defender, has severed his connections with Los Angeles Union Depot Company and is readying concessions for the Imperial Shrine Convention in San Francisco in July. . . . FRANCIS KITZMAN, last season car manager for Russell Bros., will have the brigade with the C. R. Montgomery show. . . . CAPT. ANTHONY GREENHAW, who was chief of the rail branch of the U. S. Army Transportation Office in Los Angeles, has been transferred to San Francisco Port of Embarkation, having reported Thursday (7).

ABOUT 25 POUNDS lighter and a little pallid in the face, but declaring that he felt fine, Otto Griebbling left Cleveland's St. Vincent Charity Hospital Tuesday (5) just two weeks after having had an emergency operation for a ruptured appendix. CFA Tom Gregory drove Otto from the hospital to the station, where he caught a train for Detroit. Scores of messages and gifts poured in on Otto while he was in the hospital. Nurses mounted the greeting cards on the wall of his room to make a very colorful and imposing display.

JERSEY CARR, formerly on the Big One, has signed with Ralph Noble on Dailey Bros.' Circus and will be in charge of erecting horse tents. . . . BUD ANDERSON has been in Texas on a buying spree, making several shows and purchasing 11 registered mares for his new Emporia (Kan.) farm. . . . THE DEAROS, Corinne and Bert, who closed March 16 at St. Paul, will play four weeks for Gil G. Gray in North and South Dakota, then will go to St. Louis for Frank Wirth, then to Winnipeg for Shrine show and back to Omaha for the Rink Wright show. Closing there June 5, they will play parks and fairs for Kline's Attractions.



**ALLEN**—Leon McCaslin, 72, vet stage trouper, March 18 at his home in Milwaukee. Allen, and his wife, Bertie, toured vaude circuits for 25 years as a song and dance team known as Leon and Bertie. They also appeared in dramatic stock company productions. Survived by his widow, a daughter, a stepson, a sister and a brother. Services and burial in Oshkosh, Wis.

**ANDERSON**—Clifford A., 49, music arranger for dance orchestras, in Asbury Park, N. J., March 15.

**AUSTIN**—Lucien A., 73, retired pit band musician, in Willow Grove, Pa., March 11 when struck by a motorcycle.

In Loving Memory

**HAMDA BENN**

Deceased March 27, 1943

MRS. MABEL BENN, and SON, LAWRENCE

**BURKE**—Harry, owner of shows bearing his name, March 10 in Lady of the Lake Sanitarium, Baton Rouge, La. He had been with Ralph R. Miller Show before he bought his own rides in 1936. Shows played only Louisiana territory. Survived by his widow, Eula. Burial in Roseland Memorial Park, Baton Rouge.

**BUTTERFIELD**—Frank B., 59, vet pitchman at his home in Erie, Pa., March 8. He was said to have been one of the first pitchmen to work trade papers.

**CONNOR**—John, owner Savoy Theater, Glace Bay, N. S., recently in Glace Bay. Connor promoted vaudeville on Cape Breton Island and was said to be the first to introduce complete vaude shows on the island.

In Loving Memory of our Husband and Dad

**MAT R. CROWN**

Who died of a heart attack at Fairmount, N. O. Wife, Viola Crown, and children, Marjorie and Lim Morehouse, Colleen and Charles Gutermuth, Mary and Donald Crown. "Gone but not forgotten."

**COOPER**—Jacob H., 57, Midwest theater operator, found dead of natural causes in his hotel room in New York March 20. Cooper, a resident of Philadelphia, held interests in the Lincoln (Neb.) Theater Corporation, the J. H. Cooper Enterprises of Colorado, the Criterion Theater Corporation and the Regal theaters of Oklahoma. In 1936 Cooper established the Cooper Foundation, a \$1,000,000 fund to promote farm projects near Lincoln, in Oklahoma and on a 640-acre tract on the Connecticut-New York State boundary.

**GIFFEN**—R. L., 73, author's agent and former stock company manager, in Brooklyn March 16. Griffin managed stock companies in Richmond and Norfolk, Va.; Denver and St. Louis; produced a Broadway musical, *Miss Pocahontas*, and served as manager for Minnie Maddern Fiske, Lawrence D'Orsay and Nazimova. As an author's agent he sold works of Channing Pollock, Rupert Hughes and Jules E. Goodman to Hollywood producers, and for a time was associated with Alice Kauser, play broker. Survived by his widow, Mrs. Grayce Scott, actress, and a daughter.

**HALL**—Selma, 65, retired character actress, in Roosevelt Hospital, New York, March 18. She made her first appearance in 1910 with the New Theater Company in Charles Frohman's production of *The Land of Promise*. Also played in *Buntie Pulls the Strings*, under William A. Brady's management, and in the original production of *Pollyanna*, produced by the late George C. Tyler. She made her last stage appearance in *Love on the Dole* in 1936, after which she devoted her time to radio. She was a member of the Actors' Fund of America, Actors' Equity, American Federation of Radio Artists and the Episcopal Actors' Guild. Services in New York March 21, with interment

## THE FINAL CURTAIN

in the Actors' Fund plot, Kensico, N. Y.

**HARRIS**—Mrs. Rosa S., 61, concert violinist, in New York March 16. Under the stage name of Rosa Zambels she accompanied the late Adeline Patti on final farewell tour of the United States. Retired after her marriage to Edwin A. Harris, chemist, in 1908. Survived by her husband, mother, a daughter, a son and sister.

**HUMMEL**—Noel Frederick (Fritz), 40, trombonist and violinist, in Columbus, O., March 17. He had played with Paul Whiteman, Ted Weems and Glen Gray.

**JOLLY**—Leon J., 28, Grand Blanc, Mich., dance teacher, March 19 when struck by a hit-and-run driver near Grand Blanc.

N. Y. Plymouth Theater box office and recently at the Golden. A brother, Sam, with the McBride Ticket Agency, survives.

**MORGAN**—Albert E., 81, former theatrical manager, in New York, March 20. He managed theatrical companies for Charles Frohman, David Belasco and others, including companies in which Maud Adams, William Collier, Mrs. Leslie Carter and Blanche Bates appeared. Survived by his widow, Elizabeth, former actress.

### FRANK MEYERS

Age 75, beloved husband of Rebecca, loving father of Tillie, William, Esther, Harry, Cecil, Joe, Minnie and David, fond grandfather of Beverly, Margery, Marshall, Vivien, Beryl, Sandra and Sharon. Died Wednesday, March 13, 1946. At rest at Pisers Undertaking Chapel. Services held Friday, March 15, 1 o'clock.

**MOSLEY**—Morris H., Philadelphia band leader and operator of the Gem Club, Philadelphia night spot, in that city March 13. Survived by his parents, two brothers and two sisters.

**NEDROW**—John W. (Jack), 64, former theatrical agent and circus advertising manager, of a heart attack at his home in Massillon, O., March 14. In the 1920's, Nedrow agented Jimmy Hodges's *Pretty Baby* and other small shows. He was advertising car manager with Barnum & Bailey, Hagenbeck-Wallace, Buffalo Bill circuses and exploited early road show films. He was manager of the Massillon Outdoor Advertising Company at the time of his death. Nedrow was a charter member of the Charles Siegrist Showman's Club, Canton, O. Survived by his widow, Johanna; a sister and five brothers. Burial in Massillon Cemetery, March 18.

**O'HANLON**—George Samuel, 72 (professionally known as Sam Rice), veteran vaude and burlesque comedian, in Burbank, Calif., March 12. He was known as "the king of burlesque," and for a time operated the Empire and the Modern, vaude houses in Providence, R. I. Retired two years ago after appearing in several Hollywood films. Survived by his widow, Lulu Beeson, former ace buck-and-wing dancer, and three sons.

In Loving Memory of Our Loving Husband and Father

**CHARLES H. POUNDS**

who passed away March 30th, 1945.  
**Minnie M. Pounds**  
and CHILDREN

**PETKA**—Virginia Margaret, March 7 in Jackson, O. Survived by her parents, Vi and Al Petka, Ellman United Shows. Burial in Fairmont Cemetery, Jackson.

**SCHAD**—Mrs. Sallie R., wife of Dr. H. J. Schad, president of the Schad Theaters, Inc., Reading, Pa., and a director of the Reading Fair, in that city March 11. Also survived by a daughter and a sister.

**SCHWARTZ**—Sol, 72, booker and theater manager, recently in New York. Former booker with the United Booking office, and later manager of Proctor's 23d Street, New York, and Proctor's Jersey City, N. J. Survived by his widow, Becky Cohen, legit actress.

**TRACY**—Virginia, 71, actress and author, in New York March 4. She had appeared with various stock companies and played with Maurice Barrymore, in *Aristocracy*; Robert Mantell, in Shakespearean roles, and Mrs. Leslie Carter, in *The Heart of Maryland*.

**UPLEDGER**—Edwin C., business manager of the St. Clair Shores (Mich.) Municipal Band, which he helped organize in 1942, March 9 at his home in St. Clair Shores. Survived by his widow, a son and two

daughters. Burial in Cadillac Memorial Gardens, St. Clair Shores.

**WALDORF**—Wilella, 46, drama editor of *The New York Post* since 1928 and drama critic since 1941, in New York March 12. She joined *The Post* 21 years ago as manager of the *Public Ledger-New York Post* syndicate, and in 1926 became movie critic and writer of stage news. When John Mason Brown left *The Post* in 1941 to join *World-Telegram*, she became drama scribe, writing her reviews under the heading, *Two On the Aisle*. Elected to Drama Critics' Circle in 1941, she became treasurer of the group but gave it up at the last election because of failing health.

**WEILER**—Albert H., 79, former vaudeville performer, in Revere, Mass., January 27. He started as a singer in 1885 and appeared with Milton Aborn's Opera Company, Harry Von Tilzer's *Fisher Maiden* and *His Highness, the Bey*. With his wife, Susan M. Faulkner, he played vaude as Al H. Weston and Irene Young. He toured this country with the Harry Lauder unit and in 1913 toured England and Scotland. Survived by his widow, the former Susan Faulkner.

**WELLMAN**—Emily Ann, legit actress, in New York, March 19. Born in England, she attended school in Philadelphia and studied drama at the American Academy of Dramatic Art in New York. She made her debut in *Peaceful Valley*, played with Cyril Scott in *The Prince Chap* and was featured with Louis Mann in *Elevating a Husband*. Survived by her husband, Richard Gordon, actor.

**WISMER**—Hother, 75, concert violinist, formerly with the San Francisco Symphony Orchestra, in Glendale, Calif., March 5.

## Marriages

**BRANE-BOBISON**—Dr. Benjamin Olney Brane, Los Angeles physician, and Frances Bobison, actress, in Santa Barbara, Calif., recently.

**CATANESE - FIGLESTÄHLER**—Thomas Catanese, member of the Humpty Dumpty Trio, and Doris Figlestahler (Doris Lee), singer with the trio, in Philadelphia March 14.

**DEGLIN-DICKSON**—Col. Theodore L. Deglin, former publicity director for Madison Square Garden, New York, and Mrs. Louise Mastbaum Dickson, daughter of the late Jules Mastbaum, Philadelphia theater operator, recently.

**DIAMOND-HENDERSON**—Jack Diamond, Hollywood publicist, and Frances Henderson, New York actress, March 3 in Newport Beach, Calif.

**DUNNING-HOLM**—A. Schuyler Dunning, of the Hotel Marguery, and Celeste Holm, stage and screen star, in New York March 21.

**EWELL-ABBOTT**—Tom Ewell, actor, and Judith Ann Abbott, stage and radio actress, in St. James Episcopal Church, Atlantic City, March 18. Bride is the daughter of the Broadway producer and director, George Abbott.

**GLIDER-COHEN**—Robert Glider, Philadelphia night club owner, and Ann Cohen, dancer, in Philadelphia March 8.

**HOYT-CLINTON**—Arval R. Hoyt and Hattie Clinton, concessionaires, in Moline, Ill., February 22.

**HEMINGWAY - WELSH**—Ernest Hemingway, author, and Mary Welsh, former newspaper and magazine writer, in Havana March 14.

**JACKSON - WEINBERG**—Bobby Jackson, son of Billy Jackson, New York talent agent, to Rhoda Lee Weinberg, in Brooklyn, February 28.

**MACCARRY-GRUBER**—Noel MacCARRY, newspaperman, and Bert Gruber, publicity woman with Adelphia Associates, Philadelphia, February 26 in that city.

**MASTERTON-LEONARD**—Paul Masterton, one of the original ABC (Blue) network announcers in Hollywood, to Odell Leonard, nonpro, March 10 in Long Beach, Calif.



# The Billboard's VETERANS' RE-EMPLOYMENT SERVICE



Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

**IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.**

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?
- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service. The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

**ACTOR, 31;** army Special Services. Pre-army stock companies, comedy, dramatic stock preferred. Miles E. Sollo, 2448 S. Central Pk. Ave., Chicago 23, Ill. Tel. Rockwell 1598. 411/3/16

**ACTOR;** pre-army repertoire, stock (5 years). Ventriloquist, magician. Interested legit, radio, vaude. Ken Hodges, 1720 N. Emporia, Wichita, Kan. Phone: 4-1565. 416/3/16

**ALTO,** baritone, sax man; B-flat clarinet; double bass, clar., trumpet. AAF bands (reed man); pre-army own 15-piece band (5 years). Frederick R. Elmora, 48 E. Frederick St., Corry, Pa. COrry 99-104. 388/3/2

**ALTO SAX MAN,** vocalist; 4 years' exp.; dance orks (lead alto); Local 802. Interested radio, clubs, vaude. Irving Hafter, 600 Southern Blvd., Bronx 55, N. Y. MELroan 5-1799. 377/3/2

**ANNOUNCER;** passed auditions: NBC, ABC, MBS (New York); studied radio announcing at New York Institute of Music and Art. Script writer, newscaster, WXLK, AFRS (Alaska) while in U. S. Navy. Willing to travel. Salary \$40 per week. Arthur Emmanuel Wiskari, 242 East 87th St., New York 28. Tel. LE. 4-3272. 426/3/23

**ARRANGER;** musical arrangements for dance bands. Pre-army experience. Air corps dance band arranging while in the service. Sanford I. Lewis, 747 Sheridan Rd., Wilmette, Ill. Phone: Wilmette 1353. 419/3/10

**ASSISTANT** manager motion picture theater; 3 1/2 years' pre-army exp. Completed course at Theater Managers' Institute. Howard E. Beck, 916 Edgar Ave., Effingham, Ill. Phone 766-W. 433/3/30

**BARITONE VOCALIST;** popular, semi-classical. Chicago Music Festival winner ('42). In-cluded radio, motion pictures. Dan McCabe forth, 4447 Wolcott Ave., Chicago, Ill. swater 5209. 389/3/7

**RITONE;** sang with name bands while in navy (Tommy Tucker, Shep Fields, Henry Se). Seeks opportunity with dance band. ry M. Goodnuth, 2742 Wilkens Ave., Bal-ore 23. Phone ED. 3138-J. 431/3/30

**INESS MANAGER;** club, vaude shows; re-army, Bridge Tny Town, Marionettes, age, promotion, administration exp. Jack bk 1121 New Hampshire Ave., Washington, C. RE. 0630, Ext. 708. 396/3/19

**ORUS BOY, 24;** pre-army dance team (girl partner). Interested musical. Martin omang, 85-03 133d Ave., Ozone Park, New rk. 390/3/19

**ANCE INSTRUCTOR,** drama coach, ar-ranger; wants to join staff of theatrical school producing office. Experienced all depart-ments. References on request. Edgar A. frschfeld, 65 Laurel Ave., Neptune City, 70d, N. J. Tel. Asbury Park 4388. 382/3/2

**RUMMER,** all types; USAAF band; recently with Lani McIntyre's ork. Good beat; read music. Willing to travel. Roy Duke, 7817 69th Ave., Middle Village, Long Island, N. Y. HAVemeyer 8-7305. 383/3/2

**DRUMMER;** solid or Dixieland; read, fake; pre-army—3 years' combo bands. Seeks radio, night club or vaude band, Tommy Evans, 254 W. 98th St., New York, N. Y. AC. 4-8710. 418/3/16

**ELECTRIC GUITARIST, 30,** seeks location job. (N.Y.C., Long Island) with dance band, cocktail mtg. Pre-army band leader. Local 802. Radio, clubs, preferred. Edward E. Schledorn Jr., 6926-68 68th St., Brooklyn, N. Y. 413/3/16

**ELECTRICIAN;** carnival, circus exp. Own trailer. Ray Ives, 6102 Swance Ave., Tampa 4, Fla. 398/3/16

**EMSEE,** straight man; army shows; pre-army amateur exp.; fast talker; record forwarded on request. Will travel. Burlesque, vaude preferred. George H. Clune II, Browns Grove, Scottsville, N. Y. 429/3/23

**EMSEE;** 3 1/2 years Army Special Services shows; vocals, comedy, announcing. Consider any reasonable offer. Radio, clubs preferred. Paul J. Connor, 749 No. 63d St., Philadelphia, Greenwood 3220. 429/3/30

**EXPERIENCED VETERAN** seeks job in col-ored night spot as manager, headwaiter, bartender. William L. Davis, 331 Livingston Place, Akron 4, O. 397/3/10

**GUITARIST;** 5 years' band, quartet, combo exp. Army band. Seeks colored combo or band. New York City vicinity preferred. Junius Hayes, 4 West 126th St., N. Y. C. 381/3/2

**HAMMOND ORGANIST;** own organ; 1 year prof. exp.; seeks opportunity. Interested all fields. Sonny Durant, 405 Ardley Rd., Scar-sdale, N. Y. 400/3/10

**HAMMOND ORGAN** specialist; also pipe organ, novachord. Extensive civilian, army experience. Interested radio, club, roller rink, vaude. Gary Lohr, 3 Prospect St., Spring Valley, N. Y. Phone 5-2E. 436/3/30

**HELL DRIVER,** seeks connection with thrill show unit. No previous exp. Amateur mo-torcycle racing; driver-rider army mechanized cavalry. Good starting salary. George (Crash) Elkins, 112 S. Monmouth St., Dayton 3, O. Tel. MA. 4330. 415/3/16

**HILLBILLY MUSICIAN,** fiddle, guitar; hill-billy vocals (original songs). Seeks location job, radio, vaude. Starting salary \$60 week. John A. Ewing, 613 W. Chuseh St., Cham-paign, Ill. 424/3/23

**LEAD ALTO-SAX** man; 8 years' dance band exp. (clarinet, sax), army bandsman (4 years). Interested radio, night club, vaude. Peter Lombardo, 3521 65th St., Woodside, L. I. HA. 9-2862. 423/3/23

**LEAD ALTO SAX,** clarinet man; bass clarinet, double tenor. Pre-army small combos, cock-tail units, dance bands. Radio, vaude exp. Played NYAFF Symphony Orchestra. College. Seeks show or dance band. Location job preferred. Frank Johnson, P. O. Box 345, Wilton, Conn. Wilton 320-3. 432/3/30

**LEAD TRUMPET MAN;** 12 years' exp. with semi-name bands. Coast guard dance band; military band soloist. Angelo Castiglioni, 2318 Frenchmen St., New Orleans. Phone FR. 7455. 434/3/30

**LYRIC WRITER;** pre-army staff writer for American Music, Inc., Los Angeles. Songs for radio, stage, screen. Will collaborate with composer. William S. Nale, Box 340, Medary-ville, Ind. Phone: 156. 425/3/23

**MAGICIAN;** pre-army club dates, night clubs (2 years). All-soldier theater unit (2 years) while in service. Vaude, night clubs preferred. Noel J. Spandler, 1102 Case St., Centralia, Ill. Tel. 1512-W. 428/3/23

**MAGICIAN'S ASSISTANT;** 7 years' exp. comedian, talker, side shows, vaude, emcee. Vaude preferred. Quintin B. Liborio, 42 Harrington Ave., Quincy, Mass. 392/3/19

**MANUFACTURER'S A G E N T;** salesman; amusement machines, novelty mdse. infgrs. Pre-army selling exp. Own car. Up-State New York preferred. Straight commission basis. Robert B. Chase, 283 Fortham Rd., Rochester 12, N. Y. Charlotte 2258-M. 393/3/19

**MOTION PICTURE** projectionist; 9 years' exp. Navy sound technician. Grenfall Kelly Bickford, 699 Congress St., Portland, Me. Tel. 4-0415. 387/3/2

**MOTION PICTURE PROJECTIONIST;** trained in army school, seeks job as 35mm. projection machine operator. Ray Garman, 315 Taylor St., De Kalb, Ill. Phone: QE. 69. 422/3/16

**MUSICIAN-VOCALIST;** alto-tenor clarinet pre-WAC dance band exp. Union. Wants to join male or female ork. Will travel. Fritzie Rich, 69 Fuller Place, Irvington, New Jersey, Essex 3-0701. 409/3/16

**NIGHT CLUB MANAGER, 16** years' exp. en-tertainment field. Baritone vocalist, emcee. Will travel. S. A. Ramsey, P. O. Box 4, Ar-den, Nev. 398/3/19

**NOVELTY ACT;** fakir, torture, contortion, power acts. "Living Atomic Power." Pre-army theater, night club exp. (4 years). G.I. entertainer. Vaude, night club work preferred. Raymond Welsh, 333 S. Hamel Road, Los Angeles 36, Calif. CR. 6-6790. 386/3/2

**NOVELTY ROLLER** Skate Act; 3 years' club date, fair, vaude exp. Clippings, letters on request. Interested theater, clubs. Edwin L. Simmons, Henry, Ill. 407/3/19

**PHOTOGRAPHER;** public relations, news-paper photography. Own equipment. Inter-ested all fields. Herman Katz, 282 East 2d St., Brooklyn, N. Y. 379/3/2

**PRESS A G E N T;** publicity director; roadshow, band, talent agency. Army public relations, Special Services. Pre-army publicity. Philip Rothschild, 637 Robinwood, Detroit, Mich. Townsend 5-4656. 372/2/23

**PROJECTIONIST;** camera man army projec-tionist, pre-army motion pictures. Will con-sider helper job to start. Howard W. Martin, 5040 N. Kenmore, Chicago, Ill. Phone: Ardmore 2025. 421/3/16

**PUBLICITY ASSISTANT;** 2 years' pre-war agency exp.; versatile copy contact man; radio spot writing. Army publicity for Maj. Melvyn Douglas entertainment group, Phil Wasserman, 658 Montgomery St., Brooklyn, N. Y. PR. 3-6789. 405/3/19

**PUBLIC RELATIONS PHOTOGRAPHER;** army newspaper; pre-army pub. rel.; all branches photography; own equipment. Inter-ested all fields. Henry Getzler, 151 Norfolk St., New York. GR5-6051. 378/3/2

**PUBLICITY WRITER;** free-lance work wanted. 8 years' exp. College graduate. Ken Russell, 4847 N. Harding St., Chicago. 435/3/30

**RADIO A C T O R,** director; pre-army amateur sustaining shows, Chicago radio stations. Col-lege. Verne Klaus, 515 N. Lawler Ave., Chi-cago, Ill. COI. 3443. 374/2/23

**RADIO ANNOUNCER,** actor; pre-army KVEC, KRIC; program director, announcer, actor, writer. Pasadena Playhouse grad. Interested radio, legit. William Royal Griggin, 8731 139th St., Jamaica, L. I., N. Y. JA. 6-5375. 380/3/2

**RADIO ANNOUNCER;** 8 years American Forces network; independent stations (New York) 1 year. College. Travel anywhere. Start-ing salary \$40 week. Harold Greiff, 2288 Moh Ave., Far Rockaway, N. Y. Far Rock. 7-9279. 391/3/19

**RADIO SCRIPT WRITER;** pre-army continuity writer, WTAG, WWIL, Radio Writers' Guild. Will travel. Troy Stafford, 130 Post Ave., New York 34, N. Y., LO 7-3250. 362/2/16

**ROLLER RINK MANAGER,** experienced; \$60 week minimum salary. References upon re-quest. P. G. Greenbach, 3511 Fulton Road, Cleveland 9, O. 366/2/16

**SCRIPT-WRITER;** pre-army radio exp. News, dramatization, special events broadcasts. In-terested radio, motion picture. Midwest pref. Guy S. Harris, 1142 Kuskie, Chicago, Ill. RAVenswood 5820. 371/2/23

**SINGING BOY** for ensemble; Army Special Services (2 years). In army show "Egg in Your Beer." Pre-army chorus exp. Leo Pelletier, 85 Shamut Ave., Central Falls, R. I. 430/3/30

**SINGING EMSEE,** tenor; pre-army club date exp. Interested radio, night club, vaude. Starting salary, \$75 week. Patrick Lower, 219 89th St., N. Y. C. 376/3/2

**SONGWRITER;** will collaborate with melody writer or work per song basis. 10 years' teaching, writing exp. Clyde La Grange, 4113 Park Drive, Louisville, Ky. 357/2/10

**SPANISH-SPEAKING** public relations; 32; newspaper publisher; extensive Central and South American contacts. College grad. Latin American pub. rel. preferred. George W. Coen, 163 West Main St., Lancaster, O. Tel. 3763. 384/3/2

**SPORTS ANNOUNCER;** seeks radio station in or near Cincinnati. Qualifications, references on request. Elvin M. Reese, 1411 So. Belmont Ave., Springfield, O. 359/2/19

**TELE PRODUCER;** formerly motion picture asst producer; sales, engineering background. Video since 1940. Seeks position with aggres-sive firm, excellent references. N. Delville, 16 W. 87th Street, New York, N. Y. 417/3/16

**TENOR CLARINET,** vocalist; loc. 802, ci-vilian and army band exp. Will travel. Arthur Randolph, 232 E. 116th St., New York. Phone LE. 4-9378. 438/3/30

**TENOR SAX,** clarinet man; legit, take off, both instruments. Arranger. Pro. exp. (10 years) B. A. Music (Dartmouth). Interested Radio, night club, vaude. Ralph P. Folson, 94 Saxton Ave., Sayville, L. I., N. Y. SAY. 1026. 385/3/2

**TENOR-SAX,** clarinet man; seeks location job. Local 802. Will travel anywhere. Sal Mar-rotta, 1951 Haight Ave., Bronx, N. Y., Lehigh 4-1398 (call after 6 p.m.). 411/3/16

**THEATER MANAGER, 15** years' experience. De luxe, neighborhood, operation; booking, publicity. Will travel. Starting salary, \$50 week. Gerald Evans, 60 West 85th St., New York, N. Y. 361/2/16

**THEATER MANAGER;** pre-army own the-ater. Theater Managers' Institute grad. Also experienced projectionist. George A. Hillas, 2609 West Sixth Place, Cleveland, O. Apt. 9. 401/3/19

**THEATER MANAGER, 37;** experienced. References on request. South preferred. Zenobia Austin, 718 Court St., Lynchburg, Va. 402/3/19

**THEATER MANAGER;** projectionist with 5 years' experience, seeks position. Starting salary \$40 per week. Marvin Martin Man-heimer, 432 Hull Dr., Tallahassee, Fla. Phone: 1276W. 420/3/16

**TRUMPET MAN;** play section, jazz. Want to join dance ork. Radio, club, vaude preferred. Joseph N. Maehl, 1448 W. 83d St., Chicago. RAV. 1424. 437/3/30

**VETERAN, 26;** seeks job as band boy or road manager for dance band. Pre-army publicity exp. Bill Coggan, 114-116 West 47th St., N. Y. C. Bryant 9-2775. 345/2/19

**VETERAN,** college ed, seeks clerical position in music publishing co. Opportunity to learn field. Michael J. Lacagnina, 1145 39th St., Brooklyn, N. Y. 346/2/19

**VETERAN; 27,** experienced; seeks opportunity as assistant theater manager or projectionist. References upon request. Starting salary, \$40 per week. Clarence W. Koenig, Siltman Hotel, Spokane, Wash. Tel. R-1136. 369/2/23

**VIOLINIST,** arranger, 25. "Young America Symphony," local club dates. 15 years music training. Army Special Services. Wants to join radio orchestra. Local 802. Sam Di Bonaventura, 340 East 17th St., N. Y. C. GR 3-1871. 344/2/2

**VOCALIST,** actor; pre-army vaude, club dates, radio, army shows. Seeks opportunity in vaude. Will travel. Allan Crooks, 119 Elk St., Vallejo, Calif. 350/2/19

**VOCALIST,** dancer; summer steak, radio, vaude, club exp. Navy shows. College grad; AGVA. Paul Woods, 817 S. Normandie, Los Angeles 5, Calif. EX. 7165. 464/3/19

**VOCALIST, 24;** baritone; pre-army radio (3 yrs.), television, club, band, exp. Radio preferred. Joe Craig, 1463 King St., Denver 4, Colo., Keystone 9732. 412/3/16

**WEST COAST PUBLICITY;** 5 years' cartoon-ing experience; layout, copy exp., 2 years. Willard Hope, 3346 Thelma Ave., Los Angeles, Calif., CAPital 3714. 364/2/16

**WRITER;** publicity, radio advertising, college. Interested legit, radio. Edward B. Schulze, 1138 Scott Ave., Chicago Heights, Ill. Chi. Hts. 1752. 395/3/19

**WRITER;** script adaptation, stories. Pre-army advertising copywriter, radio script writer. Radio field preferred. Colin C. Kimpner, 4831 N. Kedzie, Chicago, Ill. Keystone 6125. 403/3/19

**WRITER,** Editorial, Publicity; Pre-army edi-torial asst (trade publication); reporter, feature writer (daily newspaper). College grad. Starting salary, \$65 wk. Irving Kaplan, 1648 64th St., Brooklyn 4, N. Y. 408/3/16

**WRITER,** musical drama; will consider all offers sent with references. Stage, screen, radio; script, music. Top rate salary. Benjamin J. Contra, 91 West 60: St., Mansfield, O. Tel. 2-0446. 414/3/16



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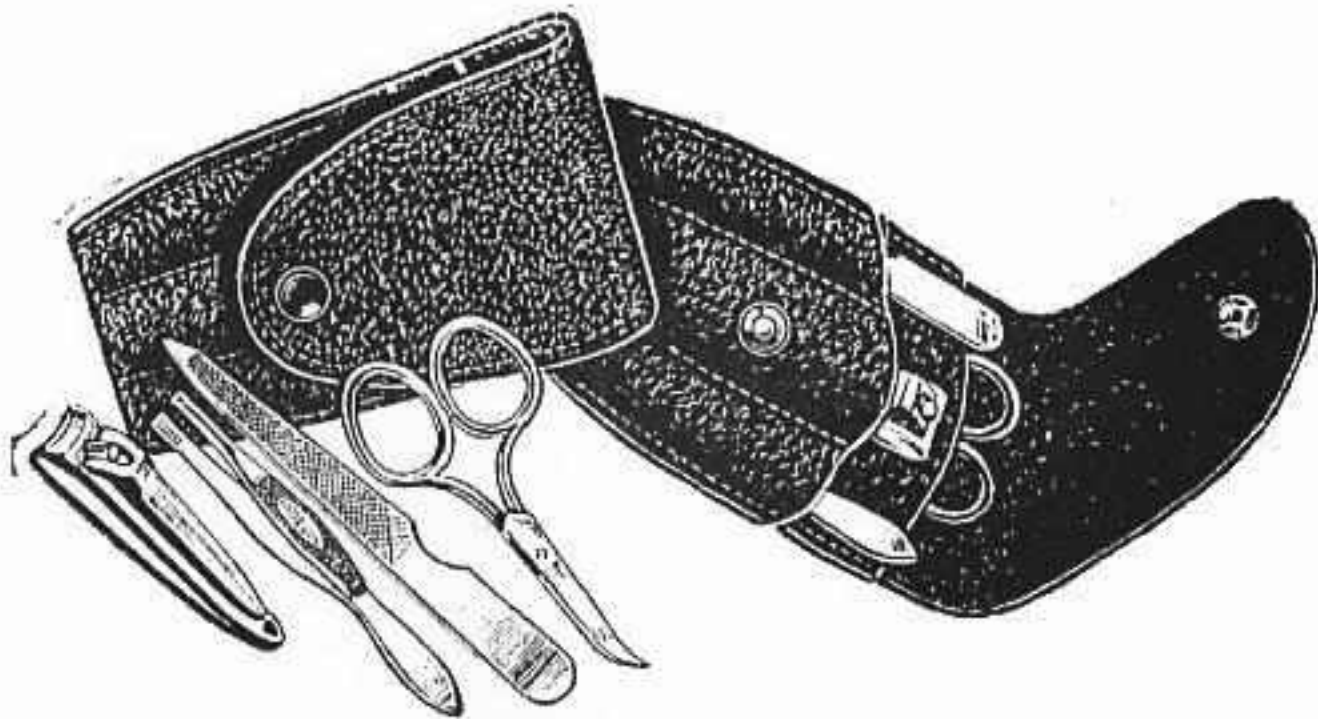
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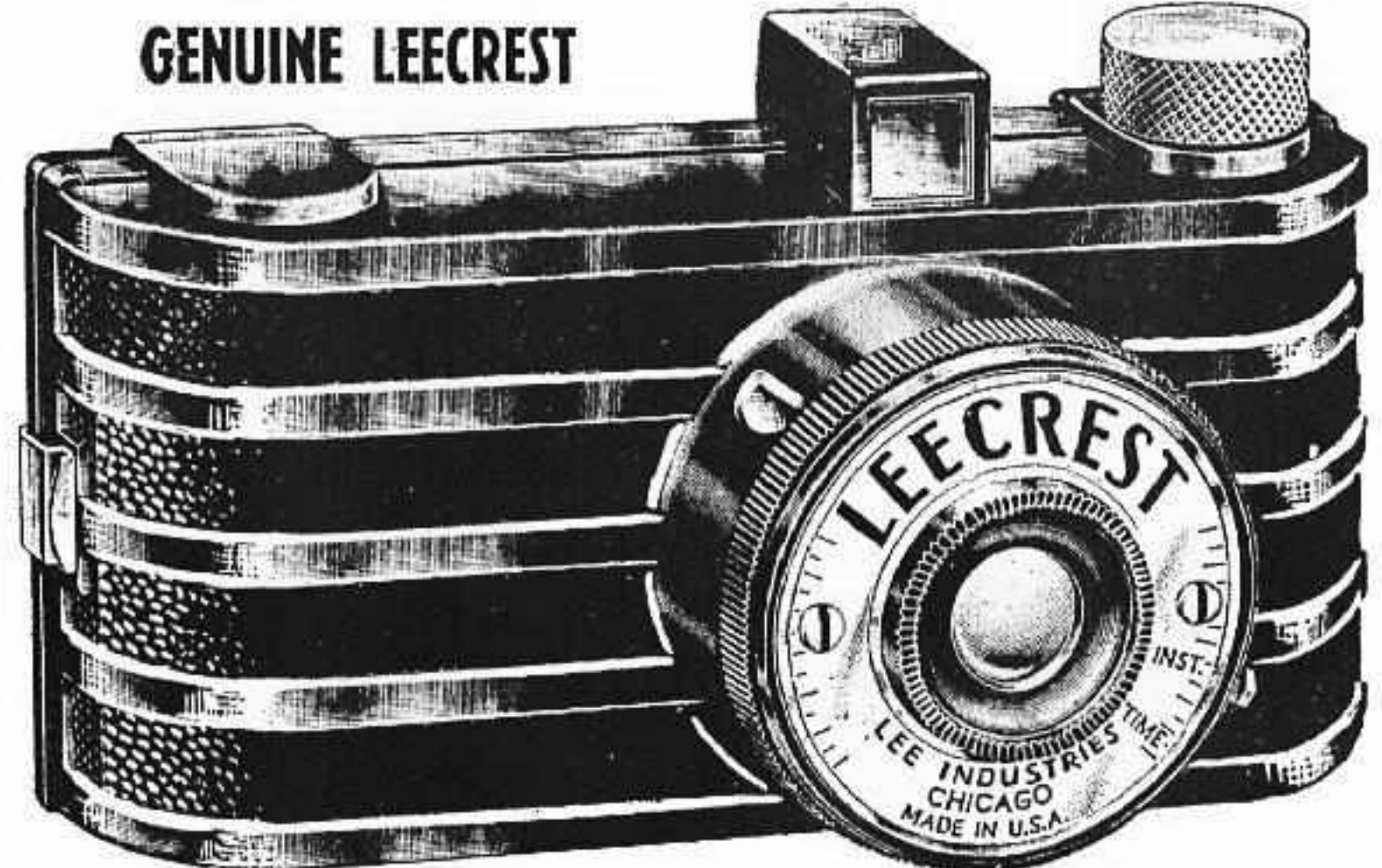
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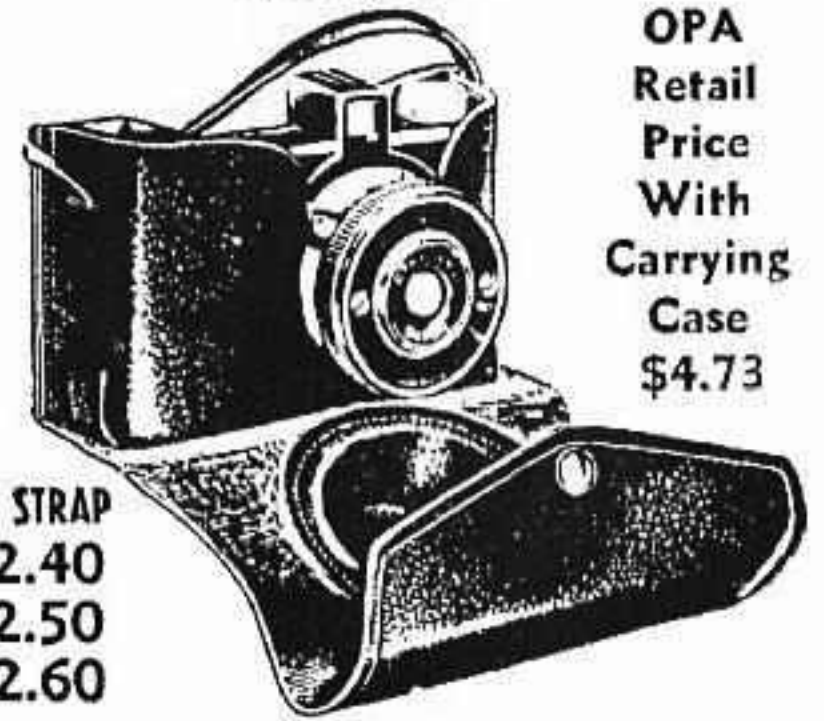
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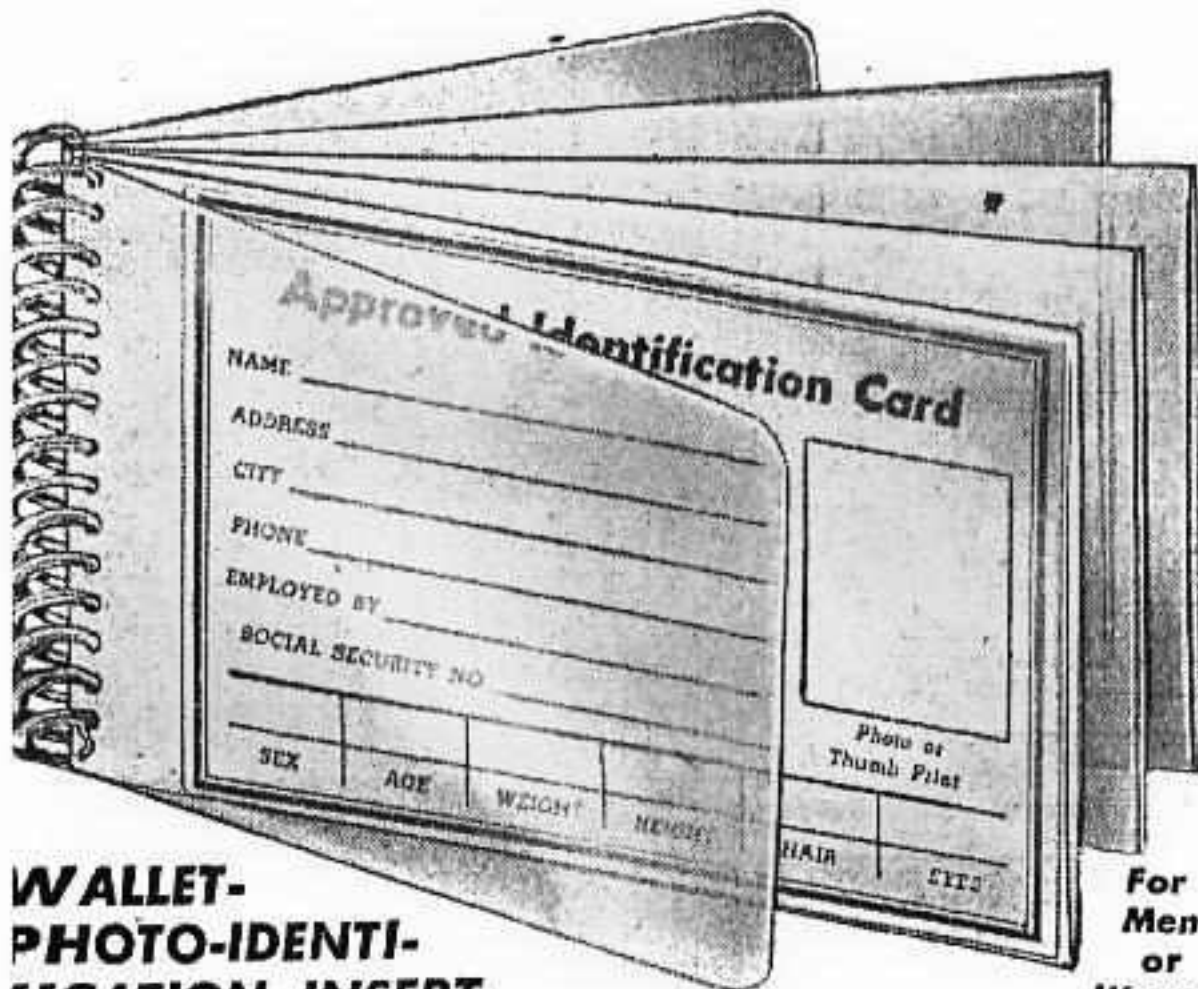
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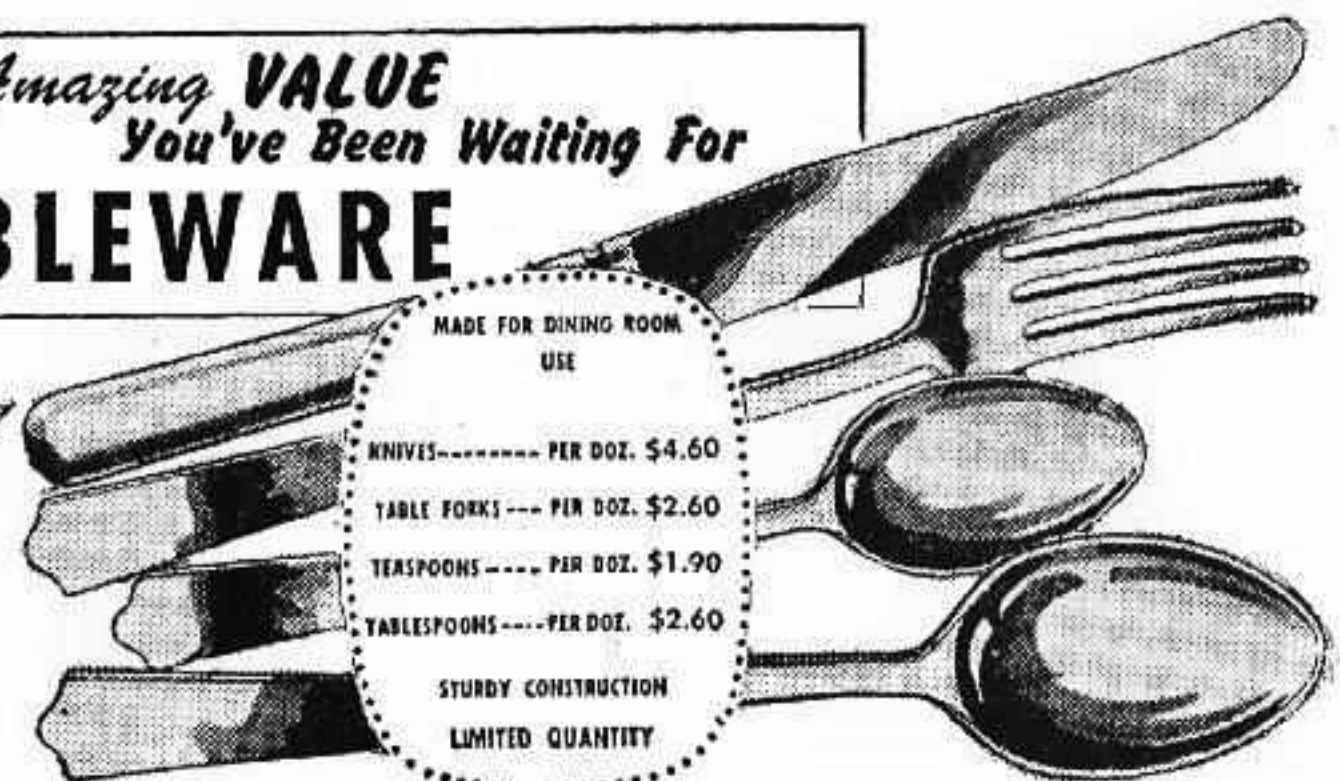
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 Rubber Comeback Balls, Gr. .... 4.80  
 Balloons for Dart Games, Gr. .... 2.75  
 # 7 Balloons, Gr. .... 4.80  
 # 6 Balloons, Gr. .... 3.80  
 # 9 Balloons, Gr. .... 7.50  
 # 11 Balloons, Gr. .... 8.50  
 # 14 Balloons, Gr. .... 12.00  
 Happy Liquid Bubble Sets, Works Beautiful, Gr. .... 9.00  
 Large Swords With Sheaths, Good Novelty Stand Item, Doz. .... 4.50  
 Loop-o-Plane on Stick, 3 Propellers, Gr. .... 19.50  
**BUTTONS — 50 Ligne — Circus, Comics, Rodeo, MacArthur, Roy Rogers, Wedo Home.**  
 Per 100 ..... \$ 1.75  
 Per 1000 ..... 15.00  
 70 Ligne Buttons, Comic, Circus, Per 100 ..... 3.25  
 100 Ligne Circus Buttons, Per 100 ..... 4.25  
 Small Gun and Holster, Gr. .... 8.50  
 Large Gun and Holster, Gr. .... 17.00  
 Circus or Comic Badges, Assembled With Slum Ornament, Per 100 ..... 5.00  
 Same Badges With Key Chains Attached, Per 100 ..... 7.50  
 Stunt Glider Airplane, Gr. .... 9.00  
 Sun Glasses, Crooks Lens, Doz. .... 1.75

**SORRY, NO CATALOGUES**  
 1/3 With Order, Balance C. O. D.  
**SCHATTUR NOVELTY CO.**  
 142 PARK ROW,  
 NEW YORK 7, N. Y.

### AGENTS & DISTRIBUTORS

(Continued from page 100)

**ATTENTION — TWO BEAUTIFUL ITEMS.** Great. Demonstrate Indian Target Roll Chart. Sample chart \$1.00. Beautiful, lithographed \$65.00 masterpiece. Attention, 1946 Indian Vest. Pocket Physician, astounding money maker, granted free with each Chart; positively incomparable. Rad Pub. Co., 6330 Ingleside Avenue, Chicago, Ill. Thank you.

**BALLOONS, COMIC BUTTONS, HORNS, WHISTLES, Mottos, etc.** List for stamp. Enagi Novelty Co., 3401 Spring Grove Ave., Cincinnati 25, Ohio.

**CARDEN NUTS — WALNUTS, ALMONDS, Cashews, Filberts, Pignolias, Pinons, Mixed Nuts, Pistachios, Black Walnuts, Pecans, Brazil Nuts, Dried Shrimp, Herring.** All 100 pecks., 24 Bags to Card. Sample Cards, \$1.40. Write Altack Distributing Co., 35 Hillview Ave., San Rafael, California. ap6

**COLUMBUS TOOK A DARING CHANCE —** why not you, big boy. It's only 25c for your personal surprising whooper samples. Guaranteed satisfactory. Ken's Bank of Fun, 602 West Main, Louisville, Ky.

**CONCESSIONS, NOVELTY DEALERS —** complete line Statuary and Wall Plaques. Many exclusive items. No catalog. 25 samples and prices, \$5.00. Brilliant lustro finish. Prompt shipment. Aircraft Novelty, 348 W. Scott, Youngstown, Ohio.

**CONFECTIONS' ITEMS — NOW AVAILABLE** for Salesboard operators. Sensational values, immediate delivery. Write Starr Confections, 2240 North Racine, Chicago 14, Ill. je15

**DISCHARGE HOLDERS, ALL LEATHERETTE,** only holder made that will fit Army or Navy discharge. Folds up like a wallet. \$4.00 dozen; sample 35¢ stamps. C. Gameiser, 146 Park Row 7, New York.

**DISTRIBUTORS, DEMONSTRATORS, AGENTS,** sell "Silveron" Sterling Silver Plating Liquid. Contains pure silver. \$1.00 size \$30.00 gross. Quick demonstrator, fast repeater. Rabiro, 228 E. East 2nd St., New York 9, N. Y. ap6

**FOR SALE FOX TAILS, 25¢ EACH, IN HUNDREDS** lots. W. H. Strange, Taxidermist, Clarkston, Wash.

**FREE — NEW 42-PAGE BOOK ENTITLED** "How To Become a Successful Direct Salesman," written by salesmen for those who want to become salesmen and earn up to \$100 and more weekly. Send penny postcard, Specialty Salesman Magazine, Dept. B, 307 N. Michigan, Chicago 1, Ill. ap13x

**FUN PAPER NOVELTIES, FAST SELLERS,** low price. Hula, Shadow Dancer, \$1.00 hundred. Old Maid's Souvenir, Jokers Folder, \$2.00 hundred. Illustrated Comic Booklets, \$2.00 hundred. All postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn. ma30

**GOLD WIRE, MOTHER PEARL JEWELRY —** We manufacture artistic, 14K modern, attractive, full line. Samples, \$5, \$10. Alva Novelty, 2309 S. Broadway, St. Louis, Mo.

**HAVE YOU SEEN "SUZIE"? SEND 10¢** FOR sample and wholesale prices, 1 doz., 50c. Jack Blades, Box 944, Altoona 5, Pa.

**HAWAIIAN NOVELTIES, HULA, STATUES,** Plaques, Leis, Wallets, Serving Trays, Pillow Covers, Luminous Products. Hawaiian Hula Hut, 2905 Penna., Erie, Pa.

**HONOR SCROLL — ALL BRANCHES SERVICE, 12 by 16.** Agents make big money. Sample, 25¢. Truly beautiful. Condon, Upper Darby, Pa.

**HOT CONCESSIONAIRE ITEMS READY FOR** immediate delivery. Write today for illustrated folder and price list. Pig Banks, Baskets, Ash Trays, Fur Dogs, Hand Carved Walking Canes, Miniature Novelty. La Casa Mexicana, Box 1414, Brownsville, Tex. ap20

**IF YOU CAN WALK, TALK, READ AND WRITE** and want to make \$15.00 to \$20.00 daily, send 25¢ (refundable), for sample new item. Protected U. S. Pat. Office. Eleo B, Box 010, Tampa, Fla. ap6

**INFORMATION — LOCATING ARTICLES AND** products, Wholesale, etc. Mention requirements. Literature free. Rakes Specialty Service, Box 5931-F, Chicago 80, Ill. ma9

**INDIAN ART GOODS AND NOVELTIES —** Wholesale send prices and catalogs. El Adobe Gift Shop, Route 4, Box 188, Grants Pass, Oregon. ma30

**JOBBER-CHAINS-AGENTS — SEND FOR** \$25.00, \$50.00 or \$100.00 assortment of low-priced Jewelry. Earrings from \$24.00 gross; pins from \$84.00 gross, and other low-priced items. Include 25% deposit. An-Ber Jewelry Co., 475 5th Ave., New York 17, N. Y. ap13

**"JUMPING BEANS," NEW CROP — GUARANTEE** all alive. Special price until last, \$1.00 hundred, \$3.00 thousand. Antonio Cavazos, Box 516, Laredo, Tex. ma30

**KEY CHECK STAMPING OUTFITS —** BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. my11

**MAGIC SPARKITS — AT TOUCH OF CIGARETTE,** play poker, golf, roulette, auto race. New fast seller. Big profits. Generous trial order, \$1.00. Dime brings samples, wholesale prices. Here's another. Every car owner a prospect. Retail for \$1.50, costs 30¢. Sample, exclusive territory offer, 25¢. Barksley Co., Dryden 4, Va. ap20x

**MAKE QUICK CLEAN UP SELLING PERFUME** Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Misson, 2328 West Pico, Los Angeles 6, Calif. de21

**MEXICAN NOVELTIES, TURTLES, ARMA-** dillos and Alligators, moving the head and tail, \$12.00 gross assorted. Mexican leather handmade small curio Horse Saddles, \$6.00 dozen. Mexican big black spiders (Tarantulas), long wire logs, \$15.00 Gross. \$1.00 brings samples. General Mercantile Co., Laredo, Texas.

**NEW ELECTRIC IRONS, GUARANTEED, IM-** mediate shipments. Sample \$5.50, 3 for \$14.50 postpaid. H. G. McSwain, Box 142, Fort Smith, Arkansas. ap13

**PHOTOS, BOOKS, CARTOONS, NOVELTIES —** Samples \$1.00. Large assortment, \$2.00. Superior Photo Service, Box 404, Mount Vernon, N. Y.

**PITCHMAN-AGENTS PARADISE — "13," THE** Athletes Foot Remedy that sets 'em talking. No bandages. Just a clear liquid. A handout at 50¢. Sample dozen \$3.25. Gay Nell Products, Box 945, High Point, N. C.

**REPRESENTATIVES WANTED FOR OUT-** standing line salesboards and nationally known merchandise. Southern, Eastern and Midwestern territories open. Reliable man with following wholesale trade and operators. Ample commission. Box C-123, Billboard, Cincinnati 1, Ohio.

**RUBBER SWIMMING TUBES, WINGS, BATH-** ing Caps, Belts, 35 No. Beach Hats, Sun Glasses, Toy Trucks, Cans, Balloons, Boats. Auslander, 1044 54th, Brooklyn.

**SALESMEN ALL OVER THE COUNTRY** cashing in on our new Signs for taverns, cafes, bars, etc.; \$1.00 brings colorful samples (worth \$3.00 retail) and price list. Satisfaction guaranteed. Kolortone, 328 Oak St., Detroit Lakes, Minn. ap6

**SALES AGENTS — SELL NOVELTY JEWELRY.** Write for information and ask for Catalog of manufactured merchandise. Immediate delivery. Unique Novelty Jewelry Corporation, 98 Park Place, New York 7, N. Y. ma30x

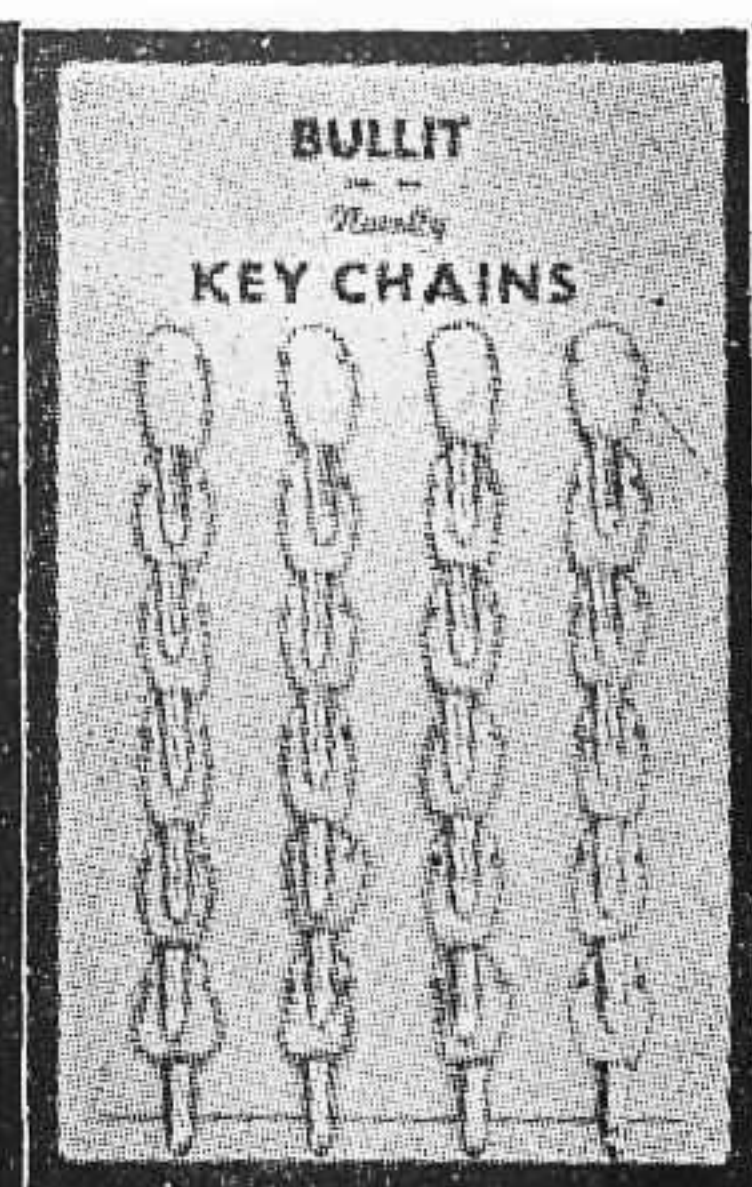
**SELF EXPANSION WATCH BANDS —** STAIN- less steel. Slips over hand. Adjustable. Sample \$1.00; Dozen \$11.00; Gross \$130.00 postpaid. United Watch Company, Saint Cloud 2, Minn.

**SELL COSMETICS TO COLORED WOMEN —** 100% profit for you! Marva Louis (Mrs. Joe Louis) Cosmetics are selling like "hot cakes" since recent introduction. Territories, districts, counties, cities now open. Fast sellers, big profit. Write today for details. Marva Manufacturing Company, Inc., 6 E. Garfield Boulevard, Chicago 15, Ill. ma30

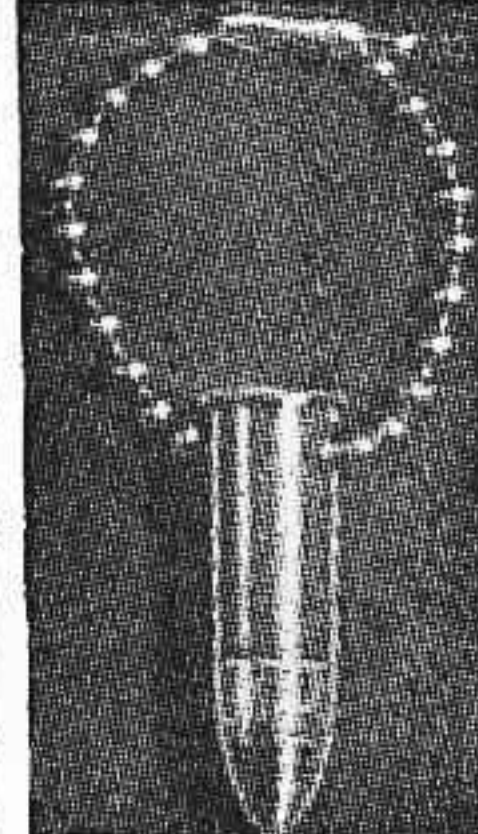
**SELL EXQUISITE, REPEATING, PERFUMES,** Cosmetics. 100% profit. Particulars free. Dram sample perfume, 50c Stamps. Beautifiers, 109 W. Chicago Ave., Chicago.

**SELL GREETING CARDS — EASY MONEY** showing gorgeous All Occasion, Birthday, Religious, Humorous, Easter Box assortments. Wrappings, Stationery, Correspondence Notes. Special Offers. Experience unnecessary. Quick service. Request \$1.00 Everyday assortment on approval. Hedekamp, 343 Broadway, Dept. BM, New York 13, N. Y. x

**SELL TO CIGAR STORES, VARIETY STORES,** etc. Real Bullets from World War No. 2 used as Souvenirs, all in Key Chains, 30 calibre and 45 calibre, with display cards. Fast seller or money back. Both samples 25c in stamps; send for circular. C. Gameiser, 146 Park Row 7, New York.



No. 1426-C—Bullit Key Chain. Packed—2 Dozen to Display Card. Price—\$7.20 Per Gross.



**ACTUAL SIZE**  
**Terms: 25% Deposit With Order**  
**Balance C.O.D.**

### JERICHO MERCHANDISE CO.

2-4 East 23rd St. New York 10, N. Y.

**Headquarters For COUNTER CARD MERCHANDISE NOTIONS—SUNDRIES**  
**LEE RAZOR BLADES**  
 Write for Price List  
**LEE PRODUCTS CO.**  
 437 Whitehall St., Atlanta 2, Ga.

**BALLOONS**  
 #350 Army Targets, All White, Inflates to 6 Ft.  
 75 to Carton, 35c Each.  
 54 Inch Lash Whips - - \$16.00 Gr.  
 Flying Birds With Whistle - - - - - 18.00 Gr.  
 1/4 Deposit With Order  
**PARK ROW NOVELTY CO.**  
 139 Park Row, New York 7, N. Y.

**DISCHARGE HOLDERS**  
 We originated the Discharge Holders for service men. Now watch the imitators. All alligator leatherette, not paper or cardboard. Has brass corners, folds up like a wallet and can be carried in the pocket. Every service man and woman a prospect. All first-class goods. Every one guaranteed. Only holder made that will fit army or navy discharge. Sample 35¢ in stamps. Immediate Delivery.  
**C. GAMEISER**  
 146 Park Row 7 New York City

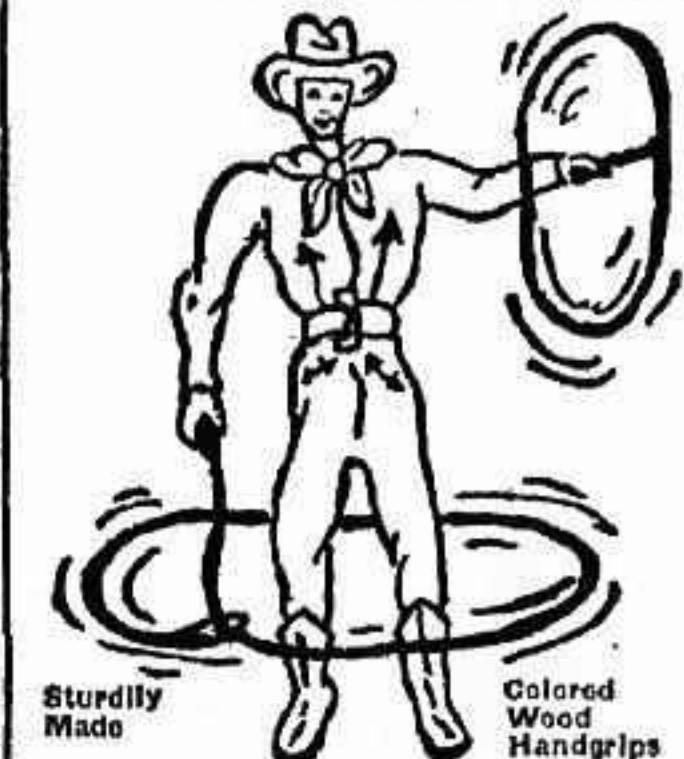
**NOW AVAILABLE TO DEALERS AGENTS CONCESSIONAIRES**  
**FLUORESCENT FIXTURES**  
 NEW LOW 1946 WHOLESALE PRICE  
 Equipped for 2 20W. Bulbs  
**\$4.25 each Less Bulbs**  
 \$4.00 Each in Lots of 6 or More, List Price—\$12.50 Each With Bulbs

**EASY INSTALLATION**  
 JUST PLUG INTO SOCKET USED IN  
 ● Stores ● Bathrooms  
 ● Kitchens ● Factories  
 ● Garages ● Concessions  
 ● Board Promiums

**ALSO AVAILABLE**  
 Industrial Channel Strips  
 Commercial Desk Lamps Chrome Brackets  
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Write, Wire, Phone for Sample Order. Ask for Catalogue on Complete Line. 25% Deposit With Order, Balance C. O. D., F. O. B. Phila.  
**ABRAMS FLUORESCENT LIGHTING**  
 Dept. B, 113 N. 7th St. Phila., Pa.  
 Walnut 6787

**WATCH BARGAIN**  
 Men's 17-Jewel Waterproof, Shockproof Watch in stainless steel anti-magnetic case, sweep second hand, with MATCHING \$10.00 STAINLESS STEEL EXPANSION BAND. Fine 17-Jewel Helbros or Cryster movement, including \$10.00 band and including federal tax. A \$50.00 satisfaction guaranteed value for \$39.75.  
 25% Deposit, Balance C. O. D.  
**BIRD JEWELRY CO.**  
 96 No. Main MEMPHIS, TENN.



Sturdily Made Colored Wood Handgrips

**ATTENTION CONCESSIONAIRES RODEOS CIRCUSES FAIRS DEMONSTRATORS**  
**A LARIAT THAT IS GUARANTEED TO TWIRL**

A Natural. Every boy and girl will want one. Any adult or child can twirl it immediately. EVERY LARIAT GUARANTEED.  
**\$3.00 PER DOZEN . . . . . \$33.00 PER GROSS**  
 Sample Lariat, 50c Postpaid.  
**JAY-DEE NOVELTIES**  
 935-37 NO. KEDZIE CHICAGO 51, ILL.

**MERCHANDISE FOR ALL CONCESSIONS**  
**BALLOONS, WHIPS, CANES, FLYING BIRDS, AIRPLANES, HATS, BATONS, ALUMINUM, CLOCKS, LAMPS, GLASSWARE, SLUM, ETC.** Send for our special Carnival List #43.  
**EXCEL MDSE. & NOVELTY CO.**  
 1316 FARNAM STREET OMAHA 2, NEB.



# THERE IS NO SUBSTITUTE FOR QUALITY

WE WERE ACTIVATED IN 1919—OUR MOTTO WAS AND STILL IS "IF IT'S NEW WE HAVE IT"



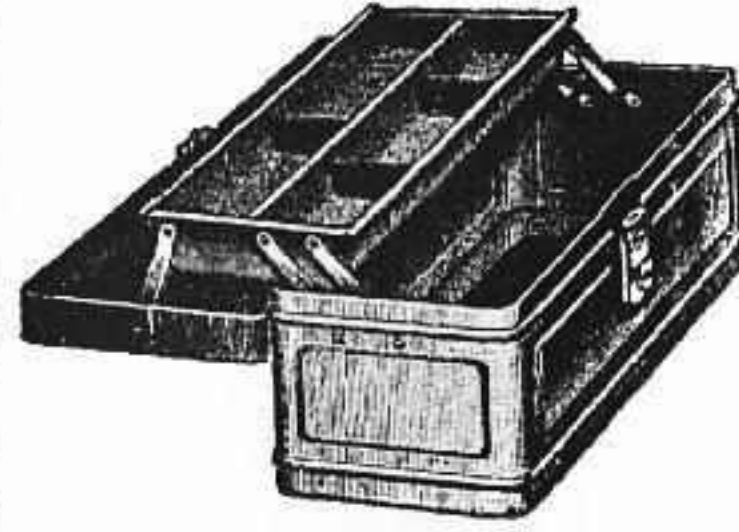
8 Pc.-10 Pc.-11 Pc. Glasbake Sets in Gift Box



Hassocks, Leatherette, Two Sizes



Metal Juice Extractor



Tackle Boxes Made of Metal With Drawers, in Five Different Sizes and Price Ranges. Also Minnow Buckets



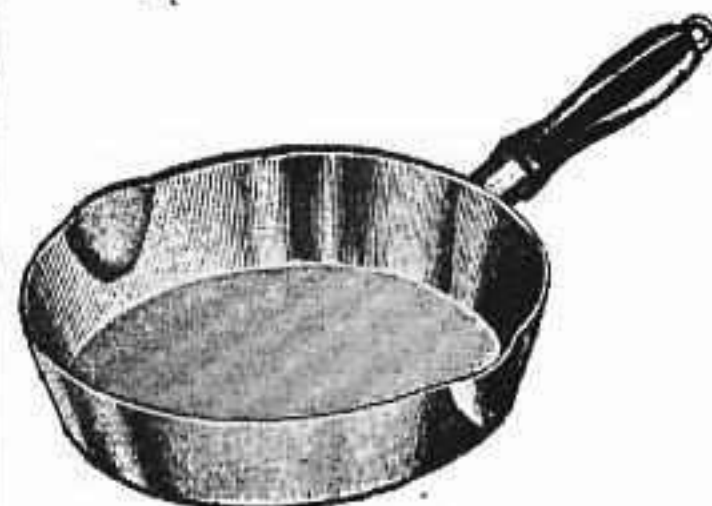
Musical Powder Box, Spun Aluminum, Assorted Colors and Tunes



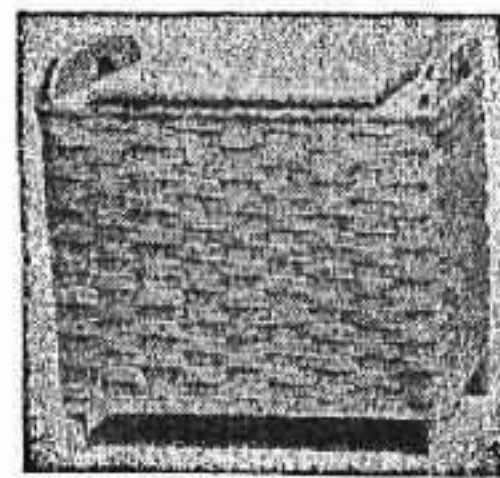
Aluminum Cooking Utensils



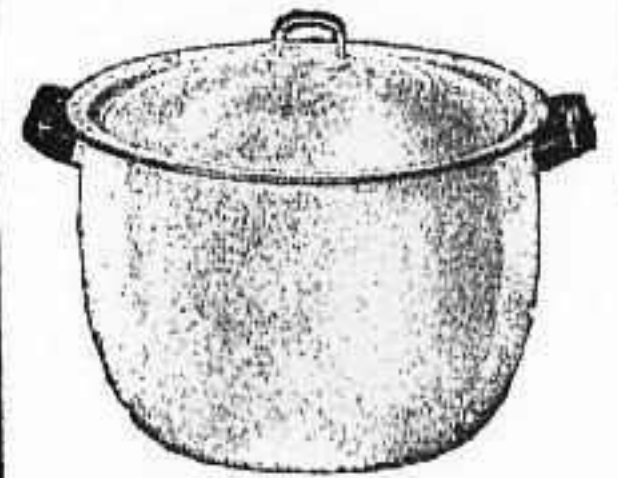
Chrome Casserole Trays - Bun Warmers



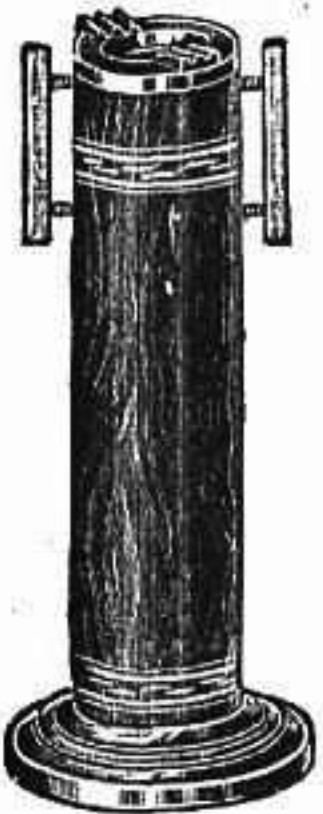
Steel and Aluminum Fryers



Weaved as Good as Wood Hampers



Enamelware for All Purposes



Metal and Wood Smoking Stands



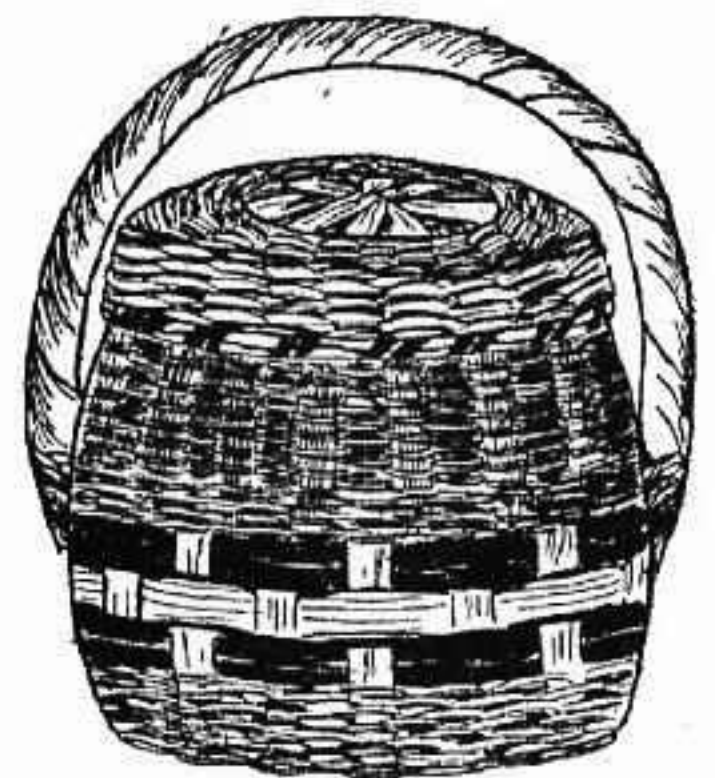
Stuffed Toys—Bears, Dogs & Monkeys



Boudoir Dolls in Five Different Sizes and Price Ranges. Dressed in Assorted Colored Dresses.



Dolls of All Descriptions and Sizes



Laundry Hampers, Picnic, Shipping Baskets



Plaster Novelty Figures, the Largest, the Flashiest, the Best Packed 'De Luxe' Line in the Country.

## CARDED

Pens, Pencils, Razor Blades, Pipes, Sun Glasses, Money Clips, Jokers, Handy Liters, Combs, Fuzzie Wuzzies for Lapel.

## LEATHER ITEMS

Outstanding Line of Bill-folds Made From Select Calf, Alligator, Morocco, Steer Hide, Saddle. Fitted Traveling Cases.

## 1c-5c-10c-25c

Novelty Numbers — Hats, Horns, Whips, Canes, Felt Hats, Celluloid Dolls, Rattles, Pinwheels; in fact, hundreds of leading numbers.



A Complete Stock of Novelty Felt Hats — Spanish, Swiss Yodeler, Mexican, Cholo, Cowboy, Fireman and Others

We can make immediate shipment of above articles, along with many other items, including Liquor Sets—Sewing and Jewelry Boxes—Pressed Wood Novelty Ashtrays and Characters, Mirrors—Pictures—Lamps—Carving Sets—Glassware—Plastic Toys—Boxed Games—Baseballs—Celluloid Ducks, Swans and Fish—Dice—Cards—Pokerchips. We are taking orders to be shipped when we receive allotments of BALLOONS—CLOCKS—BLANKETS—ELECTRICAL APPLIANCES—FISHING RODS—REELS—BAITS—POCKET AND SCOUT KNIVES—FLASHLITES.

WRITE FOR CATALOG AND PRICES—WILL ONLY MAIL TO THOSE WHO STATE THEIR BUSINESS

**WISCONSIN "DELUXE" COMPANY** 1902 N. THIRD STREET MILWAUKEE 12, WISCONSIN



**THE HOTTEST THING SINCE HIROSHIMA**  
**IDEAL for PREMIUMS, PROMOTIONS, SALESBOARDS**

**NATIONWIDE RECOGNITION**

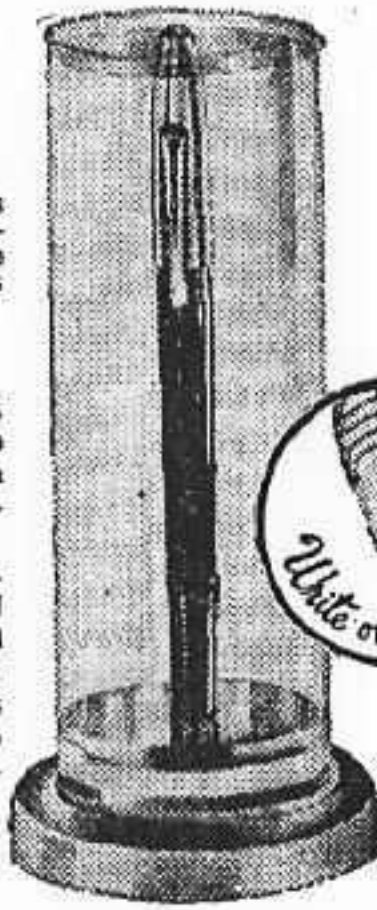
Backed by the most tremendous publicity and advertising campaign since V-J Day. Everyone knows about the miraculous Reynolds Pen.

**TO HELP YOU SELL**

★ Each pen is delivered in a beautiful package, complete with desk stand—and a **GUARANTEE**. Prompt delivery.

★ Choice of four colors—**ALL SILVER, SILVER and BLACK, SILVER and BLUE, SILVER and RED.**

★ Newspaper mats of Reynolds Pen are supplied free to help you prepare your own advertising.



**WITH THESE NATIONALLY ADVERTISED FEATURES**

- Writes on any surface.
- Writes under water.
- Writes thru 4 to 8 carbons.
- Writes fine, medium or heavy.
- Writes at stratosphere level.
- Lubricates its own thick ink.
- Will not leak or drip.



**GUARANTEED TO WRITE 2 YEARS WITHOUT REFILLING**

If the Reynolds Pen fails to write during 2 years after date of purchase return it and you will immediately receive a new pen.

The Reynolds Pen is the most discussed and desired pen in history. Cash in on this terrific demand and place your order now.

**OPA Dealers' Price**

**\$12.50**

Less 40%

**IMMEDIATE DELIVERY IN QUANTITIES**

WIRE, WRITE OR PHONE

**MERLIN AND COMPANY**

Wholesale Distributors

**JEWELRY • NOVELTIES • ELECTRICAL APPLIANCES**

22 MARIETTA ST. BLDG. (Ground Floor)

ATLANTA, GEORGIA

Open account to Rated Concerns, Otherwise 25% Deposit, Balance C. O. D.

**FELT ROBIN HOOD HATS**

With Bright Feathers

ASSORTED COLORS—PACKED MIXED FIRSTS & SECONDS—3 GROSS TO CARTON

**\$12.00**

Per Gross

Also **RAH-RAH HATS and BEANIES**

Plain or Trimmed With Charms  
 25% With Order, Bal. C. O. D.

for **CIRCUSES, CARNIVALS and PARKS**

**NEWARK FELT NOVELTY CO.**

414-420 MORRIS AVE.

NEWARK, N. J.

**CARNIVAL-CIRCUS-BINGO STOCK**

LARGE AND SMALL PLASTER, GLASSWARE, CANES, SLUM, FUR ANIMALS, LAMPS, ASH STANDS, LEIS, TAILS.

SEND FOR COMPLETE PRICE LIST.

**STANLEY NOVELTY COMPANY**

14 E. BROAD STREET

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**NOW AVAILABLE RED LATEX MOLDING COMPOUND**

MAKE YOUR OWN MOLDS FOR PLASTER OBJECTS

Write for Information and Prices.

**OHIO SUPPLY CO.**

474 LILLEY AVENUE

COLUMBUS 5, OHIO

**AGENTS & DISTRIBUTORS**

(Continued from page 102)

SELL TO EVERY BUSINESS PLACE. Hundreds of uses. Big profits. Repeat business. Samples, details 10c. Modern Products Co., Long Lake, Minn.

**SOCIAL SECURITY BRASS PLATES, IDENTIFICATION Plates and Discharge Veteran Plates.** Samples, \$1.00. No circular. Bonomo, Box 45, Sta. A, Brooklyn, N. Y. ma30

**SOCIAL SECURITY PLATES ARE NOW BACK.** Yes, the real Brass ones. Also have Leatherette Cases for the Plates. Complete sample 25c in stamps. C. Gamiser, 146 Park Row 7, New York.

**SOCIAL SECURITY WORKERS—CAN SUPPLY** you with Leatherette Cases for the plates at real low prices. C. Gamiser, 146 Park Row 7, New York.

**STORE SIGNS—SCREEN PROCESSED, MULTI-colored.** Wide selection for every type of business. Liberal sample assortment, catalog, prepaid \$1.00. Braun Studios, 2713 W. Cabot St., Philadelphia, Pa. ap6

**SUPER SCISSORS AUTO JACK! — LIFTS 2** ton easily. Send \$6.50. Money back guarantee. Distributors wanted. Kramer Industries, B-3145, Euclid 17, O. ap6

**SUREFIRE PROFIT MAKER — WRITE US TO-** day for free information on what sells, who buys and how to reach them. Rennelet B, 1022 9th St., Rock Island, Ill. ap6

**UP TO 100% PROFIT SELLING FRIENDS** sensational \$1.00 All Occasion Greeting Card Assortment. Costs you 50c up. Birthday, Baby, Gift Wrappings, Humorous, Scripture Boxes, 35c up; extra bonus. Request \$1.00 box on approval free personal stationery portfolio. Special offer. Elmira Greeting Card Co., M-80, Elmira, N. Y.

**WE PAY YOU \$25 FOR SELLING FIFTY \$1.00** assortments Birthday, All Occasion cards. Tremendous demand. Sell for \$1.00, your profit 50c. It costs nothing to try. Write for samples. Cheerful Card Co., 72 White Plains, N. Y. ap6

**WOOLY DOGGIES, FLASHY COLORS, FOR** salesboards and premiums. \$21 doz. ass't. sample \$2.00. Midway Sales, 400 Maiden Lane, Quincy, Ill.

**WRITE FOR INFORMATION ON THE FAST-** est selling novelty item of the year. Just the item for carnivals, novelty stores, salesmen, etc. Sample 3 Dimes postpaid in U. S. A. Blue Ash Craft Mill, 4614 Northfield Road, Blue Ash, Ohio.

**127 WAYS TO MAKE MONEY IN HOME OR** office; business of your own. Full particulars free. Elite, 214 Grand St., New York. ma30

**200 MONEY MAKING DEALS — BUSINESS** plans. Rare formulas. Schemes. Unusual items. Large folio free. Formico Ka, Box 572, Dayton, Ohio. ma30

**50,000 PREWAR BEADED KEY CHAINS, EX-** tended length 5", \$3.50 per 100. Sample, 10c. Crystaloid Co., 4207 Grand River, Detroit 8, Michigan.

**ANIMALS, BIRDS, PETS**

**ALASKAN HUSKIES, COLOR, PEP, INTELLI-** gence, natural born showmen; pups now. Phifer Animal Farm, Millington, N. J.

**ALIVE MIDGET STEER, 36 INCHES TALL.** Weighs 350 lbs. Picture on request. Make offer above \$100. Philip Behm, Howard, So. Dak.

**ANIMALS, BIRDS, SEND FOR LATEST LIST.** Warren Buck, 420 Garden Ave., Camden, N. J.

**ASSORTED NONPOISONOUS AND RATTLE-** snake dens for immediate shipment. \$25.00 up. Rattles fixed free. Wire Arthur Jones, West Point, Kentucky.

**CIRCUS MICE: 100 VARIETIES, SPOTTED** and solid colors. Dancers, hairless, naked, car-nal, tailless and other freaks: \$15.00 per hundred. Half cash with order. Water bottle shipping crates insure live delivery. \$3.00 crate deposit. Return promptly, charges collect, for re-fund. Please remember no mice shipped during July. S. P. Holman, Sarasota, Florida.

**EXPECTING BEGINNING OF MAY — PY-** thons, Boas, Capybaras, Sloths, Tapirs, Ringtail Monkeys, Penguins, Giant Antenters, Ostriches, etc. Louis Rubie, Inc., 853 Broadway, New York 3, N. Y.

**FOR SALE: 8 DOG ACTS, 2 SINGLE DOG** acts. Orders Received. Prof. J. P. Hart's Animal Academy, Loenst Grove, Ark.

**FOR SALE — PARRAKEETS, JAVA RICE** Birds, Finches, Cockatiels. Prices and full in-formation upon request. "La Pajarita" Bird Ranch, Box 954, Inglewood, Texas.

**FOR SALE—ONE HIGH-DIVING MULE AND** two horses. 30 ft. jumps; two years in action. H. G. Tucker, Silo Route, Durant, Okla.

**GOLDEN EAGLES, MONKEYS, BABOONS,** Coonmounds, Red Fox, Raccoon, Civets, Squirrels, Ringtail Cats, Kinkajous, Bear Cubs, Wild Cats, Snakes. Can supply complete line of animals for wild life exhibits on order. Charone Animal Ranch, Burlington, Wisc.

**LIVE SNAKES — DEN'S FAT ASSORTED,** \$20.00. Giant Alligators, 7-ft. up, \$40.00 in-cluding crate. Large Badgers, \$30.00. Bobcats, \$40.00. Monkeys, \$40.00. Place your orders now. Trails End Zoo, St. Stephen, S. C. ap6

**MEXICAN TAME DONKEYS (BURROS), SPE-** cial for children to ride on, \$35.00 each, \$65.00 pair. Stock on hand. General Mercantile Co., Laredo, Texas.

**SENSATIONAL WATERFOWL FOR SHEL-** tered pools and large estates. Develop Toulouse Geese weighing between 25 and 40 pounds each. Genuine show birds, stately and majestic. Hatching eggs. Booklet free. Morgan Mitchell, Zion, Ill.

**SNAKES — ALL KINDS; PLENTY BOAS, ALL** sizes: Giant Blue Bull Snakes, Alligators, Arma-dillos, Mexican Beaded Lizards, Giant Horned Toads, Coonmounds, Opossums, Agoutis, Monkeys, Baboons, Ringtail Cats, Bantams, Raccoons, White Doves, Talking Yellowhead Parrot, Zebra, Finches, Parra-keets, Guinea Pigs, Rats, Mice, Hamsters, Squirrels, Rabbits. Wire Otto Martin Locke, New Braunfels, Tex. ap6

**STEEL ARENA 24 SECTIONS, 14x5 360** 1/2 solid steel bars. Thomas Feckly, 2006 Strahm-ore Ave., Baltimore 14, Md.

**WHITE DOVES, WHITE PIGEONS—TRAINED** for Girl Dancer. George E. Roberts, Pama-biska Studio, 3504 N. 8th St., Philadelphia 40, Pa.

(Classified Ads cont'd on page 106)

**Continental**

ORDER FROM THIS AD TODAY!

- 8706 Comic Buttons... \$17.50 M
- 9264 American Flags... .95 Gr.
- 24003 Pencils... 2.00 Gr.
- 94029 Metal Crickets... 1.90 Gr.
- 9470 Metal Whistles... 1.85 Gr.
- 87102 Wedding Rings... 1.10 Gr.
- 8709 Plastic Crucifix... 1.50 Gr.
- 8700 Comic Hat Bands... 17.00 M
- 94030 Musical Stems... 1.20 Gr.
- 8708 Bow Pins... 1.35 Gr.

**GLASSWARE**

- 1830 Beer Mug... \$ 3.25 Gr.
- 18502 Ash Trays... 3.60 Gr.
- 18052 Ash Trays... 3.90 Gr.
- 18301 Salt & Pepper Shakers... 3.00 Gr.
- 18068 Berry Bowls... 3.80 Gr.
- 1827 9-Oz. Tumblers... 5.52 Gr.
- 18503 Glass Roamers... 5.04 Gr.
- 18063 Green Cups... 5.76 Gr.
- 18064 Green Saucers... 5.76 Gr.
- 18202 Hat Ash Tray... 5.25 Gr.

**NOVELTIES**

- 8627 Spanish Hats... \$27.50 Gr.
- 8622 Mexican Hats... 24.00 Gr.
- 8635 Cowboy Hats, Small... 14.75 Gr.
- 8640 Cowboy Hats, Large... 32.00 Gr.
- 8607 Yodeler Hats... 16.50 Gr.
- 76339 Bisque Dolls... 16.50 Gr.
- 8405 Swaggar Canes... 10.00 Gr.
- 8403 R.W.B. Batons (Without Bell)... 18.00 Gr.
- 8406 R.W.B. Batons (With Bell)... 21.00 Gr.

**BINGO**

- 4720 Metal Smokers... \$11.00 Dz.
- 4101 Steel Skillets (In Lots of 20)... .65 Ea.
- 49103 Aluminum Skillets... 8.69 Dz.
- 4043 Glass Coffee Maker (6 Cup)... 12.50 Dz.
- 41037 Canister Sets (4 Pieces)... 6.30 Dz.
- 4064 Glassbake Set (10 Pieces)... 11.40 Dz.
- 4004 Glass Roasters... 8.00 Dz.
- 49025 Nut Pick & Bowl... 6.25 Dz.
- 1850 Water Set (7 Pieces)... .80 Ea.
- 4657 Baby Blankets... 11.00 Dz.

**Continental**

Distributing Co. 822 N. THIRD ST. MILWAUKEE 3, WIS.

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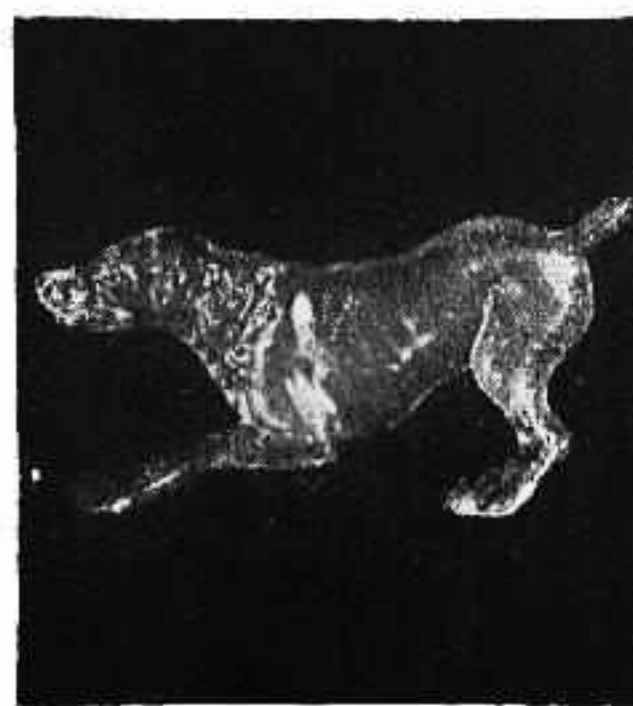
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**WILLIAMSON, N. Y.**





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  - Tricky Magnetic Dogs (We Deliver). Per Gross . . . 21.00
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  - Scout Knives, 4 Blades. Per Doz. 18.00
  - Balloons, #20. Per Gross . . . 20.00
  - Bugle Boy Bugle. Per Doz. . . 1.80
  - Cadet Bugler Bugle. Per Doz. . . 4.97
  - Hot Pepper Gum (5 Sticks). Per 1000 . . . 30.00
  - Kem Beer Bottle Lighters. Per Doz. 3.00
  - Kem Beer Bottle Lighters. Per Gross 30.00
  - Kem Beer Bottle Lighters (20 Gross Lots). Per Gross . . . 25.20
  - Kem Ritz Lighters. Per Doz. . . 2.50
  - Kem Ritz Lighters. Per Gross . . 27.00
  - Kem Ritz Lighters (10 Gross Lots). Per Gross . . . 25.20
  - Kem Plastic Cigarette Cases (5 Gross Lots). Per Gross . . . 18.00
  - Dime & Penny Block Trick. Per Doz. . . 2.00
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  - Comio Buttons, 2 1/2 Inch Safety Pins Attached. Per 100 . . . 7.50
  - Balloons, #4 (50 Gross Lots). Per Gross . . . 1.90
  - Balloons, Weather Observation Giant. Per 100 . . . 25.00
  - Balloons, #5 to J30—See Catalog for Prices.
  - Celluloid Water Squirters: Large. Gr. . . . . 9.80 Small. Gr. . . . . 4.80
- CLOSEOUTS THIS WEEK ONLY**
- |   | Reg. Price Doz.       | Closeout Price Doz. |
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| Wallets, 4 Windows, All Leather . . . . .         | \$ 9.00               | \$ 3.00             |
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| Photo Frames, 8x10 . . . . .                      | 18.00                 | 6.00                |
| Furtoy, Dolls, Scotty Dogs, Kittens . . . . .     | 36.00                 | 24.00               |
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| Air, Coast Guard, Army, S. S. Pins . . . . .      | 2.50                  | .60                 |
| Chess, Checkers, Bingo, Pocket Sets . . . . .     | 9.00                  | 3.00                |
| Seaman's Wallets . . . . .                        | 36.00                 | 18.00               |
| Zoot Suit Key Chains, Carded . . . . .            | 3.00                  | 2.00                |
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| Cigarette Loads, Carded (10 Gross Lots) . . . . . | \$4.80 Gr. \$3.00 Gr. |                     |
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New Assortment  
HOOPS — DANCLERS — BUTTONS  
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CLOSE OUT FOR \$24 PER GROSS  
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**PERFUME BRILLIANTINE MANUFACTURING** business, little capital, big profits. Instructions, \$2.00. Particulars free. Bob Celaya, 907 Adams, Brownsville, Texas. Write clearly.

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(Classified Ads cont'd on page 108)

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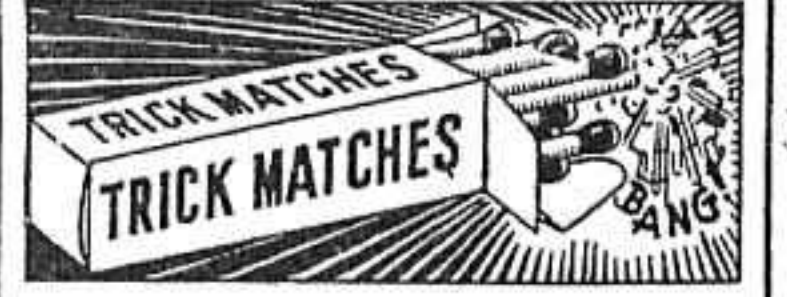
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**All Clean, First Quality, Stock**

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They Shoot With a Loud Bang!—Immediately After Striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. 12 Matches in Box. 72 Boxes in Carton.



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An entirely new idea in Trick Matches. The back row is regular. The front row is treated to SPARKLE. YOU light up with a regular match from rear row. YOUR VICTIM naturally takes one from the front row, and HOW! 48 books to carton with display card.



A Novelty Surprise! When your friend strikes one of these matches, what appears to be a tiny snake uncoils from the flame! Front row are Snake matches—back row regular. You use the regular match first, then toss the book to your "victim" and watch the fun begin. Usually retails 10c book. Packed 48 Books to Carton.

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Write for prices. Big Profits to you with these fast moving, year round, repeat sellers.  
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**Latest CRAZE**  
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Big, flashy, popular Movie Star Transfers, \$6.00 per thousand, F.O.B. New York.  
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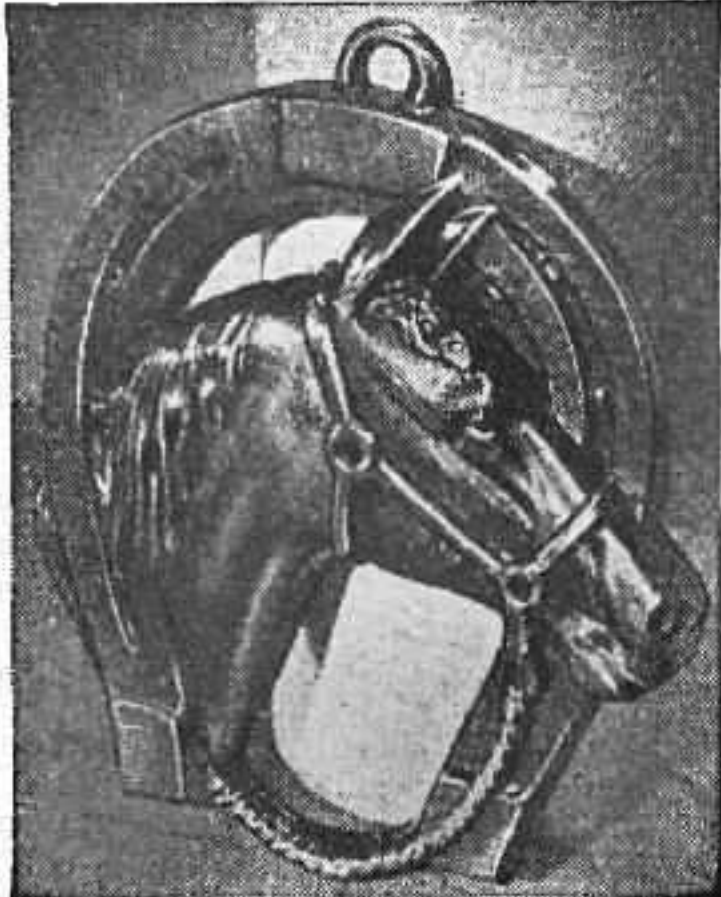
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Size 5"x4". Wt. 19 Lbs. per Carton  
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Size 4"x5". Wt. 29 Lbs. per Carton  
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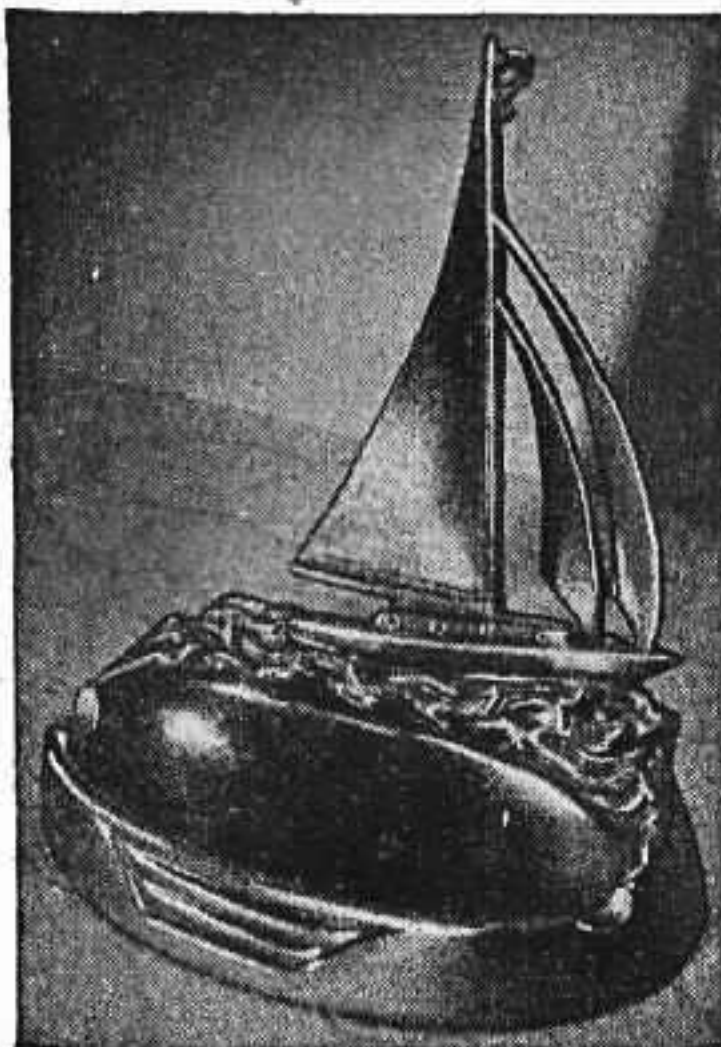


**Elephant Ash Tray No. 40**  
Size 3"x5". Wt. 47 Lbs. per Carton  
Bronze Plated . . \$10.40 Doz.  
Goldtone Plated . . 11.88 Doz.



**Broncho & Cowboy No. 70**

Size 5"x3 1/2"  
Wt. 47 Lbs. per Carton  
Bronze Plated . . \$10.40 Doz.  
Goldtone Plated . . 11.88 Doz.



**SHIP ASH TRAY NO. 20**

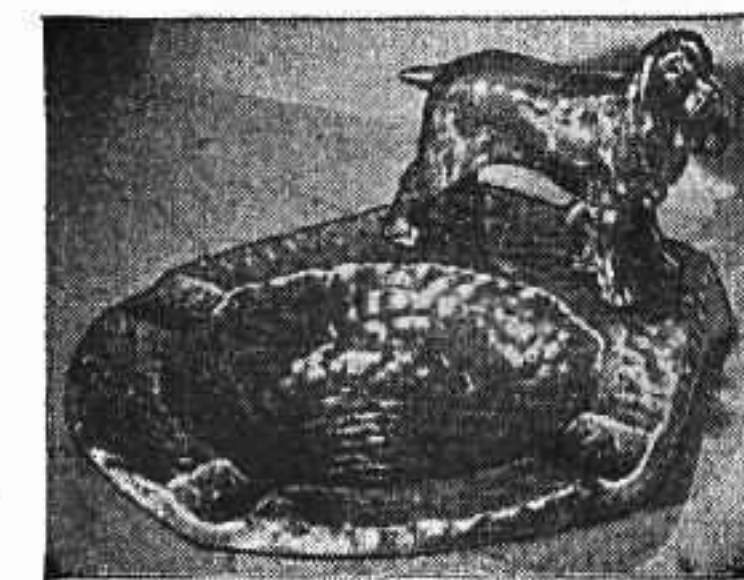
Size 4 1/2" x 4"  
Wt. 20 Lbs. Per Carton  
Bronze Plated . . \$10.40 Doz.  
Goldtone Plated . . 11.88 Doz.



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Size 6" x 5"  
Wt. 119 Lbs. per Carton

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Bronze Plated . \$10.40 per Doz.  
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Manufacturers of White Metal Products  
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JOBBERS, WRITE  
25% DEPOSIT WITH ORDER. BAL. C. O. D.  
UNLESS RATED. F. O. B. CHICAGO, ILL.



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LIGHTS INSTANTLY WITH TWIRL OF THE THUMB

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**70¢** IN GROSS LOTS EACH

**\$9.60** PER DOZEN

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Retails for \$1.00. \$39.00 Gross.

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Retails for \$1.69. \$72.00 Gross.

Set of Samples \$1.50

One of the Most Beautiful Crucifixes You Have Ever Seen.

**FAST SELLER WITH EYE APPEAL**

**RUSH ORDERS**

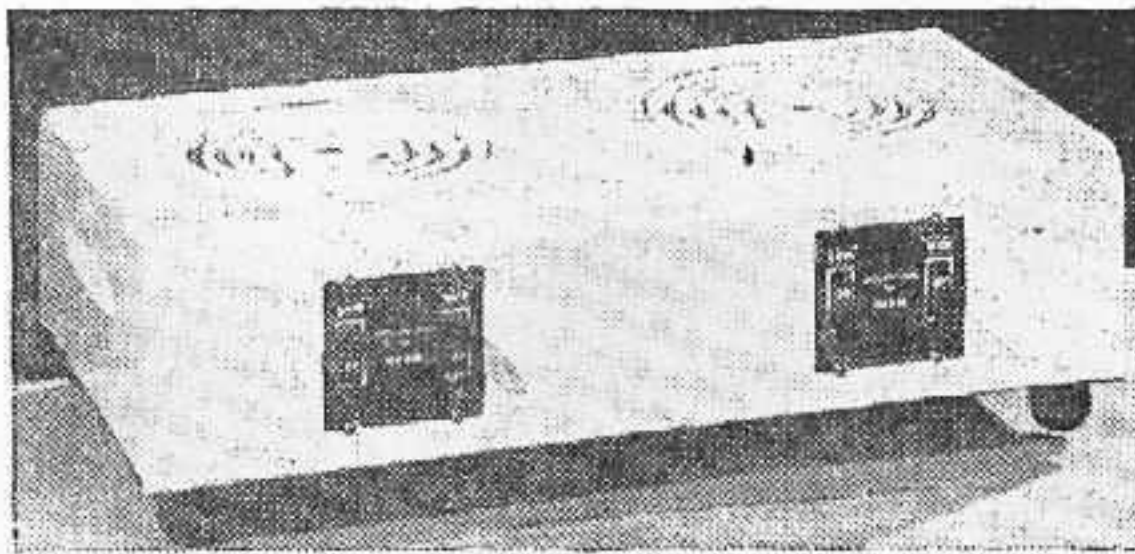
For the Easter Season and Mother's Day.  
25% With Order, Balance C. O. D., Unless Rated. F. O. B. CHICAGO.

**PARDON CROSS CO.**  
333 S. Market St. Chicago 6, Ill.



4 Asst. Finishes





**2-BURNER ELECTRIC HOTPLATE STOVE**  
 Commander Product No. 2  
 O.P.A. Ceiling Price \$17.40.  
 Your Price **\$8.75** in Quantity  
 Packed 8 to Carton.  
 Shipment made same day order received. #20 gauge cold rolled steel construction, white finish.



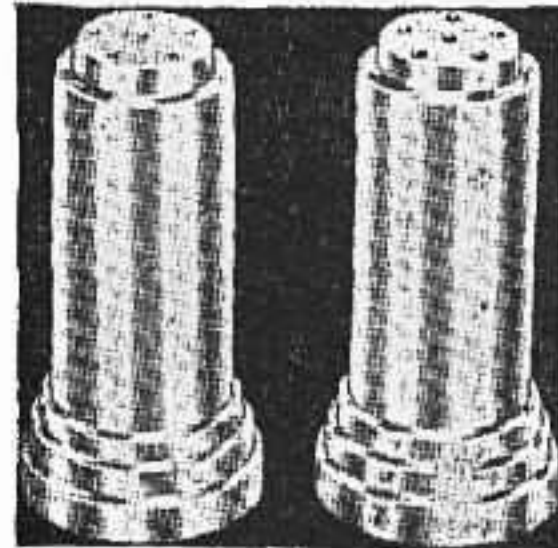
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**6 PC. MANICURE SET**

In Genuine Leather Case

**\$21.50 DOZEN**  
 Retails for \$4.25  
 Sample Complete, \$2.25

**5 PC. MANICURE SET**  
 Leatherette Case  
 Retails for \$2.25  
 Sample Complete, \$1.50



**\$6.10 Doz.**

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Made of solid polished aluminum, light weight, luxurious looking, boxed in sets. Send \$1.00 for Sample Set.

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12 Inches High, Complete  
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Dolls with Feather Costume. **\$35.00**  
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 Doz. .... **\$3.50**  
 4 Doz. to Carton (Minimum Order).  
 Special Discount to Quantity Users.



**New Sensational Fast Selling KUPIE FEATHER DOLL**

Copyright Pending  
 Light weight, height 12 inches overall, can be attached to canes.  
**THE WINNER FOR THE COMING CARNIVAL SEASON**  
 Order trial shipment of 6 dozen complete with assorted color feathers.  
**Price—\$3.00 Per Dozen or \$33.00 in Gross Lots.**

If your wholesaler cannot supply you write direct to manufacturer. 25% deposit on all orders—balance C.O.D.

**OSCAR LEISTNER INC.**  
 323 W. RANDOLPH ST. CHICAGO 6, ILL.

**CARNIVAL PLASTER**

MANUFACTURED EXCLUSIVELY FOR CARNIVALS, AMUSEMENT PARKS AND SEASHORE RESORTS

Our prices range from 6c for American Beauty Faces to 30c for the large 16" Dolls. For real flash!! Immediate delivery!! See us first. Contact our representative, HAROLD DALY, at N. S. A. Clubrooms on meeting nights or visit our factory.

**CONEY ISLAND ART PRODUCTS**

2919 West 15th Street Brooklyn 24, New York

**NEED MERCHANDISE?**

We have a full line of SLUM—BINGO—CIRCUS and PREMIUM ITEMS Also EASTER TOYS

Send for our Price List

TELL IT TO *Casey* YOUR DEPENDABLE SOURCE OF SUPPLY  
 1132 S. WABASH AVE. • CHICAGO

**COIN-OPERATED MACHINES, SECOND-HAND**

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 AMERICA'S POSTAGE STAMP MACHINES for sale. Buying all kinds. Folders, immediate delivery. Write U.S.P., 100 Grand St., Waterbury 5, Conn. ma30

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. my11

AA BUYS! — BRAND NEW POSTAGE STAMP Machines, 1¢ LoBoy and Ticket Weighing Scales, 1¢ Nut-Candy Vendors. Free Hst. Adair Company, 6926 Roosevelt, Oak Park, Ill. ma30

A. B. T. RIFLE SPORT COMPLETE WITH 6 factory rebuilt rides and set of new moving targets, compressor, counters, steel shot, cartridges, etc. All in exceptional condition. Also one complete Batter-Up Baseball Pitching Game. E. C. DeLong, Dade City, Florida.

ADVANCE MODEL D BALL GUM MACHINES \$5.00 each, 100 at \$4.50 each. Marbles, glass assorted colors, carton of 10,000 for \$10.00. Send one-third deposit. Albert Gerry, Box 6435 Philadelphia 45, Pa.

ARCADE MACHINES ALL IN WORKING condition, Skylighter, \$175.00; Air Raider, \$125.00; Keeney Submarine, \$89.50; Evans Tommy Gun, \$110.00; Seeburg Paratrooper (new paint), \$80.50; Mutoscope Punching Bag, Gripograph, Liftograph, \$150.00 each. 50 Counter Games, Truck and Shooting Gallery. Pop's Arcade, 921 Noble, Anniston, Ala.

BARGAIN—1 BRAND NEW X-RAY POKER, \$100.00. 5 factory reconditioned with new parts, Model F Targets, \$22.50 each. Michael Banach, 2262 Falls St., Niagara Falls, N. Y. ap13

BARGAIN, CLOSE OUTS—ONE 5c 3/5 Pay-out War Eagles, club handle, and refinished; one 10c Watling Twin J. P. 3/5 Payout, refinished; one Mills 25c Goose-neck and one 1c 3 J. P. Jax; needs minor repairs. All four slots, \$165. Joseph Worpel, 55 Grant St., Easthampton, Mass.

CANDY MACHINES WANTED BY OPERATOR. Stoner or Howe, also Cigarette Machines. Any amount. For Sale, 30 Model N. W. Model 10 Nut Vendors, like new. Make offer on 10 Model F A.B.T. Target Guns; also 1c Abbott Coin Counter \$50.00. Harold Steuber, 6547 Falcon Ave., Long Beach, Calif. ap6

CHALLENGERS, \$25.00; RED WHITE, \$22.50; Target Skill, \$25.00; Kicker Catchers, \$22.50; Ideal Card Vendors, \$12.50; Columbus Porcelain, Peanut, \$6.00; Booth Model Lights Ashers, \$7.50; Mutoscope Reels complete, \$27.50; floor model Calle Drop Pictures, \$29.50; floor model Electric Mutoscope Reels, \$49.50; Electro Hoists, \$49.50; Rotary Merchandisers, \$219.50; Rotary Claws, \$219.50; Chester Pollard Golf, \$49.50; Football, \$89.50. Herb Everschior, 276 S. High, Columbus, O.

CIGARET VENDORS FOR SALE — 500 PERFECTLY reconditioned in our own shops. Kerner Vendors, 4509 N. Clark St., Chicago 40, Ill. ap6

CONSOLES AND DIGGERS FOR SALE—ALL machines reconditioned, ready for location. 5 Buckley Deluxe Model, \$85.00 each; 2 Buckley Treasure Islands, \$55.00 each; 2 Keeney Dark-Horse, automatic payout, \$37.50 each. Terms: 1/2 with order, balance C.O.D. Bronson Co., 426 W. Mulberry St., Baltimore 1, Md.

COUNTER GAMES—CLOSING OUT ASSORTED Dice, Cigarette Reels, Target Skills, Reel 21 and many other games. Ball Gum Machine and Advance Globes. Variety Sales, 1058 N. Rockwell St., Chicago 22.

COUNTER SIZE AMUSEMENT MACHINES wanted, with or without stands. Will buy old or new types. Jobbers, 1715 Morse, Chicago 26, Illinois.

DIGGERS FOR SALE—ALL MACHINES reconditioned, ready for location; 5 Exhibit Novelty Candy Vendors, claw rotary type, \$150.00 each; 3 Mutoscope Rotomatic Novelty Merchandiser, claw rotary type, \$125.00 each. Terms: 1/2 with order, balance C.O.D. Bronson Co., 426 W. Mulberry St., Baltimore 1, Md.

FACTORY REBUILT 38 TRACK TIMES, LIKE new with latest improvements. Cabinets refinished; \$160.00. One third deposit, balance C.O.D. W. E. Keeney Mfg. Co., 7729 Constance Ave., Chicago.

FIRST \$150 BUYS 123 FOUR-SECTION BULK merchandise machines. Extra parts to make at least 30 more. Penny operation. Cost \$15 each now. Peerless Automatic, 2726 Starvant, Detroit 6, Mich.

FOR SALE: SCALES, 8 WATLINGS, 2 JENNINGS, 1 Ideal. \$30 each. John L. Garcia, Box 1598, Laredo, Texas.

(Classified Ads cont'd on page 110)

**CARNIVAL PLASTER**

For Carnivals, Parks and Fairs. Finished in flashy colors. No flat backs. Due to labor shortage, no shipping orders, please. Cash and carry. Our prices, 9c, 12c, 25c. Phone Number Ma. 5933.

**CENTRAL DOLL CO.**

2102 Prospect St., Indianapolis 3, Ind.



**1946 Brings Back These Proven Good Sellers O'Johnny Pipes**  
 Very Amusing **\$3.60 Doz.**

**LIGHTERS**

Bowers #2 Storm Lighters, Solid Brass, \$5.00 Doz.

Bottle Lighters, Brass, \$3.00 Doz.

Genuine 50 Cal. Shell Table Lighter, \$10.80 Doz.

Kem 10c Flints—3 Doz., \$1.80.

Takes in \$3.60.



- SEAL TITE POUCHES. #82, leather, zipper, full size, seals as it closes. Doz. .... \$ 8.00
- COMB. PIPE AND TOBACCO POUCH. #2020, full-size pockets, zipper, wide gusset, individually boxed, leather. Doz. .... 12.00
- 3-WAY ZIPPER KEY CASES. #400, calf. Hooks lock and detachable. Doz. .... 12.00
- PLASTIC CIGARETTE CASES. Varied colors. Doz. .... 2.00
- FINE CALF WALLETS. 2-way zipper, large change pocket, 4 window compartments. #1675. Doz. .... 19.50
- FINE CALF WALLETS. 3-way zipper, large change pocket, 4-window compartments. #1676. Doz. .... 21.00
- MAGNIFICENT REAL FLOWER PLAQUES. Plastic or metal frames. Per doz. .... \$5.40 to 9.60
- COLOGNE with real flower in each bottle. Doz. .... 12.00
- PUZZLE BALL KEY CHAINS. Doz. .... 2.00
- JOKER ASSORTMENTS. Containing 53 items at a wholesale cost of ..... 2.00
- GENUINE LEATHER WALLETS, containing 4 extra compartments for cards and photos. #1009. Doz. .... 4.00
- LARGE PLASTIC COMPACTS. Varied colors. Excellent value. Doz. .... 9.00
- TRICKY DOGS (packed 3 doz. pairs). Per doz. pairs. .... 1.80
- PERFUME LAMPS. Doz. .... 7.80
- WALLET INSERTS. 4-window compartments with 2 plastic stubs. Doz. .... 1.80

**WORLD NOVELTY CO.**

238 W. Jefferson Ave., Detroit 26, Mich.  
 You Are Always Safe With  
**WORLD NOVELTY PRODUCTS'**

**BALLOONS**

We Buy, Sell or Exchange Any Size, Any Kind.  
 WE ALSO HAVE BALLOON BELLOWS AND STICKS  
**HARRY FRIEDMAN**  
 1065 Mission St.  
 San Francisco, Calif.



**FURS**  
 COATS — JACKETS

LATEST CATALOG JUST OUT

Quality, Price, Style. Coats, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. **LOWEST PRICES**  
 Illustrated Catalog is FREE. Write today.

**M. SEIDEL & SON**  
 243 W. 30th St. New York 1



# AVAILABLE FOR IMMEDIATE DELIVERY!

## SPRING RINGS

• FINEST QUALITY!

• NICKELED FINISH!

\$1 DOZEN

\$7.50 GROSS  
IN 5 GROSS LOTS

\$9.00 GROSS  
IN SINGLE GROSS LOTS

## BULK CHAIN

Sterling Silver Cable.....	10c ft.
Sterling Silver, Gold Plated Cable.....	12c ft.
Gold Filled Cable.....	18c ft.
Sterling Silver Curb.....	12c ft.
Sterling Silver, Gold Plated Curb.....	14c ft.
Gold Filled Curb.....	20c ft.
Sterling Silver, Heavy Neck Chain Curb.....	30c ft.
Gold Filled, Heavy Neck Chain Curb.....	45c ft.
.030 Sterling Silver, Charm Bracelet Curb.....	42c ft.
.030 Gold Filled, Charm Bracelet Curb.....	80c ft.
.040 Sterling Silver, Charm Bracelet Curb.....	50c ft.

## MADE-UP NECK CHAIN

15" Sterling Silver Cable.....	\$3.50 Doz.
15" Gold Filled Cable.....	5.50 Doz.
18" Sterling Silver Cable.....	4.00 Doz.
18" Gold Plated, Sterling Silver Cable.....	4.50 Doz.
18" Gold Filled Cable.....	6.00 Doz.

## CATCHES

Sterling Silver.....	\$3.50 Gr.
Sterling Silver, Gold Plated.....	4.50 Gr.
Sterling Silver, Gold Filled.....	6.50 Gr.

## ROLLED GOLD PLATE CHARMS

THREE ASSORTED HEART PATTERNS . . . . \$13.50 GROSS  
Additional Styles Available Shortly!

## WIRE

Rolled Gold Plate on Sterling Silver Base

GAUGE	QUALITY	100 OZ.	25 OZ.	10 OZ.	5 OZ.
No. 21	1/100-12K	\$1.37	\$1.47	\$1.57	\$1.67
No. 22	1/100-12K	1.40	1.50	1.60	1.70
No. 21	1/40 -14K	1.90	2.00	2.10	2.20
No. 21	1/60 -14K	1.70	1.80	1.90	2.00
No. 22	1/60 -14K	1.73	1.83	1.93	2.03
No. 22	1/40 -14K	1.93	2.03	2.13	2.23
No. 20	1/100-12K	1.37	1.47	1.57	1.67
No. 20	1/40 -14K	1.90	2.00	2.10	2.20
No. 20	1/60 -14K	1.70	1.80	1.90	2.00

All Above Square Wire in One Size Only!

## PEARL PLATES

NO.		IRIDESCENT FRESH WATER	ORCHID FRESH WATER
8507	36L. Heart, 2 H., 2 Eng.....	\$10.80	\$10.80
8515	50L. Heart, 2 H., 2 Eng.....	16.20	16.20
8516	50L. Heart, 2 H., 2 Eng.....	17.40	17.40
8518	70L. Leaf.....	9.00	9.00
8519	85L. Leaf.....	12.60	12.60
8520	70L. D. H. A.....	12.00	12.00
8528	70L. Pennant Bar.....	9.60	9.60
8567	70L. Double Lovebird.....	13.50	13.50

5 Gross Lots Assorted—5% Discount

1/3 DEPOSIT, BALANCE C.O.D. F.O.B., NEW YORK

## WIRE TRADER

114 EAST 32ND STREET NEW YORK 16, N. Y.  
Telephone: Lexington 2-5790

# TREND CREATORS SPRING SPECIALS



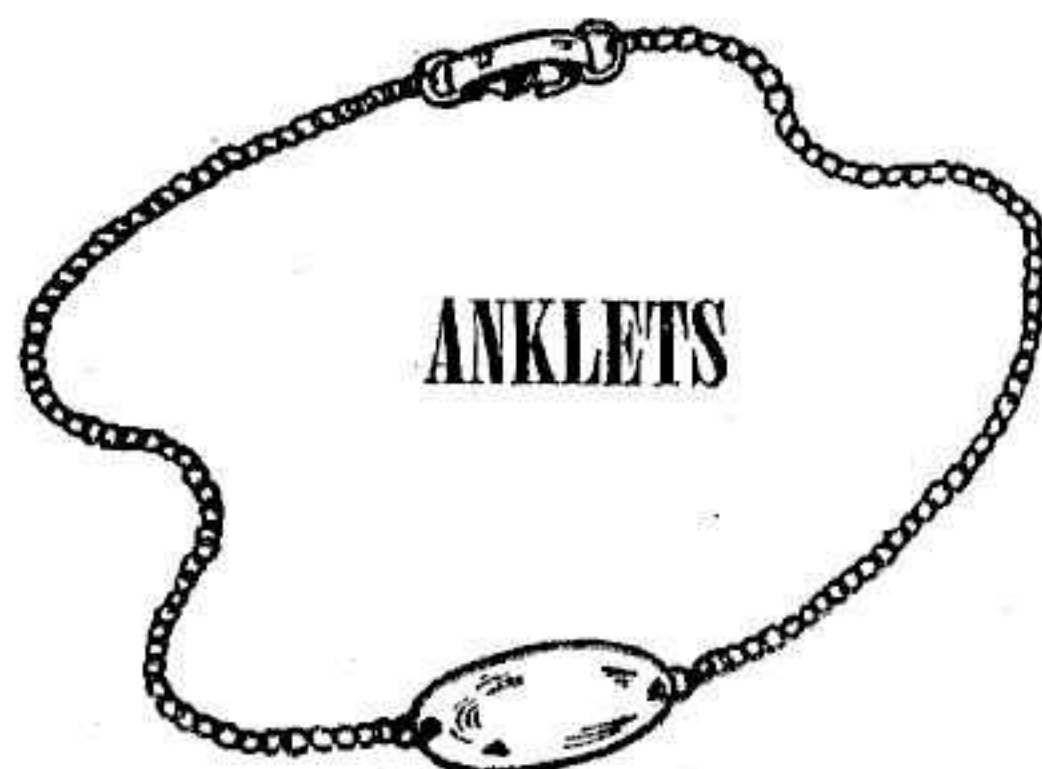
IDENTIFICATION  
BRACELETS

No. ID-1  
MEN'S STERLING SILVER  
.060 . . . . \$24.00 Doz.

No. ID-2  
MEN'S STERLING SILVER  
.070 . . . . \$30.00 Doz.

No. ID-4  
LADIES' GOLD FILLED  
Goodweight. \$27.00 Doz.

No. ID-11  
LADIES' GOLD FILLED  
Heavyweight. \$45.00 Doz.



ANKLETS

No. 101  
Sterling Silver,  
\$4.25 Doz.

No. 102  
Gold Filled,  
\$6.00 Doz.



LOCKETS

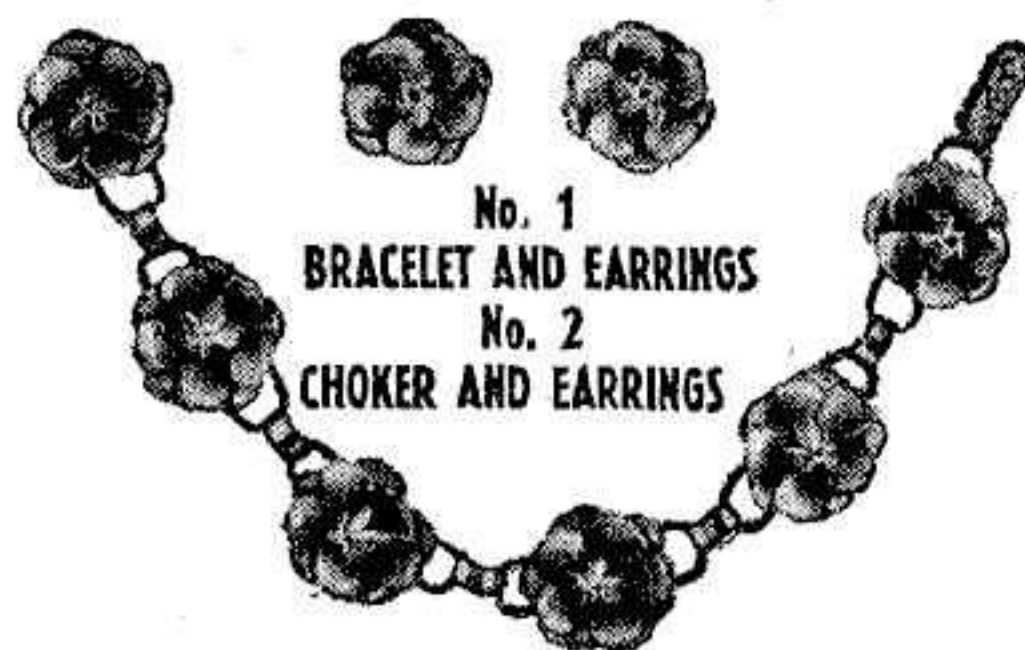
No. 820

English engraved . . . . . \$25.50 Doz.  
Two-Tone engraved. . . . . 27.00 Doz.  
Three-Tone engraved. . . . . 28.50 Doz.

1/20-10K Gold Filled with Gold Filled Chain

• Hand Engraved! • Attractively Boxed!

OTHER SHAPES AVAILABLE!

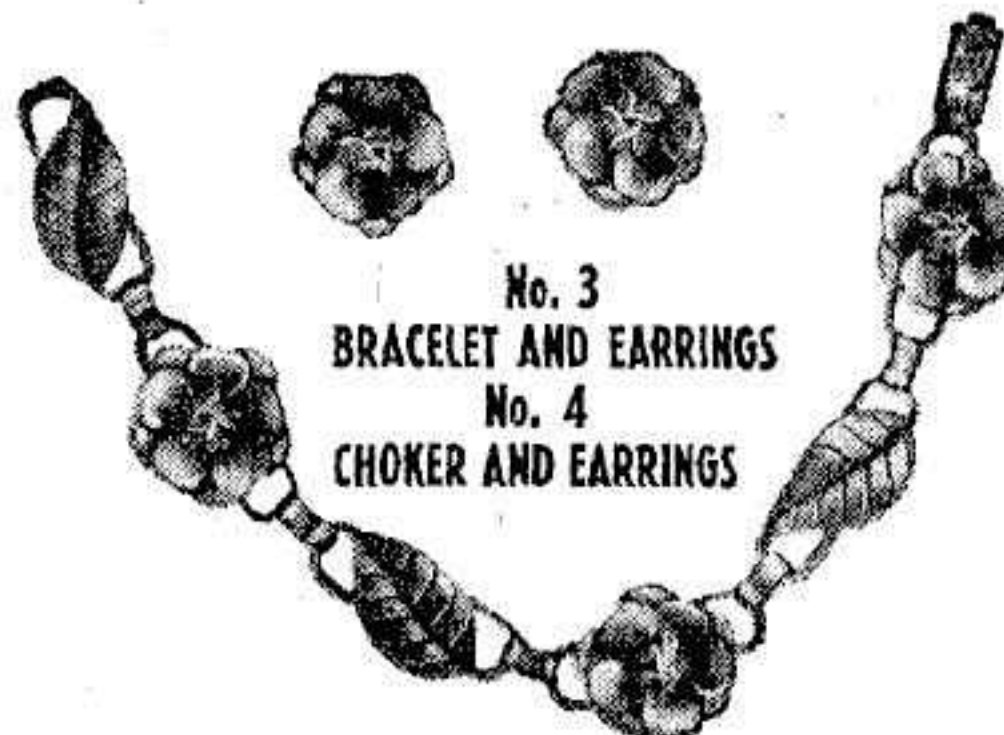


No. 1  
BRACELET AND EARRINGS  
No. 2  
CHOKER AND EARRINGS

Sterling Silver  
and  
Sterling Silver  
Gold Plated  
BRACELET  
and  
CHOKER  
SETS

No. 1 . . . . \$51.00 Doz.  
No. 2 . . . . 51.00 Doz.  
No. 3 . . . . 51.00 Doz.  
No. 4 . . . . 51.00 Doz.

Specify Oxidized Silver  
or Gold Plated



No. 3  
BRACELET AND EARRINGS  
No. 4  
CHOKER AND EARRINGS

1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK

# TREND CREATORS

14 E. 17TH STREET

NEW YORK 3, N. Y.



**PILLOW TOPS AND TEA APRONS FOR MOTHER'S DAY**



Style 400WR, \$7.50 per doz. These pillow tops can also be furnished with a rose and poinsettia design.



Style 400E, \$7.50 per doz. Size 20x20"



Style 1200, \$7.00 per doz. Size 20x20"

All Pillow Tops are mostly made of rayon, satin and taffeta. Furnished in Assorted Colors.

Articles can be furnished with the following verses:

- |              |               |
|--------------|---------------|
| Sweetheart   | Remember Me   |
| Mother       | Friendship    |
| Sister       | God Bless     |
| Wife         | Our Home      |
| Mother & Dad | Just Hello    |
|              | Forget Me Not |

35% Deposit, Balance C.O.D.

**LEROCK PRODUCTS CORP.**  
Manufacturers  
55 EAST 11th STREET  
NEW YORK 3, N. Y.



Style 408, \$5.50 per doz. Size 14x14"

Pin Cushions 9x9" plain, \$3.00 per doz.; with verses \$4.00 per doz.

Style 200A. Aprons are made of assorted materials, mostly of rayon, satins and taffetas in attractive combinations of colors. \$10.00 per doz. PLAIN \$11.00 per doz. with any design in 6 doz. lots.

**COIN-OPERATED MACHINES, SECOND-HAND**  
(Continued from page 106)

FOR SALE: 20 LATE MODEL SEEBURG, 3 wire boxes; excellent condition; \$20 each, 5 Wurlitzer No. 125-wireless; 7 Wurlitzer No. 120-wireless, \$20 each; 2 Wurlitzer No. 145 fast steppers, \$25 each. Taylor Amusement Company, Brunswick, Ga.

FOR SALE—TWO CONVERTERS 1.5 AMP. and three motors 32 volt Rock-ola. All in A-1 shape. Take all for \$125.00. Two Bally Alleys, \$80.00. ABC Novelty Co., 2509 So. Presa St., San Antonio, Tex.

FOR SALE—35 "VARIETY SHOP" 1¢ CANDY vending machines with stands, 5 compartments, chrome top with lock. Good condition. Make offer. Syd Alderman, 174 Grandview Terrace, Hartford 6, Conn.

FOR SALE — 100 ROWE PENNY GUM MACHINES in A-1 condition. Price \$7.50 each F.O.B. Miami. Ace Cigarette Service, 9709 N. E. 2nd Avenue. ap6

FOR SALE—FOUR DUCK-PIN BOWLING ALLEYS in good condition. Including an extra set of pins and twelve balls. Inquire of L. Graening, 1234 Wellington St., Danville, Ill.

FOR SALE—ONE INTERNATIONAL PHOTO-matic just overhauled at factory, new paint job, \$795.00; 1/2 deposit, balance C. O. D. Saunders Electric, 227 W. Main St., Charlottesville, Va.

FOUR SKEE-BALL ALLEYS, 35 FT. LONG. Four miniature Bowling Alleys, 18 ft. long. All in good working order; all for \$1,000. Louis Donati, 1364 Condia Rd., Manchester, N. H.

GRIPPERS WANTED — GRIPPERS; WANT three hundred Penny Grippers. Advise make, condition and best price. Deposit by return mail if offer accepted. L. G. Thompson, P. O. Box 881, Greensboro, N. C. ap6

MERCHANDISE DIGGERS, \$45.00; CHALLENGER, Model F, \$27.50 each; Happy Feet, \$65.00; Ace Bomber, \$225.00; Drop Pictures, \$35.00; Zeta, \$35.00; Owl Lifters, \$75.00; Aircraft Gun, \$45.00; 6 Meters, \$150.00; Pot Shot, \$50.00; Skill Shot, \$30.00; Kismeter, \$160.00. 1/2 deposit money orders only. Emil Schnepel, Trailer Park, 5 points, West Birmingham, Ala.

ONE SEEBURG 8800 ESRC—\$595.00; TWO Bally King Pin Skee Balls, \$170.00; one 10c Mills Blue Front, factory rebuilt, one cherry pay, S.J.D.P., glitter finish, \$150.00; one Chicago Coin Goatee, used two weeks, can't tell from new, \$495.00. Bryan Brothers, 422 So. East St., Boyne City, Michigan.

SACRIFICE \$30.00 PRACTICALLY NEW Khaki Top, 10x10, Scalloped Border, including shipping bag. Jack Westfield, 17 East 37th St., Indianapolis, Ind.

SHIPMAN STAMP VENDORS — GOOD, used, \$22.50 each. Five, \$110.00. Ten, \$210.00. Twenty, \$400.00. Folders for Shipman, neatly printed, white, 10,000, \$6.00. Rex Products, 3685 Laclede, St. Louis 8, Mo.

SNACKS: THREE COMPARTMENT MACHINES with slug ejectors \$10.00. Jennings in the Bag Vendors, \$10.00. Penny Porcelain Masters, \$10.00. Al Hoff, 1920 Rose, Baltimore 13, Md.

VERY CLEAN, SIXTEEN PIECES — GIRLS Alloy, Four Roses, Broadcast, Attention, Smack Japs, Mills Owl, and others; four consoles; one bangball. Best offer takes all. M. & J. Amusement, Chesaning, Mich.

WANTED TO BUY FOR CASH—ROCK-OLA OR Wurlitzer Twin 12; Hideaways with Packard or Buckley Adapters; also Rock-Ola Playmasters; Packard Boxes; Buckley 24 Selection Chrome Lite Up Boxes; state price and full information. Tillitson Music Co., 1209 Gaviota Ave., Long Beach 4, Calif. ap6x

WANTED TO BUY — ARCADE AND MUSIC equipment, also vendors (late models preferred). Crating not necessary; will call and haul personally. Complete details first letter. Lake Novelty Co., Omro, Wis., Phone 82. ap13

WANTED: FIVE TO TWENTY, ACE OR Queens, "Your Choice Vendors." Consider other types; state conditions, price, first letter. A. W. Paquette, 795 Massabesic St., Manchester, N. H.

WANTED FOR CASH—USED TOTAL ROLLS: 14" Wurlitzer Skeeballs; also 9-ft. models; Seeburg, Rock-Ola and Wurlitzer Phonos, all models. State prices and full details. Tillitson Music Co., 1209 Gaviota Ave., Long Beach 4, Calif. ap13

WHAT AM I OFFERED FOR TWO ABC BOWLERS, one Star Attraction, two Stratoliners, one Sea Hawk, one Tower, one Cadillac, one Big Show. All ready for shipment. Playmore Amusement, St. Petersburg, Fla.

WHOLESALE—100 COUNTER GAMES SUCH as Challengers, \$22.00; Kicker and Catchers, \$20.00; Pikes Peaks, \$20.00; Gottlieb Grips, \$10.00; many others, all clean and o. k. Mayflower Novelty Co., 610 Baltimore St., Huntington, W. Va.

WILL BUY ANY QUANTITY EXHIBIT'S IDEAL metal Post Card Vendors, Challengers, Game Hunters. Samuel Klein, 1711 W. Grange Ave., Philadelphia 41, Pa.

1¢ NUT, CANDY AND GUM, 3-COLUMN VENDORS and Stands. 1¢ Nut, Candy and Gum, Globe Bulk Vendors; 5¢ Crackers and Cookies, 5-Column Vendors. Good as new. Write for price. Modern Products Co., Baltimore 17, Md. ma30

3 5c AMERICAN EAGLES, \$20.00 EACH—1 APT Target Skill Blue Cabinet, \$22.50; 1 Bordertown, \$40.00; 1 Speedway, \$30.00; 1 Summertime, 1 Bally Triumph, 1 Big Show (as is) \$17.50 each; 1 3-compartment Snacks Machine and Stand, \$8.50; 1 4-compartment Ever-ready Vendor, \$6.00. Sam A. Roberts, Clinton, Indiana.

10 ELECTRO HOISTS, DELUXE, ROLL Chute. Floor Models. Beautifully refinished with orange enamel and mechanically perfect. In storage last five years; \$750.00 for the lot; will take Arcade Machines in trade. Erwin Baldrige, 10690 E. Grand River, Brighton, Mich.

(Classified Ads cont'd on page 112)

**HIGH GRADE YELLOW GOLD-PLATED STAINLESS STEEL EXPANSION WATCH BANDS**

1/2 DOZ. FOR **\$9.00**

Send \$2.00 for sample band. Retail for \$4.50. **B. LOWE, Holland Bldg., St. Louis 1, Mo.**

**CARNIVAL SPECIALS**

- 23x17" Real Fur Scottie Dogs. Per Doz. \$36.00
- 13x12" Real Fur Scottie Dogs. Per Doz. 24.00
- 26" Goo Goo Eyed Chenille Dolls. Per Doz. 18.00
- Large Plaster Figure Animals. Per Doz. 2.00
- Medium Plaster Figure Animals. Per Gross 10.20
- Medium Plaster Animals. Assorted. Per Gross 7.50
- Small Plaster Animals. Per Gross \$1.25 & 3.50
- Fox Fur Tails. Per 100—\$15.00. Large—\$20.00. Giants 25.00
- Swagger Canos. Per Gross. \$9.00, \$9.50 & 10.50

Remit 25% with order, balance C.O.D.

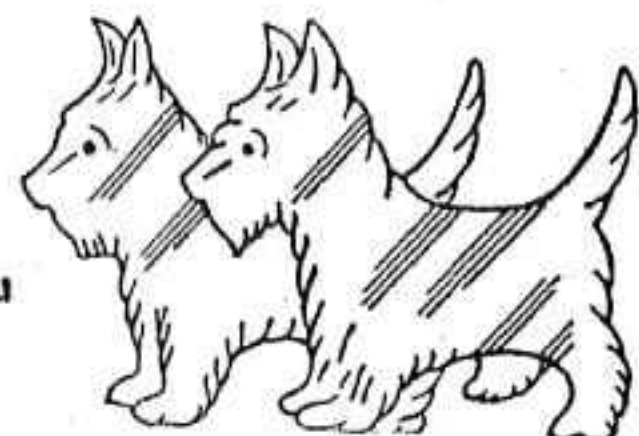
Write today for our new price list for many more items and selection of slum.

**CARNIVAL NOVELTY CO.**

714 BROADWAY, NEW YORK 3, N. Y. GRamercy 7-1798

**ENGRAVERS**

THIS IS WHAT YOU'VE BEEN WAITING FOR



Actual Size

**GOLD PLATED DOUBLE SCOTTIE PINS**

\$1.50 Doz. — \$16.50 Gross

ALSO SINGLE SCOTTIES \$15.00 Gross

DOUBLE HEART PINS \$12.00 Gross

25% Deposit, Balance C. O. D.

**FRED P. VENDITTO**

2542 Hartford Ave. JOHNSTON, R. I.

**JOKES and TRICKS AT WHOLESALE**

	Dozen	Gross
Squirt Cigarette, Amer. Made	\$1.80	\$19.00
Sooner Dog, Metal	1.80	19.00
Sooner Dog, Plaster	.35	3.60
Sooner Dog Pills, 36 on Card	.50	5.40
Squirting Coin, 50¢ Size	3.00	33.00
Phony Theater Tickets, New		2.50
Dep-Don-It, Large Pili, Boxed	1.00	10.80
Pennies, Double Heads or Tail	4.80	50.00
Shooting Book Matches, Best	.50	4.40
Shooting Cigarette Loads	.50	4.40
Shooting Kitchen Matches	.50	5.40
Torch Light Book Matches	.50	5.40
Snake Book Matches	.50	4.40
Hot Gum Chicles, Envelopes	.50	4.80
Hot Gum, 5-Slice Package	.80	6.40
Sneezing Powder, Extra Strong	.50	4.75
Itching Powder, Lousy Joke	.50	4.75
Hot Seats, the Best	.60	5.40
Hot Ciggy, for Smoke Chislers	.40	3.75
Auto Bombs, Soreams, Shoot	1.50	16.40
Alarm Clock Candle Joke	.50	4.80
Daddy Bankroll (Stage Money)	.50	5.40
Blood Soap Joke	.50	4.80
Hot Toothpicks	.50	4.80
Buzzer Racket Letters	.75	8.40
Bewildering Pegs, New Puzzle	1.20	13.40
Wonder Mouse, 24 on Card	.75	7.50
Cemic Cigarette Labels	\$1.25	Per Hundred
Double Jumbo 51 Bills	2.00	Per Hundred
Cigarette Rollers	7.50	Per Hundred

**JUMBO RAINBOW BUBBLES—6 Oz.**  
Can, Double Size Loop, 50¢ Seller, \$1.80 Per Doz. Per Gr. \$19.40

Send Deposit—Balance C. O. D.

**HARRY SCHWAMM**

237 East Ninth St., Dept. 4, New York 3, N.

**BINGO**

SPECIALS ★ CARDS TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

**CARNIVAL ★ BAZAAR ★ BINGO**

and Salesboard Operators

WE SPECIALIZE IN

**PLUSH ANIMALS, DOLLS & NOVELTY ITEMS**

Desirable Merchandise Always on Hand  
READY FOR IMMEDIATE DELIVERY

WRITE FOR SAMPLES OF OUR COMPLETE LINE

**Mayfair Merchandise Co.**

16 W. 23RD STREET Gramercy 5-1190 NEW YORK 10, N. Y.



**"TOPS" in POPULARITY**

Get acquainted with our fast-selling, highly desirable line of personalized jewelry. Individual names handcrafted on 12 karat 1/80 gold rolled on Sterling Silver.

Illustrated pins are fresh water pearl, in pink or white. No. 107—\$4.80 Doz. No. 108—\$9.60 Doz. No. 106—\$6.00 Doz. Special prices for gross quantities. Immediate delivery.

WRITE FOR ILLUSTRATED CIRCULARS SHOWING VARIETY OF SMART NEW DESIGNS. ORDER NOW FOR MOTHER'S DAY UNIQUE NOVELTY JEWELRY CORP. 98 PARK PLACE NEW YORK 7, N. Y.



**TOY METAL GUN**

Trigger Makes Loud Noise

\$3.00 Per Doz.

Immediate Delivery

50% Deposit

**ATOMATIC**

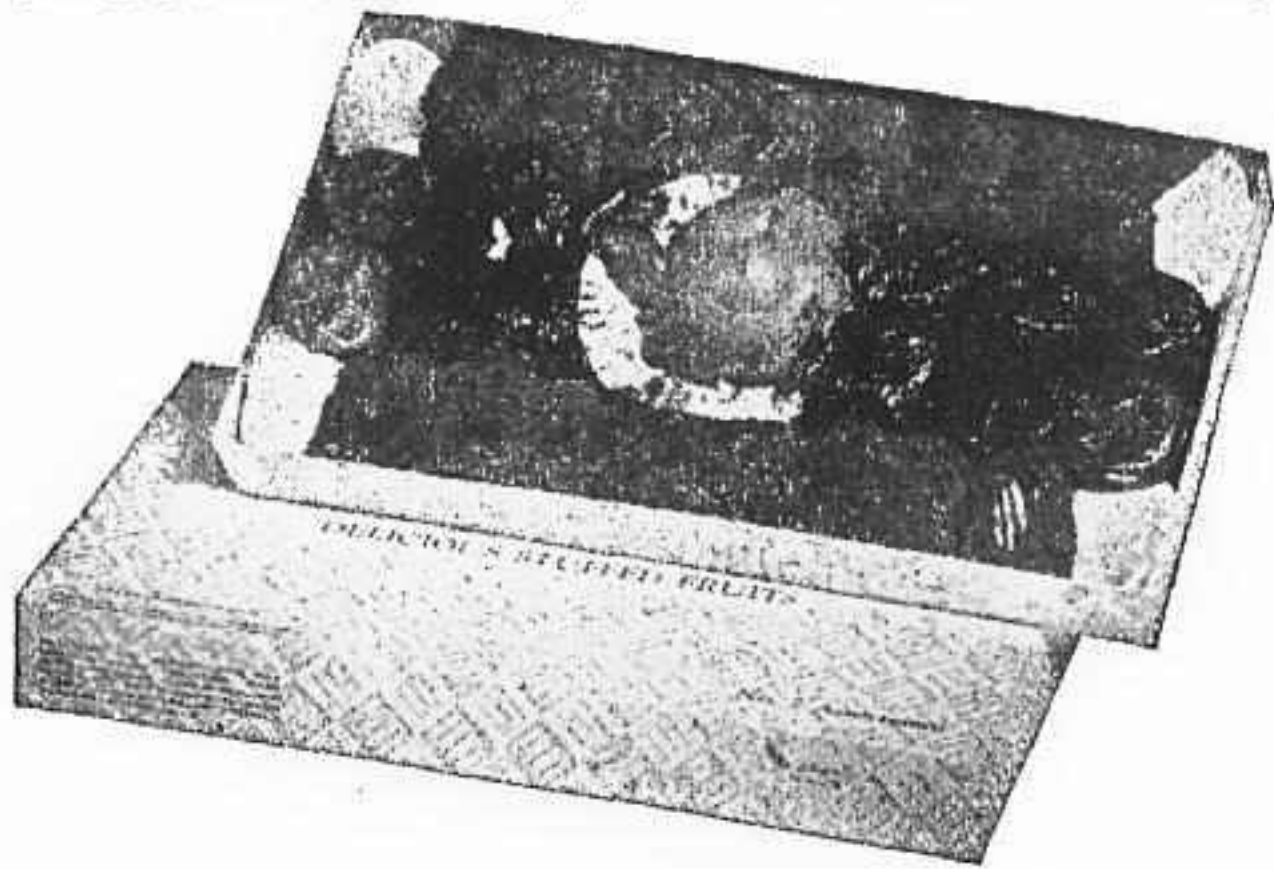
DISTRIBUTING COMPANY

712 METROPOLITAN BLDG.

DETROIT 26, MICH.



**NOW . . . IN A BEAUTIFULLY DESIGNED WOOD CHEST . . . CHOCOLATES . . . CANDIED FRUITS**

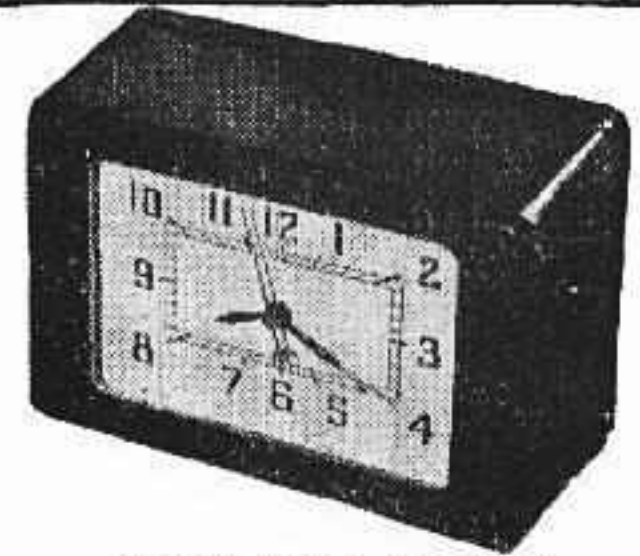


1 lb. Chocolate in Wood Chest . . . . . \$24.00 Doz.  
 2 lb. Candied Fruit in Wood Chest . . . . . 30.00 Doz.  
 2 lb. Candied Fruit Without Chest . . . . . 13.00 Doz.  
 1 lb. Box Chocolate Covered Almonds . . . . . 9.24 Doz.  
 5c Romeo—Chocolate Covered Coconut Bar—24 Count  
 60 box lots . . . . . 72c box  
 15 box lots . . . . . 74c box  
 10c Malted Milk Charms — 12 Count  
 72 box lots . . . . . 72c box  
 24 box lots . . . . . 74c box  
**Bulk Candy—Cho. Covered Almonds—35 Lb. Case**  
 3 case lots . . . . . \$25.00 per case  
 1 case lots . . . . . 26.00 per case  
 5c Always Chocolate Bar, 36-box lots . . . . . 73c  
 5c Good Neighbor Nut Bar, 36-box lots . . . . . 73c  
**Delicious Fruit Cake in Beautiful 4 Colored 2 Lb. Tins.**  
 Retail \$1.98. Price \$12.00 per doz. Min. order 1/2 doz.

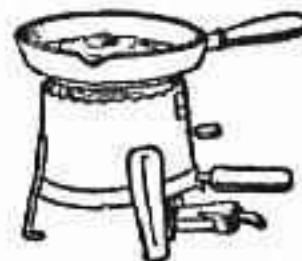
★ **ECONOMICAL PREMIUMS** ★



**WRIST WATCH**  
**SWEEP SECOND HAND LUMINOUS HAND AND DIAL**  
 A Beautiful 4 Jewel Gift—complete with strap.  
 Order now for the Graduation Day demand.  
 Single Sample, \$9.00 Postpaid  
 Lots of **\$8.59** Each  
 Four **\$33.96**  
 Retail \$13.95



**ELECTRIC CLOCK**  
 Fine Quality With Sweep Hand  
 Size **\$5.95** Each  
 5 x 7"  
 Single Sample, \$7.20 Post Paid  
 Minimum Order 6 Clocks



**3-WAY ELECTRIC STOVE**

Beautiful Chrome Finish, will roast, toast, boil. It will boil 3 cups of coffee in less than 5 minutes. Service and performance is guaranteed. AC-DC, 3 temperatures. Shipping weight 2 1/2 lbs. Regularly packed 1 dz. to a carton. Packed 36 for a 100 lb. shipment. Minimum Order 1/2 Doz.

**\$3.11 Each**

**KEEN CUTTING 4" BLADE STEEL SCISSORS**

Of fine quality, with black enameled sides to prevent rusting. These round end scissors can be carried in a pocket. OPA ceiling price to dealers, \$4.20 a doz.

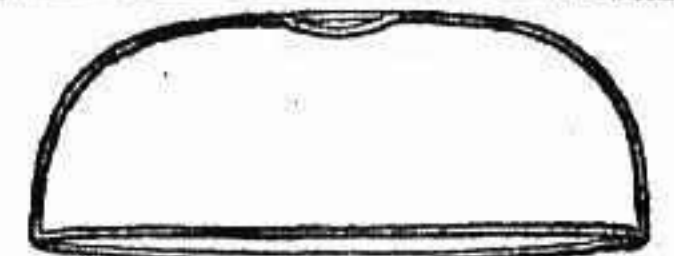


Our price to you only **\$3.12** per dozen.

A 45c retailer, it is an outstanding buy.

**WOMEN'S DRESS PROTECTOR AND SHOULDER COVER**

Transparent Material. Stronger than cellophane. Size 6x18, \$12.00 per 100.



**Genuine Aluminum FRYING PANS**  
 8 1/2", 14 gauge, retails \$1.19 each. Price, \$7.40 per doz. Packed 24 per case. Minimum order, 1 case.  
 Large Heavy Duty Steel Frying Pans, demountable steel and wood handle. 10x2 1/8". Price, \$9.50 doz. Minimum order 2 doz.

**ELECTRIC PANTS PRESSER**

For Pants . . . Ties . . . Pleating Skirts, \$1.50 Ea. in lots of 12 or more. Single Sample, \$2.13 Postpaid.

**RUST REMOVER**

For removing rust from sinks, washbowls, pots and pans, and cleaning aluminum and chrome on cars. 15c retailer. \$1.00 per case of 24 Packages. A Large Impressive Premium.

**CHILDREN'S CLOTHING PROTECTOR**

5 3/4 x 17 \$9.00 per 100  
 10 x 17 \$11.00 per 100  
 Minimum Order on All Shoulder Covers, 100.

**TABLE MODEL RADIOS**  
**\$23.60 Each**  
 3 Weeks Delivery.  
 All Other Items in Stock

**WOMEN'S POWDER PUFF BAG**

In Snappy Assorted Colors. Size 7x6 . . . 25c Retailer.  
**\$8.00 per 100**  
 Minimum Order . . . 100

**VEST POCKET STOVE**

With One Roll of Heat Pads. **NOT A TOY**  
**\$2.40 Per Doz.**  
 Additional Rolls of Heat Tabs, \$1.32 Per Doz.  
 Minimum Order 1 Doz.

**BOWLING SHOE BAG**

Strong Waterproof Material, Zipper Opening, Regulation Style.  
 Retail \$1.49.  
 Lots of 6 or More **72c ea.**

**WOMEN'S APRON BIB TYPE**

Asstd. color binding, water repellent fabric. \$1.29 retailer.  
**\$6.00 per Doz.**  
 Minimum Order 1/2 Doz.

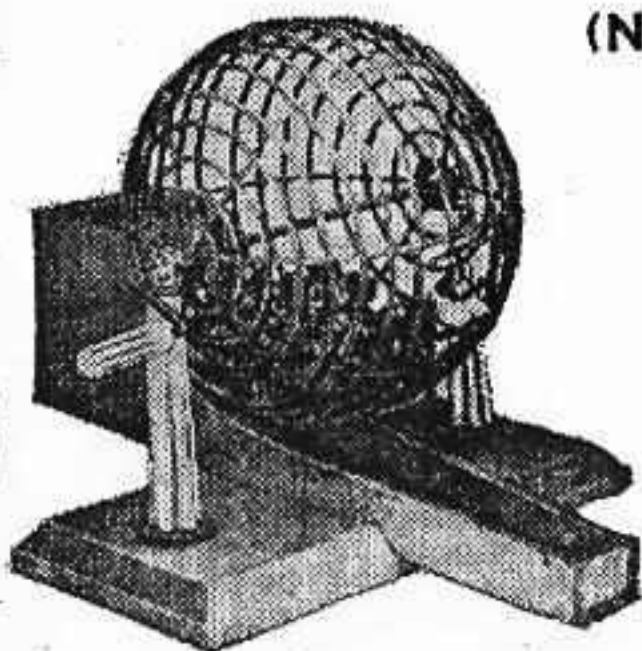
**PRICES F.O.B. CHICAGO TERMS:**  
 1/3 Cash With Order.

**E. F. BERNHOLD, INC., 217 W. Van Buren St., Chicago, Illinois**

**RUBBERIZED BINGO CAGES!**

(NOISELESS)

**READY NOW FOR IMMEDIATE DELIVERY**



Also  
 SPECIALS—7 & 10 COLORS  
 LAP BOARDS—MARKERS  
 PADDED 5, 6, 7 UPS  
 PLASTIC MARKERS 3/4", 5/8"  
 WIRE BINGO CAGES  
 7 UPS—3000 SETS

WIRE OR WRITE FOR CATALOGUE

**JOHN A. ROBERTS & COMPANY**  
 235 HALSEY STREET NEWARK 2, N. J.

**SAVES MONEY!**

**TRIMS HAIR AT HOME**



Trims hair as it combs — Keeps Men's, Women's Children's Hair Trim, Neat, Looking Freshly Cut At All Times.

**Excellent Pitch Item—Sells On Sight**

MEN—WHY PAY 75c to \$1 for Hair Trim? Price of One Hair Trim More Than Pays for Our Trimmer. SEND 70c and Your Trimmer Will Be Sent at Once.



**AGENTS WANTED**

**PHOENIX SALES**

BOX 493, DEPT. B, N. W. STATION

DETROIT, MICH.



# UMBRIAGO



Newest Show-Biz  
**NOVELTY SENSATION**

A success at \$3.00 EACH. SOLD LIKE WILD-FIRE AT \$2.00 AND NOW DUE TO TREMENDOUSLY INCREASED DEMAND AND ENLARGED PRODUCTION FACILITIES

**ONLY \$1 EACH!**

Less Regular Discounts

Jimmy Durante's own "indubitably colossal" stooge all rigged out as a FINGER PUPPET DOLL.

- FREE COUNTER DISPLAYS
- INDIVIDUALLY PACKED IN FULL COLOR EYE-CATCHING BOXES
- QUALITY MADE THROUGHOUT
- FOR ALL AGES
- SIMPLE TO USE
- UMBRIAGO SELLS HIMSELF... JUST LET THE PUBLIC SEE HIM!

**SEE YOUR JOBBER OR WRITE US FOR FULL DETAILS**

**AMERICAN MERCHANDISE DISTRIBUTORS**

173 W. Madison St., Chicago 2, Ill.

## ENGRAVERS

Concessionaires, Fair and Park Workers

Identification and Double Heart Bracelets  
Double Heart and Sport Pins  
Signet Rings Guards  
Lighters Anklets

ALL ITEMS MADE FOR ENGRAVING  
Fast and friendly service. Low prices. No order too small. Big discount for quantity orders.

Send \$5.00—\$10.00—\$20.00 for Sample Assortment

**ALESARE ENGRAVING JEWELRY DISTRIBUTORS**  
710 Metropolitan Bldg. Detroit 26, Mich.

## 5,001 ITEMS AT FACTORY PRICES

Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Sales-boards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.  
**MID-SOUTH SUPPLY CO.**  
219 E. Markham St. LITTLE ROCK, ARK.

## COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Leds, \$7.50. Rhinestone Setting Patches, \$5.50. Add 25c postage. Metal Spankles, all sizes and colors. Chorus Costumes, etc. We can supply anything. C. Guyette, 346 W. 45th, New York City, Circle 6-1137.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. Chorus Costumes, \$1.50 each; Evening Gowns, \$5.00. Other costumes and accessories. C. Conley, 308 W. 47th St., New York.

BALLYHOO CAPES, \$7.00; FIVE BANNERS, assorted, \$50.00; genuine Satin Curtain, gold-maroon (9x50), \$150.00; four Sateen Curtains (18x19), each \$20.00. Bargains Orchestra Coats, Rhinestone G-Strings, Cellophanes. Wallace, 2416 N. Halsted, Chicago.

COWBOY, COWGIRL COSTUMES, FLASHY color combinations, sizes, 2 to 10, wholesale only; minimum order 1 dozen. Cowgirls' Bolero and Fringed Skirt, \$42.00 dozen. Cowboy Vest and Chaps, \$48.00 dozen sets. Nowotny's, 1331 Broadway, San Antonio 2, Tex. ap13

RHINESTONES IN GARMENTS, DROPS, BANDINGS or loose, any condition. Mail items, samples quoting best prices. Prompt action. Square deal assured. Brown, 36 Bank St., New York 14. ap6

SINCE 1869—COSTUME BARGAINS. Chorus, dollar up; Principals, three up. No catalogue. State wants. Guttenberg 9 W. 18th, New York 11. my18

THEATRICAL COSTUMES, IN SETS AND INDIVIDUAL, Hats, Shoes, Trimmings, Braids, Papier Mache Novelty Heads, etc. Bargains Only. No mail orders. The Costume Mart, 67 Lake St., Chicago, 3rd Floor. Open daily from 12 to 5 o'clock.

THEATRICAL SUPPLIES — WIGS, BEARDS, Stein's Make-Up. Write for prices. Quick service. Percy Ewing Supply House, 749 N. Water, Decatur, Ill.

## FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES, CARAMEL-corn Equipment, Peanut Roasters, Doughnut Machines, Coleman Handy Gas Plants, Burners, Tanks. Northside Sales Co., Indiana, Iowa. ma30

ALL AVAILABLE MAKES POPPERS — FIFTY All Electric or Gas Heated Machines, cheap. Rurch, Advance, Creators, Dunbar, Kingery, Peerless Roaster. Candy Corn Equipment, 120 S. Halsted, Chicago. my4

BIG TENTS—50x80, 50x100, 50x130, 90x210, 90x120, 70x150; Wall Tents, 9x9, 10x12; Compartment Tents, 14x14, 10x12, 14x21; Concession, 10x14, 14x21, 14x24. Ludwig, Carroll, Iowa.

FOR SALE—GENERATING SETS, NEW CATERpillar Diesel, Model D4600, 25 KVA. O. C. Evans, Mt. Sterling, Ky. ap6

FOR SALE: PORTABLE ARCADE, 60 MACHINES, all types. Excellent condition. Write for complete description and price. Kirkpatrick Bros., 7315 Montzall, Kansas City 5, Mo.

FOR SALE—TWO ELECTRIC POPCORN MACHINES, on wheels, pull behind car. Further information, write or call Floyd C. Gilbert, 112 E. Central Ave., Princeton, Ill.

GIANT HEAVY ALUMINUM TWELVE QUART Popping Kettles, new, \$13.50; all electric, gasoline, city gas Peanut Roasters, new. Northside Co., Indiana, Iowa. je1

KEY CHECK STAMPING OUTFIT COMPLETE, \$25.00. 3 Rubber Molds, \$30.00. Cost \$15.00 each. P. Vinick, 1468 Montpelier, Baltimore 18, Md. ap6

MODEL O PEERLESS POPPER. NEW PEER-less Kettles; Pressure Tanks; Burners; Gasoline Lanterns; Cook House Gasoline Stove. James Rosetter, Albany, Ohio.

NEW AND REBUILT KOHLER ELECTRIC Plants, A.C. & D.C. 800 watts to 50 kw. E. F. Schmalz, 314 Wyoming Ave., Kingston, Pa., Phone 7-6915. jc8x

SLUM JEWELRY—300 ITEMS, \$10.00. One pound broken Jewelry, \$4.00. B. Lowe, Holland Bldg., St. Louis 1, Mo. ma30

STAINLESS STEEL EXPANSION GENTS' Watch Bands, high grade. Send \$1.50 for sample. B. Lowe, Holland Bldg., St. Louis 1, Mo. ma30

ROLLER SKATES, AMPLIFIER, TWO HORNS, Record Changer, Records. Also 6200 sq. ft. Masonite Floor. R. Rink, 292 St. Lawrence St., St. Paul, Minn.

SEND 10c FOR LIST 100 NEW AND used Guns, Reels, Lines, Poles, Rare Shells, Cartridges, Shell-Belts, Cartridge Belts. Frayseth's, Willmar, Minn. ap13

TARPAULINS, WATERPROOFED AND FLAME-proofed, made of 12 ounce, twill or duck. 10x12', \$7.20; 12x15', \$12.00; 15x20', \$21.00. Other sizes at 7c per square foot. Side-wall any length or width. Canvas and leatherette by yard. Deposit of 25% required with order. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. ap27x

TAYLOR TRUNK, 32 INCH SIZE, TWO OTHER Trunks, same size. Three Miniature Circus Wagons with Prop Animals. Clown props and all kinds of Riggings made to order. Charles De Melo, care Billboard, 155 North Clark, Chicago, Ill.

100 JEWELRY ITEMS, \$25.00. (ITEMS RE-tail at \$1.00 each.) B. Lowe, Holland Bldg., St. Louis 1, Mo. ma30

## FORMULAS & PLANS

BUILD THEM YOURSELF! BUILD STREAM-lined plywood kitchen cabinets; plans, 25c. Playne Cabinet Company, 4617 Johnson Avenue, Western Springs, Illinois.

BUBBLES—MAKE AND SELL; BIG SEASON ahead; ingredients easily obtained. Formula and many unique selling methods. One Dollar. Krypto Products Co., Santa Cruz, Calif. my4

MAKE COSMETIC STOCKING WITH REMTOL. Formula Free with \$1.00 trial order. Remo Co., Box 527, Bridgeport 1, Conn.

ROADMAN'S GUIDE—VALUABLE FORMULAS, Mail Order, Buyers' Directory, \$1.00; Course in Candy-making, \$2.00; Course in Deep Frying, \$1.00; Barbecue Sauces, 3 kinds, including relishes and other formulas, \$1.00; Sandwich and Salad Book, \$1.00; Popcorn Formulas, over 20 varieties, \$1.00. All postpaid. The Roadman's Guide, 30 R. G. Bldg., Crestline, O.

(Classified Ads cont'd on page 114)

## "Jobbers, Distributors & Specialty Men" Here Is a Natural!

Novelty Chisp Pins, beautiful plastic figures, looks like 25c item, can be sold for 10c. Worn by children, girls and women on dresses, coats, blouses, belts and hats. All year around seller; new numbers added from time to time. Packed 1 doz. to a very attractive display card, in assorted pins and colors. Your cost 67¢ per card net. F. O. B. Cumberland, Md. 3 sample cards can be shipped for \$2.01, plus 15¢ postage prepaid; no less shipped. On re-orders, minimum shipping 50 cards. Thousands of cards sold in the past 60 days and repeating over and over. Sold to grocers, gift shops, photo shops, gas stations, novelty stores, cigar stores, road houses, ladies' clothing stores, etc., etc.

Some of the plastic figures have titles, such as "Don't Monkey With Me," "Temptation," "Watch Dog," "Shoot the Works," "What's Cookin'?", "Let'er Buck," "Have One on Me," "Beat It," "Stop Clowning," "Let's Get Lit," Etc.

We will be in full production 2 weeks after this ad appears. All orders accompanied with post office money orders, certified checks, railway express money orders will receive immediate attention and will be shipped first. No C. O. D.'s or personal checks accepted.

For immediate shipments we have the following: "Famos" Double and Single Edge Razor Blades. Double edge packed 24 packs, each pack contains 5 blades, marked 5 for 10¢ on display cards. Per card \$1.08. "Famos" Single Edge, 25 packs, 4 blades, 10¢ on display cards. Per card \$1.12. Over 1 billion "Famos" blades used by the armed forces in World War II all over the world. Ask any service man.

Minimum shipments 20 cards or over on orders amounting over \$100.00 on either item or both. We prepay freight charges but not Railway Express.

Shoot your orders through NOW and get in on the ground floor for volume sales. Take your samples around and take orders and feel the trade through, be convinced!

## THRIFT NOVELTY CO.

622 N. Centre Street Cumberland, Md.

## RADIOS

For salesboard or premium use. Immediate delivery NOW; not at some indefinite future date. Every set in beautiful wood veneer cabinet built-in aerial, 1946 models, all electric. All (Ray Energy excepted) have clear vision slide rule dial.

- 5 Tube "Ray Energy" Set ..... \$23.75
  - 5 Tube "Maglo Tone" Set ..... 23.95
  - 5 Tube "Belltone" Set ..... 28.95
  - 5 Tube Super De Luxe "Simplon" ..... 29.70
  - 6 Tube "Atomio" with special tone control ..... 24.95
  - 6 Tube "Belltone," a jewel at ..... 32.95
- Every set individually and strongly packed and cartoned. Please give second choice. 25% Deposit, Balance C.O.D.

## BIRD RADIO CO.

96 No. Main MEMPHIS, TENN.

## Mighty Values Always!

- STUFFED TOYS, 3 grades. Big values ..DOZEN \$10.50, 12.00, \$37.50
  - BOUDOIR DOLLS, Tremendous Flash, 2 Grades ..EACH \$2.95, 3.75
  - COMBINATION COIN PURSE. Sells \$1.00. Genuine leather, gilt stamped, pocket for bills, with 4 rows for 1¢, 5¢, 10¢ & 25¢. Giant value .....GROSS \$31.00
- 1,001 other good buys. Catalogs free. 25% Deposit With Order—ACT FAST.

## MILLS SALES CO.

MAIN BRANCH • OUR ONLY MAILING ADDRESS  
901 BROADWAY, New York 3, N. Y.  
WORLD'S Lowest Priced WHOLESALERS

Buy Direct from Manufacturer



- 1—Real Fur Cat, 19" Long, Made of White Rabbit Skins; Movable Eyes Per Doz. .... \$24.00
  - 2—Sitting Cat, Plays With Cotton Ball, 14" Long, Made of White Rabbit Skins, Movable Eyes, Per Doz. .... 16.50
  - 3—14" Doll, Made of Assorted Colors and Materials, Per Doz. .... 8.00
- CHECK MUST ACCOMPANY ORDER  
Send for circular of Clowns, Lambs, Dogs and Large Doll for Carnival Trade.  
**M. HOCHMAN** 1429 Ed. L. Grant Highway Bronx 52, N. Y.

## FLASH—FOR EVERY TYPE CONCESSION

Lamps, Clocks, Enamelware, Houseware, Toys. Every Kind of Glassware. Plenty Slum, Flying Birds, Whips, Hats, Canes, Ball Game Specials, Boxed Jewelry. "Fair Special" List Now Ready—Write.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.  
**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

## BARGAINS BARGAINS

### MILITARY JEWELRY

Sterling Gold-Plated, etc., Locketts, Pins, Bracelets, Necklaces and sample Jewelry. Sample lot, original value \$50.00, selling out \$15.00 for the lot. Engraving Mdse. included.

**MDSE. DISTRIBUTING CO.**  
19 E. 16th St. New York, N. Y.



# Presenting THE WORLD'S GREATEST VALUES

No. 1S

**JUMBO**  
ALL PLUSH BEARS

Asstd. Colors  
35" Tall  
Cotton Stuffed  
Well Constructed

**\$39.00** Doz.  
Samples \$4.00 ea.



No. 2S

**BOUDOIR DOLL**

36" Tall  
Full Rayon  
With Lace Trim

**\$36.00** Doz.  
Samples \$3.25 ea.



No. 3S

All Plush  
**JUMBO ELEPHANT COLOSSAL**  
32" Tall

Contrasting Colors

**\$42.00** Doz.  
Samples 4.00 ea.



No. 4S

**CHENILLE DOLL**

27" Tall  
Well Constructed  
Asstd. Colors

**\$16.50** Doz.  
Samples \$1.75 ea.



No. 5S

**MARGO**

The Clown  
All Plush  
30" Tall  
Lifelike  
Mask Face  
Contrasting Colors

**\$36.00** Doz.  
Samples \$3.50 ea.



No. 6S

**BOBBY SOCK**

30" Tall  
A Knock-Out!  
Cotton Stuffed  
Corduroy Pants  
Felt Hat  
Full Wool Wig

**\$30.00** Doz.  
Samples \$3.00 ea.

**EVERY** One a Creation of Outstanding Originality and Beauty! Proven Moneymakers! Largest Operators Cashing In Now — Get Set for Spring! The Biggest Value in History for Promotional Premium Merchandise. Write! Wire! Phone! Immediate deliveries! Write for Illustrated Circular #50 with 100 outstanding items. Terms 25% deposit, balance C. O. D.

**JERRY GOTTLIEB, Inc. 928 Broadway New York 10, N. Y.**

## AN IDEAL PREMIUM ITEM

### The EMPIRE STATE (TABLE-DESK) LIGHTER

Weight 9 oz. Height 4". Base 2".  
Solid Aluminum—Satin Finish  
With 1a. go. lighter insert, holds  
fluid for several weeks.

Retails at \$3.50 each

\$24.00 per dozen net F.O.B. N. Y.  
(1/3 payment with order, balance  
C.O.D.)

Sample submitted upon receipt of  
\$2.50 (includes handling and  
postage).

**INDIVIDUALLY BOXED**

1-3-6 dozen to the shipping carton.  
2% discount in quantities of  
6 dozen or more.  
Styled by

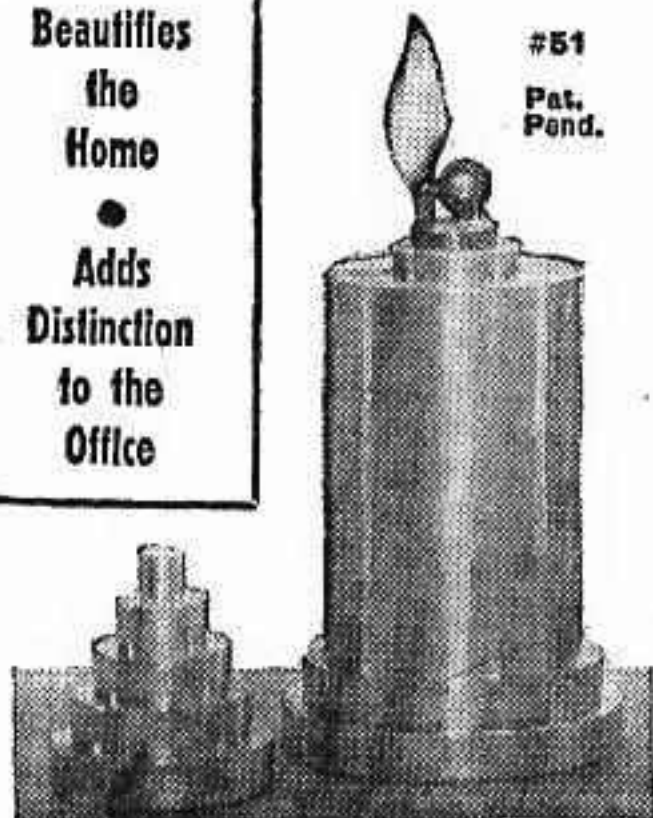
**LUCI PLAST COMPANY**

(Factory and Showroom)

74 Grand Street New York 13, N. Y.  
Worth 4-6399

ALUMINUM—PLASTICS—ALLOYS

Beautifies  
the  
Home  
•  
Adds  
Distinction  
to the  
Office



#51  
Pat.  
Pend.

## NOW DELIVERING AGAIN 5 STAR AERO BINGO BLOWER FIRST 100 ALREADY SOLD

During the war we offered to repurchase, at 100 cents on the dollar, all 5 Star Bingo Blowers previously delivered. The best testimonial for this blower is that **NOT ONE WAS RETURNED**. We are happy to be in production again, but because steel is still scarce our production is limited, making it necessary to fill orders in rotation.

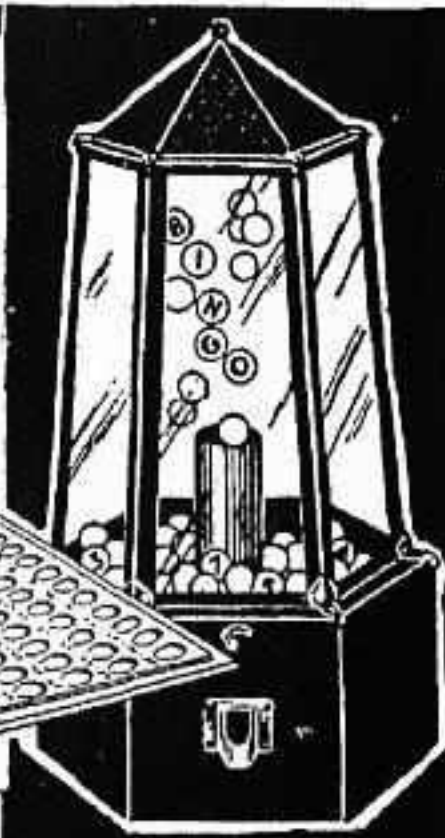
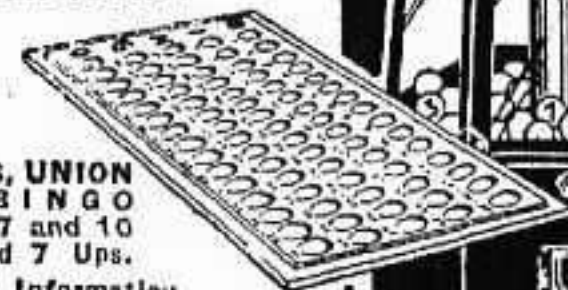
To insure early delivery **SEND YOUR ORDER TODAY.**

ALSO IN STOCK  
RUBBERIZED  
BINGO CAGES

CORK BINGO BALLS, UNION  
MADE PRINTED BINGO  
SPECIALS, Regular 7 and 10  
Colors—Also 5, 6 and 7 Ups.

JOBBERS—Write for Information.

**MORRIS MANDELL & CO.**  
131 West 14th Street New York 11, N. Y.



## LATEX RUBBER

Make your own molds for plaster and get better detail. Write for prices and information.

**SOUTHERN PREMIUM MFG. CO.**

2401 South Ervay St.

Dallas 1, Texas

## METAL AND ELECTRICAL SPECIALTIES

FOR IMMEDIATE DELIVERY

3-WAY HEATING PADS, Individually boxed, guaranteed	\$3.50	ALL CHROME TOASTER with cord	\$4.25
N. A. ELECTRIC IRON, 4 Lb.	3.95	G. E. GRIDDLES	7.50
COMMAND ALARM CLOCKS	5.50	TRAVELING CLOCKS, 4 colors	7.00
24 PC. ALL-CHROME SILVERWARE SET with velvet-lined chest	6.95	NEW SWING KNIFE, S.S. Doz.	7.20
SWISS-MADE WRIST WATCHES, asst'd dials	6.50	5" FISHING KNIFE, in leather case, with sawback & bottle opener, Doz.	19.00
		3-SIZE TRICYCLES, well built	8.95

1/3 Deposit—Balance C.O.D.

**L. FALK SALES CO.**

8520 LINWOOD AVE.

DETROIT 6, MICH.

## Engravers, Demonstrators, Fair Workers, Pitchmen

Immediate delivery. Numbers you have been waiting for. Sterling Signet Rings, Sterling Identification Bracelets, Sterling Whitestone Rings. Send \$15.00 complete samples or \$25.00 complete line of engraving jewelry. **JACK ROSEMAN CO.**

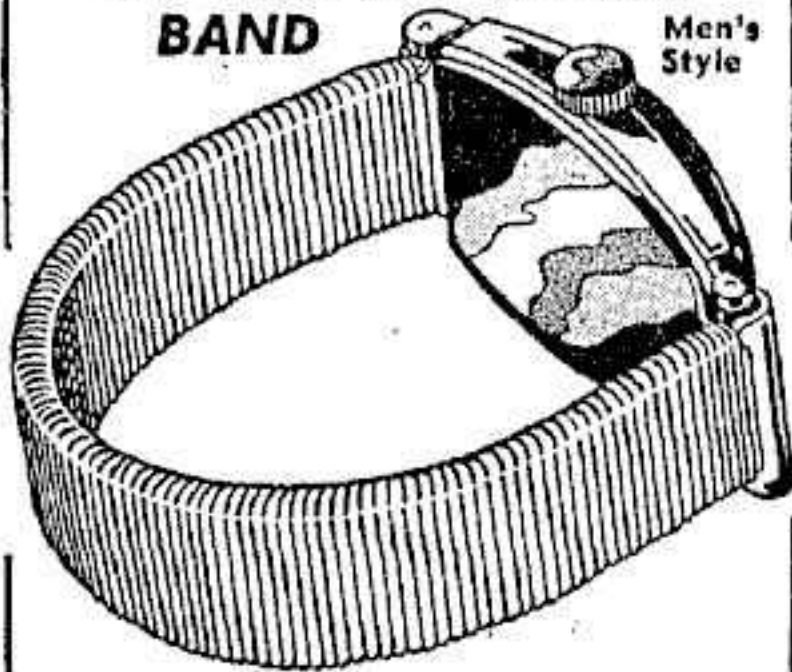
307 FIFTH AVE.

NEW YORK 16, N. Y.





**CLOSE-OUTS!**  
**EXPANSION WATCH BAND**



Men's Style

**B-T-R-E-T-C-H-E-S EASILY. FITS COMFORTABLY.** Heavily silver plated over highly flexible music wire. Plating not guaranteed to last indefinitely. Manufactured during war when use of stainless steel was restricted. Priced at Rock Bottom!

3 DOZ. LOTS \$6.50 6 DOZ. LOTS \$6.25  
12 DOZ. LOTS \$6.00  
Samples \$1.00 Ea. Postpaid

**CIGARETTE CASE**

Gold or silver plated over brass. Holds 20 cigarettes. Exclusive design, attractively engraved, individually boxed. Ideal for men or women. Fits handily in shirt or vest pocket. Regular \$5.00 retailer. While moderate quantity lasts

Dozen Lots or Over \$21.00 per doz.  
Samples \$2.00 Ea., Postpaid

Cash or 1/3 Deposit; Balance C. O. D.  
All prices F. O. B. Chicago

**PERMA PRODUCTS**

220 W. Kinzie St. CHICAGO 10, ILL.

**POLISHED ALUMINUM BOWLS**



- High Polish
- Beautiful Design
- Handsome Engraving
- 12" Diameter

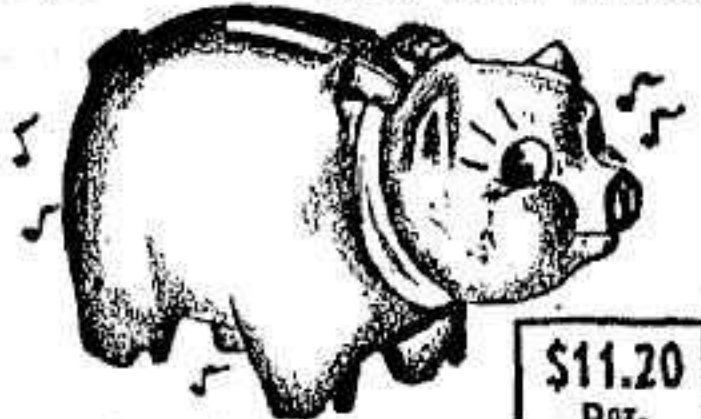
LOTS OF 6 \$2.75 EA. SAMPLE \$3.50

1/3 With Order, Bal. C.O.D., F.O.B. N. Y.

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(Classified Ads cont'd on page 116)

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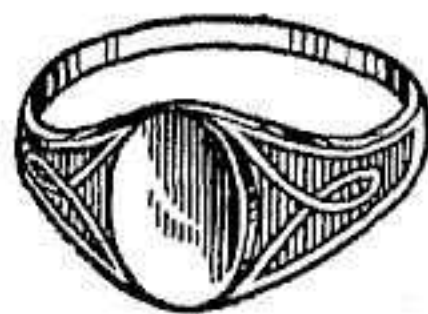
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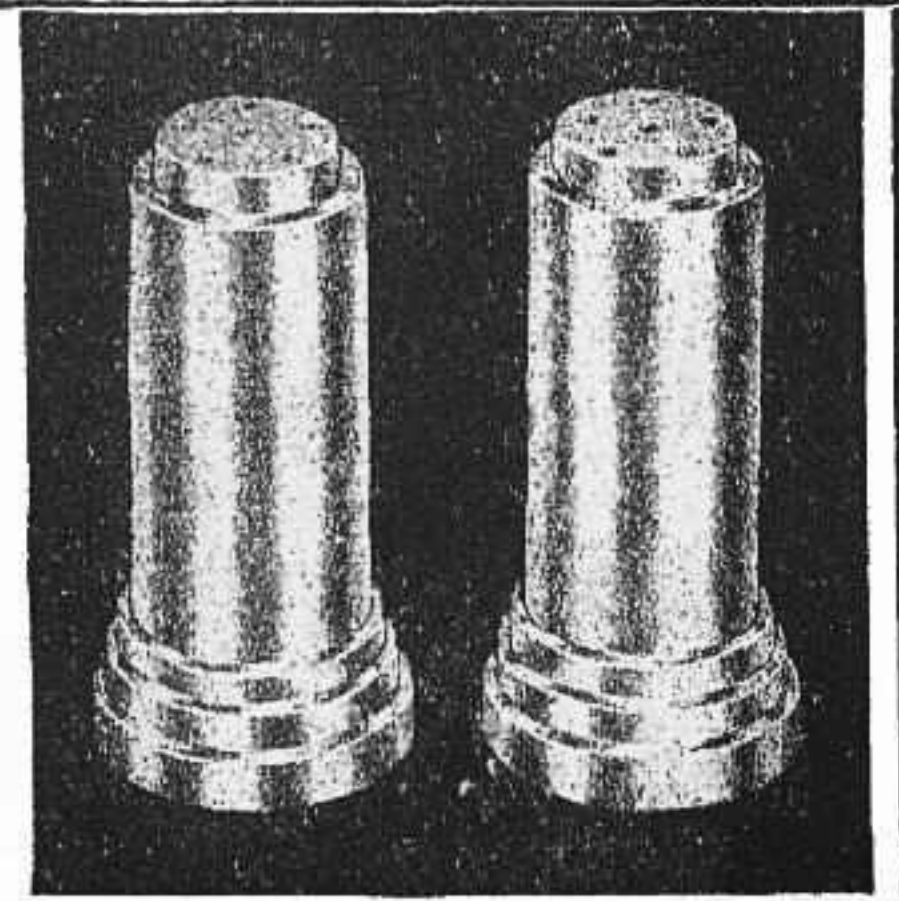
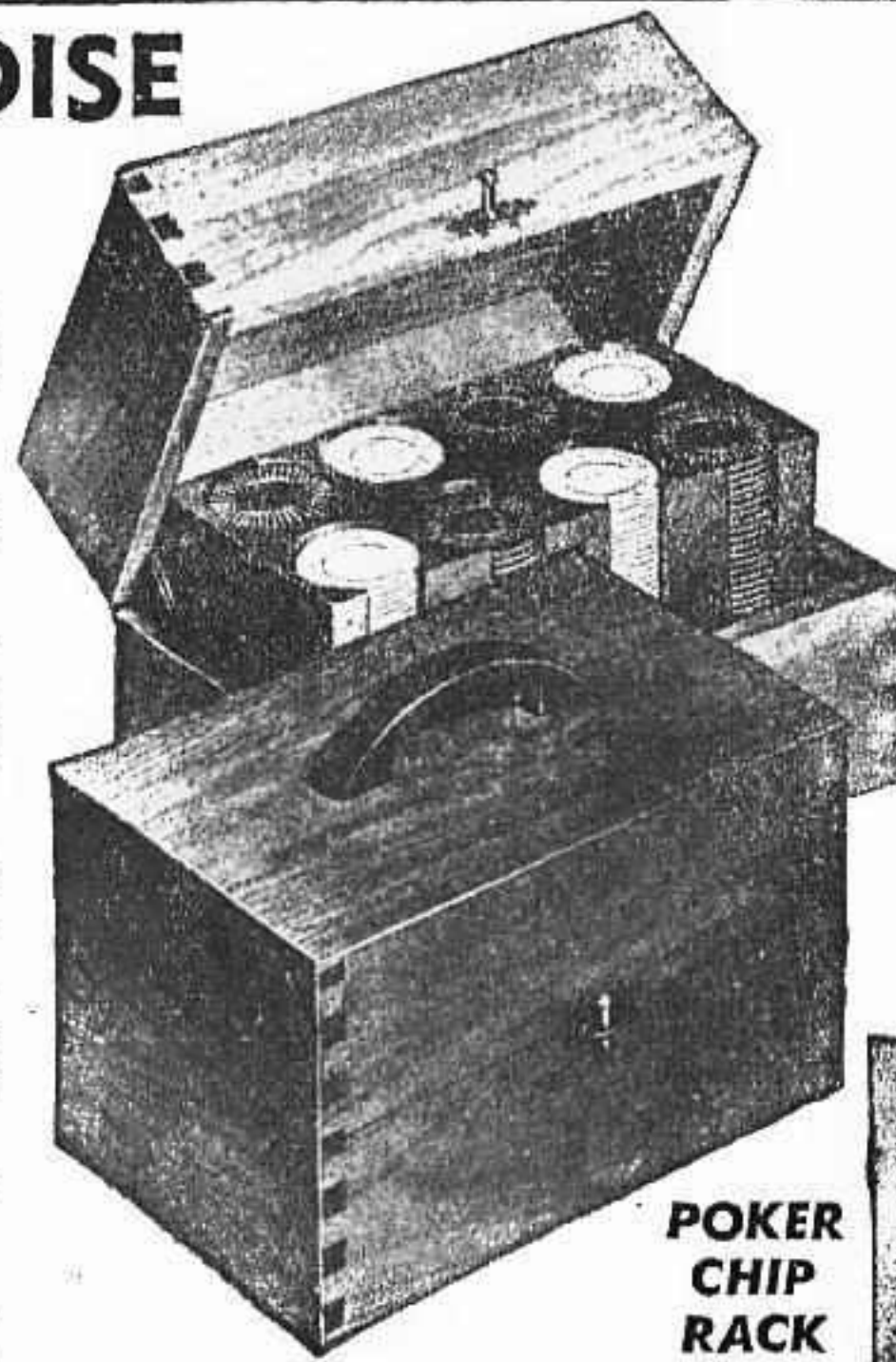
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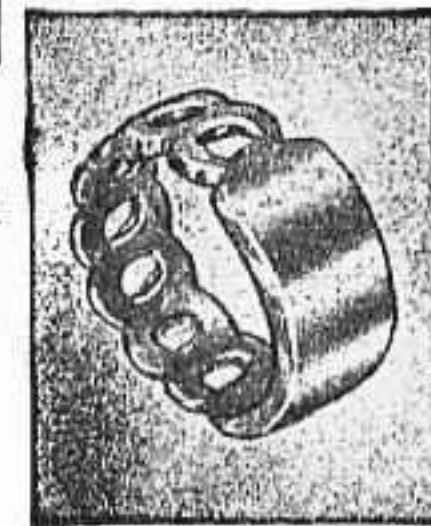
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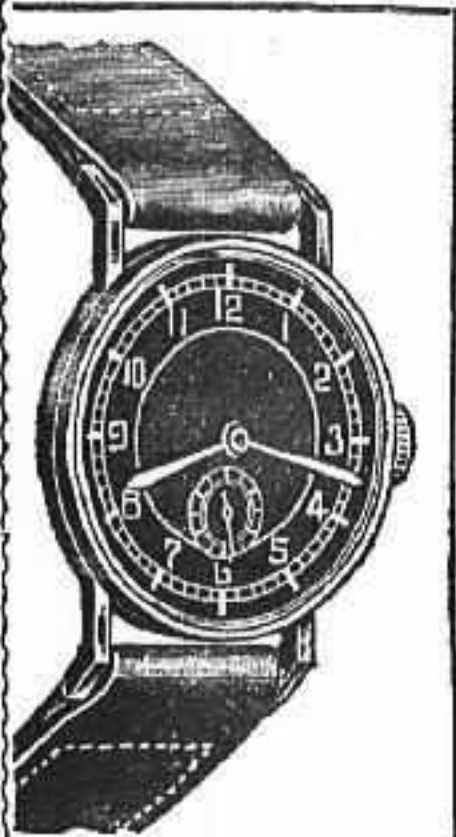
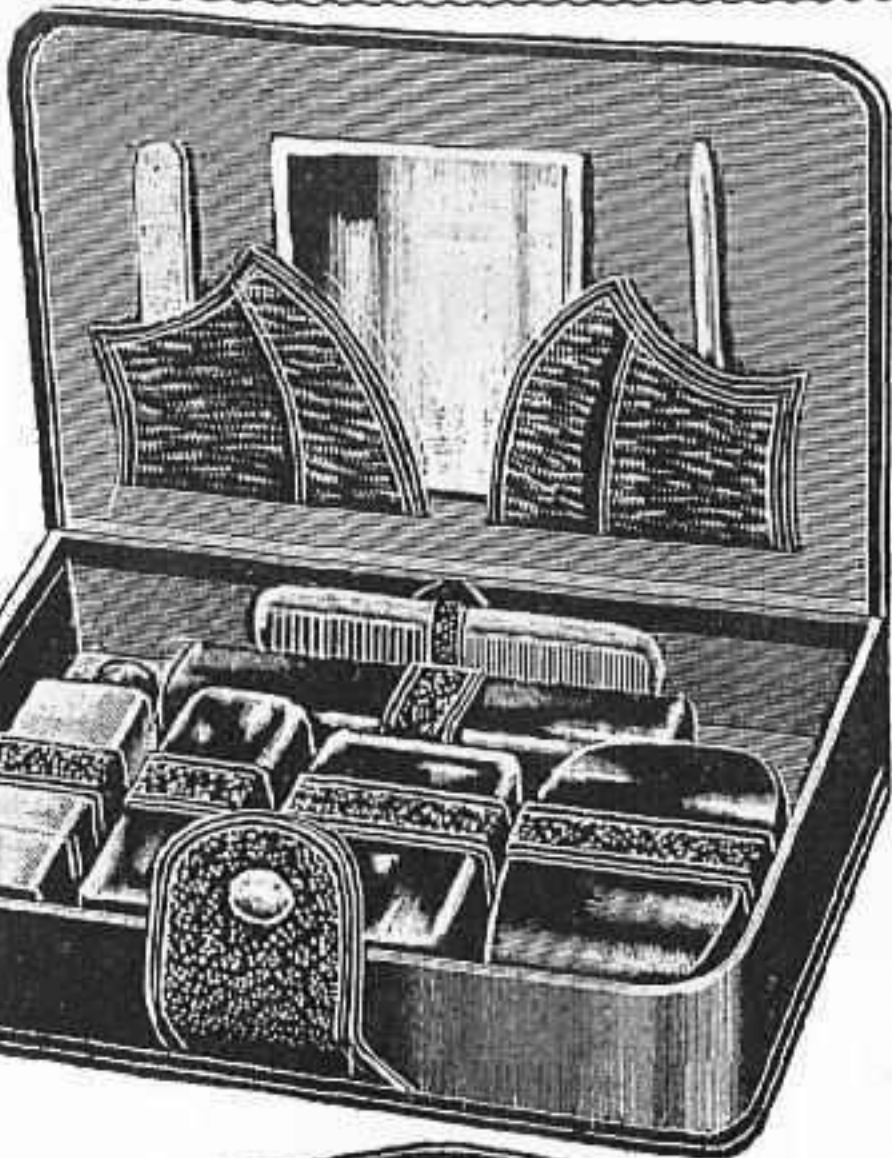


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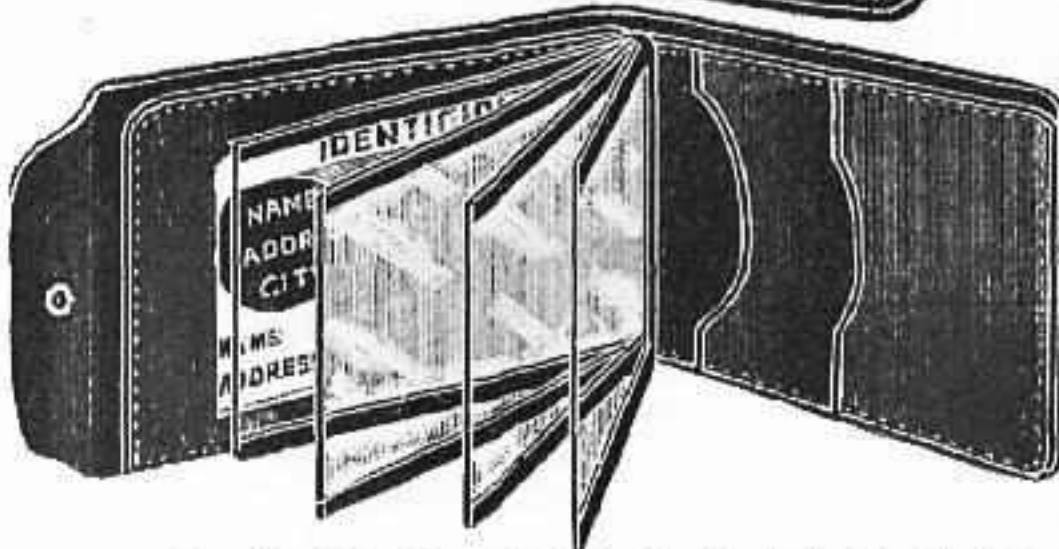
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**WANTED—SAX MEN, LEAD ALTO, 3D ALTO,** 2nd Tenor, for 4-beat territory band; also need drummer. Write, don't wire. Stu Dumas, Box 152, Grand Island, Neb. ap6

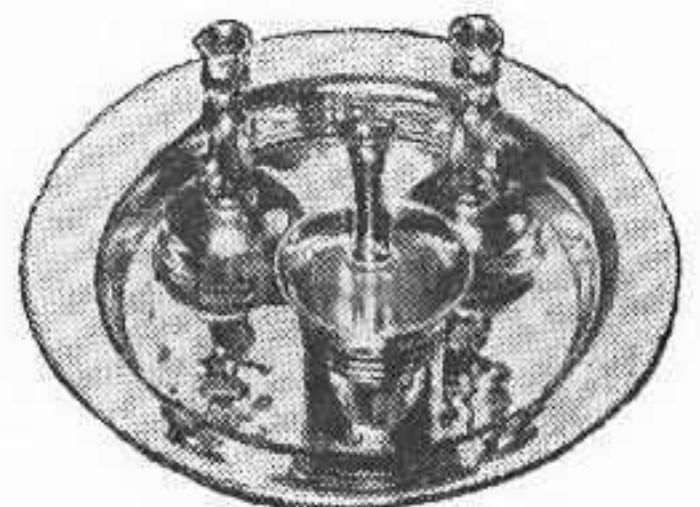
**WANTED IMMEDIATELY, PIANO MAN,** Tenor Sax Man. Six-piece hotel style band. Good salary locations only. Wire collect, Leland Goodyear, 1409 Wildwood Avenue, Columbus, Ga.

**WANTED IMMEDIATELY — MECHANIC FOR** Victrolas and Consoles, preferably with remote control experience. Excellent wages and working conditions. Send references to Joe Moss Amusement Co., 311 E. Third St., Sanford, Fla., Phone 102.

**WANTED — EXPERIENCED AGENT FOR** balloon dart concession. Walter B. Cox, J. J. Jones, Augusta, Ga.

**WANTED: FOR THE CARAVELLA AMUSE-** ments, two more girls for revue; also A-1 announcer. Show opens April 22nd at New Castle, Pa., write Rhineholt Follies, 114 Liberty St., Uniontown, Pa.

(Classified Ads cont'd on page 118)



**SOLID BRASS  
MINIATURE  
CANDLESTICK SET**

ONE OF THE FASTEST SELLING  
ITEMS THIS YEAR

A highly polished set, including 2 candlesticks 1 1/2" high, a heavy mortar and pestle, and a tray 4" in diameter.

**\$7.20 Per Doz. Sets**

Individually Boxed  
3 Doz. Minimum Order  
\$6.50 per doz. in gr. lots or more.  
\$1.00 for sample set postpaid.  
1/3 Deposit, Balance C.O.D.  
F.O.B. N. Y. City

**COHEN BROS.**

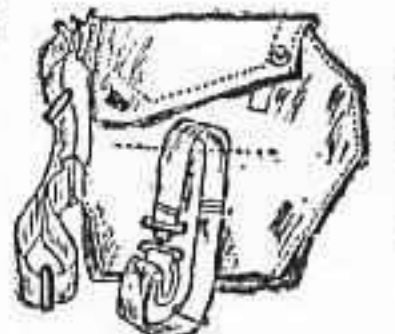
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**TREMENDOUS VALUE**

**ALL PURPOSE**

Canvas

**UTILITY  
BAG**



Only \$1.00 We Pay Postage

These utility bags are surplus made for the U. S. Army. They had to be good . . . and are. Made of heavy canvas, approx. 14"x12" they have lifetime snap fasteners and adjustable shoulder straps of 2" extra strong webbing.



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● Schoolbag ● Shopping Bag  
● Hunting ● Fishing  
● Bicycling ● Tool Kit  
● And Many More Uses  
No C. O. D.'s  
Send Check or M. O. Today  
DISTRIBUTORS WANTED

**LASSEN ASSOCIATES**  
20 WEST 23rd ST., NEW YORK 10, N. Y.

Men's Expanding Stainless Steel Wrist Watch Band, \$10.50  
Per Dozen. Gold Plated, \$1.35 Each.

VISIT OUR SHOW ROOMS SEND FOR CATALOGUE

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ONLY EXPERIENCED RUG CLEANER AND RAD WORKERS NEED APPLY**

NEW CONCENTRATED

**ALADDIN**



**CLEANER  
SOAPLESS**

CLEANS LIKE MAGIC

**NEW SOAPLESS  
CLEANER**

This Cleaner is foolproof and a big repeater. The cleaning season is now on. Get in on the big money. Net earnings up to 45%. Will book stores for you. When writing state what experience you have had. For full particulars and prices write to

**GEORGE H. HESS  
ALADDIN PRODUCTS CO.**

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**THIS 4 COLORED HONOR ROLL**

All ready framed, stands on table or hangs on wall. Every Soldier, Sailor, Marine or WAC a prospective buyer. \$1.50 Dozen. THIS IS A BEAUTIFUL HONOR ROLL, which comes also UNFRAMED at \$20.00 Per Hundred, with mailing tubes. SEND ONE DOLLAR, will mail you a sample of the framed Honor Roll, or 25 cents for the unframed HONOR ROLL. Khaki Woolen Scarfs, Overseas Caps and other MILITARY ITEMS for the ARMY, NAVY, COAST GUARD, MARINES and ALL CORPS. 25% deposit with order.

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HOT BALL GAME  
NUMBER**

**JUMBO CIGARS**

(Real Tobacco)  
10 1/2" Long, Packed 8 to Box,  
25c Each.  
25% Deposit.

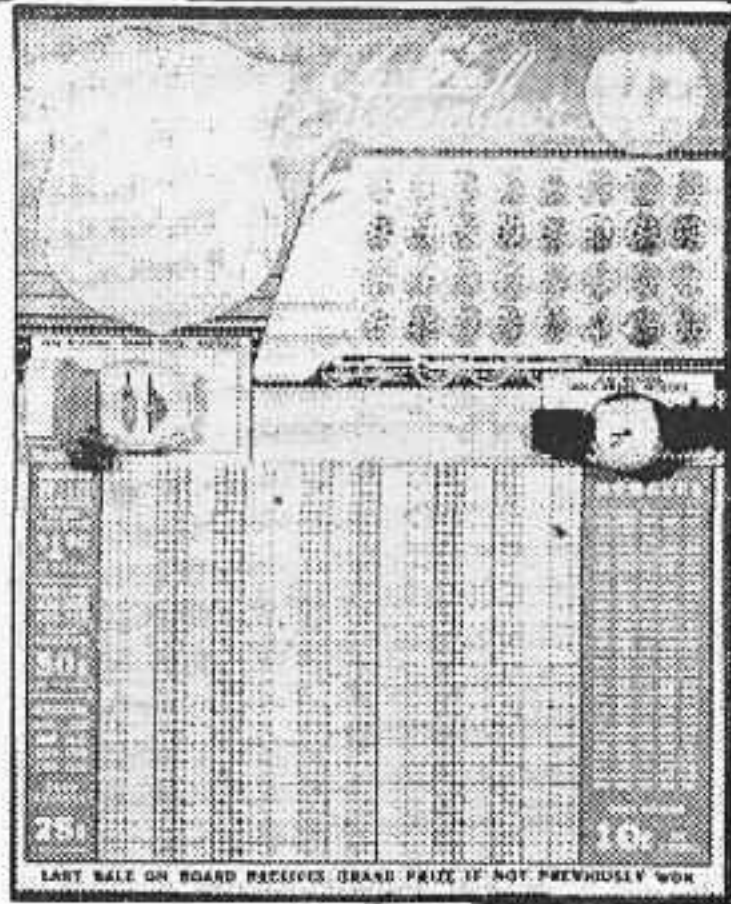
**KRAVITZ & ROTHBARD**  
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# 4 LIBERAL PROFIT SALES BOARDS

## For Your Order Action

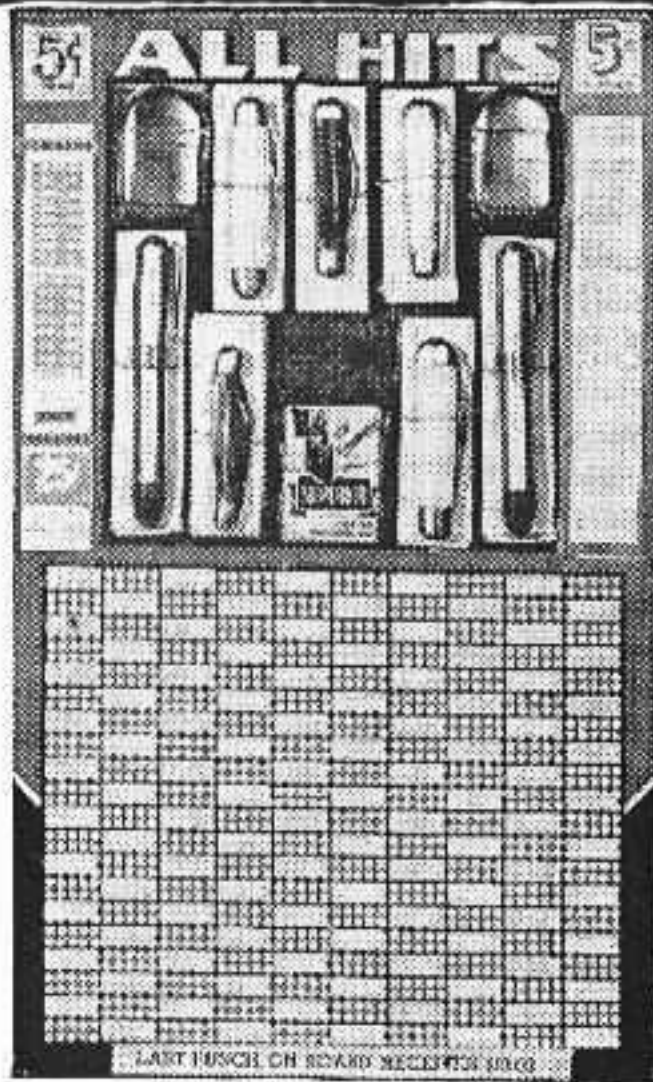


No. 114

This board consists of a Genuine 10 Karat Solid Gold Diamond Wedding Ring set with four diamonds and a Gentleman's High Grade Wrist Watch as premiums. Also pays out \$30.00 in consolation prizes.

BOARD TAKES IN	\$100.00
Pays Out	30.00
	\$ 70.00
Your Cost	22.50

**YOUR PROFIT . . . \$47.50**



No. 115

This board consists of 5 pieces of Two-Blade Pearl Handle Stainless Steel Knives, two Chrome Plated Streamline Cigarette Lighters and one Windproof Lighter, also two Chrome Plated Pocket Flashlights. Also pays out \$18.50 in consolation prizes.

BOARD TAKES IN	\$100.00
Pays Out	28.50
	\$71.50
Your Cost	22.50

**YOUR PROFIT . . . \$49.00**

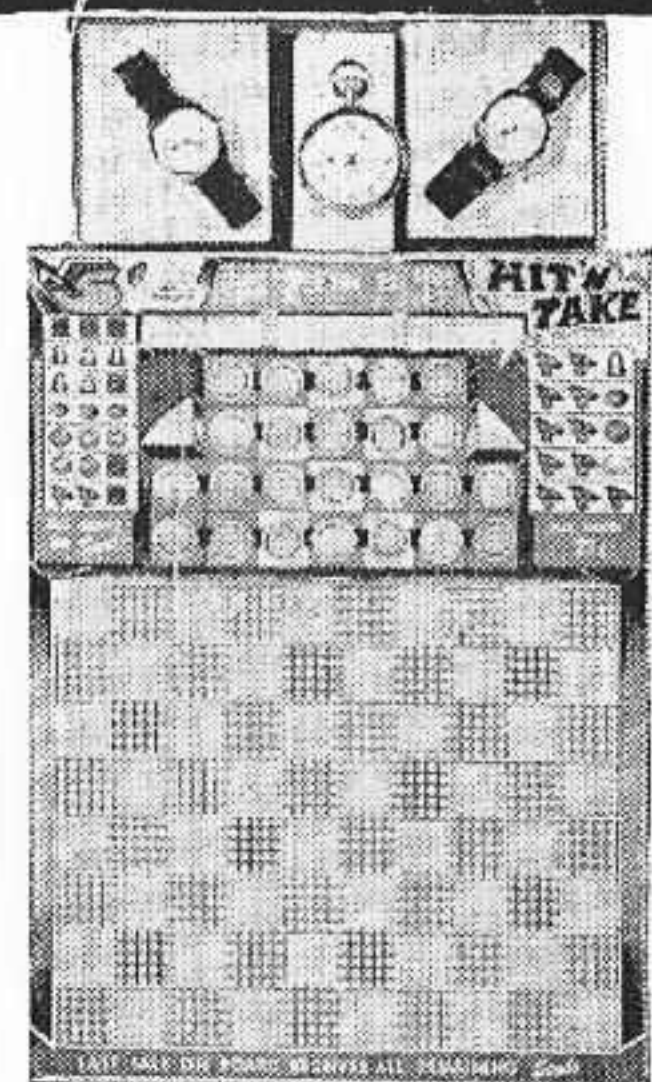


No. 117

This deal consists of one Nickel Plated Automatic Marine Lighter, one Candid Camera and a Genuine 10 Karat Solid Gold Four-Diamond Wedding Ring Set. Also pays out \$22.00 in consolation prizes.

BOARD TAKES IN	\$100.00
Pays Out	22.00
	\$ 78.00
Your Cost	22.50

**YOUR PROFIT . . . \$55.50**



No. 118

This deal consists of two High Quality Men's Wrist Watches and one Man's Pocket Watch. Also pays out \$22.00 in consolation prizes.

BOARD TAKES IN	\$100.00
Pays Out	22.00
	\$ 78.00
Your Cost	28.50

**YOUR PROFIT . . . \$49.50**

**Order Now** for immediate delivery and step up your profits. Your cost prices shown above F. O. B. Chicago. **TERMS: 2% cash with order. 25% deposit required on C. O. D. orders.**

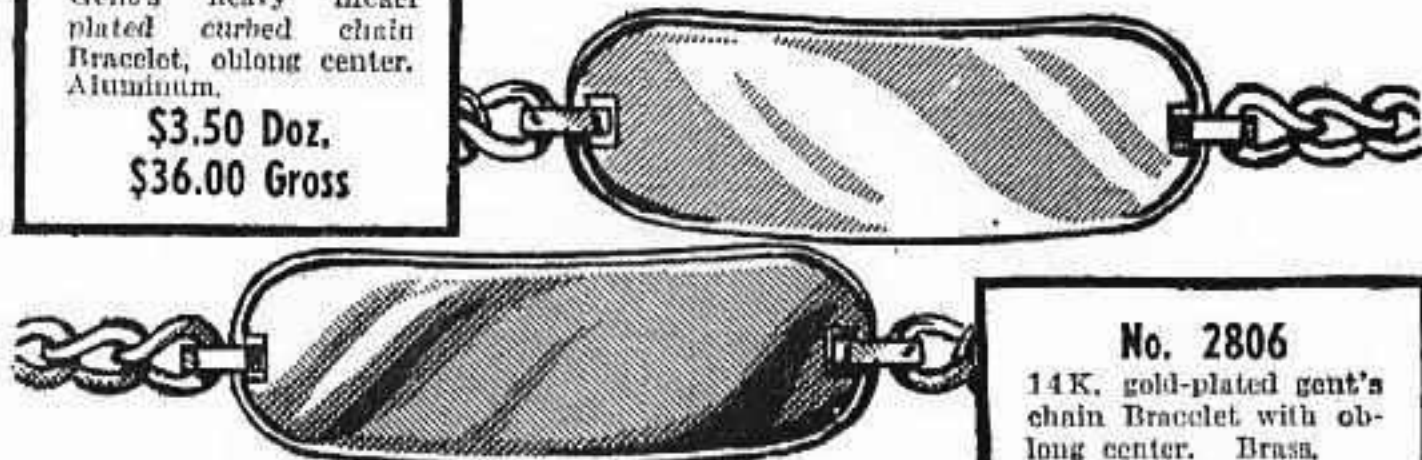
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224 South Market Street

Chicago 6, Ill.

**No. 2804**  
Gent's heavy nickel plated curb chain Bracelet, oblong center. Aluminum.  
**\$3.50 Doz.**  
**\$36.00 Gross**

### DOUBLE-BARRELED VALUE



**No. 2806**  
14K. gold-plated gent's chain Bracelet with oblong center. Brass.  
**\$4.00 Doz.**  
**\$43.20 Gross**

**SUPERIOR JEWELRY CO.**

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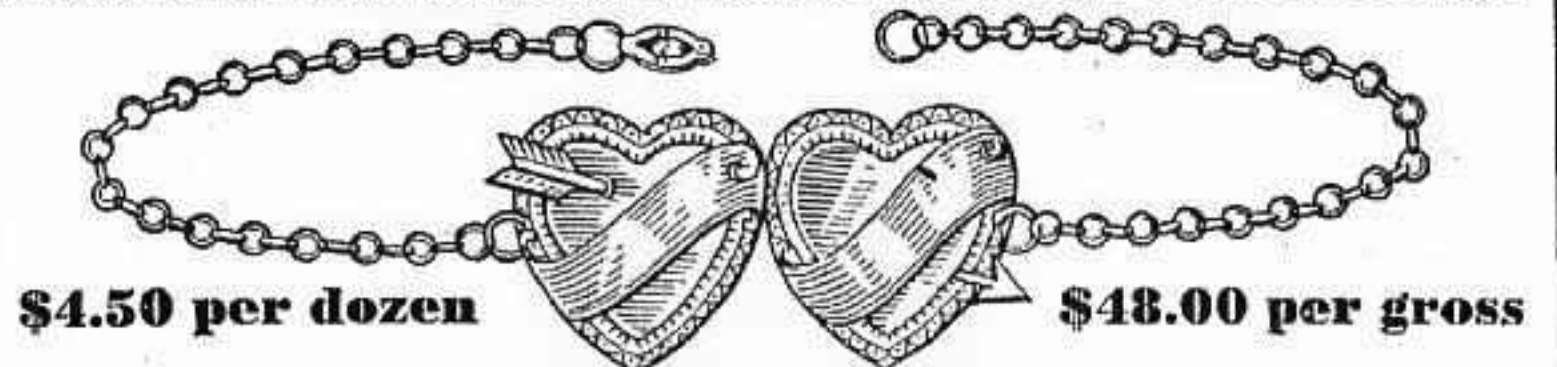
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**Free Catalog**

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**\$4.50 per dozen**

**\$48.00 per gross**

**DOUBLE HEART PINS TO MATCH LARGE SIZE**  
**\$1.50 per dozen** **\$15.00 per gross**

**WILL PREPAY ALL PAID ORDERS**  
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LOS ANGELES 14, CALIF.

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**DE RE JEWELRY CREATIONS**

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### LIGHTERS . . . 19 Styles From Which To Choose

Such brands as Zippo, Windjammer, Dunhill and Lectrolite. Aluminum, magnesium, enamels, silver plate and sterling silver.

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Clips with Inset dollars and half dollars and others.

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Send a card TODAY! Specify nature of business and permanent address for our mailing list. Be sure to mention **The Billboard**.

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It's named for the pose—not the odor. Figure and "Throne" are of cast metal brightly painted. Ashes and butts go through open mouth into base. Ht. 6". Hundreds of thousands of "Stinkys" will be sold this season. Get in on the play. Sample 98c.

**238A105 . . . . . Per Dozen \$10.80**

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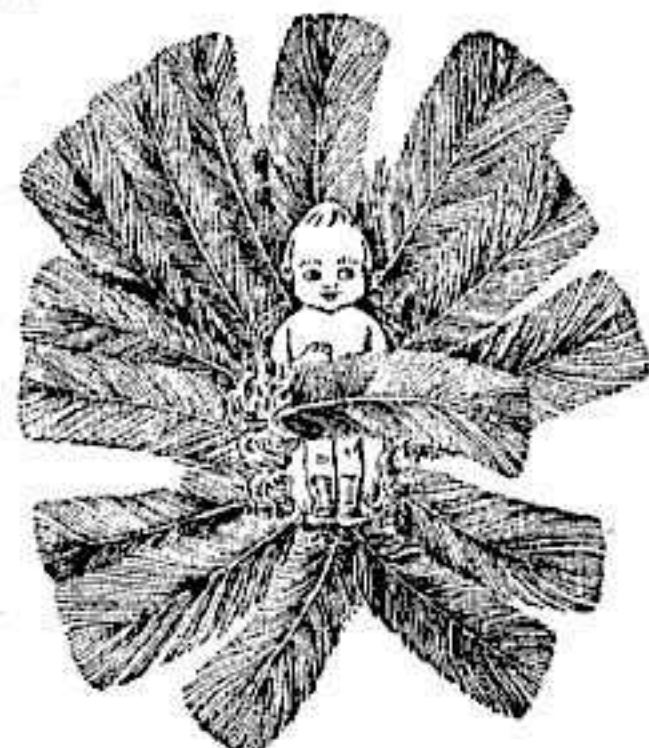
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**Per Dozen - \$ 3.00  
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(Classified Ads cont'd on page 120)

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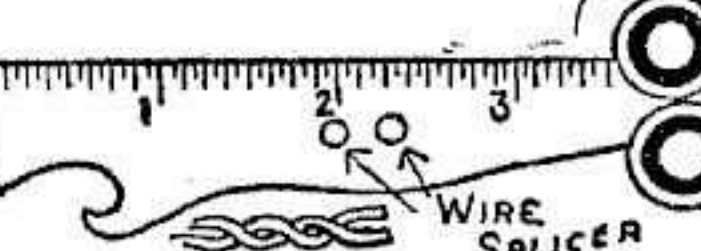
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- Playing Cards, Dz. . . . . 3.25
- Green Wigoly Snakes, Gr. . . . . 10.80

ORDER FROM ABOVE LIST—NO CATALOGUES

All Orders Must Be Accompanied With 1/2 Deposit. No Orders Shipped Without Deposit. Shipped F.O.B. N. Y.

# HAMMER BROS. NOVELTY CO.

114 PARK ROW, NEW YORK 7, N. Y.



# STEP UP YOUR PROFITS WITH THESE FAST SELLERS

## MOTHER'S DAY SPECIAL MANICURE SETS

Polished Nickel Finish, Genuine Leather Folding Case. EACH in Beautiful Gift Box.

**6-PC. SET** in genuine leather case—includes Cuticle Scissors, Nail File, Nail Clipper, Tweezers, Blackhead Remover and Cuticle Knife.

Per Doz. . . . . \$24.00

6 Doz. Lots, \$23.50 Per Doz.

Gross Lots, \$22.80 Per Doz.

SAMPLE, \$3.00 Postpaid

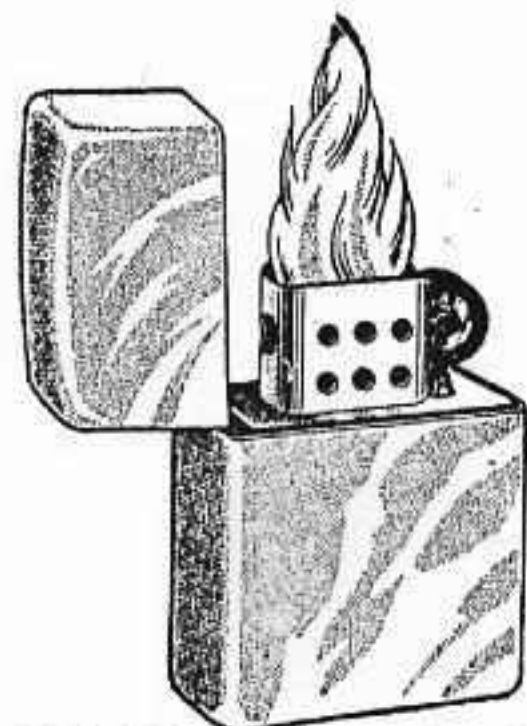
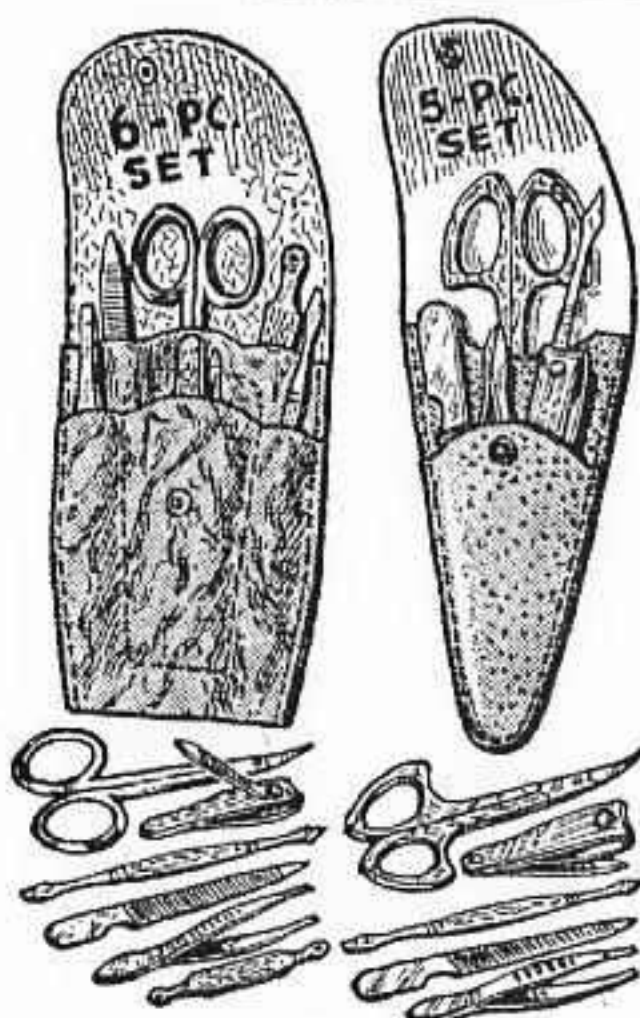
**5-PC. SET** in Case—includes Cuticle Scissors, Nail File, Nail Clipper, Tweezers and Cuticle Knife.

Per Doz. . . . . \$14.40

6 Doz. Lots, \$14.00 Per Doz.

Gross Lots, \$13.20 Per Doz.

SAMPLE \$2.00 Postpaid



## WINDPROOF LIGHTER

Instant Lighting With a Touch of the Thumb

A Fast Action Retailer

- All metal
- Crackle finish case
- Windproof
- Millions in use

60c Each in Gross Lots

\$8.40 Per Doz.

**ORDER NOW**—for immediate delivery. Help yourself to fast sales and liberal profits. TERMS: All prices shown F. O. B. Chicago. 25% deposit with order, balance C. O. D. Wire, write at once.

## BANNER NOVELTY CO.

729 W. Madison St., Dept. B3D

Chicago, Ill.

## REPEATING G-BOY CAP PISTOL

ALL METAL SILVER FINISH



RAPID FIRING LOOKS LIKE A REAL .45!

7" LONG A SURE SELLER

Explodes with a Bang—Actually smokes when fired—Holds a 50 Cap Roll—Easy to load—Full size Plastic Hand Grip.

SAMPLE \$2.00 Includes Gun—5 Cap Roll, 250 Shots

1 Dozen Guns, \$15.00; 6 Dozen Lots, \$14.75 Doz. 12 Dozen or More, \$14.40 Doz. \$4.20

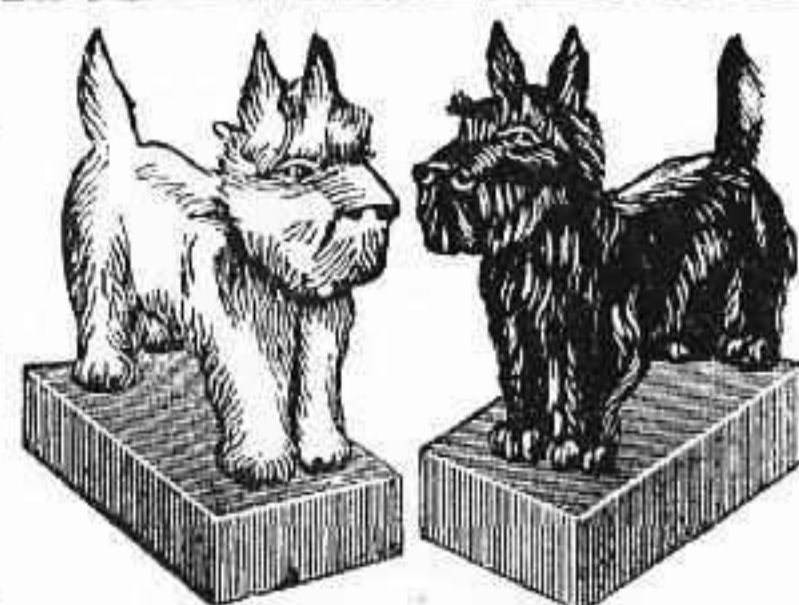
80 Boxes Roll Caps (250 Shots to Box) . . . (CANNOT SUPPLY MORE THAN 60 BOXES CAPS WITH EACH DOZEN GUNS)

## Sensational 25c Novelty

### MAGNETIC PUPS

Hotsy and Totsy

The Whirling Dogs In Pocket Size Box



A red hot "demonstrator" novelty profit maker for Distributors, Salesmen, Hustlers, Black and white plastic Scotty pups mounted on genuine licensed Alnico Magnets offer fun for everyone with their dog-gone antics. Directions on pocket-size box.

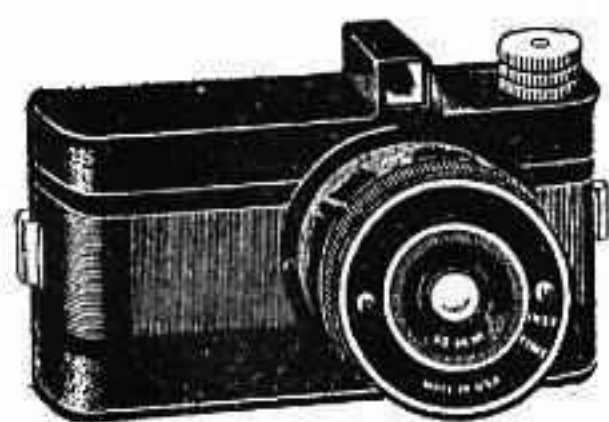
They Kiss They Spin They Whirl They Dance

FASCINATING FUN FOR CHILDREN AND ADULTS ALIKE

2 Doz. to Display Box, \$4.00; 6 Doz. Lots, \$1.90 Doz. Gross Lots, \$21.00 Gross.

ONE DISPLAY BOARD TO EACH BOX

## FAST MOVING PREMIUM ITEMS



### CLIX CAMERAS

Miniature Camera—Takes 16 pictures on standard #127 film—extremely simple, foolproof operation—

\$1.98 each

Retails for \$2.98 . . . . .

**BARRY FLEXIBLE WATCH BANDS**  
Self-Adjusting Expansion Watch Bands of Stainless Steel. Per Doz. . . . . \$10.50

### STAINLESS STEEL TABLEWARE



**ESSEX DESIGN**—Made of solid Stainless Steel, smartly styled. Individually boxed. 24 piece set includes 6 Knives, 6 Forks, 6 Teaspoons and 6 Tablespoons. Price to Dealers, Per Set . . . . . \$6.40

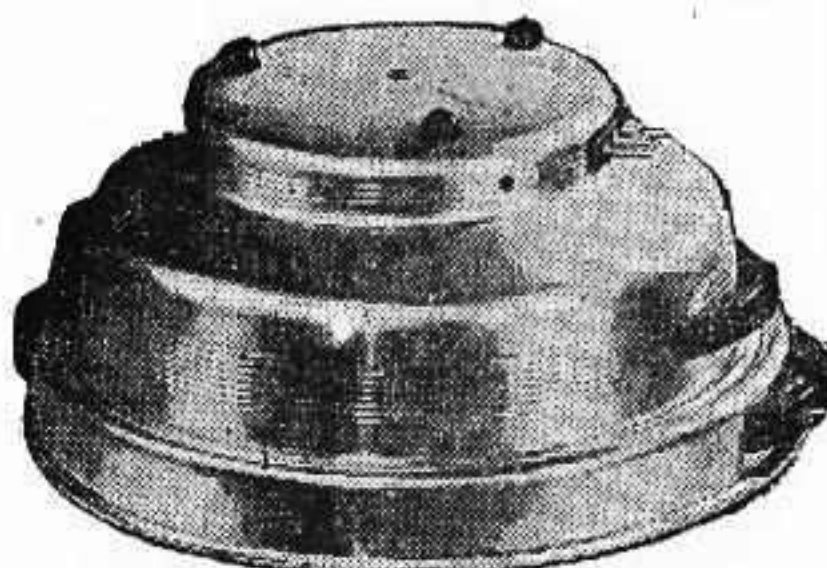
Mark your orders to show "For Resale."

### Combination ELECTRIC UTILITY BROILER - HOT PLATE and SERVING TRAY

2 heats, high and low. 110-120 volts AC-DC. Mirror finish-aluminum 12" grill size.

IMMEDIATE DELIVERY

Retail, \$17.80. Dirs. Ea. . . . \$12.20



**CIGARETTE LIGHTER**—All metal construction, wind proof, smartly styled. Per Doz. . . . . \$10.80  
**3 PIECE DRESSER SET**—Comb, Brush and Mirror, attractively designed. Min. 6 Sets, ea. . . \$ 2.15  
**TRAVELERS MANICURE SET**—6 Piece in genuine Leatherette Case. Min. 6 Sets, ea. . . . \$ 2.05

Inquire about our TOASTERS and IRONS

### ORDER NOW

Stock up for fast selling profits. All prices F. O. B. Chicago. 50% deposit with order, balance C. O. D.

## AMERICAN WHOLESALE CO.

1401 S. KEELER AVE.

CHICAGO 23, ILL.

Thanks—  
FOR YOUR OVERWHELMING ENTHUSIASM FOR



## THE ORIGINAL TRICKY DOGS

You've swamped us with orders! Sorry we are slow on deliveries of this sensationally popular novelty. This ad is not in here to sell Tricky Dogs as we are still much behind in filling orders. We want our jobbers to know that we are increasing production and expect to be caught up within thirty days. Then we can again ship all orders promptly.

Price Remains the Same. \$21.60 Per Gross Sets. (\$1.80 Per Doz.), F. O. B. Chicago.

Packed As Always, One Set to a Sturdy Slide Box. Display Card With Each 3 Dozen.

## H. FISHLOVE & CO.

714 N. Franklin St.

Chicago 10, Ill.

Manufacturers Since 1914 of Novelties That Amuse



**THREE BIG MONEY MAKERS**  
**IN STOCK READY FOR DELIVERY**

**Men's Swiss Watches**

Wrist and Pocket Watches

- Brand New
- Fancy Dial
- Chrome Case
- Unbreakable Crystal
- Leather Strap



Dealers Only—For Resale! **\$4.57** Each

**COLOR CAMERA**  
 Candid Type

Not a Toy But  
 A REAL CAMERA  
 Size: 5 Inches Long  
 Life Time Guarantee

**\$2.40** Each

A Quok Action \$4.00  
 Retailer (OPA Approved Price)  
 Shipping Charges Paid  
 on Orders of 2 Dozen  
 or More.

**CHECK THESE FEATURES**

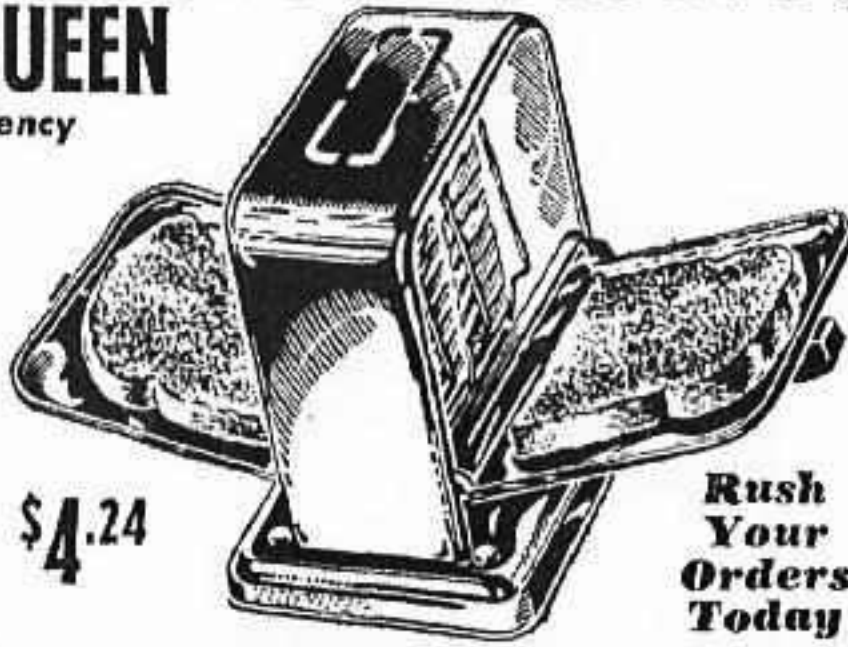
- Takes full NATURAL COLOR pictures indoors or outdoors.
- Takes 16 black-and-white on ordinary No. 127 8-exposure roll.
- New film track brings entire picture to sharp focus.
- Equipped with GENUINE Simpson lens.
- Fixed focus: Exposure automatically correct at all times.
- Precision built—fool-proof.
- Attractively boxed.

**The New TOAST QUEEN**

A Beauty in Design and Practical Efficiency

**QUICK SELLING FEATURES**

- Toaster Construction — 20-Gauge Steel.
  - Heating Element — Genuine Ribbon Nichrome Wire and Mica for AC or DC, 115 Volts and 550 Watts.
  - Insulated Bakelite Handles.
  - Flip-Flop Toaster and 6-Ft. Underwriter's Approved Cord.
  - Chrome Plated, Polished to a High Gloss for Long-Lasting Service.
  - In Lots of 12 or More.
- SAMPLE \$5.88. OPA Approved Price, 25% Deposit With Order, Balance C. O. D. Open Account to Well-Rated Firms.



**\$4.24**

Rush Your Orders Today

**MUDIAL GIFT COMPANY** 2067 BROADWAY NEW YORK 23, N. Y.

**LOOK-LOOK**

Pitchmen — Demonstrators

**MYSTIC BLOCKS**

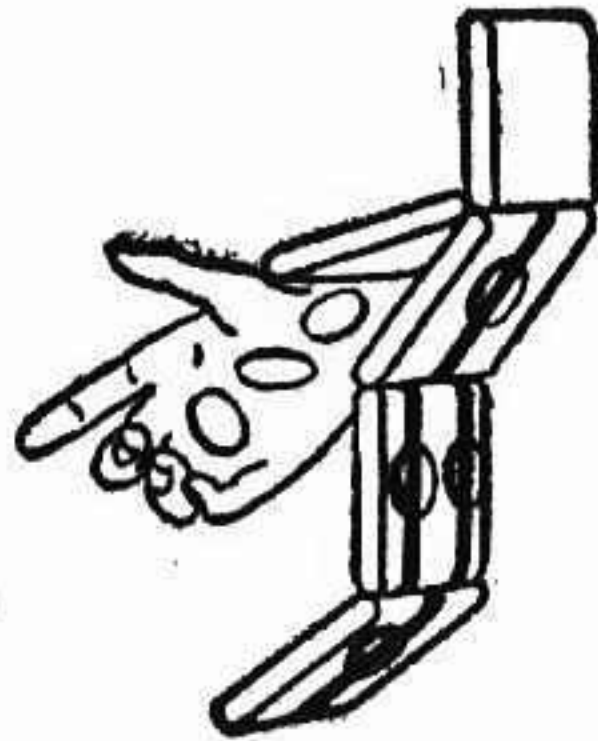
Puzzle That Actually Does 100 Tricks. With Instructions and Illustrated Pictures.

Great Money Maker for Stores, Mail Order and Advertising.

\$15.00 Per Hundred. Send 25c for Sample.

**MYSTIC BLOCK CO.**

2917 Lyndale Ave., So., Minneapolis 8, Minn.



**TRICK MATCHES**

**BOOK MATCHES—5 KINDS**  
 SPARKLING—SNAKE—GO-OUT—EXPLOSIVE—DUMMY  
 EXPLOSIVE KITCHEN MATCHES

CIGARETTE LOADS

FUN SHOP DISPLAY CARDS { 54 ITEMS ON CARD

All Merchandise sold either in Bulk or on Attractively Colored Display Cards. OUR MATCHES ARE MACHINE MADE.

LOWEST PRICES—HIGHEST QUALITY

JOBBERS—WRITE FOR PRICES ON OUR COMPLETE LINE

**SUPERIOR**

NOVELTY MATCH COMPANY

3093 S. MAIN ST. AKRON 1, OHIO

MFRS. OF TRICK MATCHES

**MISCELLANEOUS**

**AIRLINE BAGGAGE STICKERS**—7 DIFFERENT 25c, 20 \$1.00; 32, \$2.00. E. Smith, Dept. BB, 45 East Banks, Chicago 10, Ill. mar30

**BEAUTIFUL LEATHER UPHOLSTERED BUS.** With Speakers, Racon Units, 150 Watt Amplifier, 30 Watt Driver, 4 Stage Mixer, Automatic Record Player, self-contained, 5AW A.C. power supply. Ideal for carnivals and county fairs. Mechanically perfect, with 4 spare tires. Photo on request. James J. Winiacki, 1015 Diversey Parkway, Chicago, Ill. ap13

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**BUY VITAMINS DIRECT AND SAVE.** 100 TEN Vitamin Capsules, one-a-day, \$2.50; 100 Twelve Mineral Capsules, one-a-day, \$1.00. Now both \$3.00, three months supply. Many others. Our 7th year. Matoska Products, Box B, White Bear Lake, Minn.

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**REGISTERED PATENT ATTORNEY SINCE 1904.** Easy terms. Information free. Sanders, 6430 Evans Ave., Chicago 37, Ill. ma30

**SELECT OR ORDER YOUR NEW TRAILER-coach** from Rogers Trailer Ranch, Rantoul, Illinois. Nearly all leading makes sold. Also used Couches and Accessories. We do our own financing. Phone 393.

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**TRAILER COACHES**—LARGE SELECTION, new and used. All quality makes. We handle our own financing and insurance. Also accessories and repairs. Rogers Trailer Ranch, Rantoul, Ill. ma30

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**BLANK RECORDING DISCS, ALUMINUM**—8 1/2 inch, 1/2 dozen \$1.50; dozen \$2.75; 8 inch, 1/2 dozen \$2.10, dozen \$3.90; 10 inch, 1/2 dozen \$3.00, dozen \$5.50. URAB-BB, 245 West 34th, New York 1.

**MUSICAL STATIONERY—IMPRINTED WITH** name and photocopy of favorite instrument, 100 letterheads, 100 envelopes, \$2.00. Postpaid. Terminal, 4818 1/2 Kimball, Chicago 25.

**SLINGERLAND MAY-BELLE TENOR BANJO,** \$75.00; Elkhart Gold Bell Cornet, \$35.00; Melotone Alto Horn, \$25.00; C Melody Sax, \$30.00; Flatback Type Mandolin, \$10.00. Violins, Seven from \$15.25, \$35.50, \$75.00, \$125.00, \$300.00. Postage Prepaid. Wire cash with order. Thompson, P. O. Box 104, Zion, Illinois.

**PARTNERS WANTED**

**BUSINESS OPPORTUNITY**—WANT PARTNER with skate equipment. I have building located in good recreation town. L. H. Scott, 732 S. Spruce, Wichita 9, Kan. ma30

**PARTNER FOR SMALL CIRCUS,** ONE WHO can stand legitimate business only. Positively no rackets. Everything all set except transportation. Address Charlie Campbell, Box 301, Sylva, N. C.

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(Classified Ads cont'd on page 122)

**ATTENTION**

**JOBBER WHOLESALERS**

Our new 1946 whistling and flying tape bird, yellow body, one that really whistles. Send for samples and price. **SHERMAN NOVELTY CO.,** 279 East 3rd Street, New York 9, N. Y.

**SPECIAL SPRING VALUE**

- Reynolds Pens, Writes for 2 Years Without Filling, Each ..... \$ 7.50
- 6 Tube Superheterodyne Radios (Retail for \$29.95) ..... 29.95
- Nail Clippers, Doz. .... 1.60
- Boy Scout Knives, 4 Blade, Doz. .... 21.00
- Fountain Pens, Lever Type, Carded, Doz.... 7.20
- Automatic Pencils, Metal Tips, Carded, Doz.... 4.75
- Flints and Wicks, Doz. to Card. Card. .... 1.00
- Sun Glasses, Harlequin Style, Doz. .... 2.50
- Manicuring Kits, Genuine Leather Case ..... 7.20
- Cigarette Case, Holds a Full Pack, Doz. .... 2.00
- Berkeley Windproof Lighters, \$2 Retailer, Doz... 14.40
- Elastic Glass Wallets, Close-Out, Individually Boxed, Doz. .... 4.00
- Unbreakable Plastic Tumblers, Doz. .... 2.25
- Fountain Pen Desk Sets, Doz. .... 12.00
- Nail Files (Triple Cut), Doz. .... 1.75
- Shaving Brushes, \$1.19 Retailer, Doz. .... 7.20
- Steel Scooters, Ball Bearing Wheels, Doz. .... 36.00
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- #18 Salesboard Deal, Takes in \$30.00, Each. 10.50

Deposit Required With All Orders

**ARISTA ASSOCIATES**

446 Dean St. Brooklyn 17, N. Y.

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- Original Auto Joker Bombs .... \$15.00
- Explosion Book Matches ..... 3.40
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- Superior Grade Flat Pks. .... 5.40
- Atomic Twirling Toys ..... 10.80

Complete Line of Jokes, Tricks and Novelties.

Dealers! Write for Special Prices

**Interstate Sales Co.**

MFRS and DISTRIBUTORS P. O. Box 190-Fort Worth, Texas

**1946 WHOLESALE CATALOG**

Shows about 2500 items. Many new articles illustrated, as they come in on supplementary pages. Dealers, salesmen & agents, write for a catalog and see the big variety you can buy for today's opportunities. All at wholesale prices.

**SPORS CO.**  
 3-46 Lamont LoCenter, Minn.

**SOLID STERLING SILVER BIRTHSTONE RINGS**

\$4.00 Per Dozen  
 25% Deposit With Order, Balance C. O. D.  
 Also a variety of Ladies' and Men's White Stone or Colored Stone Rings. Send \$10 for sample assortment. If samples are unsatisfactory, money will be refunded. No catalog.

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 CARROLL, OHIO

**High-Class Metal Frames**

Horizontal or vertical, in either gold or silver finish, for miniature photos, 5x7, and also 8x10 photos, \$12.00 per dozen, F. O. B. Baltimore, less 2% cash discount. Also doubles with hinges, \$2.00 each; triples with hinges, \$3.00 each. Plastic Easel Frames, for 5x7 photo, \$5.75 dozen; for 8x10 photos, \$10.00 dozen. **INTERNATIONAL SALES CO.,** 414 E. Baltimore St., Baltimore 2, Md.



**HOT ITEMS FOR HOT BUYERS**



Leis in Bright Colors, Gr. \$3.25. Large Size Leis, Gr. \$6.50.  
**CIRCUS SPECIALS BALLOONS**  
 4, 5, 6, 7, 8, 9, 11, 16, 20, 30.  
 All sizes of Air Ship Balloons. Lash Whips, Flying Birds, Felt Hats, Gene Autry and Lone Ranger Jeweled Pistol and Holster Sets, Dolls with Feather Dresses, Canes, Comic Buttons, Pin Wheels.

**Leis**

**SLUM FOR GIVE-AWAY**  
 We carry over a hundred numbers of Slum ranging in price from 65c per gross to \$4.80 per gross.

**Big Variety of Glassware**  
 From \$3.25 per gross up.

**BINGO ITEMS**  
 Chromium Cocktail Sets, large Chromium Trays, Clocks, Watches, Aluminumware, Chromium Baskets, Lamps, Cameras, Dolls, Bears, Binoculars, Metal Cap Pistols, Fountain Pens, Hassocks, Carry All Club Bags with Zipper, Pocket Knives, Metal Smoking Stands, Metal Toilet Sets, Military Sets, Hampers, Flashlights and a hundred other items.

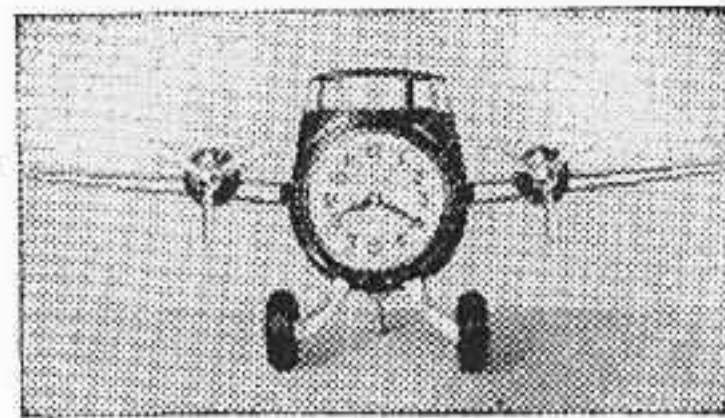
Send in your orders, we guarantee prices. New catalog next month. 25% Deposit Required on All Orders.

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 505 Market St. Philadelphia 6, Pa.

**First Time Since the WAR! RINGS Sterling Silver R. G. P.**

#362 Clear Tone, All Colors Assorted S.S. Base R.G.P. 6.75 doz.	#480 Clear Tone, All Colors Assorted S.S. Base R.G.P. 9.00 doz.	#R332 Clear Tone, All Colors Assorted S.S. Base R.G.P. 9.00 doz.	#190 Clear Tone, All Colors Assorted S.S. Base R.G.P. 9.00 doz.	#174 Clear Tone, All Colors Assorted S.S. Base R.G.P. 9.00 doz.	#R3305 Men's S.S. Signet 12.00 doz.	#225 Boy's S.S. Signet 9.00 doz.	#199 Two Stones All Colors S.S. Base R.G.P. 12.00 doz.	#201 Two Stones All Colors S.S. Base R.G.P. 12.00 doz.

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O.P.A. DEALER'S PRICE, \$9.45

Self-Starting Sessions Movement. Red Speed Second Hand. Cabin in Rich Plastic. Simulated Plastic Motors.

**STERLING SILVER DISCHARGE RINGS**



**GOLD EMBLEM \$15.00 Per Dozen**

**The Sensational REYNOLDS FOUNTAIN PEN**

Retails - - \$12.50  
 Your Price - - 7.50

**CATALOGUE READY IN APRIL**

We Ship Open Account to Rated Concerns. Otherwise 10% Deposit, Balance C. O. D.

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**FAST SELLERS!**

**CIGARS—CANDY—GUM—COMBS**

Bobby, Safety Pins, Fuses, Sanitary Goods

**ACE RAZOR BLADES**

1001 Other Items. — Write for FREE LIST!

Offered for Resale Only

**ACE BLADE CO.**

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**FACE BALLOONS**

With horns, eyes, nose, and mouth. Send 25c for sample. Prices on request.

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**BINGO**

Heavyweight Cards, Black and Colored Tops in Stock Ready To Ship Out Same Day. Double Cards and Lucky-Darto Tops, Etc., on Special Order. Thin Sheets in Stock, Midget and Large Size. Plastic Transparent Markers.

Write for Bulletin

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**C-H-A-I-N For immediate delivery!**

For necklaces, charm bracelets chatelaines, etc.

Gold and Silver color Chain put up in 500 ft. reels @ 5c ft.

Jump rings, \$3.00 lb. Clasps, \$1.00 gr.

*Originalities*

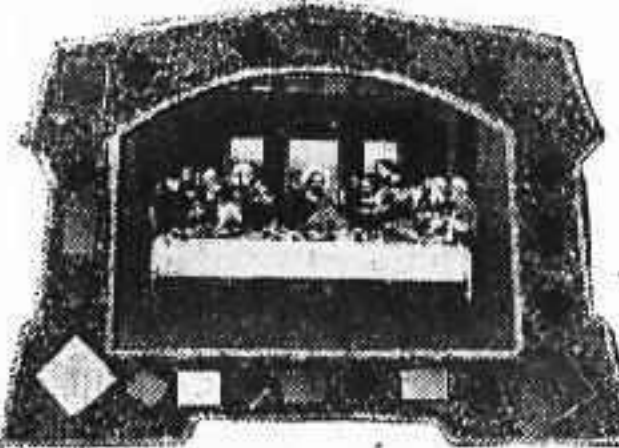
ORIGINALITIES, 104 5th Avenue, New York

**BEAUTIFUL LORD'S SUPPER PICTURE**

The Perfect Item For Easter & Mother's Day

In Full Colors

Framed in 2-colored imitation Venetian Glass mounted on Iridescent Multi-Colored Background.



No.	Frame Size	Sample	Doz.
123	5 1/2" x 8 1/4"	\$ .59	\$ 4.50
322	7 1/2" x 10 1/2"	1.29	8.50
525	15" x 18 1/2"	1.99	16.00

Immediate Shipment — Prices F.O.B. Detroit 1/2 Deposit, Balance C. O. D.

MANY OTHER RELIGIOUS PICTURES—WRITE FOR CATALOG

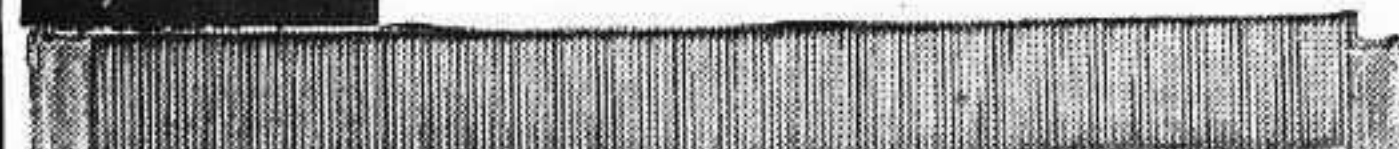
**SEA SHELL NOVELTY**

540 W. JEFFERSON AVE. DETROIT 26, MICHIGAN

Nothing Else Like It on the Market!

"Flameglo" ADJUSTABLE GUARANTEED

**EXPANSION BAND**



\* A NEW watchband that creates instant demand! Guaranteed stainless steel — attractive gleaming finish. Non-corrosive. Band can be shortened to fit any small wrist. NOTE—Also available in 18K gold plated finish with stainless steel back if desired. Order today!

We handle a full line of Swiss Imported Watches at ceiling prices. Wholesale only. Inquiries invited.

**GEORGE C. ALTMAN & ASSOCIATES**  
 192 N. CLARK STREET CHICAGO 1, ILLINOIS

\$10.80 DOZ.  
 \$15.00 DOZ. GOLD PLATED

Minimum order 1 doz. 25% deposit required with all orders, balance C. O. D. All orders accompanied by check or money order in full shipped prepaid.



**PLASTIC BEACH BAGS**

with Zipper



Also used as utility bag. Spacious enough for several bathing suits and incidentals. \$16.00 Dozen.

**PLASTIC BOSTON TRAVELING BAGS**

18", with Zipper. Very roomy. \$31.80 Doz.

**PLASTIC DRINKING TUMBLERS**

Shatterproof. \$21.60 Gross.

**ARMY OR NAVY HONORABLE DISCHARGE HOLDERS**

Simulated Leather. \$53.00 Gross.

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**A QUALITY PRODUCT — DIRECT POSITIVE**  
Cameras and Machines, all sizes; supplies at wholesale prices; catalogue. Wabash Photo Supply, Terre Haute, Ind. ma30

**AMAZING NEW MACHINE — COPIES ANYTHING** in 3 minutes. Will make true copies of Army Discharge, Marriage Certificate, Photos and other valuable papers. Lifetime guarantee. Price \$49.50. Piedmont Camera Mfg. and Supply Co., Burlington, N. C. ap6

**ANNOUNCING A NEW SERVICE — BACKGROUNDS, FOREGROUNDS** for direct positive film operators. Showman's Art Service, 1472 Sutton Ave., Box 35, Cincinnati 30, O. ma30

**ATTENTION, DIRECT POSITIVE OPERATORS.** New low price on Eastman Direct Positive Paper, 1 1/2", \$4.78; 2", \$5.50; other sizes reduced proportionately. Write for our new catalog just out announcing a new line of medium priced Metal Frames, also Glass Frames, Folders, Chemicals, Oil Painted Backgrounds, Comic Foregrounds, Rubber Gloves, Finger Tips, General Electric Photo Floods. Hanley Photo Supply Company, 1414 McGee, Kansas City, Mo. ap13

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**COMING SOON—AMERICA'S FIRST PRECISION** made direct positive camera; made in the heart of the machine tool industry, Cincinnati, Ohio. Details and prices on request. Stanley Photo Service, 2106 Bechmont Ave., Cincinnati 30, Ohio.

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**DIRECT POSITIVE SUPPLIES AND EQUIPMENT.** Frames, Mounts, Chemicals. "Marful" Products. Send for new price list. West Coast Photo Supply Co., 1809 East 14th St., Oakland, Calif. ap6

**DIRECT POSITIVE OPERATORS—INCREASE** sales and profits using famous Capitol "Deep Cut Pio Crust Mirror Frame." All sizes. Beautiful luster that Deep Cut Pio Crust gives this heavy easel Mirror makes it biggest seller in country. Send for our list that include everything for D.P. operator. Capitol Equipment Company, Box 287, Staten Island 1, New York. ma30

**EASTER, MOTHER'S DAY, BABY, BIRTHDAY** Greeting Cards; 100 assorted, \$7.50. Lithographed four colors. French fold, envelopes to match, display material. State size, for 1 1/2"x2" or 2 1/2"x3 1/2" photos. Photo Mounts, 1 1/2"x2", \$1.50 per 100; 3x5", \$2.50; many other sizes. Eastman Paper, Chemicals, etc. Backgrounds, Comic Foregrounds, Photo Novelties. Quick service. Literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. ma30

**EASTMAN DIRECT POSITIVE PAPER, 2 1/2-** inch rolls, \$4.50 Roll; Expired date; satisfaction guaranteed. 2 1/2"x3 1/2" Mounts, \$5.00 thousand. Lost lease. Boyer Photographing, 2700 Wabash, Chicago.

**ENLARGEMENTS FROM PHOTO OR NEGATIVE;** 3 5x7, \$1.00; 3 8x10, \$1.25; originals returned. Acorn, Box 20, Times Plaza, Brooklyn, N. Y.

**FOR SALE PHOTO MACHINE 1 1/2"x2" VOLTAGE** Boosters, Lenses, Shutters, Focusing Mounts, Concession Top 8x10. F. G. Cook, Randolph, Kansas. X

**FOR SALE — DIRECT POSITIVE OUTFIT,** 1 1/2"x2 Marks & Fuller Camera with prism. Knock down. Complete in every detail, \$400. One Direct Positive outfit without prism, complete, \$350. Ross Fitch, Three Rivers, Mich.

**GUARANTEED DIRECT POSITIVE OUTFITS—** Cameras, Booths and Visualizers. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill. ma30

**HAVE SOME NEW GATE STYLE FRAMES FOR** 2x3 or 2 1/2"x3 1/2". Will hold single, double or triple pictures. Fabricoid material. No glass. All have white acetate windows. 50¢ stamps for all samples. Satisfaction or refund. G. Garneiser, 146 Park Row 7, New York. ap6

**MILLMAN'S METAL STOOL—RAISES FROM 20** to any height up to 39 inches. Instantly locks in place. No twisting or turning. Drops back to low with touch of lever. Ideal for the child or man. Money Order, \$20.00; no C. O. D. Herman Millman, 1094 Flatbush Ave., Brooklyn, N. Y. ma30

**MOUNTS FOR D. P. OPERATORS—1 1/2"x2"** Easel or Book, \$1.75 C; 2 1/2"x3" Easel or Book, \$2.00 C; 3"x4" Easel or Book and 3"x5" Easel or Book, \$3.00 C. Cleaning up discontinued lines. Write for new price list. Heart of America Photo Supply, 2016 Main St., Kansas City, Mo. ap20

**NO TRICKS, NO SCHEMES, NO UPS, ANY** picture copied, or negative enlarged 5"x7", Colored, embossed and mounted, 50¢ (5 for \$2.00). 25¢ extra you get copy negative. Carr's Colorfoto Studio, 60 W. Flagler St., Miami, Fla.

**"OLSON" DIRECT POSITIVE CAMERAS** again available. Fitted with new improved, trouble proof paper feed that will not buckle or scratch the paper. The 1 1/2"x2 or 2 1/2"x3 1/2 size, only \$25.00. Now is the time to replace your worn-out camera with an "Olson". Olson Sales, 905 Walnut, Des Moines 9, Iowa. ap20x

**PHOTO BACKGROUNDS, FOREGROUND COM-** ics. Exclusive designs, our backgrounds still pictures for you. Showman's Art Service, 1472 Sutton Ave., Cincinnati 30, Ohio.

**PHOTO BOOTH COMPLETE, LIGHTS, LENSE,** darkroom, takes 2 1/2"x3 1/2" picture. Cost \$450.00, set for \$250.00; like new. Palace Photo Shop, 18 West Main St., Chattanooga, Tenn. ma30

**PICTURE FRAMES, ATTRACTIVE TRIPLE** strength mirror glass with chipped edges, easel backs. Package 12 dozen for size 2 1/2"x3 1/2 photos, \$13.80; 3 dozen for 3x5 photos, \$14.80; 4 dozen for 5x7 photos, \$13.40; 3 dozen for 8x10 photos, \$16.20. International Sales Co., 414 East Baltimore St., Baltimore, Md. ap6

**PICTURE STUDIO BACKGROUNDS—WRITE** for catalog. Roy C. Tucker, Studio, 305 South Liberty St., Independence, Missouri.

**REPAIR SERVICE BY EXPERTS: WE WOULD** repair any make D.P. Camera at reasonable price. Send your camera by express prepaid for estimate. Repair Department, Piedmont Camera Mfg. and Supply Company, 409 Worth Street, Burlington, N. C. ap6

**SELLING OUT 10 ROLLS 3 1/2 INCH EASTMAN** Direct Positive Paper, February, 1946, dating, sealed packages, \$5.00 per roll. Step up or generator, \$20.00. Half cash, balance C. O. D. Sam Gottlieb, care Wallace & Wallace, 2515 Wilkinson Blvd., Charlotte, N. C.

**SPECIAL BARGAINS—10 GROSS EASTMAN** 4x5 Paper, April, 1944, dating, \$15.00. 17 Gross Grant Drex, 4x5, August, 1943, \$17.00; 10 rolls Grant Drex 1 1/2" August, 1943, \$27.50; 4 rolls Grant Drex 2 1/2", July, 1943, \$7.50. 25% deposit. St. Louis Photo Supply Co., 1617 Market, St. Louis, Mo.

**THE FOLLOWING, ALL FOR 1 1/2"x2 PICTURES.** Photo Lockets, Photo Money Clips, Photo Key Chain and Leatherette Folders. 50¢ stamps for all samples, satisfaction or refund; no circular. G. Garneiser, 146 Park Row 7, N. Y.

**"VENUS" STREAMLINERS—FAST DELIVERY.** Booth complete or Camera only. Single, double, triple. Full length or bust, all sizes. Knockdown or one-piece. Also used equipment. Low prices. Federal Identification Co., Dept. M4, 1012 N. W. 17th, Oklahoma City. ap27

**YOU ARE URGED TO ATTEND THE DIRECT** Positive Photographers' Convention at the Congress Hotel, Chicago, April 3, 9, 10 whether a NDPPA member or not, to inspect the newest equipment and materials and attend the demonstrations and lectures. Non-member registration fee only \$5.00. Members free. ma30

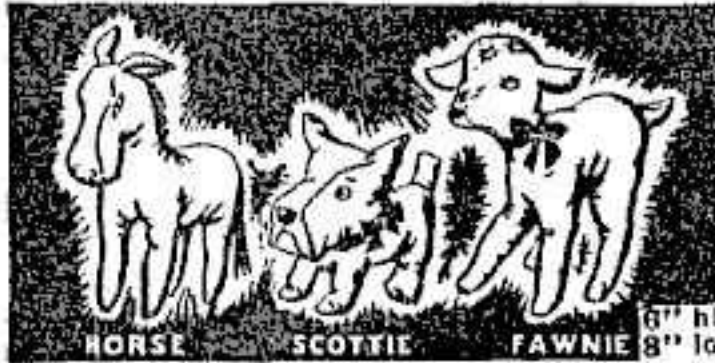
**1 1/2" CAMERA, F7.7 LENS, \$60.00. DOUBLE** camera, no lens, \$70.00. 2 1/2" by 3 1/2" background, \$3.00. 15 No. wheel with lay down \$15.00. Enlarger up to 8" by 10" \$47.50. Warner Electroplater, 110 volts, complete, \$60.00. All A-1 condition; like new. John Huntington, 707 South Maple Avenue, Green Bay, Wis.

**2 1/2"x3 1/2" CAMERA WITH F4.5 LENS IN AU-** tomatic Shutter, \$139.00. We manufacture all sizes single, double, and triple cameras. Buy our cameras; build your booth and save \$300.00. One fourth with order, balance C.O.D. Blitright Camera Mfg. Co., Factory, Greensboro, N. C., Sales Office, Atlanta, Ga. np

**3 ROLLS 1 1/2", \$2.75; 1 ROLL 2 1/2", \$4.80;** 8 rolls 3", \$5.90; 3 Gr. 5x7, \$2.50, D.P.P. Superior, Box 404, Mount Vernon, N. Y.

(Classified Ads cont'd on page 124)

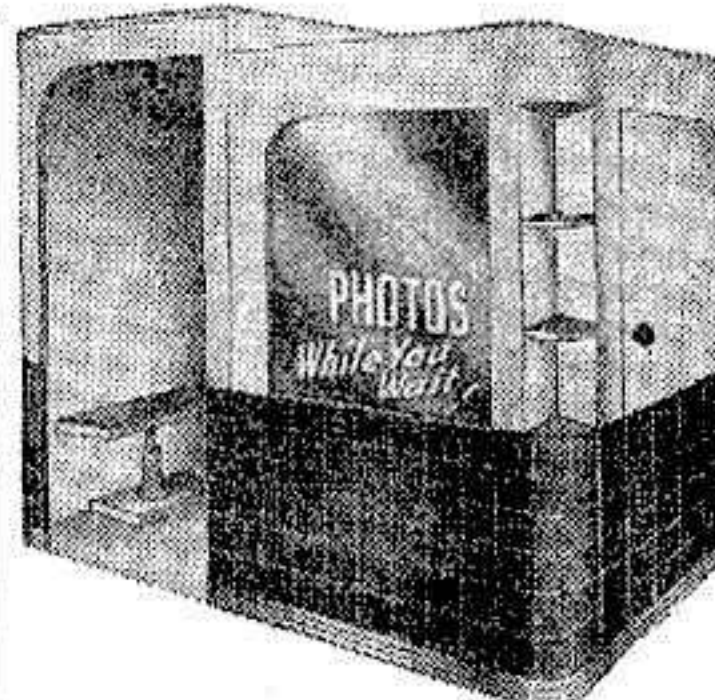
**NEW LOW PRICES!! "Glow in the Dark" Luminous Stuffed Animals**



These soft cuddly toys made from new sensational "WONDER-GLO" fabric in contrasting colors that actually light up and glow in the dark.

- LUMINOUS STUFFED ANIMALS** \$7.20 Doz. Assorted
- LUMINOUS FLOWERS—NOVELTIES—RELIGIOUS ITEMS**
- Gorgeous glowing Orchids. Doz. \$2.00
- Large extra fine Gardenias, in two glowing colors, natural leaves and stems. Doz. 2.50
- Medium Gardenia. Doz. 2.00
- Beautiful Jonquil Corsage (Luminous pink bouquet). Doz. 2.50
- Large glowing Earrings (Flower petal—screwback). Doz. pr. 1.50
- Small glowing Earrings (Miniature flower slip-on). Doz. pr. .80
- Luminous Religious Statues, assorted saints. 8 1/2" Doz. 3.00
- Luminous Crucifix 9", Corpus in Relief, in box. Doz. 3.25
- Luminous Pin-Ups—4"x8"—each in 4 colors, red hot item. \$1.20 doz. asst.
- Luna Bait—luminous fish bait—glowing fish lure. Each set contains month's supply—minnows, spoons, shrimps, worms. Doz. sets 2.00
- Wonder-Glo, luminous cloth, 40" wide. Yard 1.25
- Luminous Cloth Tape, adhesive, 2" wide, 10yd. rolls—1001 uses. Roll 1.00
- Wonder-Glo Pigments (powder). Make your own luminous paint—green, blue, orange, yellow. Package .50
- Lowest Prices—Best Quality Merchandise 1/2 Deposit—No Stamps—F.O.B.

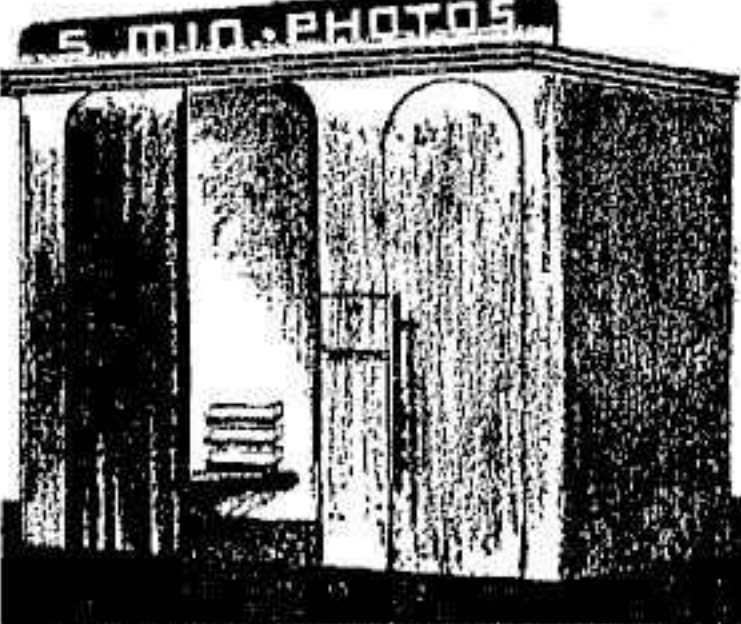
**ART-GLO - Wickford - Rhode Island**



**Streamline Photomachines**

**Quick Delivery on Precision Equipment**  
Write or wire for full information, prices, etc., on Streamline and other types of photomachines. KD or one-piece cabinets. Also cameras without cabinets. All sizes bust, full-length, single, double, triple. Guaranteed 5 years. Prompt shipments. Fair prices. Simplified instructions—easy to operate.

**FEDERAL IDENTIFICATION CO.**  
1012 N. W. 17th Street, Dept. L, Oklahoma City, Okla.



**THE NEW AMSCO "STANDARD"**  
Designed especially for quick setting up and tearing down. More rugged, more beautiful than before. Introduces a distinctive new note in cabinet styling with clean "tailored" lines. Recessed lights illuminate sign at top and front of cabinet.

**PROFITS UP TO \$1,500 PER WEEK.**  
Send for information showing new prices and America's most beautiful direct positive photo units. All size photos and cabinets. Fast Delivery. Reference D. & B. **AMERICAN STAMP & NOVELTY MFG. CO.** Oklahoma City, Okla. The Originators of the Triple Camera

**AGENTS! SALESMEN!**

**A SURE WINNER! JUST OUT!**  
Beautiful Discharge Emblem, approx. 4 1/2" x 4 1/2", easily attached to any license plate. casting, gold lacquered, durable; individually boxed for quick counter sales. Sells on sight to veterans everywhere for \$1. No discharge papers necessary! O. P. A. approved. All sales positively unrestricted! Sensationally priced at \$39.00 per gross to insure volume sales. 1/3 dep., bal. C. O. D. All orders shipped F. O. B. Phila. Sample, including Set-Up for Counter Display, mailed anywhere. (Enclose \$1.00.) Cash orders rushed immediately!  
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**15,000 ITEMS AT FACTORY PRICES**

We have the Merchandise, Salesboards, Gloves, Pins, Drygoods, Hose, Candy, Gum, Drugs, Toilet Articles, Auto Supplies, Hardware, Sanitary Goods, Flashlights and many other scarce items. Your complete needs all at one source. Send 3¢ stamp for complete new list.  
**H. L. BLAKE**  
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**VETERANS' DISCHARGE RINGS**  
10 K. Solid Gold Emblem mounted on Heavy Sterling Silver Ring, \$33.00 Doz. Sample \$3.00. Every Veteran a prospect.  
**ARTHUR ANGSTREICH**  
Wholesale Jewelers  
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**SITTING DOWN PUPPY**

Processed white rabbit skins, black tail and ears, ribbon, life-like eyes, embroidered nose and tongue. \$26.50  
Packed in individual boxes. DOZEN  
Less than dozen lots, \$2.75 each.  
25% Deposit, Balance C. O. D.



**MAILOR CO.**  
233-35 W. 26th St. New York 1, N. Y.

**CARNATIONS—FOR MOTHER'S DAY**

**BEST QUALITY—RED-WHITE-PINK**  
No. 75—Carnation, \$40.00 per 1,000; \$4.50 per 100. Prepared Green Fern for Carnations, dozen bunches, \$6.00. Three bunches Fern required for each 100 Carnations. Prepared Green Foliage for Carnations, 10-lb. carton, \$6.50. Three pounds Foliage required for each 100 Carnations. Send for New Price List of all Flowers, Flower Materials and all items for Easter, Mother's Day and Memorial Day. 50% Deposit, Balance C.O.D.

**FRANK GALLO**  
Importer and Manufacturer  
1429 Locust St. ST. LOUIS 3, MO.

**ENGRAVERS**

**YOU'VE SEEN THE REST BUT HERE'S THE BEST**

In Assorted Sizes  
Highly Polished Child's Ring in Gold or Silver Finish

This Child's Ring is the best seller of them all. Order now and convince yourself.

\$1.75 Doz. — \$18.00 Gross  
25% Deposit, Balance C. O. D.

**FRED P. VENDITTO**  
2542 Hartford Ave. JOHNSTON, R. I.


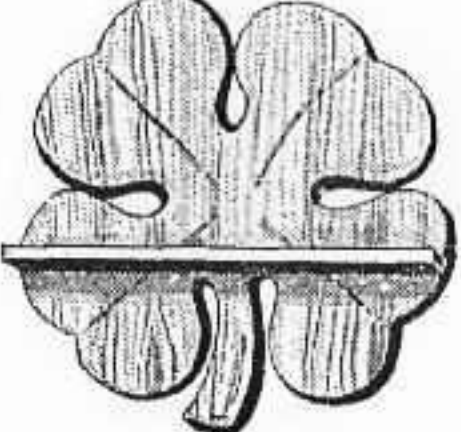
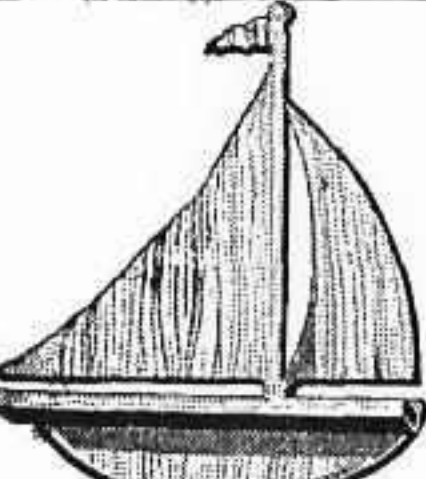

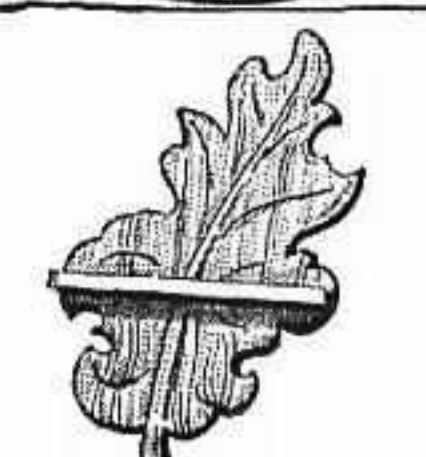
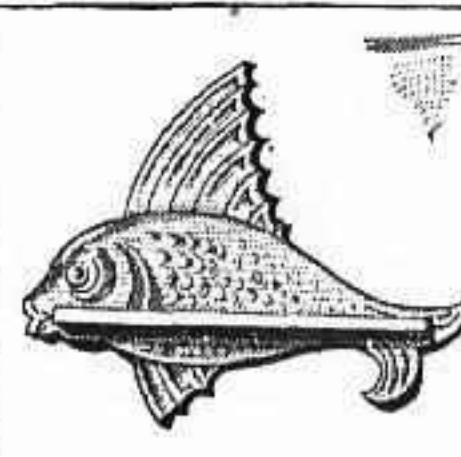
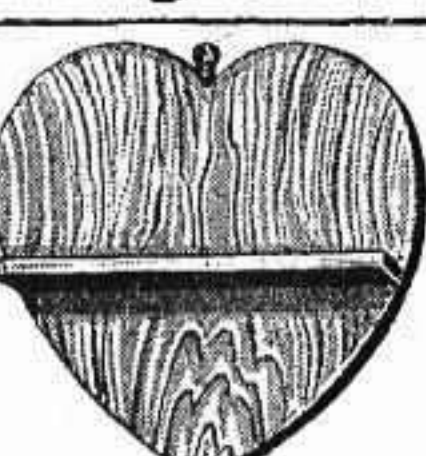
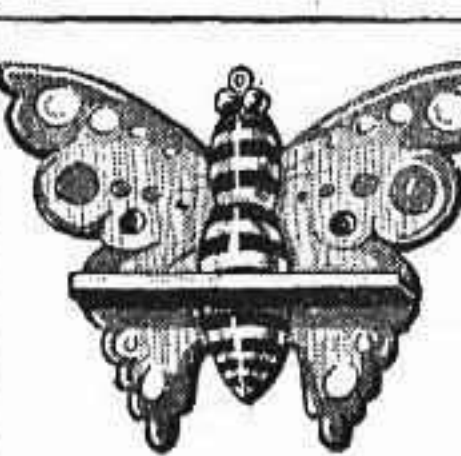

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Men and women are cleaning up at army and navy camps. Holder with snap button and brass corners, \$40.00 gross. Leatherette all affigator grains with brass corners, \$48.00 gross. With brass corners and snap button, \$51.00 gross. 3 samples \$1.00.

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**GIFT SHOPS • SOUVENIR SHOPS • CARNIVALS  
SUMMER RESORTS! New Fast Selling  
MERCHANDISE NOVELTIES**

	Unique, decorative Wall Plaques with shelf for knick-knacks and place for engraving name of resort or store.	
	Twelve attractive designs in 6 inch by 4 inch size, finished in Mahogany, Early American and Natural.	
	The Butterfly, Love Birds and Fish are Hand Painted	
	SEND \$4.00 FOR DOZEN ASSORTED SAMPLES	
	Post prepaid. Prices on quantity orders. No C.O.D. for Samples. Rated concerns and jobbers, samples sent on account.	

**MARTIN MFG. CO.**

3321-23 W. MONTROSE AVE. CHICAGO, ILL.

**HERE IT IS! THE ITEM YOU'VE BEEN WAITING FOR!  
HAND OPERATED MOVIE MACHINES**



FOR YOUNG AND OLD  
MOVIE VUER AND ONE ROLL OF  
FILM COMPLETE

**\$9.00** RETAILS **\$12.00**  
Dozen FOR

EXTRA FILM **\$12** DOZEN  
12 Rolls in Box BOXES

RETAILS FOR \$18.00

WRITE FOR SAMPLE, \$2.25

Not just a Toy, but an interesting educational machine. Film consists of Walt Disney and other assorted subjects. Order Now!

1/3 With Order, Balance C. O. D., F. O. B. Chicago.

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"ALL FLASHY NUMBERS"

26 YEARS SUPPLYING CARNIVAL TRADE

ORDER NOW FOR PROMPT DELIVERY

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**Joe End & Co.**  
GIVES YOU  
**4 SMASH HITS**  
to smash your MONEY  
MAKING RECORDS

**Immediate Delivery**



**Little 'EVERSWEET'**  
A frilly miss bedecked in various BRIGHT pastel colors and ribbons, with Bonnets to match. . . . PRICE . . . ? You'll like it.



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Already a proven Money Maker. Truly the size of a 1 year old. Dressed in silks of assorted colors. PRICE . . . ? . . . you'll be surprised (pleasantly).



**Famous RAGGEDY ANN DOLL**  
42 inches BIG. An outstanding Doll sensation, the head revolves. Assorted dress costumes . . . Price ? . . . you can't beat it.



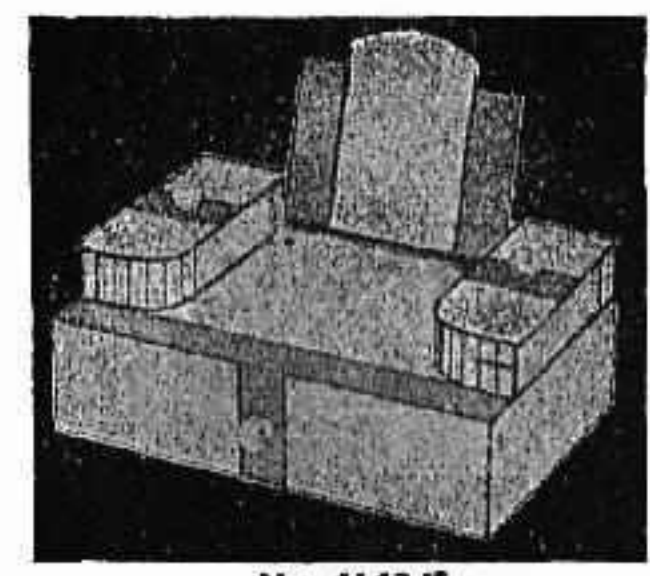
**FUR BEAR (Extra Large)**  
Famous for Block Hoop-La. Made of ODORLESS selected FURS . . . PRICE . . . ? to meet competition.

WRITE FOR PRICES and DETAILS on these items as well as  
 • PLUSH TOYS . . . FUR ANIMALS  
 • DOLLS  
 • BOUDOIR DOLLS . . . BLANKETS  
 • BINGO ITEMS  
 • SLUM and what do you want?!

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CATERING TO CONCESSION TRADES MIKE TISSER, Gen. Manager  
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If you are in need of them, please order soon before the stock is exhausted.

Entire Front, Sides and Top, White Mirror with Blue Mirror Trimmings.

**\$28.80 PER DOZ.**

PACKED: BOXED INDIVIDUALLY.  
1/2 DOZ. SMALLEST QUANTITY SOLD.  
IN 3 DOZ. LOTS, \$27.00 PER DOZ.

Size: 10 inches wide, 7 in. deep, 5 in. high.  
Weight: 48 lbs. to the doz.

No. 4143 K

Be sure to send for our complete set K of GIFT GOODS. We have them from \$1.80 per doz. to \$90.00 per doz. All big sellers. PROMPT DELIVERY TO RE-SELLERS. NO C. O. D. SHIPMENTS WITHOUT 25% DEPOSIT.

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**AT LAST!! NEW "Originals" OUT SOON!**

**JOY BUZZER** Everybody Wants One

**50c** RETAILER Wholesale \$32.50 per 100 or \$4.20 Dz. NOW IN PRODUCTION **ORDER NOW!** First come—first served

**Tricky Dogs** \$21.80 per gross \$2.00 a dozen

**BALLOONS**

Per 100	
5 1/8	\$ 2.50
6	3.50
7	4.50
8	5.50
9	7.20
11	8.50
14	14.00

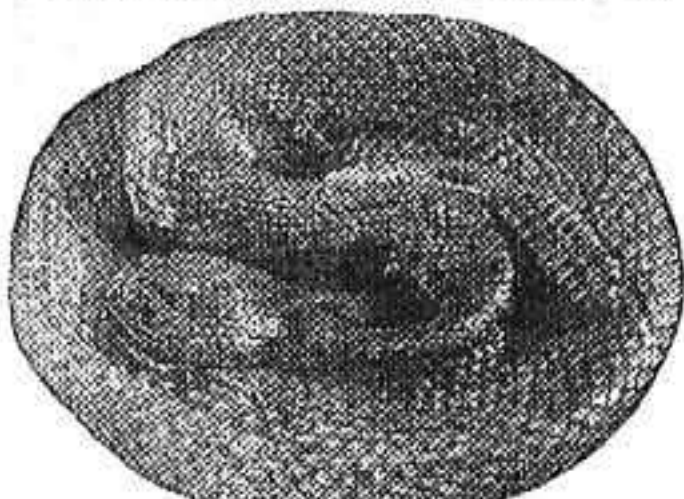
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See Our Line of Carnival Slum

**THIS Ash Tray or Pipe Rack**

Draws Attention to Any SHOW WINDOW.

**CROWDS**  
Argue If This Rattler Is ALIVE!



It is made of durable composition and finished in natural colors. You never saw a better imitation.

**New Low Price \$12.00 Doz.**

Discount to Jobbers and Quantity Buyers

**SYDNEY KANN & CO.**  
155 W. Congress St., Detroit 26, Mich.

**CHEWING GUM SORRY!**

No new Agents' territory open until end of sugar quotas. BUY AND HOLD VICTORY BONDS.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**PHOTO FOLDERS**

Direct From Manufacturer

2x3, \$15 per 1,000; 3x4, 3x4 1/2, 3x5, \$25 per 1,000; 4x6, \$28 per 1,000; 5x7, \$30 per 1,000; 8x10, \$38 per 1,000. MOUNTS with gum paper backs, 1 1/2 x 2 1/2, \$3.50 per 1,000; 2x3, \$4.50 per 1,000. Send money with order. Samples \$1.00.

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Big EXTRA Profit opportunities with Highlander's fast-selling line Counter-Carded Novelties and Necessities. Every store, filling station, cigar stand, etc., customer. Be a Wholesale-seller, using our Tested Selling Plans. Make Money very first day. Write for FREE details. **HIGHLANDER CO.** Dept. 113, 4613 North Clark, Chicago 40, Ill.

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20 pieces \$7.50. We guarantee \$9.00 for every \$1.00 invested. Assortment includes at least 7—\$1.00 retailers. Limited supply. Address **TRIPLE A, 1701 S. 10th St., St. Louis, Mo.**

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**RUBBER STAMP, 3 LINES NAME AND ADdress or other wording. Knob handle, cushioned, \$1.00. Clifford Jones, 1210B Dudley, Utica 3, N. Y.**

**SEND US YOUR ZINC PLATES FOR 24-hour service on newspaper mats; ask for prices. Echo Press, Green Springs, O.**

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**500 EACH, FULL SIZE BOND LETTERHEADS and envelopes, business or personal, all for \$3.95 postpaid. Irelan, 2427 Oakland, Dayton 9, Ohio.**

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EVERY WOMAN WANTS IT—A FAST QUAR-ter seller, money back guarantee; sample postpaid, 25c. Raysol Products, Poplar Bluff 1, Mo.

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A REAL FLASH, BANNERS—CIRCUS, CARNI-val, Parks. Prompt delivery, expert workman-ship. Showman's Art Service, 1472 Sutton Ave., Box 35, Cincinnati 30, O.

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**CLOTH BANNERS, 3x10 FEET, \$6.00, WITH Brass Grommets. Write for prices on special jobs. W. Courtney, 541 N. Longwood St., Baltimore 23, Md. ap6**

**SENSATIONAL PROFIT MAKER**

**\$2.40 EACH**

A FAST ACTION \$4.00 RETAILER (OPA Approved Price)

Shipping Charges Paid on Orders of 2 Dozen or More!

**CHECK THESE FEATURES**

- Takes full NATURAL COLOR pictures indoors or outdoors.
- Takes 16 black-and-whites on ordinary No. 127 S-exposure roll.
- New film track brings entire picture to sharp focus.
- Equipped with GENUINE Simpson lens.
- Fixed focus! Exposure automatically correct at all times.
- Precision built—fool proof.
- Attractively boxed.

**TERMS: 25% Deposit With Order, Balance C. O. D. Open Account to Well-Rated Concerns. RUSH YOUR ORDER—IMMEDIATE SHIPMENT!**

**K & K SALES CO., 215 Sixth St., Dept. 110, Pittsburgh, Pa.**

**COLOR Candid Type CAMERA**

Compare Our Size 5" Long



**DON'T CONFUSE WITH TOY CAMERAS**

Lifetime Guarantee With Each Camera

**TERMS: 25% Deposit With Order, Balance C. O. D. Open Account to Well-Rated Concerns. RUSH YOUR ORDER—IMMEDIATE SHIPMENT!**

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Are you represented in St. Louis? Am interested in representing manufacturers on commission basis, especially toys. Can furnish Demonstrators or Pitchmen for stores on commission basis only. Also want to buy Gyro-Scope Tops, Paper Folding Tricks (Machine Made), Put-Put Boats or any item that can be demonstrated. I have a good outlet for toys. WRITE TO MANUFACTURER'S REPRESENTATIVE, Box 221, c/o Billboard, 390 Arcade Bldg., St. Louis 1, Missouri.

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(Classified Ads cont'd on page 126)

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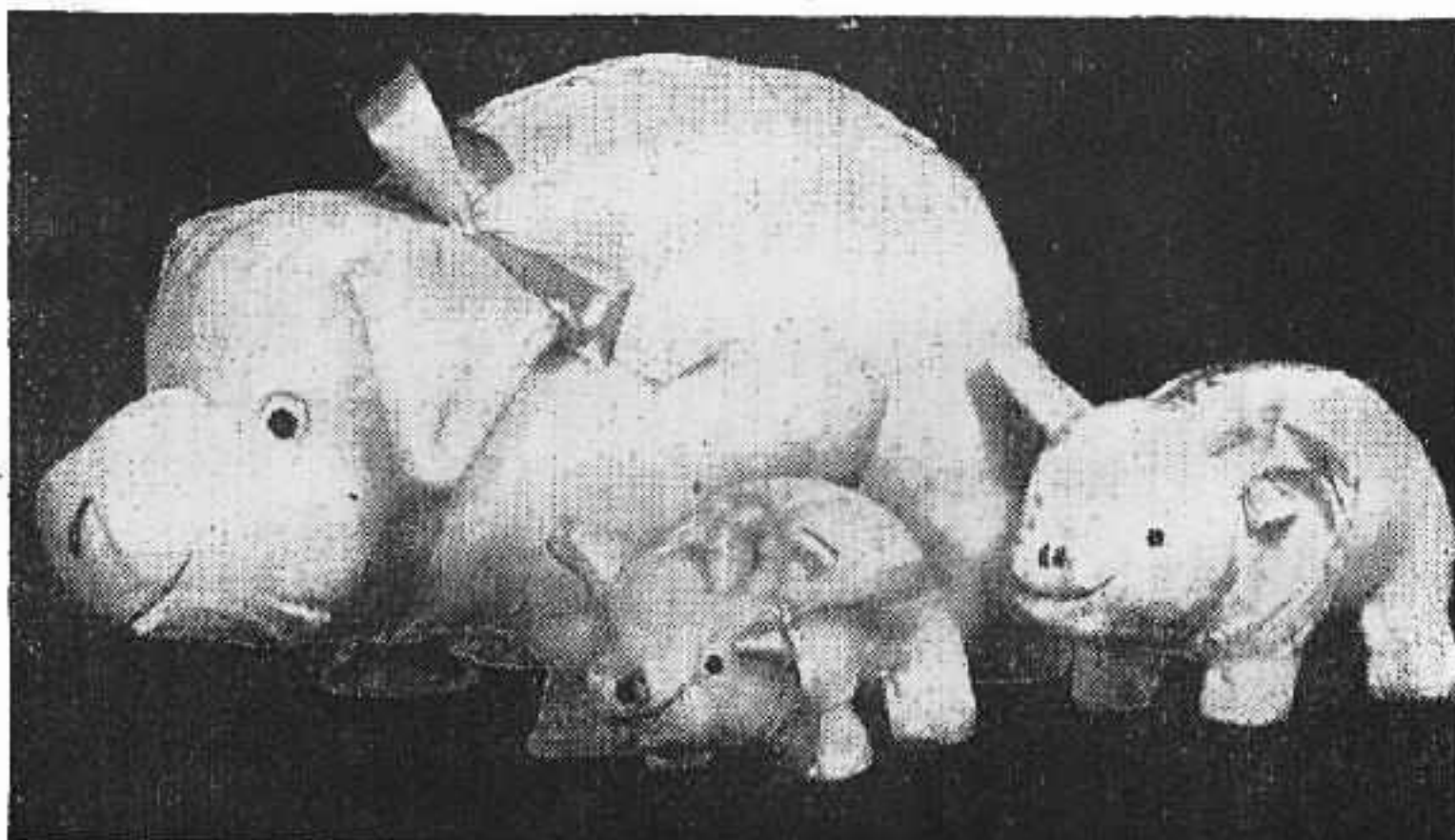
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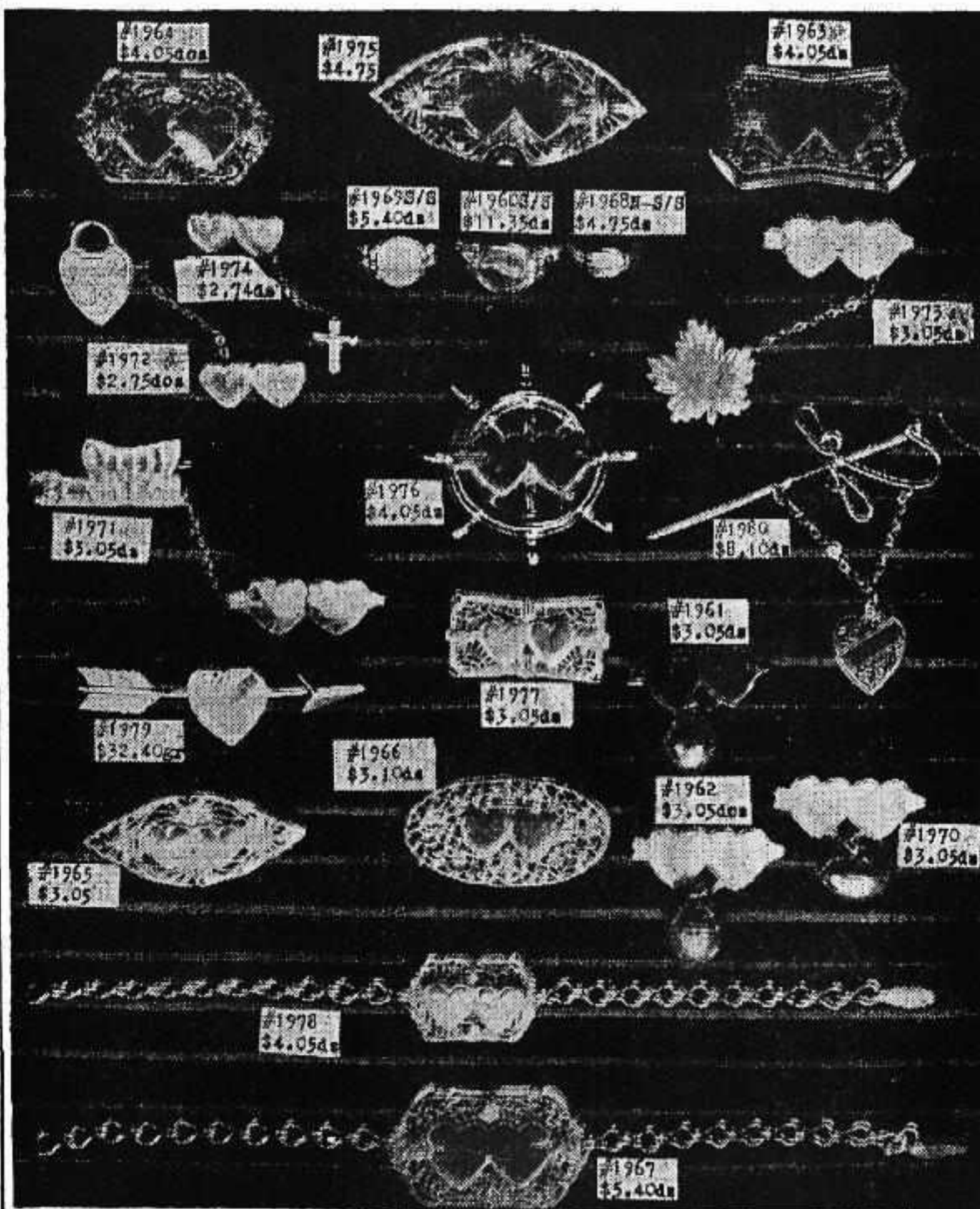
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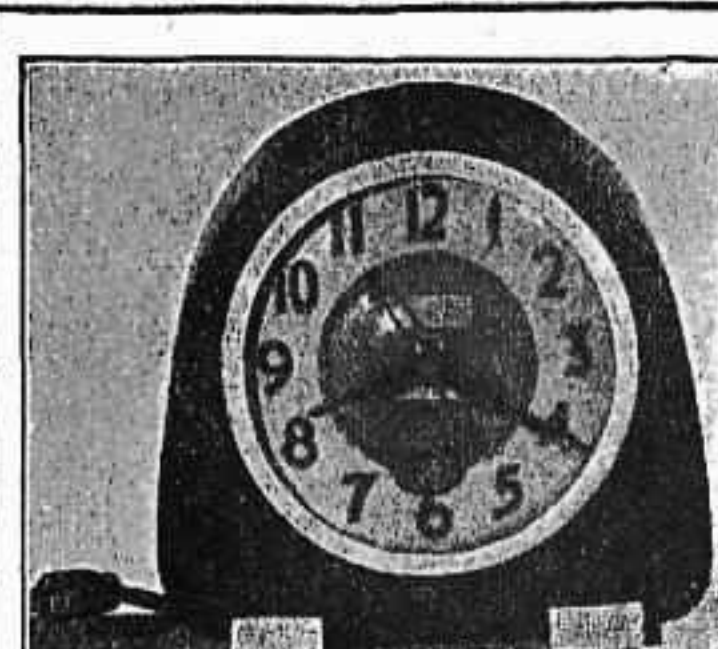
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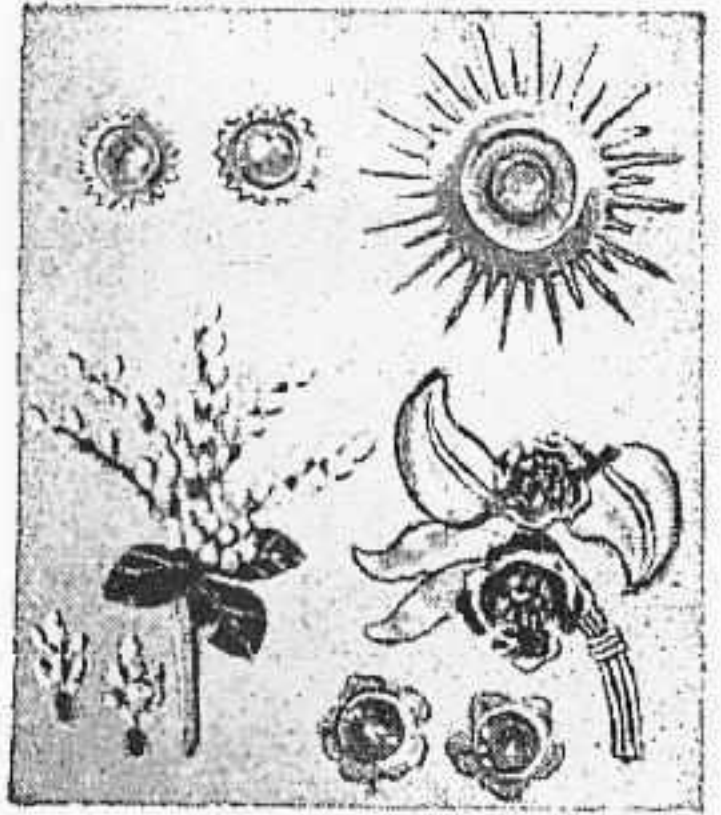
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20 Jonquills by Four	6.50	59 The Holy Family 6" x 3 1/2"	8.00
21 Special Cluster of Three Roses, in Pink, White or Yellow	6.50	60 Guardian Angel 8 1/2"	8.00
22 Cluster of Four Daffodils, in Pink or Yellow	6.50	61 Bust of Ecce Homo & Mater Dolorosa in Fitted Cutout Boxes, Set	8.00
23 Special Medium Gardenia Corsage with Two Buds, White or Pink	8.00	62 Statue of Nativity 4 1/2" x 3 3/4"	6.50
24 Extra Special, Large Hand Decorated Roses, by Two, Pink or American Beauty	8.25	63 Christ Kneeling 6" x 4"	6.50
25 Extra Special, Large Hand Decorated Roses, by Two—with Bud, Pink or American Beauty	9.00	64 Madonna Kneeling 6" x 4"	6.50
26 Extra Special, Corsage of Five Roses, Assorted Colors	9.00	65 Holy Mother & Child	4.50
27 Pond Lilies, with Bud, by Two—in Pink or Yellow	8.00	66 Assortment of Shrines 8", Consisting of Sacred Heart, Lady of Grace, St. Anthony, St. Joseph, St. Theresa	8.00
28 Luminous Plastic Earrings, Mounted on Metal Screw Back, Doz. Pair	5.00	67 Statue of Sacred Heart 12", Each	2.00
29 Silk Hairbow on Comb with Luminous Flower 2 3/4"	3.75	68 Statue of Lady of Grace 12"	2.00
30 Double Silk Hairbow on Comb with Luminous Flower, 2 3/4"	4.75	69 Statue of St. Anthony 12"	2.00
		70 Statue of St. Theresa 12"	2.00
		71 Statue of Infant of Prague 12"	2.00
		72 Statue of St. Joseph 12"	2.00
		73 Large Size Scottie Dog 5" x 3 3/4" Doz.	5.00
		74 Rin Tin Tin on Base 6" x 4" Doz.	5.00
		75 Assortment of Small Animals, Doz.	3.50
		76 Assortment of Medium Size Animals Doz.	4.00
		77 Dutch Boy or Dutch Girl 6" Doz.	5.00
		78 Dutch Boy or Dutch Girl—Small Doz.	3.50
		79 Dancing Girl Doz.	3.50
		80 Soldier & Sailor Doz.	3.50
		81 Sun Flower Plaque (with Head of Girl) Decorated	3.75
		82 Daisy Flower Plaque (with Head of Boy) Decorated	3.75
		83 Chinese Boy or Girl 5 1/2"	4.50
		84 Chinese Water Boy or Water Girl 7 3/4"	6.50

SEND FOR PRICE LIST. 25% With Order—Balance C. O. D., F. O. B. New York.  
**GLO NOVELTY CO.** 372 BROOME ST. NEW YORK 1, N. Y.

## Here's a HOT ITEM

for Boards, Canvassers, Direct Sales, Prizes, Advertising Novelties and Premiums.

Size 7 1/2" High by 6 1/2" in Diameter.

A Sure-Fire Lighter. To operate, lift off projectile top and flick the wheel.



BAKED ENAMEL, BURN-PROOF FINISH. IN MAROON, JADE GREEN OR LIGHT BRONZE. INDIVIDUALLY PACKED FLAT IN ATTRACTIVE BOXES, SIZE 6 1/2" x 6 1/2" x 1 1/2". EASILY ASSEMBLED IN TWO SECONDS.

## Combination ASH TRAY AND PRECISION BUILT LIGHTER

Made from a genuine 20mm. shell

RETAIL PRICE \$2 Your Price Per Dozen ..... \$ 14.40  
Your Price Per 1/2 Dozen .... 75.80  
Your Price Per Full Gross.... 144.00

Sells on Sight 25% deposit required with order Usual terms to rated firms

## TRIMOUNT COIN MACHINE CO.

40 Waltham St. (Tel. LIBerty 9480) Boston 18, Mass.

## Junior Size HELMET and PLAY GOGGLES

### A PROFITABLE COMBINATION FOR IMMEDIATE SELLING

Combination consists of a Non-Breakable Commando Helmet and an adjustable pair of Goggles.

Has a great appeal to the kids and is a quick-profit item for the dealer.

Helmets come in two styles—Two-Star General and M. P. Goggles provided with an adjustable, live rubber elastic headband.

Ready for immediate delivery in any quantities. **\$9.00**

F. O. B. Our Factory PER DOZEN

**RUDD TRADING COMPANY**  
356 ROCKAWAY AVE., BROOKLYN 12, N. Y.



## HERE AT LAST—FOR IMMEDIATE SHIPMENT

### GREYHOUND AUTOMATIC TRAVELING IRONS

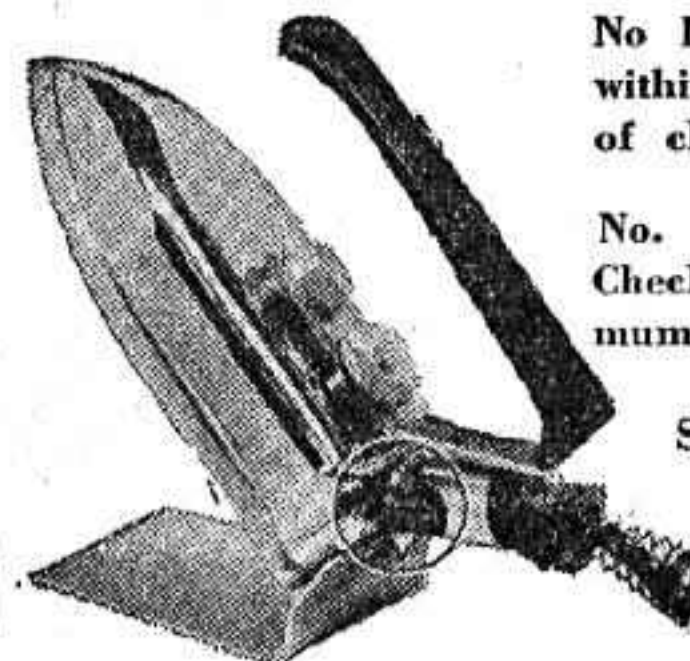
With 3 Way Heat Control

\$4.58 Each

F.O.B. Baltimore, Md.

OPA Retail Ceiling \$6.20 Plus Cord

Comes Complete with Stand & Cord



No limit—All shipments within 5 days of receipt of check, order.

No. C. O. D.'s. Send Check with order. Minimum shipment one dozen.

Samples \$6.20 Each.

Shipped From New Orleans

## CONCESSION ENTERPRISES

Appliance and Radio Division

535 CARONDELET ST. NEW ORLEANS, LA.

## A MESSAGE FROM ELVERS BALLOONS

DEDICATED TO SERVE YOU FAST AND FAITHFULLY 1946

### JERSEY LUXORS BALLOONS

ASST. COLORS, INFLATE TO 12 IN. SAMPLE 9c STAMP. OTHER BRAND SIZES #5 to #30.

- AEROPLANES
- CLOWN BOMBERS
- WHISTLE BOMBERS
- YELLOW FLYING BIRDS
- ASST. COLOR FLYING BIRDS
- LASH WHIPS
- TINSEL HEAD BATONS

- BALLOON STICKS
- COWBOY HATS
- MEXICAN HATS
- COMIC BUTTONS
- SWORDS AND BELT
- POLICE WHISTLES
- SPONGE BALLS
- RABBIT FOOT
- CLOTH BOW PINS
- METAL SLUM
- PLASTIC KLIK GUNS

Manufacturers, Attention—Your Literature and Representative Always Welcome

SAME DAY SERVICE

"The Rubber Man"  
**WILLIAM ELVERS**  
194 Plane St. Newark 1, N. J.

WRITE FOR LIST

## 680 ALL-OCCASION GREETING CARDS \$25.00

RESALE VALUE \$64

F. O. B. CHICAGO

ASSORTMENT EVERYDAY GREETING CARDS, LARGE SIZE, 5 3/4 x 4 3/4, WITH ENVELOPES—FRENCH FOLDERS REPRODUCED IN SIX COLORS AND HEAVILY EMBOSSED. 10c Retailers. No. of Cards No. of Designs

220 GENERAL BIRTHDAYS	22	30 SON BIRTHDAYS	3
80 CONVALESCENT	8	30 SISTER BIRTHDAYS	3
40 ANNIVERSARY CONG.	4	20 BROTHER BIRTHDAYS	2
20 WEDDING CONG.	2	10 FATHER BIRTHDAYS	1
20 GENERAL CONG.	2	10 WIFE BIRTHDAYS	1
20 SYMPATHY	2	10 HUSBAND BIRTHDAYS	1
20 BABY ARRIVALS	2	10 DAUGHTER BIRTHDAYS	1
20 BELATED BIRTHDAYS	2	10 SWEETHEART BIRTHDAYS	1
10 THANK YOU	1	10 GRANDMOTHER BIRTHDAYS	1
10 GIFT	1	20 MOTHER BIRTHDAYS	2
10 THANK YOU	1	10 GRANDFATHER BIRTHDAYS	1

64 DIFFERENT DESIGNS—BANDED IN BUNDLES—10 EACH—640 CARDS AND 40 FREE PATRIOTIC CARDS THAT MAY BE SOLD, 4 DESIGNS—ALL FRESH, CLEAN CARDS. COMPLETE DEALS—680 CARDS—\$25.00 F. O. B. CHICAGO. SEND CHECK, MONEY ORDER OR BANK DRAFT. CASH WITH ORDER. MAKE ALLOWANCE FOR SHIPPING CHARGES. EXCESS REFUNDED. Shipping Weight—20 Lbs. SATISFACTION GUARANTEED.

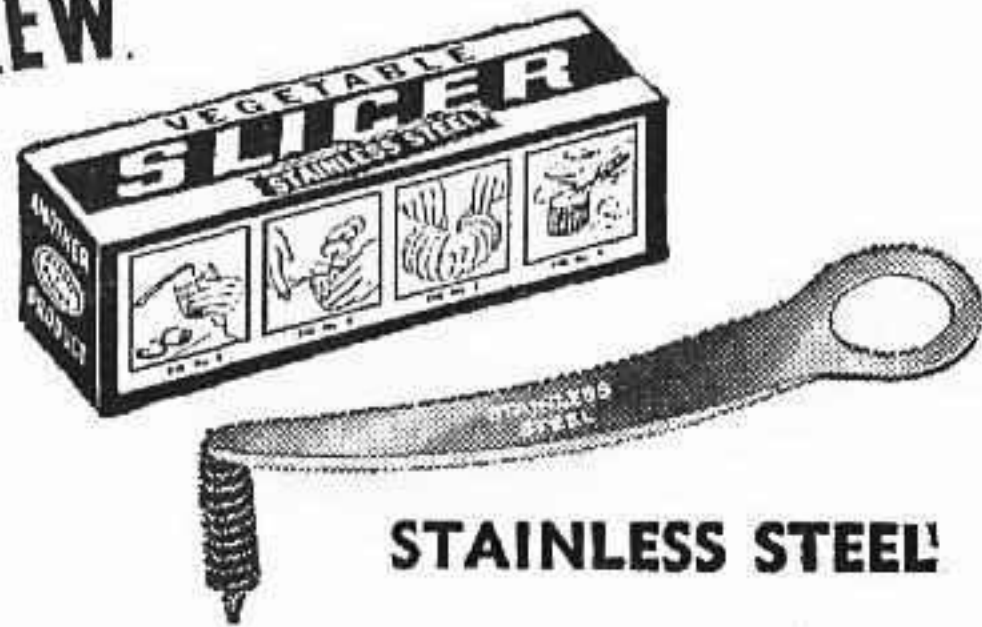
**ROBERT HARRISON—(Established 1927)**  
P. O. BOX 3513 MDSE. MART CHICAGO 54, ILLINOIS



Here are the **HOTTEST NUMBERS** in Kitchen Tools EVER OFFERED!

DEMONSTRATORS!  
PITCHMEN!  
JOBBER!

THE ONLY VEGETABLE SLICER WITH SPECIAL RIVETED SCREW.



Topnotch Gadget Workers Report This Slicer Is "THE BEST YET!"

STAINLESS STEEL



**PO-PEELER**

Carbon steel blade with precision edge. Will remove peel from potatoes paper thin. Shreds cabbage like shredded wheat.



**GRAPEFRUIT KNIFE**

Stainless steel with sharp serrated edge. Recommended for sectioning grapefruits and for coring fruits and vegetables.

SAMPLES and Special Price List Available on Request to Demonstrators Only!

WATCH FOR OUR ANNOUNCEMENT OF 4 NEW SIZZLING HOT ITEMS!

**POPEIL BROS.** MANUFACTURERS OF HOUSEHOLD PRODUCTS 6 E. LAKE ST. • CHICAGO, ILLINOIS

**CHOCOLATES**

- #108—24 1-Lb. Packages, 1 2-Lb. Package, 1 Large Two-Color Combination Big Bertha Elephant, made of high quality genuine circular fabric—full cotton stuffed. Has rolling eyes and upraised trunk. Approx. size 13 1/2 x 20. Complete asst. Each .....\$18.75
- #102—20 1-Lb. Pkges., 2 2-Lb. Pkges. and one large embossed wood chest with mirror in lid packed with two lbs. Chocolates and Confections. Complete. Each .. 18.25
- #103—1-Lb. Old Fashioned Chocolates and Confections packed in fancy wood chest—mirror in lid and picture top size, 5 3/4 x 8 3/4. Per Dozen ..... 22.20
- #107—Fancy All-Mirror Glass Vanity—large drawer 2-powder compartment swivel mirror Vanity only. Per Dozen ..... 28.50

PROMPT SHIPMENT—ALL PRICES NET CASH—F. O. B. CHICAGO—1/3 Cash With Order. MRS. PALMER'S CANDIES 919 N. Lockwood Avenue, Chicago 51, Illinois KNOWN FOR GOOD QUALITY CANDIES SINCE 1924

**WATCHES - - WATCHES - - WATCHES**  
**REBUILT WATCHES—LIMITED SUPPLY**  
ELGIN & WALTHAM—MEN'S ONLY

OS & 3/0 7-JEWEL WRIST .....	\$12.50	12 SIZE POCKETS, 7 JEWEL.....	\$13.95
6/0 7-JEWEL WRIST .....	14.00	12 SIZE POCKETS, 15 JEWEL .....	16.95
8/0 15 JEWEL WRIST .....	16.95	12 SIZE POCKETS, 17 JEWEL .....	17.95
3/0 05 15 JEWEL .....	15.50	10 Kt. R.G.P. or Good Quality CASE.	

10 Kt. R.G.P. Case, Steel Back.  
All Orders Subject to Two Weeks' Delivery—1 Dozen Watches Limit in Any Order.  
SEND 25% DEPOSIT, BALANCE C. O. D.  
"WE ONLY SEND OUT GOOD TIME-KEEPERS."  
**FREDERICK'S JEWELERS**  
1001 CHESTNUT STREET, ROOM 304 PHILADELPHIA 7, PA.

**Pipes For Pitchmen**

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

THERE NEVER WILL BE as many quitters who win as there are winners who quit.

THERE'S PLENTY of room and welcome in any town for a pitchman who offers his tip full-value items in a dignified manner.

THEY TELL US . . . that Col. C. A. Maitland has stored his receipt book and has gotten out his brief case and walking stick and everything is ready for the opening of his Jolly Time Show.

CHARLEY MADISON . . . is in Harrisonburg, Va., where he has hung up his apron and opened the book for his summer's tour on the sheet.

YOU FELLOWS WHO made the New York City Parade recently. How was the green there?

CHICK DENTON . . . and Pasha are still getting the geedus at their Osage herb store, Dallas.

MR. AND MRS. GLEN BAGBY . . . are still combining business and pleasure at San Antonio.

DOWN MEXICO WAY . . . working peelers to click results are Ben and Gracie Brown.

MR. AND MRS. DILLO . . . have left the Lone Star State for Oklahoma City with their peeler layout.

FRANK L. SULLIVAN . . . is in Kentucky framing a new layout for the coming season reports from the Blue Grass State indicate.

GEORGE DURST . . . vet New York pitchman, is framing his layout and will begin his new pitch campaign as soon as the weather gives him a break.

CLICKING OFF . . . good turns in a downtown Fort Worth store are Carl Knowles, cleaner; the Vernons, horoscopes, and Mary Ellen, punch needles.

MRS. MILLE HUDSPETH . . . is holding down a 15-foot jewelry layout at Grand Silver Store, Dallas, ably assisted by Jack Holliman.

AMONG THE BOYS . . . and girls who worked Southwestern Fat Stock Shows and Rodeo, Fort Worth, reports James E. Miller, were Jimmie Longone, leather goods; Jerry Trigg and Hibbard, coils; Mr. and Mrs. Jimmy Ryan, peelers; Joe Mann, peelers; Leo and Mona Moriarity, peelers; Mr. and Mrs. M. Smith, (See PIPES on page 130)

**Attention, Medicine Men!!**

Spring and summer sales call for Herbal Tonics. Barkalin Tonic \$24.00 per gross, F.O.B. Columbus, O.

**Standard Medicines Co.**  
731-732 N. High St., Columbus, O.

**MEDICINE MEN—SELL OUR**

Laxated Herb Principles. A water soluble powder. No boiling, just dissolve in hot water and bottle. One pound will make two gallons of a strong, effective laxative. 32 stock labels with each pound. Address:

**FINLEY LABORATORIES, INC.**  
3556 OLIVE ST. ST. LOUIS, MO.

**RUN MENDERS**

54 gauge, \$3.45 for gross; \$21.50 for 1000. Chiffon Special, \$9.36 for gross; \$60.00 for 1000. Long Hook, 50 or more, 10¢ each. Rubber Handles. Directions. 5 samples, one of each No., 50¢.

**RUN MENDER WORKS**  
Dept. F, Waukesha, Wis.

**CLOSE OUT**

**14-KARAT SOLID GOLD MEN'S WRIST WATCHES**

Rose Diamond and Emerald Cut Jewel Numerals, Rectangular 14-Karat Yellow or Pink Gold Cases, Ultra Modernistic Design Heavy Magnifying Crystal, 17 Jewel (Cypress) Best Swiss Movement, Gold Chain Stretch Band; a perfect timepiece, retail value, \$150.00; to close one or 1,000, each \$59.50. (Money back guarantee.) Mark orders "For Resale" to avoid 20% tax. Remit by postal money order. Checks must be certified.

Over 20,000 Billboard Customers.

**J. Aubrey Whyte Studios**  
116 W. 45th Street NEW YORK CITY

**Now Available! OAK-HYTEX BALLOONS**

Present production limited to a few popular sellers. See your jobber.



The **OAK RUBBER Co.** RAVENNA, OHIO

**MEDICINE MEN**



Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The **HOUSE OF DEPENDABILITY**

If you buy from us your goods will always be shipped promptly. **PRODUCTS, LIABILITY INSURANCE CARRIED.**

**CELTONSA MEDICINE CO.** CINCINNATI, OHIO

**P-I-T-C-H-M-E-N!**

Here's the merchandise you've been looking for! A liquid under-arm deodorant that IMMEDIATELY kills odor of raw onion! Harmless! A fast demonstrator! Many sales advantages. Sells for 60¢ but costs you only 20¢ each in gross lots! Order from ad or write.

**TOWER HALL**

425H Manhattan Bldg. Chicago 5, Ill.

**THE BECKER LINE IS BETTER**

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

**BECKER CHEMICAL CO.** (Established 1890) 235 MAIN STREET CINCINNATI, O.

**PAPER MEN**

Can use a few good Paper Men in Kentucky only. Best proposition. Write

**KENTUCKY FARMERS' HOME JOURNAL** Louisville 2, Kentucky

**AGENTS WANTED**

Selling high grade Medicines. Write for catalog. We pay freight.

**THE QUAKER MEDICINE CO.** 220-24 George St. Cincinnati 2, Ohio

**MEDICINE MEN**

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES** Manufacturing Pharmacists 137 E. Spring St. (Dept. B) Columbus, Ohio There is No Substitute for Quality.





**NAMECHAIN**

Personalized  
*Spells* KEY CHAIN  
**YOUR NAME**  
*in full*

DURABLY CONSTRUCTED  
IN GOLD PLATE

**The Perfect Gift**  
Each Namechain made to your order—up to 16 letters allowed. Individually packed in Gift Box. Orders shipped within 48 hours. Sent Postpaid for \$3.50.  
Namechain Mfg. Co.,  
19 E. Pearson St.,  
Dept. 3, Chicago

Professional Model

**ELECTRIC PENCIL**

For engraving gold, silver or colors on leather, plastics, wood, silk, books, cards, on almost any smooth material. Favorite of jewelers, 5 & 10's, libraries, industries. We originated this practical Electric Pencil in 1931. Guaranteed for one year. Price with six rolls of Superior Gold Foil, rolls 1"x100", postpaid on receipt of \$7.25 money order. Extra rolls gold, silver or colors, six rolls, \$2.50; twelve rolls, \$4.80, money order, postpaid.



No. 3

**JEWELRY ENGRAVERS!**

We have the famous Burgess V-Lite Tool for immediate shipment. We have supplied this tool to stores of Kress, Grant, Newberry, Green, Kresge, etc. Price postpaid on receipt of \$7.50 money order, includes 20 regular needles, Carbide Needle, \$2.00 extra. New low price on Diamond Point Needle, \$6.95.

**R. E. STAFFORD**  
2434 N. Meridian St., Indianapolis 8, Ind.

**SOMETHING NEW!**

**BUBBLES THE SIZE OF BALLOONS**

Giant size Rainbow Bubbles. 5 oz. specially constructed pocket container—jumbo wands included, \$18.00 gross. ONE-THIRD WITH ORDER. TO BE CONVINCED OF QUICK PROFITS AND A BIG FLASH SEND \$2.00 FOR A SAMPLE DOZEN.

**G. I. PRODUCTS CO.**  
15 East 125 St. NEW YORK 35, N. Y.

**CONFECTION ITEMS**

**NOW AVAILABLE FOR SALESBOARD OPERATORS**

SENSATIONAL VALUES  
IMMEDIATE DELIVERY

Write  
**STARR CONFECTIONS**  
2240 N. RACINE CHICAGO 14, ILL.

**MANUFACTURER'S LOSS YOUR GAIN**

**EASTER BUNNIES**

High Price Pile Plush—Beautiful Colors

ORIGINAL PRICE	OUR PRICE
\$48.00 Doz.	\$24.00 Doz.
36.00 Doz.	18.00 Doz.
24.00 Doz.	12.00 Doz.

Sample Lot, 1 Doz. Ass. . . . . \$18.00 Doz.  
You can't buy these Bunnies anywhere at our price.

**MOSE, DISTRIBUTING CO.**  
19 E. 16th St. New York, N. Y.

**NEW PLA SAFE BAND**

Sample Order One Dozen

2-Piece Pla Boy Band. Dozen . . . . . \$6.00  
1-Piece Manhattan Band. Dozen . . . . . 3.60

Satisfaction Guaranteed,  
DuPont Plastic Products.

**B. LOWE, Holland Bldg., St. Louis, Mo.**

**GLOWS IN THE DARK!**



**LUMINOUS FIGURES and FLOWERS**  
That Glow in the Dark by Nite Glow

**PRICES SLASHED  
ADDED FEATURE**

ALL STATUARY finished in HIGH GLOSS and artistically hand decorated in attractive colors

**WASHABLE**

#45b Assorted Animals, Small	Doz. \$3.25	# 7 Small Gardenia with Bud	Doz. \$2.50
45a Assorted Animals, Large	3.75	6 Large Gardenia with Bud	3.25
145 King Size Scottie	4.75	10 Double Gardenia Corsage	3.75
148 Rin Tin Tin on Base	4.75	66 Roses, Assorted Colors	3.25
98b Dutch Boy	3.25	125 Hand Rolled Gardenia with Bud	4.50
98g Dutch Girl	3.25	55 Small Gardenia without Bud	2.00
42 Dancing Girl	3.25	110 Camellias, Ass'd. Colors	4.25
11 Crucifix in Relief, 9"	6.00	113 Triple Tea Roses	3.25
12 Large Bust of Christ 7 1/2" x 4"	6.00	141 Extra Large Super Special Gardenia with Bud	6.25
23 Statue of St. Theresa, 9"	6.00	121 Silk Hair Bow on Comb with Luminous Gardenia	3.50
17 Statue of Lady of Grace, 9"	6.00	120 Screw-On Luminous Gardenia Earrings With Closed Bud	3.60
14 Statue of St. Joseph, 8"	6.00	Bo Peep Miniature Lamp With Luminous Shade and Luminous Lamb at Base	10.80
20 Statue of Infant of Prague, 7 1/2"	6.00		
18 Statue of Sacred Heart, 8"	6.00		
15 Statue of St. Anthony, 8"	6.00		
Above Saints 6 1/2"	4.25		
61 Holy Family, 6x3 1/2"	7.75		

25% With Order, Write for PHOTOGRAPHIC, DESCRIPTIVE Catalogue  
Bal. C. O. D. Also Price List of Our Vast Array of Merchandise

**NITE GLOW PRODUCTS CO.** 106 W. 46 ST. NEW YORK 19, N. Y.

106 W. 46 ST.  
NEW YORK 19, N. Y.

**NEW METAL SCOOTER**

3-Wheel Type

Comfortable Spring Seat  
8" Steel Wheel Rubber Tires

**A TREAT FOR THE KIDDIES**

**\$4.77 K. D.**

To Approved Retail Outlets  
1/3 Deposit, Balance C. O. D.

**THE KENNEDY COMPANY**  
Largest Distributors of Quality Wheeled Goods and Other Merchandise  
1933 DIME BLDG. DETROIT 36, MICH.

**TARGET BALLOONS**

40 IN. HEAVY, 19c, IN 200 LOTS  
40 IN. REGULAR, 18c, IN 300 LOTS  
22 IN. REGULAR, 14c, IN 200 LOTS

**FOOTBALL AND PUNCHING BAG BLADDERS**  
30c EACH IN DOZEN LOTS  
PUNCHING BAG BLADDERS CAN BE USED FOR PLAY BALLS

SEND \$2.00 FOR ASSORTED SAMPLES

**CHARLES PETERS**  
428 SIXTH STREET, N. W. WASHINGTON 1, D. C.

Buy in the **MIDWEST**  
From the

Shyn and intermediate list being mailed out now.  
Write for your copy—complete catalog later

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**SEA FOAM**

**BEAUTIFUL LASTING BUBBLES**

Price \$1.50 per doz. for small lots; \$1.30 per doz. for lots of 2 gross or more. Transportation prepaid or allowed up to \$2 per cwt.

4-Oz Bottles NET including loops. Does Not Stain

Terms—Cash with order.

**H. B. KETCHUM, INC.**  
P. O. BOX 973  
CHARLOTTE, N. C.

**BUBBLES**

**WHOLESALEERS!! JOBBERS!!**

Kem Bottle Lighters . . . . . \$3.00 Doz.  
2-Blade Pocket Knives . . . . . 4.00 Doz.  
Wearer Fountain Pens . . . . . 8.00 Doz.  
Avon Mechanical Pencils . . . . . 4.80 Doz.  
Gold Tone Blades, Single or Double . . . . . Write

25% Deposit With Order; Balance C.O.D.

**STANDARD NEWS CO.**  
255 W. Jefferson Ave.,  
Detroit 26, Mich.

"Bella"—Manufacturers—Originals—

**GENUINE SEA SHELL & MIRROR FRAMES**  
(With Religious Subjects)

Production on our line of mirror and genuine sea shell frames with religious pictures (which had been curtailed by the war) has been resumed. We invite inquiries from our former customers and friends. Also adding new customers every day.

Our regular line includes some 20 different frames in various sizes and shapes, 0"x8", 8"x10", 12"x16", etc.; complete assortment of fast-selling, big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 (refundable) for samples. Write or wire:

**BELLA PRODUCTS CO.**  
—Manufacturers—  
41 Union Square NEW YORK 8, N. Y.

**PUSH CARD**

**MANUFACTURERS**  
SPECIAL ORDER WORK  
**Peter L. McQUILLAN**  
626 So. Clark St. — Chicago 5, Ill.

**THAT BUBBLE STUNT!**

We know more about the BUBBLE BUSINESS than any other firm, individual or corporation. It will soon be released. You can sell 50 bubbles for 10¢ and make a profit—fountain bubbles, bubblers which make 50 bubbles at one loading. Sell 'em prefabricated or ready-made bubbles—how to make the dope and get all the profits. Send no money—keep this advertisement and write us.

**THE ROADMAN'S GUIDE,**  
ALL: BOB THE BUBBLE KING, Crastline, O.

**TABLE TENNIS SETS**  
Plexiglas Musical  
**PIANO CIGARETTE BOX**  
(Baby Grand)

Free Illustrated Catalog  
**ARISTOCRAFT PRODUCTS**  
105 West 40 St. New York 18, N. Y.



**PARK, CIRCUS AND CARNIVAL SPECIALS**

Worth Covered Base Balls	Per Doz. \$ 2.75	Tumblers	\$ 4.00
Weighted Feather Darts, Doz.	1.20	Salt and Pepper Shakers	3.00
4 to 7 Inch Hoop-La Rings, Doz.	.55	Engraved Wedding Rings	1.00
Straw Horse & Man	4.00	Paper Flags	.65
Horseshoe Plaques	2.00	Paper Flag Bows	.75
Large "Pin Up" Plaques	2.00	Comic Paper Masks	1.00
Small "Pin Up" Plaques	.85	Muslin Flags on Sticks	1.15
R. W. & B. Batons, Gross	16.50	Plaster Dogs, Ducks, Etc.	1.25
Jr. Batons, Gross	8.00	Cloth Flag Bows	1.35
Silver Canes, Gross	14.50	Humorous Mirror	3.00
Flying Birds, Gross	16.50	Mirror Memo Books	4.50
Parachute Trooper, Gross	21.00	Lead Pencils	2.15
Medium Leis, Gross	4.00	Painting Puzzle Book	6.50
Medium Plaster, Gross	7.00	Puzzle Pictures, Per Bale (250)	1.50
Swaggers, Gross	9.50	Tongue Novelty, Per Bale (200)	1.50
Aluminum Milk Bottles, Each	1.50	Wheel Tops	4.80
Wood Milk Bottles, Each	.50	Airplane Gliders	4.00
Colored Canes, 100	4.00	Paper Hats	5.00
Jumbo Tails, Per 100	21.00	Assorted Prevue Brooches	9.60
Knife Rack Rings, Per 100	2.50	Comic Hat Bands, Per 100	1.85
Cane Rack Rings, Per 100	2.50	Per 1,000	17.50
Shooting Corks, Per 1000	2.25	Comic Books, Per 100	1.50

**U. S. MADE SLUM**  
 Heavy Whiskey Glasses ..... \$ 3.50  
 Miniature Mugs ..... 4.00  
 Limited Quantity—25% Deposit, Balance C. O. D., F. O. B. Indianapolis.  
 New Carnival Catalog just off the press. Write for your copy.  
**Importers Wholesalers KIPP BROTHERS (Established 1880)**  
 117-119 S. Meridian St., Indianapolis 4, Ind.

**AT LAST! A LIGHTER TO PLEASE EVERY SMOKER**

You will marvel at its SATIN LUSTRE  
 Rave about its NEVER FAILING EFFICIENCY  
 Wonder at its STURDY CONSTRUCTION  
 Like a fine precision instrument from a BLOCK OF FEATHER-WEIGHT ALUMINUM—by MASTER CRAFTSMEN

**Check These Features**

- GUARANTEED
- LIGHT AS A FEATHER
- BEAUTIFUL SATIN FINISH
- ROLLER WHEEL It's like a feather!
- WILL LAST INDEFINITELY
- IDEAL FOR ENGRAVING

**THE NEW Taylor Made LIGHTER**  
**\$15.00 PER DOZ.**  
 SEND \$2.00 FOR SAMPLE

INDIVIDUALLY BOXED, ONE DOZEN TO A CARTON OR ATTRACTIVE DISPLAY CARD. STATE WHICH YOU PREFER.

**TERMS**  
 25% With Order, Balance C.O.D.

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**ATTENTION, ALL**  
 JOBBERS—SOLICITORS—DEMONSTRATORS  
 TAILOR-MADE FOR YOUR PROFESSION  
**SIL-A-SHEEN**

The new Replating Silver Polish is the newest, fastest selling silver polish idea on the market today. This sensational new silver REPLATER and POLISHER contains 100% pure silver. Actually plates a coat of 100% pure silver as it CLEANS and POLISHES. Excellent for replating to a silver finish—silverware, sterling, trophies, musical instruments, etc., where a silver finish is desired. Plates silver, copper, bronze and zinc, but will not plate iron, steel, gold, aluminum or lead. A full 4 ounce bottle will be sent to you for trial at the cost of \$1.00. Your \$1.00 will be refunded on receipt of your first order. Write for further details to

**HOWARD B. MARKS COMPANY**  
 536 ANDRUS BLDG. MINNEAPOLIS 2, MINN.

**\$1.00**  
 Retail Selling Price  
**SOLD ON A MONEY-BACK GUARANTEE**

**Spring and Summer Lines Now Ready**  
**STUFFED PLUSH ANIMALS**  
 ATTRACTIVE ANIMALS—OUTSTANDING VALUES

Bears (in Three Sizes)	.....\$13.85, \$18.00, \$24.00 Doz.
Bull Dogs	..... 13.85 Doz.
Scotty Dogs	..... 13.85 Doz.
Cats	..... 14.50 Doz.
Elephants (in Two Sizes)	..... 14.00, 18.00 Doz.

(All Above in Assorted Colors)

All Fur White Cat .....\$22.50 Doz.  
 Polar Doll ..... 30.00 Doz.  
**Best Quality—Fast Sellers. Place Sample Order Now**

**CODEE CO.** 505 5th Avenue, New York, N. Y.—Dept. K-711

**TOY CRADLES**  
 The Perfect Item for the Younger Set  
 A Real Rocking Cradle That Won't Tip

Choice of colors or natural finish with nursery decalcomanias on all sides. Quality woods. Sturdily built, yet light in weight. 14 3/4 x 11 x 11" high.

**PILLOW and QUILT SETS to Match Cradles.**  
**Immediate Delivery**  
 5130 CHENE ST. DETROIT 11, MICH.

**DARLING TOY CRADLE MFG. CO.**

**PIPES**  
 (Continued from page 128)  
 Jewelry; Grace Tender, tumbling blocks; Don Ansley, silhouettes; Mr. and Mrs. Jack Brodo, jewelry; M. H. Glascock and Speck Holbrook, magnetic pups; Fred Hudspeth and James E. Miller, jewelry; Eddie Williams, specialties; Robert Sandberg, eye-glass cleaner, and Slim McKnight.

**FOLLOWING . . .**  
 his discharge from the army after three years in the European Theater, Jack Eatwell has returned to the pitch game at Shamrock, Tex., where he has been working snake paddle to good returns. Jack says he'd like to read pipes from Jack Cotten, Rae Kerch, George Rumley, Bill Ord, Tom Kennedy and Morris Kahntroff.

**TOM KENNEDY . . .**  
 ace glass cutter exponent, is working that item to good takes in a Dallas store.

**HARRISONBURG, VA. . . .**  
 is getting ready to bid farewell to the knights of the road for the summer at least. Among the pitch lads wintering there were James (Kismet) Walters, Pat Higgins, Fred Shifflett, Bill Webster, Bill McDorman and Charley Madison, all of whom will join a carnival. Taking care of the home front will be Mick Benny and son, Ralph, and Paul Lokey.

**HARRY MAIERS . . .**  
 ace Eastern pitchman, fogs thru the following after a lengthy silence: "A good town, Welsh, W. Va., has been closed tight by a certain med man, who has a pretty gila monster, but forgot to put it back in the cage and left it out walking around in his tip. A small child began playing with the monster and was bitten on the fingers with the result that the chief of police has closed the town tight. Moral to the story is: Let's always place the wild and dangerous reps back in their cages. By so doing we can help each other. Things are tough enough now, let's co-operate."

**Eddie Edwards**  
 By E. F. Hannan

**OLD-TIME** med troupers were adept in change of act, one of the cleverest being Eddie Edwards. A little fellow, he spent his last days at East Gloucester, Mass. Eddie might have been another Neil Burgess if he hadn't had a chronic itch to be with med shows.

His Bidy character impersonations were as good as the best and he could sing, dance, play several instruments and was well up on all the old med acts.

One time Eddie was with the Doctor Danile's Show and all the troupe, except Daniels and Eddie, got stuck in the snow and lost several days. Eddie had gone ahead with the Doc and until the remainder of the troupe arrived, Eddie did the whole evening's show.

Daniels used to say, "Eddie was like a rat on and off the stage, but audience never caught on. They thought we had a cast of half a dozen performers."

Eddie had to be a versatile fellow to hold down all the jobs he did with old-time med tricks.

**"GOOD'N FRESH" FAMOUS PENNY CANDIES**  
 AGAIN AVAILABLE  
 14—120 Count Boxes, and 4 for 14—480 Count Boxes. Good Ass't., 65¢ per box net, F.O.B. Chicago. No limit on quantities at present. 48 Boxes for \$31.20. Terms: Full net cash with order. No C.O.D.'s. Also Available—5¢ and 10¢ Candies and Specials.  
 Write for Full Details.  
**CASTERLINE BROS.**  
 2030 Sunnyside Ave., Dept. Z, Chicago 25

**P-I-T-C-H-M-E-N**  
 Our Charm-Glo Luminous Cut-Outs are really hot items that sell fast by demonstration. Sets retail at 35¢, cost you 12¢ in lots of 250, 11¢ in lots of 500, and 10¢ each in lots of 1000. Order from ad or write for free circular.

**CHARMS & CAIN**  
 457-C Old Colony Bldg. Chicago 5, Ill.

**SPECIAL DEAL**

Heart Frames, 8 3/4 x 7 1/2, Rel. & Pat. . . .	Per Gr. \$18.00
Horseshoe Frames, 6x8, Rel. & Pat. . . .	18.00
Pin-Ups, Pict. Only, 12x17, Varnished. . . .	11.50
Religious Pict., Size 12x17, Varnished. . . .	11.50
Religious Pict., Size 15x20, Varnished. . . .	14.40
Wall Pockets, Horseshoe Style, 6 3/4 x 13. . . .	16.00

25% Deposit With Order, Rest C. O. D.  
**GASA PRODUCTS**  
 P. O. Box 1522 Baltimore 3, Md.

**CARDER JOKE TRICKS**  
 8 Bloody Jokes, 8 Sneeze Powder, 6 Hot Cigarette, 6 Hot Picks, 6 Invisible Ink. 34 in all on display card retail for \$3.40. Your price 69¢ per card. 65¢ in 100 lots and your name printed on card. Any assortment of the above in bulk, \$2.75 per gross. Exploding book matches and Gigarette Leads, \$2.95 per gross. 1/2 cash with order, balance C.O.D.  
**CERTIFIED PRODUCTS CO.**  
 Dept. 40, Louisville, Ky.

**Jewelers & Engravers**  
 Our beautiful Heart Pendants on 18" Sterling Silver Chains are getting top money wherever shown. We manufacture fifty different combinations. Send for Sample Dozen, assorted, at regular quantity price—\$12 per dozen.  
**LYNE JEWELRY CO.**  
 146 East 59th St. New York 22, N. Y.

**HOLLYWOOD MAGIC "BUBBLES"**  
 3 Oz. Bottle With Wands, \$18.00 Per Gross.  
 1/2 Deposit With Order.  
**HOLLYWOOD MAGIC BUBBLE CO.**  
 4206 Santa Monica Blvd., Hollywood 27, Calif.

**COSTUME JEWELRY ODD-LOT BARGAIN ASSORTMENTS**  
 Double your investment with these \$25, \$50, \$100 to \$500 assortments (for resale). Fast sellers at popular prices. 25% deposit—balance C. O. D. Credit to rated firms.  
**COSTUME JEWELRY SUPPLY HOUSE, Dept. B**  
 264 Fifth Avenue NEW YORK CITY

**NOVELTY FUN CARDS**  
 Trick Stores, Newsstands, Arcades, Park Stands, etc. Sell Our Novelty Card Sets, Novelties, etc. Fast Sellers. Big Profits. Samples and List, 10¢. Rush. Plenty Stock. Fast Shipments.  
**NATIONAL SPECIALTY SUPPLY HOUSE**  
 P. O. Box 301 Cincinnati 1, Ohio

**GOLF BALLS!!! FLOOD LIGHTS!!! WANTED!**  
 Send details and price to  
**BERES, 528 Amboy Ave., Woodbridge, N. J.**

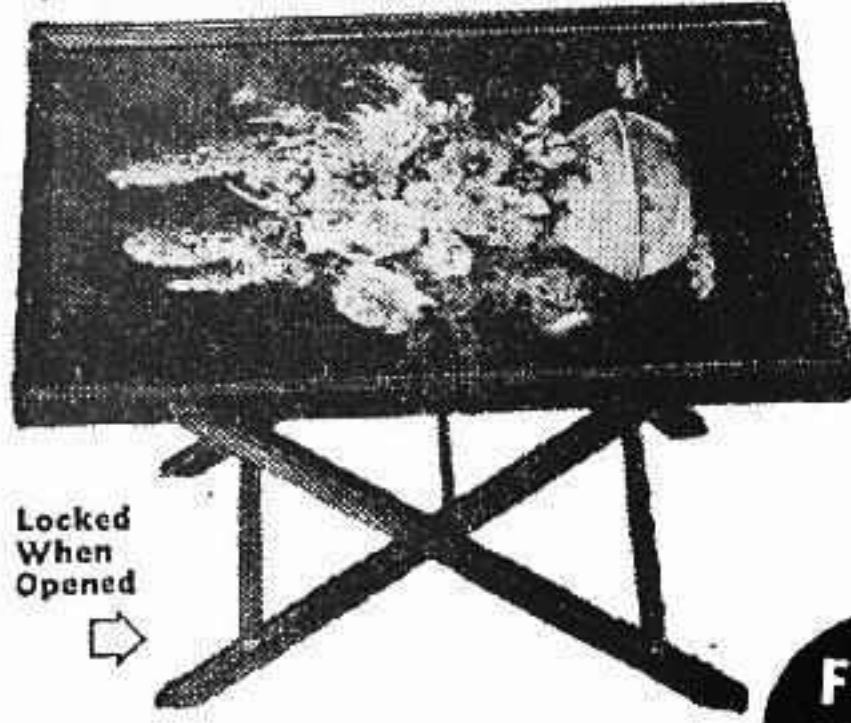
**LET US START YOU IN BUSINESS**  
 Notions, Novelties, Sundries, Jokes, Household Necessities. We have the merchandise. Start with any amount of money. Write for our price list. No order too small to fill.  
**UNIQUE SALES CO.**  
 1206 Franklin Ave. ST. LOUIS 6, MO.

**Flashy Plaster**  
 We have a very large supply of plaster, large and small. Beautiful flashy colors. NO FLAT BACKS. Due to shortage of shipping materials we can not ship at present; come in and get it.

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# WORLD'S HANDIEST Handy TABLE



Locked When Opened

### Ideal for

- Bridge and House Party
- Porch and Lawn
- Picnic and Play Table
- Sick Bed and Night Table
- Beach and Garden Party
- Handy Sewing Table
- Attractive Addition to Living Room

Here is the Handy Table, every woman can use . . . genuine beauty and maximum usefulness. Rigidly constructed . . . beautiful, colorful picture under glass top . . . furniture finish.

**FOLDS TO ONLY 2 1/2"**

**\$36.00 DOZ.**  
Sample \$4.00

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### 6-Piece HOSTESS

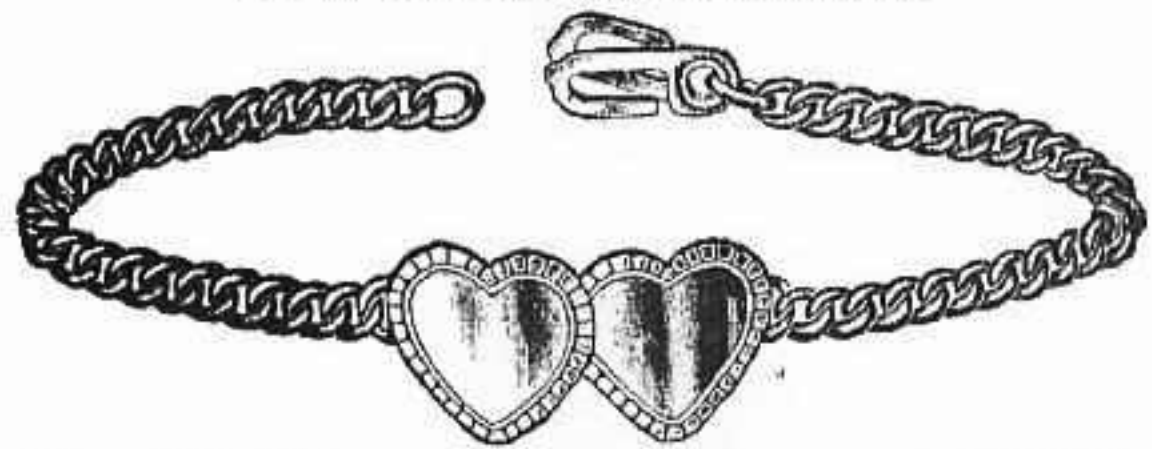
## SMOKERETTE SET

New, smart 6-piece Combination Ash Tray Set and Cigarette Box . . . gleaming fire-polished crystal glass in matching scalloped design. Attractive, practical item that displays well and sells easily. Consists of 6 pieces: Ash Tray Holder, Cigarette Box and Cover and four Ash Trays. Each set in an individual carton. Thousands sold at \$1.95.

**\$7.20 DOZ. SETS**  
SAMPLE \$1.00

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## Double Heart Identification Bracelet ALL STERLING SILVER



**No. 3A717 — \$12.00 DOZEN CARDED**

A Sterling Silver Identification Bracelet with double heart plate; the engravers' biggest selling style. Good weight! Sister-hook catch! Get set now! Each Bracelet individually carded.

## Sterling Silver Friendship Rings PRICED LOW!



**No. 5R450—\$22.50 Per Gross**  
In "6" Assorted Patterns

Expensive Looking Sterling Silver Friendship Rings. "6" New Attractive Embossed Patterns. In All Ladies' Sizes.



**No. 5R449—\$36.00 Per Gross**  
In "6" Assorted Patterns

Good Weight Sterling Silver Friendship Rings. An Assortment of "6" New Attractive Patterns. Ladies' Sizes.

(WHOLESALE ONLY—PLEASE STATE YOUR BUSINESS)

**WRITE FOR NEW 1946 CATALOG**

**HARRY PAKULA & CO.** 5 N. Wabash Ave., Chicago 2, Ill.

## SPRING SPECIALS

DOUBLE HEART PINS, Gross . . . . . \$15.00	WHITE METAL SCOTTY, RABBIT, DOUBLE HEART PINS SPECIAL, Gross . . . . . \$10.00
STERLING SIGNET RINGS, Doz. . . . . 8.00	METAL SLUM SCOTTIES, SKULLS, Etc., Gross . . . . . 2.00
ASSORTED ENGRAVING JEWELRY, New Numbers, 6 Doz. Assorted for . . . . . 18.00	WEDDING RINGS, Gross . . . . . 1.00
SWEETHEART EARRINGS, STERLING, Doz. . . . . 6.00	PAPER FLAGS and PAPER BOWS, Gross . . . . . .80
EARRINGS, Assorted for Pierced Ears, Doz. . . . . 3.00	COMIC HAT BANDS, Per 1,000 . . . . . 18.00
EARRINGS, Gold Wires, Assorted for Pierced Ears, Doz. . . . . 15.00	COMIC BUTTONS, 50 Lines, Per 1,000 . . . . . 18.00
STAINLESS STEEL DOUBLE HEART BRACELETS, Doz. . . . . 3.00	COMIC BUTTONS, Large Size, Per 1,000 . . . . . 50.00

### GLASS LAMPS, ATTRACTIVE SHADES, \$28.80 DOZEN

DRIBBLE GLASSES, Gross . . . . . \$24.00	TAILS, Small Per 100 . . . . . \$ 6.00
FUN SHOPS, Each . . . . . 1.50	TAILS, Large, Per 100 . . . . . 25.00
ASSORTED WOOD SLUM, Ballbats, Bowling Balls, Etc. 15 Different Kinds, Gross . . . . . 1.50	TAILS, Jumbo, Per 100 . . . . . 35.00
25 Gross for . . . . . 37.50	FLYING BIRDS, Inside Whistle, Gross . . . . . 18.00
	CELLULOID PINWHEELS, Gross . . . . . 9.00

BASEBALLS, WORTH, Special Covered . . . . . \$27.00 GROSS  
BASEBALLS, STRING, WORTH . . . . . 24.00 GROSS

Any Many Other Specials — Write for Latest Catalog Today

Terms: 25% deposit with all orders, balance C. O. D.

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## —BALLOONS—

Available For Immediate Shipment

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Write For Prices Today! 822 N. Third St. Milwaukee 3, Wis.

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We can make immediate delivery on KEEN Scooters. Just the thing for short trips. 80-100 Mi. per gal. Write for price and special discount.

**Kay Specialty & Sales Co.**

Factory Distributors 404 N. WAYNE PIQUA, OHIO

## It's Here! FOR MEN AND WOMEN



*New Improved*  
**EXPANSION WATCH BAND**  
With the Smooth Top Mirror-Like Finish . .

- ★ Adjustable
- ★ Extremely Comfortable
- ★ Permanently Flexible
- ★ Smart . . . Costly-Looking
- ★ One-Piece Construction for Lifetime Wear

### Individually Packaged!

America's hottest sellers . . . sensational profit makers . . . ACT NOW!

Counter Display Cards With Order

**SEND \$17.00 FOR 1 DOZEN SAMPLE ASSORTMENT**

Includes 6 Men's and 6 Women's Bands, Assorted Finishes. Postage prepaid.

50% Deposit With Order.

**MEN'S** Stainless Steel \$13.50 Doz.

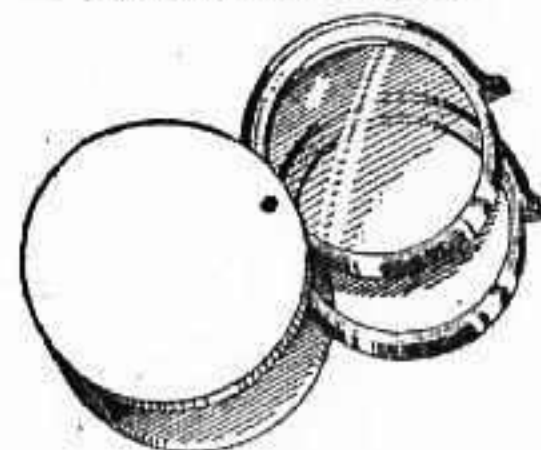
18k Gold Finish Top \$18.00 Doz.

**WOMEN'S** White, Pink or Yellow Finish \$18 Doz.

Write for Quantity Prices

**DICO PRODUCTS** 5 NORTH WABASH AVENUE CHICAGO 2, ILLINOIS

### PLASTIC MAGNIFIER

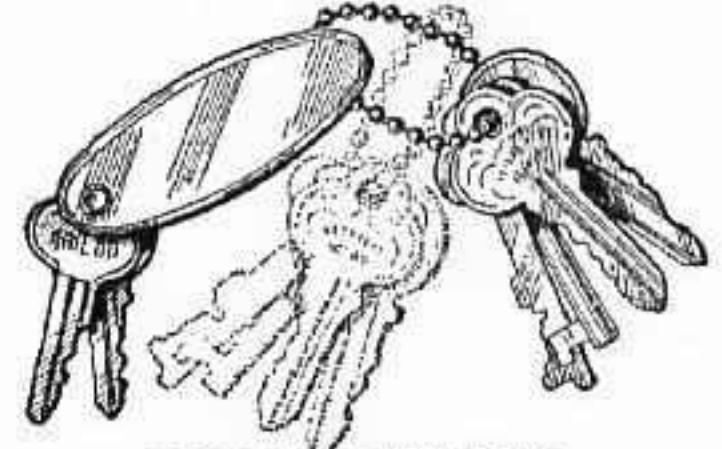


CASE APPROXIMATELY 1 1/2 INCHES IN DIAMETER

YES! THE TWIN OPTICAL LENSES ARE MADE OF UNBREAKABLE LUCITE—IN COLORFUL PLASTIC CASE.

PRICE \$2.40 PER DOZEN

### "SNAP IT" KEY HOLDER



CASE APPROXIMATELY 2 3/8 INCHES LONG

MADE OF PLASTIC. HOLDS AUTOMOBILE KEYS IN COMPACT CASE. OTHER PERSONAL KEYS CARRIED ON BEAD CHAIN WHEN LEAVING AUTO AT FILLING STATION OR ON PARKING LOT. PERSONAL KEYS CAN BE EASILY SNAPPED OFF HOLDER & EASILY SNAPPED BACK ON.

PRICE \$1.44 PER DOZEN

ABOVE ARE ALL F.O.B. ST. LOUIS, MO.

SEND FOR OUR PRINTED CIRCULAR SHOWING THESE ITEMS IMPRINTED, TO BE USED AS ADVERTISING NOVELTIES.

**CARL W. LUYTIES & CO.** 2204 S. JEFFERSON AVE. ST. LOUIS 4, MO.



## Editorial

## Spring Fever

By Walter W. Hurd

THE outdoor show world is honored in this issue of *The Billboard* which is known as the annual Spring Special edition. The outdoor entertainment field includes fairs, circuses, carnivals and many types of sports events. This branch of the show business profits by the summer tourist season just as thousands of operators of coin machines do.

Many operators of coin machines have learned how to make profitable connections with the outdoor show business. Traveling arcades are now pretty well known in the industry, and the outdoor supplement to this issue has an article on arcades in general. The arcade division of the coin machine trade is perhaps more closely acquainted with fairs, carnivals and parks than other sections of the trade.

Reports from those experienced in the idea would indicate that traveling arcades are very profitable. It is well to add that the risks are no doubt much greater than in the local type of arcade. But there are always men who are willing to venture and a lot of them are making good with arcades on the move. The attachment to the fair or carnival is to insure heavy traffic.

An idea of some of the special problems that confront operators of traveling arcades may be gained by the most frequent question coming from such men. They quite often make inquiry about how the federal tax on coin machines applies to them and their special type of business. The fact is that it applies to their machines just in the same way as it does to stationary machines. The traveling arcade may have one advantage in that the machines are put into use toward the end of a federal tax year, and the tax is only due for the remainder of the fiscal year.

But the operators of the moving arcades say the disadvantages are worse than the advantages. If the machines are put into use May 1, the operator will only pay the federal tax rate for two months at first, because the tax year ends June 30. But the tough luck begins July 1, for machines in use one day of a new tax year owe Uncle Sam the fee for the full year ahead. One full month of grace is allowed and some operators can remove their machines by the end of July.

The special federal tax problem as applied to machines in traveling arcades has been much discussed in trade circles and appeals have been made to Congress and to Treasury officials for some relief. The Arcade Owners' Association has this problem high on its docket as something that needs to be remedied.

Reports at present would suggest that there is not much hope for relief from Congress on the arcade tax problem this year. Congress is trying to adjourn before the end of July to get ready for a campaign year, and there are some mighty big issues still on the calendar. Hence, Congress can hardly be expected to bother with arcades. Reports say also that Congress is not likely to raise any tax issues during the present session. But at the next session, or in 1947, the whole field of federal taxes is expected to come up for review again.

Operators of moving arcades also ask at times about the payment of State or local taxes when they are in any given town or State for only a short while. This is a technical question that has to be settled with the tax authorities concerned. On the whole, operators seem to be able to take care of both federal, State and city taxes and still make traveling arcades a paying business.

But the spirit that moves people in the spring and summer does not limit its benefits to arcades, nor to the outdoor show world alone. The big majority of operators of all types of coin machines expect to gain by summer travel and the great outdoor season. More than half of the States now cater to tourists in some way during the summer. It is reported that even Florida is now expecting a summer tourist trade, due to the many shifts in the habits of the people. In order to boost business, many States have important advertising funds to lure tourists and vacationers to their particular bounds.

Whatever encourages travel makes more business for coin machines. In that respect, the industry is interested in all that is included in the realms of tourist trade. The manufacturer, distributor and operator of coin machines must be happy about all the new developments that encourage people to travel, or make it more economical for them to travel. The years have demonstrated that people on the go spend much more for entertainment, luxuries, music and even for food.

Coin machines not only get a bigger share of the tourist dollar, but the most popular types of locations also get bigger crowds, and it is the crowds that pay and pay. When the coin machine trade thinks of what all that tourist trade will mean to operators all over the country, the nation as a whole is also thinking of the many lines of business that will gain.

Business reports already show that the summer of 1946 may set new records in travel. New coin machines will be lacking, but operators will get better play on machines still in use, and will be in a mood to get ready for the summers that are to follow. Spring fever is in the air and operators may well be thankful for what it forecasts in summer business.



(From The Baltimore Sun.)

## News Digest

**LEAD**—Shortage of lead for rifle range bullets is hitting many arcade operators just as the summer gallery season nears. Scarcity is blamed on low U. S. output coupled with a sharp drop in imports and heavy demand for building uses in paints, plumbing and metal work.

**PLATTERS**—Competition appears to be on the way back in the record industry as one forecaster sees production hitting 500,000,000 disks this year. Last year's output is estimated at about 125,000,000, and most industry observers doubt if it will go beyond 25,000,000 in 1946, but the independents already have started the competitive ball rolling with announcements of price cuts.

**CIGARETTES**—OPA officials told cigarette venders and other tobacco men in New York that there probably will be an increase in cigarette wholesale prices soon, probably 25 or 50 cents per thousand. Question with vender operators was how much of the boost OPA would allow them to pass on to customers. Belief was that if the 50-cent hike was allowed, operators would be authorized to jump retail prices a penny.

**VENDERS**—Venders of nuts, candy, gum and postage stamps, along with cigarette machines, too, took the spotlight at the New York convention of the National Association of Tobacco Distributors. One large vender maker also announced that he has plans under way for manufacture of a cigar dispenser. Indication was that cig vender operators may begin branching more into operation of other products as new locations open up.

**BEER**—Government channeling of grains from malts to other foods has been felt in a sharp reduction of beer deliveries. In Chicago and other cities, some taverns are reported closing a few hours a day or a day or two a week in order to conserve supplies. Most taverns, however, are able to keep open on liquor and mixed drink sales. Brewers fear it will be some time before the situation eases.

**EXPORTS**—Foreign coin trade during 1945 took a setback even from the wartime volume, but most of the drop occurred in Mexico. It might be accounted for by the lack of music machines, which have made

up the great bulk of exports during recent years. Noticeable also was the return of Sweden to the list of coin machine buyers altho the trade with other European nations has not yet opened up. Exporters forecast, however, that business should be re-opening with Norway, Switzerland and England soon. It probably will be two years before France is back in the market in any strength.

**CHEWING GUM**—Gum makers say their product probably will continue scarce in spite of the recent increase in the sugar quota. Chief reason is scarcity of other gum materials such as chicle, altho some manufacturers report chicle supplies sufficient to use up all sugar they can get.

**CORN**—Black market operations in corn, especially in the rural areas, is reported as a factor in cutting down supplies of corn sugars and other grain sweeteners used in candy and soft drink making. High prices on black market said to be leading farmers to sell damp grain which is unsuitable for manufacture of sweeteners.

**CANTEENS**—Attendance at teenage canteens continues to run high among youngsters despite talk in some quarters of slackening interest. Teen-agers now running weekly newspaper slanted especially to news of records. Finances seem to be the chief trouble in few spots where canteens have folded, not lack of enthusiasm on part of youngsters. Need for canteens was again underscored as FBI released report that crime has increased 12 per cent, with teen-agers responsible for a "substantial part" of it.

**FAIR TRADE**—Spread of fair trade laws to 44 states was reported at the New York session of NATD. Survey by the association disclosed that 54 per cent of tobacco and cigarette dealers favor adoption and maintenance of such acts to prevent use of "loss leaders" as lure for customers.

**ICE CREAM**—Prospects for increased sale of ice cream by vender brightened this week as one of the large ice cream makers reported that its sales have doubled in the past five years. Product has been mentioned in recent months as one with probably the greatest possibility for (See News Digest on page 142)



# COIN EXPORTS AT \$552,000

## Sales Abroad In Sharp Dip

Decrease in shipments to accounts for most of '45 drop in overseas trade

WASHINGTON, March 23.—Figures compiled by the U. S. Department of Commerce show that a total of 7,233 coin machines of all types, with a total value of \$552,119, were shipped to 25 foreign countries during 1945. As was expected, Canada and Mexico lead all other buyers.

These statistics show that the coin machine export business during 1945 amounted in machines and dollar-value to approximately half of what the export business amounted to in pre-war days.

During 1940, for example, 15,668 coin machines valued at \$1,248,692 were shipped from this country to foreign buyers. The war, of course, had already made its inroads, as Hitler's armies began their march thru Europe the preceding year. Exports for 1939 were much higher in the number of machines sent abroad and somewhat higher in total dollar value.

### Britain Closed

Out of the export picture entirely during 1945 was the United Kingdom which in 1939 purchased 10,224 coin machines valued at \$432,591. This huge market closed in late 1939 and at this writing has not been reopened.

While 1945 export business did not hold the same importance as it did in pre-war years, the total of that business is remarkable considering the difficulties involved in maintaining foreign trade. Remarkable, too, is the fact that 47 foreign countries are represented among buyers of coin machines during 1940, while only 25 nations accounted for the total business in 1945.

In total dollar value, the coin machine export business took a nose-dive when compared with 1944 business. During 1944, 5,870 machines valued at \$766,689 were shipped abroad. Bulk of the machines were juke boxes—2,544 of them valued at \$560,346. The juke box dollar total in 1944 was higher than the dollar value on all types of machines shipped abroad in 1945.

### Mexican Biz Off

This, however, is not surprising. Biggest drop of all came in the Mexican juke box business. During 1944, Mexico bought 1,921 juke boxes valued at \$385,233. In 1945, Mexico bought 799 juke boxes valued at \$194,237—which in itself nearly accounts for the difference in total value for the two years.

In the table reprinted elsewhere in this issue, official Commerce Department figures show what countries bought machines and the amounts exchanged. Canada's position as a juke box buyer may strike some coin machine traders as odd. Fact is that Canada imports a good many unfinished juke boxes and places the works inside Canadian-built cabinets to encourage home industry. These unfinished mechanisms do not show in the total of juke boxes shipped across the border.

While a few outlying nations and territories—such as Sweden, Algeria and the Philippine Islands—were represented in the 1945 exports, bulk of the machines went to Latin-America. Until such time as the United Kingdom may open its doors to U. S.

## COIN MACHINE EXPORTS

Country	Total		Phonograph		Vender		Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	5,581	\$208,541	333	\$ 30,707	1,916	\$30,332	3,305	\$147,502
Mexico	1,159	220,370	799	104,237	35	3,710	325	20,323
Columbia	131	63,747	121	53,500	10	247	—	—
Cuba	181	25,899	29	6,727	0	1,161	143	11,111
Guatemala	18	4,902	18	4,902	—	—	—	—
Bahamas	1	50	—	—	1	50	—	—
Newfoundland	6	1,234	4	1,150	—	—	2	81
Costa Rica	10	4,206	10	4,206	—	—	—	—
Venezuela	28	8,866	28	8,866	—	—	—	—
Algeria	1	165	1	165	—	—	—	—
Azores	1	375	1	375	—	—	—	—
Panama	6	677	—	—	—	—	6	677
Liberia	1	290	1	290	—	—	—	—
Brazil	4	1,519	4	1,519	—	—	—	—
Ecuador	28	4,062	—	—	—	—	28	4,062
Haiti	6	222	2	200	1	22	—	—
Peru	1	608	1	608	—	—	—	—
Saudi Arabia	1	49	—	—	1	49	—	—
Canal Zone	3	778	2	750	—	—	1	28
Honduras	1	50	1	50	—	—	—	—
Philippine Islands	50	4,204	8	2,290	31	1,055	11	1,149
Sweden	3	830	1	700	—	—	2	139
Argentina	2	46	—	—	—	—	2	46
Ceylon	1	26	—	—	—	—	1	26
Dominican Republic	6	394	—	—	—	—	6	394
<b>TOTALS</b>	<b>7,233</b>	<b>\$552,119</b>	<b>1,304</b>	<b>\$309,152</b>	<b>2,037</b>	<b>\$36,526</b>	<b>3,833</b>	<b>\$188,546</b>

made coin machines, the Latin-American countries will carry the load of the coin machine export business.

Principal factor disturbing the export business at the moment is production of new machines. Until machines are available in sufficient quantity to satisfy the pent-up demand here at home, other machines will not be available for shipment abroad.

### Europe—When?

Another big question mark in the export trade currently is the British market. Thus far, no U. S. coin machines have been shipped into the United Kingdom, mostly because the British do not have the dollar-reserve necessary to buy extensively in this country.

What U. S. dollars the British business men do possess are being spent on goods needed to rebuild that nation's depleted economic and industrial systems. On the other hand, the British government is carrying on an active campaign to encourage British manufacturers to sell their own goods abroad.

This program requires all British manufacturers to sell the bulk of their manufactured products to countries outside the United Kingdom—and this requirement extends to coin machine manufacturers who are even now beginning to exploit the European markets with British-built juke boxes and games.

Meantime, U. S. manufacturers and distributors have set up export departments to be ready for the day when the export business will equal or surpass its pre-war records. Further details on these plans will be published in forthcoming issues.

## Warner's Erie Firm Eager as 7 Vets Return

ERIE, Pa., March 23.—With seven returned veterans back at their old jobs, Warner's coin machine distributing firm here is now geared for full-scale peacetime operations. Recent homecoming of four ex-army men makes up the total.

Russell Warner, one of them, is assigned to general service. He has a background of air corps radar experience. Others include: Jack Crotty, routeman, who served in the infantry; John Thompson, mechanic, also an air corps man, and James Swan, mechanic. Swan served with an anti-aircraft unit.

## Moves To Halt Abuses of Job Plan for Vets

WASHINGTON, March 23.—Veterans' Administration announced that it is taking steps to curb abuses of the on-the-job training program under which more than 25,000 veterans are being trained in various trades, including the coin machine industry.

As the first step, the Administration announced that it will require that the course of study for veterans on jobs under the plan be outlined "in black and white." Under the program, the veteran receives \$65 or \$90 a month from the government in addition to his pay as an apprentice.

Announcement said it would be necessary to remove the veteran from the job in plants "where training facilities are lacking and a definite course cannot be set up."

### Okay 44,000

It was reported that 44,000 plants have been approved under the plan. At present, State agencies have the task of certifying industrial establishments for training veterans and

## Leonard Heads Parts Division For Badger Co.

LOS ANGELES, March 23.—William R. Happel Jr. announced the appointment of Jack Leonard as manager of the parts division of Badger Sales Company here. Announcement comes on the heels of a statement made by Happel recently advising his intentions to acquire the services of key personnel to man important posts in his organization.

Leonard is well known to operators and distributors thruout the country by his former association as service manager for a manufacturing corporation, a position which he held for many years, and more recently he was assistant sales manager for another firm. Badger's greatly expanded parts department, which will include many new lines, will be housed in the recently completed building in the heart of Coin Machine Row.

"This business is growing by leaps and bounds," comments Happel, "and I look for a tremendous boom in the entire industry when manufacturing reconversion problems are out of the way. This growth demands that those of us directing the sales activities of an enlarged and greatly expanded industry surround ourselves with departmental specialists—men who by virtue of their own initiative and administrative talents can formulate and direct the activities of their own particular department."

"In this way," continues Happel, "those operators who have come to depend upon us for assistance and advice can be assured of receiving even more help in the future from experts in every phase of the business."

of supervising the plants and course of study.

Most frequently reported abuse is that of paying the veterans less than is normally paid beginners on the job, usually by just the amount of his government check, officials said. Training agents now are instructed to find out whether the veteran gets a sufficient wage. The agents also will be required to check with veterans enrolled under the program at least once a month.

## Look To The GENERAL For LEADERSHIP

WE ARE EXCLUSIVE FACTORY DISTRIBUTORS FOR THE LEADING MANUFACTURERS

—PRESENTING THE GREATEST ARRAY OF HITS IN THE INDUSTRY—

- AIREON ELECTRONIC PHONOGRAPHS
- GOTTLIEB'S STAGE DOOR CANTEEN
- EXHIBIT'S BIG HIT
- JENNINGS BRONZE CHIEF & SUPER DELUXE CLUB CHIEF
- AMUSEMENT ENTERPRISES BANK BALL
- PFANSTIEHL COIN MACHINE NEEDLES—EAGLE PLASTICS

### COMING!

GOTTLIEB'S TRIPLE GRIP TESTER  
DAVAL'S GUSHER  
JENNINGS CHALLENGER

"The Best Of The Newest At General"

Established 1925

Growing Steadily Ever Since



Formerly The General Vending Service Co.  
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### A-1 BARGAINS

EVERY MACHINE CLEAN AND IN GOOD CONDITION

CONSOLES

1 Bally Club Bell, Comb. F.P./P.O.	\$239.50
1 Bally Dark Horse, F.P.	159.50
1 Evans '41 Pacers, P.O.	295.00
2 5c Jennings Good Luck, P.O.	39.50
1 25c Jennings Silver Moon, P.O.	219.50
1 Jumbo Parade, 5c P.O., Perfect High Head	124.50
2 5c Keeney Super Bell, Comb. F.P./P.O.	294.50
2 Keeney 4-Way Super Bell, 5-5-5-5c P.O.	449.50
3 Mills 3 Bells, 5-10-25c	775.00

ARCADE AND COUNTER MACHINES

1 ABT Rifle Range, 4 Gun, Complete	\$895.00
2 Bally Defenders	199.50
1 Bally Bull Gun	49.50
1 Bally Sky Battle	164.50
1 Batter-Up Baseball Outfit, complete With Accessories and Neon Sign	1,000.00
25 Jennings Hi-Boy Scales, Ea. Lot @	59.50 1,250.00
1 Keeney Air Raider	139.50
1 Kirk Night Bomber	259.50
1 Liberator	149.50
7 Mills Panorams, Ser. Over 3000	369.50
1 Mutoscope Ace Bomber	244.50
2 Mutoscope Drivemobile	274.50
2 Mutoscope Skyfighter	224.50
1 Scientific Batting Practice	89.50
3 Shoot the Japs	79.50
3 Marvel Clg. Reels, Token P.O.	15.00

1/3 Deposit, Balance C. O. D.



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61 — 71 — 81 — 616 — 24  
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Rex — Gem — Regal —  
Vogue — Classic — Colonel  
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Seeburg or Wurlitzer 12 Record	\$ 75.00
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Wurlitzer 71s	125.00
Wurlitzer 750M	500.00
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**PIN BALLS WANTED**

We will pay \$85.00 Each for the following:  
Do-Re-Mi—Double Play—Duplex—Leader—  
Stars—Sunbeam—Westwind—Zombies.

We will pay \$85.00 Each for Knockout and Big Parade.

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### WANTED CIGARETTE VENDING MACHINES

ROWES—ROYALS AND PRESIDENTS  
NATIONALS—9-30 AND 9-50  
STEWARTS—9 COLUMN CHAMPIONS  
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Address: BOX 300, c/o The Billboard,  
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### 60 ROCK-OLA LOW BOY SCALES 10 MILLS SCALES

ALL IN A-1 CONDITION  
MAKE AN OFFER

**JACK GOLOS**  
GENEVA, NEW YORK

# COINMEN YOU KNOW

**New York:**

"BIP" GLASSGOLD, Arthur H. DuGrenier, Inc., took ill the afternoon he was slated to address members of NATD at their Eastern convention here. His speech was read by a member of his firm. . . . ROBERT Z. GREENE, Rowe Manufacturing, and Aaron Goldman, manager of G. B. Macke Corporation, Washington, were the other two speakers at the vending machine forum.

BEN YOLAND, Leon Collucci, E. B. Norseworthy, Bud Struffer, Nathan Perlan, Aaron Gosch and Harvey Rosen were some of the hundreds of operators who traveled around the booths at the Modern Merchandising Fair on the 18th floor of the Hotel Pennsylvania during the past week. Seven vending machine firms were present. Five displayed models of new machines—Rowe, Eastern Electric, U-Need-A Vendors, Asco Vending and DuGrenier.

AL DIEDRICH, sales manager for National Vendors, was on hand with artist drawings of the new line. . . . J. Breidt, U-Need-A Vendors, reported "fast action" at the affair. . . . "BIP" GLASSGOLD, Arthur DuGrenier, claimed that operator traffic was hitting new highs. . . . HAL R. MEEKS, sales manager for Eastern Electric Vending Machine Corporation, reported that interest was higher than he thought possible. . . . ROBERT GREENE, Rowe Manufacturing, claimed he didn't have enough words to praise the NATD affair. . . . AL COHN, Asco, was happy with results. . . . BILL FURST, National Vending Service, claimed operator reaction was "good."

JOSEPH CARUSO, Boston juke box operator with over 100 machines, was in town during the past week looking the situation over and looking into other vending machine concerns for expansion plans. He also runs a music and radio retail store in Boston.

MARTIN FREIDMAN, Ken and Bob Johns and Leonard Piners, all music machine operators, were looking over the vending machines at the NATD show with interest. Could be that the boys plan expansion into the vending field along with many other coin machine operators.

JOE MUNVES, brother of Mike, has returned from a Florida trip. . . . MATTY SCHWARTZ has also returned from the sunny State, but has left for a business trip to Chicago, Detroit and St. Louis.

J. BREIDT, U-Need-A Vendors, states that he will be off for the West Coast shortly. . . . HARRY PEARL, East Coast Sales, is back from his Florida trip. . . . CHARLIE ARONSON, Brooklyn Amusement Machine, is back from a Chi trip. . . . MIKE RYAN'S son, Bill L., leaves for the army next week.

GEORGE TRAD, Tradio Radios, announces that interest is so high in his coin-operated radios that arrangements have been made with another factory to double production. Rumor has it that a New York radio distributor is planning to convert standard sets to coin models to meet present demand.

BARNETT R. BERKENS, executive secretary of AOAA, claims that the AOAA meeting March 28 will have more importance with Coney Island arcades going full hilt now. . . . JOE HIRSH visited JOHN A. FITZGIBBON, Jafco, recently.

BERNIE WOLFSON, Runyon Sales Company, reported a busy week on coin machine row. Giant showing is planned for the firm's AMI machine. Good play is reported on its electric machine gun galleries. BILL LIONS reports that coin-op-

erated washing machine biz is on the upgrade. Already there are over 20 such companies operating in New York. This doesn't count the small boys in the business. He claims interest is being shown in coin-operated refrigerators in rooming houses.

AL DOLIN, president of Pioneer Music, Roxbury, Mass., announces that operators of music machines in and around Boston are interested in exchanging ideas. . . . MARTIN FINK, Boston juke op, claims that a new association in that area is being planned.

A. L. HORTH says that L. H. Cantor, Inc., will open offices in New York or New Jersey soon to sell National Vendors. L. H. Cantor, Inc., handles the booth for National Vendors at the NATD showing.

HARRY BERGER, West Side Distributors, is back in town. . . . LEO KNEBEL, Manhattan Phono, reports heavy traffic to see the new Aireon. . . . H. KLEIN, International Mutoscope export manager, is plugging away. Ads for the concern are appearing in export magazines.

HARRY L. RUSSET is now at a near-by army camp awaiting discharge. He plans to join his father as service manager for AI's route. . . . DAVE ENGELS, Hercules Sales, is back on the job. . . . STANLEY GERSH, Perfect Games, announces his new penny-pitch and poker games ready for delivery.

BARNEY BERKENS was interviewed by The New York Times Thursday (21) in regard to the future of coin machines. Besides arcade machines, vending and game machines were discussed. . . . BEN SMITH and Perry Wachtel were seen buzzing in and out of the NATD show. . . . JULIUS LEVY, George Seedman and Ben Becker, all with different cigarette vending machine manufacturers, were kept so busy with explanations at the NATD show that they began to look haggard.

M. B. PRICE, Radio Chef president; Frank H. Davis, American Invention, Inc., and Jack Lewis and Arthur Freid, Lewart Corporation, are on the West Coast as representatives of hot dog machine interests. Price and Davis will be heading for New York soon after a stopover in Chicago. Lewis and Fried may be with them.

SIDNEY RIFFS was host to several operators and friends recently when he displayed plans for his new handkerchief and apple vending machines. Sample machines were handmade. Sid still hasn't found a manufacturer to make them. Morie Snider, Bill Adler and William Fredlos were among those present for the showing.

BILL RABKIN, Al Blendow and Ed Ravreby have returned from the New England parkmen's meeting in Boston. . . . KEN BROWN, Coinmatic Distributors, Los Angeles, was in town for the NATD show last week.

### Detroit:

LOIS ROWLINS, of the office staff at the Music Maintenance Workers' Union, is unofficial news correspondent for the organization by appointment by chief Arnold Fleisher. . . . HENRY C. LEMKE, Lemke Coin Machine Company, is on the sick list with a severe cold.

ALEXANDER R. ROBINSON, who sold out the Music Box, retail record store, but retains his own route of jukes, has established headquarters at 15350 Griggs Avenue. . . . MICHAEL WEINBERGER, S & W Coin Machine Exchange, is back from a month in Florida with a deep suntan. . . . TED WADE, formerly of Modern Sign Company, is specializing in work on games and other coin machines.

RADIO Specialties Company, han-

dling various electrical items for the coin machine field, is readying a new building at 456 Charlotte Street for opening within a few weeks. . . . AARON LIPIN, Allied Music Sales Company, reports that the company has taken over distribution in Detroit and Cleveland for the new De Luxe records, featuring Billy Eckstine and Benny Carter. Billy Eckstine's personal appearance here has boosted the sale of his recordings notably.

RAFFAELLE QUASSARANO and Carlo Di Liberto are establishing the Jay-Cee Music Company at 1317 First Street. . . . WILLIAM B. GREENWALD is organizing the National Dispenser Corporation at 155 West Congress Street.

### Philadelphia:

LEAH RATINER, secretary to Joe Ashe, of Active Amusement Company, will mark her birthday May 11. . . . AMERICAN METALS Specialties Corporation is headed by Herman Kessler. Phil Frank, Chester, Pa., music operator, is a partner.

HAROLD BLUMENSTEIN, son of Sam Blumenstein, former pinball operator, is handling up-State Pennsylvania territory for Cosmo Records, out of Scott-Crosse, Sam Stern's distributing firm here.

Unveiling of the Aireon juke box by Atlas Distributing Company was attended by no end of confusion. It all began when well-wishers began sending floral felicitations to Sam Weinstein, head of the concern. Next door is the Morris Rosenberg's Son Funeral Parlor. Weinstein received some floral pieces bearing the inscription "Rest in Peace," while next door they were getting them marked "Success" and "Best Wishes!" Harry Bortnick, advertising and sales promotion director for the Raymond Rosen Company, local wholesale RCA-Victor distributor, finally straightened the whole matter out.

CLIFF WILLIAMS and Ike Nicholson, who operate the Atlantic City Juke Box Corporation, are clicking with their new location on North Kentucky Avenue. . . . ISRAEL B. ETKIN, of 7207 Germantown Avenue, one of the newest entries into the ranks of music machine operators, is the latest member to be admitted to the Golden Slipper Square Club—Masonic organization.

### Los Angeles:

CHARLES E. WASHBURN, of Coast and Peerless labels, still in Mexico City conferring with Eduardo Baptista on future promotions there. . . . E. H. RHODES, of Los Angeles Manufacturers, announces completion of a new type mechanical bulk vender which he says will be one of the first 5-cent vendors built with a plain push and pull mechanism.

PRESTON JARRELL, Coinmatic Distributors, informs that Pacific diskers have just cut two new sides on a spiritual pitch by the Rising Star Gospel Singers and two new numbers by Nick Eposito, featuring top-per Barney Bigard. . . . JACK GUTSHALL has hired two servicemen to handle anticipated Aireon business. Gutshall expects to start making deliveries of the Aireon by April 15.

PAUL A. LAYMON, Laymon Music Company, is planning to move into his new building at Pico and Berendo within the next 90 days. Laymon has employed Ben Shupp and Orville Sorenson to supplement his expanding service department. Recent visitors at Laymon's offices included Stuart Metz, Jack Hull and William Shorey, San Bernardino; Inglewood operator Carl Fisher; Alex Koleopolus, Bakersfield; Ivan Wilcox, Visalia; W. K. Vollner, El Centro, and George Young, Selma. RAY POWERS, E. T. Mape Company, announces the addition of two employees in the service division, navy veterans John Bowman and Harry Whittemore. . . . BILL LEUENHAGEN was away over the week-end checking his operations in San Miguel and Paso Robles. Bill is help-



ing service veteran Donald Balch get started in the phonograph business. Balch is a newcomer to the industry. . . . BILL HAPPEL'S recent showing of the new Rock-Ola machine at Badger Sales display rooms was a highly successful affair.

BUDGE SPALDING, former track athlete at the University of Southern California, has joined the operators' field and now has machines out in the South Los Angeles area. Budge received his discharge in December after 3 1/2 years with the navy. Prior to the war he was in the business with his brother in Phoenix, Ariz. . . . DICK WRIGHT, recently out of the air force after duty in the South Pacific, is back in business for himself in Los Angeles, servicing and installing for music operators. Dick is the stepson of Aubrey Stemler, Music Operators' Association organizer.

PRESTON JARRELL, Coinmatic Distributors, says he'll definitely have those new sales and display rooms occupied by the first week in April. . . . BILL HAPPEL of Badger Sales, is showing the new Rock-Ola to local ops with enthusiasm. . . . CHARLES E. WASHBURN, of Coast and Peerless disks, is leaving by Pan-American plane for a few days with Eduardo Baptista in Mexico City relative to promotion of Peerless disks. . . . BILL WOLF, of M. S. Wolf Distributing Company, back in town after a week or so in Seattle conferring with architects about remodeling of his new building and offices there.

MOST of the boys in Coin Machine Row seem to be taking two and three-day junkets out into the territories, checking on new equipment that is starting to come in. . . . LOTS of activity around Bill Leuenhagen's, with several out-of-town operators dropping in to look around. . . . BUD MORRISSEY is back on the job after a short vacation. . . . SOME of the boys dropping in at the Washburn offices last week included Art Daws, San Diego; C. R. Anderson, Phoenix, Ariz.; Rafael Nieto and Alfred Donato, Sacramento; Paso Betancourt, San Benito, Tex.; F. O. Beane, Lompoc, Calif.; C. M. Titus, Red Bluff, Calif., and Charley Escoto, Flagstaff, Ariz.

BADGER SALES showrooms recently had visits from local ops Jack Wolman, Earl Cale, S. M. Tangye, Sam Brown and John Nelson. From San Bernardino, Calif., came Dwight Towne and Irvin Gayer. Carl Fisher ran in from Inglewood, as did Chris Torrez, Westmoreland; Art Weiss, Arcadia; S. R. Hopkins, Banning; Roy C. Smith, Lancaster district, and Ray Tisdale, Glendale. . . . MUSIC Operators' Association of Southern California, now in its infancy, is building a substantial foundation for beneficial operations in the future.

Des Moines:

BILL GARRETT, head of Coin Operated Service, Ottumwa, has purchased the phonograph route of Jack Hunt at Oskaloosa. Hunt will devote his time to managing a night club there. . . . RAY MORTENSEN, of Avoca, will represent Container Manufacturing Company for Iowa Amusement Distributors in 14 Western Iowa counties. . . . DANA HOWELL, of Belmond, and Cecil Bottger, of Keokuk, large Southeastern Iowa coin machine operators, were in Des Moines recently to look over new phonographs.

Elgin, Ill.

VICTOR B. NEISWANGER, veteran operator of candy and cigarette vendors in Elgin and surrounding territory, recently completed a term as treasurer of the Lions' Club. Neiswanger also is active in the Elgin Association of Commerce. He says the scarcity of top-selling brands of candy bars still is giving operators in his area difficulty in keeping machines properly stocked. . . . ELMER LANG is handling the cigarette route for Western Candy Company.

Indianapolis:

FRANK BANISTER, head of Banister & Banister, spent several days in Chicago seeking new merchandise last week. . . . PETER STONE, of the Indiana Automatic Sales Company, called on operators in Northwestern Indiana last week. . . . JAMES REILY, Bob Ellis and Eugene Cruzon, servicemen at the James Music Company, were on hand at the Municipal Airport when the first Aireon phonograph arrived March 3. Instrument was unpacked in the plane and removed to the display rooms on South Meridian Street in time for the showing on Monday.

SAM WEINBERG, of the Southern Automatic Music Company, went to Louisville Tuesday on business. . . . LOUIS SOKLOVE, general sales manager, Pioneer Coin Machine Company, Chicago, called on Indianapolis operators during the week. HARRY HIATT, Noblesville, Ind., operator, was visiting distributors during the week. . . . BANISTER & BANISTER are planning to increase distribution of music machines according to Louis Grey, manager of the company.

HAMPTON POSEY, formerly connected with the RCA-Victor Division, is the new mechanic at the Indiana Automatic Sales Company. . . . MRS. CARLYLE GUNN, of G. & D. Novelty Company, flew to London, Ont., to visit her mother. . . . SAM WEINBERG, Southern Automatic Music Company, announces installation of a spray booth in the repair department. . . . FRANK BANISTER, of Bannister & Bannister, was in Chicago several days on business. . . . LIST OF VISITORS here last week included Jake Wagmire, Elmwood; Leon Bone, Oxford; M. D. Mercer, Bloomington; Joe Conley, Muncie; E. E. Dunkin, Dunkin Music Company, Anderson, and Joe Conley, Muncie.

Cleveland:

VAUGHN MONROE was recently entertained by the Cleveland Phonograph Merchants' Association. Shindig was held at the Belmont Hotel. Regular monthly meeting of the association was held at the Hotel Statler. President Jack Cohen presided, boasting a suntan acquired on a trip to Miami.

RICHARD HEAD has just purchased the route formerly operated by Frank Bennett. . . . CORP. RICHARD M. ERB, son of Myron Erb, Triangle Distributing Company, is home sporting a gold eagle. He spent much of his service time in the Southwest Pacific as a flight engineer with the army air forces.

GEORGE ZOLLOS has doffed his corporal's stripes for civvies. He spent three years with the army in various parts of the country, and is back operating again.

Cincinnati:

SAM E. CHESTER, president of Automatic Phonograph Owners' Association, announces an important business session March 26 for the group's board of trustees. Meeting, held on the regular date, will be at association offices in the Traction Building.

NATE BARTFIELD, of B-W Novelty Company, made the APOA trophy presentation to the outstanding boxer of the amateur boxing bouts in recent final run-offs. Association's trophy for welterweight champ was tendered by Harry Hester, of B. & H., and Sam Chester made the award to the winning team entered by Ninth Street Boys' Club.

Buffalo:

JAMES D. BLAKESLEE, Iroquois Amusement Company, and Howard Sliker, Ace Amusement, are reported to be negotiating for a share in Davis Sales Company after its reported purchase of Gunard Music Company. . . . MAURICE POPPICK, Buffalo Sales Company, reports that Cana-



DAVE MARGOLIN, New York distributor, trying some of his own food at recent juke box showing.

dian export business is excellent. . . . DAVID AYERS has leased space from Poppick to set up Automatic Service Company, independent servicing firm geared to give 24-hour service.

HERMAN GLASER has bought the building which houses his music company and Bevin's, his record and appliance store, and to help ease the housing shortage, he is building six apartments upstairs. . . . LEWIS SOKLOVE, sales manager for Pioneer Coin Machine Company, visited J. H. Winfield & Company.

MAURY FARBER, owner of Runyon Sales of Buffalo, and HY SINGER, regional sales manager for AMI, were scheduled to go to New York for the AMI phonograph showing. Farber also owns Bars Radio and Electronic Parts Company. . . . ROBERT WELLER, recently discharged army captain, has joined the staff of Farber's coin machine firm.

MURRAY SIEDMAN finally got telephone service for his Capitol Records Distributing Corporation. By haunting the telephone company, Siedman managed to obtain phones after only a three-month wait, but he says he got some gray hair in the

process. . . . JOE MOLIEN, who recently established the Niagara-Midland Company, Inc., says his firm is getting increasing supplies of records. . . . ART CHRISTENSEN set up a string of photo and voice-recording machines at the National Bowling Tournament and JAMES D. BLAKESLEE operated two flight trainers at the tourney.

MORRIS SCHMITTMAN is expected back in civilian clothes soon to take up operation of his routes. He was wounded in the European fighting. Bill Toplin, his father-in-law, has been managing the business while he was in the service. . . . EUGENE RISIUS, air forces veteran who did radar work on B-29's, has joined the staff of Lew Wolf Enterprises as a mechanic specializing in amplifiers. . . . EDDIE HARTMAN also has returned to the Wolf mechanical staff after war work.

BERNIE SHAPIRO, salesman at Alfred Sales, Inc., has a new son, Richard Alan, his second. . . . MURRAY WHITEMAN, the music man, has returned from a vacation at Hot Springs, where he took a month's rest after opening new headquarters downtown.

Chicago:

VINCE MURPHY and Clayton Nemoroff, right-hand men to Roy Bazelon at Monarch Coin, have been dodging plaster for the past few weeks since their first floor headquarters is under the remodeler's hammer, in preparation for firm's sales expansion set-up. . . . GIL KITT, Lord Chesterfield of coin machine row on the Northwest Side, was seen wearing a new tie dazzler with which he blinds prospects as he button-holes them in his Empire headquarters. The tie, a beautiful blue, with a gorgeously shaped gal hand-painted on it, was given Kitt by his sister.

O. D. JENNINGS is on his plantation at Gulf Port, Mississippi, for a short vacation, and in his absence J. R. Bacon, vice-president and general manager of Jennings Company, has the production wheels clicking faster and faster. As yet, venter pro- (See Coinmen You Know, page 141)

Advertisement for ALBENA SALES CO. featuring 'TUBES and ACCESSORIES' and 'Complete Line of Phonographs and Parts'. Includes a list of Wurlitzer counter models and parts with prices, a 10% discount offer, and contact information for 587 10th Ave., New York 18, N. Y.



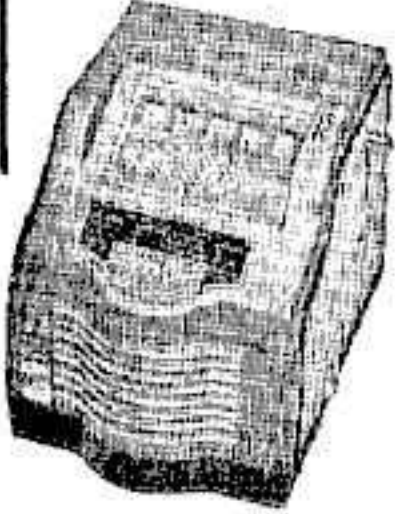
**AUTOMATIC BLACK JACK**

5 reels. Player inserts 5¢ and machine automatically deals 2 cards in Nos. 1 and 2 windows. Player then can "draw" one or two cards in windows 3 and 4 by pressing buttons which release shutters. House's hand is revealed by pressing button under window 5. Brand new. Payout by proprietor. Size 9x7x7 in. Wt. 10 lbs. Send \$10.00 deposit, balance express C. O. D. Immediate delivery. **\$45.00** Each



**AUTOMATIC POKER**

For 5¢ play. Player receives complete Poker hand when 5 reels come to stop. Filty cards (almost complete deck) represented. Reward plate gives odds on various Poker hands. Brand new. Payout by proprietor. Size 9x7x7 in. Wt. 10 lbs. Send \$10.00 deposit, balance express C. O. D. Immediate delivery. **\$39.50** Each



**Webb DISTRIBUTING COMPANY**  
6 SOUTH KEDZIE AVENUE - CHICAGO 12, ILLINOIS

# Eaton Urges All Coinmen To Join CMI in Effort To Improve Public Relations

## Points Out Operators Also Have Important Stake in Plan

I cannot think of a single reason why any coin machine operator anywhere in America should hesitate for a single instant in joining Coin Machine Industries, Inc., the association of the coin machine industry. The greatest majority of coin machine manufacturers belong to this association. More than half of the leading coin machine distributors also belong to CMI. Hundreds of coin machine operators whose sole business is the operating of coin machines on locations have recently joined us in the drive for operator members.

However, none of us is satisfied with only a part participation by leading operators—we want every operator in every State of the Union to join this association.

Just imagine the situation where the association would be able to publicly state that 10,000 or more independent coin machine operators who have the savings of a lifetime invested in coin machines and equipment and who are every day servicing many hundreds of thousands of public locations with their equipment also belonged to a single organization representing the entire industry. What stronger front could be presented to the American public than this.

**Value Apparent**

I have a hundred times seen, and you have, too, the value of organization. The single individual is harassed, criticized and his work impeded just so long as he remains a solitary individual going his individual way. But take a large group of individuals who are making their living by a certain similar type of activity, band them together in a single organization and nobody wants to pick on them.

The public respect always goes to the organized body. The individual members of that body find that their own operations become far more efficient and also discover that it is much easier to make money when the public has put its stamp of approval on an activity which many individuals have already approved by joining it as formal members.

Lack of organization invites taxation, adverse legislation and more harassments.

Organization, on the other hand, discourages taxation, regulation and legislation.

**No Argument**

Surely no one will contend that the coin machine industry as a whole cannot be elevated by a well-established front. Nor will anyone say that any harm could come from such an organization. We are all agreed that the coin machine industry is one of the greatest industries in America, and it is about time that we certified our opinion by belonging to the association which, acting as a single body, can represent all of us in the public view.

When you join CMI you get a

beautiful certificate of membership which you will be proud to hang in your office or home. That certificate represents not only the fact that you are a member but that there are thousands of men just like you who believe that the coin machine industry is entitled to every bit of public help that the other industries of America receive.

When that happy day arrives when we can proudly announce that every operator in America belongs to this association, then the association, as strong as it is today, will be a hundred times as effective in its work of creating a better public attitude, of seeing adverse legislation reduced to a minimum and of securing benefits from all types of businesses co-operating with us.

**Hurry Arrival**

That day is coming soon. You can hurry its arrival by immediately sending your check for \$25 to James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., Room 508, 134 North La Salle Street, Chicago 2. This \$25 will pay for your membership for 12 months following the day your check is received.

Do it now. Do it while you are still agreeing that it is a fine idea. Do it for your sake and do it for the sake of the industry that has been so good to you.

# Russell Moving Detroit Arcade; To Add Snacks

DETROIT, March 23.—Playground Arcade, only spot of its kind in the lower Woodward Avenue sector, is slated to be moved and enlarged soon. New location will be a few doors north of its present site at 520 Woodward Avenue, near the Empress Theater.

Arcade was recently taken over by George Russell, buyer for the American Blower Company during the war, and Edwin Stein, veteran Detroit music machine operator.

New arcade will occupy a four-story building, with three floors open to the public. Main floor will be devoted to the arcade and to food service. In addition to usual arcade refreshments, this spot will specialize in sandwiches, fruit and vegetable juices.

**Untapped Specialty**

Juice business is a specialty barely tapped in Detroit, altho business done by the few spots that have offered a variety of juices indicates that there is market for drinks that may reach surprising proportions, if properly exploited.

Basement of the new arcade site will be devoted to a bowling alley, and the second floor will house a long-range shooting gallery. Present arcade will remain in service until the new one is ready.

Featured in the present arcade is a new Batter-Up installation, operated by John P. Kelly. This occupies the rear of the arcade and is an eye-catching attraction. Kelly, incidentally, has just taken over national rights to the manufacture and distribution of the Batter-Up game. Another specialty of the Playland Arcade is the jewelry and engraving



M. S. Gisser

**YOU CAN always buy with confidence from Cleveland Coin! This week we offer—**

**MUSIC**

- 1 Mills Throne of Music ..... \$350.00
- 2 Wurlitzer Twin 12s, Packard R.C. .... 210.00
- 2 Mills 12 Record ..... 125.00
- 1 Wurlitzer Original 24 Cello Job, R.C. .... 295.00
- 1 Wurlitzer 950E ..... 725.00
- 2 Mills Panorams ..... 365.00
- 1 Wurlitzer 24 in Charm Cabinet with Wurlitzer Wall Box ..... 450.00
- 3 Wurlitzer Victory 24s ..... 475.00
- 3 Wurlitzer Keyboard Victory 24s ..... 295.00
- 8 Wurlitzer 71 Counter Models with Original Cabinet Stands ..... 250.00
- 1 Seeburg 9800, Master R.C. .... 650.00
- 1 Wurlitzer Victory 16 Record ..... 395.00

**ARCADE EQUIPMENT**

- 3 Brown Anti-Aircraft Guns ..... \$ 65.00
- 1 Keep 'Em Punching ..... 110.00
- 1 Peo's Bank-a-Ball ..... 125.00
- 5 Bumper Bowlings ..... 75.00
- 1 Bowl-a-Bomb ..... 150.00
- 2 Snap the Japs ..... 125.00
- 3 9 1/2 Ft. Bowling Leagues ..... 150.00
- 2 Rapid Fires ..... 135.00
- 1 Shoot Your Way to Tokyo ..... 150.00
- 3 Seeburg Shoot the Chutes ..... 135.00
- 1 Jennings Barrel Roll ..... 165.00

**BRAND NEW X-RAY TYPE POKERINOS FOR ARCADE AND CONCESSION OPERATION. WRITE OR PHONE FOR SPECIAL PRICE!**

**NOW DELIVERING**

**GROETCHEN'S NEW COLUMBIAS**

Interchangeable for Nickel, Dime or Quarter Play, \$132.50 Each—Five or More, \$127.50 Each.

**PAGE DELUXE CHERRY BELLS!**

5¢. \$250.00 | 10¢. \$275.00 | 25¢. \$300.00  
50¢. \$500.00 | \$1.00. \$600.00

**WRITE FOR PRICES IN QUANTITY LOTS!**

**SLOTS AND SLOT STANDS**

- 15 Vest Pockets, Refinished ..... \$ 49.50
- 5¢ Mills Blue or Brown Fronts ..... 135.00
- 10¢ Mills Blue or Brown Fronts ..... 165.00
- 25¢ Mills Blue or Brown Fronts ..... 195.00
- 15 Slot Stands ..... 15.00
- 20 Double Slot Stands ..... 22.00

**COUNTER GAMES**

- 12 Marvels & American Eagles ..... \$ 15.00

**CONSOLES**

- 2 Maybells, 4 Nickel ..... \$295.00
- 3 Paces Races, Brown with Daily Double 195.00
- 1 Keeney 9 Hand Pastime ..... 195.00
- 2 '38 Track Times ..... 125.00
- 4 Keeney Kentucky Clubs ..... 125.00
- 4 Bally Club Bells, Combinations ..... 225.00
- 1 Evans Galloping Dominoes, Early Mod. 150.00
- 1 Evans Bang Tails, Early Model ..... 150.00
- 1 Paces Reels Jr., With Rails ..... 115.00
- 1 Paces Saratoga Jr., With Rails ..... 110.00
- 1 Two-Nickel Super Bell ..... 295.00
- 2 Mills 5¢ Square Bells ..... 85.00
- 2 Big Tops, P.O. .... 95.00
- 1 Paces Saratoga, F.P., P.O., Comb. .... 150.00
- 4 Brand New Paces Saratogas, Brass Rails, Free Play, Payout Combinations 225.00
- 6 Slightly Used Paces Saratogas, Brass Rails, Free Play, Payout Combinations 165.00

**ORDER NOW — KEENEY'S BONUS SUPER BELL**

Free play and cash payout combination console. Single coin head or two coin head. Each head takes up to five coins; 5 or 10-coin multiple, Dime or Quarter combinations.

Distributors for OHIO AND WEST VIRGINIA. Orders taken now for preferred delivery!

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**NOW DELIVERING**

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- Comar's UNDERSEA RAIDER ..... 399.50
- Premier's SKEE BARREL ROLL ..... 425.00
- Gottlieb's STAGE DOOR CANTEN. .... 249.50
- Exhibit's BIG HIT ..... 289.50
- Exhibit's BIG HIT, Four-Nickel Multiple 398.50
- Marvel's CATALINA ..... 249.50
- Williams' SUSPENSE ..... 279.50

**VENDING MACHINES**

- Esquire Model V, Cabinet Type Machine \$12.50
- Advance Model D Ball Gum Vendor ..... 9.00
- Advance Model 11 Merchandise Vendor. .... 9.50

**WE CAN ALSO FURNISH ADVANCE MACHINES TO VEND MOST ANY PRODUCTS IN PENNY, NICKEL, DIME OR QUARTER DENOMINATIONS! WRITE FOR MORE INFORMATION!**

Orders for preferred delivery now being taken for brand new—  
Gottlieb's Three-Way Grippers ..... \$39.50  
A.B.T.'s Challengers ..... 50.00  
Daval's Gusher ..... 54.00  
Special Prices for Quantity Lots!

**TERMS: 1/2 Deposit With ALL Orders, Balance C. O. D.**

**CLEVELAND COIN MACHINE EXCHANGE**

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Phone: PProspect 6316-7

**WANT TO BUY FOR CASH**

**LAST CHANCE TO GET HIGH PRICES FOR THESE GAMES**

- |                     |                             |
|---------------------|-----------------------------|
| Big Parade \$85.00  | Snappy .. \$35.00           |
| Clover .... 20.00   | SportsParade 40.00          |
| Dixie .... 20.00    | Spotty ..... 15.00          |
| Do-Re-Mi .. 60.00   | Stars ..... 60.00           |
| Double Play 60.00   | Star Attraction ..... 35.00 |
| Duplex .... 60.00   | Stratoliner .. 35.00        |
| 4 Diamonds 25.00    | Sun Beam .. 60.00           |
| Jolly ..... 15.00   | Twin Six .. 20.00           |
| Knockout .. 75.00   | Velvet .... 30.00           |
| Leader .... 60.00   | West Wind .. 60.00          |
| Leoponneiro. 35.00  | Wild Fire .. 30.00          |
| Polo ..... 15.00    | Zombie .... 60.00           |
| Sky Blazer .. 60.00 |                             |
| Sky Ray .. 25.00    |                             |

We will buy all makes of Phonographs.

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**RADIO TUBES NOW AVAILABLE**

024	5V4	6DG	6SA7	7B8	12SA7	19
105	5W4	8E5	6SD7	7C5	12SQ7	26
1F4	5Y3	6F6	6SF5	7C6	12SH7	27
1J6	5Y4	6F8	6SK7	7C7	12SK7	41
1LH4	5Z3	6G6	68K7	7E6	12SN7	41
1LN5	5Z4	6H8	68N7	7H7	12SR7	42
1N5	6A7	6J5	6SQ7	7K7	12SQ7	46
1R5	6AB7	6J7	6SR7	7Q7	12SR7	65
1S5	6AC7	6K9	6SS7	7Y4	14A7	78
1T4	6B4	6L6	6U6	12A6	14B6	78
2A3	6B7	6L7	6V8	12A6	14H7	78
3Q5	6B8	6N7	7A4	12AH7	14J7	79
354	6C5	6O7	7A6	12C8	14Q7	80
5U4	6C6	6R7	7A7	12J5	VR90	
5T4	6C7	6S7	7B7	12K8	VR150	XXL

24A .. \$ .54 35Z5 .. \$ .85 117Z6 \$1.60  
25L8 .. 1.10 35L6 .. 1.00 50L6 .. 1.10  
25Z5 .. 1.00 117L7 .. 1.35

OPA List—  
[.70|.75|.80|.85|.90|.95|.1.00|.1.10|.1.30|.1.60|.1.95]  
Your Cost, 6-49—  
[.37|.41|.43|.46|.49|.54|.61|.72|.90|.1.10]

OPA List—2.35/2.85  
Your Cost—1.32/1.61

25% Deposit—Balance C. O. D.  
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**WE WANT TO BUY PEANUT MACHINES**

**ALL STANDARD MAKES!**

**WE ALSO WANT THE FOLLOWING:**  
Vest Pockets, Green ..... \$20.00  
Blue & Gold ..... 30.00  
ABT Target Skills (Blue Lot Only) 15.00  
Challengers (Metal Tops Only) ... 10.00  
Imps, Cubs, Aces, Black Jacks ... 2.00  
All Machines must have keys and locks—no parts missing! SEND LIST!  
**DONLON VENDING COMPANY**  
226 Market Street, Camden, N. J.

**HIGHEST PRICES PAID**

For all Late Model Pin Games. Send in your list today.

**JERRY LOCKS**

501 VINE STREET PHILADELPHIA, PA.

# Rosensteins Buy Operation in Iowa

DES MOINES, March 23.—Superior Sales Company, local firm, has sold its routes in Marshalltown, Ia., to the Rosenstein brothers of Marshalltown, it was reported here.



# Dwindling Supply of Beer Nicks Coin Play in Taverns

CHICAGO, March 23.—No beer, no juke play—that's the predicament of Chicago operators with darkening of many taverns one or two nights a week as a result of returned beer rationing. Similar reports from other cities indicate that the condition is nationwide.

A spokesman for the Chicago Tavern Owners' Association said this week, that tavern men have not agreed on any general closing plan, but that individual owners were closing on their own initiative.

Thus coin play on juke and other coin-operated equipment in these locations is taking a drop. Some taverns shut their doors for a full day, or two. Others are working on a schedule of noon to midnight, cutting several hours from normal operation.

Frank J. Wetzel, administrative secretary of the Illinois Brewers' Association, explained how rationing of malt supplies imposed by the Department of Agriculture is cutting beer deliveries to taverns.

### Less Draft Brew

With the development of critical world grain shortage, he said, the department has instituted a rationing system to divert malt supplies to food industries. Quotas for brewing companies were cut 30 per cent below amounts normally used for the three-month period beginning March, 1946. This compares with the wartime 12 per cent cut for corresponding months in 1945. Only way out, then, is a proportionate reduction in tavern deliveries.

Survey of Chicago brewers reveals that some are cutting down on draft beer, putting more of the available supplies into bottles. One brewer has cut out keg beer entirely. It still amounts roughly to a 30 per cent drop in tavern beer deliveries, taking into account the normal seasonal increase.

"There is no reason to hope for increased supplies until the end of May at least," said Wetzel. Meanwhile, he declared, brewers were generally agreed that the present policy of reducing production to maintain quality would prove wiser than if malt were stretched to make a larger volume of inferior grade.

### Still Have Liquor

Hard liquor supplies still appeared to be adequate in taverns, and trade sources indicate that owners might

advantageously keep their shops open for the full normal week even with smaller beer stocks. Thus, they would take advantage of high license fees they pay, and continue to draw revenue from such sources as juke boxes and vending machines.

If closings are unavoidable, Wetzel suggested, a plan for darkening shops at midnight Monday thru Friday would be more helpful to owners than closing up shop for complete days.

Wetzel also confirmed reports that taverns in most other cities are bound to face the same shortages and closing headaches. It was pointed out in one instance that cities where breweries are not located present a bigger problem for tavernkeepers. Here, the distributor with whom they deal is himself up against a shrunken supply which makes the retailer squeeze even tighter.

## Coast Ops See New Jukes at Badger Sales

LOS ANGELES, March 23.—William R. Happel Jr., of Badger Sales Company, reported a large crowd in attendance at the recent first showing on the West Coast of new Rock-Ola phonographs.

Exhibit, held in the firm's display rooms on 1612 West Pico Boulevard here, drew music operators from the entire Southern California area, according to Happel. On hand for demonstration of machines was the entire Badger staff, including Happel's son, Billy, who is now assistant sales manager. Ed Gunsteenes, factory representative, assisted at the showing.

Happel said that he is limiting operators' orders to 10 machines for any one buyer. This is expected to assure fair distribution. It also will give everyone a chance for some new equipment at an early date.

Veteran coinman, with a background of nearly 18 years as operator and distributor, Happel opened his Los Angeles distributing company last August and has since spent most of his time directing its activities.

His Milwaukee business, thru which he is widely known in the Midwest, is being handled by his son, Carl.

## British Ops Vote Changed Title for Trade Association

LONDON, March 23.—During the annual general meeting of BAMOS (British Automatic Machine Operators' Society) at the Piccadilly Hotel, members present voted to change the name of their group. New title is the Amusement Trades Association.

At the meeting, big topic up for discussion was the development of an active export business. Association has set up a committee which will endeavor to handle problems of manufacturers who experience difficulties in getting their products on the foreign market.

Despite an increase in membership dues in 1945, the association's records show more members were gained in 1945 than in any recent year.

Having just completed a showing of new machines, the association made plans for its 1947 showing. Some members suggested that an earlier date might be wise.



J. E. BROYLES, well-known executive of the the Rudolph Wurlitzer Company, recently has been visiting operators in various parts of the country. Broyles has probably traveled more than any other member of the trade in order to help juke box operators meet tax and other legal problems.

## OPERATORS!!

HERE ARE TWO PROVEN WINNERS OF 1946

### 1. STAGE DOOR CANTEEN—

The Game That Every Operator and Location Wants.



### 2. THE ROCK-OLA PHONOGRAPH OF 1946—

The Phonograph That Is the Last Word in Music Today.

WE HAVE THEM BOTH. COME IN AND SEE THEM AND PLACE YOUR ORDER.

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## WANT TO BUY FOR CASH or Trade on NEW MACHINES!

### CONSOLES

Four Bells	Silver Moon	Super Bells	Hi-Hands
Jumbo Parade	Track Odds, D.D.	Bobtail	Club Bells
Big Game	J.P.	Pace Reels	Big Top
Three Bells			

SPECIFY IF MACHINES ARE CASH PAYOUT—FREE PLAY—OR COMBINATION

### FIVE BALL FREE PLAY GAMES

Bowlaway	Victory	Stars	The H-O-T-T-E-S-T item in the field <b>SPEED IRON</b> Saves Time—Money. Easy to use. <b>\$14.95</b> 1/3 Deposit with Order. Balance C.O.D.
Sport Parade	Four Aces	West Wind	
Star Attraction	Defense	Sunbeam	
Legionnaire	Do-Re-Mi	Flat Top	
Snappy '41	Double Play	Laura	
Majors '41	Zombie	Arizona	
Sporty	Sky Chief	Santa Fe	
Polo	Sun Valley	Oklahoma	
Jolly	Action	Brazil	
Stratoliner	Second Front	Wagon Wheels	
Liberty	Big Parade	Idaho	
Keep 'Em Flying	Knockout	Streamliner	
Horoscope	Duplex	Grand Canyon	
Lot of Fun			

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Terms: 15 Days Net To Well Rated Concerns Otherwise 25% dep. Required; Bal. C. O. D.

Holes	Name	Profit	List Price	Holes	Name	Profit	List Price
1110	5¢ Can Can, Jum. . . . .	Avg. \$29.45	\$7.78	480	5¢ Lucky Bucks, Jum. Def.	\$11.00	\$2.50
1080	5¢ Spec. Action, Reg. . . . .	Avg. 28.10	5.80	1000	5¢ Lucky Jar, Reg. . . . .	24.80	3.34
1110	5¢ Lucky Bear, Jum. . . . .	Avg. 28.25	7.12	480	25¢ Humdinger, Jum. . . . .	61.08	5.14
1000	5¢ Triple Do, Reg. . . . .	Avg. 24.98	5.60	840	25¢ Players Dream, Reg. . . . .	91.98	6.88
1110	5¢ Out on a Limb, Jum. . . . .	Avg. 28.35	7.14	1200	5¢ Dip Special, Jum. . . . .	28.93	4.14
					1200 Texas Charley . . . . .	2.80	
					1000 Jackpot Charley . . . . .	1.80	
					1000 Charley Board . . . . .	1.80	



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Choice Territories Now Available Write For Particulars

## Ravreby Will Hold Movie Mch. Showing

NEW YORK, March 23.—Ed Ravreby, Associated Amusements, announces that the preview of the new

1947 model of Mills Panoram, showing many new changes, will take place soon in his showrooms.

Firm is also distributor for Mills Cigarette Machine in New England. Ravreby states that his Playland Arcade is doing "good" business.



# Lead Shortage Crimps Arcades

## Bullet Supply At Low Level

Labor disputes trim U. S. output of metal—foreign shipments also dwindling

CHICAGO, March 23.—Bullet supplies for arcade shooting galleries were stymied this week somewhere in the middle of a nationwide lead tangle induced by labor troubles, reduced imports and large demands of the high-priority housing industry.

Net effect is a lead shortage which cuts manufacture of cartridges to such an extent that coinmen who operate shooting galleries can obtain only insignificant supplies.

Remington Cartridge Company is reported to be the only manufacturer attempting to supply shooting galleries, and its output is on a quota basis with a maximum of 20 cases for large users. According to Ed Weidner, buyer in the gun department of Chicago's Von Lengerke & Antoine, this important firm can place no ammunition orders at all at the present time. Trouble, he confirmed, was the lead shortage.

### Strikes in Mexico

Strikes and impending labor disputes are one of the most important factors in the current shortage. Smelters of important lead producers, such as American Smelting & Refining Company, already are shut down, as are lead mines in Idaho and Utah. Additional stoppages are being anticipated by St. Joseph Lead Company in its Missouri mines.

Foreign supply picture is no brighter. Strikes in Mexican lead mines, recently settled, have made a permanent dent in import expectations for 1946. Imports from Peru, another lead source, are low.

These developments are summarized in National Lead Company's recent annual report, which also stressed the over-all import situation. The government's wartime metal stockpiling agency, Metals Reserve Company, is now cutting foreign purchases by 50 per cent in

Name A. S. Beutler  
Manager for Wolf  
Distrib in Seattle

LOS ANGELES, March 23.—A. S. (Bert) Beutler, well-known in Pacific Coast coin machine circles, has been named manager of the Seattle branch of the M. S. Wolf Distributing Company. Beutler, long associated with the industry, assumed his new post this week.

Bill Wolf, who now has branches in San Diego, Calif.; San Francisco, Portland, Ore.; Seattle and Los Angeles, said that the Washington branch will handle the same lines as his local office. These lines include AMI, Bally, Chicago Coin, Genco, Mike Munves, Williams, Gottlieb and American Amusement Company products and the new extra bell cabinets.

order to assure a fair share of world supply to hard-pressed countries such as France, Belgium and The Netherlands, according to the report.

Total estimated supplies for this year thus present a bleak aspect. Foreign supplies, amounting to 300,000 tons in 1945, would be cut under currently reported policies to somewhere around 150,000 tons. Domestic production is expected to go no higher than 300,000 tons, compared with 400,000 in 1945, and present production is at the rate of only 17,000 tons monthly.

### Urge Substitutes

Matched against the prospect of smaller lead output are the increased demands for the vast housing construction program which is expected to get first pickings, with automotive and other industrial users also in need of large quantities.

Only two solutions to the problem have been advanced thus far. Some lead industry leaders are suggesting a higher per-pound ceiling price for lead to encourage extension of mining facilities. The Civilian Production Administration is reported to be considering a program of encouraging lead substitutes on a wider scale.

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1-BALL VICTORY SPECIAL, FREE PLAY  
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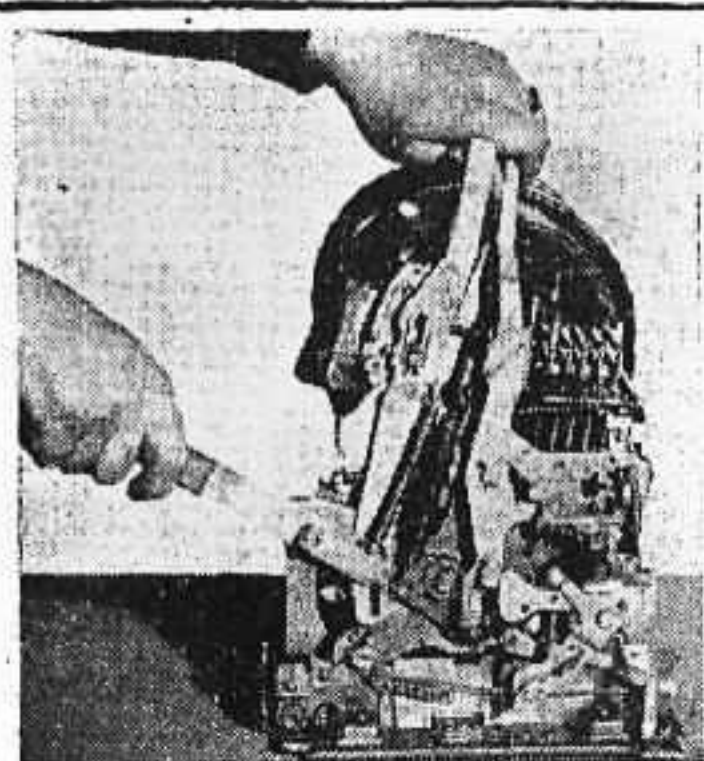
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USED FREE PLAY

10—Longacres ..... Ea. \$400.00  
10—'41 Derby ..... Ea. 300.00  
5—Pimlico ..... Ea. 350.00  
10—Club Trophy ..... Ea. 300.00

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## MECHANICS

The handiest tool that a slot machine mechanic can own. This tool is made from stainless cold rolled steel, length 9", width 1", thickness 5/8". Selected hardwood handles. This tool is precision made and unconditionally guaranteed. PRICE \$1.25.

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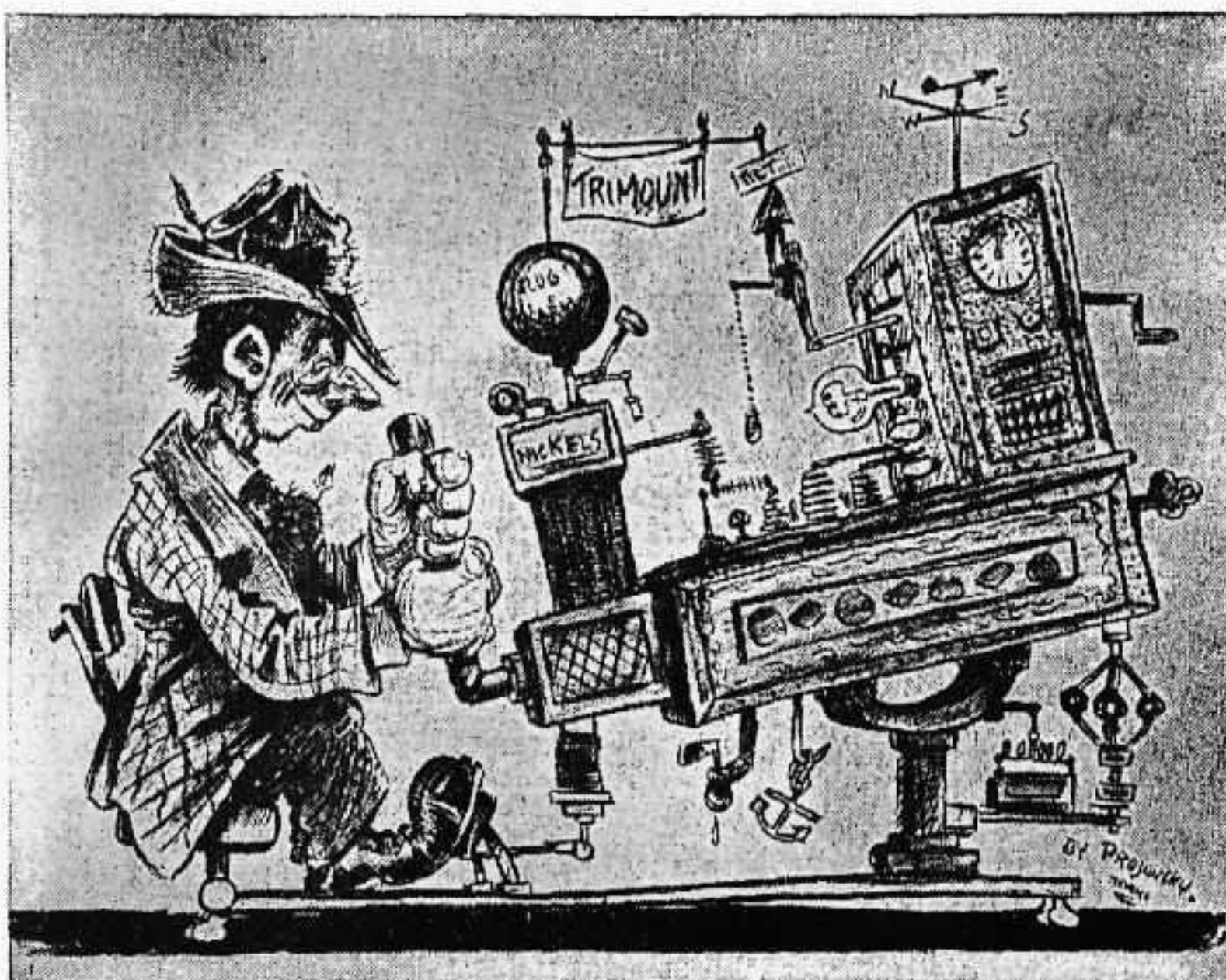
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All Late Models in perfect condition at the country's lowest prices.

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# JERRY LOCKS

501 Vine St., Philadelphia, Pa.



POST-WAR MODEL of Dave Bond's Trimount Coin Machine Company, Boston, is shown above in exclusive picture taken at the firm's showrooms.

### IMMEDIATE DELIVERY

Amusement Lite League ..... \$425.00  
Bally Under Sea Ralder Guns ..... 399.50  
Chicago Coin Goatee ..... 525.00  
New Dark Cherry Bells, 5¢, 10¢, 25¢ Write  
New 1946 Columbia Bells, Comb. ....  
1¢-5¢-10¢-25¢ J.P. Each ..... 132.50  
In Lots of 5, Each ..... 127.50  
Mills New Vest Pockets ..... 74.50  
Hollywood 5 Ball, F.P., New Conv. .... 224.50  
Gottlieb Stage Door, New ..... 249.50  
Williams Suspense, New ..... 279.50  
New Big Three ..... 119.50  
New Foreign Colors ..... 119.50  
Exhibit Post Card Vender with  
1000 Cards, 2 1/4 Slots. Each ..... 29.50  
Pioneer Big Top ..... 199.50

### USED MACHINES

Keeney Super Bell, Perf., F.P.  
and Cash ..... \$295.00  
Bally Club Bell, Comb. .... 239.50  
Mills Q.T. 5¢ Glitter Gold ..... 109.50  
Mills 5¢ Q.T., B&G, Jack Pot,  
Recond. .... 59.50  
Safe Stands ..... 15.00  
Folding Stands ..... 5.00  
Jack in Box, Safe Stands ..... 40.00  
Double Safe Cabinets, Sliding Door ..... 85.00  
Double Safe Cabinets, Hinge Door ..... 60.00  
Shoot the Jap, Reconverted, Perfect ..... 99.50  
Shoot the Chutes, Perfect ..... 75.00  
Evans Play Ball ..... 175.00  
Bally Convey Gun, Perfect ..... 175.00  
Shoot Your Way to Tokyo ..... 150.00  
2-Record Time, Perfect Cond. Ea. .... 139.50  
1 Keeney Contest, 1 or 5 Ball, F.P. .... 89.50

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Action ... \$ 99.50	Marines (Used) .. \$ 99.50
Air Circus .. 109.50	Mills 1-2-3 '39 ..... 32.50
All American ..... 49.50	Mills 1-2-3 '40 ..... 59.50
Belle Hop .. 69.50	Mills Owl .. 49.50
Boom Town 39.50	School Days 49.50
Clover .... 49.50	Score-a-Line 29.50
Cross Line. 39.50	Sea Hawk .. 49.50
Four Diamonds .. 69.50	Star Attraction ..... 59.50
Four Roses. 49.50	Trailway .. 59.50
Hi Dive ... 84.50	5-10-20 .. 99.50
Jeep ..... 99.50	'41 Derby (1 Ball) .. 274.50
Jungle .... 79.50	Pimlico (1 Ball) .. 289.50
On Deck ... 29.50	
Power House 39.50	
Marines (New) .. 109.50	

1/3 Deposit, Balance C. O. D.

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## MECHANIC WANTED

Experienced Phonograph Service and Installation Man. Must be qualified to install and wire boxes.

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## FOR OUR NEW OFFICE

We wish to place in charge experienced mechanic; must know remote installations; be sober, reliable; furnish best of reference. Permanent position, excellent working conditions and satisfactory salary.

## PHONOMATIC MUSIC CO.

109 New Britain Ave. Hartford, Conn.



## Tax Calendar

### Alabama

April 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers and jobbers report due.  
 April 20: Sales tax reports and payments due. Venders' or consumers' quarterly reports and use tax payments due.

### Arkansas

April 10: Cigarette reports due.  
 April 20: Gross receipts tax report and payment due.

### California

April 15: Sales and use tax returns and tax due.

### Colorado

April 15: Sales tax reports and payments due.

### Connecticut

April 15: Cigarette tax report due.

### Georgia

April 10: Cigar and cigarette reports due.

### Idaho

April 15: Cigarette wholesalers' drop shipment report due.

### Illinois

April 15: Cigarette tax return due. Sales tax report and payment due.

### Iowa

April 10: Cigarette venders' reports due.

April 20: Quarterly retail sales tax return and payment due.

### Kansas

April 5: Cigarette distributors' reports due.

April 20: Sales tax report and payment due.

### Kentucky

April 10: Cigarette tax reports due.

### Louisiana

April 1: Tobacco wholesalers' reports due.

April 20: New Orleans City sales and use tax report and payment due. Sales and use tax report and payment due.

### Massachusetts

April 20: Cigarette distributors' tax report and payment due.

### Michigan

April 15: Sales and use tax reports and payments due.

### Mississippi

April 15: Sales tax reports and payment due.

### New Mexico

April 15: Occupational gross income tax reports and payment due.

### New York

April 15: Unincorporated business tax return and payment of tax due.

### North Carolina

April 15: Sales tax report and payment due.

### North Dakota

April 10: Cigarette distributor's tax due.

April 20: Sales and use tax quarterly return and payment due.

## Vogue Previews Picture Record

DETROIT, March 23.—Vogue Records has begun showing preview copies of its new picture disks made of unbreakable plastics. First titles include Clyde McCoy waxings of *Sugar Blues* and *Basin Street Blues* and Shep Fields' versions of *Atlanta G. A.* and *Aren't You Glad You're You*.

According to an executive of Sav-Way Industries, which produces the record, national distribution is slated to begin next month. Company is headed by Tom Saffady.

Multi-color art work on the record covers the whole face of the disk and includes an inset picture of the band leader. Records are expected to retail for about \$1.

## Coin Prospects for Gas Stations Bloom With Rise of Sales

WASHINGTON, March 23.—Gradual rise in filling station sales thru 1945, revealed in a recent Department of Commerce report, presents a hopeful picture for coin machine men eyeing this type of location.

Dollar sales of the country's filling stations rose in 1945 to \$2,978,000,000, from the previous year's total of \$2,603,000,000. With minor exceptions monthly sales during the year maintained a steady upward trend, hitting a high point in October, 1945.

Chiefly responsible for the upturn, according to the report, is the removal of gas rationing in mid-August of last year. However, sales are still far below the 1941 record of \$3,454,000,000.

## Trade Watches Bill To Build New Bus Terminal in N. Y.

ALBANY, N. Y., March 23.—Bill that would authorize the Port of New York Authority to build a new bus terminal in Manhattan, introduced by Assemblyman D. Mallory Stephens, chairman of the Ways and

### Ohio

April 10: Cigarette wholesalers' report due.

April 15: Use tax report on cigarettes due.

### Oklahoma

April 10: Cigarette tax reports due. Coin-operated music boxes reports and tax due.

April 15: Sales tax reports and payment due. Tobacco products report due.

### Rhode Island

April 10: Tobacco products tax reports due.

### South Carolina

April 10: Soft drink tax report and payment due.

### South Dakota

April 15: Sales and use tax quarterly reports due.

### Texas

April 1: Cigarette distributors' and solicitors' reports due.

### Washington

April 15: Cigarette reports due.

### West Virginia

April 15: Sales tax reports and payments due.

### Wisconsin

April 10: Tobacco products returns due.

### Wyoming

April 15: Sales tax reports and payments due.

Means Committee, is reported to be out of committee. Coinmen are interested in the terminal from the standpoint that it would prove one of the best locations in the city for coin machines.

If the Legislature passes the bill, it will not become effective until New Jersey concurs in the proposed project, since the Port of New York Authority is a two-State organization. Bill does not name the exact location of the new bus center, but efforts have been made to build it between

41st and 42d streets—west of Eighth Avenue.

City planning officials in New York City are, unofficially, claimed to be in favor of the location near Times Square. Terminal would be the largest of its type in the United States, and all but one of the bus companies are backing the bill, according to reports.

Action can be expected within 10 days on the measure. New Jersey Legislature members are stated to be also in favor of the bus center.

## UNITED FOR BETTER BUYS

NEW RELEASES ★ NOW DELIVERING

EVANS TEN STRIKE—BALLY UNDERSEA RAIDER—AMUSEMATIC LITE LEAGUE  
 —EVANS CUSTOM CONSOLES—CHICAGO GOALEE—GENCO TOTAL ROLL—  
 BALLY SURF QUEEN—BALLY VICTORY DERBY—BALLY VICTORY SPECIAL  
 PACKARD BOXES, SPEAKERS, AUXILIARY EQUIPMENT

ALSO THESE RECONDITIONED BUYS IN USED MACHINES

### ★ SLOTS ★

COMPLETELY REFINISHED  
 Like New With Club  
 Handles

5c Melon Bell ... \$125.00  
 10c Caille 3-5 ... 60.00  
 5c Brown Front ... 140.00  
 10c Brown Front ... 175.00  
 5c Cherry Bell ... 140.00  
 5c Brown Frt. (Rebuilt) ... 125.00  
 \$1 Jennings ... 695.00  
 5c Chrome, 2/5 ... 195.00  
 5c Futurity ... 125.00

5c Silv. Moon Chief \$125.00  
 5c Jenn. Chief ... 125.00  
 10c Rol-a-Top ... 75.00  
 10c All Star ... 65.00  
 5c New Black Cherry Bells ... Write  
 10c New Black Cherry Bells ... Write  
 25c New Black Cherry Bells ... Write

### ★ ARCADE EQUIPMENT ★

Bowl a Ball ... \$195.00  
 Bowl a Bomb ... 175.00  
 Drivomobile ... 250.00  
 Supreme Skee Roll 250.00

Rapid Fire ... \$125.00  
 Tommy Gun ... 130.00  
 Pacific Express, A-1 ... 225.00  
 Zingo ... 125.00

Sky Fighter ... \$200.00  
 Bank a Ball ... 195.00  
 Bowling League ... 175.00  
 Lucky Strike ... 125.00

### ★ PHONOS — SPECIALS ★

Capehart 20 Selector Phone ... \$120.00  
 Santa Anita, 1 Ball P.O. ... 110.00  
 Singing Towers, 40 Selector ... 450.00  
 Race King, 1 Ball P.O. ... 125.00  
 Packard Bxs., Used, A-1 ... 29.50  
 Five Balls ... Write for List

Evans '41 Lucky Lucra ... \$195.00  
 Sea Biscuit, One Ball P.O. ... 45.00  
 Chicago Metal Double Stand ... 60.00  
 Track Odds, Daily Double ... 475.00  
 Jumbo Parade, P.O. ... 89.50  
 Four Balls (Late Heads) ... 550.00

**WANT!** PHONOS — 5-BALLS — ALL MODELS  
 GENCO PLAY BALLS — EVANS TEN STRIKES

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Rock-Ola World Series ... \$ 99.50	Exhibit Foot Ease Vitalizer ... \$ 69.50
Kirk Blow-Ball ... 99.50	Scientific Battling Practice ... 129.50
Evans Ten Strike ... 49.50	Chicken Sam Converted to Hitler Gun ... 79.50
Gottlieb Skeoballete ... 59.50	Chicken Sam Converted to Jap Gun ... 99.50
Mutoscope Drivomobile ... 279.50	Exhibit Punching Bag ... 59.50
Scientific Upright Basketball ... 59.50	Exhibit Post Card Machines ... 19.50
Supreme Rocket Buster ... 209.50	Mutoscope Sky Fighters ... 229.50
Williams Periscope ... 149.50	Bally Submarine ... 179.50
Seeburg Chicken Sam ... 109.50	Shoot Your Way to Tokyo ... 159.50
Bally Rapid Fire ... 119.50	View Machines ... 19.50
Keeney Air Raider ... 149.50	Love Meters, Per Set of 3 ... 75.00
Keeney Texas Leaguer ... 49.50	World's Fair Popcorn Machine ... 75.00
Thunderbolt ... 225.00	Radio Rifles ... 59.50
Western Baseball, Late ... 119.50	Texas Ranger ... 52.50
Keeney Submarine ... 129.50	Chicago Coin Goalee, Like New ... Write

### PINS

ABC Bowler ... \$85.00	Progress ... \$27.50
Stratoliner ... 49.50	Sport Parade ... 57.50
Landslide ... 42.50	Baker's Defense ... 35.00
Lucky ... 20.00	Red, White & Blue ... 29.50
Gadillao ... 30.00	Big Chief ... 59.50

### NOW DELIVERING NEW EQUIPMENT

**BANK BALL**  
 9' Size ... \$375.00  
 12' Size ... 445.00  
 14' Size ... 495.00  
 Bubbles, Pioneer New Revamp ... \$249.50

1/3 with order, bal. C. O. D.—ORDER TODAY

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CABLE ADDRESS—HERDISCO

DAVE ENGELS

INV. ORENSTEIN



ROBERT J. WATT was recently appointed assistant advertising manager for Mills Industries, Inc., of Chicago.





All the necessary qualities for good, money-making equipment are combined in this tried and tested skee ball game. If you want a winner . . . if you want to be sure of the best . . . you want the "King of Alleys" . . .

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ORDER NOW FROM THE COUNTRY'S FOREMOST DISTRIBUTORS

**\$349.50**  
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Modern Southern Dist. Co. 459 Riverside Avenue Jacksonville, Florida 286 N. W. 29th Street Miami, Florida	California Amusement Co. 1348 Venice Boulevard Los Angeles, Calif. 1305 Kettner Boulevard San Francisco, Calif.	Heath Distributing Co. 217 Third St., Macon, Ga.	Atlas Vending Co. 410 No. Broad Street Elizabeth, N. J.	Louisiana Coin Machine Service Co. 931 Poydras Street New Orleans, La.	Jules Olshin & Co. 1100-02 Broadway Albany 4, N. Y.	Roth Novelty Co. 54 Pennsylvania Avenue Wilkes-Barre, Pa.	Clarence Baggett 915 Northwest 21 Oklahoma City, Okla.	The Markepp Co. 4310 Carnegie Ave. Cleveland 3, Ohio	Birmingham Vending Co. 2117 3rd Ave., N. Birmingham, Ala.

**NATIONAL DISTRIBUTORS**  
**RUNYON SALES COMPANY OF N. Y., INC.**  
593 TENTH AVENUE, NEW YORK 18, N. Y.

## Movie Machine Reviews

Assembled and released by Soundies Corporation of America, Inc. Release date February 18.

### Program 1227

LARRY STEWART sings the never-die favorite, *It Had To Be You*, to pretty dark-eyed LEE JOYCE, who listens enchantingly and then dances gracefully. The scene is a garden. (Filmcraft.)

I WANNA BE A FIREMAN, a rib-tickling song-story with a catchy air is sung and played by CHRIS CROSS and his band. The boys wear firemen's hats and use tiny hatchets and miniature ladders for props. Band setting. (Filmcraft.)

AIR LANE TRIO furnishes the music in an unusual number entitled *Captain Kid*. Pretty feminine pirates (4) dance on the deck of an old wind-jammer for the benefit of a handsome Captain Kid who passes out "jewels" (nylons even) from a treasure chest. (Filmcraft.)

LILTING and rhythmic, the tune *Penny Arcade* provides the musical background for songstress LUCILLE BREMER. She sings to handsome PETER GAREY as they stroll thru an arcade of amusement devices. The viewer gets a peek at some scenes from old-time peep shows featuring Fatty Arbuckle, Charlie Chaplin and French Can-Can girls. (Minoco.)

STAN KENTON and his orchestra present their torrid arrangement of *Southern Scandal*. Band setting. (Filmcraft.)

BRUNETTE MARQUERITE JAMES, in a cute cowgirl costume, sings *Lasso and a Lass*, a catchy Western tune. Fast action rodeo shots add interest. (Minoco.)

YOU'VE NEVER LIVED, a standard pop tune, is sung by JACK REYNOLDS while LARRY McMAHON caresses the ivories. DORIS YORK does an eye-filling dance routine. The background is a barroom. (Filmcraft.)

RAY SINATRA and his band play the hit tune *Take It Easy*. Brunette and lovely MARION COLBY sings the vocals, then goes into an oomphy dance. Band set. (Soundies.)

to sophisticated, dark-haired JANICE CULLEN. This one has a hug-me-tight ending. Garden scene. (Filmcraft.)

PEPPY GAI MORAN sings *Nellie Bly*, a fast-paced novelty number. Chorines (6) dance while a goofy costume designer does a little fancy cutting up. The background is a chorus girls' dressing room. (Soundies.)

SLEEPYTIME DOWN SOUTH, an oldie, is sung by JERRY COOPER. The background is a garden featuring a dark-eyed Southern belle. (Filmcraft.)

VIVACIOUS ISBELITA sings a fiery Mexican tune entitled *Jumping Bean*. Four gals in Mexican costumes twirl in the background. (Filmcraft.)

THE BALLAD, *Blue Moon*, is plaintively and enchantingly sung by glamorous WENDY BISHOP. (Filmcraft.)

POPULAR JOE REICHMAN and his band present a terrific arrangement of the popular tune *Louise*. LOIS LANE sings the vocals. Band setting. (R. C. M.)

Madelene Quincannon.

**WE PAY \$20.00**

FOR FORMATION POWERHOUSE FOLLIES BIG TOWN BIG LEAGUE BLONDIE PUNCH OR TOPS

**WILL PAY \$15.00**

For ANY other GENCO Free Play Games. All Games must be COMPLETE with all parts.

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PHONE: ATLANTIC 0977

Assembled and released by Soundies Corporation of America, Inc. Release date February 25.

### Program 1228

RED RIVER DAVE and his boys play a clever Western tune called *Dude Cowboy*. Dave sings the vocals to and with pert ROSALIE ALLEN. The scene is a barroom, with cowgirls at tables supplying eye-appeal. (Filmcraft.)

LOVELY and languid *Hawaiian Holiday* is an all-dance number. The GODFREY DANCERS (6) sway and swing in a tropical beach setting. (Filmcraft.)

HANDSOME LEE SULLIVAN sings *Prove It by the Things You Do*

**WE WILL PAY TOP DOLLAR**



FOR **WURLITZER 800's**

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Circle 6-7533

## Beer Lack Hits N. Y. Coin Trade

NEW YORK, March 23.—Juke box operators in New York report that the recent cut in beer to taverns has shown itself in collections from their music routes.

"Many taverns in my route are closing at 10 p.m., and others are stopping beer sales at midnight," one operator said. "This has cut deeply into juke box plays, as more coins are inserted in the evening than during the afternoon."

"The usual beer drinker," another states, "is the type that sits around all night drinking beer and inserting nickels and dimes into the juke box to pass the time. These are the sales that we are missing now."

FREE PLAY GAMES		
Anabel . . . . . \$35.00	Flicker . . . . . \$55.00	Silver Skatos . . . . . \$40.00
Attention . . . . . 50.00	Follies . . . . . 30.00	Sink the Jap . . . . . 45.00
Bola Way . . . . . 80.00	Four Roses . . . . . 55.00	Slap the Jap . . . . . 35.00
Bangs . . . . . 30.00	Glamour . . . . . 35.00	'41 Snappy . . . . . 45.00
Belle Hop . . . . . 40.00	Gold Star . . . . . 45.00	Speed Ball . . . . . 35.00
Bombardier . . . . . 110.00	Hit the Jap . . . . . 50.00	Spot a Card . . . . . 95.00
Broadcast . . . . . 45.00	Horoscope . . . . . 75.00	Spot Pool . . . . . 75.00
Conquest . . . . . 25.00	'41 Majors . . . . . 40.00	Stratoliner . . . . . 60.00
Crystal . . . . . 45.00	Micro . . . . . 45.00	Texas Mustang . . . . . 80.00
Dixie . . . . . 35.00	Miami Beach . . . . . 75.00	Thumbs Up . . . . . 60.00
Drum Major . . . . . 35.00	Mystic . . . . . 45.00	Victory . . . . . 90.00
Five-Ten-Twenty . . . . . 125.00	New Champ . . . . . 75.00	West Wind . . . . . 75.00
Flagship . . . . . 30.00	Pan American . . . . . 45.00	Zig Zag . . . . . 75.00
Fleet . . . . . 45.00	Powerhouse . . . . . 40.00	Seven Up . . . . . 55.00
	Sea Hawk . . . . . 50.00	
CONSOLES		
Club Bells, F.P. . . . . \$245.00	Grandstand, P.O. . . . . \$ 60.00	
Bobtail, F.P. Totalizer . . . . . 125.00	Long Acres . . . . . 375.00	
Bally Bells, P.O., 2 5¢ Coin Chutes . . . . . 100.00	One-Two-Three, F.P. . . . . 40.00	
Super Bells, F.P. . . . . 265.00	Millie Owl, F.P. . . . . 50.00	
High Hand, P.O. . . . . 155.00	Sport Special, F.P. . . . . 150.00	
ARCADIE EQUIPMENT		
Seeburg Ray Guns—Chicken Sam or Jailbird—Converted—BEAR or OWL . . . . . \$ 99.50		
Bally Rapid Fire . . . . . \$130.00		
Bally King Pins . . . . . 175.00		
Keeney Anti Aircraft Guns (Brown) . . . . . 40.00		
Keeney Anti Aircraft Guns (Black) . . . . . 35.00		
Drive Mobile . . . . . 275.00		
Sky Fighter . . . . . 275.00		
4 Keeney Submarines . . . . . 75.00		
Shipping and Packing Charges Extra on All Games.		
<b>MACOMB MUSIC SERVICE</b>	16700 NINE MILE ROAD	EAST DETROIT, MICH.

**WILL PAY— \$65.00 Per Case for .22 AMMUNITION, SHORTS OR LONGS**

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**CLEAN UP SALE**

1 Shoot the Chutes . . . . . \$ 85.00
1 Baiting Practice . . . . . 119.50
1 Cattle Lung Tester, Floor Model . . . . . 45.00
6 Late Muto, Photomaties, Each . . . . . 1,000.00
1 Abbott Money Counter, 1¢ to 50¢ . . . . . 125.00

All Equipment in A-1 Condition. Prices Include Crating. 50% Deposit, Balance C.O.D.

**ASSID**  
P. O. BOX 582 LANSING, MICH.



# COINMEN YOU KNOW

(Continued from page 135)  
duction has not moved into high gear at Jennings, but the output of bell machines is moving closer to meeting demands. Mac MacLaughlin, assistant sales manager of O. D. Jennings, has given up old King Nicotine and is

having a fine time resisting the habit.

W. C. EDEN, range and rifle sport executive at the ABT Manufacturing Corporation, is readying an announcement to the trade on new range equipment to be released any day and is kept busy hours on end completing plans. . . . R. E. (SMITTY) SMITH, parts manager at Buckley's Trading Post, has heaved a sigh of relief the past few days as his son, Jerry, who has been in service over four years, is on his way to St. Louis where he will be separated from the coast guard. Two other sons, Ted, who was in the army signal corps, and Tom, who was a chief petty officer on a sub chaser, have been discharged from the service.

KENNETH C. WILSON, head of Amalgamated Distributors Company here, has purchased the arcade concession at Silver Beach, St. Joe, Mich., and expects to spend much of his time getting it in shape for the resort season. . . . OTTO OBERHAMMER, one of the foremost amusement park and concession booth designers, will design the new arcade layout for Wilson.

ED HUGHES, plant superintendent at Exhibit Supply, has but a few holes to plug in his assembly and inspection ranks, and the firm production will be set to go all out, depending only on materials. Showroom at Exhibit is finally completed and is "a thing of beauty." All available equipment being produced by Exhibit is on display and makes an unbelievable array of equipment—all in tip-top shape.

CLAUDE KIRK, formerly with Exhibit Supply, dropped in at the old headquarters to hobnob with the boys and carry tales of coin machine operation in his present ball yard—Montgomery, Ala. Frank Mencuri, new assistant sales manager, under John Chrest, came to the firm with many years' coin machine experience and is finding himself "at home" under his new arrangement. . . . WILLIAM B. PREDDY, director of Cooler & Carton division, of the Grapette Company, Camden, Ark., spent several days in Chicago contacting manufacturers in quest of cup and bottle venders for his product, which is to be vended thruout the United States as soon as venders are available.

HY FRUMKIN, Wisconsin salesman for James H. Martin Company, has earned himself the nickname "Snowshoes," in keeping with his wintery travels up North selling Jimmy Martin's Martinolas and record lines. . . . While JACK PASCHKE is spending frequent well-earned vacations of a day or two at a time at his resort home, Ray Gallet, Paschke's son-in-law, is managing the business with a capable hand.

BERT KLAPPER, Bay State Music Company, Boston, and David S. Bond, Trimount Coin Machine Company, also of Boston, were in the Massachusetts delegation. . . . NELS L. NELSON, Automatic Games Supply Company, St. Paul, was here.

## Half Billion Disks In '46, Says Maker

NEW YORK, March 23.—Phonograph operators heard with pleasure that the U. S. record industry this year hopes to reach a total output of 500,000,000 disks.

Prediction of this tremendous production came from William C. Speed, president of Audio Devices, Inc., manufacturer of recording disks, at a press luncheon. He reported a marked improvement in raw materials for manufacture of platters.

### WE ARE FACTORY DISTRIBUTORS FOR THE FOLLOWING COMPANIES:

Williams Mfg. A.B.T. Mfg.  
Mills Novelty Genco  
D. Gottlieb Bally Mfg.  
Chicago Coin Exhibit Supply  
Packard Mfg. Co.

### New Machines on the Floor:

SUSPENSE  
GOALEE  
STAGE DOOR CANTEN  
VICTORY DERBY  
UNDERSEA RAIDER  
VEST POCKET BELLS  
BLACK CHERRY BELLS  
PLA-MOR WALLBOXES

3 Rapid Fire Guns, Ea...\$125.00  
1 Shoot Your Way to  
Tokyo Gun ..... 125.00  
1 Singing Tower  
2 Seeburg Rollaways, Wireless

Terms: 1/3 Certified Deposit, Bal. C.O.D.

**STERLING NOVELTY CO.**  
669-671 S. Broadway, Lexington 20, Ky.

## USED RECORDS

100,000 Used Records  
From Juke Boxes  
Popular,  
Race and Hillbilly

10c Each Lots of 1000  
1/3 DEPOSIT, BALANCE C. O. D.

## Hermitage Music Co.

423 BROAD STREET  
NASHVILLE, TENN.

### ORDER NOW!

#### PHONOGRAPHS

Wurlitzer P12 .....\$119.50  
Wurlitzer 412 ..... 159.50  
Wurlitzer 42/500, Victory Model . 499.50  
Seeburg Rex in Charm Cabinet,  
Remote ..... 379.50  
Mills Throne ..... 325.00  
Rock-Ola 12 Records ..... 149.50  
Wurlitzer Counter Model #81 .... 149.50

#### ACCESSORIES

5c Coin Chutes for Wurlitzer 412-  
618-24-500-800 .....\$ 9.50  
Seeburg 24 Wall-o-Matics No Covers 9.50  
Wurlitzer #125 Box, 5-10-25c, No  
Covers ..... 5.00  
Seeburg 8D241Z Adaptor ..... 10.00  
Wurlitzer 412 Amplifier, Less Tubes 25.00  
Wurlitzer 618 Amplifier, Less Tubes 30.00  
Rock-Ola Amplifier, Less Tubes.... 25.00

WRITE — WIRE — PHONE

1/3 Deposit, Balance C. O. D.,  
F. O. B. New York

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632 TENTH AVE. NEW YORK 19  
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# WILL BUY FOR CASH

ALL MILLS ESCALATOR-TYPE  
**SLOTS**

ANY DENOMINATION, 2-4 or 3-5 Pay  
Any Quantity

WRITE, WIRE OR CALL

## MAYFLOWER DISTRIBUTING CO.

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ST. PAUL, MINN.

## FOR SALE

1 Mills 25c Gold Chrome, 3/5 P.O., Completely Rebuilt .....\$195.00  
1 Mills 10c Gold Chrome, 3/5 P.O., Completely Rebuilt ..... 175.00  
1 Mills 25c Brown Front, 3/5 P.O., Serial 444561 ..... 185.00  
1 Mills 25c War Eagle, 3/5 P.O., Knee Action, Club Handle, Baked Blue Enamel,  
Beautiful Machine ..... 165.00  
1 Mills 10c Tan Front, 3/5 P.O., Serial 431000 ..... 155.00  
1 Mills 5c Tan Front, 3/5 P.O., Serial 449654 ..... 145.00  
1 Mills 5c Brown Front, 3/5 P.O., Serial 387882 ..... 155.00  
5 Mills 5c Blue Fronts, 3/5 P.O., Club Handles, Knee Action, High Serials ..... 135.00  
4 Mills 5c Jumbo Parades, Consoles, C.P., Late Heads, Like New, Guaranteed ..... 95.00  
1 Gabel Phonograph, 24 Records, 5c Play, Good Working Condition, Cabinet Like New 85.00  
American Eagles, Marvel, Ex-Ray, 1c or 5c Play, Fruit or Cigarette Reels, Like New.. 18.00  
Diebolt Heavy Duty Double and Single Safes ..... Write  
New Mills 4 Bell Glasses, Fruit Design Set ..... 7.00

ALL SLOTS JUST OFF LOCATION AND IN PERFECT RUNNING ORDER  
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NEW GROETCHEN STANDARD COLUMBIAS...\$132.50  
RECONDITIONED STANDARD COLUMBIAS..... 75.00

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\$25 deposit for each machine—C. O. D. for the balance

Phone during the noon hour—4-1109, 4-1100

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338 Chestnut St.

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## Economy Supplies the Nation!

PHONO TITLE STRIPS, 55c PER 100

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## ECONOMY SUPPLY COMPANY

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# Coinmen in Cabinet Pinch As Lumber Ills Continue

WASHINGTON, March 23.—With lumbermen at all levels—from forests to lumber yards—chrousing an anguished plea for the lifting of all OPA controls to revive production, the situation in lumber was as knotty as ever this week.

Pinch in cabinet woods was being felt more and more among manufacturers of coin-operated equipment. According to trade sources, buying up of cabinet factories is being tried as a means of assuring some supplies. Substitution of metals and plastics was expected to provide only a partial solution.

Thus, coinmen trying to get post-war models of juke boxes and pin games rolling, are forced to look to Washington where it is felt the untangling of production bottlenecks must originate.

### Big Goal Set

Civilian Production Administration has set a goal of 32,000,000,000 board feet of lumber for 1946, but its forest products division indicated that "only the most favorable combination of factors" could accomplish this end.

Calls for taking off OPA ceilings for lumber were the unanimous answer of industry spokesmen to CPA's program. Representatives of the National Lumber Manufacturers' Association and of many retailers throught the country appeared at Congressional hearings on extension of price control legislation to urge exemption of the entire industry by act of Congress.

On the administration side, national housing expediter Wilson W. Wyatt said that both CPA and the

OPA will make "strenuous" efforts to reach production goals.

Already, OPA has raised price ceilings on certain types of raw lumber. Most recent adjustment is for certain thicknesses and grades of softwood plywood, with increases averaging 20 per cent.

The expected CPA order curtailing all commercial building in order to channel restricted lumber and other supplies to home building, has not been released to date. While this move is not seen as having any great effect on coinmen with regard to cabinet materials, it is expected to have a strong indirect influence on the trade from the point of view of locations.

With new construction of road-houses, night clubs and almost all amusement projects stalled for an indefinite period, many new locations figuring in coinmen's expansion plans would be out of the picture.

### NEWS DIGEST

(Continued from page 132)  
expansion once materials are available to produce machines.

**BOOKS**—Twenty-five-cent pocket-books, which have piled up sales running into millions in recent years, now are slated to be sold thru vending machines on national scale, according to a Manhattan firm. Five and 10-cent books were sold by vender before the war, and some of these machines are reported still in use. With increase of travel and heavy demand for reading en route, machines should be welcomed in railway and bus terminals as well as in smaller stores.

**PATENTS**—Several thousand documents on patents and industrial developments of Nazi Germany's industry now are being sorted and prepared for release to American business.

**TRAILERS**—First post-war exhibition of latest developments of the fast-growing U. S. trailer industry gave hint of great possibilities for opening of new coin machine locations. Newest trailers include dish-washing machines, air-conditioning units, shower baths, and latest gadgets for household in setting of most modern decorations and furnishings. Such homes on wheels should find quick approval with wanderlusting Americans, consequent expansion of trailer parks is expected to provide many locations for vendors of all types as well as phonographs and amusement games.

**SOFT DRINKS**—How hard the soft drink vender has been hit by the shortage of sugar was disclosed in reports from tax and industry sources. In Louisiana the State levy on soft drinks dropped sharply during 1945, tax officials reported, while one big soft drink maker showed a considerable decline in earnings as a result of the pinch on sugar.

**PUBLIC RELATIONS**—Manufacturers and operators alike joined the national campaign of Coin Machine Industries, Inc., to establish a broad public relations plan for the industry.

## Urges City Levy on Clubs' Admissions

CHICAGO, March 23.—Casting about for new sources of city revenue, a Chicago alderman has come up with the proposal for a municipal levy on admissions to night clubs, theaters and other types of amusements.

Proposal, offered by Alderman Wagner, calls for a tax of 3 per cent of the gate fee. It was estimated such a levy would cost Chicago entertainment seekers \$3,000,000 to \$6,000,000 per year.

## Gill Forms New Salesboard Co.

CHICAGO, March 23.—I. E. Gill, veteran production man with sales-board companies in Chicago and Philadelphia, has established his own manufacturing company, Gilco Products, Inc., 356 West Van Buren, Chicago.

Gill said his company now has a complete line of boards in production, and it is making arrangements for distribution throught the nation.

Before establishing his own company, Gill was connected with Superior Products, Chicago, and Globe Printing Company, Philadelphia.

### WATCH FOR BALLY'S MUSIC!

### NOW DELIVERING

<b>VICTORY DERBY</b> \$574.50	<b>FOR BALLY</b> <b>SURF QUEEN</b> \$289.50	<b>VICTORY SPECIAL</b> \$589.50
<b>BANGTAILS</b> J. P. or F. P. and P. O.	<b>FOR H. C. EVANS</b> <b>1946 MODELS</b>	<b>GALLOPING DOMINOES</b>
<b>BIG HIT</b> 5 BALL F. P.	<b>FOR EXHIBIT</b> <b>THEIR LATEST AND BEST</b>	<b>BIG HIT</b> 5 BALL F. P. MULTIPLE

COLUMBIA TWIN JACKPOT BELL, 1-5-10-25c PLAY MILLS BLACK CHERRY AND VEST POCKET BELLS  
GENCO TOTAL ROLL - - \$525.00 | CHICAGO COIN GOALEE - \$525.00

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### FRANKEL OFFERS MUSIC SPECIALS

<b>NEW PACKARD WALL BOXES</b> <b>\$36.95</b> NEW 30 WIRE CABLE AVAILABLE	Wurlitzer 950... \$775.00 850 .... 795.00 " Victory 500.. 545.00 Seeburg 8800 RC.. 645.00 8800 ES.. 625.00 Colonel... 445.00	<b>WURLITZER 120-5c BOXES</b> <b>\$29.50</b> PERFECT CONDITION
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**BALLY "SURF QUEENS" — Delivery NOW**  
**EVANS' "BANGTAILS" — 1946 Jackpot Model — Delivery NOW**

## FRANKEL DISTRIBUTING CO.

OMAHA 1209 DOUGLAS 2532 FIFTH AV. ROCK ISLAND, ILL.  
— CALL US BEFORE SELLING YOUR ROUTE —  
Phone: Atlantic 3407. R. I. 153.

IT'S HERE . . . IT'S NEW  
Now taking orders for the KEENEY BONUS SUPER BELL

Sample now on our floor  
Deliveries Begin in April  
Place Your Order Now!



\$74.50  
BUY THE MILLS NEW VEST POCKET  
Beautiful Blue & Hammerloid Finish

**MILLS NEW SAFE STANDS HAVE ARRIVED!**

An Item Long Anticipated By All Operators

Priced at \$22.50

**ROY MCGINNIS CO.** 2011 Maryland Avenue BALTIMORE 18, MD. UNIVERSITY 1800

### WANTED

Sell us now while prices are high—your phonograph and pin ball routes.  
Phonographs and pin balls bought on or off location.

### FOR SALE

<b>BOXES</b>	Mills 10¢ Original Brown Front . . . . . \$145.00
Seeburg 5¢ Wire Box . . . . . \$ 10.00	Mills 25¢ Original Brown Front . . . . . 175.00
Wurlitzer Wire, 5¢-10¢-25¢, As Is . . . . . 7.95	Mills 50¢ Original Brown Front . . . . . 375.00
Packard Pla-Mor Boxes . . . . . 22.50	Mills 5¢ Brand New Factory Rebuilt . . . . . 450.00
F. P. & K. Skee Barrel Roll . . . . . 229.00	Mills Brand New, Set of 3, Hand Load, 5¢-10¢-25¢, Each . . . . . 275.00
<b>SLOTS</b>	Evans Galloping Dominoes, Brown Cabinet . . . . . 69.00
Mills 5¢ Original Brown Front . . . . . \$125.00	

### AMERICAN VENDING CO.

810 5th St. Miami Beach, Fla. 1891 Coney Island Ave. Brooklyn, N. Y.

### PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 28)

**ONE MORE TOMORROW** (Remick), sung by Anne Sheridan in Warner Bros.' "One More Tomorrow." National release date not set.  
**PERSONALITY** (Burke-Van Heusen), sung by Bing Crosby, Bob Hope and Dorothy Lamour in Paramount's "Road to Utopia." National release date—March 23, 1946.  
**TOMORROW IS FOREVER** (Advanced). Background theme in International's "Tomorrow Is Forever." National release date—March 22, 1946.  
**WAIT AND SEE** (Felst), sung by Kenny Baker in Metro-Goldwyn-Mayer's "The Harvey Girls." National release date—December, 1945.  
**WHO'S SORRY NOW** (Mills), sung by Lisette Veres in David L. Loew's production, "A Night in Casablanca." National release date not set.





# INTERNATIONAL MUTOSCOPE CORPORATION

LONG ISLAND CITY 1, NEW YORK

*Takes Pride in Announcing the Appointment of the Following Distributors*  
**FOR—PHOTOMATIC\*—PHOTOFRAMES\*—CHEMICALS & SUPPLIES**

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**IDEAL NOVELTY CO.**  
 Carl Trippe  
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 BRANCH OFFICES:  
 Mo. Tavern Supply Co. Kansas City, Mo.  
 219 E. Pershing St. Address to be  
 Springfield, Mo. announced later  
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**KANSAS AND MISSOURI**

**LEADER SALES & DISTRIBUTING CO.**  
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 Lewis H. London and  
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 FLORIDA  
 In cooperation with H & L DISTRIBUTORS, INC.  
 708 Spring St., N. W., Atlanta, Ga.

\*TRADE MARK



# Varied Venders Viewed in East

## NATD Meet Draws Mchs.

**Cig, stamp, candy and nut dispensers catch trade eye of tobacco men in N. Y.**

NEW YORK, March 23.—Most varied display of vending machines since pre-war days was assembled March 17-21 at the Eastern NATD's Modern Merchandising Fair in the Hotel Pennsylvania's Salle Moderne and Penn Top Room. Exhibits were not limited to the cigarette vending machines, as candy, peanut, and postage stamp machines were also shown by manufacturers and distributors.

In the Salle Moderne, L. H. Cantor, Inc., representative for National Vendors, displayed artist pictures of new machines which will be displayed in about 30 days, according to A. L. Horth. On hand to talk over features of the machines, besides Horth and L. H. Cantor, were Al Diedrich, sales manager for National Vendors, and Tom Donahue, factory man. Walter Strauss, of the Boston office of L. H. Cantor, also put in an appearance. Horth further stated that his company would open a New York or New Jersey office soon.

### New Stamp Vender

Al Cohn, Asco Vending Machine Exchange, Newark, N. J., was on hand in the Salle Moderne with models of his 5-cent roasted nut vending machine and two models of one-cent peanut machines. A new type folder postage stamp vending machine with a 5-cent slot for one 3-cent stamp and a penny stamp, and a 10-cent slot for one air mail and (See East Views Varied on page 146)

## Delivery Now On New 74-Bar Candy Vender

MADISON, Wis., March 23.—J. W. Coan, president of Coan-Sletteland Company, Inc., manufacturer of U-Select-It candy vending machines, reported that the firm now is making deliveries on its 74-bar vender. Machine is made in the company's factory here.

"We will have three models," Coan declared. "Our 74-bar machine is now in full production and is being delivered. Our next model, which will be available as soon as materials can be had, is our 110-bar machine, and then we will begin production of our large de luxe model. It will hold 250 bars, and will be fully selective. It can be had with or without an air-conditioning unit."

Coan estimated that there are nearly 40,000 of his company's venders now in operation throughout the United States, retailing approximately \$12,000,000 worth of candy a year even in the face of present shortages.

The manufacturer pointed out that his firm has long stressed the need for spotless cleanliness in the vending of candy. In line with this policy, the machine cabinets are finished in baked white enamel and operators are supplied with baked white service trays. They also are urged to dress their service workers and routemen in white uniforms and to insist that candy be handled in the same careful manner that should be used with other foodstuffs.

## Riddell Vender Firm Enlarges

PASADENA, Calif., March 23.—Pas C. Riddell, well-known vending machine distributor on the West Coast, is building an addition to the Riddell Company warehouse here which will double present space.

Construction is part of Riddell's long-range planning when he moved the firm to new quarters at 140 North Fair Oaks Avenue a year ago. At that time he selected a vacant property with plenty of room for parking space and new building such as is now in progress.

Enlarged warehouse is to be completed by mid-April.

## Peanut Growers Plant Big Crop

FORT WORTH, March 23.—Peanut crop in the Southwestern States for 1946 will equal or exceed last year's plantings, according to State delegates at a recent meeting of the Southwest Peanut Association.

Texas representatives said that current plantings of 1,000,000 acres would produce a crop roughly equivalent to the 1946 output. Oklahoma men predicted a 25 per cent increase.

William J. Mulcahy Jr., Dallas peanut broker, told delegates that peanut prices had jumped from 25 cents to around \$2.50 a bushel since the war, with the government committed to support the 1946 crop until July 15.

Meeting elected three representatives to sit in on a scheduled peanut session of the Commodity Credit Corporation in Washington.

## Sales of Ice Cream Double In War Years

### Borden Says Trade Up

NEW YORK, March 23.—Forecasts of a great upsurge in ice cream sales were given additional support this week as the Borden Company reported that its sales of ice cream has almost doubled in the last five years.

The company did not announce any specific figures, but it said that ice cream division sales now make the largest contribution to its total earnings. Firm deals in fluid milk and all varieties of milk products.

In recent months, however, manufactured milk products were curtailed sharply by the large demand for fluid milk in its dairies, the report said.

Total sales of the company and its U. S. and Canadian subsidiaries reached an all-time high of \$459,454,880 last year, according to Theodore G. Montague, president. This was an increase of 12 per cent over 1944 sales, when the former high of \$410,478,189 was established.

Net income was \$12,093,972, equaling \$2.85 per share of common stock.

New construction planned by the company includes a fluid milk plant at Oklahoma City and a milk and ice cream plant at Milwaukee.

Montague said the dairy industry in 1946 faces a number of problems arising from the end of federal subsidies, which amount to about 2 cents a quart. He declared that distributors now operate on such narrow margins that they cannot afford to absorb any further price increases.

## New Co. Plans Book Vending

NEW YORK, March 23.—Newest entry into the pocket-size book vending field is the Automatic Book Vending Company, 381 Fourth Avenue, headed by Irving and Milton Goldstein. Popular 25-cent books now on the market will be vended thru a coin-operated machine designed by the brothers.

Manufacturing plans are not completed as yet, according to Irving Goldstein, who plans to leave for Chicago within a few days to complete production plans for the new concern. It has already signed one of the largest book digest firms for coin-operated retailing, he said.

## Name Clyde Rammo, O. D. Bleakley for Launderall's Staff

DETROIT, March 23.—F. L. Jacobs Company announces appointment of two new executives for Launderall, automatic washing machine division of the firm.

Clyde Rammo has been named assistant sales manager, and O. D. Bleakley gets the post of national service manager, according to Edward A. Ash, director of Jacobs's appliance division.

In addition to Launderall, the company manufactures a coin-operated beverage vender and a variety of automotive products.

## Says Gum To Be Scarce Despite Sugar Increase

CHICAGO, March 23.—Despite recent upping of industrial sugar quotas, shortages of raw materials continue to restrict the William Wrigley Jr. Company's chewing gum output, according to Philip K. Wrigley.

There is no immediate prospect, said Wrigley this week, that other pre-war flavors will be added to the Spearmint line now in production. Spearmint to meet demands, he said.

This information followed release of the company's annual report, which also emphasized that return to peacetime operation has meant little improvement in the supply of materials, and that gum productions must continue limited.

Net earnings of \$5,913,619, or \$3.01 a share, were reported for 1945. This included a tax credit of \$702,122. Comparative figures for 1944 show earnings of \$6,307,423, or \$3.15 a share.

## Canada Hikes Sugar Allotment 10% for Candy, Soft Drinks

TORONTO, March 23.—Canadian soft drink, ice cream and candy makers will get an additional 10 per cent quota of sugar effective April 1. This will jump the allotment for industrial users to 60 per cent, but it still is 10 per cent below that of a year ago.

Like a similar increase in the U. S., this should bring more candy and soft drinks onto the market as the summer buying season opens.

Canadian confectioners and bottlers point out that they have suffered more than householders during the war, as no increases were ordered to care for the rise in population and purchasing power.

**BRAND NEW IMMEDIATE DELIVERY**



Master Novelty 1¢ Vender. Vends all kinds of Nuts, Candies & Ball Gum with no extra attachments required. **\$13.95**

**SEND FOR PRICE LIST OF ALL TYPES OF VENDING MACHINES**

Terms: 1/2 Cash With Order, Bal. C.O.D., F.O.B. Newark, N. J.

**ASCO VENDING MACHINE EXCHANGE**  
55-57-59 Bronford Street - Newark 5, N. J.

WHEN YOU WANT THE BEST IN VENDING MACHINES AND MERCHANDISE

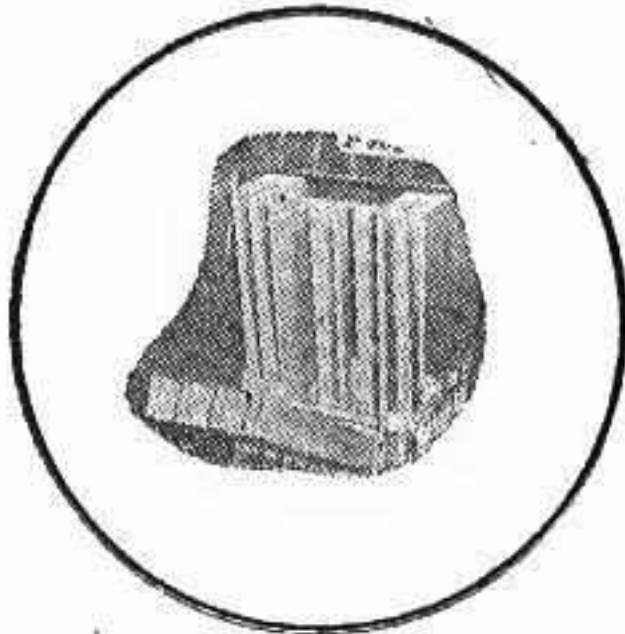
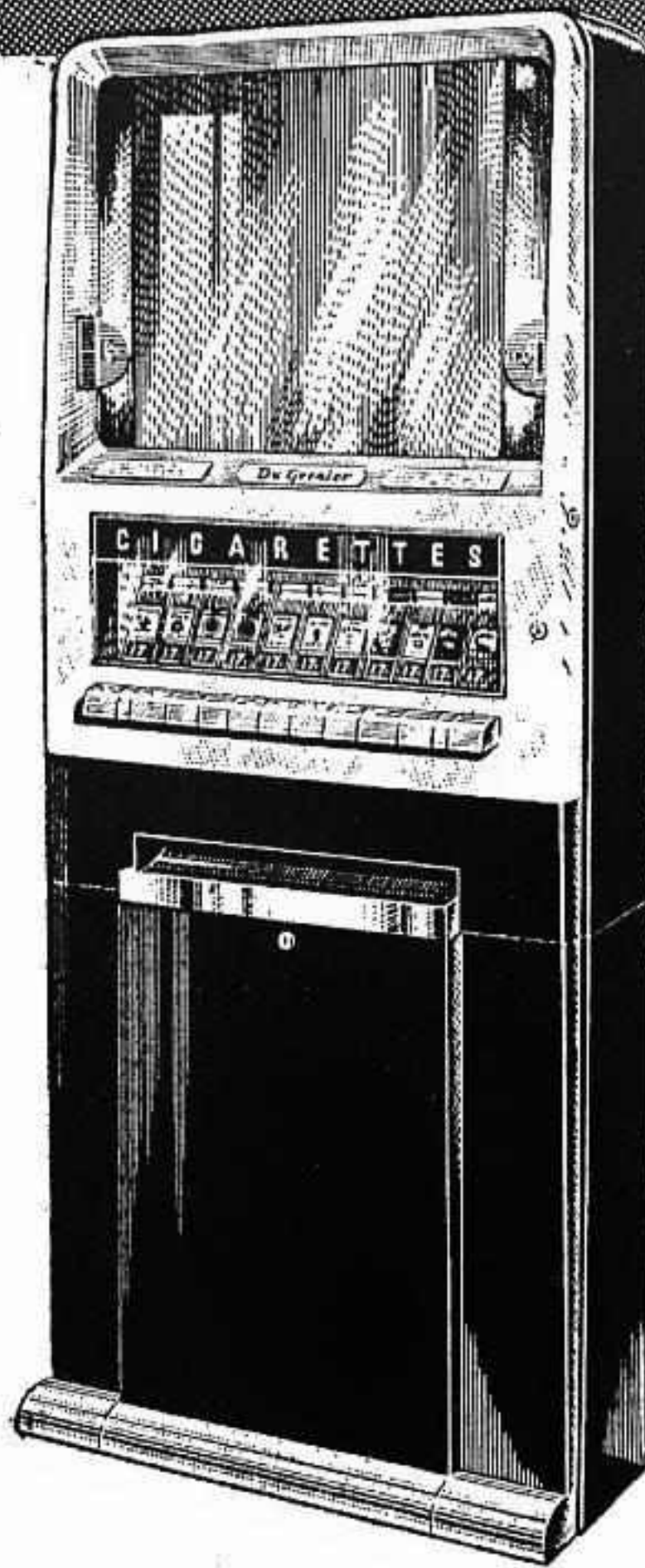
ALL YOU NEED TO KNOW IS

**J. SCHOENBACH**

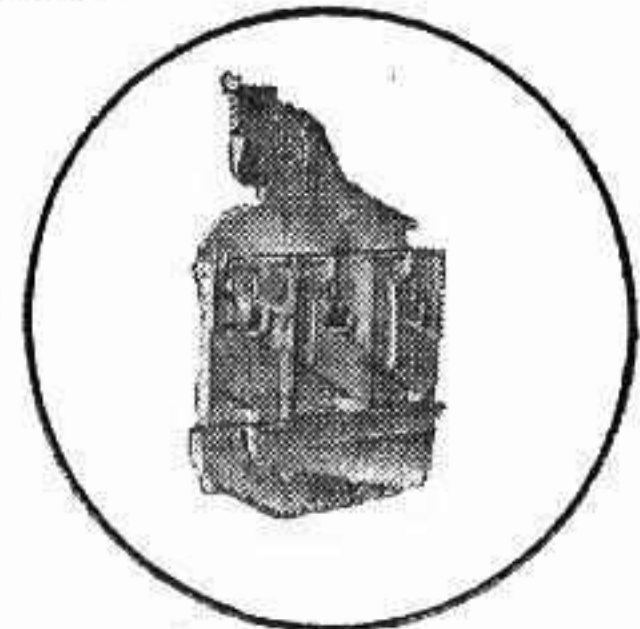
DISTRIBUTOR OF  
ADVANCE VENDING MACHINES  
1643-1645-1647-1647A Bedford Av.  
BROOKLYN 25, N. Y.



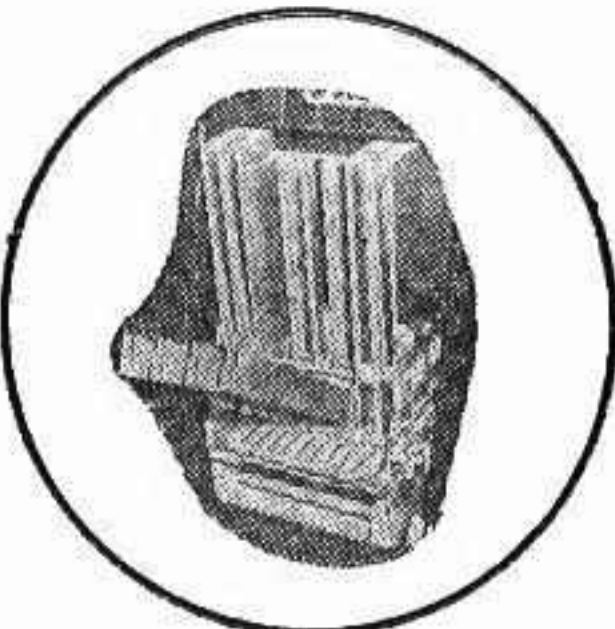
**These Features Make The**  
**Du GRENIER Challenger**  
**AMERICA'S FOREMOST CIGARETTE MERCHANDISER**



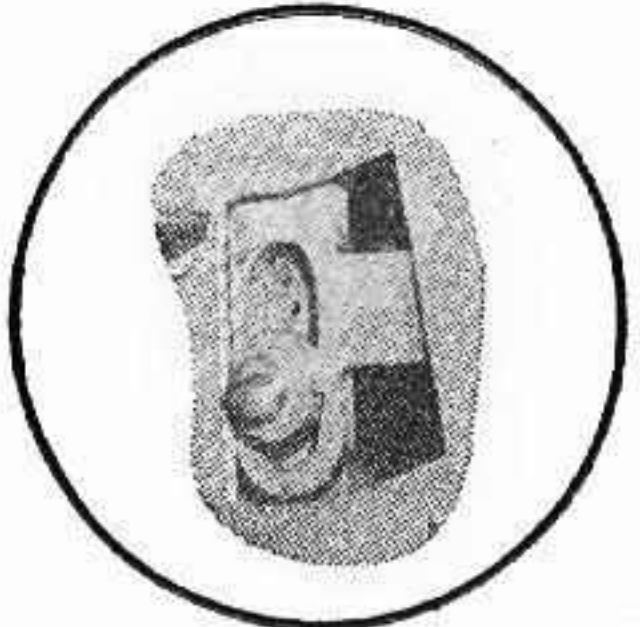
Centrally located match delivery unit. Every regular and auxiliary column will accommodate king-size packages.



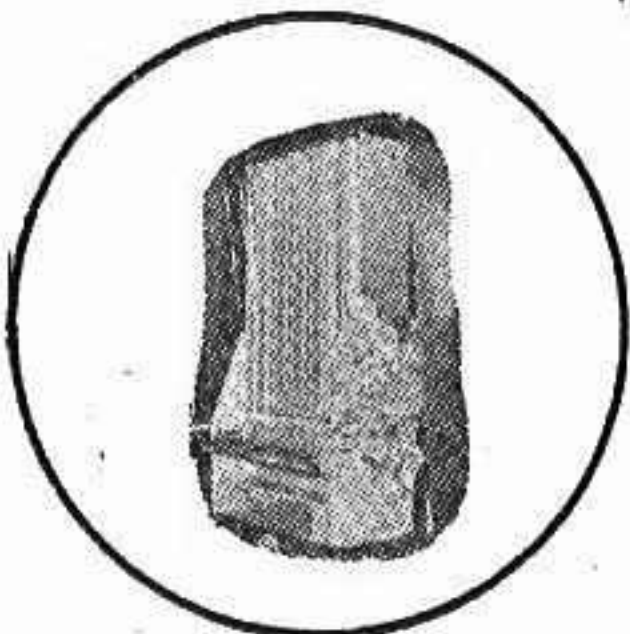
Single Coin Insert. Speedy Coin Drop.



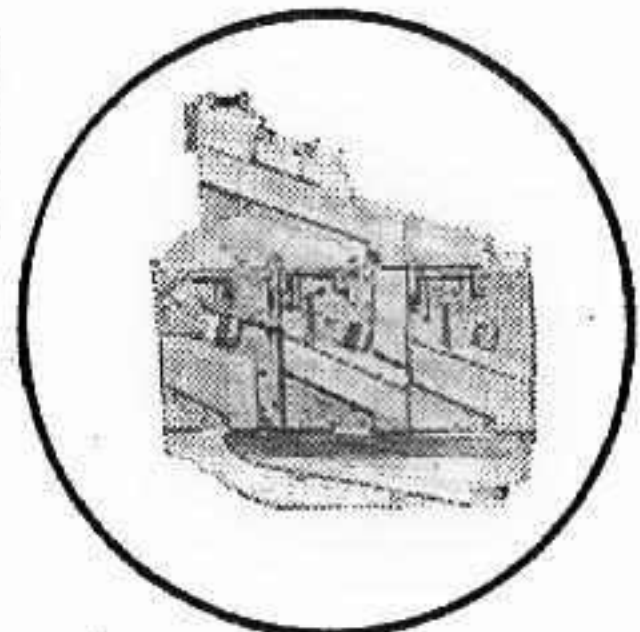
Entire unit and mechanism readily accessible. Operating unit moves forward in cabinet in two positions by use of operating handle.



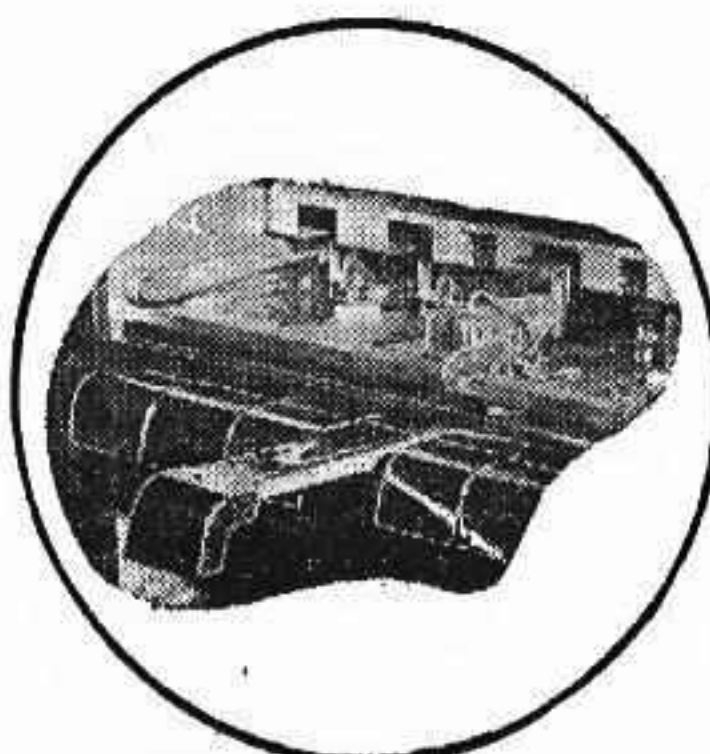
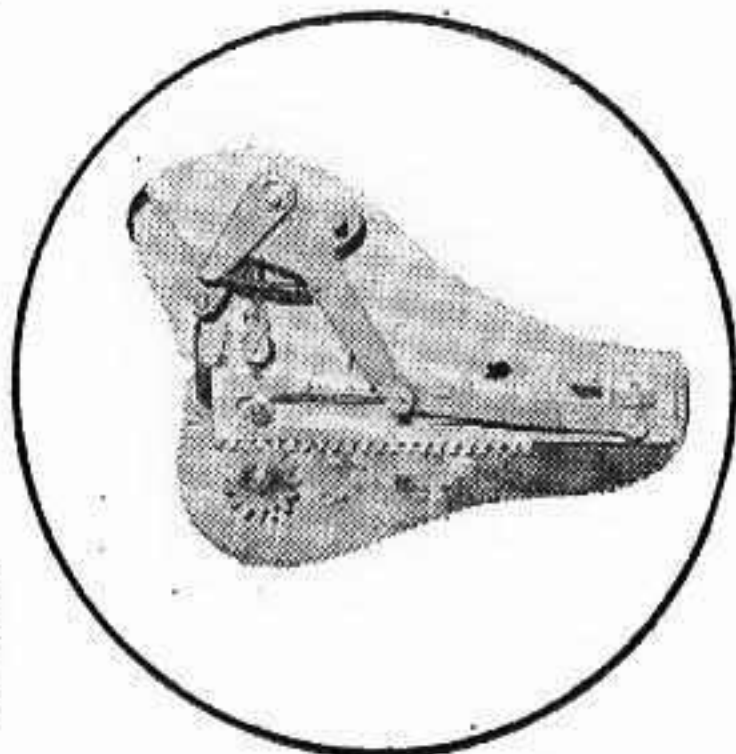
Simple, compact lower coin mechanism, only one adjustment.



Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings.



Mechanism operates on nickels, dimes (and quarters—optional). Separate slug rejectors for nickel, dime (and quarter—optional).



Ejector handles are formed steel sections. Revolutionary-type ejector eliminates all package load on delivery mechanism. Positive empty column lock-out device.

**ARTHUR H. Du GRENIER, INC.**

America's Foremost Manufacturer of Automatic Merchandisers  
 15 HALE STREET, HAVERHILL, MASS.



## East Views Varied Venders; NATD Meet Draws Machines

(Continued from page 144)  
one penny stamp, was also displayed by Cohn. Sam Kosloff and Sam Goldman, package candy men, also shared the booth with Asco.

Only the universal concern present was National Vending Service Company. It displayed no machines in its booth, but was represented by Bill Furst and Bill Schwartz.

In the Penn Top Room, U-Need-A Venders displayed its new line of cigarette vending machines. J. Breidt, Ben Becker; Andrew Bonner, service manager; O. H. Fineberg, Detroit; Al Price; Abe Fineberg, Boston; Lester Paul, E. F. Corrison, Felix Matz, Herman Leiter and Joseph Tolomeo were on hand to answer questions of the hundreds of operators who attended the show.

### Electric Model Shown

"Bip" Glassgold, of Arthur H. DuGreiner, was on hand with his firm's models of new cigarette vending machines and a candy vending that has just been added to its line. Also on hand for DuGreiner were Ralph Littlefield, Robert Kline and Julius Levine. "Unusually heavy" coin machine operator traffic was reported by Glassgold.

Hal R. Mecks, sales manager for Eastern Electric Vending Machine Corporation, was present to explain the two models of the new electrically operated cigarette vending machines that the firm displayed. Located in a corner of the room, crowds of curious operators made it almost impossible for everyone to view the machine that vends a pack of cigarettes by means of an electric impulse. Joseph P. Marcelle, president of the firm, and Jack Golden, Charles J. Chartress, George Holloway, J. di Tona and M. S. Storr were also present to answer questions.

Mecks said, "Delivery on the backlog orders will be started in April, and regular delivery of the electric cigarette vending machine will begin in May. Work on electrically operated vending machines for other fields will also be started soon by the firm, Mecks said.

### Plan Cigar Vender

Robert Green, president of Rowe Manufacturing Company, was on hand with Jack Mill, John Moran, George Seedman, Arthur Gluck, Dick Geuss and Charles Link to discuss the firm's new line of cigarette vending machines, four of which

## Arcade Session In N. Y. March 28

NEW YORK, March 23.—Barnett R. Kewens, executive secretary of the Arcade Owners' Association of America, announces that the next meeting of the organization Thursday (28) at 8 p.m., in the Park Central Hotel here will feature the formal installation of newly elected officers of AOAA.

Refreshments will be served after the meeting. Al Blendow, International Mutoscope, is president of the organization.

were displayed in the Penn Top Room.

His firm will eventually manufacture cigar vending machines, Green stated. Favorable comment was made by operators on the word "cigarettes" lighting up in the mirror of the Rowe machines.

Most of the manufacturers present complained of the steel shortage, as well as the shortage of lumber for packing cases. Deliveries of most of the firms are said to be starting next month.

Operators attending said the four-day affair had the heaviest accent on coin-operated vending machines of any session since pre-war days. Operators from as far north as Canada and as far south as Florida attended.



HUGO W. AHLIN (right) and his son, of Stockholm, both of whom were in uniform during the war. Before the end of 1945 Ahlin Sr. arrived in Chicago to get an early peek at the new products which coin machine manufacturers were preparing to offer to the trade. He spent many weeks in the coin machine capital of the world and said Sweden would be a bigger customer than ever during the coming years. He also represented the trade of operators in Sweden.

## Unveil 1,000 Drink Vender by Challenge

CHICAGO, March 23.—Challenge Industries this week unveiled its cup soft-drink vender, for which it claims a capacity of 1,000 drinks, at company headquarters in the Field Building here.

Machine, which weighs about 700 pounds and is about the standard size of cup venders for theater lobbies and other locations, will serve its maximum capacity of drinks without reser-ving, according to Richard Cole, sales promotion manager. It connects directly to the city water supply, but also has an alternate water source in a container which will hold enough for 500 drinks, he said.

Cooling mechanism is made to cool water and sirup immediately after installation, Cole declared. It also carbonates the drink. Sirup, cups and carbonation unit all may be reached thru the front door.

### Structural Steel

All mechanical parts are assembled on a structural steel chassis, and the outer panels may be removed without disturbing the mechanism, he reported. Sirup and water containers are of stainless steel.

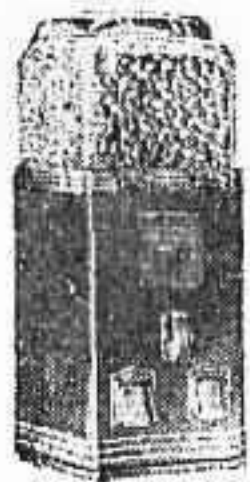
Coin mechanism includes two devices to keep count of sales and receipts. One is an automatic register which Cole said keeps an accurate visible record of each drink dispensed. It is electrically operated. The other is a coin counter attached to the coin box.

Coin selector, which company officials declared could be taken out in 10 seconds, is described as a "safety interlock retractor and slug protector." They said it would return coins in event of any failure, whether of sirup, water, cups or power.

Cup delivery system was described as the "positive spiral release" type which insures cup drop, Cole said.

Mixing valve is made to serve sirup in proportion to water regardless of the size of drink without loss of carbonation.

SOL KREISBERG, former coin machine operator of Newark, N. J., was married to Marion Goldstein in Atlanta March 15.



BRAND NEW  
NORTHWESTERN  
DELUXES  
\$19.75

Write for Quantity  
Prices

Authorized Northwestern  
Distributor.

MILLS BRAND NEW  
BLUE AND SILVER  
VEST POCKETS  
\$74.50

### USED COUNTER GAMES

Marvels, Cigarette Reels only, 1¢ or 5¢ Slots. Ea. . . . . \$19.50  
Kicker & Catcher. Ea. . . . . 29.50  
Steepchase New. Ea. . . . . 19.50  
Lots of 5. Ea. . . . . 17.50  
Yankee, Klix, Wings, Pok-o-Reels (Divisor Models). Ea. . . . . 12.50  
Sparks with Gold Award, like new. Ea. 29.50  
A.B.T. Guns, Model F, blue cabinet and challengers, late model, thoroughly reconditioned, like new. Ea. 35.00  
Stands for these Machines. Ea. . . . 4.00  
Mills Vest Pockets, Blue and Gold. 54.50  
American Eagle, Like New . . . . . 24.50

### COLUMBIA BELLS, \$132.50

NEW IMPROVED 1946 MODELS  
IMMEDIATE DELIVERY

Changeable to 1, 5, 10, 25¢  
Play on Location.

Columbia Makes More Money F-A-S-T-E-R  
—Costs Less.

### CONSOLES

All in Perfect Condition  
Hi-Hands. Ea. . . . . \$189.50  
Paces Reels, with or without Railing 79.50  
Big Top . . . . . 99.50  
Fast Time . . . . . 99.50  
Club Bell, Combination . . . . . 250.00  
Silver Moon . . . . . 109.50

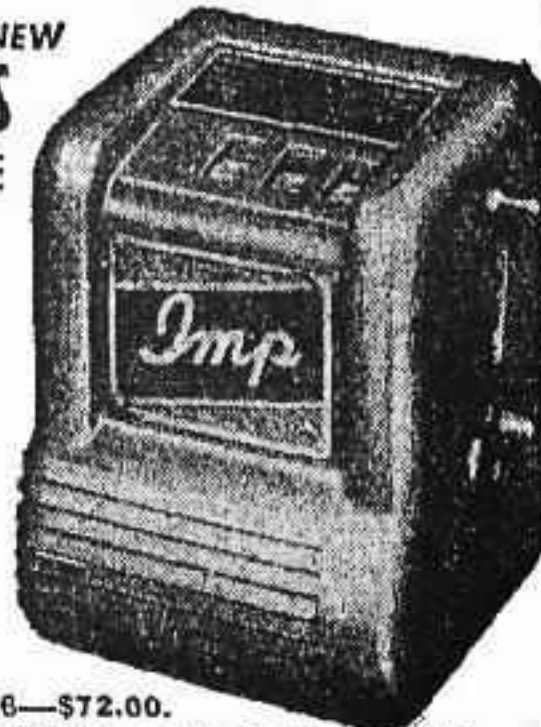
### USED MACHINES

NORTHWESTERN DE LUXE, Like New \$16.95  
Duplex, 2 Globo, All-Aluminum Base. Ea. 12.50  
U-Chu Ball Gum Machines, Chrome Base. Ea. . . . . 6.50  
Columbus Bi-Mor, 2 Globo, Floor Model Peanut Machine. Ea. . . . . 22.50  
Brand New Stamp Machines. Ea. . . . \$17.50

DEPOSIT REQUIRED WITH ALL ORDERS

### START A PROFITABLE ROUTE WITH THE WORLD'S SMALLEST IMP

BRAND NEW  
IMPS  
CIGARETTE  
OR  
FRUIT  
REELS  
•  
1c or  
5c  
•  
Sample  
\$13.50



Carton of 6—\$72.00.  
5 or More Cartons. Each Carton—\$60.50.

### PIN GAMES—USED

Each	Each
Gun Club . . . \$79.50	Invasion . . . \$99.50
Metro . . . . 59.50	Midway . . . . 175.00
Invation . . . 99.50	5-10-20 . . . 132.50
Clitok . . . . 74.50	Marvel . . . . 125.00
Ten Spot . . . 59.50	Streamliner 189.50
Dble. Feature 40.00	Bombardier 109.50
Four Roses. 82.50	Shangri-La. 125.00
Action . . . . 125.00	Jeep . . . . . 119.50
Pin Up Girl 90.00	Spot-a-Pool. 74.50
Bela Way . . . 85.00	Venus . . . . . 92.50

### MUSIC

All in perfect working condition

Wurlitzer 12 . . . . . \$149.50  
Rock-Ola 12 . . . . . 149.50  
Wurlitzer 600R, Victory Model . . . . 500.00  
Wurlitzer 600K, Victory Model . . . . 525.00

### CIGARETTE MACHINES

Look like new and work to perfection  
U-Need-a-Pak, 9-12 Cols. Ea. . . . . \$59.50  
DuGreiner 7 Col. Model VD . . . . . 72.50  
DuGreiner 11 Col. Split Champion. Ea. 95.00  
DuGreiner 7 Col. Model V. Ea. . . . . 69.50  
Stewart & McGulre 7 Col. Model S. Ea. 49.50

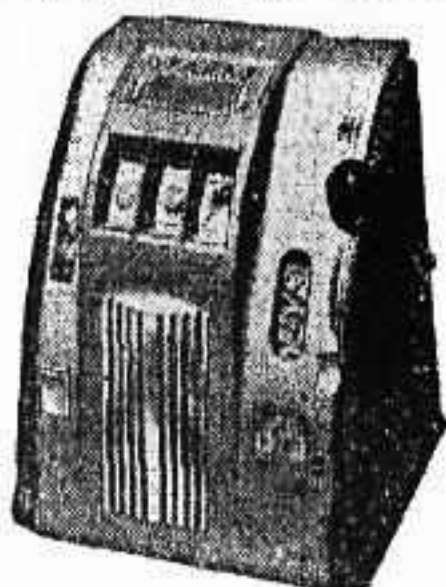
### SPARKS

1c or 5c  
Gold Award,  
reconditioned  
like new.  
\$29.50

Cigarette or  
sport symbols.

### AMERICAN EAGLES

Like new, 1c or  
5c, fruit or  
sport symbols.  
\$24.50



## Nehi Profit Drop Shows Sugar Pinch

NEW YORK, March 23.—Effect of the shortage of sugar upon the soft drink industry was further evidenced this week as Nehi Corporation reported a drop of 10 per cent in its profits during 1945.

Firm reported that its net earnings amounted to 86 cents a share on its 1,030,000 shares of common stock last year compared with 95 cents per share in 1944.

Report indicated, however, that company officials expect an increase in sugar allotment during the last half of 1946 in addition to the 10 per cent quota increase just granted.

Plans also were outlined for expansion of the marketing areas for its Royal Crown, Nehi and Par-T-Pak beverages in the "not too distant future." It was indicated that expansion plans include more intensive selling in present areas of distribution as well as extension of operations into new territory.

## Soft Drink Course At Oregon College

CORVALLIS, Ore., March 23.—Now comes a college fizz-water course.

Food and technology department at Oregon State College, in co-operation with the American Bottlers of Carbonated Beverages, is offering a short course in beverage production and plant operation.

It is one of three to be given thru-out the nation this year.

## WANTED

Need ten 3-gallon capacity Syrup Bottles for Best Quencher Drink Machines.

### BEVERAGE DISPENSING COMPANY

1751 Chester Avenue Cleveland 14, O.

### "SPECIAL"

100 1c-5c Comb. Nut Venders . \$ 9.95 Ea.  
25 1c 3-Col. Snack Nut Mach. 15.00 Ea.  
100 Pipe Stands, Clean . . . . . 8.00 Ea.  
25 1c Baseball Games . . . . . 10.00 Ea.  
50 5c Nut Venders, Brand New 12.50 Ea.  
Wanted: Candy—5c Nut Machines.

Cameo Vending, 432 W. 42d, 18, N. Y.

## RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

PHILADELPHIA 23, PA.



Progressive Operators are now ordering

**The New ALL ELECTRIC  
CIGARETTE VENDING  
MACHINE**

*"As Modern as Tomorrow"*

From all over the country and even from some foreign countries, orders and inquiries have been pouring in from progressive operators for Eastern's new All Electric Cigarette Vending Machine. Operators who want to keep abreast of the times realize that here is the finest cigarette vending machine yet produced—a machine whose positive silent operation and sleek modern beauty is truly "as modern as tomorrow."

**SIX REASONS WHY OPERATORS  
PREFER THIS MACHINE**

1. **Delivery several times faster than other machines.**
2. **Silent, safe, smooth and positive operation.**
3. **Precision-made inter-changeable parts.**
4. **Illuminated showcase displaying actual size of packages.**
5. **Built-in instantaneous price changing control on each column.**
6. **This machine has been given a working test equivalent to six years of normal operation.**

PRICE **\$159** F. O. B. FACTORY



Remember orders are being filled in the order received. Join the March of Progress in the trade and place your order today!

Exclusive Sales Distributors

**EASTERN ELECTRIC VENDING MACHINE CORPORATION**

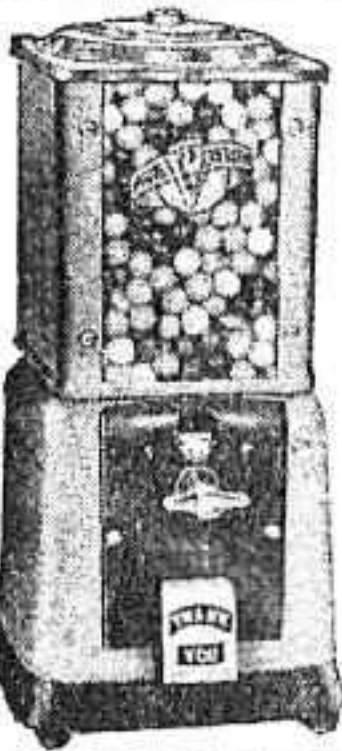
General Motors Bldg., 1775 Broadway, New York, N. Y.

Tel. Circle 5-7851

J. P. MARCELLE, Pres., MARIO CARUSO, Sec. & Treas.; HAL R. MEEKS, Sales Manager

Manufactured by C-EIGHT LABORATORIES  
Newark, New Jersey





**BRAND NEW!  
PROMPT DELIVERY!**  
Victor Model "V" 1¢ venders. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.  
Model "V" Standard Finish (glass globe) each... \$10.50  
Model "V" DeLuxe Cabinet (as pictured) each... 12.50  
Terms: 1/3 Cash With Order; Balance C.O.D.  
**R. H. ADAIR CO.**  
6924-6926 Roosevelt Rd., Oak Park, Ill.

# Forecast Early Price Hike By OPA on Cigarette Ceilings

NEW YORK, March 23.—Cigarette ceiling prices may be lifted within the next two or three weeks, with increases ranging from 25 to 50 cents a thousand.  
Geoffrey Baker, deputy price administrator, forecast the price rise this week at the Eastern convention of the National Association of Tobacco Distributors. Specific figures are cited as possibilities by industry spokesmen.  
How much of the price adjustment OPA will allow vending machine operators to pass on to consumers is a current subject for discussion. For an increase of 50 cents per thousand, it would be possible to raise the retail price one cent per package, according to trade sources, but a 25-cent-per-thousand rise probably would have to be absorbed elsewhere. When a decision is reached,

it will be merely a matter of decreasing the number of pennies inserted in packages for change.

### Seek More Smokers

Baker, who characterized the price increase as "a strong possibility," said that the move was being considered because of the rise in raw materials costs. Wartime high-volume sales did much to offset rising costs, he said, but this condition no longer exists.

Meanwhile, manufacturers are seeking ways to absorb the astronomical output they achieved during the war when the armed forces alone consumed 11,600,000,000 cigarettes monthly.

According to tobacco consultant Harry M. Wooten, cigarette makers may be expected to set an annual U. S. consumption of 400 billion as their goal. This would be 70 billion in excess of last year's level.

Because tariffs of foreign countries virtually bar American tobacco products for export, intention is to exploit untapped markets in this country. According to Wooten, the widespread use of vending machines will figure largely in domestic expansion. Convenience and efficiency of venders are cited as highways to bigger sales totals.

With expected price relief, it is predicted also that manufacturers will launch even heavier advertising and promotional campaigns than they have used.

## Soft Drink Tax Off 47% in La.

BATON ROUGE, La., March 23.—How hard Louisiana soft-drink dealers, including vender operators, have been hit by the sugar shortage was disclosed this week when Roland Cocreham, State revenue collector, reported that income from the State levy on soft drinks was off 47 per cent.

Collections of the tax totaled only \$52,578 for February, Cocreham said. This was 47 per cent less than in February of 1945. For the eight-month fiscal period ending February 28, collections of the levy totaled only \$689,807 compared with \$811,929 during the corresponding period of last year.

At the same time sharp rises in tobacco taxes and the sales levy indicated the booming state of general business. The levy on tobacco products jumped 62.4 per cent to a total of \$6,634,183 for the fiscal period with collections of \$839,481 in February. The 1 per cent sales tax brought in \$1,039,062 in February, an increase of 31 per cent. This brought collections for the eight months to \$8,120,194. Gasoline tax revenue rose 11 per cent, with February collections amounting to \$1,866,870. This pushed the total for the fiscal period to \$14,211,107.

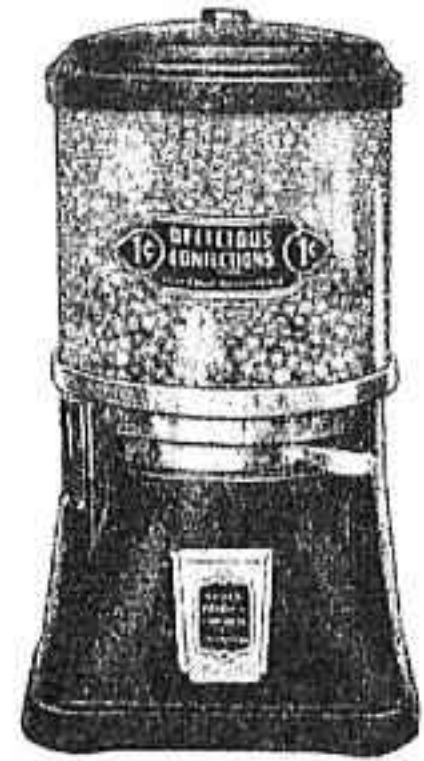
## Collins Named Prexy Of N. Y. Exec's Assn.

NEW YORK, March 23.—John T. Collins, president of the New York Automatic Canteen Corporation, was recently elected president of the Executives' Association of Greater New York.

Association seeks to encourage business, trade expansion and opportunities among its members.

In addition to his post with Automatic Canteen's New York distributing firm, Collins heads Canteen Distributors, Inc., a national organization of distributors.

## REGAL KING OF THEM ALL



There is an old saying, "A thing well begun is half finished." Starting in the vending machine business is very simple and once started you are in a fair way to build up a real business of your own.

Special discount to operators  
**REGAL PRODUCTS CO.**  
GAYS MILLS, WISCONSIN

### MARBLES

Boys, we have them. Glass, bright, assorted AGATE colors. The PERFECT substitute for Ball Gum.  
Barrel 50,000, Asst'd Colors, 9/8 Size... \$54.50  
Barrel 40,000, Asst'd Colors, 5/8 Size... 52.50  
Keg of 21,000, Asst'd Colors, 9/16 Size... 23.80  
Keg of 17,000, Asst'd Colors, 5/8 Size... 21.05  
2¢ for Cash in Full or 1/3 Deposit, Bal. C.O.D.  
**THOMAS NOVELTY CO.**  
1672 Jefferson St. PADUCAH, KY.

### COMPLETE SERVICE IN TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA, NEW MEXICO

## FAMOUS NORTHWESTERN BULK VENDERS, PARTS, SALTED PEANUTS

**MODEL 33**  
Less than 25... \$9.95  
25 to 99... 9.75  
100 or more... 9.60  
F. O. B. Factory

**BRACKETS  
CROSSBARS**

---

**STANDS**

16" Base, 1" Post, 4" Flange.  
In Stock Now.

Stands for Venders  
Medium Weight \$2.75  
Heavy Weight 3.05  
F. O. B. Dallas

COMPLETE STOCK NORTHWESTERN PARTS EXCEPT GLOBES AND LOCKS

## FISHER BROWN

2101 S. ERVAY DALLAS 1, TEXAS

### WESTERN PA., OHIO and WEST VA. OPERATORS

PLACE YOUR ORDER TODAY FOR THE  
**WORLD'S FINEST BULK VENDERS**  
DELUXE *Northwestern* MODEL 33

Lots of 100 or More... \$18.95	Lots of 100 or More... \$9.60
Lots Less Than 100... 19.50	Lots Less Than 100... 9.75
Lots Less Than 25... 19.75	Lots Less Than 25... 9.95

Time payments available on quantity purchases. 1/3 down, bal. 6 or 12 mos.

### AMERICAN DISTRIBUTORS

1349 5th Avenue PITTSBURGH, PA.      423 Franklin Street JOHNSTOWN, PA.

### "Master" No. 77 Penny-Nickel Vendors

**READY FOR DELIVERY!**  
EASY TO OPERATE—START A ROUTE NOW!  
"THEY TAKE IN THE MOST MONEY RIGHT ALONG" ISN'T A SLOGAN—IT'S A FACT!

Capacity—5 lbs. of Pistachios or 1000 Balls of Gum or Peanuts or other products—proportionately.

**\$15.63** In Lots of 5 or More { Orders Filled in Rotation  
Mail Yours—Today!  
1/3 Deposit, Balance C. O. D.

**TRI-STATE VENDING CO.** 561 10TH AVENUE NEW YORK 18, N. Y.

Two Tone, Tan and Green, Porcelain Fin.

### CIGARETTE VENDING MACHINES

**DuGRENIER**  
"CHAMPION"  
9 Col. .... \$89.50  
"CHAMPION"  
7 Col. .... \$77.50  
MODEL "S"  
7 Col. .... \$40.00  
**ROWE ROYALS**  
10 Col. .... \$92.50

**ADVANCE**  
**CANDY MACHINES**  
With Floor Base \$37.50  
Without Floor Base 30.00

**REPLACEMENT PARTS & MIRRORS**

Reconditioned by New York's Leading Mechanic! Refinished—Like New—Ready for Locations!

1/3 Dep., Bal. C. O. D.  
**UNEEDA VENDING SERVICE**  
100-102 Schales St. Brooklyn 6, N. Y.

### VICTOR'S MODEL "V" Famous Pre-War Vender

**GLOBE TYPE**  
Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 5/8" ball-gum.  
Model V Globe Type, \$10.50 Ea.  
Model V Del. Cab. Type, \$12.50 Ea.  
Model V Wall Bracket, 65¢ Ea.  
Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation  
1/3 Deposit, Balance C. O. D.  
**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 Sackman St., Brooklyn 12, N. Y.

### WORLD'S FINEST PRECISION BUILT 5 CENT BULK VENDOR

CAN TAKE IN \$30.00 ONE DUMP  
DISTRIBUTORS WANTED  
KANSAS CITY EAST  
SALESMEN WANTED — OMAHA EAST  
Get in while there is no competition. Mass production means IMMEDIATE DELIVERY.

**LOS ANGELES MANUFACTURERS**  
Rm. 518, 448 S. Hill St., Los Angeles 13, Calif.

### DIXIE CUPS

For Automatic Beverage Dispensing Machines. Distributors.  
**JOSEPH J. MARCUS**  
235 East 42d St. New York 17, N. Y.



# Vender's Value in Getting Sales Usually Lost Given Emphasis at NATD Session

## Coin Machine Industry Figures Lead Forum of Cig Men

NEW YORK, March 23.—“Automatic merchandisers are designed to supplement personal selling, not to replace it,” said Aaron Goldman, manager of the G. B. Macke Corporation, Washington, at the Wednesday afternoon forum on vending machines of the NATD Eastern convention in the Hotel Pennsylvania here.

“Essentially, automatic merchandisers provide a necessary or convenient service where that service cannot be supplied as profitably by another method,” he added.

Besides Goldman, Robert Greene, president of Rowe Manufacturing Company, and “Bip” Glassgold, of Arthur H. DuGrenier, Inc., were asked to give short talks on the many phases of the vending machine business. Glassgold was taken ill the morning of the affair and his speech was read by a member of his firm to the tobacco and vending machine men who had gathered to hear the three speakers.

Goldman pointed out that during the war factories found it was to the advantage of faster production to have vending machines installed thruout the plants, as it was better for a worker to go 10 feet to get a bar of candy than 300 or 400 yards to a plant cafeteria—and waste that much time.

“Sales increased over 50 per cent during the war,” according to Greene, and no new machines were introduced.” He went on to add

that manufacturers of vended products are realizing that vending machines are an accepted fact. For example, he brought up the case of Old Gold cigarettes firm which, he stated, is advertising over the radio to buy Old Golds in vending machines or over retail counters.

Operators, Greene further stated, used to be satisfied with 10 packs a day. Now they get over 20 packs a day sold in each vending machine. Vending machines get lost sales, he added, sales that usually would not have been made in the past.

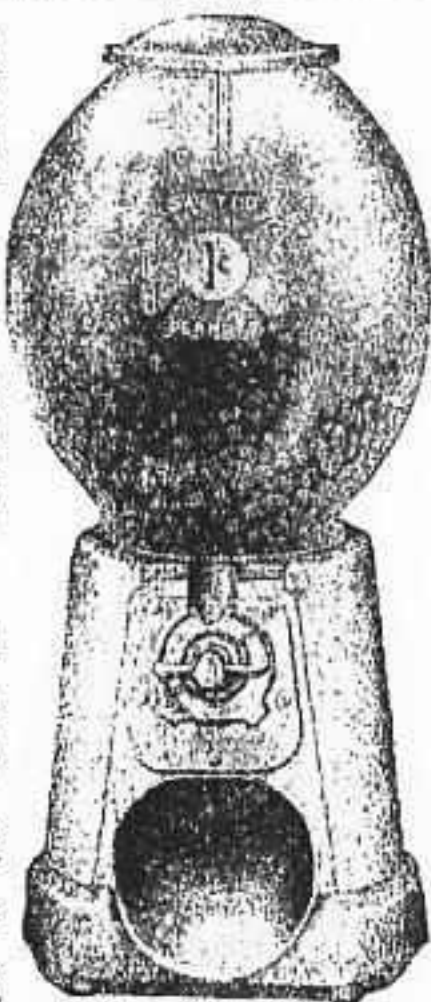
In conclusion, Greene urged each NATD jobber present to set up an automatic merchandiser department in his own firm. He stated that they could then reap the wholesaler's and the retailer's profit for their products “with cash for delivery every time.”

### New Machines

Frozen food vending by coin machines, Goldman predicted, will be a profitable operation for coin machine operators in the future. He also cited other new machines, such as hot dog vendors, as having profit potentials—depending on how well the engineering is in the machines.

Operators voiced the opinion that soldiers who have seen coin machines in army camps will be used to them now. They also believe that increased sales may be expected because of the addition of machines in small towns that did not use them before the war.

**MR. OPERATOR**  
We want you to know the real value of **ADVANCE** vendors



LOOK: 80 Lbs. #1 Salted Spanish Peanuts and 1 brand new Model 11 Advance Peanut Vendor, only \$26.98.

Peanuts Sell:  
80 Lbs. @ 60¢ ... \$48.00  
Less 20% to Location, 9.60  
Gross Prof. 38.40  
Machine & Nuts Cost 26.98  
Net Profit on Nuts \$11.42  
Machine Paid for, 9.38

Total NET Profit on Investment of only \$26.98, \$20.80

Beat that if you can. Order one or a hundred, 33 1/3 deposit with order. All prices subject to change as directed by OPA.

**THOMAS NOVELTY CO.**  
1572 JEFFERSON PADUCAH, KY.

## Northwestern Vendors



De Luxe Merchandiser . \$19.75  
Model "33" ..... 9.75  
Model "39" ..... 11.35  
Model 40 (4# Globe) . 7.20  
6# Globe, 15¢ Extra  
33 Ball Gum (3 1/2 # Globe) ..... 8.40  
(5# Globe, 15¢ Extra)

All Quotations Net, F. O. B. Factory.

**IMMEDIATE DELIVERY.**  
Send for List of Used Machines, Parts and Supplies.  
Send 1/3 Deposit When Ordering, Balance C. O. D.

**IDEAL NOVELTY CO.**

CARL F. TRIPPE

'Authorized Northwestern Distributor'  
2823 Locust St. ST. LOUIS 3, MO.

## BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

### CAN STILL SUPPLY

Class, Agate, Assorted Color Marbles.  
Barrel of 50,000 ..... \$54.50  
Keg of 21,000 ..... 23.80

### NUTS—4—U

#### PEANUTS

90 Pound Carton, Blanched .... \$24.30

#### CHARMS

Fine Selection, 15 Gr. .... \$13.25  
Penny or Nickel Counter, 1c or 5c. Ea. .... 1.25  
Parcel Post Paid

Full Cash With Order,  
F. O. B. Factory

**ROY TORR** LANSDOWNE PENNA.

# 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 Northwestern—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

**THE NORTHWESTERN CORPORATION**  
1 EAST ARMSTRONG STREET MORRIS, ILLINOIS

**National** alone will offer...

... The finest features, which are necessary for efficient operation. You will recognize them instantly because of their importance to YOU. Operating experience has proved NATIONAL quality and performance is TOPS. We are aware of your merchandising requirements... and the New NATIONAL is the answer. It's New! It's Revolutionary! It's Tops!

**National Vendors Inc.**  
5055 Natural Bridge Avenue  
St. Louis 15, Mo.

Manufacturers of Cigarette and Candy Vending Machines



# PLATTER COMPETISH ON WAY

## Indies Plan Price Cuts

Predict more disks to ops in 30 days with '46 output estimates to 500,000,000

NEW YORK, March 23.—With record production rising steadily, competition seems to be coming back into the disk business, and juke box operators across the nation are welcoming it.

Four big platter producers went on record with an announcement that more disks will be headed for the coin phonograph operator within the next 30 days, and the statement was endorsed. Meanwhile one member of the recording industry came forward with a forecast that record production this year may hit the 500,000,000 mark.

Most other industry sources, however, felt that this prediction was far too rosy, especially when compared with average production over the past few years of about 125,000,000 disks a year. Figures just released on the 10 per cent federal tax on records indicated that the disk makers increased their output nearly 17 per cent during the fiscal year ended June 30, 1945. In 1944 approximately 105,000,000 biscuits were pressed by U. S. platter makers.

### Better by Fall

Another forecaster in the industry estimated that production this year probably would reach 250,000,000 to 300,000,000 if all goes well. "I think production is going to pick up steadily from now on, and by fall production should be very good," he declared.

Return of competition was heralded by announcements from three independents of forthcoming price cuts. Mercury Records has said it will clip its 75-cent labels to 50 cents starting April 1, and Joe Davis, newly established disk maker, announced the same reduction. Cal Shurm, who puts out the Westernair label, announced a cut from 79 cents to 55. These cuts came right after OPA had lifted the ceiling on disk prices.

Further evidence that disk supplies are picking up rapidly came in a report from an Eastern distributor that he could fill all orders on one independent label. Another straw in the wind was an increasing use of recorded artists in publicity tie-ups to push disk sales.

Phonograph operators, however, still are buying a good portion of their records from retailers, and they still have a number of complaints about distribution and quality. But several disk distributors reported that they have recently added several juke owners to their jobbing lists.

### Indie Outlook

One phonograph owner declared: "We have found it cheaper by nearly 60 per cent to buy records from retail dealers. When agents (distributors) ship records, you receive the same ones over and over again." Another operator from the same territory, tho, reported that deliveries from distributors have perked up sharply in the last few weeks. He said he was buying only a small percentage of his disks from retailers now.

Complaints about the quality of



CHARLES H. PARKER has joined the Packard Manufacturing Corporation as assistant general manager in charge of all production, according to an announcement from Homer E. Capehart, who has had 12 years' experience in production of automatic phonographs, will manage manufacturing activities in both the Columbia and Niagara divisions of the firm, Capehart said.

## Unveil Jukes At Buffalo's Alfred Sales

BUFFALO, March 23.—Showing of the Aireon phonograph by Alfred Sales, Inc., attracted more than 250 coin machine operators, including some from Canada, Alfred Bergman, president of the distributing company, reported. Bergman's firm will distribute the jukes thru Western New York State.

Altogether, a total of 800 persons, including the simply curious, turned out to see the phonograph, he said.

For the display the company had a special stage built and served a buffet luncheon with refreshments for operators. Many operators brought along their servicemen for thoro inspection of the machine, Bergman said.

On hand to greet the visitors were several Aireon executives, including Ben Palastrant, regional sales manager; Bill Brase, service manager; Jim Beckham and Charles Ohmer, engineers, and Gene Happel, field service representative. Alfred Sales personnel participating in the showing included Bernie Shapiro, head salesman, and Alfred Bergman Jr., who also manages the Royal Amusement Company.

some disks still are quite prevalent, but they have simmered down considerably from the boiling point at which some operators were when disks were mentioned just before the war's end.

Noticeable also was a more friendly attitude toward the records of the independents than prevailed in pre-war years. Several operators reported that indie disks are doing good business on their jukes, altho they still aren't up in the "most played" tunes handicap of the record survey. Big handicap of the independent diskster still is lack of big names, but some of them are working feverishly to remedy that. Most of them, however, are looking for that one top tune that will put over both their talent and their label with a bang.

## Show New Juke At H. G. Payne In Nashville

NASHVILLE, March 23.—Phonograph operators in this territory flocked here recently for the showing of the new Rock-Ola machine by the H. G. Payne Company in its showrooms at 312-14 Broadway.

H. G. Payne, company head, reported that juke box owners were present from Tennessee, Kentucky, Georgia and Alabama.

From Chattanooga were G. S. Shearer and Bob Bailey, Shearer Amusement Company; J. E. Webb, J. R. Maddox, E. E. Chambless, V. C. Kelly and J. M. Langston.

Other Tennesseans on hand included Floyd Womack, Madison; E. H. Griggs, Columbia; Mr. and Mrs. Emmette Aylor, Monteagle; William Cowgill, Hermitage; Thomas Johnson, Madison; Mr. and Mrs. Winton Brown and Mr. and Mrs. Freeman Brown, McMinnville; Roy Atchley, Knoxville; J. T. and P. F. Cromwell, Clarksville; Carl Pope, Roane Music Company, Harriman; J. Lester Coleman, Tullahoma; Jake Vann, Rockwood; H. G. Stephens, Shelbyville; Mr. and Mrs. R. L. Wynne and Mr. and Mrs. Jack Dawson, Lebanon; J. M. Sparkman and W. A. McBroom, Gainesboro, and Coy Baggett and Ralph Goldberg, Clarksville.

Kentuckians present included H. J. Whitfield, Hopkinsville; J. T. Linder, Glasgow; R. M. Proctor, Franklin; Charles Garvin, Bowling Green; Sam Miller, Auburn, and Mr. and Mrs. J. S. Draughn, Franklin. Also present were Bill Ballew and H. G. Souther, B. & S. Amusement Company, Dalton, Ga.; Adrian Thompson, Tusculumbia, Ala.; and Harry Bailles, Huntsville, Ala.

## Disk Firm Into Buffalo Office

BUFFALO, March 23.—Capitol Records Distributing Corporation has completed remodeling of its Buffalo branch office at 1066 Main Street, Murray Siedman, district manager, announced.

Personnel of the company includes Howard Weber and Leroy Jacobs, salesmen; Angelo Nicotra, head of the shipping department; Marian Maranto, assistant; Casimir Szczepanski, clerk; Donna Miller, receptionist; Jo Sciascia, billing clerk, and Octavia Betz, secretary. Weber, Jacob and Nicotra are veterans.

Capitol has been cashing in steadily on appearance of one of its recorders, Stan Kenton's band, on vaudeville dates in Rochester, Utica and Syracuse. Disk give-away is chief publicity angle.

## Crime Rise Points To Teen Club Need

WASHINGTON, March 23.—Underscoring the need for more teenage centers and other recreational facilities for youngsters, the Federal Bureau of Investigation reported that crime increased 12.4 per cent last year over 1944 figure.

Teen-agers, according to FBI, were responsible for the greatest upsurge in crime since 1930.

## Minneapolis Daily Columnist Gets Op Slant on Juke Biz

MINNEAPOLIS, March 23.—Readers of *The Minneapolis Star-Journal* were given an interesting sidelight on the juke business in a recent column of Cedric Adams.

Result of a chance interview with Harry Lerner, Minneapolis op, the piece is reprinted here for its interest to the trade:

Caught a fellow named Harry Lerner working on a juke box the other night. He's been operating them for 12 years, so his information should be authentic. Harry sees a definite increase in the semi-classics consciousness of the American public. Tunes like Carmen Cavallaro's version of *Polonaise*, Alan Jones's *Make Believe*, Jeanette MacDonald's *Indian Love Call*, Bing Crosby's *Ave Maria* or the *Warsaw Concerto*, are still near the top as juke box favorites. *Polonaise* in the average juke box will wear out in a week because of frequent playing. Juke box records today last for only 50 or 60 playings. The old ones are sold to kids for 15 cents a piece. *Stardust* has the all-time record for juke box popularity. Artie Shaw, Glenn Miller and Tommy Dorsey rate first in their *Stardust* arrangements. Nine out of 10 juke boxes will have somebody's arrangement of *Stardust*.

## Ia. Amusement Gets Texan as Firm Partner

DES MOINES, March 23.—Jerry Distributors, announced that E. H. Hottel, Dallas, has joined him as a partner in the company.

Hottel, who has other interests in Dallas, will spend part of his time here assisting in operation of Iowa Amusement, which has the distributorship for Rock-Ola phonographs.

Brown also announced that his company has been appointed distributors for Blue Star and 4-Star Records and for Container Manufacturing Company.

Firm will show its first showing of the Rock-Ola juke in its showrooms today (23) and Sunday. A number of entertainers from Station WHO will appear on the program.

Brown said that Coin Operated Service, headed by Bill Garrett, will handle Southeastern Iowa for his firm on products of Container Manufacturing Company.

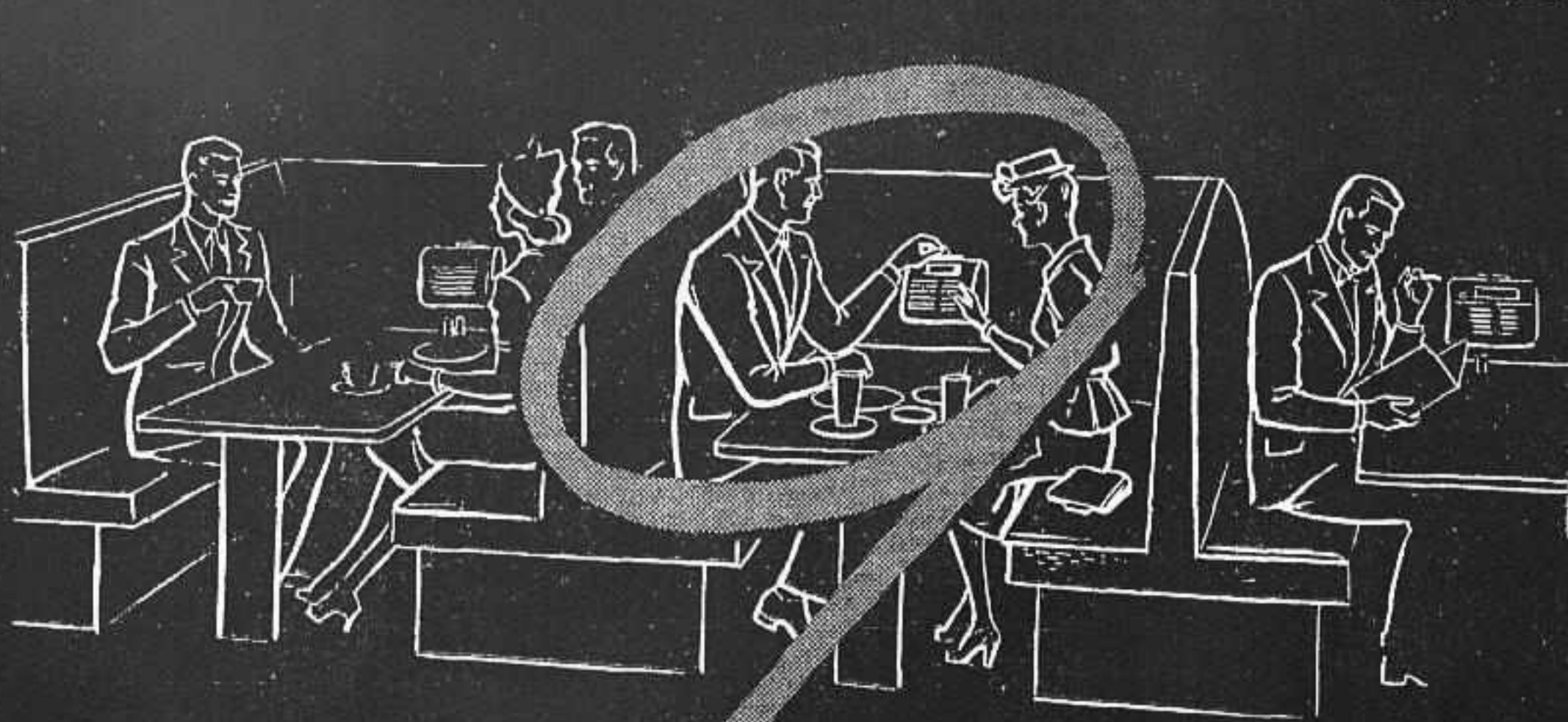
## New Home Set For Boston Co.

BOSTON, March 23.—W. P. Hamel, head of Hamel Distributing Company, said the finishing touches now are being put on the firm's new display rooms and quarters at 910 Beacon Street.

He said it is planned to have new juke boxes and a full line of speakers, wall boxes and other accessories on display soon.

Firm also is establishing a fully equipped service department staffed by factory-trained mechanics, he reported.





Only the people in this booth  
hear music with the new

**\* MEASURED  
MUSIC \***



Yes, that's right! This system is not a loud irritating type of operation that is heard by EVERYONE in the location when any ONE person inserts a coin.

Think of the many advantages of this system to a location owner who wants the revenue from a coin-operated system and yet wants to avoid endangering loss of trade by patrons who would be disturbed by loud music.

**ACT QUICKLY**

*Shipments are now being made*

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**MR. OPERATOR**

Each individual \*Measured Music\* box has a potential earning power of fifty cents per hour.

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Address BOX D-154,

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WILL PICK UP WITHIN 100 MILE RADIUS.

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For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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"I Believe I'm Entitled to You"

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## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

## West Coast News

Dale Evans is now a regular member of the Durante-Moore air show for the remainder of the current season.

New Columbia Pacific Network air show will spotlight the Pickards, Western singing and instrumental group.

Elton Britt has cut a Victor release of a Western ballad, *Make Room in Your Heart for a Friend*. Spade Cooley and his band have been inked for a series of one-nighters, starting at the Melody Bowl, Bakersfield, Calif.

Tex Ritter is back in Hollywood from the Houston Exposition for a Capitol recording session.

Cottonseed Clark is set for *Hollywood Barn Dance*, Republic picture.

Foy Willing signed a seven-year pact with Republic Pictures.

Rusty Ward and His Arizona Waddies waxed two new tunes for Globe Records: *I Used to Work in Chicago*, and *I'm All Thru Trusting You*.

Ray Lagham and His Texas Panhandlers cut four sides for Spotlight Records.

Cal Shrum back in Hollywood to line up p.a. tour in connection with his first Western pic, *Swing, Cowboy, Swing*. Forthcoming p.a. swing will include Reno, Nev.; San Francisco, Oakland, Calif., and Portland, Ore.

## Fox Hunters

The Missouri Fox Hunter's Deluxe Song Folio No. 2, was recently published by Peer International. Marty Licklider, business manager of the Fox Hunters, who are heard over WICA, Ashtabula, O., is co-writer of two of the songs, *You'll Come Back Upon Your Knees* and *Tears On My Letters To You*, and wrote the words and melody to *Down By*

the Missouri River. The book contains many popular folk songs, such as *When My Blue Moon Turns to Gold Again*, *Always Alone*, *Born to Lose*, *Columbus Stockade Blues*, *I Told You So*, *I Hung My Head and Cried*, and many others.

The act at present consists of Marty Licklider, on guitar and songs; Buell Licklider, Marty's brother, on mandolin and bass fiddle and songs; Andy Hill, violin; Eddie Allen, accordion, and Larry Licklider, son of Marty, violin. Another member of the Fox Hunters was Pvt. Laddie (Happy) Kosla, who was with them until his induction into the army in February, 1945.

Blaine Smith, who started his own program over WKST, New Castle, Pa., in January of this year, plans on retiring from radio for a rest. Blaine has just had his latest songbook published by Russ Hull's Country Music. It contains many songs that are popular with folk artists. Included are such songs as *There's a Little Pine Log Cabin*, *The Judge's Daughter*, *Muddy Water Blues*, and *Darling, Don't You Love Me Any More?*

Pie Plant Pete, Joe Troyan (Bashful Harmonica Joe), Salt and Peanuts, Slim Carter and Al Hendershot are combining their shows and are packing them in on the p.a.'s. Salt and Peanuts have a fast-moving act of singing and comedy that gets plenty applause. Carter has a good radio voice, while Pete and Joe's act is an expert bit of showmanship. This is one of the biggest folk artist shows of the year and is at present playing Southeastern Ohio.

Ernest Tubb's No. 4 album of songs, *Ernest Tubb Favorites*, has just appeared. With several pictures

of Ernest and some of his friends of movie and radio fame, this is his most lavish book. Pictures include those of Tex Tubb, Justin Wayne Tubb, Rod Brasfield, Scooter Bill Tubb, Elaine Tubb, the late Jimmie Rodgers and Mrs. Jimmie Rodgers, Johnny Bond, Gene Autry, and Tubbs and his group, including Leon Short, Ray (Kemo) Head, Johnny (Boy) Sapp, Jack Drake and Jimmie Short.

Album contains 30 songs, including *Our Baby's Book*, *You Nearly Lose Your Mind*; *Wondering If You're Wondering, Too*; *When Love Turns to Hate*, *Tomorrow Never Comes*, and *I Guess I'm Just a Fool*. A song contest, ended March 18, was held by Tubbs, approximately \$1,000 in prizes given away. First prize was a Shetland pony valued at \$250.

## Pubbing News

*Hit Parade of Cowboy Songs* is the title of a new Western folio published by Chart Music. Cole Music has accepted four new songs by Marguerite Carr. Two are titled *I'm Heading Down the Country Road* and *A Lonely Cowboy*.

*At a Little Roadside Stand*, new love song published by G & W Music, is being introduced in Hollywood by Ran Bishop. Junior Dager's latest lyrics are to *Texas Moon*. Song will be recorded by Recola Records. Bob Carleton wrote the music.

*Sue City Sue*, written and recorded for National Records by Dick Thomas, has been bought by Republic Pictures for the first starring role for Gene Autry since his release from the army. Billy Hayes has just had two songs accepted by National. They will be waxed by Thomas. They are *At Last I'm First in Someone's Heart* and *Who Else?*

Grimes Music has just released *Somebody Else Loves Me Now*, by Thea Heymann; *Welcome Home*, by Peter Inverso; *I Said a Prayer*, by Helen Saulsbury, and *I'll Always Remember You*, by George and L. and Marion V. Herzog.

Jimmie Busler's *Little Old Shack on the Plains* is being featured by many folk artists over the country. Tommy Coley and Lee Turner's *This Can't Go On Forever (No, No, No)* has been accepted by Arcadia Valley Music.

Lee Thomas, guitarist and songster in the New England territory, is using the Floy Case-Jimmie Davis tune, *I'm Beginning to Forget You*, with the musical trio, the Three Knights. The tune, published by Southern Music, was waxed for Decca by Ernest Tubb.

McDaniel Music has accepted a new song, "Stella With Her Red Umbrella," by Eugene Wellman, Matt Pelkoven and John Paul Szabo. Waxing is expected soon.

Jerry Lama, composer and musician appearing at the Crest Room in New York City with the Dick Style Trio, writes that he has just finished three more songs which should go into publication soon. One is "You Made Me Believe." Russ Tingley and Lee Turner's latest, published by Arcadia, is "The Girl With the Kissable Face."

"Hillbilly Tunes," Sonora's new album, released, (15), features Fred Kirby, the nation's Victory Cowboy. During the war Kirby yodeled in more than \$5,000,000 in bond sales for the government.

Augie Klein, who took a short vacation after his discharge from the army, has returned to the WLS Rangers as accordionist. Lee Wayne Colby, son of Guy Colby, director of the WLS National Barn Dance square dancers, was drowned recently while on duty with the navy in the South Pacific. Lee was a former member of his father's square dance group.



TWO LITTLE GIRLS shown here are Marlis Ann (left) and Charel Julie Wicker. They are granddaughters of Jules H. Peris, New Orleans distributor for Aireon. The girls are daughters of N. Charles Wicker, manager of the company. Photo was taken during a recent showing.



# Teen-Agers' Interest in Canteens Still Runs High; Publish Weekly Newspaper

## Teen Gazette Picks List of Favorite Disks on Jukes

NEW YORK, March 23.—There has been no lull of interest in teen-age canteens, according to New York teen-agers. In fact, interest has been so high that *The American High News*, a weekly teen-age newspaper, is now in its fourth issue and going strong.

New clubs, such as the High Jinks Club, Brooklyn; Teen-Age Club, McGill Street, New York; Teen Town, Coney Island, New York; Newark (N. J.) Teen-Agers, Toronto Guild and Manhattan Circle, are springing up all over the country.

Not only are the guys and gals swinging it in their teen-age clubs, but they are expressing themselves on the type records they like. Many of the clubs, organized during the war, haven't jukes yet, but they do have phonographs.

### List Favorites

According to Robert D. Kempner's column, *Waring Wise*, in the *High News*, they prefer Capitol 214, *It Might as Well Be Spring*; Victor 20-1759, *Let It Snow! Let It Snow! Let It Snow!*; Decca's *Aren't You Glad You're You?*, Capitol's *Waitin' for the Train To Come In* and Victor's *The Wonder of You*.

"Membership in teen-age organizations here are open to anyone, and the government will be run by the fellows and gals themselves," accord-

ing to Sid Wasserman of Teen Town.

Most of the clubs are run along the lines of the McGill Street Teen-Age Club, where members are from 14 to 17 and pay 15 cents registration and a nightly fee of 10 cents. A soft drink bar is arranged at regular cost, and on party nights a sponsor organization, in this case the Zonta Club, provides refreshments. Music is provided by a phonograph, except for party nights when efforts are made to secure a teen-age orchestra.

Officers of the organizations, when asked if they plan to get on a profit basis by some means in the future so that they could be independent of a sponsoring organization and be able to do away with the nightly fees, state that they have tried to secure juke boxes, not so much for the profit, but because they believe that the music provided from them is, in most cases, superior. But they have had little success. It was hoped by the majority questioned that they would be able to get new jukes soon.

### Want Venders

As to coin-operated soft-drink vending machines, the answer was the same: "Where can we get them?" Some of the clubs have managed to secure some of these, however.

Pepsi-Cola has been successful here in the East in teen-age clubs. The company has organized Pepsi-Cola Junior Canteens as one means of giv-

## Teen Comic Strip Features Juke Box

CHICAGO, March 23.—Juke box was back in the comic strips this week in *Harold Teen*, drawn by Carl Ed, with one of the best plugs for phonographs yet to appear.

Strip featured the main character, Harold Teen, singing with the phonograph in its chief locale, Pa Jenk's Sugar Bowl soda fountain. Episode begins with Teen flipping another character a nickel and telling him to "Slug the jit and give out with notes." He and Jenks comment "not bad" as Teen sings.

ing their drink an added plug and building good will.

Not only are clubs springing up, but many talks are being given in support of them by civic leaders. William Lawson, Knox College student, was a recent guest of the Home and School Meeting here. His subject was *Youth Canteens in Dundas*.

The High Jinks Club is now in the last stages of organization. Committee composed of Diana H. Rubenstein, Franklin K. Lane, Ellen Marks, Seymour Amlen, Rhoda Hammerman and Pearl Kaplan announces that the club is expected to open sometime in late March. Plans are in progress to hold a gala membership dance. It is the hope of the committee that a juke box can be secured before long.

"Anyway, I hope," Martin Siegel states, "that the American public wakes up to the needs of us teen-agers and sees that we get the equipment that is needed to put us on our feet. We are doing our part to stay off the streets and control the juvenile crime wave."

## Irving Sandler Buys Omaha Co.

DES MOINES, March 23.—Irving Sandler, operator of Sandler Distributing Company here, announced that he has purchased the Howard Sales Company of Omaha.

He said the Howard company will be located at 1206 Farnam Street in quarters that were recently remodeled at a cost of \$20,000.

Al Meirovitz will be in charge of the Omaha office, Sandler said. Purchases also included the Howard firm's routes and the service staff will be increased from three to six men to handle all service business, he reported. Both Aireon and Exhibit machines will be distributed there.

## Danny Kaye, Sophie Tucker Albums Get Play on N. Y. Jukes

NEW YORK, March 23.—Two juke operators here report that during the recent record shortage they have inserted Sophie Tucker and Danny Kaye records from their personal albums with "great success." While the prices are a little higher on these recordings (\$2.50 and \$2.75) they claim that location owners as well as patrons were so much in favor of the disks that they intend to keep them in the establishments until they are worn out.

Longhair, they claim, also has been accepted in several of the finer cocktail lounges. Disks of this type also run much higher in price, but in a great many spots it has proved itself and been a means of keeping good pay locations happy.

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The startling *new* engineering developments—  
*new* revolutionary styling—*new* easy-to-service  
 automatic phonograph in work at Mills is truly  
 today's prelude to tomorrow's profit! Its  
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Ralph Colucci, President  
J. Cameron Gordon, Gen. Sales Mgr.

## Both-Sides-Same-Tune Disks Please Ops, Distribs Report

CHICAGO, March 23.—Coin phonograph owners in Chicago have expressed their approval of the new disks with the same tune on each side by buying 44,800 of the platters in the past four months, distributors here reported.

RCA-Victor reported that it has sold 32,800 disks from its selection of 15 titles, all regarded as top juke numbers. Leaders in sales for the Chicago territory were *Star Dust*, *Beer Barrel Polka*, and *Boogie Woogie*, each of which chalked sales of 4,000. Fourth place went to *Josphine* with a 3,500 sale.

Cosmo Records, Inc., California diskery, which waxed five tunes the same way, has tallied up sales of 12,000 on these juke box specials, according to James H. Martin, distributor for them. Their titles are *Loop De Loo*, *No Can Do*, *Take It Away*, *Patience and Fortitude* and the *Ghost of Barrel House Joe*. No figures were available on the breakdown in sales among these platters.

In the Victor pressings, stress was placed on bands as well as tunes by making most of them reissues of recordings that had already won popularity on the jukes, such as Tommy Dorsey doing *Boogie Woogie*. Idea was launched last November with a full-dress announcement to the trade, accompanied by appropriate personal ballyhoo from the sales staff. It was greeted with huzzahs from the phonograph operators since they had been plugging the idea for several years, without response from the diskers.

### Juke Naturals

Unheralded, Victor had made at least one preliminary test along the same line with a double-sided press-

ing of *All The Things You Are*. On that platter, however, different bands recorded the number on each side.

Cosmo slanted its choices to those of its new tunes which company officials figured for juke naturals. This also is an idea that juke operators have long advocated, since most of the tunes backing top numbers are usually poor nickel-pullers.

Prices on the disks were the same as the regular issues with exception of Victor's *Donkey Serenade* vocalized by Allan Jones. All other Victor numbers bore 50-cent price tags.

Ordering of the disks began in November with a request for juke operators thruout the country to indicate how many of each number they would buy in order to gauge pressing at Victor's Camden, N. J., plant. According to Frank Hasmer, sales manager of the firm's Chicago record division, response surpassed expectations. Incidentally, he said, Victor's sample-ordering system will continue. It was set up during the war to give the company some means of allocating plant facilities in proportion to apparent demand.

Following is a tabulation of the Chicago sales on the one-tune disks:

RCA-Victor:	
Blues in the Night.....	500
Dinah Shore	
Begin the Beguine.....	2,700
Artie Shaw	
Josephine .....	3,500
Wayne King	
Star Dust .....	4,000
Artie Shaw	
South .....	2,300
Benny Moten's Kansas City Orch.	
Marie .....	2,500
With Vocal Refrain by	
Jack Leonard and Male Chorus	
King Porter Stomp.....	700
Benny Goodman	
Moonlight Serenade .....	1,500
Glenn Miller	
Boogie Woogie .....	4,000
Tommy Dorsey	
Your Feet Too Big.....	1,300
Fats Waller, Vocal Refrain	
Piano by Fats Waller	
Mood Indigo .....	600
Duke Ellington	
Waltz You Saved for Me.....	2,500
Wayne King	
Cocktails For Two.....	1,500
Spike Jones and His City Slickers	
Beer Barrel Polka.....	4,000
Will Glabe and Musette Orch.	
Donkey Serenade .....	1,200
Allan Jones with Orchestra, conducted by Nathaniel Shilkret	
Total.....	32,800

## Name N. Schiffman Premier Music Head

NEW YORK, March 23.—Formerly operating under a partnership, the Premier Music Company, 461 W. 49th Street, has been incorporated with Nat Schiffman, president; Dave Lutzker, vice-president, and Theodore Blatt, secretary-treasurer.

Concern will handle remote control music. Schiffman and Lutzker were the former partners of the music firm.

## BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
1	—	8.	ONE-ZY, TWO-ZY .....	Freddy Martin....Victor 20-1826
			<i>Gimmie a Little Kiss, Will Ya, Huh?</i>	
1	—	9.	PRISONER OF LOVE .....	Perry Como.....Victor 20-1814
			<i>All Through the Day</i>	
2	9	10.	SHOO-FLY PIE .....	Stan Kenton.....Capitol 235
			<i>I Been Down in Texas</i>	

## Nova Scotia Phono Company Launches Broad Ad Campaign

HALIFAX, N. S., March 23.—Coney Island Amusement Company here, headed by Don Duff, has launched one of the most extensive advertising campaigns ever seen in the coin machine trade of the Canadian maritime provinces and one of the first by a juke box operator addressed directly to the public.

Duffy's firm has taken space in Halifax dailies to acquaint juke customers as well as operators with the company's service and distributing activities. Reporting that the company's service personnel has returned from the armed forces, the firm announced that service now is available 24 hours a day. Operators are asked to phone to the Coney Island showroom, warehouse or service department where a truck is kept ready to handle repair calls at all times.

To the public, the concern announced that its record changing service now has been put on a weekly schedule. It pointed out, also, that its routemen keep in close touch with the latest survey of hit tunes to provide locations with programs that are "tops in variety and popularity." Ads run two columns wide and seven inches deep.

The company operates mainly in Halifax and distributes phonographs thruout Nova Scotia and adjoining provinces of New Brunswick, Prince Edward Island and Newfoundland.

## Maine Teen Center Installs Machines As Finance Means

CALAIS, Me., March 23.—New youth center sponsored by the Lions' Club here to combat juvenile delinquency, will provide wholesome entertainment for boys and girls with the aid of juke boxes and coin-operated games.

To provide continuing financial support for the center, the Lions are holding a weekly bingo social. These parties attract large crowds with a variety of prizes, including nylons, butter, blankets, jewelry, radios and electrical appliances.

At the youth center several juke boxes are already in use for dancing. They are to be supplemented with the early installation of an arcade of coin machines, chiefly games, with ping-pong, checkers, dominoes and cards as added attractions.

### Opening Draws

Recent opening of the club drew 126 enthusiastic youngsters. With Calais situated on the St. Croix River, opposite St. Stephen, N. B., the club caters to youths on both sides of the river.

Boy and girl patrons of the club agree to abide by the following regulations: (1) No person under influence of liquor admitted. (2) Once anybody leaves the building, he or she is not allowed back the same evening. (3) No smoking anywhere in the building. (4) No vulgar language at any time. (5) No responsibility for lost articles or for accidents. (6) The zero hour for those under 13 is 9:30 p.m. (7) No violence-permitted.

**SEEBURG PICK-UP COILS**  
Except 8800—9800. Price \$1.50.  
**Seeburg Wallomatic Fiber Inserts, replacing Switch Bank Rubbers, 30c per set**  
**Vol. Control Keys for Seeburg & Wurlitzer:**  
Package of 24, \$1.00.  
Package of 100, \$3.00.  
Quantity Prices to Distributors and Jobbers.  
Terms: 1/3 Deposit—Balance C. O. D., F. O. B. Los Angeles.  
Factory guaranteed against defective workmanship and material.  
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**GREATEST SINGERS**  
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Nilsson Twins  
Jimmie Dale  
Valaida Snow  
Cindy Walker  
Harry Cool  
Jeri Sullivan  
David Brooks



King Cole Trio  
Lucille Bremer  
Isbellia  
Gai Moran  
Wendy Bishop



Dinning Sisters  
Lois Lane  
Trummy Young  
The Mills Brothers  
Gertrude Niesen  
Ella Fitzgerald  
Barkley Sisters  
Ginny Simms  
Georgia Carroll  
Luba Malina  
Lina Romay  
Bob Eberly  
Hoagy Carmichael  
Joy Hodges  
The Eton Boys

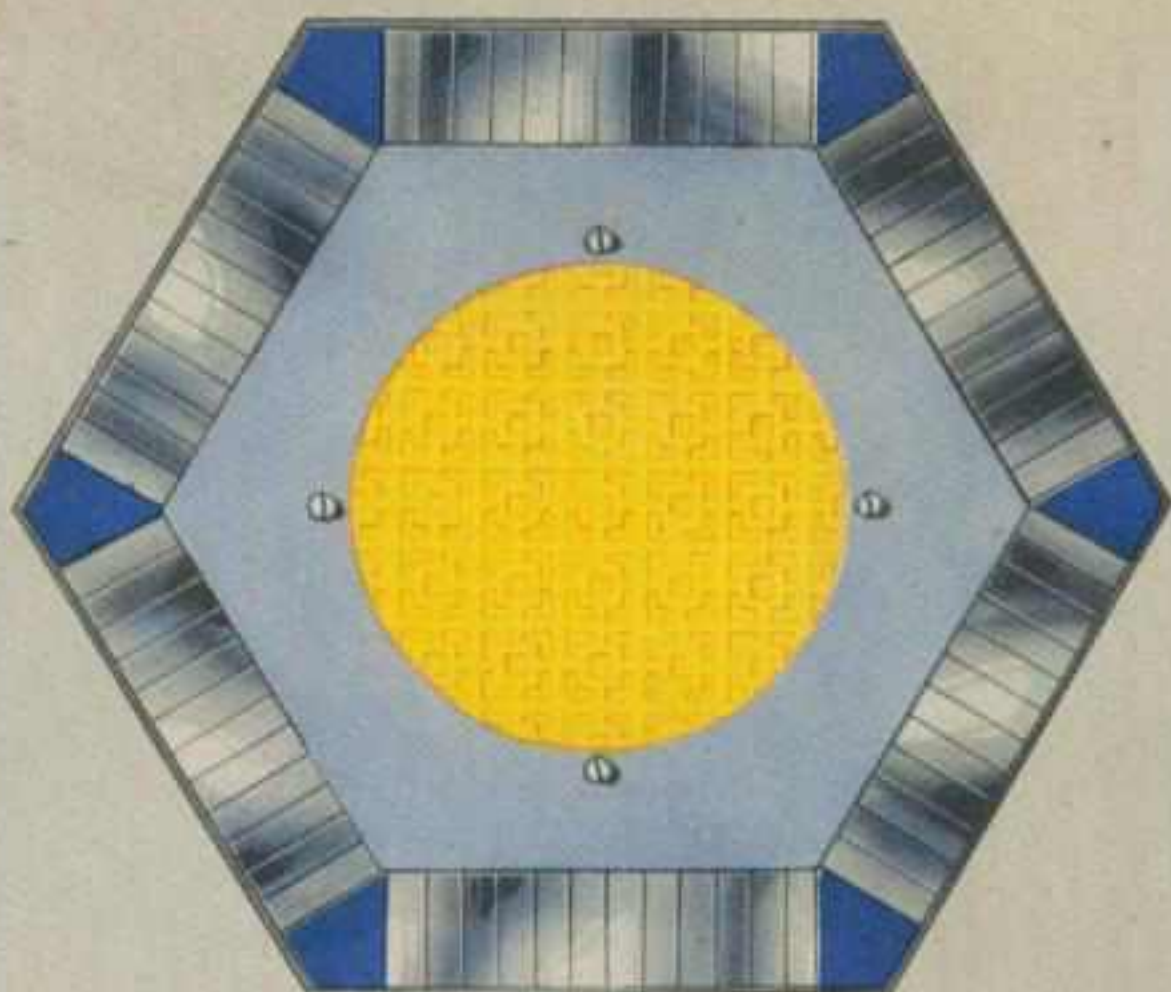
All Films Approved by  
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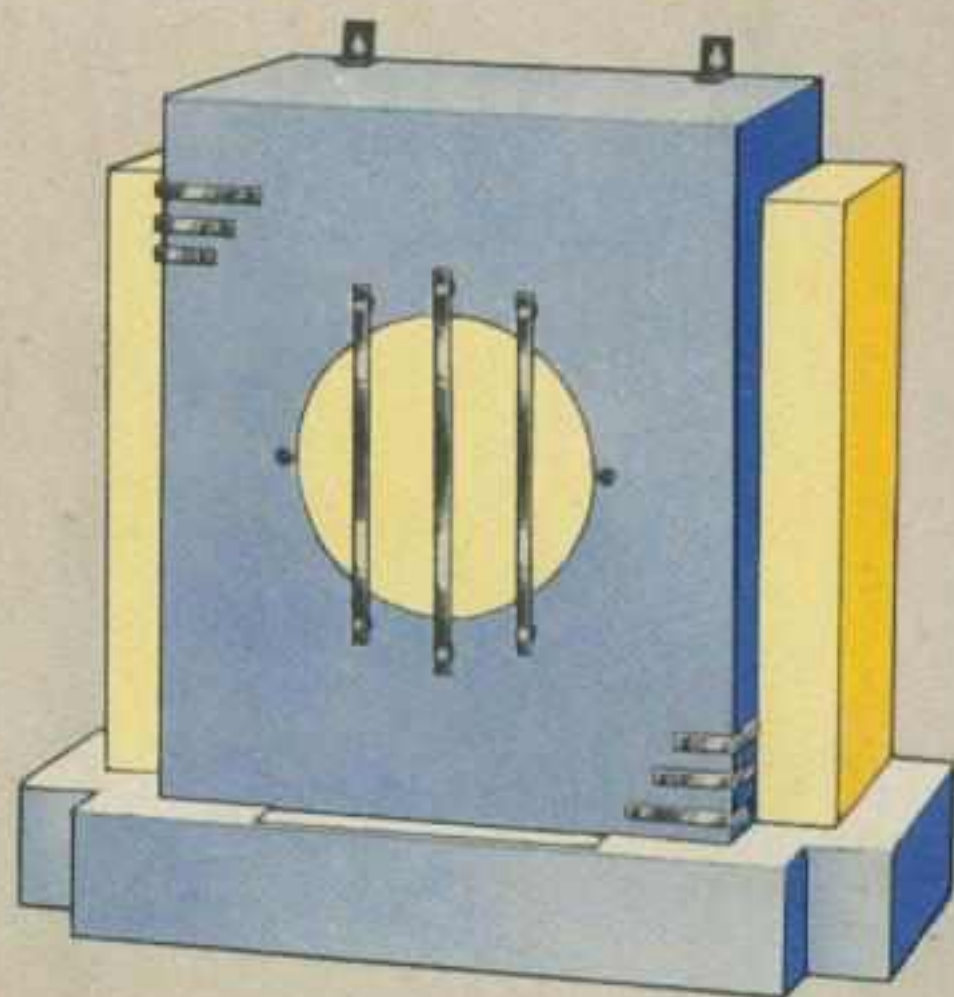
209 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS



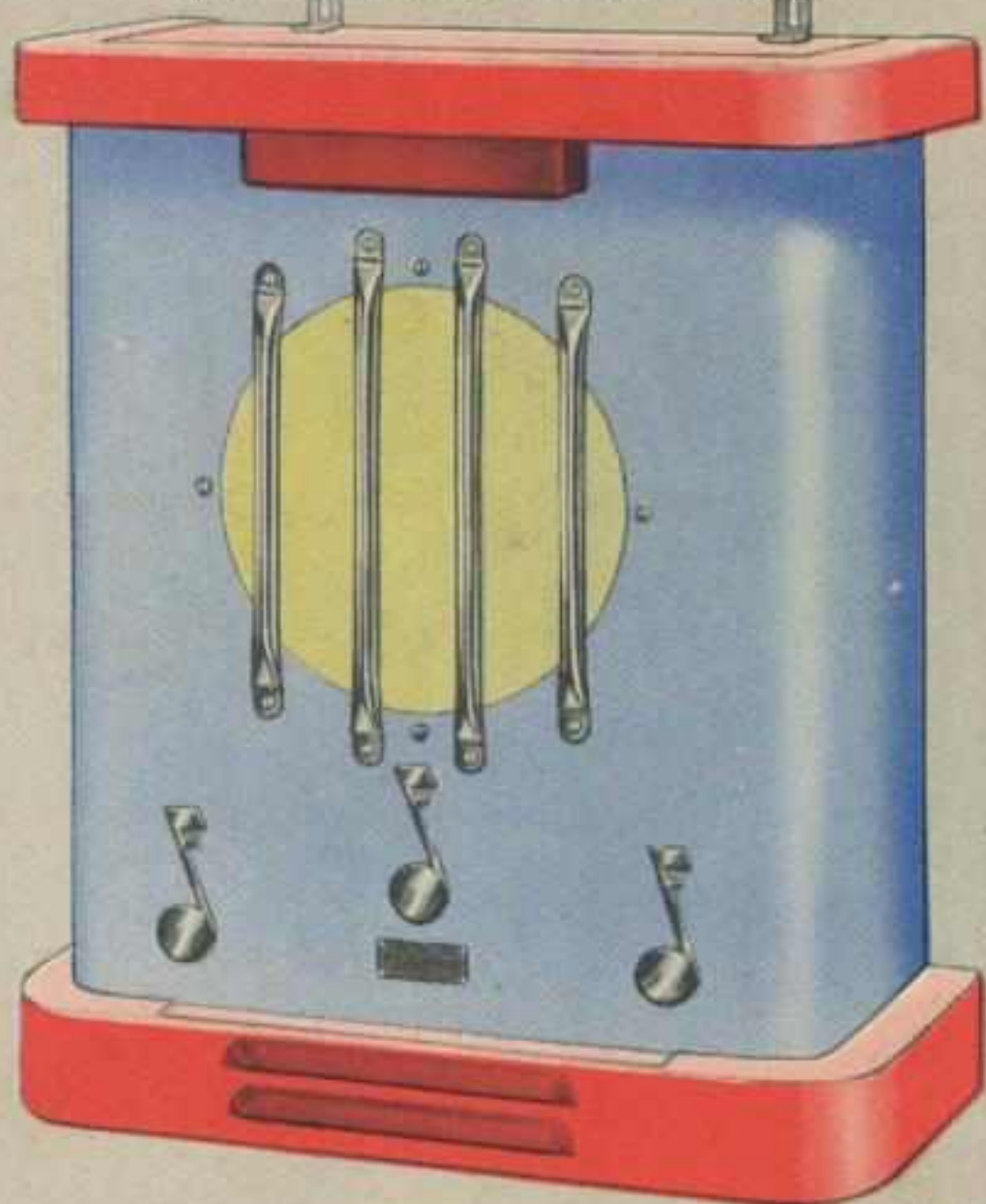
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## Sell YOUR MUSIC! DON'T JUST Offer IT!

● These auxiliary wall speakers—plus No. 1000 on the preceding page—complete a line unmatched in excellence—and in irresistible music salesmanship.

Shown here—in natural color—are the Dahlia (16-inch hexagon—8-inch p-m speaker); the Daisy (20 by 21 inches—8-inch p-m speaker—indirectly lighted) and the Rose (24 by 28 inches—12-inch p-m speaker—indirectly lighted top and bottom). They're beautiful. They're decorative.

In tone, there's nothing better. It's the band in person. Packard adds nothing—takes away nothing. It's the true voice of the instruments—just as recorded—just as the listener wants it. Such reproduction means each beautiful melody calls for another. Packard sells your music—doesn't just deliver it!

Pla-Mor Speakers operate with any phonograph—floor or hideaway. Add Pla-Mor Selective Remote Control Wall Boxes and you have the Packard Pla-Mor Music System—tops in quality—fairest in cost—surest in bringing extra profit.

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MUSIC SYSTEM

HOMER E. CAPEHART, Chairman of the Board



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LIKE A MAKE-BELIEVE BUBBLE-BATH  
IN ENCHANTED PINK CHAMPAGNE!



**PACKARD**  
**PLA-MOR No. 1000**

*Out of this World*

**SHIMMERING ★ SPARKLING ★ SCINTILLATING ★ SPECTACULAR**

For sheer, sparkling, scintillating, effervescent beauty, nothing can approach the 1000—Packard's proudest speaker presentation. For tone—liquid melody floating in the air—no ceiling speaker can touch it. It's more than beautiful. It's truly "out-of-this-world"—like a bit of enchanted fairyland—like a make-believe bubble-bath in pink champagne.

Ink and paper can't tell you about it. You have to *experience* it. And seeing it *is* an experience. It really does fill the room with bubbles—bubbles of reflected colorful light—dancing on the walls, on the pillars, on the tables—on the patrons. This is for your deluxe locations—and the ones that want to be—the dream-boats and wonderbars. Unmatched! Unparalleled!

**IT ROTATES — OPERATES WITH ANY PHONOGRAPH — IT'S TERRIFIC**



## Jules H. Peres Opens Building With Juke Show

NEW ORLEANS, March 23.—Recent grand opening of a newly constructed home for his distributing company highlights the growth of Jules H. Peres's coin machine enterprises here.

Held during New Orleans's Mardi Gras festival, the opening was in conjunction with the first showing of new Aireon juke boxes, for which J. H. Peres Distributing Company is distributor in Louisiana and Southern Mississippi.

Firm also distributes products of T. D. Jennings & Company, Williams Manufacturing Corporation, Eagle Plastics and Eldeen Needles. Another Peres company, New Orleans Coin Machine Exchange, Inc., is in the operating field where Peres rates as one of the city's largest music men.

### New Office

Located at 2806 Canal Street, the new distributing headquarters is now set in a modern two-story structure, reportedly built at a cost of more than \$20,000. Display room and offices are on the first floor, with the second given over to service department and stock room. Coin Machine Exchange remains at 922 Poydras Street.

Peres, who began as a coin machine operator some 20 years ago, now employs eight people in his distributing set-up alone.

N. Charles Wicker, his son-in-law, left a sports-writing job on *The New Orleans Times Picayune* five years

## New Chi Store For Wurlitzer

CHICAGO, March 23.—R. C. Rolfing, president of the Rudolph Wurlitzer Company, announced that his company will spend \$150,000 in a new Chicago retail store, just next door from its present location on South Wabash.

Store will occupy five floors. The record department, on the street level, will have 50 soundproof listening booths. Layout is scheduled to be completed early next year.

Rolfing said the work is part of the firm's \$3,000,000 program to expand its factories and stores, including the plant at North Tonawanda, N. Y.

ago to enter the coin machine business and now serves as manager of the firm. Wicker still writes a Sunday column for *The Times Picayune* and is active in civic affairs as assistant director of the New Orleans Junior Sports Association, an organization which seeks to provide wholesome recreation for juveniles.

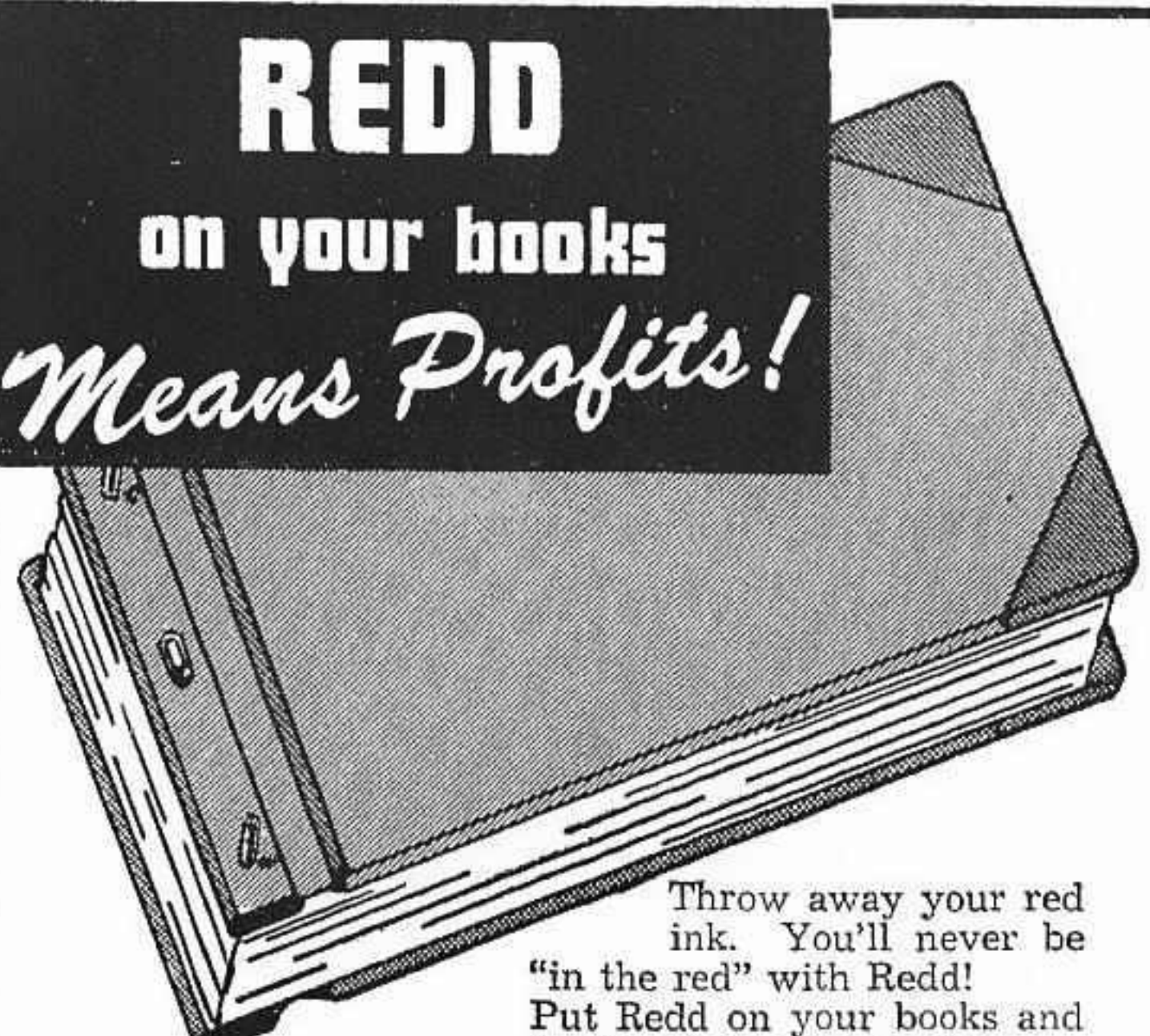
### Other Personnel

Mrs. Peres is office manager, in charge of the Peres company's records and books.

Roland Gillette recently joined the firm. He is handling distribution of juke boxes. Mrs. Peres acts as office manager. Servicemen include Philip Holmes, Oswald Frederick Fischer and Samuel Perniciare. Routemen are August Catanjaro Jr. and Philip Catanzaro. Gillette, Catanzaro and Catanjaro are war veterans.

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# MOASC Talks Up CMI Plan On Publicity

## Phono Fees Discussed

LOS ANGELES, March 23.—Further discussion of organization plans and principles was held at a recent meeting of the Music Operators' Association of Southern California. Richard Gallagher, operator of Santa Ana, presided over the activities.

Aubrey Stemler presented the list of new members, and Secretary-Treasurer Walter Swartz read minutes from the last meeting and gave a treasurer's report. Communications were read by Gallagher and Swartz, including a letter from James Gilmore, secretary and manager of Coin Machine Industries, Inc., regarding the public relations program for the business on a national scope. Gilmore's plans, as presented, met with hearty approval from the membership, and several subscriptions were pledged.

A committee report was given by Sam Ricklin on the county license set-up. Ricklin recently appeared before the Board of County Supervisors, and was informed that there will be a \$9 fee on each machine, plus 75 cents per sticker on each box, to cover licensing for the remainder of the year. Thereafter, there will be a yearly fee of \$12 per machine, plus \$1 per sticker on each box.

### Sticker Discussion

There was considerable discussion by the group regarding the impracticability of placing these stickers on the outside of boxes, as the ordinance presently calls for. Four county operators were appointed to appear as a committee before the board in the near future to suggest better placement of stickers.

A considerable portion of the meeting was devoted to a discussion of the current situation with local unions. It was brought out that three operators had joined the Brotherhood of Electrical Workers. The general opinion of the meeting leaned heavily toward the association forming its own union to eliminate "a repetition of this interference from outside groups."

A committee was appointed to check with the State regarding a charter, and it was unanimously voted to work hereafter as a collective unit in dealing with this present condition, and restricting action on such matters to the executive board only.

### Vote Taken

After investigation of the charter, it was also unanimously voted that the association would draft its own non-profit organization, to become, in fact, its own union.

Stemler closed the meeting with a general resume of organization developments thus far, informing that the association now has 84 members and is building solidly for successful future operations. Association stickers were dispersed among the members, standing for fair competition and mutual co-operation. A further meeting is scheduled for the near future.

## ADVANCE RECORD RELEASES

(Continued from page 32)

MARIA	Stefano Lombardi (Victor Continental Ork)	Victor 25-7001
MEIN STETELA BELZ	Day, Dawn & Dusk	Collectors Items 806
MISSOURI WALTZ	The Old Timers	Continental C-5051
MOTHER GOOSE MEDLEY	Spike Jones and His City Slickers	Victor 20-1836
(Intro: Brahms' Lullaby; The Farmer in the Dell; Hi Diddle Diddle; Sing a Song of Six Pence; Little Boy Blue; Hickory Dickory Dock; Jack and Jill; Old King Cole; London Bridge Is Falling Down; Brahms' Lullaby)		
NEW SPANISH TWO STEP	Bob Wills and His Texas Playboys (Tommy Duncan)	Columbia 36966
NO DISAPPOINTMENT UP THERE	John Daniel's Gospel Quartet	Liberty 7
NO KISSES FOR YOU	Oklahoma Ed Moody (The Six Westernaires)	Black and White BM 1005
NOBODY'S SWEETHEART	Johnny Guarneri	Majestic 1032
OLD MACDONALD HAD A FARM	Spike Jones and His City Slickers	Victor 20-1836
ONE-ZY, TWO-ZY (I Love You-zy)	Eileen Barton (Jerry Jerome Ork)	Mercury 2069
ONE-ZY, TWO-ZY (I Love You-zy)	Mack Triplets	De Luxe 1016
PORQUE	Rafael Mendez and All Star Pan-American Ork	Pan-American Pan 032
RIGOLETTO IN HARLEM	Day, Dawn & Dusk	Collectors Items 805
ROLY-POLY	Bob Wills and His Texas Playboys (Tommy Duncan)	Columbia 36966
ROOT-LIE-VOOT	Effie Smith	G & G 1017
SCRAM	Leonard Feather & His All Stars	Continental C-6016
2ND BALCONY JUMP!	Billy Eckstine	National 9018
SEEMS LIKE OLD TIMES	Mack Triplets	De Luxe 1016
SEEMS LIKE OLD TIMES	Gail Meredith (Cedric Wallace Trio)	Manor 1018
SITTING ALONE ON MY DOORSTEP	Oklahoma Ed Moody (The Six Westernaires)	Black and White BW 1004
STARLIT REVERIE	Mark Warnow Ork (Vera Barton)	Sonora 3005
SWINGIN' THE POLKA	Standard Octette	Standard International F-102
TEKLETOVA TOZVA	Kusar's Ork	Continental C-412
TELL ME THAT YOU LOVE, HONEY	Gail Meredith (Cedric Wallace Trio)	Manor 1018
TEMPTATION	Ted Martin	De Luxe 1014
THANKS FOR THE MEMORY	Leonard Feather & His All Stars	Continental C-6016
THE GAY NINETIES, Part 2 (Hail, Hail, the Gang's All Here, For He Is a Jolly Good Fellow; East Side, West Side; Auld Lang Syne)	The Old Timers	Continental C-5051
THE GYPSY	Gail Meredith (Cedric Wallace Trio)	Manor 1019
THE RAIN POLKA	Henri Rene and His Musette Ork	Victor 25-1055
THEY RAIDED THE JOINT	Hot Lips Page Ork (Hot Lips Page)	Continental C-6017
THIS LONELY WORLD	Jimmy Walker and His Western Stars	Coast 2017
TIVOLI PARK POLKA	Ernest Benedict Quartet	Standard International F-106
TOONERVILLE TROLLEY	Raymond Scott Ork	Sonora 3003
TRUMPETIANA	Standard Octette	Standard International F-102
TWO HEARTS ARE BETTER THAN ONE	Frank Sinatra (Axel Stordahl Ork)	Columbia 36962
VESELI TOVARS!	Kusar's Ork	Continental C-412
VILLAGE SQUARE POLKA	Ernest Benedict Quartet	Standard International F-106
WHAT'S THIS?	Illinois Jacquet and His All Stars	Apollo 758
WHERE DID YOU LEARN TO LOVE?	Louis Prima (Jack Power & Ensemble)	Majestic 7172
WHITTEMORE AND LOWE TWO GRAND ALBUM	Arthur Whittmore-Jack Lowe (Russ Case Ork)	Victor P-154
Brazil (Aquarela Do Brasil)		Victor 20-1823
Falling in Love With Love		Victor 20-1823
In the Still of the Night		Victor 20-1822
Lover		Victor 20-1821
That Old Black Magic		Victor 20-1824
The Continental (You Kiss While You're Dancing)		Victor 20-1822
The Song Is You		Victor 20-1821
They Didn't Believe Me		Victor 20-1824
WHY SHOULD I FEEL SORRY FOR YOU NOW?	Red River Dave (Sula's Texas Rangers)	Continental C-5053
WONDERING AND THINKING OF YOU	Illinois Jacquet and His All Stars	Apollo 758
YOU CAN'T BREAK MY HEART	Idaho Call and His Sun Valley Cowboys	Coast 2022
YOU LEFT A RED CROSS ON MY HEART	Paul Howard and His Arkansas Cotton Pickers	Liberty 6
YOU'RE FREE AGAIN	Zeke Clements	Liberty 4

## Mpls. Juke Levy In Law Tangle

MINNEAPOLIS, March 23.—Both juke box operators and city officials are wondering about the new Minneapolis juke box ordinance. When the new law was enacted February 8, placing a \$10 license fee on the music machines, no date was set for the ordinance to go into effect.

As of this week, not one operator paid the fee to Russell S. Ackerman, superintendent of the bureau of licenses, weights and measures.

Operators of the 800 to 1,000 machines in the city didn't know the "deadline" for payment. Operators indicated the language of the ordinance was a little awry, in view of the fact that the city charter requires that licenses be renewed yearly the first Monday in May. That means that for the first year at least, operators would pay two \$10 fees on their juke boxes.

To complicate the situation the city

council recently reinstated a license provision calling for a 10 per cent monthly penalty, up to 50 per cent for late filings.

To offset this, the city council licenses committee has suggested that a new ordinance be enacted setting the juke box license date as effective April 1.

But even this wasn't certain. The city charter, with its May 1 deadline, must be reckoned with.

## Set Pittsburgh Phono Showing

PITTSBURGH, March 23.—Unveiling of the new AMI juke box here at an elaborate dinner and party in the Urban Room of the William Penn Hotel has been set for April 14, according to Sam Strahl, of American Coin-a-Matic Machine Company.

List of celebrities and juke artists who will attend the showing is lengthening. Music for the evening is

## Diskery for Ops To Be Headed By Al Sebring

CHICAGO, March 23.—Al Sebring, executive head of Bell Products Company here, announced that he will soon head a new record manufacturing company. Name of the new concern was not announced.

Declaring that practically the full production of the company will be channeled to juke operators, Sebring said that several bands and artists already have been inked by the new firm.

"The records will be passed in Chicago and Hollywood, with most of the master disks being cut in Hollywood," Sebring said. "Each record will bear the label: For Use in Coin-Operated Instruments, Exclusively."

Associated with Sebring and the new record firm will be M. T. Styne. Plans are going right ahead for starting production as soon as possible and also for greatly enlarging the activities of the firm. Arrangements are being made to include talent and to give complete record service to music operators in the trade. According to Sebring, the firm will always have as its one objective that of furnishing the best records to operators of juke boxes.

It is reported in music circles here that M. T. Styne is a brother of Julie Styne, writer of such popular tunes as *Love Me, Let It Snow; It's Been a Long, Long Time* and *I Walk Alone*.

## Plan New Coin Radio in L. A.

LOS ANGELES, March 23.—H. A. Held and M. L. Cohn, of the Radime Company here, have completed plans for the building of a coin-operated radio.

New unit will consist of a five-tube chassis mounted in a fireproof walnut or bleached wood cabinet and will play 30 minutes for a dime. It will be designed to provide for volume control prior to installation, thereby allowing hotels and such locations to provide for the maximum comfort of all.

New Radime cabinet will be 33 inches high, 16 inches wide and 12 inches deep. Delivery of the units is scheduled for May 1. Company has announced that the first commitment has been made to a San Francisco hotel.

in the hands of Strahl's band leader son, "Skip."

Young Strahl, who was directing his own orchestra at the age of 16, is now out of the army with a new 15-piece unit already organized.

Between 400 and 500 music operators thruout the Pittsburgh area are expected to inspect the new machine.

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**FREDDY MARTIN** (Victor 20-1829)  
*Now and Forever*—FT; VC.  
*Bumble Boogie*—FT.

Freddy Martin once again goes on a concerto kick with Jan Savitt's adaptation of the main theme of the last movement of Tchaikovsky's *Sixth Symphony*, making for a luscious love lullaby which Al Stillman worded as *Now and Forever*. There is every indication that the maestro hit the jackpot again. This Tchaikovsky entry has been kicking around as long as *The Outlaw*, for which movie this gorgeous music is utilized. Savitt recorded it himself, on Decca, if memory serves. However, with Martin backing and background in concerto circles, it looks as if Tchaikovsky has done it again. Artie Wayne's telling of the song story, plus Jack Fina's Steinway flourishes, all set at a bright tempo, takes this spin over the top. The companion piece, showcasing Fina's fine piano fingering in both the classical and popular school, is the Steinway squatter's own adaptation in an eight-beat frame for the Rimsky-Korsakov descriptive tale of the elusive bumble bee, which comes out here in fiery piano exhibitionism as *Bumble Boogie*.

Looks as if Tchaikovsky is going to make money again for Tin Pan Alley and the music ops, considering the way Freddy Martin cuts up *Now and Forever*.

**BOBBY HACKETT** (Melrose 1401)  
*Pennies From Heaven*—FT.  
*Rose of the Rio Grande*—FT.

Long recognized by the swing cults as a trumpeter (cornetist, in fact) who rates with Bix and Bunny of revered memory, it's surprising that it took until now to woo Bobby Hackett to the hot waxes. His tone and phrasing, especially as it is framed for *Pennies From Heaven*, proves only that the waxworks have lost ground in not getting him before this. Superb spinning is the word for it. It's a grand disk of Chicago schooling in jazz as Bobby beats off a faster clip for *Rose of the Rio*

## Record Reviews

(Continued from page 33)

*Grande* and gives to the improvisations of Vernon Duke's bent pipe, Joe Dixon's clarinet and Dave Bowman's ivory knuckling, in addition to another choice sampling of his own solid horn.

Disking is a delight for hot jazz collectors, but the college campuses may go for some coins, remembering Hackett from the Glenn Miller band.

**RAY MCKINLEY** (Majestic 7169)  
*Patience and Fortitude*—FT; VC.  
*You've Got Me Crying Again*—FT; VC.

Bowing with his new band for the first time since shedding khaki, drummer-man McKinley starts way down from scratch. Apart from a well-knit sax section, this initial spinning brings forward a band that is still well in the rough. However, Maestro Ray does manage to impress, and muchly, for a fine and spirited design for *Patience and Fortitude*. Coating his own piping with the blended harmonies of the gang, male foursome, McKinley captures the mood of the song in offering it up as a swing spiritual. Little to recommend in the band's unsteady spinning of the oldie, *You've Got Me Crying Again*, which puts Peggy Mann's chirping to disadvantage.

Phono fans will like the way Ray makes it come out vocally for *Patience and Fortitude*.

**MILDRED BAILEY WITH RED NORVO AND HIS MUSIC**  
 (Crown Album No. 2)

The rocking chair lady has lost none of her song-selling capabilities and gives the label an exciting album of eight sides overflowing with infectious rhythmic lyricism. Moreover, her choice of chants makes for a fine collection, taking in old ones and new ones with a generous sprinkling of show classics. All designed for Mildred Bailey's individual style of dittying, she makes the

most of *Can't Help Lovin' Dat Man*, *It's Never Too Late to Pray*, *These Foolish Things*, *Gypsy in My Soul*, *The Man I Love*, *Summertime*, *I'm Glad There Is You and I've Got the World on a String*. As exciting as her singing is the riff-motif background provided by Red Norvo with a round-up highlighted by Hank D'Amico, whose clary is very much pronounced in the plattering, and a super-solid rhythm section sparked by two guitar strummers in Chuck Wayne and Art Ryerson.

Any of these sides will spin brightly in the music boxes.

**DUKE ELLINGTON** (Victor SP-9)  
*Black, Brown and Beige*—FT; VC. (4 sides)

Duke Ellington's tone poem descriptive of the American Negro, a piece that he features at his concerts and which evokes much controversy among music critics, is now captured on wax in a showpiece album of two 12-inch platters. It's typical Ellingtonia, with exciting horn work by the soloists. While it may not be a great musical composition, nor hold the popular appeal of his other pieces, it's Ellington music thruout. Tricky Sam Nanton's trombone moans for *Work Song*, and for *Come Sunday*, and Ray Nance's strad and Johnny Hodge's alto sax weave the melody pattern against the counter melodies of the band. Joya Sherrill sings the blues with the musical bank bringing up the trombone trio and Al Sears's tenor sax sorcery. Fourth side spins with brightest, a medley of three dances, typically Harlemaese.

Set not designed for the music boxes.

**HELEN CARROLL AND THE SATISFYERS** (Victor 20-1825)

*Personality*—FT; V.  
*Love Is So Terrific*—FT; V.

The rhythm harmonies of *The Satisfiers*, led by Helen Carroll, with Russ Case's full-bodied band on the support, turn in a conventional chant for *Love Is So Terrific*, a rhythm ditty for which their singing ain't. Piping is pleasant, but devoid of any distinguishing characters or a style that might turn out to be a winning one. Lack of platter personality is even more pronounced in *Personality*, reissue side of recent release.

It's expecting too much to expect this pairing to attract coins.

**DICK THOMAS** (National 5011)

*Moanin' in the Mornin'*, *Grievin' in the Evenin' Blues*—FT; V.  
*Too Soon to Tucson*—FT; V.

Dick Thomas spins as a blues moanin' and yodelin' cowboy for the *Blues* side, and for outdoor circles, he brings to it some measure of interest. To better advantage is his *Too Soon to Tucson*. A small jam band provides bright rhythmic support, with Johnny Fortis's arrangements of the tunes enhancing the commercial appeal of the couplet.

*Too Soon to Tucson* will attract the phono play, altho there is strong nickel appeal in the *Blues* side as a novelty needler.

**PHIL MOORE FOUR**  
 (Musicraft 15055 and 15057)

*Ol' Man River*—FT; V.  
*I've Got Sixpence*—FT; V.  
*September Song*—FT; V.  
*Danny Boy*—FT; V.

The Harlemaese twist to the tune, as applied by Phil Moore in his characteristic song intimacy, jells best for the oldie jingle, *I've Got Sixpence* for which his foursome assists vocally. For more limited appeal among those who delight in his dittying, his jive singing for *Ol' Man River* will not be too hard to take, however, his efforts are entirely far-fetched as he is weighted down with such heavies as *September Song* and *Danny Boy*. The musical efforts, his pianistics pacing trumpet, guitar and rhythm instruments, evoke no greater interest than the singing.

Phono appeal very limited, altho the tune title may bring some interested in *Ol' Man River*.

**BUD FREEMAN** (Majestic 1031)

*The Atomic Era*—FT.  
*I'm Just Wild About Harry*—FT.

To most people it will sound like so much noise and not even explosive. But for hot jazz fiends, particularly those who worship a tenor sax, they'll be able to pick out the musical meat—merely an endless procession of hot licks—as Bud Freeman, accompanied by Ray McKinley at the tom tom and traps, gives out for *The Atomic Era*. Beyond the catalog of riffs, the spinning holds little meaning and less interest. Mated is a fair sampling, plus squeaky clarinetting, of the Chicago school of jazz, as a small combo led by Freeman rides out for *I'm Just Wild About Harry*.

Nothing in this needling that makes for real coinage.

**DUKE HENDERSON** (Apollo 367)

*Oo' Wee Baby, Oo' Wee*—FT; V.  
*Wiggle Wiggle Woogie*—FT; V.

For some real sultry and sex-inciting blues singing, the wailing of Duke Henderson means much on the wax for the wordage he fashioned as *Oo' Wee Baby, Oo' Wee*. It's the *Oo' Wee* race blues that count for much more in the Duke's chant. At a faster clip, it's a boogie blues for *Wiggle Wiggle Woogie*. Jack McVea's small band matches the mood musically.

Sides are solid spinners for the race locations.

**HOT LIPS PAGE** (Melrose 1402)

*I've Got the World on a String*—FT; VC.  
*Happy Medium*—FT.

It's a fine brand of le jazz hot that Hot Lips Page brings forth here, particularly for *Happy Medium*. Page's own growl trumpeting tops off a spin session with Earl Warren on alto, Dave Matthews on tenor, Hank Jones at the piano, Slam Stewart bowing the bass viol and "Big Sid" Catlett banging the drums. Page's husky-voiced blues chanting serves expressively for his characteristic chanting of *I've Got the World on a String*.

Spinning is strictly for the hot jazz fans.

**ALFREDO MENDEZ**  
 (Standard F-4001)

*Recuerdame*—FT; V.  
*Como Te Sonaba*—FT; V.

Highly palatable Latin Rhythms with Bolero beats are plattered here by Alfredo Mendez with Hector Rivera giving good baritone voice in Spanish for selections of his own composition. *Recuerdame* enjoys an attractive melody for Rivera's romantic singing, with a more spirited style for his *Como Te Sonaba*.

Where the south-of-the-border selections are favored, both of these sides register for phono play.

**DINAH WASHINGTON** (Apollo 368)

*Wise Woman Blues*—FT; V.  
*No Voot No Boot*—FT; V.

It's crystal-clear chirping on the part of Dinah Washington with plenty of sympathy understanding for the race blue form that makes this a toothsome twosome. Sings it body and soul for *Wise Woman Blues*, a slow moan about quitting her unfaithful lover and no more worrying her mind because she belongs to somebody else. *No Voot No Boot* is typical Harlemaese guttural spinning at a lively clip as she promises not to give it away if she can't get what she wants. Lucky Thompson's small jam band provides the proper musical spirit for Miss Dinah's song.

Coins will kick out at the race spots for spinning *No Voot No Boot*.

**JACK SMITH** (Majestic 7173)

*I'll Be Yours*—FT; V.  
*Let's Put Out the Lights*—FT; V.

It calls for the pash piping to bring out all the sensuous flavor packed in the words and music of *I'll Be Yours*, a French chanson. And Jack Smith, in good voice but not devoted to gushing, brings out little of the hidden charms of the chant. Nor is the oldie *Let's Put Out the Lights* (and *Go to Sleep*) any better suited to his singing talents.

Little here to hold the interest of the coin crowds.

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**DANA HARMONIZERS**  
(Harmonia 1601, 1062, 1603)  
*Barber Shop Melodies—Sweet and Naughty*—FT & W; V.  
It's the gay nineties that were *Sweet and Naughty* and not these barber shop melodies selected by the Dana Harmonizers for six sides serving as the nucleus for a record album. Harmonizers are a conventional male quartet with piano accompaniment and, while showing schooled voices in their harmonizing, capture neither the spirit of the songs nor the times as they spin for six sides running the gamut from *Coney Island Baby* to *There Is a Tavern in the Town*.

Old-timers at the tap and tavern locations may put in a nickel for this, but only for nostalgia's sake in spotting a familiar song title.

**HAL McINTYRE (Cosmo 472)**  
*Do You Love Me*—FT; V.  
*Fall in Love With You Ev'ry Day*—FT; V.

In an effort to get into the *Do You Love Me* sweepstakes among the spinners, Hal McIntyre cuts out with an ordinary version of the screen song, lacking in luster both in the band's playing and in Nancy Reed's singing. However, the maestro redeems himself with the mated side, entering a highly polished and velvety treatment for *I Fall in Love With You Ev'ry Day*, a pretty and plaintive love ballad by Sam H. Stept. Makes effective use of his muted brasses as well as his own alto sax interpolations, plus the added feature of Frankie Lester's fine vocal romantics.

If the song makes the impression it should, McIntyre's music for *I Fall in Love With You Ev'ry Day* should mean much for the music ops.

**SLIM GAILLARD QUARTET**  
(Atomic 230)  
*Drei Six Cents*—FT; V.  
*Minuet in Vout*—FT.

Gaillard, currently riding the Coast's popularity crest, is now center of a press agent-created radio ban-

controversy arising when his stuff was bounced from Hollywood's KMPC because station felt it was suggestive. The former "thin man" of the Slim and Slam (Stewart) team, appears pure as snow on this disk. Words to *Drei Six Cents* (sung by Gaillard and bassman Tiny Brown) are as incoherent as the tune's tag, with "Shishkabob, Gelto, Bounce-O, Pickled Herring" thrown in wherever they may fall. Side spins at a moderate pace, leaving the brighter beat for the flipover. Both tunes are clever, but neither holds much weight musically, preferred play going to *Vout*. Interesting instrumental work is found in the latter. Gaillard here strums a groovey guitar, as Brown knocks himself out on bass, backed by Dodo Marmarosa's piano and the hard hit drums of Oscar Bradley.

A Coast nickel natural, with *Six Cents* the better bet for national play. If air ban publicity spreads, jukes may cash in.

**CLIFFORD LANG'S SYMPHONIC JAZZ ORCHESTRA**  
(Pan-American 137)

*Star Dust*—FT.  
*Begin the Beguine*—FT.

Cliff Lang gives these perennials a Dave Rose type treatment and comes thru with an interesting coupling. His multi-colored arrangements capture the melodic sweep of both selections, and make worthy additions to the many forerunning versions. Pizzicato strings are used generously on both sides, lending crisp undertones to lush reed and violin sections. *Stardust* tees off with a dramatic intro, and quickly moves into a moderate beat. *Beguine* gets a smart once-over-lightly polish with rhythmic transitions ranging from the symphonic to swing, to a true *Beguine*, never losing the even one-two tempo.

Jukes in the plushier locations should reap a harvest with this twosome.

**IVORY JOE HUNTER AND HIS BAND (Pacific 602)**  
*Boogin' in the Basement*—FT; V.  
*Don't Leave Me*—FT; V.

This label catches another exciting example of San Francisco talent in Ivory Joe Hunter. (Waxery cuts only local jazzmen). Hunter displays a smooth brand of eight-to-the-bar on the top side with his left wing riding a bellow boogie beat. He shows musical imagination in his bass work, avoiding the usual one chord routine. An unbilled voicer (presumably Hunter) softly chants the words (and good ones, too!) to complete satisfaction. Vocalist pleads *Don't Leave Me* on the flipover in pleasant style, as John Patterson wails the woes with his sax. *Boogin'* will ring the bell wherever boogie goes big.

**LYLE GRIFFIN (Atomic 201)**  
*Remember I Knew You When*—FT; V.  
*What's Da Mottie*—FT; V.

Lyle Griffin comes up with a contrasting couplet that satisfies. *Remember* (Griffin-Chuck Callender tune) is a simple song with words to match, and strikes a responsive note in its plaintive quality. Dale Mullings does an ear-easy job warbling and captures the reminiscent mood of the slow ballad. Ork stays in background, allowing Johnny White's vibes and Herbie Harper's mellow saxing to build the relaxing setting. Reverse runs at a peppy gait, with Griffin voicing routine lyrics to novelty notes. Band is on the weak side, but this is overshadowed by the bright tune.

May be a fair twin coin catcher.

**GINNY SIMMS (ARA 132)**  
*Everybody Knew But Me*—FT; V.  
*Full Moon and Empty Arms*—FT; V.

Miss Simms throws romantic richness into these ballads. Irving Berlin's newcomer, *Everybody Knows*, gets plush treatment as Ginny catches the brooding spirit of the song. Cleffing is in the Berlin tradition, and should gain high stature.

An unbilled band blends strings with subdued brass to give well-rounded support. Other side carries catch from the classics. This time it's *Rachmaninoff's Concerto No. 2* which lends melody to love lyrics, and the result is a nostalgic ditty that makes for restful listening.

*Everybody Knew* should pull plenty from the first, with *Full Moon* filling chutes in a couple of months.

**WILL OSBORNE**  
(Black & White 770)  
*In the Moon Mist*—FT; V.  
*Something Old, Something New*—FT; V.

Will Osborne bows in on this label with a tuneful twosome that registers. He uses his smooth syncos to good avail, holding fast to the melody line and providing a danceable beat. Ork gives free rein to sweet reeds rounded out with muted brass. Eileen Wilson does a velvety vocal on *Moon Mist*, displaying a good sense of song selling. Flipover finds maestro and Miss Wilson chiming in on the wordage to make *Something Old* please. Latter, penned by new tunesmithing team of Ramey Idriss and George Tibbles, sparkles with fresh melodic appeal.

*Something Old*, just waxed by Sinatra, should hit from the start. *Moon Mist* may catch coin later.

**JOHNNY MOORE'S THREE BLAZERS (Modern Music 131)**  
*Travelin' Blues*—FT; V.  
*It's the Talk of the Town*—FT; V.

Threesome takes it slow and easy to sell this twin-spinner. Charles Brown picks a few chords at the keyboard, and softly warbles *Travelin' Blues*. Johnny Moore's mournful guitar, coupled with Eddie Williams's bass work, help create the melancholy mood. Brown gets equally adequate support on the "B" side, and proves he can put a song across in good form. His voice falls lightly on the ear, and makes for restful listening.

Known to nickel-pushers, *Talk of the Town* should prove a draw.

NEW YORK, NEW JERSEY  
AND CONNECTICUT OPERATORS

YOU'VE SEEN THE REST  
NOW SEE THE BEST

At The  
**PREMIER SHOWING**  
OF THE NEW

**AMII**

40 SELECTION  
PHONOGRAPH

ON DISPLAY IN OUR SHOWROOM • March 27 to April 5

The New AMI Phonograph is outstanding in style and design . . .  
tested and proven on location . . . and the mechanism is superb  
only 8 moving parts. Truly the finest of all phonographs.

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OPERATORS**

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NEW IDEAS!**



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for Information**

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Conversion  
VALUES**

**ARTISTS AND MODELS**  
for Star Attraction

**GIRLS AHOY** for Sea Hawk  
**FOLLIES OF '45** for Hi-Hat

**BASEBALL**  
for Seven-Up

\$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a FLASHY—NEW—1945 MODEL. No mechanical changes necessary.

We send you a NEW FLASHY SCORE GLASS, NEW LARGE SIZE BUMPER CAPS, NEW SCORE CARDS, ETC.

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or write for complete list

**VICTORY GAMES**

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"America's Pin Game Conversion Headquarters"

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NO IF5, ANDS OR BUTS  
**IMMEDIATE DELIVERY**

For Salesboard Operators.  
Write for Descriptive Literature.  
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**ABCO NOVELTY CO.**

809 W. Madison Street Chicago 7, Illinois  
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**WANTED TO BUY!**

Pin Balls, Phonographs, Consoles, Arcade Pieces or anything coin operated. No crating necessary. Will pick up by our own trucks. Send list with lowest prices.

**ROYAL AMUSEMENT**

1401 West 11th St. MUNCIE, IND.

**Trailer Show Points Way  
To More Coin Locations**

CHICAGO, March 23.—National Trailer Show at the Coliseum this week showcases a degree of refinement in trailer facilities and possibilities for trailer cities to be noted by location-conscious coinmen.

A model trailer town on exhibit presents graphically what already is being done in many localities to create independent, livable communities for the nation's growing trailer population.

Included are laundries, filling stations, community entertainment spots and stores—all of which advantageously employ coin-operated equipment. Launderettes, vending machines and juke boxes in such places, it has been pointed out by trade members, would be the ideal means of serving a transient patronage.

With more than 100 models exhibited by 22 manufacturers, trailers are designed with an eye to selling prospective buyers on this latter-day solution to the housing problem.

All of them feature compact and complete kitchens with table, sinks, refrigerators and gas ranges. Many have complete bathrooms with shower. Air conditioning and automatic oil heat assure year-round utility.

Novelty of the show is a two-story

trailer at \$15,000 with second floor telescoping down when en route. This one, in addition to the usual appointments, sports a wood-burning fireplace. More utilitarian models are priced at \$2,600 to \$5,000.

**Plushy Development**

These plushy developments are in line with progressively more elaborate trailer cities—which alone can provide the necessary electrical and water services—now developing in many places.

Altho the largest of these communities are seen in Florida and other Southern cities, war-time population shifts to industrial centers has brought mushrooming camps thruout the country. Some already have various types of coin machines on location, but broadly speaking, here is one of the promising fields which remains to be exploited by the trade.

**Jennings Names  
16 Concerns To  
Sell Machines**

CHICAGO, March 23.—O. D. Jennings & Company released the following list of 16 newly appointed distributors:

Fred Anderson, 2352 East 70th Street, Chicago.

Automatic Coin Machine Corporation, 349 Chestnut Street, Springfield, Mass.

John Beihl, Batesville, Ind.

Leo Belfy, Richmond Amusement Company, 821 West Broad Street, Richmond, Va.

H. M. Branson Distributing Company, 512 South Second Street, Louisville.

F. Burgeson, Barrington, Ill.

P. L. Burgeson, 3504 East 50th Street, Minneapolis.

Garfield Novelty Company, 1154 Parsons Avenue, Columbus, O.

Heath Distributing Company, 217 Third Street, Macon, Ga.

Jones Distributing Company, 127 East Second South, Salt Lake City.

J. J. Kellogg, Koehler Hotel, Grand Island, Neb.

Shaffer Music Company, 606 High Street, Columbus, O.

Shaffer Music Company, 5227 McCorkle Avenue, Charleston, W. Va.

Shaffer Music Company, 1925 Market Street, Wheeling, W. Va.

United Amusement Company, 310 South Alamo Street, San Antonio.

Ray Volmer, 2932 East Jackson Boulevard, Elkhart, Ind.

**Canadian Ops,  
Distribs Are  
Buying in Chi**

CHICAGO, March 23.—Post-war revival of activity in the coin machine industry in the United States and Canada is drawing a steadily increasing number of Canadian operators and distributors to Chicago, manufacturers and distributors here reported.

Among those who have been in the city recently on buying and inspection trips are M. Adelson, operator of a wholesale confectionery and concession firm in Montreal; J. M. Schwartz, Quebec Coin Machine Exchange, Montreal; M. Morrosnick, Winnipeg Coin Machine Company, Winnipeg; Al and George Knapp, Supreme Vending Company in Ontario, and A. C. Klavin, Donald Fielding Company, Toronto.

Reports reaching coinmen in Chicago indicate that Canadian operators are planning broad expansion not only in music machines, which took a sharp upsurge in popularity during the war, but in venders and amusement games as well.

**WANTED TO BUY**

WILL PAY FOLLOWING PRICES

Wurlitzer 61 ..... \$ 90.00 | Wurlitzer 71 ..... \$105.00  
Wurlitzer 81 ..... 125.00 | Wurlitzer 616 Light Up.. 160.00

(All Counter Models Must Have Stands)

Want 5 Ball Pin Ball Machines. Send List and Price Wanted.

FOR SALE — 3 Pikes Peaks at \$13.50 Each.

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

**R. D. BARRY**

1624 SWETLAND ST.

SCRANTON 4, PA.

**IMMEDIATE DELIVERY . . .**

Bally SURF QUEEN UNDERSEA RAIDER  
VICTORY DERBY VICTORY SPECIAL

WEEKLY SPECIAL—Radio Tube 6C6 . . . . . 95c EACH

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Bally Regional Sales Representative

4866 WOODWARD AT WARREN  
DETROIT 1, MICHIGAN

1143 EVERGLADES CONCOURSE  
MIAMI BEACH 41, FLORIDA

**MENS WRIST WATCH**  
720 HOLE - 5¢ PLAY  
TAKES IN . . . \$36.00  
PAYS OUT . . . . 8.25  
PROFIT 27.75  
PRICE - \$12.00 PER DEAL —  
5 DEALS - \$55.00 — 25% DEPOSIT BALCOB

**PARAMOUNT GRAND PRIZE**

JACK POT PAYS \$100 ON GRAND PRIZE 50¢

102-103	106-107
103-104	107-108
104-105	108-109
105-106	109-110
EACH RECS 25¢	110-111
	EACH RECS 25¢

101-102 RECEIVES PUNCH IN JACK POT

WINNING TICKETS REPEATS TIMES

LAST SALE ON BOARD RECEIVES GRAND PRIZE IF NOT ALREADY WON

**G. H. RILEY SALES CO.**  
420 COLUMBIA ST.  
LAFAYETTE, INDIANA

**A NEW BELL**

**Machine Rental Plan**  
Don't lose money while waiting for factories to deliver machines when you can buy or rent

**"BLACK BEAUTY BELLS"**  
Also like-new Mills machines equipped with Black Beauty reels in Gold Chrome, Polished Chrome and Black Cherry models.

**EVERY MACHINE GUARANTEED!  
10 DAYS' FREE TRIAL!  
IMMEDIATE DELIVERIES!**

**LOW WEEKLY RENTAL**  
Use any machine as long as you wish. Return any machine whenever you wish.

Advise your requirements. Also list your old machines for cash and trade-in offer. We pay up to \$150 for Mills escalator models.

**WE BUY, SELL, TRADE & RENT BELL MACHINES**

**SELL-A-MATIC CORP.**  
100 W. Chicago Ave. — Chicago 10, Ill.

**WANT TO BUY**  
Well Equipped - Operating

**SALESBOARD MANUFACTURING CO.**  
FINANCIALLY RESPONSIBLE  
Address Inquiries to  
**DAVID J. ZIMRING**  
11 80. LaSALLE ST. CHICAGO 3, ILL.

**FOR SALE**  
Mills Swinging Punch Bag Machine, Champion Punch Bag Machine, Pokerino, Dough Boy Pinball, 4 Mills Drop Picture, 3 Kaleidoscopes, 2 three-column Snack All-Metal Peanut Machines, 8 brand new Charm Candy Machines, 1 Exhibit Mule, 1 Exhibit Tiger—all for \$325.00.

**WALTER BROWN**  
Bel Alton, Md.



## ARCADE SPECIALS

Factory Reconditioned  
Ready To Operate

DEFENDER	\$249.50
ACE BOMBER	229.50
HOCKEY	229.50
AIR RAIDER	169.50
LIBERATOR	169.50
PERISCOPE	169.50
TORPEDO, BALLY	149.50
WATLING SCALE	149.50
BATTING PRACTICE	149.50
ROCKET BUSTER	149.50
CHICKEN SAMS	139.50
JENNINGS GOLF BALL VENDOR, 10c PLAY	129.50
25c PLAY	149.50
KEENEY SUBMARINE	129.50
LOVE TELLER	129.50
TEST PILOT	129.50
VITALIZERS	99.50
ELECTRIC CHAIR	99.50
EXHIBIT MERCHANTMAN	79.50
MUTOSCOPE (1) REEL	69.50
QUESTION GIRL	69.50
ANTI-AIRCRAFT	49.50

All Equipment Sold on  
Money-Back Guarantee



### ALUMINUM DISCS for GROETCHEN TYPERS

Guaranteed Perfect \$7.00 per 1000  
IMMEDIATE DELIVERY

1/3 Deposit With Order

## MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

### SALESBOARDS

Holes	Name	Def.	Price
300	1 to 5¢ Put and Take	\$ 6.00	\$.92
400	5¢ Buckaroo	7.00	.55
600	5¢ Diamond Dust	11.00	.70
1000	5¢ Nickel Charley	17.00	.98
1000	25¢ 176 Winner Charley	50.00	.98
1000	25¢ Golden Boy Charley	45.00	.98
1000	1¢ Cigarette, 28, 30, 32, 34, 36 Packs		.78
1000	5¢ Nickel Special Cigarette, 80 or 99 Pks.		.78
Avg.			
1000	25¢ J. P. Charley	\$51.98	\$1.22
1200	25¢ Cheerful Charley, X Thick	82.65	2.98
1800	5¢ Red, White & Blue, Def. X Thick	\$18.00	\$2.80
1800	10¢ Red, White & Blue, X Thick	36.00	2.89
1800	5¢ Lulu Lee, X Thick	18.00	2.89
1800	5¢ Lulu, X Thick	30.00	2.89
1800	5¢ Lucky Colors, X Thick	24.00	2.89
2000	5¢ Lulu Belle, X Thick	20.00	3.13
1000	10¢ Lulu Belle, X Thick	40.00	3.13
2000	25¢ Lulu Belle, X Thick	100.00	3.13
Def.			
1200	5¢ Pick a Fin, X Thick	\$24.72	\$2.80
1200	10¢ Pick a Ten, X Thick	58.40	2.90
800	5¢ Nuts to You, X Thick	\$22.70	\$2.80
800	5¢ 800 Club, X Thick	22.70	2.80
25% Deposit With Order — Balance C. O. D.			

STUART SALESBOARD CO.  
310 Merchants Nat'l Bank Bldg., Omaha, Neb.

## Beer Ration Hits Tavern Coin Trade

40% Cut in Portland

PORTLAND, Ore., March 23.—Taverns—high on the list for coin machine locations—are operating on a reduced schedule since rationing of beer went into effect in the wake of federal orders restricting use of grain for beverages.

Breweries in the Portland area have reduced deliveries 40 per cent, apportioning available supplies among their outlets amid the most stringent regulations since wartime "droughts" when shortage of brew and labor darkened some spots two and three days a week.

Operation practices among spots varied from those that kept open as long as the supply of foam lasted to those that specified definite closing days.

No Full Time

E. A. MacLean, executive secretary of the Tavern Owners' Association of Oregon, said that virtually no retailers were able to operate on a full-time basis.

Spokesmen for the four breweries in Oregon said that their plants were just beginning to catch up on production after a slump in demand for overseas shipments. This, however, was offset in the war industry sector by heavier demand for beer following the slump in wage scales that turned champaign appetites to beer purses.

## Kalmar Quits Coin Trade To Enter Chi Brokerage Concern

CHICAGO, March 23.—Norman C. Kalmar, long-time controller and director of purchases at A. B. T. Manufacturing Company, has joined Daniel F. Rice & Company's Chicago office as an account executive.

Kalmar, who just returned from a two-month vacation in the Bahamas and Florida, will handle transactions in securities and commodities for the brokerage firm. Company holds memberships in the Chicago and New York Stock exchanges and the Chicago Board of Trade. Kalmar said he entered the brokerage business after doing "rather well" for himself on recent operations. He had been with A. B. T. for 17 years.

### WANT TO BUY BUCKLEY BOXES

(20 or 24 Record)  
(Chrome Model Only)  
GIVE BEST PRICE FOR CASH.  
Write or Wire  
GENERAL MUSIC CO.  
2277 W. PICO BLVD.  
LOS ANGELES 6, CALIF.

### THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL COIN PACKER

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$2 each size.

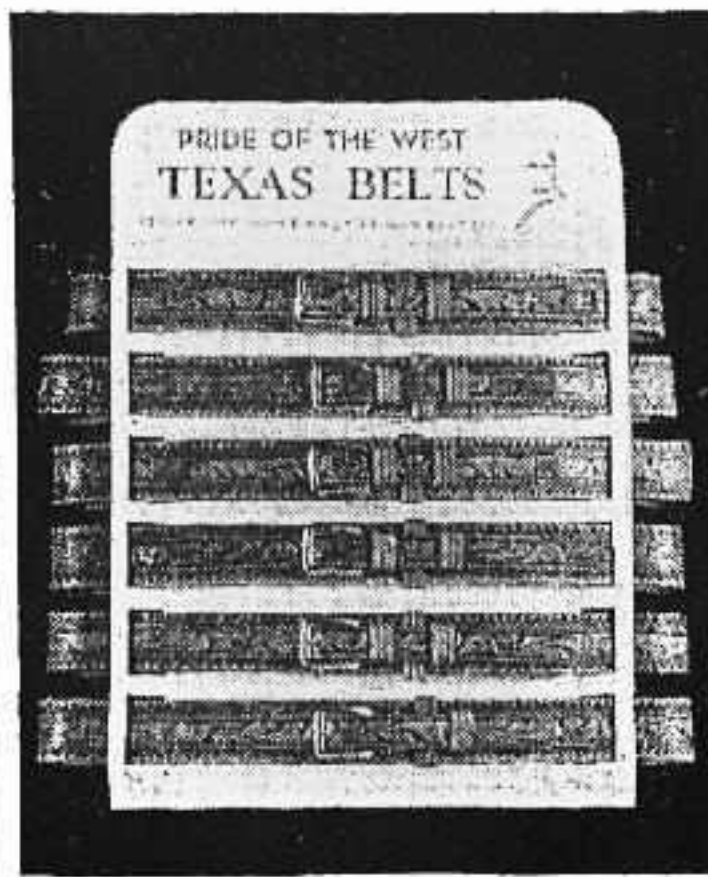
Blackstone Coin Packer Co.  
Madison 1, Wis.



### FOR SALE—FOR SALE

MUTOSCOPE PHOTOMATICS  
Early and Late Models, All in Good Working Condition. 500 Pieces of Arcade Equipment of All Kinds. TONY BRILL  
311 N. Reno St. Los Angeles 26, Calif.

## TWO FAST WINNERS

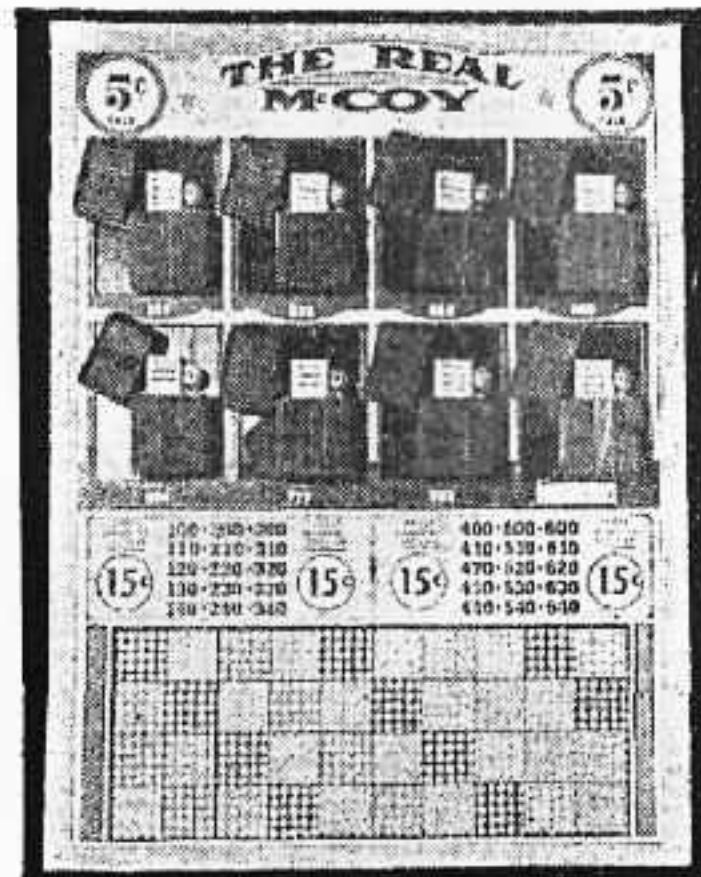


No. 9—TEXAS BELT DEAL. The famous Texas Western Belt. Made of nine oz. top grain STEERHIDE leather—top tooled in Western design.

Deal consists of 6 of the famous belts, complete with 1000 3c (or 5c if desired), and gives out 20 packages of cigarettes. In lots of 6 or more deals. \$7.95  
Sample Deal—\$8.75.

Deposit 25% of the amount of order, balance C. O. D.

STAR SALES CO. 7152 East End, Chicago 49, Ill.



No. 750—REX WINDPROOF LIGHTER DEAL. THE REAL McCOY—NATIONALLY KNOWN LIGHTER—WIND, RAIN OR SNOW—THE LIGHTER WILL ALWAYS LIGHT.

Deal consists of 8 Brown Cracked Lighters, complete with 1000 3c (or 5c board if desired). Board gives out \$4.50 in trade. Cost of complete deal—

In lots of 6 or more . . . \$7.65  
Sample Deal—\$8.50.

## BLACKHAWK'S PERPETUAL PENNY CIGARETTE MACHINE RED, WHITE AND BLUE JAR MACHINE

Immediate Delivery—No Federal Tax

SUPER COLOR BALL CABINET \$24.95

F.O.B. PADUCAH

There is nothing to get out of order, nothing to adjust, no replacement expense, yet in spite of the extreme simplicity of construction, this cabinet is completely automatic and will give positive unfailing action.

Ruggedly constructed, practically indestructible, guaranteed to give positive results and your first cost is your only cost.

WE HAVE THESE MACHINES IN STOCK READY TO SHIP

The fastest little money-maker on the market today

Send \$5.00 Deposit, Balance C. O. D.

Write, Wire or Phone Today.

THOMAS NOVELTY CO.  
1572 JEFFERSON ST., PADUCAH, KY.



### ATTENTION, OPERATORS: LOOK AT THESE PRICES

Hi Hat	\$70.00	PIN GAMES		Paradise	\$49.50
Seven Up	49.50	Drum Major	\$25.00	Show Boat	49.50
South Paw	64.50	Moniker	79.50	Slap the Jap	59.50
Big League	30.00	Velvet	49.50	Dixie	52.50
Ten Spot	59.50	Spot Pool	64.50	Big Time	44.50
Doughboy	29.50	Defense	84.50	Flicker	62.50
Dude Ranch	34.50	41 Major	59.50	Fox Hunt	29.50
All American	55.00	Eagle Squadron	89.50	ABC Bowler	62.50
Fleet	35.00	Gun Club	65.00	Bombardier	84.50
Broadcast	59.50	Super Six	37.50	Big Parade	100.00

1 WURLITZER MODEL 71 . . . . . \$165.00  
4 MILLS SLOTS, 5c GOLD CHROME, 3-5 P.O., Each . . . . . 200.00  
ALL MERCHANDISE GUARANTEED — 1/3 DEPOSIT, BALANCE C.O.D.

### MILLS MUSIC SERVICE

147 Columbia Avenue — Phone: Vandergriff 494 — Vandergriff, Penna.

## WANT TO BUY MILLS SLOTS

Escalator Models, in any condition.  
Cash or Trade In on Precision  
Rebuilds.

### WOLFE MUSIC CO.

217 W. Main St., Ottawa, Ill.  
Tel. 1312

## LIVE—LIVE—LIVE—LIVE! BUMPER RINGS

SMALL • MEDIUM • LARGE

SEND FOR LIST AND PRICES TODAY! NEW PRICE LIST JUST OFF THE PRESS!

## COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED  
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47



**THE NEWEST SENSATION!  
A TESTED WINNER!  
SKEE BARREL ROLL**

The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the revolving barrel instead of just playing the field. Location tests prove the appeal of this well constructed and beautifully designed legal game.

- 10' 6" long (two sections)
- A tried & tested winner on location
- Revolving Barrel supplies keen score competition
- Beautifully finished with chrome trim
- Almost 100% silent in operation

**Dis-  
tributors,  
Write  
for  
Quantity  
Prices!**



- Fool proof ball release
- Custom Built by cabinet makers
- Intriguing Backboard Light-Up in 7 flashy colors
- Legal everywhere

**PREMIER COIN MACHINE MANUFACTURING CORP.**  
577 Tenth Ave. NEW YORK 18, N. Y.  
Phone: Longacre 3-6235

**Tripled Plant  
Size Revealed  
By Gay Games**

MUNCIE, Ind., March 23.—Guy E. Noel, president of Gay Games, Inc., announced this week that the firm has tripled its manufacturing facilities here with the acquisition of 50,000 additional feet of floor space for its ticket game salesboard factory.

At the same time it was disclosed that Noel Manufacturing Company, an associated firm, is working on a new amusement machine to be operated in conjunction with ticket game merchandise.

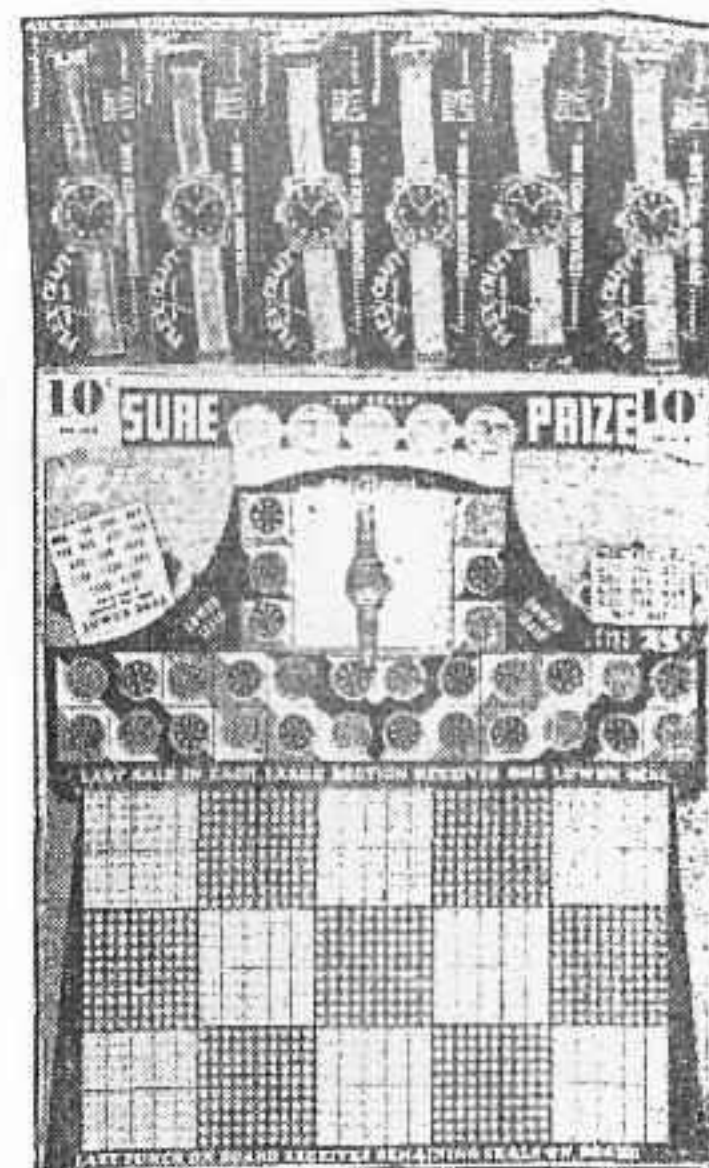
**Two Buildings**

New plant space includes two brick structures located near the original factory. They have been undergoing remodeling for several months.

Production departments are now being moved into larger quarters, according to Noel, but the general offices will remain at the old site for the present.

Part of the expansion program is introduction of new machinery units needed to reach scheduled output of the firm's Kan-of-Koin and Spin-'n'-Win ticket games.

Operators and distributors for the game and ticket merchandise combination will be selected on an exclusive territory basis, said company officials.



**DEAL No. W-310**

Gives out 1 Ladies' 7 Jewel, Stainless Steel Back, new style Wristwatch as Grand Prize; 6 Stainless Steel Men's Wristwatch Expansion Bands on open numbers with Sure Prize Board. Top Seals contain 5 Seals paying:  
1500 Holes @ 10c Takes In ..... \$150.00  
Less Consolations ..... 25.00

Maximum Profit (Less Cost of Deal) .. \$125.00

**COST OF DEAL**  
Each (Net Price) ..... \$34.50 Ea.  
Lots of 3 (Net Price) ..... 32.50 Ea.  
Lots of 1 Dozen (Net Price) .. 30.50 Ea.  
F. O. B. Chicago.

FOR RE SALE ONLY.

**ABCO NOVELTY CO.**

809 W. Madison St. CHICAGO 7, ILL.

**A NEW MARVEL REVAMP!**

**CATALINA**

FIVE BALL FREE PLAY GAME

Operators and Distributors Went Overboard for HOLLYWOOD. Wait Until You See CATALINA . . . Our LATEST Revamp!

**Don't Delay—  
ORDER TODAY!  
PRICE \$249.50**

F. O. B. Chicago

Order from your Distributor  
or get in touch with us

**Converted From  
SPORT PARADE**

Or—

We can use any of the following—

- Stratoliner
- Legionnaire
- Star Attraction
- Snappy '41
- Jolly
- Sporty
- Polo
- Bolaway

**MARVEL MANUFACTURING CO.**

2124 Milwaukee Ave.

Phone: Everglade 0230

Chicago 47, Ill.

**Adams To Join  
Weiler's Firm**

KANSAS CITY, March 23.—Maj. G. M. Adams, who was discharged from the army March 15, will join the Consolidated Distributing Company as a traveling representative, Irvin Weiler, general manager, announced.

Weiler said Adams, who was a photo reconnaissance flier in the European theater for 18 months, will make his calls by plane. Weiler, who was one of the first coin machine distributors to use airplanes in his business, now owns one plane and has another one ordered. Adams formerly was associated with him in a distributing firm at Lincoln, Neb.

Consolidated distributes Rock-Ola Williams, Jennings and Evans machines in Western Missouri and Kansas.

**Direct Positive Paper  
CAMERAS—EQUIPMENT**

Filling orders coast to coast. No delay. Plenty of Eastman Direct Positive Paper. New Low Prices. 250' rolls 1 1/2" — \$4.20. 2 1/2" — \$5.85. 3" — \$6.53. 3 1/4" — \$6.90 (plus tax). Full stock of other sizes. Also a new line of Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. New catalog just published lists everything. Sent Free.

**Memphis Photo Supply  
Company**

P. O. Box 1350 MEMPHIS 1, TENN.

**EXPORT AND FOREIGN  
CONNECTIONS**

Will arrange shipping and finance purchase for export over reasonable period on all types of coin-operated machines. Inquiries from foreign firms wishing to buy direct from sources in U. S. solicited.

**MERCANTILE DISCOUNT  
CORPORATION**

280 Hobart Street Perth Amboy, N. J.  
Commercial Financing

**FOR SALE**

"Batter Up," 8 months old, complete ready to go, \$1,500.00. Can be seen operating at

**PLAYLAND**

186 Summers St. Charleston, W. Va.

**ROUTE FOR SALE  
WESTERN WISCONSIN**

10 Musto, 10 Colnox Rifle Ranges, 8 Pins, 1 Goalie; nets \$350.00 weekly. All legal. On location within 12-mile radius. Possibilities.

**Price \$8,500.00**

BOX D-155, THE BILLBOARD  
CINCINNATI 1, OHIO

**WANTED TO BUY FOR CASH**

CHESTER POLLARD FOOTBALL GAMES, \$75.00 Each. Need not be in working condition. MUST HAVE ALL PARTS.

**IDEAL NOVELTY COMPANY**

2823 Locust Street St. Louis, Mo.

**WANT TO BUY  
CHICAGO COIN GAMES**  
Any Kind—Don't Have To Work—All Parts Must Be There. Glass Not Necessary.

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JOHNSON AIR RIFLE RANGE, COMPLETE: 7 GUNS, WESTINGHOUSE COMPRESSOR. A-1 CONDITION. 1/2 with Order, Balance C. O. D. F. O. B. Redondo Beach, Cal.

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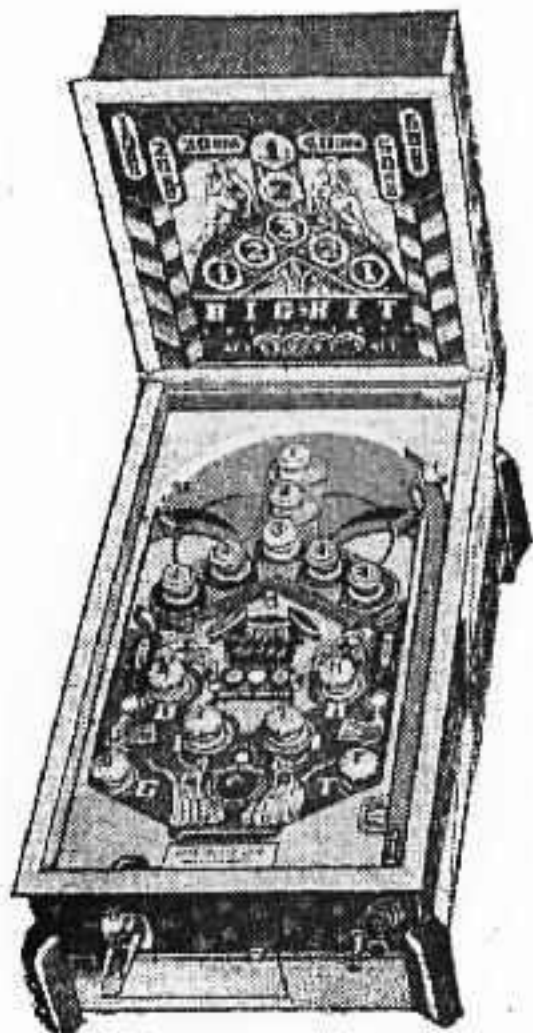
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10 Evans completely automatic Duck Pin Bowling Alleys, like new, 60 feet long, 4 1/2 feet wide. Can be set on any floor. Can make \$75.00 daily profit. Help necessary, only one man to collect money. Reason for selling is that I have a large chain of restaurants to contend with. Price for 10 Alleys, \$3500.00.

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A Distributor of Aircraft Engineering Products

★ NOW DELIVERING ★

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A 16mm. Coin Operated Movie Machine  
FOR ARCADES and OPERATORS

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1 Seaburg Envoy .....	\$425.00	5 Buckley Boxes for Twin Twelve Base-	\$20.00
1 Wurlitzer 600R .....	475.00	ment Jobs, Each .....	
2 Wurlitzer 412, Each .....	165.00		

### SLOTS

20 Original 5¢ Brown Fronts, Serials	\$180.00	1 5¢ Pace Comet .....	\$39.50
420,000, Each .....		1 10¢ Watling Treasury, Double Jack Pot.	35.00
19 Original 10¢ Brown Fronts, Serials	180.00	2 1¢ Watling Venders, Double Jack Pot.	27.50
420,000, Each .....		Each .....	
65 Crackle Finish Stands, Each .....	16.00	1 5¢ Watling Blue Seal .....	30.00
5 1¢ Q.T. Slots, Each .....	42.50	1 25¢ Watling Blue Seal .....	39.50

NEW MILLS VEST POCKETS WITH METERS—EACH \$74.50.

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6 Keeney Super Bells, F.P. & P.O. Ea.	\$300.00	2 High Hand, Each .....	\$175.00
6 Bally Club Bells, Each .....	219.50	2 Paces Reels, P.O. Each .....	90.00
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Specializing in Skee Balls for Almost 20 Years.

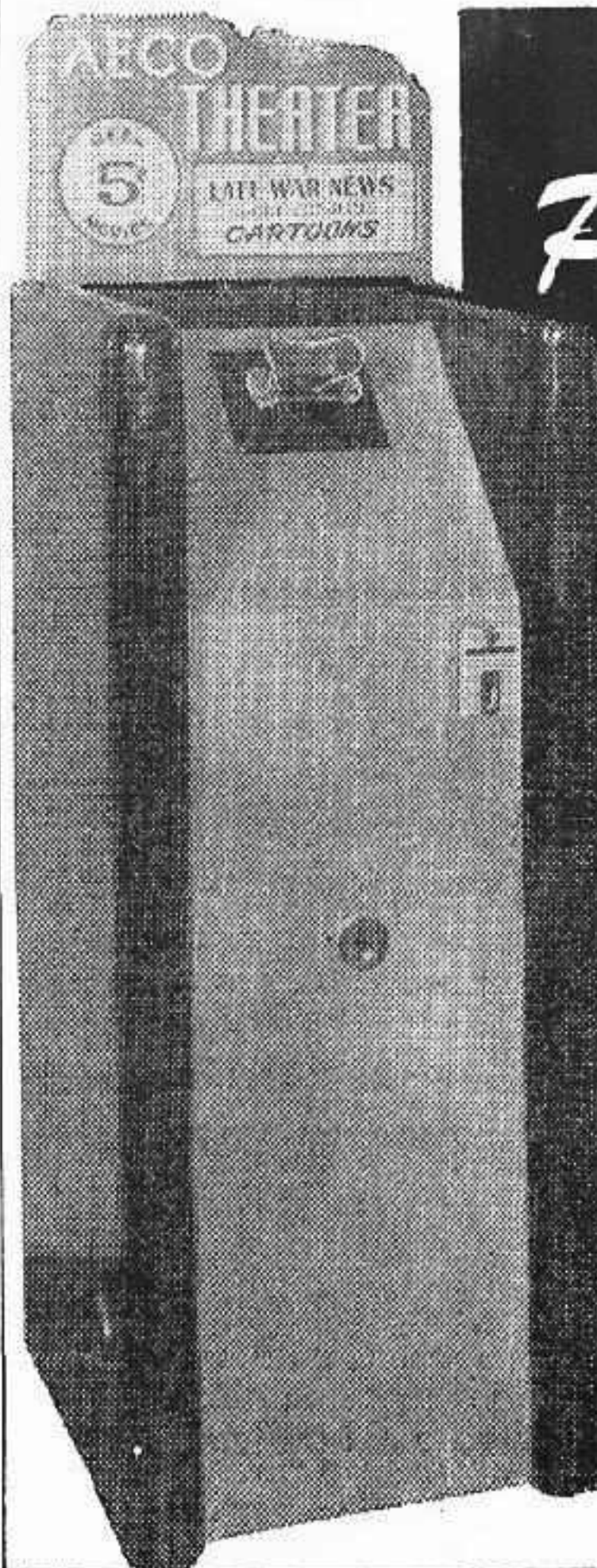
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1 JENNINGS DIXIE 5¢ D.J.P.	89.50
2 JENNINGS CHIEFS 10¢ FOUR STAR	105.00
1 JENNINGS FRONT MINT VENDER, S.J.P.	22.50
3 JENNINGS 5¢ S.J.P.	22.50
1 CAILLE 25¢ D.J.P. (RED)	95.00
3 MILLS 5¢ BLUE FRONT, S.J.P.	129.50
5 MILLS 5¢ LUE, D.J.P.	115.00
1 MILLS 10¢ BLUE, S.J.P.	139.50
1 MILLS 10¢ BLUE, D.J.P.	129.50
1 MILLS 25¢ BLUE, S.J.P., CRACKLE FINISH	249.50
1 MILLS 50¢ SILVER CHROME, 2/5 PAY	425.00
1 MILLS 5¢ BULLS EYE	22.50
1 MILLS 25¢ BULLS EYE	22.50
1 MILLS 5¢ FRONT VENDER, NO JACK POT	15.00
2 MILLS 5¢ BONUS	159.50
1 MILLS 5¢ V.P., BLUE AND GOLD	49.50
1 MILLS 5¢ V.P., GREEN	42.50
2 MILLS 5¢ DIAL	39.50
2 WATLING 5¢ ROLATOP	75.00
1 WATLING ROLATOP MELON BELL	89.50
1 WATLING 1¢ TWIN J.P., GUM VENDER	29.50
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TERMS: 1/2 DEPOSIT, BALANCE O. O. D.

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Holes	Play	Description	Wholesale Price
1664	5c	Highway Kings, Double Jackpot, \$25.00 Top, Average Profit \$46.55	..\$3.85
832	5c	Billy the Kid, Single Jackpot, \$15.00 Top, Average Profit \$21.83	.. 3.20
1184	5c	The Winnah, Definite Profit \$31.35	..... 2.49

### OLD STAND-BY MONEYMAKERS

Holes	Play	Description	Wholesale Price
1000	25c	Jackpot Charley, Semi, Def. Profit, Takes in \$250.00, Pays Out \$200.00	..... \$1.62
1200	25c	Texas Charley, Def. Profit, Takes in \$300.00, Pays out \$197.00	..... 2.32
600	5c	Diamond Dust, Definite Profit, Takes in \$30.00, Pays out \$19.00	..... .66

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NEW NEW

5c, 10c or 25c Play  
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in lots of 5 or more  
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New Chrome Club Model, \$169.50 each  
Write for quantity price

Columbia Chrome Bell features 10-Stop Wide Fruit Reels ★ Twin Jackpot ★ Convertible from 5c to 10c, 25c or \$1 Play on location. Change Parts Included with original purchase ★ operates as Cash Payout. Jackpot capacity adjustable for 5c, 10c or 25c coins.

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We are distributors for the new Premier Skee Barrel Roll. Our first shipment is due in the next few days and orders will be filled in the order received. We are at present stocking the ten and one half foot and twelve and one half foot Models. As soon as received these Models will be on display in our show rooms at 16 E. Colorado Avenue, Colorado Springs, and 625 1/2 Eighth Avenue, Greeley, Colo.

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No connection whatever with the Modern Music Co., Denver, Colo.

**THIS OFFER GOOD FOR 30 DAYS**

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Will Pay For Following In Good Condition!

\$385 for 600 Keyboard  
\$575 for Model 700 Wurlitzer  
\$665 for Model 800 Wurlitzer

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**WE PAY FREIGHT WITHIN 500 MILES**

WRITE FOR PRICES ON ALL OTHER EQUIPMENT

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Phone: Waverly 3-1500

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Operators' Hits—Immediate Deliveries.

Hales	Name	Profit	Price
400	5¢ Dollar Board	Def. \$ 7.00	\$ .55
600	5¢ Diamond Dust	Def. 11.00	.65
1000	1¢ Cig. Board, Girls 28 Packs		.78
1000	25¢ Charley Board	Def. 50.00	.89
1000	5¢ Nickel Charley		17.00 .96
1000	5¢ Double Finn		24.50 .88
1000	25¢ Jackpot Charley	Avr. \$50.00	\$1.15
1000	5¢ J. P. Best This Card	Avr. 33.00	1.22
1000	25¢ J. P. Charley, Semi	Avr. 52.08	1.39
1000	10¢ J. P. Ready Money, Seal	60.70	1.69
165	25¢ J. P. Lighting, Jumb	Avr. 22.00	1.79
1200	25¢ J. P. Texas Charley, Avr.	102.28	2.29
1200	10¢ J. P. Payout, X Th.	Avr. 52.59	2.78
1184	5¢ J. P. Bingo, Jumbo	Avr. \$33.00	\$2.59
1000	5¢ J. P. Best This Card	Avr. 33.00	2.59
1020	5¢ J. P. H. Stuff, Girls	Avr. 27.00	2.69
1020	5¢ J. P. Wanna D. Girls	Avr. 27.00	2.89
1050	5¢ J. P. Girls	Avr. 27.00	2.98
1800	5¢ J. P. Lull, X Thick	Avr. 33.00	2.89
1665	5¢ J. P. Victory Bell	Avr. 46.55	3.74
2170	5¢ Tab. Rd. Wh. B. Tickets	\$36.00	\$1.25
2170	5¢ Banded R.W.B. Tickets	38.00	1.64
2170	5¢ Five Fold R.W.B. Tks.	36.00	1.89
120	Tip Books, Single Banded, Doz.		1.89

Write for Catalog Top Flight Boards

**WORLD'S BEST BOARDS, TICKETS, CARDS DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

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UA-15 ALL-PURPOSE AMPLIFIERS for All Phonographs.....\$44.50

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Home Run, '41	69.50	Jeep Rev.	122.50
Victorys	94.50	Sink the Japs	49.50
Towers	89.50	Star Attraction	74.50
Club Trophy	339.50	Sport Special	169.50

Send us your list of used Pin Tables and Phonographs. We will buy them.  
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1939, 1-2-3, F.P.	40.00	Three Score	35.00	Texas Mustang	75.00
Jumbo Parade, F.P.	60.00	Star Attraction	50.00	A.B.C. Bowler	50.00
Turf Champ, F.P.	75.00	Cross Line	40.00	Spot Pool	55.00
Long Champ Jr., P.O.	60.00	Horoscope	50.00	Miami Beach	65.00
Long Champ Sr., P.O.	75.00	Sporty	25.00	Lone Star	40.00
Cigarola 5¢	70.00	Gold Star	40.00	Home Run	30.00
Cigarola 5¢-10¢	80.00	Zig Zag	65.00	Mills Owl	50.00

Will buy Sky Chief, Big Parade, Gottlieb Liberty, Keep 'Em Flying and any Arcade Machines.  
Send list with best prices. Send 1/2 Deposit, Balance C. O. D.

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**\$15.00**

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\$50.00**

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Genuine MILLS VEST  
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Cash Boxes ..... 1.25	Coin Chutes for V.P. Bell ..... 3.50
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Back Doors ..... 5.00	Fiber Main Gear for Wurlitzer ..... 3.95
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Playmaster Phonograph Needles, Ea. .... .27	6V—No. 55 ..... .07
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NEW AMUSEMATIC**

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Wurlitzer 24 Cella Job and 8 #125 Boxes Complete ..... 445.00	Seeburg Wireless, 24 Sel. .... 27.50
Wurlitzer 24 Victory Model ..... 445.00	Seeburg, 20 Sel., 3 Wire, 5¢ ..... 35.00
Wurlitzer 24, Lite-Up Grille ..... 325.00	Buckley Chrome, 32 Sel. .... 17.50
Seeburg Hi-Tone 8800, ESRC ..... 650.00	Buckley Chrome, 24 Sel. .... 19.50
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**ACCESSORIES**

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Wurlitzer 41 Amplifier ..... 22.50	Rock-Ola Heat Motor ..... 1.85
Wurlitzer 616 Amplifier ..... 35.00	Wurlitzer and Seeburg D.C. Motors ..... 10.00
Wurlitzer 24 Amplifier ..... 45.00	DC Converter ..... 16.00
Wurlitzer D.C. Amplifier ..... 22.50	5-10-25¢ Slug Proof Coin Mechanism, for Seeburg Hi Tone ..... 19.50
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Seeburg Speaker ..... 29.50	Rubber Casters for Rock-Ola ..... 1.60
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12" PM Speaker, New ..... 7.95	Volume Control Keys, Each ..... .05
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TICKET PRINTED "PARLAY" RECEIVES TWO MORE PUNCHES IN WIN ODDS THAT CAN WIN UP TO \$5.21.  
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703 NOTRE DAME ST., WEST MONTREAL 3, QUEBEC, CAN.  
was omitted from the list of Airon Distributors announced recently in Billboard.

**Airon** Manufacturing Corporation  
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Wurlitzer 24 Hideaway, R.C., Orig. Cab. 325.00	Seeburg 8800 or 9800, R.C., New Grille Cloth ..... 850.00

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1 Wurlitzer #130 Adapter ..... 37.85	Astatic B2 Crystal Pick-Up Cartridges ..... 4.75
2 Keeney Adapters ..... 24.95	Metal Chandeller Speakers ..... 10.00
3 Wurlitzer 616 Amplifiers ..... 39.95	2 Wurlitzer Original Lite-Up Speakers ..... 30.00
1 Wurlitzer 600 Amplifier ..... 49.50	17 National 5¢ Slug Rejectors ..... 3.75
1 Wurlitzer 500 Amplifier ..... 49.50	2" Hard Rubber Casters, Per Set of 4 ..... 1.25
1 Seeburg 8800 ES Amplifier ..... 55.00	Zip Cord, 500' Rolls, Per Ft. .... .02
2 Wurlitzer #304 Steppers ..... 19.50	Program Strips, 500 Sheet Pkgs. .... 3.00
1 Wurlitzer #145 Stepper ..... 40.00	Wurlitzer Main Gears ..... 3.50
6 Solenoid Drums for Wurlitzer ..... 21.85	

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- Refinished ..... \$139.50
- '32 Track Time ..... 85.00
- Junbo Parade, P.O. .... 135.00

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- Kicker & Catcher ..... 19.50
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- Bally Basket Ball ..... 89.50
- 10 Mills Cigarette Machines @ \$22.50; Lot ..... 175.00
- Poker & Joker ..... 89.50
- Seeburg Target, Conv. .... 95.00
- Keeney Air Balder ..... 139.50
- Bally Rapid Fire ..... 146.00
- Tall Gunner ..... 95.00
- Buckley Electric Helst ..... 59.50
- Scientific Batting Practice ..... 105.00
- Liberator ..... 175.00
- Plikes Penk ..... 17.50
- Genco Bank Roll, 10 Ft. .... 215.00
- Bally Roll, 14 Ft. .... 205.00
- Wurlitzer Skeeball, 14 Ft. .... 235.00
- King Pin, 9 Ft. .... 195.00

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- Eagle ..... \$145.00
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- Legionnaire ..... 105.00
- Paratrooper ..... 135.00
- Air Circus ..... \$95.00
- Victory ..... 105.00
- Gobs ..... 69.50
- Tall Gunner ..... 72.50
- Show Boat ..... 49.50
- Big Chief

**NEW GAMES**

**WHAT HAVE YOU TO TRADE?**

- Marvel Hollywood Conv. .... \$249.50
- Munves Super Skee Roll ..... 340.50
- Genco Total Roll ..... 625.00
- Chicago Coin Geales ..... 525.00
- Gottlieb Stage Door Canteen. . 249.50

**MUSIC**

- Rock-Ola 12 ..... \$125.00
- Kleer-Tone Speaker, New ..... 29.50
- Wurlitzer 600, Victory Cab. .... 495.00
- A.M.I. Hi-Boy 302 ..... 425.00
- Monarch Hideaway, Remote ..... 225.00
- All Machines Carry Markepp Guarantee.

**THE MARKEPP CO.**

(M. M. Marous & Sons)

(Established 1928)

4310 Carnegie Ave.,

Cleveland 3, Ohio

Telephone: Henderson 1043

**FOR QUICK SALE  
ARCADE MACHINES**

- 2 Tommy Guns ..... \$ 75.00
- 1 Marblelow Anti-Aircraft ..... 40.00
- 6 Air Raiders ..... 99.50
- 3 Scientific Batting Practice ..... 89.50
- 4 Sky Fighters, A-1 ..... 174.50
- 1 Keeney Submarine ..... 149.50
- 3 Chicago Coin Hockey ..... 164.50
- 1 Western Baseball ..... 89.50
- 3 Bally Rapid Fire ..... 149.50
- 1 Refinished Striking Clock ..... 99.50
- 3 Holly Grippers ..... 10.00
- 3 3-Way Grotchen Grippers ..... 12.50
- 1 Single Grotchen Grip ..... 9.50
- 4 Kicker & Catcher ..... 24.50
- 2 Mills Ows ..... 49.50
- 2 Shoot-the-Chutes ..... 74.50
- 3 Chicken Sam with Target, Conv. . 74.50
- 2 Chicken Sam, Hilder Conv. .... 69.50
- 2 Exhibit Punching Bags, One is High Striker, Extra Bladder ..... 59.50
- Photo Booth with Two Cameras, 1 1/2 x 2, 2 1/2 x 3 1/2. Write for Description .. 349.50
- 1 Automatic Voice Recorder ..... 199.50
- 8 6-Ft. Midget Skeeball, Slightly Used. Cost \$200.00 Ea., Sacrifice ..... \$40.00 Ea.

**SPORTLAND ARCADES**

14 W. Bay Street JACKSONVILLE, FLA.

**What's NEW? AN OPPORTUNITY FOR**

**SALES BOARD SALESMEN**

When customers ask, "What's New?," show ROLA-PIX, the really new idea in the field. Its colorful, actionful, profitful design is a dramatic and impressive answer! NOT a conventional salesboard! National selling staff forming now! Unlimited earning possibilities for experienced, well-connected producers. We will consider:

**SALESMEN (Full or Part Time)**

**BROKERS—JOBBER**

**Exclusive Area Distributors**

Preference, definitely, to men "established-in-the-line" with contacts amongst quantity buyers. Liberal commission deal, plus 100% home-office co-operation. We'll go down the line for you and your accounts to demonstrate that we welcome YOUR services and THEIR business!

Write Full Particulars.

**We Don't Mind Long Letters!**

Complete confidence guaranteed! Write full background, specify territory, lines carried and classification for which applying. Tell us, too, how you fit into a modern, aggressive sales set-up. In return, if you've "got" what we seek your reply will be fully detailed, including descriptive, illustrated circulars about ROLA-PIX.

**ROLA-PIX** Box 1111  
50 E. Fordham Rd.  
N. Y. C. 58, N. Y.

**FOR SALE**

2 Photomatics, factory rebuilt, inside lighting, \$850.00 each.

2 Photomatics on location, \$950.00 each.

Wire 1/3 Deposit, Balance C. O. D.

**OLEY'S**

422 W. Broad St., Richmond, Va.

**\$125.00 COMPLETE**

**WE ARE DETERMINED  
TO MAKE THE BEST  
AND SELL FOR THE LEAST**

**ALL NEW  
TRANSFORMER  
TIMER  
COIN CHUTE  
SOCKETS  
BULBS  
WIRE, ETC.**



7" Long  
25 1/2" Wide

**SUPERVISED BY AN ACCREDITED ELECTRICAL ENGINEER**

Write, Call or Visit

**PERFECT GAMES COMPANY**

2894-6 W. 8th St. (Phone Coney Island 6-2312) Brooklyn, N. Y.

STANLEY GERSH

SAM GARBER

**GET 'EM NOW!**

**IMMEDIATE  
DELIVERY**

DISTRIBUTORS FOR

**Bally**  
VICTORY SPECIAL  
VICTORY DERBY  
UNDERSEA RAIDER

Orders taken subject to prior sale

- THOROBREDS . . . \$375
- LONG ACRES . . . 375
- PIMLICOS . . . . . 310
- '41 DERBYS . . . . . 275

One-third deposit with order,  
F. O. B. Baltimore

**CALVERT SALES CO.**

COIN MACHINE EQUIPMENT

708 N. HOWARD STREET, BALTIMORE, MD.

Vernon  
3034

**WANT TO BUY  
ANY QUANTITY**

**MILLS SLOTS**

ESCALATOR MODELS

WILL PAY TOP CASH PRICE

**BUCKLEY TRADING POST**

4223 W. LAKE ST.,

CHICAGO 24, ILL.

**SALESBOARDS—All Orders Shipped  
Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINE, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINE, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

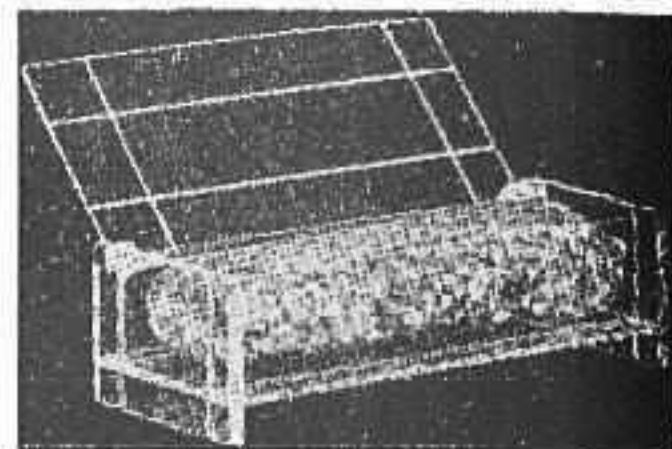
WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**LATEST SALES BOARD NOVELTY**

Boxes made from Plastic during the war used in Airplanes. A sample assortment will convince you.



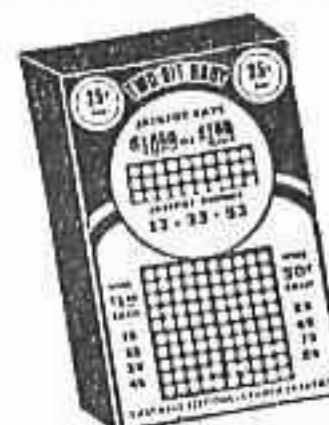
Put up in assortments as follows:

- 5 Love Boxes
- with Pecan Log
- 27 Pecan Logs

**\$26.89**

If Board Wanted, Give Size:

- 1000 Hole Card ..... \$ .89
- 1200 Hole Card ..... 1.44
- 1500 Hole Card ..... 1.92



**WHILE THEY  
LAST**

Sample Dozen  
**\$11.52**

A Trial Order  
With Full In-  
formation Will  
Convince You.

Get on our mailing list now. We may have something good to offer later on.

**THE NEW DEAL MFG. CO.**

411 North Bishop Dallas 8, Texas

**SAM  
STERN  
SAYS . . .**



**ORDER NOW  
For Early Delivery  
Evans New  
"BANG TAILS"**

AND

**'GALLOPING DOMINOES'  
CONVERTIBLE FREE PLAY  
AND CASH PAYOUT**

SEE YOUR LOCAL DISTRIBUTOR  
OR WRITE TO

**SCOTT-CROSSE COMPANY**

Excl. Dist. in Pa., So. N. J., Dela.,  
Md.; Wash., D. C.

1423 Spring Garden St., Phila. 30, Pa.

**HARD TO GET PARTS**

**★  
MAIN FIBRE GEARS**

for

- WURLITZER ..... \$4.00
- STAR WHEELS ..... .30
- SELECTOR PINS, 1 Doz. .... 3.00

For SEEBURG & WURLITZER

- NEEDLE SCREWS, 1 Doz. .... \$2.00
- VOLUME CONTROL KEYS, 100.. 5.00

- SHOULDER SCREWS FOR CANCEL  
PAWL ON WURLITZER MAGA-  
ZINE SWITCH, 1 Doz. .... 1.50
- TRIP DOWN WIRE, 1 Doz. .... 5.00

- BRASS YOKE ROLLER, 1 Doz. .... 2.00
- MAIN CLOCK GEARS WITH  
HARDENED DOGS AND SPRINGS  
FOR MILLS AND JENNINGS  
SLOTS, Each ..... 2.00

Plunger Rods or Ball Shooters for All  
Makes Pin Ball Mach., \$5.00 Per Doz.

Distributors and Jobbers, write for  
quantity price list.

Distributors and Jobbers, write for  
quantity price list.

**James Clement Mfg. &  
Coin Machine Parts**

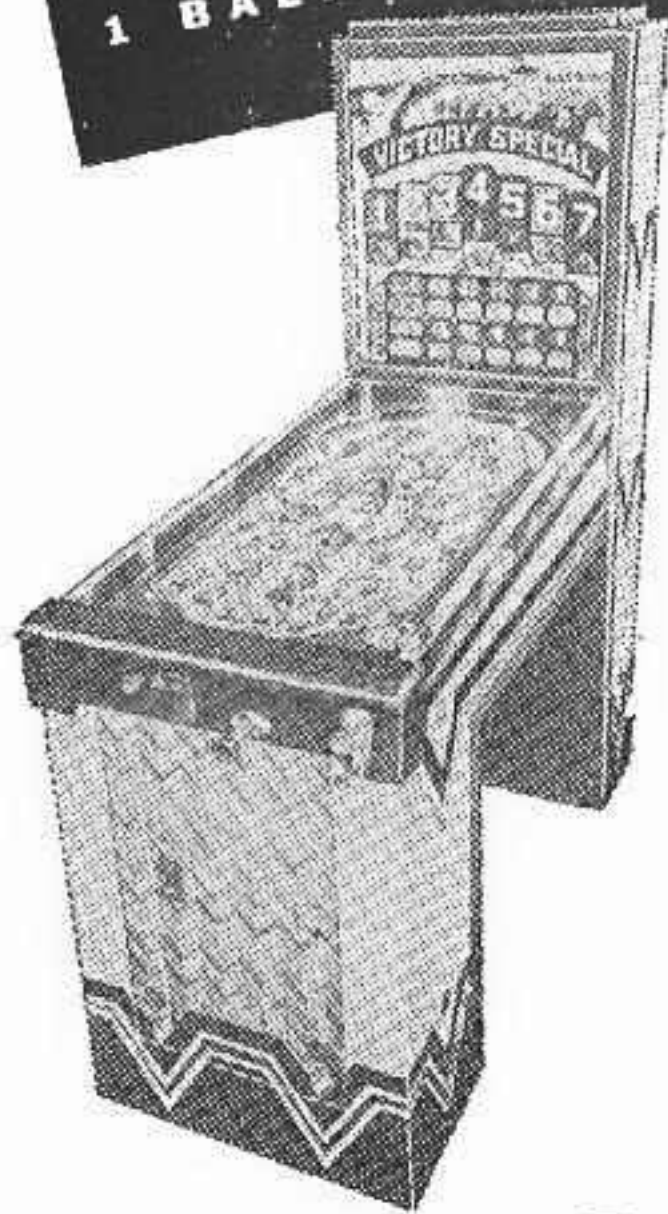
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*Ready for Delivery*

**BALLY'S "VICTORY SPECIAL"**  
1 BALL MULTIPLE F. P.

**BALLY'S Surf Queen**  
SENSATIONAL 5 BALL F. P.



Also Delivering  
**BALLY'S "VICTORY DERBY"**  
1 BALL CASH PAYOUT

WATCH FOR  
**BALLY'S MUSIC**

**TRI-STATE SALES CO., INC. · PIONEER DISTRIBUTING CO., INC.**

585 TENTH AVENUE, NEW YORK 18, N. Y. CHELSEA 2-4648



**PEACHES from GEORGIA**

**EVERY MACHINE A PEACH OF A BUY**

If any machine is unsatisfactory notify us within 48 hours after receipt of machine and full refund will be given. No argument whatsoever.

**MUSIC MACHINES**

Wurlitzer 24-A	\$345.00	Seeburg 9800, R.C.	\$625.00
2 Wurlitzer 24 Victory	495.00	Seeburg Commander, R.C.	525.00
850 Wurlitzer	825.00	Mills Throne	375.00
Seeburg 9800	600.00	Wurlitzer P-12	150.00
Seeburg 8800	600.00	Rock-Dia 12	150.00

**ARCADE MACHINES**

Shoot the Chutes	\$109.50	Plikes Peak	\$ 17.50
Ace Bomber	225.00	ABT Blue & White Pistols	25.00
Tokyo Raider	95.00	Heckey	185.00
Skeeballette	90.00		

**PIN BALLS**

Cleanest Pin Balls in the U. S. A. Every one thoroughly reconditioned, rails scraped and guaranteed ready for location

Marvel Baseball	\$145.00	Spot Pool	\$ 82.50	Speed Way	\$ 49.50
Santa Anita, 1 Ball	95.00	Slap the Jap	74.50	Speed Demon	49.50
Ten Spot	79.50	Flicker	82.50	Bally Beauty	64.50
Doughboy	47.50	Yanks	119.50	Follies	49.50
Fifth Inning	42.50	Keep 'Em Flying	189.50	Yankee Doodle	225.00
Lead Off	55.00	Cadillac	47.50	Marines at Play	145.00
Chevron	47.50	Fox Hunt	47.50	Velvet	79.50
Lime Light	47.50	Hit the Jap	74.50	Jolly	47.50
Sky Lark, 1 Ball	139.50	Dark Horse, 1 Ball	175.00	ABC Bowler	79.50
Drum Major	47.50	Skyrider	155.00	Luxury	59.50
1-2-3, 1 Ball	75.00	Record Time, 1 Ball	145.00	New Champ	89.50
Thumbs Up	74.50	'41 Snappy	72.50	Pin Up Girl	145.00
'41 Major	82.50	Landslide	84.50		

**SLOTS**

10¢ Walling Roll Top, Refin., Like New	\$135.00	Mills 5¢ Gold Chrome, Rebuilt, Like New	\$225.00
Jennings 1 Star Chief, Refinished	95.00	New Mills 5¢ Silver Chrome, Rebuilt, Like New	275.00
Jennings 5¢ Sky Chief	125.00	4 5¢ Columbias, G.A., Latest Model	69.50
2 5¢ 4 Star Chiefs, Refinished, Like New	135.00	Mills Vest Pocket, Blue and Gold	55.00
10¢ 4 Star Chief, Refinished	165.00	Mills Vest Pocket, Chrome	55.00
10¢ 4 Star Chief	145.00	Double Slot Safe Stand, Doors & Locks Complete	75.00
Jennings 5¢ Silver Moon Club	135.00	Solid Metal Single Slot Stand, Refinished	15.00
Jennings 10¢ Silver Club	150.00	Buckley Track Odds, Latest Model, No JP	395.00
Jennings 10¢ Club Special	150.00		
10¢ Pace, Latest Model, Like New	150.00		

Georgia Operators, Come and See Our New Machines. Gottlieb's Cantecns, Evans' '46 Dominos, Exhibit's Big Hit, Jennings' New Slots, Munves' Super Skeeroll, Mills Vest Pockets, Bally's Undersea Raider, Chicago Coin's Goalee.

ONE-HALF CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS.

**HEATH DISTRIBUTING COMPANY**  
217 THIRD ST. PHONES 2681 and 1611 MACON, GA.

JENNINGS  
IS BUSY ON  
SOMETHING

**BIG!**





**BUY THE BEST AND LATEST K-80 ASTROLOGY SCALE**

Expertly rebuilt  
**\$169.50**  
Includes 18,000  
(6 Sets) ASTROLOGY  
TICKETS  
1c Coin Chute



**ARIES**  
MARCH 21 to APRIL 19  
4. LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more stable and practical. You should not rush yourself socially during the first twenty days of this period. After that you will become more positive. Be more direct and idealistic. You will be wise to (continued on next Card No. 5 about MARRIAGE AND BUSINESS PARTNERS).

Tickets for  
**ASTROLOGY SCALE \$5.00**  
for Set of 3,000

1/3 Deposit With Order

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

More Profits—More Fun  
With Our Patented

**AUTOMATIC BINGO**

- Made for continuous play.
- No tables necessary; easily held in lap.
- Self-contained transport markers slide back and forth at the flick of a finger.

Write for sample  
**REGAL MANUFACTURING CO.**  
3714 Irving Park Chicago 18, Ill.

**JAR TICKET MFRS.**

**Master Arcade Mechanic**

Twenty years' experience, all types, married, sober, steady, reliable. Only Pacific Coast location considered. Address.

**BILL FINE**  
1515 So. Figueroa Los Angeles, Calif.  
Phone: Prospect 6689

**BLACK CHERRY BELL CABINETS**

BRAND NEW \$43.00 Each

GOLD, SILVER, COPPER, \$39.50  
CHROME CABINETS . . .

BRAND NEW

**BLACK CHERRY BELL CONVERSIONS** Only \$99.50 Plus Parts

- Machine is entirely torn down
- Parts are all newly plated
- Worn parts are replaced
- Machine is entirely rebuilt into a New Black Cherry Bell Cabinet

**NEW BLACK CHERRY BELLS FOR SALE!**

Brand New—Prompt Delivery  
5c Play, 10c Play, 25c Play,  
50c Play  
Write for Prices

Get on our mailing list today!

**CENTRAL MANUFACTURING CO.**

652 W. Walnut • Tel. DEArborn 2034 • Chicago 6, Ill.

**PUSH CARDS**

All Sizes, Styles from 10 to 600 Holes.  
Also JP Cards, Fund Raising Cards, Etc.  
FREE Catalog. Write  
**W. H. BRADY CO., MFGRS.**  
EAU CLAIRE, WISC.



**OPERATORS**

We will thoroughly recondition your Mills Slots and convert to Chrome Bells. Includes new castings, cabinet, drill proof, knee action, club handle and new parts in mechanism—\$125.00.

- ARCADE EQUIPMENT**  
(Reconditioned and Refinished)  
2 Keeney's Submarine . . . \$100.00  
3 Bally's Rapid Fire . . . 175.00  
1 Mutoscope Sky Fighter . . . 275.00  
1 Exhibit Vitalizer . . . 75.00

**—WAIT—**  
for the sensational new Packard Pla-Mor Phonograph.

- \* NOW AVAILABLE FOR DELIVERY**  
Packard Pla-Mor Remote Control  
Box . . . \$ 38.95  
Packard Rotary Speakhangar . . . 159.50  
Packard Model 900 Wall Speaker . . . 49.95  
Packard Model 800 Wall Speaker . . . 33.85  
Packard Model 700 Wall Speaker . . . 19.85  
30-Wire Packard Pla-Mor Cable, Ft. . . 19  
Bar Brackets, Aluminum . . . 5.00

- JENNINGS 4-STAR CHIEFS**  
5c, \$100.00; 10c, \$125.00; 25c, \$175.00  
**WATLING ROLATOPS**  
5c, \$75.00; 10c, \$100.00; 25c, \$150.00

**We Can Supply You With**  
Blue Fronts—Brown Fronts—Gold Chromes—Silver Chromes—Club Bells—Black Cherries—Cherry Bells—Q.T.'s—Jumbo Parade—Four Bells—Three Bells.

- OTHER GUARANTEED BUYS!**  
Jennings Fasttime, Auto. Payout . \$ 75.00  
Kentucky . . . 250.00  
Saratoga Automatic Payout . . . 85.00  
Paces Reels, Rails—Very Clean . . . 125.00  
38 Keeney Track Time . . . 75.00  
1 Spinning Reels, P.O. . . . 85.00

**AUXILIARY EQUIPMENT SPECIALS**

Quantity	Model	Item	Price
1	320	Wurlitzer Box	\$20.00
3	125	Wurlitzer Boxes	37.50
1	120	Wurlitzer Box	25.00
6		Indoor Speakers	22.50
2		Outdoor Speakers	25.00
1		Corner Speaker	19.50
1		Picture Speaker	25.00
5		Seeburg Remote Speakers (Speak Organ)	35.00
1		Seeburg Speaker	25.00
20		Seeburg Selectomatics	10.00
1	111	Wurlitzer Bar Box	15.00
1	412	Wurlitzer Front Grill	12.50
1		Rock-Ola Front Grill	12.50
4		Rock-Ola Dial Wall Boxes	17.50
1		Keeney Wall Box	5.00
1	125	Wall Box Covers	5.00
1		Keeney Adapter for Mills Phonograph	20.00
5		Seeburg WA-17 Wired Adapters	7.50
1	75	Wurlitzer Electric Selector	25.00
1	305	Wurlitzer Impulse Receiver	25.00
3	600	Miraban Lite Up Sets	25.00

Write—Wire—Phone.  
**TWIN PORTS SALES CO.**  
230 Lake Ave., South Duluth 2, Minn.  
Tel. 2888

**FOR SALE**

- 10c Mills Q.T., 3/5 . . . \$ 75.00
- 5c Mills Blue F., 3/5 or 2/5 . . . 117.50
- 25c Mills Blue F., 3/5 or 2/5 . . . 160.00
- 25c Mills Brown F., 3/5 or 2/5 . . . 195.00
- 5c Melon Bell, 3/5 or 2/5 . . . 135.00
- 25c Mills Gold Chrome, 2/5 . . . 225.00
- 25c Watling, 3/5 . . . 90.00
- 25c Pace Comet, 3/5 . . . 85.00
- 10c Pace Comet, 3/5 . . . 67.50
- 5c Pace Comet, 3/5 . . . 60.00
- 5c Pace Club Royals, 3/5 . . . 115.00
- 10c Pace Club Royale, 3/5 . . . 135.00
- 25c Pace Club Royale, 3/5 . . . 150.00
- 10c Pace Slugproof, 3/5 . . . 95.00
- 5c-10c-25c Columbia, 3/5 . . . 55.00
- 10c Jennings 4 Star, 3/5 . . . 100.00
- 25c Jennings Golf Ball . . . 200.00
- 10c Jennings Golf Ball . . . 200.00
- 25c Mills Golf Ball . . . 200.00
- Mills Four Bell, 5c-5c-5c-5c . . . 265.00

**WANT ROCK-OLA PLAYMASTERS**

**General Novelty Co.**  
Phone: WEST 4242  
521 N. 16TH ST. MILWAUKEE 3, WIS.

**WANTED**

Service Man for Seeburgs and Rock-Olas, also Marble Boards. Must not drink. Good salary.

**COOKE MUSIC CO.**

P. O. Box 697, Killeen, Texas

**IN TEXAS IT'S PAN AMERICAN**

**BALLY** VICTORY DERBY, 1-Ball Payout  
VICTORY SPECIAL, 1-Ball Free Play  
SURF QUEENS, 5-Ball Free Play  
UNDERSEA RAIDER, New Type Gun  
COMING SOON—BALLY'S PHONOGRAPH

**USED MACHINES—RECONDITIONED 1-BALL FREE PLAY**  
LONGACRES . . . \$410.00  
PIMLICO . . . 325.00  
VICTORIOUS 1943 . . . 74.50

**WANTED—ALL TYPES OF PHONOGRAPHS. "ESMARA-LDA" FORTUNE TELLING MACHINES.**

**ARCADE**  
BALLY RAPID FIRE, A-1 . . . \$174.50  
SCIENTIFIC BIRTHDAY CLOCK . . . 100.00  
WESTERN STRENGTH TEST . . . 32.00  
RADIO RIFLE WITH FILM (Needs Minor Repair) 20.00

**EXCLUSIVE BALLY and CHICAGO COIN DISTRIBUTORS**  
FOR THE ENTIRE STATE OF TEXAS

**PAN AMERICAN SALES COMPANY**  
824 SAN PEDRO AVENUE • SAN ANTONIO, TEXAS

**CHICAGO COIN'S GOALEE FOR PROMPT DELIVERY**

**JACK NELSON'S DOUBLE POINT PHONO-NEEDLE**

**PHILIP FABER** **STANLEY GERSH**

**NOW—ROTATION—READY**

Very fascinating new electrical group game

2894-6 WEST 8TH STREET, CONEY ISLAND, NEW YORK Coney Island 6-2312



# OPERATORS, ATTENTION!

AVAILABLE IMMEDIATELY

# SUPREME SKEEROLL

The New Improved 10 Foot Supreme Skee-Ball Alley



- Check the Following New Features:**
- New all metal cheat proof ball release
  - Larger ball
  - Beautiful 10 foot natural wood cabinet
  - A. C. operation thruout, no rectifiers
  - Metal lined ball runway, accessible for servicing
  - Cash box separate from mechanism

SIZE: 10 FT. x 26"  
**\$309.50**

F. O. B., BROOKLYN, N. Y.  
DISTRIBUTOR TERRITORIES AVAILABLE  
GET IN TOUCH WITH

*Supreme Enterprises, Inc.*  
557 ROGERS AVE., BROOKLYN 25, N. Y. • PHONE BUckminster 2-8400

NATIONAL DISTRIBUTORS FOR



"A POST-WAR PRODUCT"

## INTERNATIONAL SCOOPS! WANT 100 PIN GAMES

NEW GAMES	
TOTAL ROLLS	\$525.00
STAGE DOOR CANTEENS	249.50
COALEES	525.00
SPOT POOLS	\$79.50
TEXAS MUSTANGS	79.50
WILD FIRE	54.50
STRATOLINER	54.50
CHICKEN SAM	99.50
VENUS	69.50
SEEBURG SHOOT THE CHUTES	79.50
MUTOSCOPE WOODEN REELS	17.50
KEENEY ANTI-AIRCRAFT WITH SCREENS	69.50
SUSPENSE	\$279.50
UNDERSEA RAIDERS	399.50
BIG HITS	298.50
ROCK-OLA MASTER	\$440.00
ROCK-OLA COMMANDO	585.00
1504 ROCK-OLA BAR BOXES, Ea.	24.50
STRIKING CLOCK	69.50
STRENGTH LIFTERS	49.50
HIGH STRIKER	69.50
2c WORLD'S FAIR VENDORS	24.50
PACES REEL, Comb. F.P. & P.O.	164.50

WRITE OR CALL

### INTERNATIONAL COIN MACHINE DISTRIBUTORS

2115 PROSPECT AVENUE MA 5769-70 CLEVELAND, OHIO

**IT'S NATIONAL FOR BUSINESS ON A NATIONAL SCALE**

BATTING PRACTICE—IN GOOD CONDITION .....\$119.50  
 8-FT. SUPREME SKEE BALL—IN GOOD CONDITION ..... 195.00  
 SKEE BARREL ROLL (USED)—IN EXCELLENT CONDITION ..... 329.50

**AND THIS SPECIAL!**

KEENEY "AIR RAIDER"—COMPLETELY REPAINTED AND RECONDITIONED—IN EXCELLENT SHAPE.....\$185.00  
 WURLITZER 816—IN GOOD CONDITION .....\$235.00  
 WURLITZER 24—REVAMPED ..... 325.00

**NATIONAL NOVELTY COMPANY**  
 183 MERRICK ROAD, MERRICK, L. I., N. Y. PHONE: FREEPORT 8320

## AMMCO SERVICE is Dependable!

### ★ NEW EQUIPMENT ★

Munves Super Skee Roll	\$349.50	Evans Ten Strike, Free Play	\$435.00
Evans Bang Tail, 5c Comb. F.P. or P.O., 7 Coin	674.50	Bally Victory, 1 Ball P.O.	574.50
Evans Bang Tail, 25c Comb. F.P. & P.O., 7 Coin	799.50	Mills New Vest Pockets	74.50
Evans Ten Strike	372.50	New A.B.T. Challengers	50.00
		Amusematic Life League	425.00
		Chicago Coin Coalee	525.00

### Refinished—CONSOLES—Reconditioned

5c Super Bell Comb.	\$274.50	5c Silver Moon, P.O.	\$119.50	Pace Saratoga, P.O., No Balls	\$ 79.50
Mills Jumbo, C.P., Late Model	109.50	5c Bangtails	225.00		

### Refinished—ONE BALLS—Reconditioned

Fair Grounds	\$ 49.50	Kentucky	\$249.50	Caron, Conv. to F.P.	\$ 59.50
Sport King	209.50	Long Shot	239.50	Preakness, Conv. to F.P.	59.50
'41 Derby	339.50	Sportsmen, F.P.	195.00		
Pimlico	369.50	Record Time, F.P.	174.50		

### Refinished—ARCADE EQUIPMENT—Reconditioned

Evans Ten Strike, H.D., Repainted, Refinished Like New	\$ 89.50	Texas League, 2c Chute	\$ 39.50
Rapid Fire (Perfect)	160.00	Evans Skee-ballette	79.50
Shoot the Chutes	99.50	Chicoin Hockey	199.00
Anti-Aircraft, Brown & Gold	55.00	Western Baseball Major League	125.00
Shoot to Tokyo	125.00	Western Baseball Deluxe	89.50
Chicken Sam Target Conv.	125.00	Mutoscope Sky Fighter	200.00

### Refinished—5 BALL—FREE PLAYS—Reconditioned

Anabel	\$27.50	Follow-Up	\$17.50	Sara Suzy	\$27.50
Argentine	65.00	Fox Hunt	45.00	Snappy	59.50
All American	49.50	Gobs	95.00	Seven Up	52.50
Airport	17.50	Glamours	32.50	Spot Pool	65.00
Barrage	37.50	Golden Gate	17.50	Scoop	20.00
Big Chief	42.50	Horseshoe	65.00	Spottem	20.00
Bosco	75.00	Lone Star	27.50	Star Attraction	65.00
Belle Hop	57.50	Metro	49.50	Ten Spot	49.50
Bola Way	69.50	On Deck	22.50	Texas Mustang	62.50
Bally Beauty	22.50	Paradise	45.00	Towers	74.50
Capt. Klidd	74.50	Rotation	22.50	Topic	79.50
Champs	40.00	Roxy	20.00	Three Score	32.50
Cadillac	29.50	Score Line	42.50	Thriller	20.00
Conquest	17.50	Summertime	25.00	Victory	89.50
Contact	17.50	Sky Line	39.50	Venus	89.50
Four Roses	49.50				

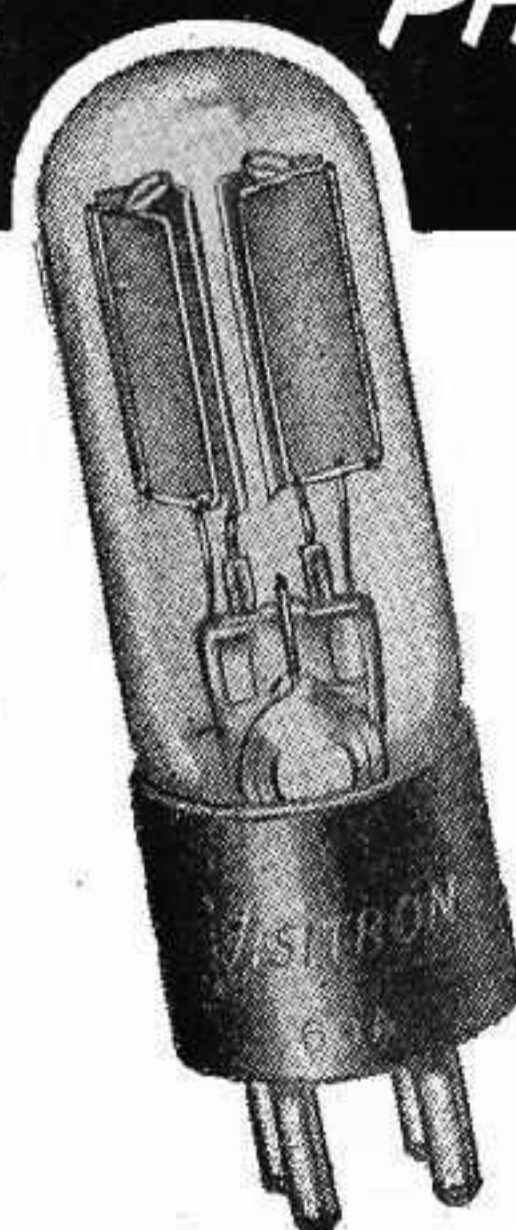
<b>NEW REVAMPS</b>	<b>MARVEL CATALINA</b>	\$249.50
	Hollywood	\$249.50
	Big Top	249.50
	Riviera	279.50
	Oklahoma	249.50
	South Seas	\$279.50
	Foreign Colors	109.50
	Stage Door Canteen	249.50

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No. 60 A



60A—Rauland VISITRON Phototube having high value on applications for double track sound systems or wherever dual cell operation is required and space is a factor.

Available with caesium surface, either in gas filled or in vacuum for high stability.

To be sure... specify VISITRON!

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Electronceering is our business

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS  
Rauland employees are still investing 10% of their salaries in War Bonds



# acme

## UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

NON-INFLAMMABLE  
NON-BRITTLE  
SHRINK-PROOF  
RIGID MATERIAL  
EXPERTLY MOLDED

PERFECT FIT  
GUARANTEED  
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

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24 Top Corners	Each \$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	8.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	4.25
750 Top Center	2.00
750 Middle Sides	9.50
850 Top Corners	8.75
850 Lower Sides	11.00
850 Top Center	10.50
850 Lower Sides	

ROCK-OLA MODELS	
Standard, Master, DeLux or Super	Each
Top Corners	\$12.75
Lower Sides	12.75
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The Above Available in Solid Red, Yellow, Green.	
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"Classic"—"Colonel" Top Corners	2.50

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Available in Red, Yellow or Green  
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20"x50"—Non-Brittle Pliable.  
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50  
**IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!**

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★ Expiration of boardwalk lease makes it possible for you to purchase this Famous Group Game. **ACT QUICKLY!**

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F. O. B. Chicago

**IMMEDIATE DELIVERY!**

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**WANT TO BUY 500 F.P. GAMES**

Can Use 500 FREE PLAY Games (games must be complete)

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SPORTY	SNAPPY, '41
JOLLY	SPORT PARADE
POLO	SEVEN UP
PARADISE	MAJORS, '41
SCHOOL DAYS	STRATOLINER
HOROSCOPE	SHOW BOAT
MIAMI BEACH	SPOT POOL
CHAMP	ARGENTINE
SEA HAWK	

Send your list at once stating quantity, price and condition

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We invite correspondence regarding coin operated equipment.

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**MILLS BLACK CHERRY BELLS**  
5c - 10c - 25c Play

**VEST POCKET BELLS**  
5c Play

**BALLY VICTORY SPECIAL**

**BALLY VICTORY DERBY**

**BALLY SURF QUEEN**

**BALLY UNDERSEA RAIDER**

**EXHIBIT'S BIG HIT**

**CHICAGO COIN'S GOALEE**

**GENCO'S TOTAL ROLL**

**NEW MILLS SLOT STANDS . . . \$18.50**

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# WOO-WOO

it's a wow-wow!

Modern, streamlined design with beautiful multi-color top! Die-cut, stand-out figure gives top "flash"! Twin step-up. Thick. 1008 holes @ 5c.

TAKES IN . . . . \$50.40  
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READY SOON! New, illustrated descriptive circular with other modern GLOBE "profit-makers." Write for copy—FREE!

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Pioneer "BOARDS" are ready

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Bill Wolf announces  
**PREMIERE SHOWING**  
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**IMMEDIATE SHIPMENT**

MARVEL'S LATEST NEW REVAMP "CATALINA" .....	\$249.50
STAGE DOOR CANTEEN—HOLLYWOOD—UNITED REVAMPS (Each) .....	249.50
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**BEAUTIFULLY RECONDITIONED 5-BALL FREE PLAY PIN GAMES**

Air Circus .....	\$129.50	Gobs .....	\$129.50	Sea Hawk .....	\$ 69.50
Air Force .....	78.50	Gold Star .....	49.50	Shangri-La (Gott.) .....	185.00
All American .....	65.00	Home Run, '40 .....	44.50	Short Stop .....	44.50
Big Parade .....	129.50	Invasion .....	129.50	Showboat .....	79.50
Big Time .....	44.50	Jungle .....	79.50	Sink the Jap .....	79.50
Bosco .....	92.50	Landslide .....	49.50	Sky Chief .....	169.50
Broadcast .....	69.50	League Leader .....	49.50	Skyline .....	54.50
Bubble .....	44.50	Legionnaire .....	79.50	Snappy, '41 .....	65.00
Capt. Kidd .....	89.50	Majors '41 .....	69.50	Smack the Jap .....	79.50
Champ (New) .....	69.50	Marvel Baseball .....	119.50	Southpaw .....	89.50
Champion .....	44.50	Mascots .....	44.50	Soft Ball .....	44.50
Crossline .....	69.50	Merry-Go-Round .....	44.50	Spottem .....	44.50
Dude Ranch .....	59.50	Miami Beach .....	79.50	Speedball .....	54.50
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Five-Ten-Twenty .....	129.50	Owls .....	89.50	Texas Mustang .....	89.50
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Fleet .....	49.50	Paradise .....	69.50	Topo .....	84.50
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Four Diamonds .....	65.00	Plek-Em .....	44.50	Towers .....	99.50
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Glamour .....	65.00	Score Champ .....	44.50	Wildfire .....	59.50
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**BRAND NEW RELEASES FROM THE FACTORIES**

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5c .....	\$249.00
10c .....	259.00
25c .....	269.00
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5c .....	\$274.00
10c .....	284.00
25c .....	294.00
<b>NEW IMPROVED GROETCHEN COLUMBIA TWIN J.P., ADJUSTABLE TO</b>	
1c-5c-10c-25c Play .....	132.50
MILLS NEW 5c VEST POCKETS .....	\$74.50
PACES DeLUXE CHERRY BELLS, 50c and \$1.00 Play .....	WRITE
GOALEE .....	\$525.00
VICTORY DERBY .....	574.50
TOTAL ROLL .....	\$525.00
LITE LEAGUE .....	425.00
VICTORY SPECIAL .....	\$589.50

**FLASH!!! 10 JOCKEY CLUBS .....** \$325.00 EACH

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Mills Used 5c Blue and Gold Vest Pockets, Perfect Condition, \$52.50 Ea.; with J.P. ...	\$ 62.50
New Mills 4 Ball Cabinets .....	22.50
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TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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**BULL'S-EYE!**



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ELECTRIC SCORE BOARD over shooting counter clearly visible to players and crowd . . . Adds up score automatically; stimulates competition.

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ranges—one at each side. Quickly installed; no drilling. Player resets own score by pressing button. Requires little attention. \$189.50 F. O. B. Toledo. 25% deposit, balance C. O. D. Write today for this money maker.

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GOOD SELECTION BETTER GAMES BEST BUYS!**

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Pace Club Consoles, 10c .....	\$125.00	Jenn. Totalizer, F.P. ....	\$129.50
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Callie Club Console, Late Mod., 25c	150.00	Condition .....	125.00
Watling, Big Game, 10c, Like New ..	150.00	Pace Reels, 5c, With Rails, A-1	89.50
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Mills Cherry Bells, comp. refin., club handles, drill proof, 5c .....	139.50	25c .....	\$125.00; 50c .....
10c .....	\$165.00; 25c .....	Pace Rocket or Deluxe, SP, 5c .....	94.50
Mills Q.T., 10c, Rebuilt .....	69.50	10c .....	119.50
		Wall. Relatop, 3/5, 10c .....	79.50
		25c .....	84.50
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EXHIBIT'S BIG HIT

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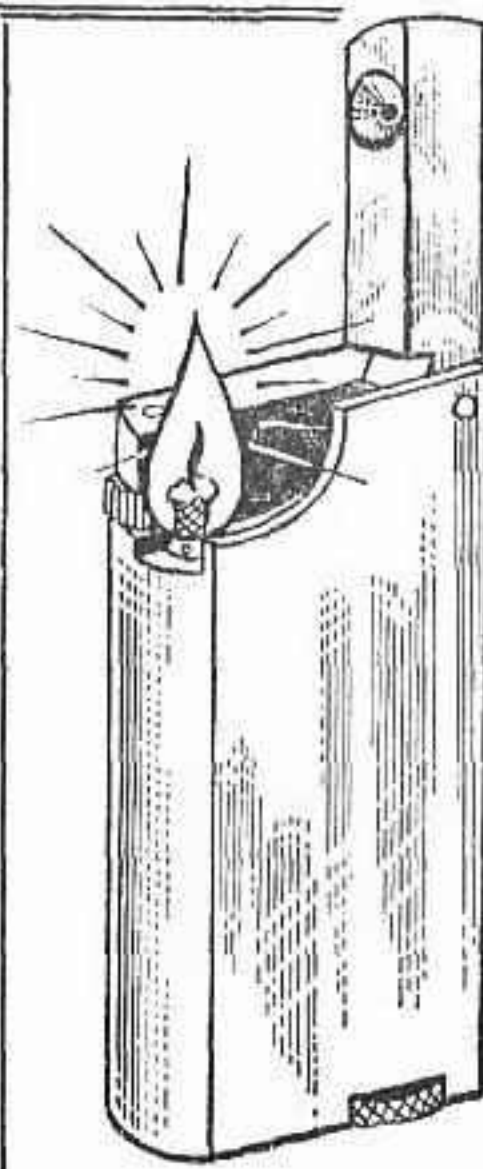
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Advise Condition, Price and Number of Machines.  
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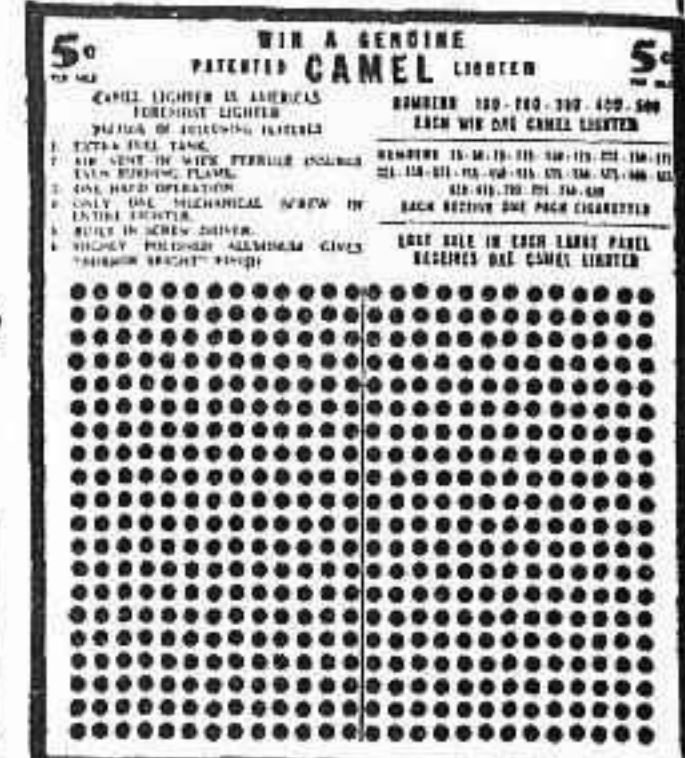


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Two Fuel Tanks • Special Design Wick Holder  
Gives CLEAN Controlled Flame • Mirror Bright  
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• Guaranteed • Individually Boxed • Counter  
Display Card With Each Dozen.

Sample Lighter ..... \$2.00  
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Consisting of:  
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1 Highly Colored Sales Board  
1 Counter Display Card  
25¢ Deposit With All Orders.

800 Holes @ 5c—Takes In .. \$40.00  
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Pay Out ..... 3.90

Net Take In ..... \$36.10  
QUALITY PREMIUM DEALS

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**30 WIRE ALPHA CABLE 19c**  
500 and 1,000-Ft. Reels. Per Ft. ....

They're Back Again

**Famous HANSON Penny & Nickel SCALES**

#318 WEIGHS PENNIES TO ... \$ 7.50	} Complete With Carrying Case	\$16.50
and Nickels to ..... \$23.65		
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ONLY Up to ..... \$15.00		

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Get it from BLOCK—They have it in stock!

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CONSOLES ONE BALLS  
SUPER BELL, COMB. BALLY 1 BALLS  
HI HANDS - CLUB BELLS F. P. — J. P.  
THREE BELLS - FOUR BELLS

WRITE—WIRE—PHONE TODAY!  
Call us for New Mills Vest Pockets!

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LIKE THE ORIGINAL CARPETS FOR ANY MAKE OF SKEE BALL ALLEY—GREEN FINISH.  
SAMPLE SENT ON REQUEST.

PARTS FOR SKEE BALLS & GENCO BANK ROLLS	NEW NETTING
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**GUARANTEED TO SATISFY or YOUR MONEY BACK!**

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RIVIERA .....	279.50	SMILEY .....	39.50

**THE TOPS IN 5-BALL FREE PLAYS**

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Air Force .....	85.00	Hi-Dive .....	95.00	Scorpa-Line .....	50.00
Arizona, New Rev.	249.50	Hi-Hat .....	85.00	Sea Hawk .....	70.00
Argentine .....	80.00	Hollywood, New Rev.	249.50	Seven Up .....	70.00
Attention .....	60.00	Horsoscope .....	75.00	Shangri-La .....	150.00
Bandwagon .....	50.00	Idaho (Rev.) .....	249.50	Sky Chief .....	175.00
Belle Hop .....	75.00	Jungle .....	80.00	South Paw .....	80.00
Big Chief .....	65.00	Keep 'Em Flying .....	150.00	South Seas, New Rev.	279.50
Bola Way .....	85.00	Laura, New Rev.	249.50	Spot-a-Card .....	85.00
Bosco .....	90.00	League Leader .....	50.00	Spot Pool .....	80.00
Brazil, New Rev.	240.50	Legionnaire .....	75.00	Stage Door Canteen,	
Broadcast .....	65.00	Liberty .....	175.00	New .....	249.50
Capt. Kidd .....	85.00	Majors, '41 .....	70.00	Streamliner, New Rev.	249.50
Cross Line .....	65.00	Metro .....	60.00	Texas Mustang .....	90.00
Defense (Genco) .....	105.00	Miami Beach .....	80.00	Topic .....	95.00
Drum Major .....	50.00	Monicker .....	105.00	Trade Wind, New Rev.	259.50
5-10-20 .....	140.00	Mystic .....	60.00	Trailways .....	70.00
Flat Top, Rev.	205.00	New Champ .....	80.00	Victory .....	95.00
Flicker .....	65.00	Oklahoma, New Rev.	249.50	Wagon Wheels,	
Four Aces .....	145.00	Owl .....	70.00	New Rev. ....	259.50
Four Roses .....	75.00	Play Ball .....	65.00	Zig Zag .....	80.00

**ONE-BALLS**

Blue Grass, F.P. ....	\$185.00	Jackey Club .....	\$325.00	Record Time, F.P. ....	\$165.00
Club Trophy, F.P. ....	285.00	Kentucky .....	205.00	Sport Special, F.P. ....	175.00
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Fairmount .....	475.00	Pimlico, F.P. ....	325.00	Turf King .....	325.00

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Bally King Pin .....	\$195.00	Keeney Sub Gun .....	\$145.00
Bally Rapid Fire .....	145.00	Mutoscope Photomatic	500.00
Bank Ball, New .....	375.00	Mutoscope SkyFighter	245.00
Chicoin Goatee, New.	525.00	Pilot Trainer, New .....	850.00
Chicoin Hockey .....	205.00	Scientific Batting Pr.	125.00
Evans Play Ball .....	155.00	Seeburg Chicken Sam	110.00
Evans Ten Strike, HD	75.00	Western Baseball, '39	95.00
Genco Total Roll, New	525.00	Wurlitzer Skee-ball .....	235.00
Keeney Air Raider .....	165.00		

**CONSOLES**

Four-Way Super Bell	\$485.00	Paces Saratoga, No	
High Hand .....	195.00	Ralls .....	\$ 75.00
Jumbo Parade, F.P. ....	115.00	Paces Saratoga Jr., PO	75.00
Jumbo Parade, P.O. ....	125.00	Paces Reels Sr., PO .....	125.00
Mills 4 Bells .....	450.00	Paces Twin, 5-10 .....	245.00
Paces Saratoga,		Silver Moon, F.P. ....	125.00
w. Ralls .....	95.00	Super Bell, 5c Comb.	295.00

If any machine does not meet with your complete satisfaction return it within five days and we will pay the freight both ways.

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Terms: 1/3 Deposit, Balance C. O. D.

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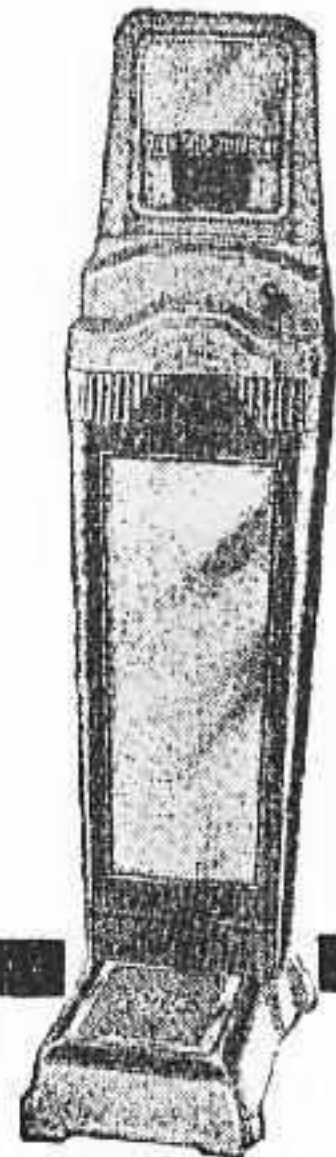
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\$36.00 Per Wheel of Six Subjects. Series 1 to 18 now available. Don't delay. Order now for immediate delivery. Catalog on request.

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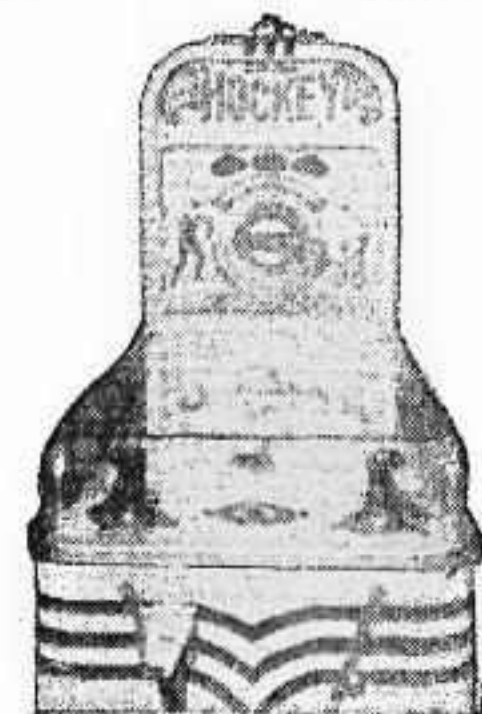
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**Terrific! Sensational!**  
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Let Us Convert Your Hockeys  
From Single Play to  
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A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spins pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last. . . . hardwood cabinet, simple mechanism. 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!

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Join CMI Now

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ORDER TODAY IMMEDIATE SHIPMENT

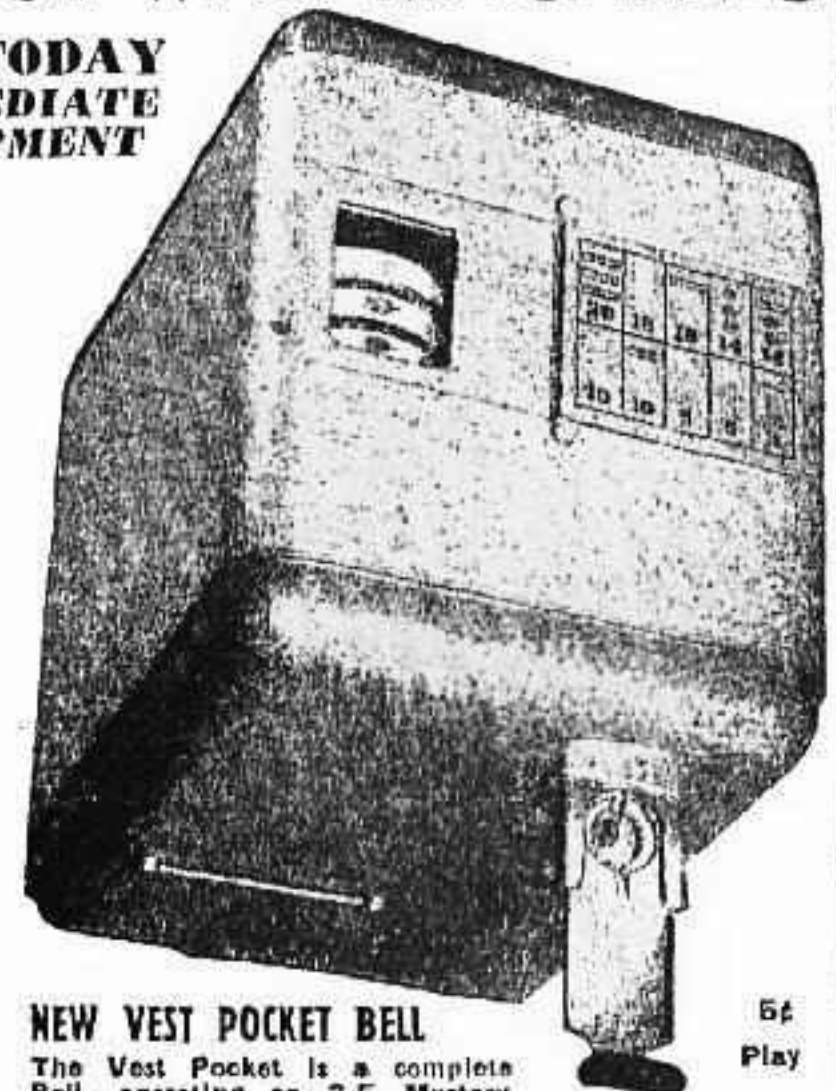


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This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

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NEW SAFE STANDS \$22.50  
Send 1/3 Deposit With Order.



**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight.

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AMUSEMATIC LITE LEAGUE		BALLY VICTORY SPECIAL	
RADIOTONE VOICE RECORDER		1 BALL F. P., 4 Coin	
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EXHIBIT'S BIG HIT, Single, 4 Coin Multiple		GENCO TOTAL ROLL	
		F.P.K. SKEE BARREL	
		VICTORY SKEE BALL	

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**RECONVERSION!!**  
OFF WITH THE OLD—ON WITH THE NEW!!



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**2 New MERCURY CONVERTED**

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**Shoot the Bartender**  
CONVERTED FROM  
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CONVERTED FROM  
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**\$31.00 PROFIT**  
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Original "Jar-O'-Do"

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Takes in 4 Sets of 1000's @ 5c...\$200.00  
Pays Out (Actual) for the 4 Sets... 160.00  
NET PROFIT for 4 Sets.....\$ 40.00

Not just one—not two—not three—but FOUR deals in ONE! New! Exciting! With beautiful counter attraction and terrific profit! Illustration shown is just ONE method of using our remarkable "4-Up" stand! It will adapt itself in countless ways to any six tickets and cards you may prefer! Watch for the next issue when we will again illustrate another version on what this stand can accomplish! Write now for full particulars and factory prices! Let us explain the innumerable ways of using this ingenious stand! We anticipate a rush of orders—send yours early!

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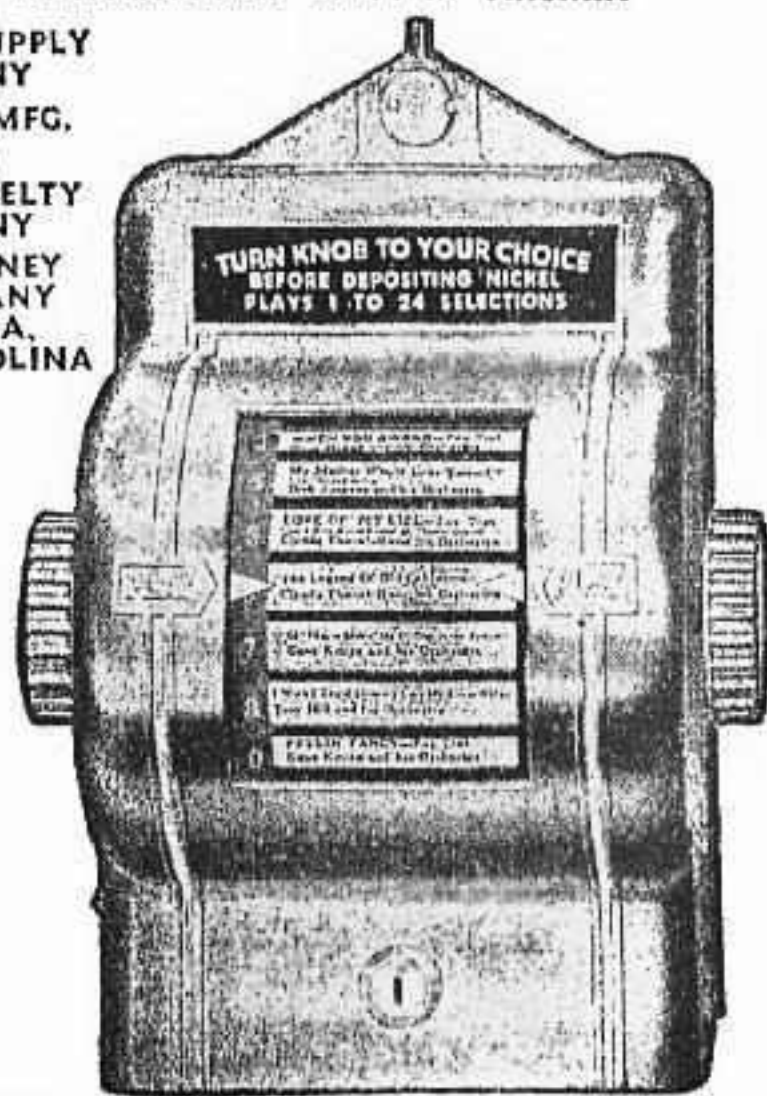
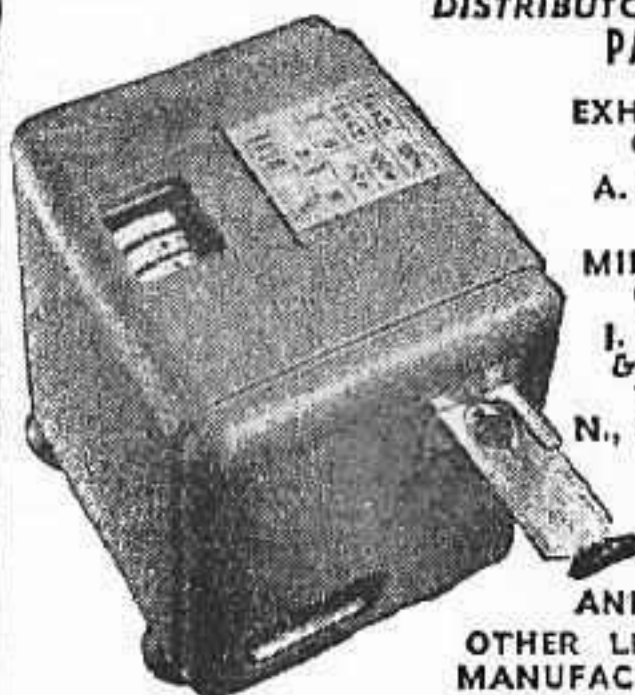
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F. O. B. Factory  
NOW DELIVERING  
**MILLS BLACK CHERRY BELLS**  
In 5-10-25-50¢ Play — Made In 2/5 or 3/5  
Payout on 1 Cherry  
PLACE YOUR ORDER NOW

**USED AND RECONDITIONED**

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CONTEST, 1 OR 5 BALL, F.P., P.O. \$	94.50
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HI DIVE, LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX, SKY BLAZER & WEST WIND @ \$45.00. ALSO ALL MUSIC AND OTHER EQUIPMENT. SEND YOUR LIST. WE NEED F.P. CONSOLES!!

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The Philadelphia Toboggan Company of Philadelphia, Pennsylvania, has purchased from the Rudolph Wurlitzer Company, North Tonawanda, N. Y., the business of manufacturing and selling the "Skee-Ball" and "Skee-Roll" amusement devices heretofore owned and conducted by the Rudolph Wurlitzer Company and is now the owner of the patents and registered trade marks relating to said devices.

The manufacture and sale of "Skee-Ball" and "Skee-Roll" amusement devices henceforth will be conducted exclusively by the Philadelphia Toboggan Company.

The new "PHILTOBGO" device will be mechanically operated and will contain improvements to the former National "Skee-Roll" and the Wurlitzer "Skee-Ball" devices.

Due to the uncertainty of materials, an announcement will be published in the near future regarding deliveries of new "Skee-Ball" and "Skee-Roll" devices.

Victory Derby .....	\$574.50	Jockey Clubs .....	\$285.00
Victory Special, One Ball, F.P. ....	589.50	Turf King .....	285.00
Undersea Raider, Gun .....	399.50	Kentucky .....	185.00
Stage Door Canteen .....	249.50	Long Shot .....	185.00
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1 Wurlitzer 24 Victory Model 1942 ..... 485.00	1 Seeburg 8200, RCES ..... 745.00
2 Wurlitzer 500 ..... 495.00	2 Seeburg Colonials, RCES ..... 525.00
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**CONVERTED FROM CHICKEN SAM AND JAP**

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INSTALLED IN 5 MINUTES  
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NO SOLDERING ————— NO FUSSING

JUST PLUG IN  
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ESPECIALLY MADE  
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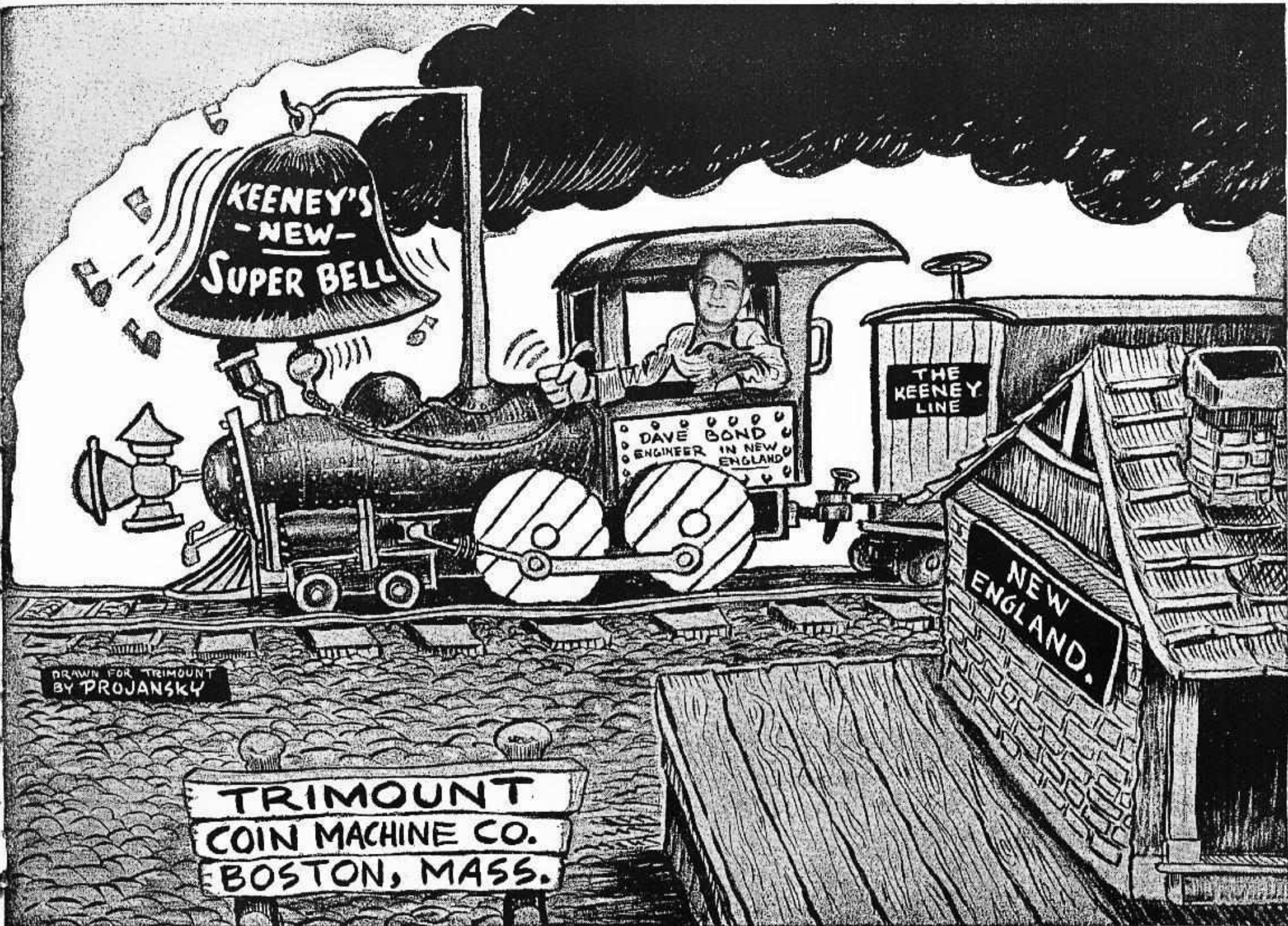
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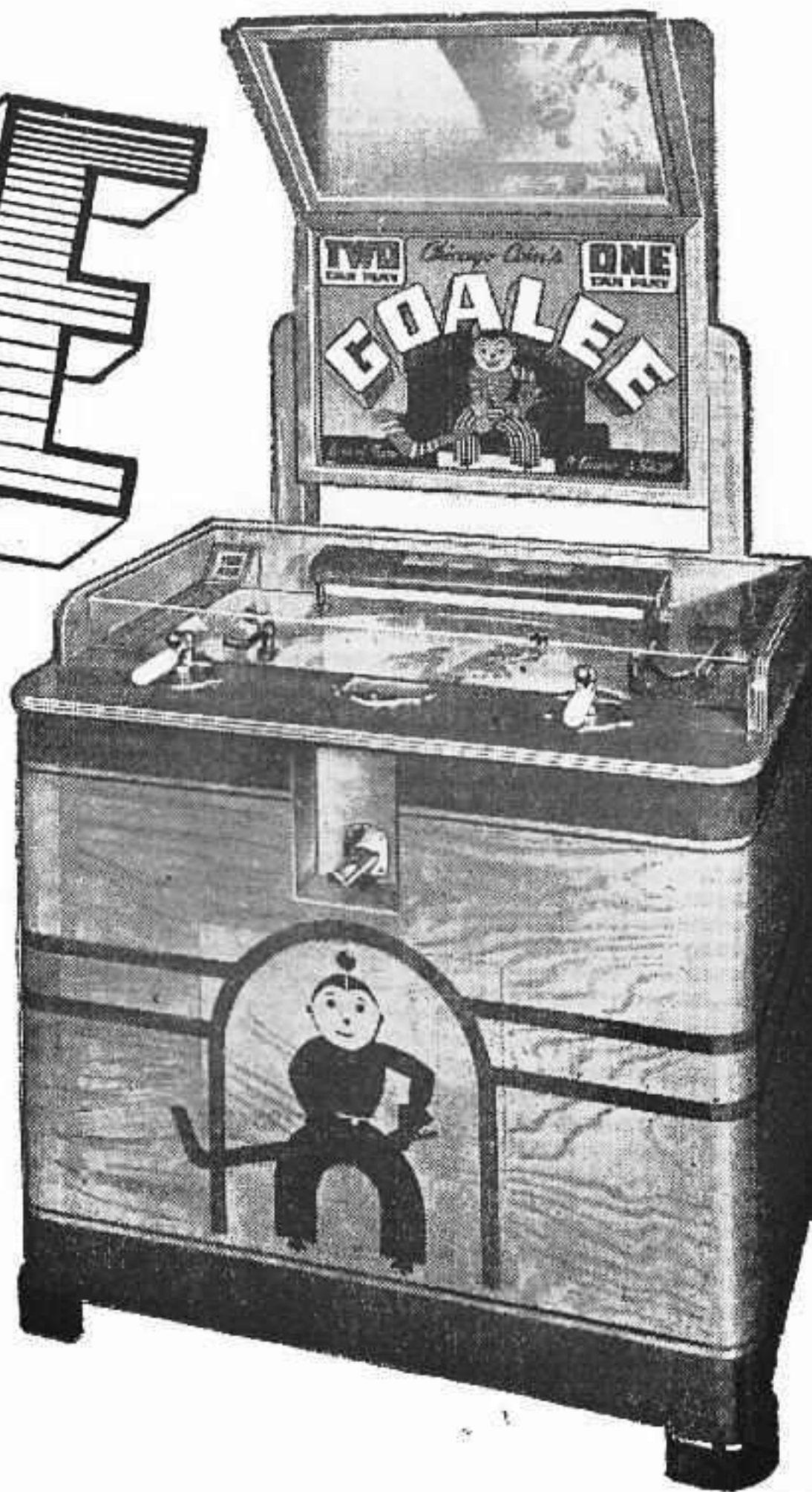
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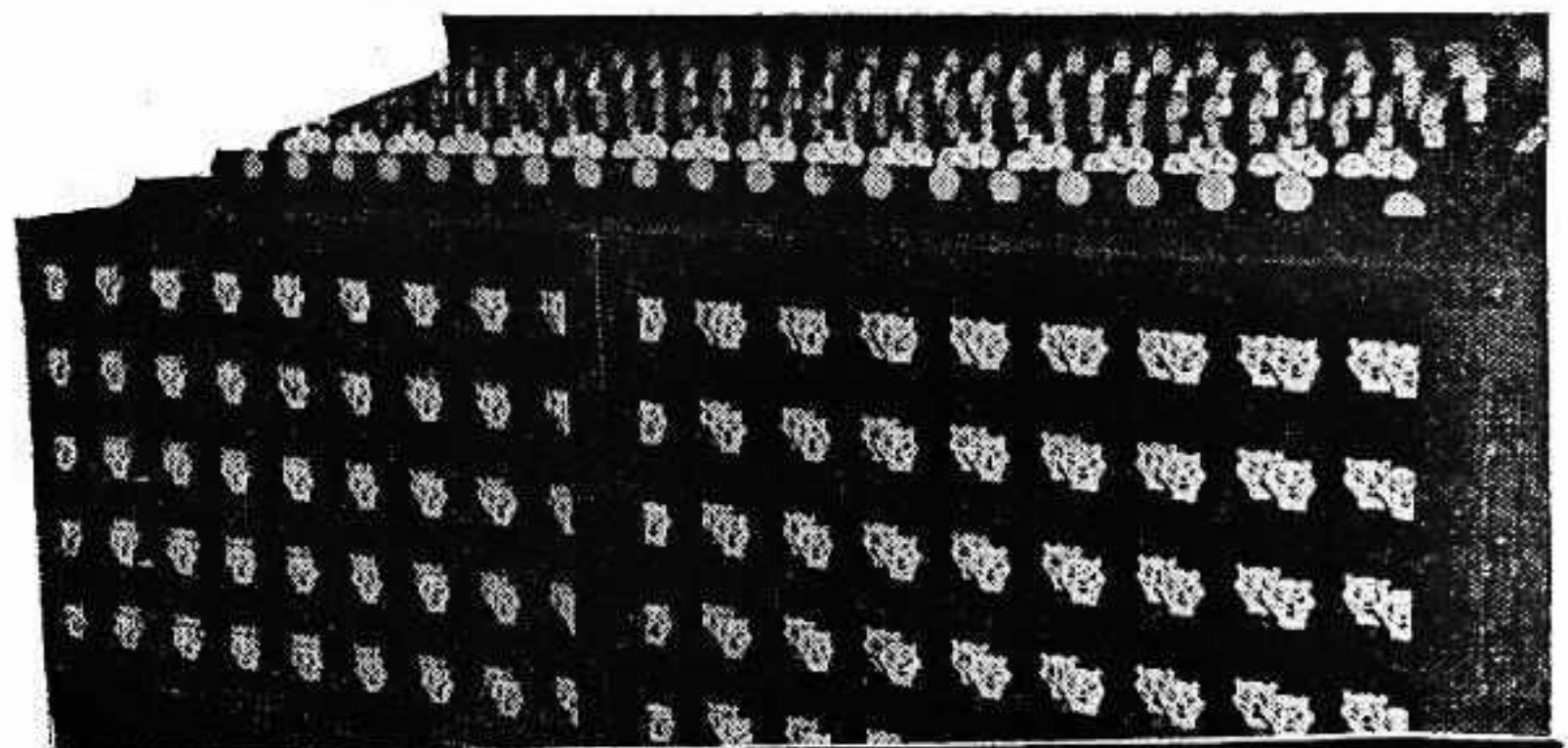
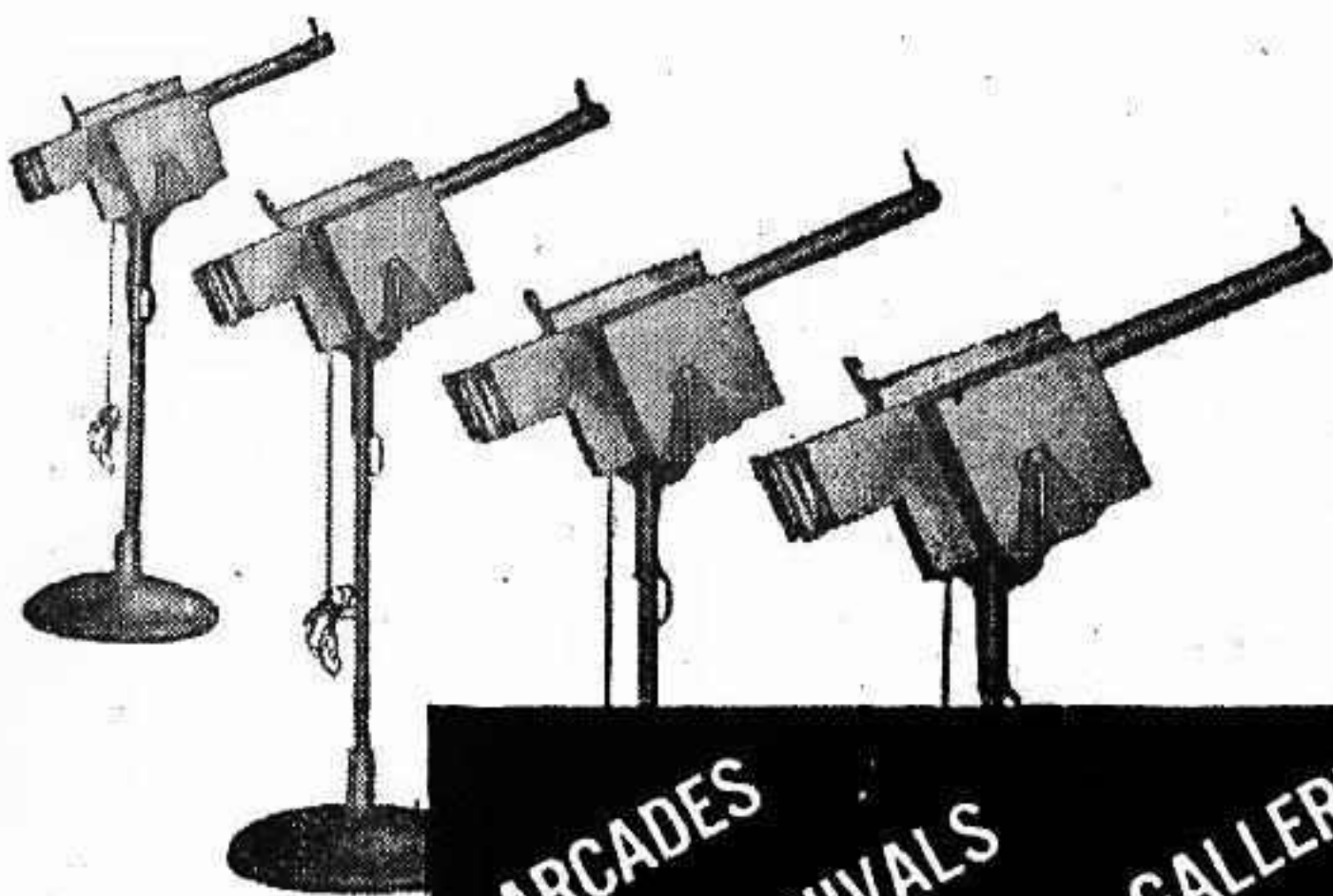
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Distributed in Ill., Iowa, Ind., & Wis. by  
**BELL PRODUCTS CO.**  
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And these features always will be incorporated in  
**AMUSEMENT ENTERPRISES CO. PRODUCTS**  
 to make them

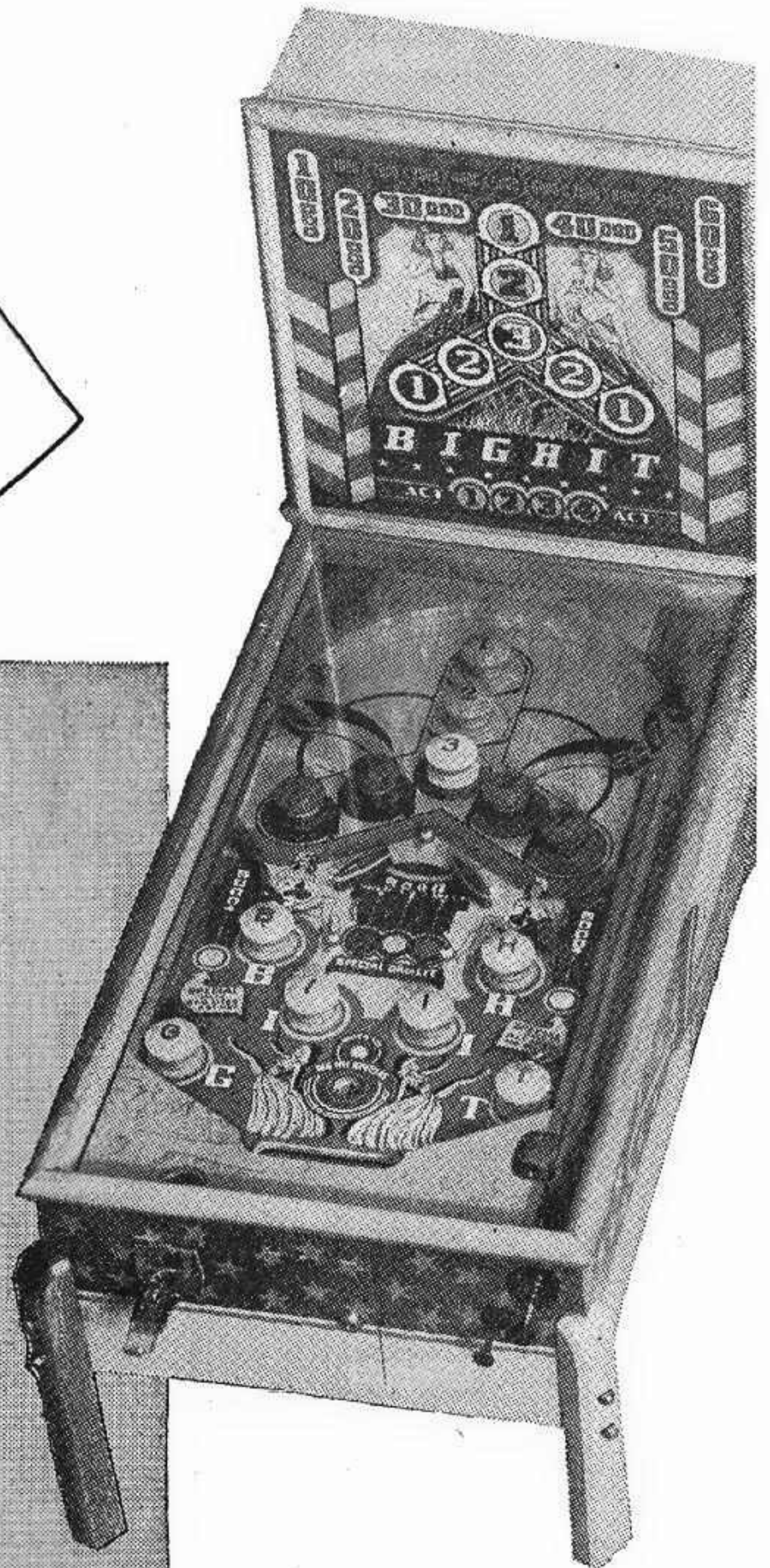
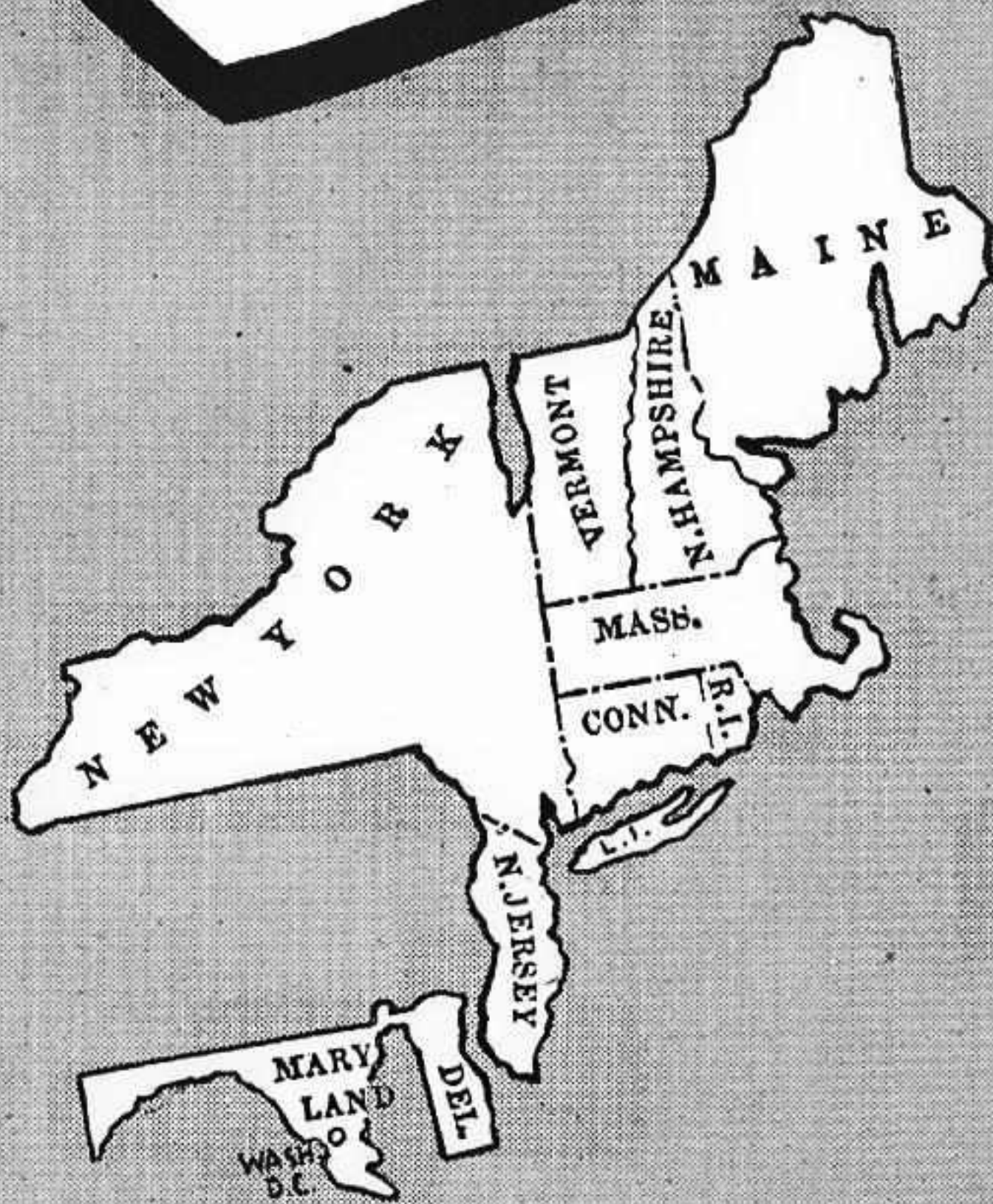
"QUICK to CLICK"

**AMUSEMENT ENTERPRISES CO.**

GEORGE PONSER • IRVING KAYE 2 COLUMBUS CIRCLE, NEW YORK, N. Y. • PHONE: Circle 6-6651



*Important Announcement*  
 TO ALL OPERATORS IN  
 NEW YORK AND NEW YORK STATE, NEW  
 JERSEY, MAINE, MASSACHUSETTS, NEW  
 HAMPSHIRE, VERMONT, RHODE ISLAND,  
 CONNECTICUT, MARYLAND, DELAWARE  
 AND WASHINGTON, D. C.



See **EXHIBIT'S** New  
**"BIG HIT"**

ITS NAME DESCRIBES THE GAME!  
 Multiple and Straight Play Table Game  
**NOW IN PRODUCTION!**

*We Are Proud To Announce the Appointment of*

**DAVE SIMON,**

215 WEST 64<sup>TH</sup> ST. NEW YORK 23, N. Y.

AS

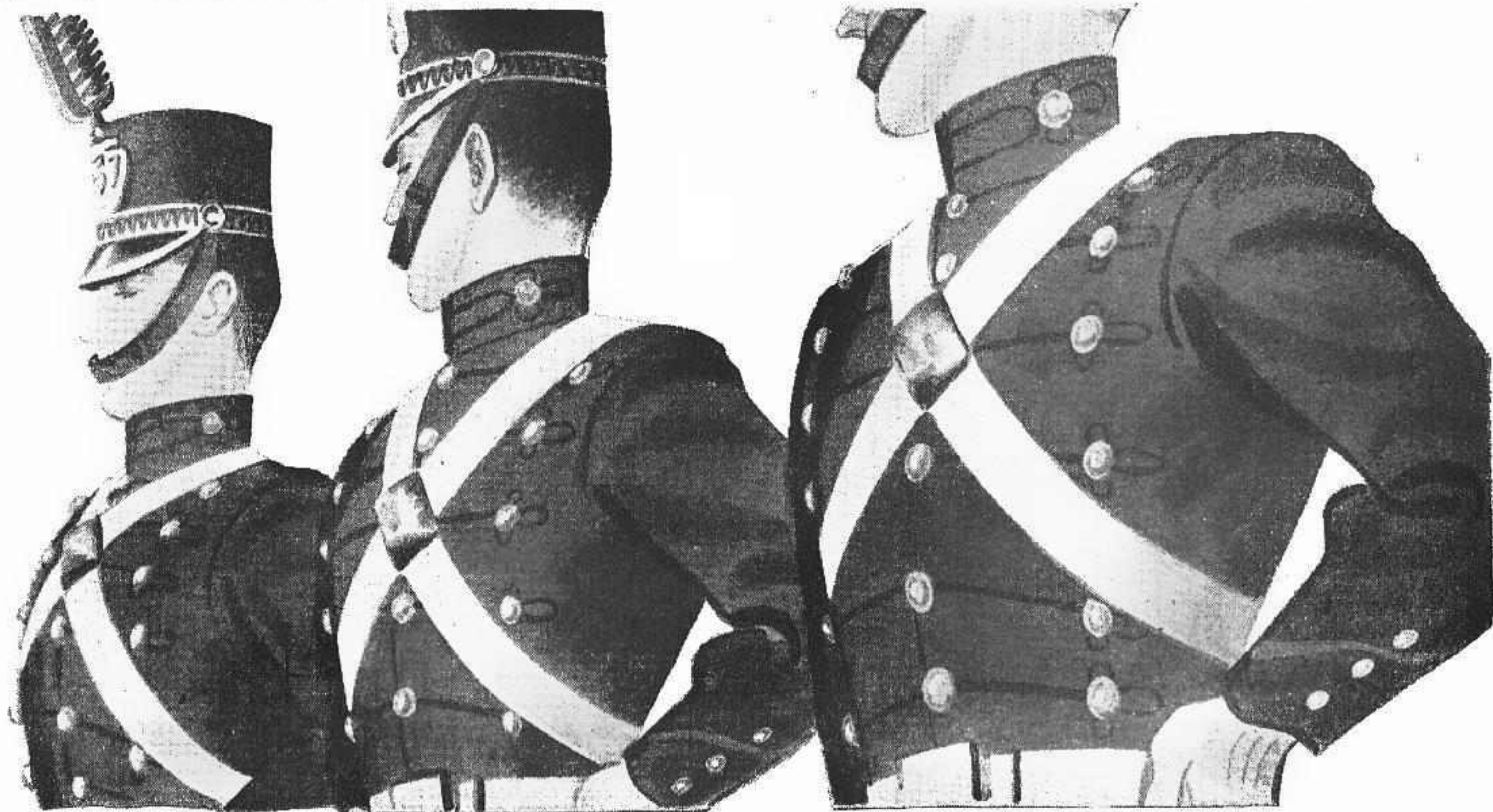
**EASTERN FACTORY SALES REPRESENTATIVE**

Extensive plans to serve operators of this territory with EXHIBIT'S games are now under way. Distributors in the territory will be announced as they are appointed.

**EXHIBIT SUPPLY CO.,**

4222 W. LAKE ST.  
 CHICAGO 24, ILL.





# RIGHT DRESS!

The clean-cut military appearance of a Mills Black Cherry Bell on Safe Stand as shown here, makes a tremendous impression on players, wins hearty approval of the locations. This stand has been designed to fit and become a part of the Black Cherry—it *actually makes it a floor model.*

The Mills Safe Stand, of heavy gauge metal, painted a pebbled textured black, is rich looking and sturdy in appearance, and the attractive Mills Owl insignia appears on front. These Safe Stands can be loaded with sand or any other heavy material to give it a firm foundation and act as a sound insulator.

When you come upon a battery of Mills Coin Machines uniformly lined up for play on these Safe Stands, you are immediately impressed by their good looks, and you will find that the play is better when coin machines are so equipped. Both Mills Black Cherry Bells and Mills Safe Stands are ready for delivery, so when you order your machines, also specify safe stands. Your locations will agree that they are more attractive in their—**Right Dress!**



WRITE: **MILLS** 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

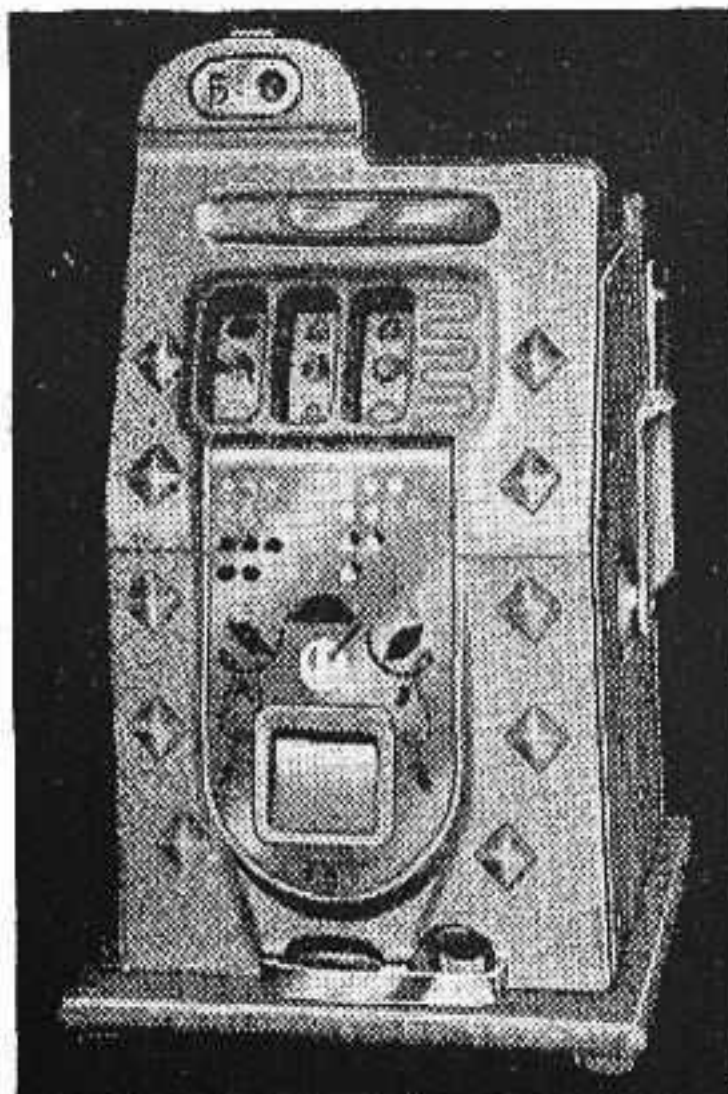


# SILVER CHROME CABINETS

COMPLETE ONLY

specify 5c, 10c or 25c play; 2/5 or 3/5 pay.

## \$39.50



# GOLD CHROME CABINETS

COMPLETE ONLY

specify 5c, 10c or 25c play; 2/5 or 3/5 pay.

## \$29.50

*These Brand New Features Included* →

- LIGHT, DURABLE WOOD CABINET
- DRILL PROOF LINING
- METAL REWARD PLATE
- DENOMINATOR
- KNEE ACTION
- UNBREAKABLE JACKPOT GLASS
- CLUB HANDLE
- CASTINGS (Gold or Silver)

# REBUILDING

of ANY

COMPLETE ONLY

## MILLS ESCALATOR TYPE MACHINES \$69.50

and placed in

plus parts

## A BRAND NEW CHROME CABINET

choice of

SILVER • GOLD • BLACK CHROME

### WILL LOOK AND OPERATE LIKE NEW!!!



- COMPLETELY REBUILT
- COMPLETELY REFINISHED
- COMPLETELY REJUVENATED

Here is the opportunity you've been looking for to make any of your MILLS ESCALATOR TYPE MACHINES look and operate as good as new. We will completely rebuild your machines under the supervision of factory trained mechanics. ALL OUR WORK GUARANTEED. SEND YOUR MACHINES AT ONCE. VERY PROMPT DELIVERY!!! The cabinets furnished include all the features above.

## WE WILL NOT BE UNDERSOLD!!!

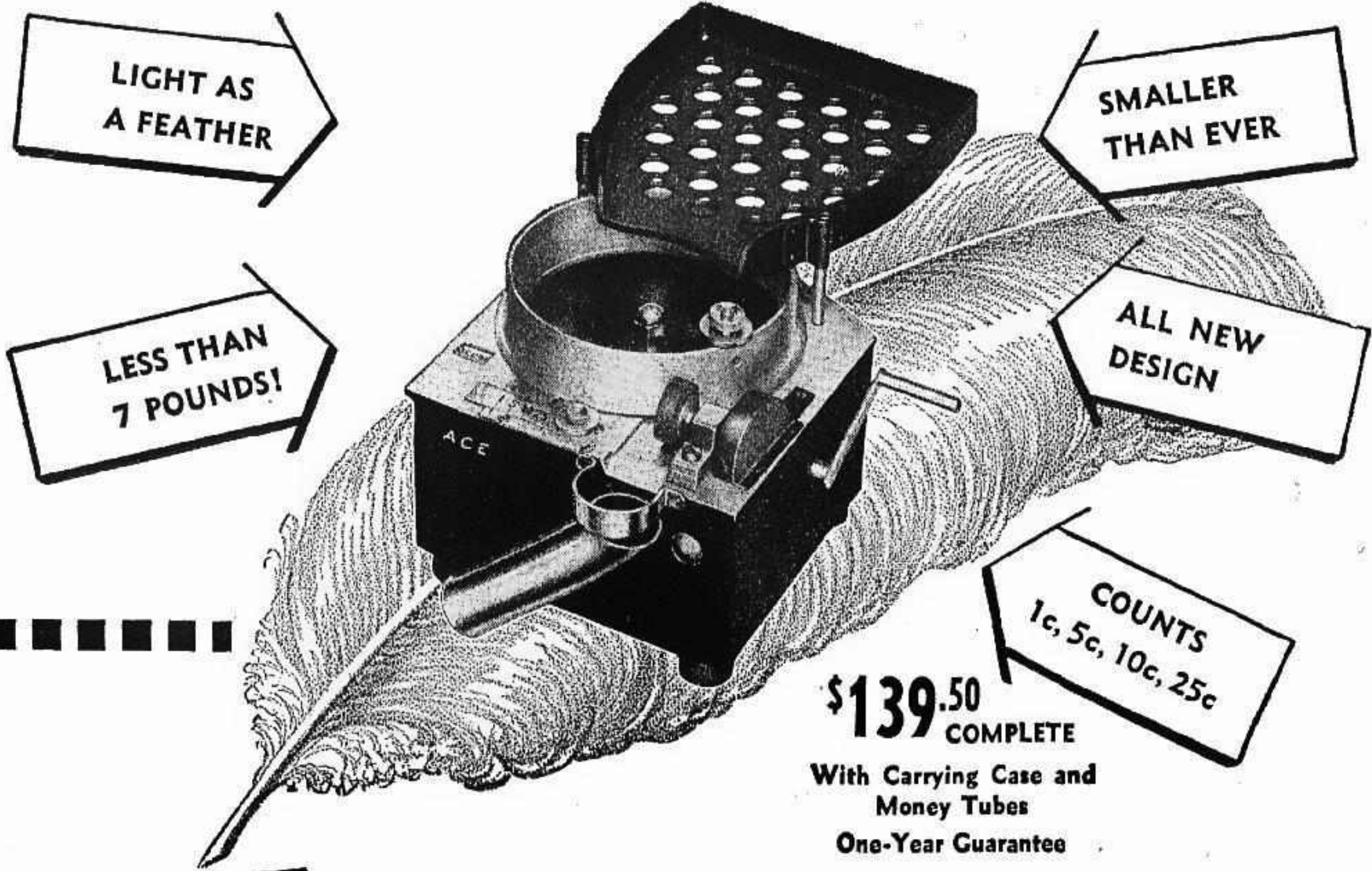
### *American Amusement Co.*

4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"



Here it is! **A SENSATIONAL NEW  
COIN COUNTER**



**NOW 5 WAYS BETTER THAN ANY  
COIN COUNTER EVER MADE!**

The operator's requirements were the prime consideration in the designing and engineering of this counter. Weighs less than 7 pounds, 50% lighter than any other coin counter. Exact size is 6½"x6½"x4". So small, light and efficient that servicemen are enabled

to increase their "stops" by 21% or more. Automatic operation resets counter and adjusts itself for coins being counted. Nothing else on the market like it. Complete with carrying case and two tubes which handle all size coins.

**SIMPLE — COMPACT — COMPLETE — EFFICIENT**

**ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.**

**ACE COIN COUNTING MACHINE CO.**

3715 NO. SOUTHPORT AVE.

BITtersweet 4453

CHICAGO 13, ILL.





THE CHALLENGER IS THE CHAMPION!

# Challenger '47

## PHONOGRAPH

Unsurpassed is the record of the CHALLENGER '47. From a position of challenger to the field, it has reached the pinnacle—the top phonograph in the industry.

People cannot refrain from talking—particularly when they discover something exceptional! That is why the CHALLENGER is the most talked about phonograph in the music industry. This growing demand for the CHALLENGER is not an accident. It is the result of a long-standing ideal to produce nothing but an extra quality product—the winner over all. The trade has seen, and now demands, the champion—the CHALLENGER '47.

Unanimously  
Acclaimed!

- ☐ 1000 Drink Capacity
- ☐ "Temp" refrigeration—Assures low temperature drink
- ☐ "Angle Flow" valve mixing mechanism
- ☐ Dispenses cold drink immediately—no idle cooling period
- ☐ Positive spiral release cup drop
- ☐ Stainless steel, hermetically sealed tanks
- ☐ Sanitation improved with filters and ultra-violet rays
- ☐ Removable cabinet panels on structural chassis of steel
- ☐ Safety interlock rejector and slug protector
- ☐ Telephone type, collection-proof coin box
- ☐ Accurate, electrically operated automatic register
- ☐ Front door accessibility—easily and quickly serviced

# CHALLENGER

## Drink Dispenser

Challenger Automatic Music and Challenger Drink Dispenser on Permanent Display Chicago Showrooms

**Challenge**  
AUTOMATIC EQUIPMENT

GENERAL OFFICE AND SHOWROOMS  
FIELD BUILDING CHICAGO, ILLINOIS



**Industries**  
DIVISION OF U. S. CHALLENGE CO.

FACTORIES:  
BATAVIA, ILL. WICHITA, KAN.  
CENTERVILLE, IOWA

EASTERN OFFICE:  
FISK BUILDING,  
250 W. 57th STREET,  
NEW YORK 19, N. Y.



*Beauty!*



*Appeal!*



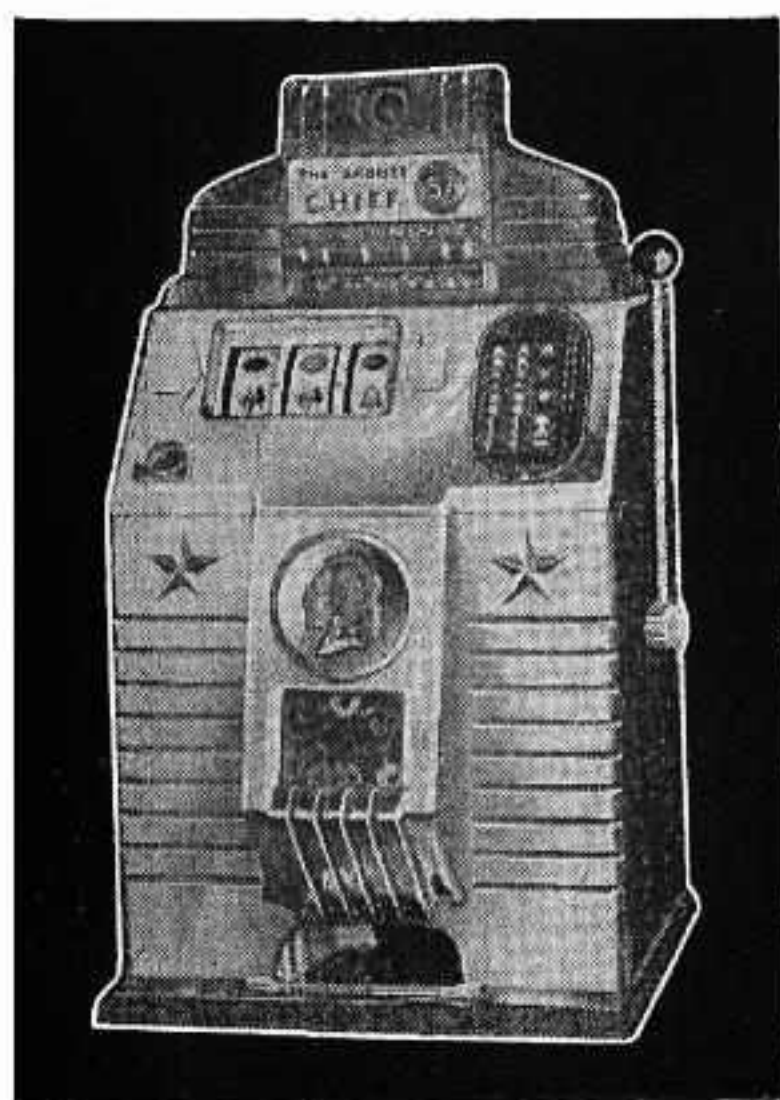
*Sparkle!*



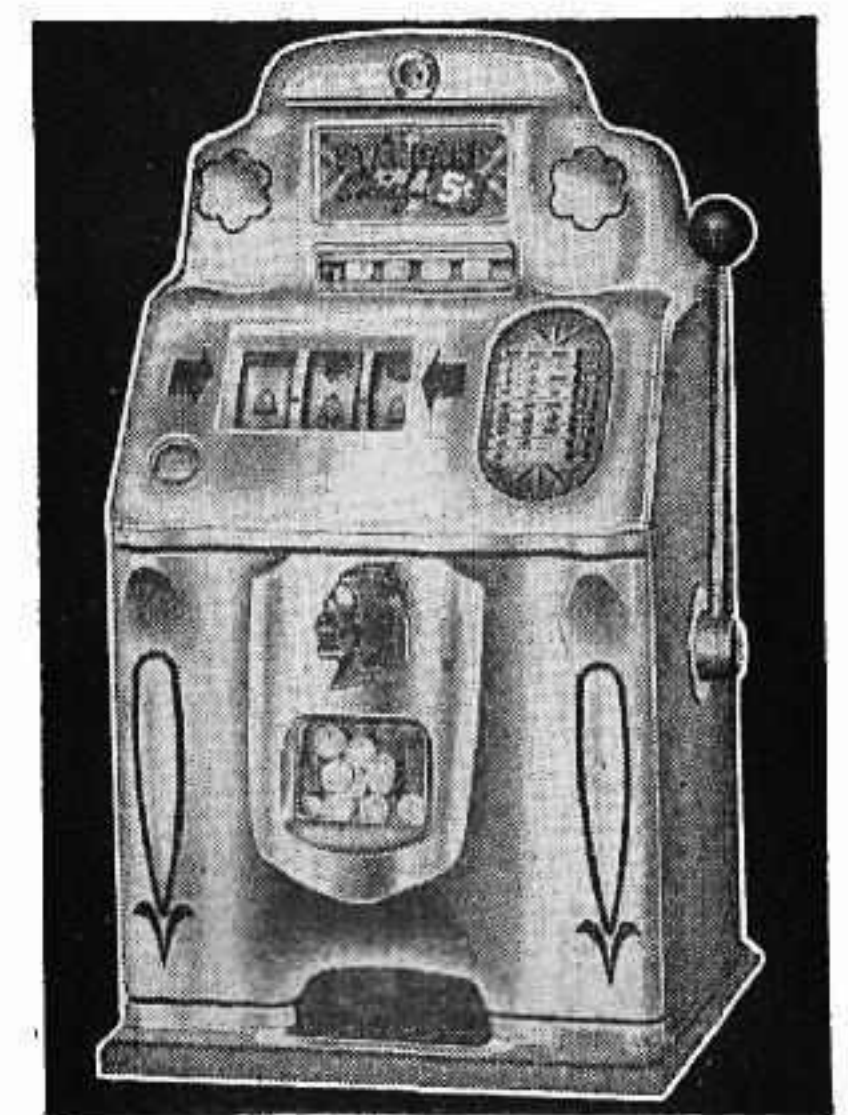
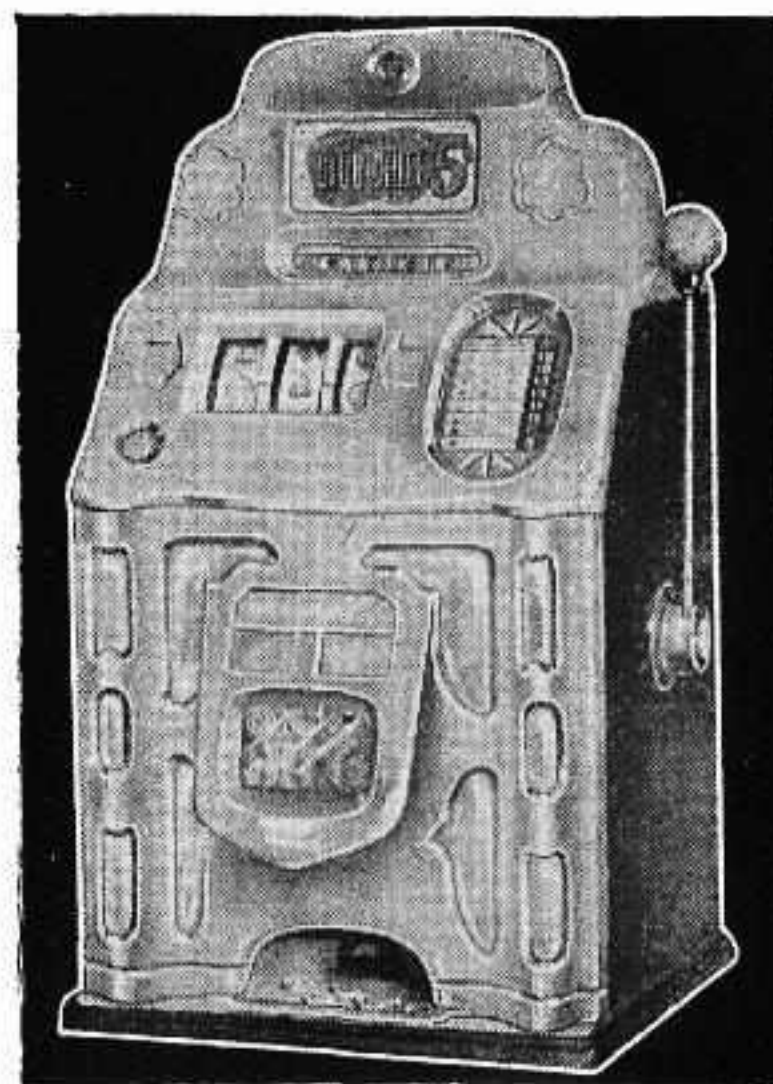
# WHEN *3* IS NOT A CROWD

Jennings three sensational "honeys" don't care to crowd one another out of the picture... each having its own ample abundance of beauty to offer operators as to fit his taste. These "three musketeers" can be seen at your distributor or dealer, or write to factory for further particulars.

## *Super De Luxe* **CLUB CHIEF**



**BRONZE CHIEF**



**STANDARD CHIEF**

# O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET CHICAGO 24, ILL.



THE NEW **AMI** MODEL "A"  
**PHONOGRAPH**

Will Be Shown for the First Time  
at These Four Gigantic Premieres

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**LOS ANGELES, March 27 and 28**

M. S. WOLF DISTRIBUTING COMPANY  
1348 Venice Boulevard Los Angeles, California

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**NEW YORK, March 27 and 28**

RUNYON SALES COMPANY OF NEW YORK  
593 Tenth Avenue New York, New York

---

**CHICAGO, April 10 and 11**

AUTOMATIC INSTRUMENT COMPANY  
Tropical Room, Hotel Continental  
505 North Michigan Avenue Chicago, Illinois

---

**PITTSBURGH, April 14**

AMERICAN COIN-A-MATIC MACHINE CO.  
William Penn Hotel Pittsburgh, Pennsylvania

*Everybody Invited! Operators! Distributors!  
All manufacturers in the Coin Machine Industry!*

**AUTOMATIC INSTRUMENT COMPANY**

679 NORTH WELLS STREET

CHICAGO 10, ILLINOIS



AMERICA'S GREATEST MUSIC - MERCHANDISERS . . .

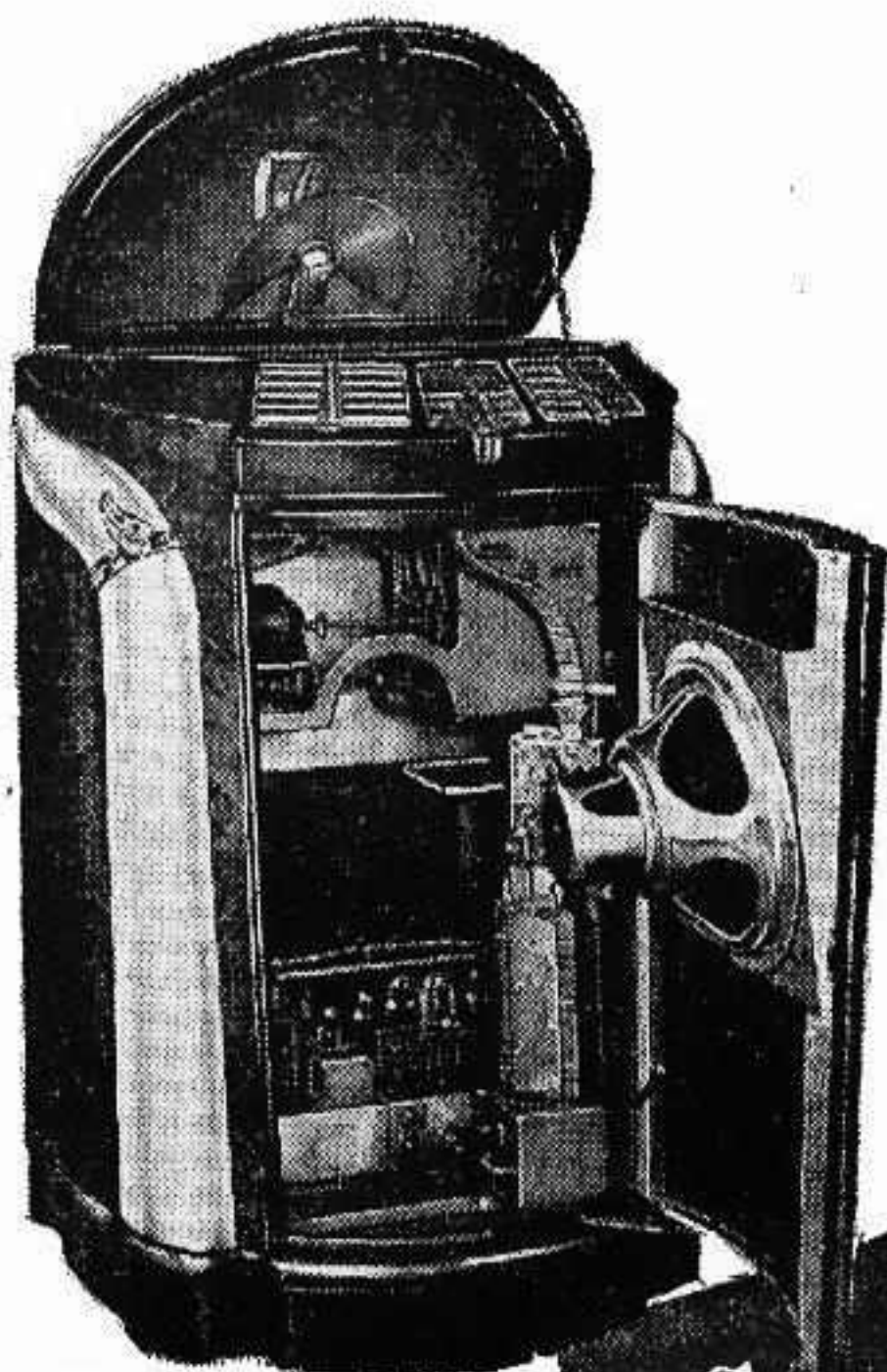


MUSIC SYSTEMS



*Seeburg Beauty*  
... IS MORE THAN SKIN DEEP!

What a dazzling and glamorous beauty the new Seeburg is . . . with its out-of-this-world cabinet of fine walnut, chrome, plastic and lights! But Seeburg beauty is more than skin deep . . . a full, true-to-life tone, new type lightweight PN crystal pick-up head, and easy-to-get-to coin chute and slug rejector, and the fact that coins can't clog . . . are among the hidden Seeburg features that are really "beautiful" any way you look at them . . . because they perform so beautifully!



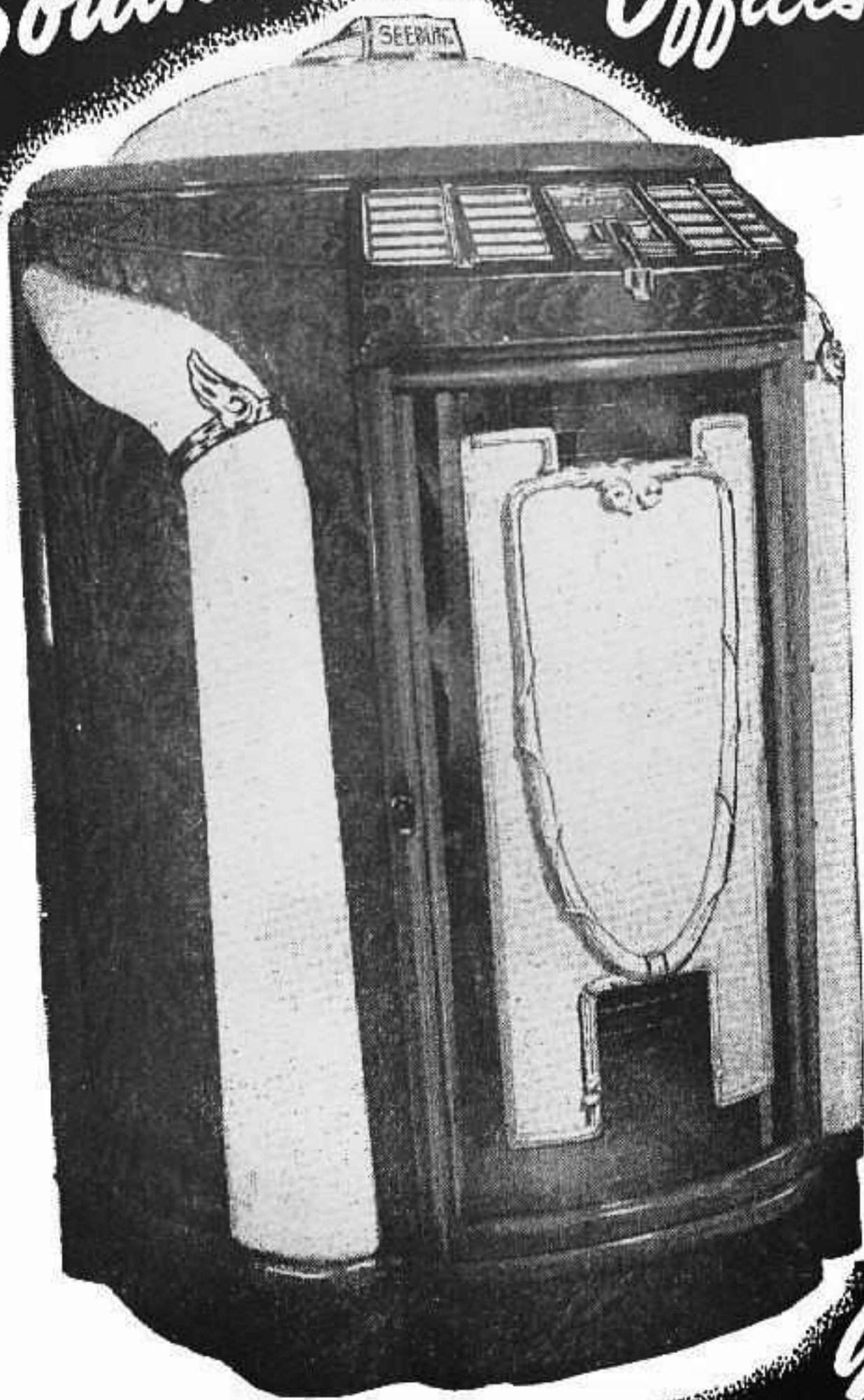
**S. H. LYNCH & CO.**

*Exclusive Seeburg Distributors*

- ★ DALLAS      ★ HOUSTON
- ★ MEMPHIS    ★ OKLAHOMA CITY
- ★ SAN ANTONIO ★ NEW ORLEANS



*at all  
Southern Automatic  
Offices*



**SEEBURG  
SYMPHONOLA "1-46"  
WIRELESS WALLOMATIC  
3-WIRE WALLOMATIC**

**SEE IT-  
HEAR IT!**

**SEEBURG  
SCIENTIFIC SOUND  
DISTRIBUTION**

*Greatest*  
**MUSIC MERCHANDISER  
OF ALL TIME!**

**NOW  
DELIVERING**

GOTTLIEB  
**STAGE DOOR  
CANTEEN**

★  
EXHIBIT  
**BIG HIT**

**DELIVERY  
SOON**

KEENEY  
**BONUS SUPER BELL**

★  
GOTTLIEB  
**GRIP SCALE**

Exclusive Factory Distributors

J. P. SEEBURG CORP.  
EXHIBIT SUPPLY CO.

D. GOTTLIEB & CO.  
J. H. KEENEY CO.

**SOUTHERN AUTOMATIC MUSIC COMPANY**

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228 W. 7th ST., CINCINNATI 2, OHIO  
325 N. ILLINOIS, INDIANAPOLIS 4, IND.  
425 BROAD ST., NASHVILLE 3, TENN.

211 E. 10th ST., CHATTANOOGA 3, TENN.  
242 N. JEFFERSON, LEXINGTON, KY.  
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ABOUT APRIL 15th SOUTHERN WILL BE OPEN IN EVANSVILLE, IND., 710 N. W. 2nd ST.



only **Aireon** has . . .



# Liquitone

The Ultimate in *Electronic* Tone Quality

**AUTOMATIC VOLUME CONTROL**

No blast or mumble, volume controlled by changing noise level in room, from pre-set normal.

**NEW TONAL ARCH**

Reproduces true tone, regardless of shape or size of room, or nature of walls and ceilings.

**PARABOLIC SOUND DISTRIBUTION**

Adjustable speaker setting "tailors" sound to shape and size of room, eliminates all dead spots.

**RIM DRIVE TURNTABLE**

Eliminates gear noises and motor hum.

**MAGNESIUM PICK-UP HEAD**

Minimizes record wear, improves tone.

**MATCHING FREQUENCY**

For range of today's records, eliminates extra sounds, scratches, etc.

**SPECIAL SPEAKER**

Aireon designed and built, 15-inch 12,000 cycle, carries maximum range of harmonics and tone.

What *one* feature of any coin-operated phonograph brings in the most nickels—pays off the biggest profits? It's the tone-quality, of course—because the folks who pay are buying *music*—and the music that pleases most is the music that pays best.

Only Aireon can give you Liquitone, that ultimate perfection in tone quality—because only Aireon, the *Electronic* phonograph, has the features which automatically eliminate all blast or mumble, needle scratch and gear noises, "dead spots" and distortion—and sends through a specially designed speaker only the pure, liquid tones that were put on the record in recording.

For your best locations—where the customers want their music good and often, where you pick the best records for the biggest play, there's only one phonograph, from now on . . .

**Aireon**  
MANUFACTURING CORPORATION

*General Offices:*

1401 Fairfax Trafficway, Kansas City, Kans.

*General Sales Offices:*

1233 Grand Avenue, Kansas City 6, Mo.

*Plants and Laboratories:* Slater, Mo. • Los Gatos, Calif. • Oklahoma City  
Mexico, D. F. • Kansas City • Greenwich, Conn. • Pasadena, Calif.



# 3 TOP MONEY MAKERS BY Bally... FOR EVERY TYPE OF LOCATION

## VICTORY DERBY

ONE BALL  
MULTIPLE  
PAY TABLE



Packed with all the profit-proved features of Bally's famous pre-war multiple games; VICTORY DERBY also introduces new play-stimulating ideas that are pushing profits to a new all-time high. Order today for early delivery.

## VICTORY SPECIAL

ONE OR FIVE  
BALL REPLAY  
MULTIPLE



Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play... and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

## SURF QUEENS

NEW FIVE BALL  
NOVELTY  
GAME



Designed by a successful operator known for his ability to pick winners, SURF QUEENS is packed with all the time-tested features of a money-making game, plus new angles that will bring the slowest spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper, Bally Reserve and other famous Bally hits. Be first in your territory with SURF QUEENS—order today from your Bally distributor.



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



# Take a Peek at Seeburg Model 1-46"



Just one peek at the new streamlined SEEBURG Symphonola 1-46 and you will know why it has been acclaimed from coast to coast as the number one phonograph of 1946.

In 1939—SEEBURG was first to introduce complete remote control music system . . .

In 1946—SEEBURG again leads the way to better music and a more efficient music system by introducing for the first time Scientific Sound Distribution.

**THE GREATEST  
MUSIC  
SERVICE  
OF ALL TIME**

# Seeburg

1902 DEPENDABLE MUSIC SYSTEMS 1946

J. P. SEEBURG CORP. • CHICAGO

**SEEBURG  
SCIENTIFIC  
SOUND  
DISTRIBUTION**



EVERYBODY WILL SEE IT EVERYWHERE



# AMERICA'S FAVORITE NICKEL'S WORTH OF FUN



Wurlitzer's "Triple Action"  
Advertising Campaign  
will reach Everybody...Everywhere



During 1946, Wurlitzer's national magazine and coast to coast billboard advertising will register close to *two billion impressions* on the American public.

Everybody everywhere will be told over and over again that Wurlitzer Music is "America's Favorite Nickel's Worth of Fun" . . . that you can enjoy Wurlitzer Phonograph Music wherever you see the *Sign of the Musical Note*.

Already there has been a tremendous response. Results will be intensified as time goes on. More and better locations for Wurlitzer Factory-Approved Music Merchants. More and better patronage and profits for Wurlitzer location owners. More and more location owners who will be satisfied with nothing but Wurlitzer Phonograph Music. The Rudolph Wurlitzer\* Company, North Tonawanda, New York.

\*The Name That Means *Music* to Millions

WATCH WURLITZER EXTEND ITS LEADERSHIP

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